



Alberta's Promise is dedicated to creating opportunities for young people. By fostering creative partnerships between caring organizations, children and youth derive extraordinary benefits. We're fortunate to have a province that is blessed with natural resources, but our most valuable asset is our people. Ingenuity and perseverance are abundant, with equally large reserves of compassion and empathy. Albertans must draw upon and invest all these qualities for future generations.



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Mary Lou Leins		Jill Willoughby	
Audrey Luft	Manpower	Dick Wilson	
Craig Martin	Edmonton Sun		
Ashif Mawji	Upside Software Inc.	*In memoriam.	



**ALBERTA'S PROMISE 2006 REPORT TO THE COMMUNITY**

The Alberta's Promise little red wagon is a symbol of childhood, a helpful means for pulling the occasionally heavy load of life, and a place to keep dreams, with a handle so an adult can help out from time to time.

INVESTING IN ALBERTA'S YOUNG PEOPLE PAYS DIVIDENDS FOR

**GENERATIONS.**

# MAKING GOOD ON ALBERTA'S PROMISE BENEFITS EVERYONE.

Children and young people are the most visible beneficiaries of Alberta's Promise partnerships. But the domino effects are many. Alberta's cities and towns benefit because Alberta's Promise provides unique opportunities to engage with private sector partners and invest in communities. Companies benefit because Alberta's Promise provides a way to focus community investment. Agencies that provide youth programs benefit because Alberta's Promise helps raise their profile, which aids in raising funds and attracting volunteers.

## PARTNERSHIPS AND SUCCESS STORIES

### Grande Prairie Lions Club, SUN FM Kev's Kids, and the Society for Support to Pregnant and Parenting Teens

These three Alberta's Promise partners announced the creation of a playground at the Lions Learning Centre in Grande Prairie. Funded by the Grande Prairie Lions Club and SUN FM Kev's Kids, it is a welcome addition to the Society for Support to Pregnant and Parenting Teens, which is one of the organizations housed in the centre. The playground is enjoyed by children involved in the Lions Learning Centre programs along with the children in the neighborhood.

#### Clean Scene & Diversified Staffing Ltd.

In a relationship that was a direct result of both organizations becoming Alberta's Promise partners, Clean Scene and Diversified Staffing Ltd. are helping teens stay drug and crime free. Clean Scene is a drug and crime prevention program. Diversified Staffing Ltd. donates 100% of the administrative and payroll support services to Clean Scene, enabling them to devote all possible resources to helping Alberta's youth.

#### RBC Dominion Securities, Melcor Developments Ltd. and the City of Lethbridge

RBC Dominion Securities, Melcor Developments Ltd. and the City of Lethbridge, in partnership with Alberta's Promise and with the help of CFEP (Community Facility Enhancement Program) funding and an Alberta Recycling Management Authority grant, are investing in creating barrier-free parks in the city of Lethbridge. The first such park, giving children and adults with mobility restrictions full access, was opened earlier this year in the Paradise Canyon Crest neighborhood. RBC Dominion Securities has hosted two golf tournaments to raise more than \$110,000 toward funding these projects.



## TO LEARN MORE, OR TO STEP UP

Alberta's Promise has over 500 partners across the province, from small locally owned companies to large corporations, agencies, and communities. We encourage all Albertans to find a cause. Volunteer time. Give from your heart as well as your wallet. And help our partners help Alberta's kids. To find out more about our efforts and how you can help our not-for-profit partners, please visit **ALBERTASPROMISE.ORG** or call **1-866-313-7500**.

## THE FUTURE IS PROMISING

Today there are more family models than model families. As a result, young people are growing up in a variety of environments. For families who have immigrated to Alberta from afar, the province itself is a whole new experience. Access to technology means there's no such thing as a sheltered childhood. A farm kid in central Alberta can have a global dialogue with hundreds of peers. These new realities mean that it takes a community working in concert to create a place where young people thrive. The innovative organizations Alberta's Promise brings together are making things happen for Alberta's young people.

## WE'RE ACCOUNTABLE TO ALL ALBERTANS

Alberta's Promise is also accountable to a 70-member private sector advisory council. Their common thread: a passion for seeing young people grow. Ultimately of course, we are accountable to Alberta's young people. A promise made to a child is a powerful responsibility. Multiply it by hundreds of thousands, and you can understand why Alberta's Promise takes that responsibility to heart.

#### Pro-Active Professional Development

Alberta's Promise has partnered with CentrePoint, a management support and service provider to the non-profit sector, to provide 8 workshops throughout the province by the end of March 2007. The topics are related to the management of non-profit organizations, and include fundraising, strategic planning, board governance and leadership transition. A recent survey discovered that more than 80% of Alberta's non-profit leaders plan to leave their current position within five years. The workshop will help executive directors plan for transition and build sustainability.

#### Crisis Centre Red Deer Promise Agency

Alberta's Promise works with service clubs in Red Deer and the surrounding area. Service clubs were encouraged to select new youth initiatives and as a result, the Rotary Club of Red Deer donated \$50,000 to the Crisis Centre. According to the Executive Director of the Crisis Centre, the Alberta's Promise partnership helped raise their profile and increased funding.



#### BUSINESS LEADERS WHO ARE HELPING

### MAKE GOOD ON A PROMISE

Here are just a few of the companies whose support has helped broaden the opportunities for Alberta's young people.

#### CANADA SAFEWAY



Caring about communities and families is a Canada Safeway tradition. Since 1929, Safeway employees and customers have worked to build healthier neighbourhoods. Through the We Care program and the Canada Safeway Foundation, Safeway supports local initiatives focused on children and youth. Canada Safeway contributes \$15 million annually to local charities including Children's Charities, Education and Community based activities. "Our partnership with Alberta's Promise allows us to work together with the common goal of making Alberta the best place in the world to raise our children," says Safeway President and Chief Operating Officer Chuck Mulvenna.

#### ENCANA COMMUNITY INVESTMENT



Giving back to the community - whether it involves large or small donations, goods and services, or volunteer efforts - plays an important role in the way EnCana does business. EnCana strives to be a leader in both the energy business and in community engagement, and as such they continually look for community investment opportunities that will truly make a positive, long-lasting difference. EnCana is proud to say, "We see possibilities and help make them happen." EnCana's partnership with Alberta's Promise helps us turn possibilities into significant programs that assist children and youth in developing the social and academic skills needed to become Alberta's future leaders.

#### UNITED CYCLE



As a fourth-generation family business, United Cycle is proud to work with Alberta's Promise as a Promise Builder. It helped establish and continues to support Sport Central, a non-profit organization providing sports equipment and services to kids in need. The company has partnered with the Edmonton Safety Council and Safety City for 15 years, helping teach bike and street safety to children. United Cycle also supports northern Alberta youth programs, with a special interest in aboriginal communities. As United Cycle general manager Jason Bots says, "My advice to young people is pursue your passion. Whatever excites you and drives you to be your best."

#### TELUS



With a focus on young Albertans, TELUS looks for opportunities to support communities in three areas: arts and culture, education and sport, and health and wellness. TELUS Community Boards in Edmonton and Calgary meet quarterly to discuss and strategically allocate approximately \$1 million each year to local charities, mainly on initiatives that support young people. To support children and life-long learning, the TELUS World of Science in Edmonton and Calgary fosters educational opportunities in science and technology. Through its relationships with Alberta's Promise agencies, TELUS is investing for future generations of Albertans.