



BUILD.



EMPOWER.



CONNECT.



ALBERTA'S PROMISE

Inspiring Partnerships for Kids

**ANNUAL 2016
REPORT 2017**

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MESSAGE FROM EXECUTIVE DIRECTOR

Dear friends and Promise Partners,

Another year has come and gone, and the Alberta's Promise team is proud of all we have accomplished. Working with business, non-profit, and community partners across the province, Alberta's Promise continues to create community involvement partnerships for good. These partnerships are building strong, collaborative communities and improving conditions for Alberta's children and their families. This report celebrates our ability to **build** tools, **empower** partners, and forge meaningful **connections** in 2016/17.

Corporate social responsibility is on the rise. Alberta businesses are seeking manageable ways to give back, but many lack the resources to develop a strategic plan. This past year, Alberta's Promise built and released a community involvement toolkit for businesses to bring clarity to the process. The toolkit walks businesses through five easy steps to developing a community involvement policy, and offers creative giving ideas for those lacking financial resources. Available at no cost through our website, the toolkit helps businesses become more strategic in their giving.

As a trusted partner of changemakers across the province, Alberta's Promise is empowering organizations to deliver greater impact. Our PromiseConnect learning series equips partners with new knowledge and skills to do more within their organizations. Launched in early 2017, these lunch hour speaker sessions enlighten business and non-profit attendees on a new topic each month, leaving them with great lessons to take back to the office. We also find ways to share the workload with partners so they can focus on building better communities; our no-fee marketing services and community involvement toolkit are valuable time-saving offerings.

And of course, community connections and partnerships are what we do best. Through community presentations and networking, we build relationships with movers and shakers in Alberta to make great things happen for children and their families. In 2016/17, we continued to connect businesses who want to give back to non-profits seeking support.

Looking ahead, we know our work is more important than ever. As collective impact and community economic development gain support from all sectors, Alberta's Promise is well-positioned to lead the way delivering value to businesses and non-profits hoping to make a difference. To our partners across the province, thank you for all you do to strengthen programs and services for families. We will continue to walk alongside you in pursuit of your community goals, offering resources and support every step of the way.

Sincerely,

Judy Eng-Hum
Executive Director



ABOUT US

Alberta's Promise Makes Community Involvement Easy

In 2003, Alberta's Promise was founded on the idea that together, we can do more. This same idea drives our work today.

We unite purposeful businesses, non-profits, and communities to build a better Alberta for the next generation. Through strategic partnerships facilitated by Alberta's Promise, businesses enjoy the benefits of giving back while non-profits receive gifts of time, money, goods, or services to better serve children and youth.

Business, non-profit, and community partners from across the province work with Alberta's Promise to reach their community involvement goals. Our no-fee partnership and marketing services help partners:

- 1 Co-brand as champions for kids and display their Little Red Wagon
- 2 Make the connections that lead to great partnerships for kids
- 3 Celebrate and promote partnership stories through media & events

With the help of over 1800 Promise Partners, we are building caring communities to support positive outcomes for kids and their families.

THE LITTLE RED WAGON



Alberta's Promise partners across the province display the iconic Little Red Wagon to demonstrate their commitment to children and youth.

OUR FIVE PROMISES

Alberta's Promise supports five key developmental building blocks needed by children and youth to achieve their potential – in school, work, and community.



A Healthy Start: "I promise to nurture the growth and well-being of children in their early years and to support parents."



Caring Adults: "I promise to provide support and guidance to children and youth through mentoring, coaching and volunteering."



Child & Youth Friendly Communities:

"I promise to provide safe, caring communities in which children and youth can grow."



Lifelong Learning: "I promise to inspire a passion for learning and skill development throughout life; in the classroom, in the workplace, in the community."



Opportunities to Contribute: "I promise to support children and youth to become active citizens, innovators and leaders in their communities."

The Little Red Wagon is a symbol of childhood, a place to keep dreams and a helpful means for pulling the occasionally heavy load of life, with a handle so an adult can help out from time to time.

YEAR IN REVIEW

44
NEW
Promise
Partners

100+
Alberta's Promise partners were accepted into the Shaw Charity Classic Birdies for Kids fundraising program in 2017

50+
connecting/
matching
activities with
partners

17

Attended and presented at tradeshow, events, and conferences

85
DOWNLOADS
OF OUR **NEW** community involvement toolkit

Reached
~1100
followers
& **11**
followers

Received a **Helping Hand Award** from partner Mealshare

Welcomed
40+
guests over
3 inaugural
PromiseConnect events

Received an **IMA Outstanding Achievement Award** for the design, content, and functionality of our website

WHAT PEOPLE ARE SAYING

At Alberta's Promise, we measure our success by the value we bring to our partners. Here's what they've had to say about us this past year.

Alberta's Promise has been a **VALUABLE PARTNER** for GE. They've helped us find community organizations where we can engage our employees to make a difference."

– JAMES CLELAND, GE CANADA

In our new experience with Alberta's Promise we have been wrapped around with **ENCOURAGEMENT AND SUPPORT**. Thanks."

– ANONYMOUS PROMISECONNECT ATTENDEE

Alberta's Promise was the first thing we did when we became charitable. The little red wagon is a beautiful visual reminder of who we serve and why. Having just celebrated our first year as an Alberta's Promise Partner, we have enjoyed the benefits our membership has brought us. **OUR ORGANIZATION GROWS STRONGER AND MORE VIBRANT WITH THE SUPPORT WE HAVE RECEIVED** through the learning sessions, the available resources and the connections to the business community. Thank you for helping us so that we are able to keep our promise to Alberta's children!"

– JANICA FISHER AND MARNIE WORBETS, HUMANITY IN PRACTICE

At Ski Fit North, **WE FEEL EXTRAORDINARILY PRIVILEGED AND FORTUNATE TO HAVE CONNECTED WITH ALBERTA'S PROMISE**. We feel that Alberta's Promise not only supports our work, but they also share our vision of creating happier, healthier Indigenous children and youth. I know that they are there for us and always ready to assist us on many varied and different levels, and we are truly grateful for Alberta's Promise!"

– BECKIE SCOTT, SKI FIT NORTH ALBERTA

Thank you so much for all of your help and support through the charity recruitment process this year. **WE ARE SO THANKFUL TO WORK WITH SUCH A WONDERFUL ORGANIZATION** and look forward to continuing to work together."

– LAUREN CALVERT AND JENN FAULDS, CALGARY SHAW CHARITY CLASSIC FOUNDATION

IT IS GREAT TO HAVE THE SUPPORT AND ENCOURAGEMENT OF THE ALBERTA'S PROMISE TEAM as we take the next steps in our agency's growth. Much appreciated!"

– DANIELLE LADOUCEUR, FAMILIES MATTER

BUILD: COMMUNITY INVOLVEMENT TOOLKIT

Small businesses in Alberta know the importance of giving back to their communities. A well-crafted giving program can engage employees, attract and retain customers, build brand reputation, and make a difference in the community. But developing a community involvement strategy is a process which, to those managing the day-to-day demands of running a business, may seem overwhelming and time-consuming.

Alberta's Promise wanted to help.

That's why we built the community involvement toolkit titled, *Creating a Community Involvement Program for Your Small Business*. Developed with input from organizations and individuals from across the province, the toolkit is an easy-to-use, step-by-step guide for businesses looking to give back and get ahead. Available as a free download from albertaspromise.org/BusinessToolkit, the toolkit is a workbook designed to make community involvement planning easy. It walks small businesses through five steps to creating a simple and effective community involvement program.



PRAISE FOR THE TOOLKIT

CONGRATULATIONS ON SUCH A GREAT TOOL - it will be so helpful to so many businesses. Well done to ... Alberta's Promise.”
- JOCELYNE DAW, JS DAW & ASSOCIATES

For many SME's, developing an effective community involvement program can seem complex and overwhelming. This toolkit does a great job of breaking it down and provides **A SIMPLE, PRACTICAL AND USABLE GUIDE FOR ANY SIZED BUSINESS** to do well through meaningful community involvement.”

- ROD GAROSSINO, APEGA EDUCATION FOUNDATION

STEP 1

Define your business goals for giving

Find your motivation for getting involved in the community. Doing good and giving back can improve your business reputation, engage employees, win new business, and make a difference.

STEP 2

Determine your giving priorities

Narrow down the causes your business wants to support. Find the logical connections between what you do, what you stand for, and what your employees and customers value.

STEP 3

Identify your resources

Outline what your business has to give. Your community involvement should have a set budget and pool of financial, in-kind, and volunteer resources.

STEP 4

Select your non-profit partners

Choose the organizations you wish to support. Your decision can be made independently or with the help of Alberta's Promise.

STEP 5

Manage and evaluate your program

Regularly evaluate and promote your giving strategy. Ensure your community involvement program remains relevant to your business and to your community.

The toolkit was released in October 2016 to great accolades from businesses, chambers, and community involvement professionals. In addition to simplifying community involvement planning, the toolkit encourages businesses to get creative and think beyond dollars when it comes to their giving. Since its release in late 2016, the toolkit has been downloaded 85 times, with countless other copies circulating both in hard copy and digital formats. Our video introductions to the toolkit helped raise awareness and drive traffic to our website.

“The Alberta's Promise toolkit is **A GREAT RESOURCE** in assisting our local businesses with their community giving initiatives. The toolkit is **WELL THOUGHT-OUT, VERY DETAILED**, and allows businesses to be more strategic and impactful with their giving.”

- RANDY TREMEL, CORPORATE PHILANTHROPY COMMITTEE, LETHBRIDGE CHAMBER OF COMMERCE

“Wow, a **FREE** download of the toolkit to **GET BUSINESSES INVOLVED IN THE COMMUNITY!** Thanks @ABPromise for the great (timely) info #SMBByc85”

- DR. MARLEE LAMERIS (@DRMARLEE) ON TWITTER

EMPOWER: KNOWLEDGE SHARING + CAPACITY BUILDING

Our partners are masters of doing more with less. Despite a challenging economic climate and limited resources across all sectors, businesses are finding new creative ways to support their communities, while non-profits continue to offer valuable programs and services for kids. The question: how could Alberta's Promise empower partners to grow their impact? The answer: by offering free learning opportunities, marketing support, and a do-it-yourself tool.

PROMISECONNECT LEARNING SERIES

In January 2017, we launched a lunch hour learning series for partners titled PromiseConnect. From branding to leadership to event-planning, the free monthly events cover a wide-range of topics presented by friends or partners of Alberta's Promise. Businesses and non-profits value the quick format and convenient location in downtown Calgary, and partners leave each session with newfound knowledge and connections. Our PromiseConnect series is building partners' internal capacity and creating valuable networking opportunities.

AN AWESOME OPPORTUNITY TO NETWORK



"I appreciate the opportunity to access **HIGH QUALITY MATERIAL** for cash and time strapped non-profits."

– ANONYMOUS PROMISECONNECT ATTENDEE

"Really enjoy these lunch hour sessions. **LOTS OF GREAT INFORMATION IN A CONCISE FORMAT.**"

– ANONYMOUS PROMISECONNECT ATTENDEE

"PromiseConnect was an **AWESOME OPPORTUNITY TO NETWORK** with businesses and other non-profits while learning new skills to help us all grow. Thank you for the opportunity to participate." – ANONYMOUS PROMISECONNECT ATTENDEE

PROFILING PARTNERS

Marketing is a luxury not all organizations can afford. It often requires time, specialized skills, and even expensive software. But every organization needs its story told, and for our partners, communicating impact is everything.

Thanks to our in-house marketing services, partners can outsource storytelling and feel empowered to get back to what matters: providing positive outcomes for kids and their families. This year, Alberta's Promise offered complimentary graphic design, blog-writing, and social campaign management services to share the great work our partners are doing in the community. We also shared their needs and promoted upcoming events.

COMMUNITY INVOLVEMENT TOOLKIT

The more tools in the community toolbox, the more Promise Partners can build. Our newly released community involvement toolkit empowers small businesses to develop a plan for their giving. The free, user-friendly toolkit walks businesses through five steps to creating a simple and effective community involvement program.

CONNECT: COMMUNITY + PARTNERSHIPS

In our work, all good things start with a connection. Shaking hands with a senior manager of a purposeful business, or exchanging business cards with a front-line employee at a local non-profit: these are the points of first contact which lead to some truly amazing outcomes. This year, Alberta's Promise continued to connect people, organizations, and ideas for good.

IN THE COMMUNITY

Getting out into the community is vital to our building meaningful connections across both private and non-profit sectors. Alberta's Promise attended and presented at 17 tradeshows, conferences, and events in 2016/17.



On April 12, 2016, we hosted a breakout session on corporate social responsibility catalyzing economic development at the **Calgary Chamber of Voluntary Organizations Connections Conference** in Calgary.



We released our community involvement toolkit for businesses at the **Opportunity South: Conference and Business Expo** in Lethbridge on October 14, 2016.



As part of the Alberta Mentoring Partnership Leadership Committee, we helped plan the **2016 National Mentoring Symposium** in Banff (November 2- 4, 2016). We also attended the event to network with mentoring agencies across the province.



We presented on strengthening communities through cross-sector partnerships at the annual **Economic Developers Alberta Annual Conference** in Banff on March 23, 2017.



We hosted a booth at the **2016 Small Business Week Calgary Expo** on October 20, 2016 to connect with the business community and promote our newly released community involvement toolkit for businesses.



We toured the facilities of non-profit partners such as **Pacekids Programs, Inn from the Cold, and Calgary Meals on Wheels** to better profile their programs, needs, and impact.

PARTNERSHIPS

An Alberta's Promise partnership is a win-win relationship between caring Promise Partners. When businesses give time, talent, and resources to youth-serving non-profits seeking support, economic and societal benefits abound. In 2016/17, we proudly helped pave the way for many creative cross-sector collaborations.



Lornel Consultants donated 22 tablets to eight youth-serving agencies across the province.

Green Standards donated furniture and workstations to a number of organizations, including **Autism Asperger's Friendship Society of Calgary, Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area, and Zebra Child Protection Centre.**

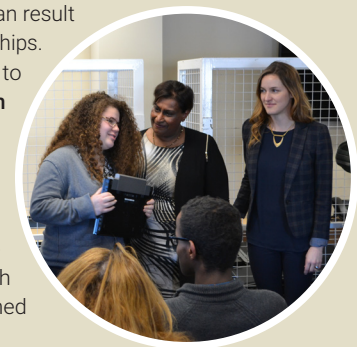


California Closets locations in Edmonton and Calgary ran a successful sports equipment drive benefiting **Sport Central** and **Comrie's Sports Equipment Bank.** Several vanloads of equipment were donated, while customers enjoyed an in-store discount in exchange for a donation.

Alberta's Promise helped recruit non-profits for the **Shaw Charity Classic Birdies for Kids** fundraising program. Over 90 Alberta's Promise partners were accepted in 2016, and more than 100 were accepted in 2017.

Ayomide Consulting provided three complimentary strategic planning sessions to Promise Partners, including **Ski Fit North Alberta.**

Connections forged by Alberta's Promise can result in ongoing community involvement partnerships. In 2016/17, **GE Canada** provided funding to **Breakfast Club of Canada** and **Ski Fit North Alberta** for the second consecutive year and **RiverWatch Institute of Alberta** for the third consecutive year. And the **Electronic Recycling Association of Alberta** showed their ongoing support for the **Calgary Bridge Foundation for Youth**, partnering up with **Hitachi Solutions** to donate 100 refurbished laptops.



LOOKING FORWARD

As we embark on 2017/18, Alberta's Promise looks forward to delivering the services, tools, and support Promise Partners have come to expect. As community involvement becomes the expectation for businesses in Alberta, we will continue to offer valuable resources and community connections to make giving easy. And non-profit partners know they can continue to count on us for marketing support, learning opportunities, and business introductions. We remain committed to building, empowering, and connecting in the coming year.

But a new year brings with it new opportunities, and one we have identified is to create more ongoing community involvement partnerships. We believe that impact is amplified when businesses and non-profits create lasting relationships as opposed to one-time interactions. In 2017/18, we hope to further empower partners to build self-sustaining, long-term community relationships so as to fully enjoy the benefits of cross-promotion, repeat giving, and cross-sector connections.

Our partners are beginning to see Alberta's Promise as a community involvement hub, uniting sectors in the name of doing good. We look forward to another year of incredible outcomes for businesses, non-profits, and communities across the province.

OUR TEAM

Our Alberta's Promise team* provides valuable partnership and marketing services to our many Promise Partners.

Judy Eng-Hum	Executive Director
Karen Whiteman	Director, Strategic Partnerships and Community Engagement
Laura Burton-Kopustas	Coordinator, Strategic Partnerships and Community Engagement
Adison Wiberg	Marketing Communications Coordinator
Ashlee Moyer	Administrative Assistant



*As of March 31, 2017

THANK YOU PREMIER'S COUNCIL MEMBERS

Premier's Council members are business and community leaders appointed by the Premier of Alberta as ambassadors for Alberta's Promise. They are community connectors who help grow the reach of Alberta's Promise by providing introductions, sharing the perks of partnership with organizations, and identifying partnership opportunities that benefit children and their families.

Thank you to our Premier's Council members who served in 2016/17*:

Premier's Council Members

Board Members

Bernadette (Bernie) Kollman	Kenneth Barry
Susan (Sue) Riddell Rose	Naseem Bashir
Patricia Nelson	Lyle Best
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Charles (Chuck) Mulvenna	Deanna Werklund
Linda Munroe	Dr. Robert Westbury
Eric Newell	Kathryn Wiebe
Roger Nippard	

*Appointments expired June 30, 2016.



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Alberta's Promise

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