

2008

.....
ALBERTA'S PROMISE
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> Annual Report



Albertans are entrepreneurial. Independent. Some would even say maverick. We meet challenges with enthusiasm – whether they're identified in a community hall in Cold Lake or a conference room in Calgary. And while the views on how to rise to these challenges are diverse, there is one thing Albertans all agree on: We have a responsibility to create a better future for our children and youth.

ALBERTA'S PROMISE
A CATALYST FOR HELPING KIDS

Alberta's Promise is a catalyst for innovative partnerships that promote the growth of our youth. It's not just a question of bringing a need and a means together. But rather, bringing the right need and the right means to the table. That's where real value occurs.

In the past five years, we've helped create 1,164 of these partnerships. Alberta's Promise partner agencies, builders and communities sustain vital programs, services, and special projects. They provide funds, gifts in kind, and volunteers. They also encourage businesses, organizations and individuals in their community to pull together for the benefit of local children and youth.

All these partners are focused on making a real difference, and have become an indispensable part of Alberta's future growth and stability.



Tyra Henschel



Maria Stelmach Premier Stelmach



Janis Tarchuk



Bill Bannister



Sue Riddell

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> We've assembled
caring agencies,
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> Messages from Alberta's Promise.

Tyra Henschel, Executive Director

\$139 million worth of obstacles facing kids have been removed. That's what the work of our 1,164 Promise Partners has given to the children and youth of our province over the past five years of the Alberta's Promise program.

We're celebrating this achievement and building on it, using that momentum to accomplish even more good work for our kids. As an alliance of organizations dedicated to kids, we continue to

build success stories that help strengthen the social fabric within our communities. As you'll see in this Annual Report, the future is full of possibilities for Alberta's Promise and our province's kids.

Alberta's Promise has already begun the process of renewing our partnerships for another five year term and with a re-energized group of dedicated agencies, builders and communities we are looking forward to tackling future province-wide initiatives like the Alberta Mentoring Partnership.

It's an exciting project that will help develop the resiliency of our children and youth and I encourage everyone to look at "The Promise of the Future" section for just a taste of what this partnership will accomplish.

Our team is ready to continue working with all of our valued partners. Together, we are eager to achieve even more for our province's kids so that they may reach their greatest potential.



Premier Ed Stelmach Chair

Marie Stelmach Honorary Chair

Janis Tarchuk Minister of Children and Youth Services

Bill Bannister Northern Vice-Chair

Sue Riddell Rose Southern Vice-Chair

We would like to thank all of our Promise Partners for their commitment to make Alberta's Promise a program that gives our children and youth immeasurable opportunities to grow into healthy and successful adults and citizens.

Alberta's Promise initiatives are important to many Albertans and, as such, we are proud to support the extension of the program for another five years. This program has direct value in nurturing our future generation of workers, leaders and families and we want to do our part to make sure this important work continues.

The work of our loyal Promise Partners over the first five years has resulted in many outstanding success stories that have positively impacted the lives of Alberta's children and youth. We are impressed by what their combined efforts have already achieved, stimulating the investment of over \$139 million into not-for-profit organizations. These ongoing partnerships demonstrate that collective responsibility can successfully create the needed resources to provide services to our children and youth.

We admire the tireless efforts of everyone who has been a part of this unique program. Together, we will continue to build a stronger province, with safe and secure communities that improve the quality of life for all Albertans.

Ed Stelmach
Marie Stelmach

Over the past year, we have seen what collaboration and co-operation between all sectors in our province can do for Alberta's children and youth. The benefits are apparent through the work of our 1,164 Promise Partners. These dedicated organizations are developing an increasing number of initiatives that enhance programs and services benefiting children and youth.

Alberta Children and Youth Services truly appreciates the cities and towns, agencies and companies that work together with government to build strong and vibrant communities. This collective effort has resulted in supporting programs for children and youth and the development of many unique initiatives such as the Alberta Mentoring Partnership. Through a partnership of 29 government and community agencies, Alberta's youth will have new opportunities to benefit from positive role models. Alberta's Promise and its partners are playing a key role in helping to make this initiative a reality.

The future looks bright. I am pleased that many Promise Partners are eagerly renewing their partnership with Alberta's Promise, signaling their commitment to children and youth in our province. There is an excitement and momentum among all Albertans to continue to help meet the needs of our younger generations.

Thank you for making Alberta's Promise the amazing program that it is today.



Over the past five years, Albertans have witnessed the impact Alberta's Promise has had on children and youth throughout our great province. We are proud to represent Alberta's Promise as Vice-Chairs, and share a common view with our many partners that investing in our youth is a requirement to build a sustainable future for generations to come.

Having a vast range of experience working with children and youth both as parents and through our personal charitable work, we understand the important role all Albertans play in improving the quality of life for families, children and the next generation. Coming from the private sector, we understand the critical role businesses play in investing in their community to help deliver important programs and services to Alberta families.

Our experience, knowledge and passion are significantly enhanced by the dedicated team of individuals on the Alberta's Promise Premier's Council and Board. This collection of leaders represents each of the corporate, voluntary, and community sectors who truly care about the well-being of Alberta's kids and shaping them into Alberta's future builders and leaders.

Alberta's Promise is a catalyst for innovative partnerships that promote the growth of our children and youth. We are at an important juncture as we enter a new phase of the program – a phase in which we are renewing all 1,164 Promise Partners, reaffirming their commitment to child and youth not-for-profit agencies for an additional five year period. Not only are we building upon the success of the program to date, we are also scaling for greater impact.

We urge everyone to continue building the social fabric of our communities by renewing your Alberta's Promise Partnership. Only by working together can we ensure our province's sustainability for the next generations.

Bill Bannister

Sue Riddell Rose

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> builders
and communities
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> An Economic Engine, with a Can-Do Attitude.

Alberta is nationally and internationally known as an economic engine. We have the people, the can-do attitude, and the resources to overcome obstacles. Albertans are generous with their time and money and our province has the highest number of not-for-profit organizations per capita in the country. The sector generates almost \$10 billion in economic activity every year, while employing well over 100,000 people.

In the not-for-profit sector competition for staff is fierce. As more people re-enter the labour

force due to higher wage levels, the volunteer pool becomes smaller. Employees attracted to the not-for-profit sector are in need of the tools and knowledge to run their businesses more efficiently. With limited funding to further train staff and a predicted transitioning of 80% of Executive Directors into new roles or retirement over the next four years, new disciplines are emerging in the not-for-profit sector to strengthen the sector. Sustainability planning in this sector has become more of a necessity than ever before.

As part of Alberta Children and Youth Services, Alberta's Promise delivers programs and initiatives that support our Promise Partners in their operations, and benefit the children and youth they serve. The efforts of Alberta's Promise and its partners are closely tied to the realities the not-for-profit sector is facing today in our province.

> The Promise of the Future.

Renewing Commitment

We are all accountable to Alberta's young people. Alberta's Promise Partners have been working collectively for five years to channel \$139 million worth of resources into child and youth agencies, helping to create opportunities for our kids' healthy development. We need to ensure that this level of investment is not only maintained but also heightened to meet the increasing demand upon social services.

In 2008, Alberta's Promise launched a campaign to retain and strengthen all 1,164 partnerships for an additional five years. Promise Builders agree to increase their investment by 1% and support our sponsored initiatives. Agencies pledge to sustain and maintain programs, and increase services as resources dictate. Communities are also stepping forward to set goals for establishing partnerships in their community and supporting province-wide initiatives.

Enhancing Sustainability

Alberta's Promise has been working with its partners to build sustainability in the not-for-profit sector. Since 2006, we've delivered free professional development workshops in urban and rural centres that have served over 350 Promise Agency partners from across the province. These workshops focus on business management of not-for-profit organizations and include fundraising, strategic planning, board governance, and leadership transition.

In 2008, Alberta's Promise launched a new partnership with the Institute for Nonprofit Studies at Mount Royal College to deliver these workshops to organizations in the voluntary sector across the province. The Institute for Nonprofit Studies is the first in Canada to bring together education, training and research, tailored to meet the rapidly changing needs of the not-for-profit sector. It works in collaboration with the not-for-profit community, businesses and other post-secondary institutions to ensure curriculum meets the most important needs. This is an exciting new partnership for Alberta's Promise that brings a wealth of expertise and knowledge to address the challenges the voluntary sector is facing.

Alberta Mentoring Partnership

In recent years mentorship has emerged as a powerful societal influence. In 2007, Alberta's Promise became involved to champion the development of a provincial mentorship program. The Alberta Mentoring Partnership is a three-year program funded by the Alberta Government, and supported by 10 ministries and 19 agency partners. Mentorship has been shown to boost youth self-esteem, reduce violence, cut drug and alcohol abuse, and improve relationships. The domino effects of this program's benefits to society are immeasurable.

Alberta's Promise will help lead this charge by working to develop a province-wide social marketing campaign that will bring together its network of Alberta's Promise stakeholders and all Albertans to support mentoring organizations in any way they can.

Ensuring Impact

Along with mentorship, Alberta's Promise will build on regional collaborations to help build momentum for province-wide initiatives across our full partner base to benefit multiple agencies. Already partners are collaborating to meet challenges. An example of such a collaboration is the child care committee comprised of United Way of Calgary and Area, the City of Calgary, the Calgary Children's Initiative, and Alberta's Promise who are trying to find innovative solutions for child care from a made-in-Alberta perspective.

We will also rally our newly revitalized Premier's Council, comprised of dozens of Alberta's most influential citizens. They will help us focus efforts on province-wide strategies designed to yield maximum return for children and youth.

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> to pull
together
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> Commitment is Good. Recommitment is Even Better.

Many of our Promise Partners have sent us an enthusiastic recommitment. Here are a few sample responses.

Alberta 4-H

Alberta 4-H is proud to be part of a province-wide organization that provides opportunities to connect with a network of other like-minded Promise Partners. We understand the value of Alberta's Promise and are recommitting to our partnership for another five years. The connections Alberta's Promise provide help youth groups acquire the resources to maintain affordable programs to participants. These connections also provide a way for the corporate sector to get directly involved with our young people and give back to the communities in which they work. Together, Promise Partners ensure children and youth across Alberta succeed, and we're thankful to belong to such a unique initiative.

- Bruce Banks, Chief Executive Officer, Alberta 4-H

Lakeland Centre for Fetal Alcohol Spectrum Disorder

Alberta's Promise is an asset to the Lakeland Centre for Fetal Alcohol Spectrum Disorder (FASD) that we will firmly support for another five years through our recommitment. Our partnership has helped us develop the programs and services that support our kids and families within the Cold Lake region. One major upcoming project will be building a residence that will support at-risk youth with FASD for years to come. We need the skills and resources to accomplish this residence. Alberta's Promise provides valuable information and consulting services for us to meet our objectives.

- Audrey McFarlane, Executive Director, Lakeland Centre for Fetal Alcohol Spectrum Disorder

Regional Municipality of Wood Buffalo

Our recommitment to Alberta's Promise is the perfect symbol of the value we place on our kids. We accept our leadership role in ensuring all citizens, organizations, and agencies in the Wood Buffalo area realize the vested interest we all have in raising our next generation. Working in collaboration with the many Promise Partners in our community, we will drive the needed resources to support ongoing children and youth programs in our region. Looking at the collective impact we will have over the next five years, we are excited to participate in upcoming province-wide initiatives that will certainly help build safe and vibrant communities across Alberta.

- Mayor Melissa Blake, Regional Municipality of Wood Buffalo

Town of Drayton Valley

The Town of Drayton Valley has a heart for children. As a prosperous community, we are committed to pulling together to support families by providing resources that build a stronger future for Alberta. We truly value our partnership with Alberta's Promise and the opportunities it gives our kids. Our projects, such as the Early Childhood Development Centre, benefit our area in many ways. Alberta's Promise helps us raise awareness about our community and the needs of our kids. It links us directly to a number of other government and community resources across the province. And through our partnership, we are identifying and engaging even more corporate supporters. Alberta's Promise is helping us develop a healthy, resilient community by focusing on meeting the needs of our children and youth.

Over the next five years we will proudly serve as one of the many Promise Partners dedicated to the well being of our youngest citizens.

- Annette Driessen, Director of Community Services, Town of Drayton Valley

EPCOR

Maintaining vital communities means committing to organizations such as Alberta's Promise that foster excellence in our youth. Over the next three years EPCOR will invest a minimum of \$1,000,000 into children and youth programs. Thanks to Alberta's Promise we're able to enhance our community investment to better focus on our future generations. The knowledge, advice and expertise Alberta's Promise brings on the current needs and issues of kids within our province are essential for us to make strategic decisions. We applaud the Premier and the Province for their work in advancing this innovative program.

- Denise Carpenter, Senior Vice President, Public & Government Affairs, EPCOR and Alberta's Promise Premier's Council Member

TD Bank Financial Group

Every year, in 42 communities across Alberta, TD Bank Financial Group invests in education, literacy, children's health and the environment. We believe that children and youth should have the opportunity to fulfill their potential and everyone has a responsibility to help them achieve it. This is why we are renewing our partnership with Alberta's Promise. We share their vision of developing creative partnerships between business, not-for-profits and community organizations to benefit our kids. We know that by working with a collective group of partners dedicated to the same goal, we can build a better future by investing in the abilities, well being and education of our children and youth. The future of our society depends on our ability to realize the potential and promise of today's young people.

- Ron McInnis, Senior Vice President, TD Canada Trust Prairie Region

> Creating Partnerships that Yield Real Returns.

Alberta's Promise is determined to achieve real results and provide genuine value for Albertans. Here are a few examples of partnerships that have paid big dividends.

FortisAlberta and Boys and Girls Clubs of Alberta

As a result of Alberta's Promise, FortisAlberta was able to partner with Boys and Girls Clubs of Alberta to donate two computers to each Boys and Girls Club in Diamond Valley, Whitecourt, Edson, Hinton and Wainwright. The computers enhance after-school programming for the kids. In addition, Boys and Girls Clubs will help deliver FortisAlberta's electrical safety education program to kids ages four to 15.

Parkland Income Fund

Combining its reach with the Alberta's Promise network of Promise Partners, Parkland Income Fund through its Fas Gas Plus operations is connecting with Promise Agencies to raise funds for Alberta youth. This relationship with Alberta's Promise will open new doors for Parkland employees and customers to donate and support local organizations for children and youth.

.....
> for Alberta's
young people.
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The 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.

> Other Partners Leveraging their Alberta's Promise Relationship.

The **Wilderness Youth Challenge Program** in St. Albert increased their overall revenue by leveraging their association with Alberta's Promise to raise their profile and gain support from other Promise Partners interested in their work.

The **Lethbridge Herald's** Food for Thought holiday campaign was able to connect with Promise Partners to get financial support, helping to raise over \$40,000.

Child and Youth Friendly Calgary connected with Promise Builder **Calgary Co-op** to obtain free groceries for their Empty Bowls event, raising awareness for youth homelessness.

> Alberta's Promise

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ALBERTA'S PROMISE
CREATING PARTNERSHIPS OF POSSIBILITY

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