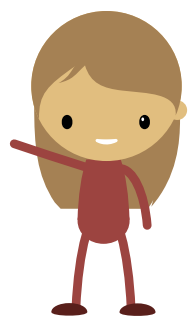


Alberta's Promise *is*  
**INSPIRING PARTNERSHIPS** *for* **KIDS:**  
**OUR CONTINUING STORY**  
2014/15 ANNUAL REPORT



**ALBERTA'S PROMISE**  
Inspiring Partnerships for Kids

[www.albertaspromise.org](http://www.albertaspromise.org)





**ALBERTA'S PROMISE**  
Inspiring Partnerships for Kids

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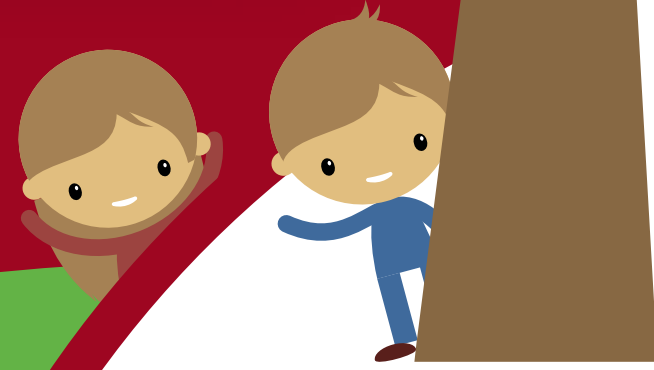
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## THE LITTLE Red Wagon

The Alberta's Promise logo features a little red wagon. 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.



# Together, we can make Alberta *the* **BEST PLACE IN THE WORLD** *to* RAISE OUR CHILDREN AND YOUTH.

A place where young people have the opportunities to succeed socially, academically and civically; where parents and caregivers have the tools and resources to raise healthy kids; and where businesses support their communities and thrive in an environment that values economic growth and social well-being.

Looking to become an Alberta's Promise partner? Or looking for partnership resources? Connect with Alberta's Promise and join hundreds of fellow business, not-for-profit and community partners as we build our communities and enhance the well-being of children and youth.

## ABOUT Alberta's Promise

### Who We ARE

Alberta's Promise is an initiative of the Government of Alberta that helps create partnerships between private sector organizations, not-for-profit agencies and community leaders dedicated to enhancing the well-being of children and youth.

### What We DO

For over a decade, Alberta's Promise has been working with corporate and not-for-profit partners to enhance the resources available to children and youth in communities throughout the province.

We help partners identify and pair community needs and resources, enhance the well-being of children and youth in Alberta, and recognize the organizations that do amazing things for kids.

### What Makes Us DIFFERENT

Alberta's Promise is neither a fundraiser nor a service provider to children and youth. Rather, the organization works with the giving community, front-line service providers, and research organizations to create a culture of cross-sector collaboration benefiting Alberta's next generation.

### The DIFFERENCE We Make

Together with our partners, our goal is to make Alberta the best place in the world to raise our children and youth.

We help our partners support programs and services for kids, whether through volunteer commitments, family-friendly workplace practices, donations of goods and services, or financial contributions.

## OUR FIVE Promises

The work of Alberta's Promise is undertaken with a commitment to the Five Promises. These five promises are the building blocks that guide our strategic work. By pulling together, we keep these commitments to Alberta's children and youth and help create a brighter future for all Albertans.

### A Healthy START

We promise to nurture the growth and well-being of children in their early years and to support parents.

### Caring ADULTS

We promise to provide support and guidance to children and youth through mentoring, coaching and volunteering.

### Lifelong LEARNING

We promise to inspire a passion for learning and skill development throughout life — in the classroom, in the workplace and in the community.

### Child and Youth Friendly COMMUNITIES

We promise to provide safe, caring kid-friendly communities in which children and youth can grow.

### Opportunities to CONTRIBUTE

We promise to support children and youth to become active citizens, innovators and leaders in their communities.



# OUR ORGANIZATION *at a Glance*

## Strategic Priorities

In support of our key objectives to:



### ENGAGE Promise Partners and Stakeholders

Alberta's Promise connects partners through local events and conferences, partnership successes, regular newsletter and social media communication, and media publicity—all to raise the visibility of Alberta's Promise among our audiences and to position ourselves as a go-to organization for private investment in not-for-profit causes benefiting children and youth.



### FOCUS on smaller urban and rural communities and small and medium-sized businesses

Alberta's Promise has reached out to communities across Alberta to help stakeholders identify local needs and engage the support of the business community. We have also connected with business chambers, service clubs and local businesses to encourage their involvement with local not-for-profit groups and to recognize all organizations that are doing amazing things for kids.



### FACILITATE matching activities

Alberta's Promise has worked closely with not-for-profit groups and businesses to pair needs and resources and help recognize great partnerships. We bring Promise Partners together to identify potential opportunities to create partnerships for kids.



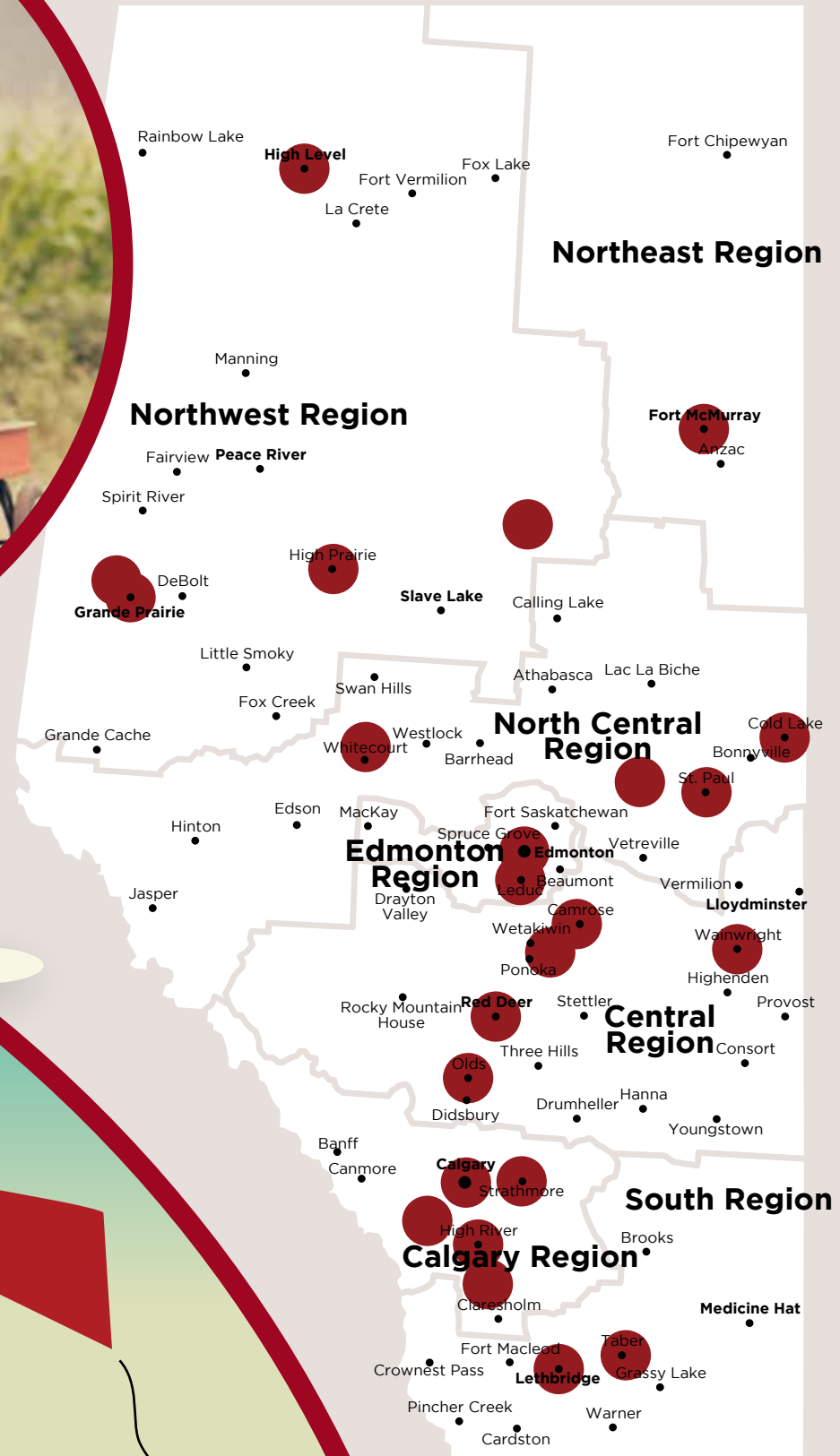
### SHARE evidence-based knowledge and leading practices

Alberta's Promise has shared partnership opportunities and leading research on the Five Promises through local community events, conferences and presentations, and through digital means. The Alberta's Promise website is now host to a number of resources and tools, many provided by the Alberta Centre for Child, Family & Community Research.



## Partnerships & Events

Alberta's Promise has spread awareness and developed partnerships in communities across Alberta



## OUR Promise Partners

Alberta's Promise works with Promise Partners to encourage and inspire partnerships for kids.



### Promise AGENCIES

Agencies provide services and resources to children and youth. They may be service providers that deliver programs and services directly to kids or intermediate agencies that direct funds to service providers. Only non-profit or charitable organizations are eligible for partnership with Alberta's Promise.



### Promise BUILDERS

Builders are businesses, corporations, service clubs, media, industry, professional associations and foundations that make a commitment to donate resources to Alberta's children and youth. A Promise Builder can contribute through funding, gifts-in-kind, volunteerism or by undertaking programs and projects that benefit Alberta's children and youth.



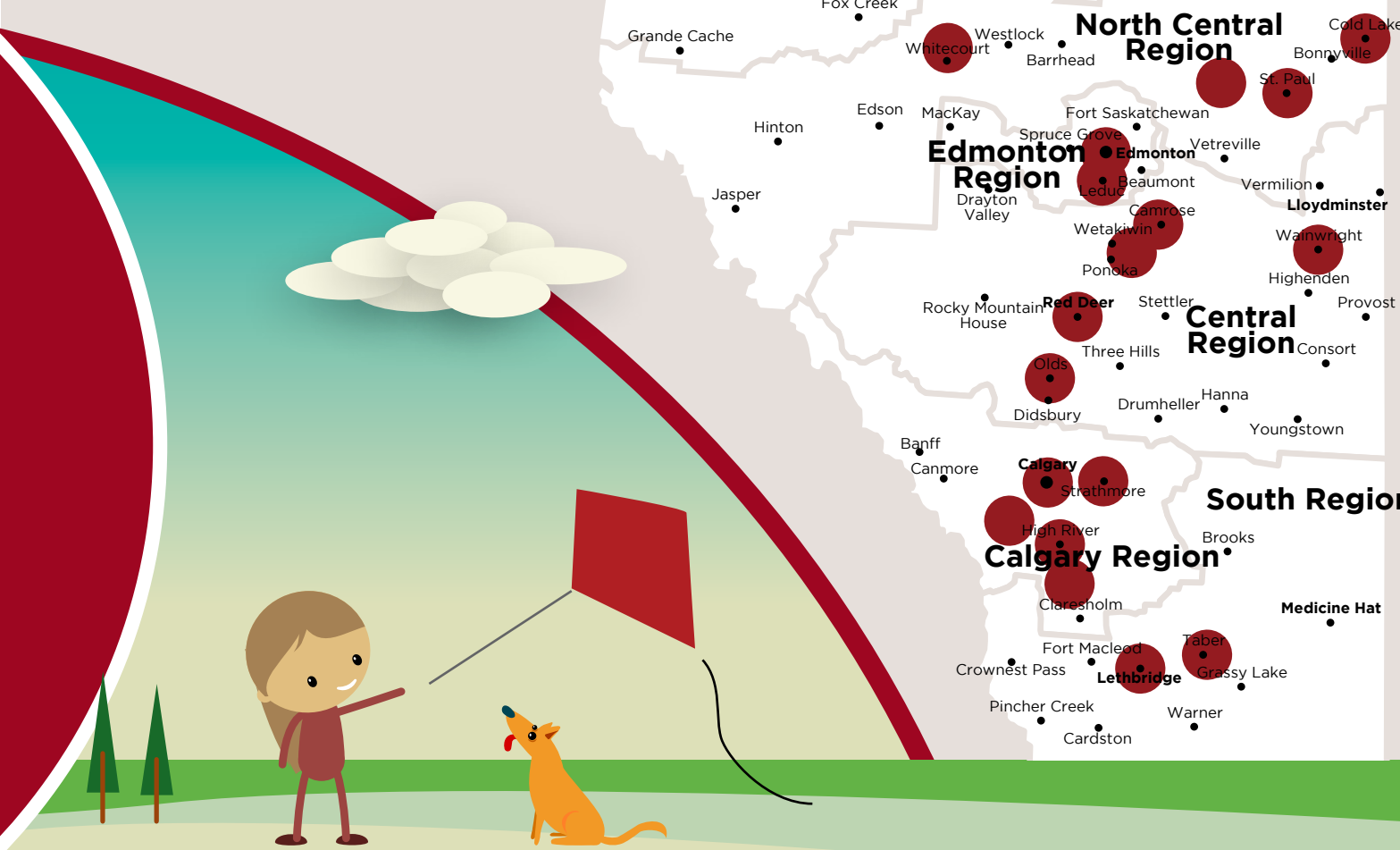
### Promise COMMUNITIES

Communities are cities, towns, counties, Métis Settlements, First Nations and municipalities that encourage partnership among their local businesses, foundations, service clubs and agencies for the benefit of children and youth.



### Promise AFFILIATES

Affiliates are children's ambassadors, research organizations and community collaborators that work to improve the quality, quantity and efficiency of services available to children and youth.





## MESSAGE from the Vice Chairs & Executive Director

It has been more than a decade since Alberta's Promise took up the Premier's call to enhance community resources for children and youth across the province. This past year has certainly been one of momentum for the Alberta's Promise movement.

With the support of our partners and with guidance from the Premier's Council Board, Alberta's Promise has helped to connect givers and doers to facilitate amazing partnerships for kids. We continue to celebrate the many caring organizations that support children and youth in Alberta.

We can be very pleased with the many successful partnerships this past year, particularly in three rural communities where Premier's Council members helped to bring partners together in support of mentoring

opportunities and outreach programs for kids. Examples of successful partnerships abounded: a local restaurant donated food vouchers to help caring mentors make great memories with their mentees; an IT solutions company continued its commitment to spread computer literacy across Alberta and, in connecting with the community, supported the basic needs of a transitional shelter; and a sporting goods charity stepped up to give kids in need refurbished sports equipment. Each of these examples, and many more featured in this annual report, show the generosity and caring of our partners and supporters.

As our momentum grows, we thank everyone who supports the well-being of children and youth in Alberta. Together, we are making Alberta the best place in the world for our children and youth.



*Bernie Kollman*

**Bernie Kollman**  
Vice Chair, Northern Alberta,  
Premier's Council on Alberta's Promise  
Vice President, Public Sector AB,  
IBM Canada Ltd.



*Susan Riddell Rose*

**Susan (Sue) Riddell Rose**  
Vice Chair, Southern Alberta,  
Premier's Council on Alberta's Promise  
President & CEO, Perpetual Energy Inc.



*Judy Eng-Hum*

**Judy Eng-Hum**  
Executive Director  
Alberta's Promise

## OUR People

### Chair

**Honourable Jim Prentice** *Premier of Alberta*

### Board Committee

**Bernie Kollman** *Northern Alberta Vice-Chair*

**Susan (Sue) Riddell Rose** *Southern Alberta Vice-Chair*

**Patricia Nelson**

**Liz O'Neill**

**Nancy Reynolds**

**M. Carol Ryder**

**Keith Seel, PhD**

**Paula Tyler**

**Dustin Walker**

**Michele Kirchner** *ex officio*

**Judy Eng-Hum** *ex officio*

### Operational Team

**Judy Eng-Hum** *Executive Director*

**Barbara Morrison** *Executive Coordinator*

**Cheryl Dalwood** *Director*

**Nathan Cross** *Manager, Strategic Partnerships & Community Engagement*

**Laura Burton-Kopustas** *Coordinator, Strategic Partnerships and Community Engagement*

**Cristina Cernucan** *Marketing Communications Strategist*

**Adison Wiberg** *Marketing Communications Coordinator*

**Ashlee Moyen** *Administrative Assistant*

## OUR PREMIER'S COUNCIL Members

The Premier's Council is chaired by the Premier of Alberta and includes over 80 community, business and agency leaders from across the province who act as ambassadors for Alberta's Promise.

These respected community builders give their time and expertise to expand partnerships for Alberta's Promise and recognize the organizations that do amazing things for kids.

### Premier's Council members as of March 31, 2015:

**Kenneth Barry** *RGO Office Products Edmonton Ltd.*

**Naseem Bashir** *Williams Group of Companies*

**Lyle Best** *Quikcard Solutions Inc.*

**Allan Bleiken**

**Diane Brickner** *Peace Hills General Insurance*

**Wilf Brooks**

**Karen Burnand** *Red Deer County*

**Gary Campbell, Q.C.** *Miller Thomson LLP*

**Dennis Chinner** *RBC Dominion Securities Inc.*

**Gary Creasser** *Alberta Serious Incident Response Team*

**Strater Crowfoot** *Indian Oil & Gas Canada*

**Regan Davis** *STEP Energy Services*

**Dr. Marie Delorme** *The Imagination Group of Companies*

**John (Jack) Donahue, Q.C.** *Donahue Wells*

**Dr. Darwin Eckstrom**

**N. Murray Edwards** *Edco Financial Holdings*

**Michael Ellis** *MLA, Calgary-West*

**Brian Felesky, Q.C.**

**Bunny Ferguson** *Princeton Developments*

**Shane Fildes** *BMO Capital Markets*

**Gerald (Gerry) Gionet** *Aqua Industrial Ltd.*

**Robert Gomes** *Stantec Inc.*

**Leann Hackman-Carty** *Concrete Global Ventures Ltd./ Aventa*

**Hon. Dave Hancock, Q.C.**

**Theresa Hardiker** *Medicine Hat News*

**Joan Hertz, Q.C., LLP**

**Barbara (Barb) Higgins**

**Jim Hole** *Hole's Greenhouse & Gardens/ Enjoy Centre*

**Lisa Holmes** *Town of Morinville*

**Linda Hughes**

**Mike Jackson** *Scotiabank*

**Ken Johnston** *Scotiabank*

**Ruth Kelly** *Venture Publishing Inc.*

**Gordon Kerr**

**Bernadette (Bernie) Kollman** *IBM Canada Ltd.*

**Lianna Krook** *Aesthetic DentaCare*

**Patrick LaForge** *Rexall Sports and Entertainment*

**Melaney Langenhahn** *Safe Homes Assessments*

**Dr. Raymond Lee** *E2E Lighting Solutions Ltd.*

**Mary Lou Leins**

**Steve MacDonald**

**David Majeski** *RBC Royal Bank of Canada*

**Steve Marshman** *Rocking Horse Energy Services Inc.*

**Ashif Mawji**

**Pat McDougall**

**Sean McMaster, Q.C.**

**James (Jim) McPherson** *MLA Benefits Inc.*

**Timothy (Tim) Melton** *Melcor Development Ltd.*

**Dr. Lucille (Lucy) Miller** *United Way of Calgary and Area*

**Joey Moullem** *Moullem Holdings Ltd.*

**Charles (Chuck) Mulvenna** *Canada Safeway Ltd.*

**Linda Munroe** *Slave Lake Campus*

**Patricia Nelson** *In Situ Oil Sands Alliance*

**Eric Newell**

**Roger Nippard** *Foundations for the Future Charter Academy*

**Noreen Odell**

**Elizabeth (Liz) O'Neill** *Boys and Girls Club Big Brothers Big Sisters of Edmonton and Area*

**Nancy Reynolds**

**Susan (Sue) Riddell Rose** *Perpetual Energy Inc.*

**Marianne Ryan** *"K" Division, Royal Canadian Mounted Police*

**M. Carol Ryder**

**The Honourable Judge Rosanna Saccomani** *Provincial Court of Alberta*

**Sonia Sawyer-Schaab** *L.A. Radio Group Inc.*

**Lori Schmidt** *Productivity Alberta*

**Felix Schroder** *Schroder Oilfield Services*

**Chris Seasons**

**Dr. Keith Seel** *Bow Valley College*

**Gary Severtson**

**Linda Side** *Northern Metallic Group of Companies*

**Danny Smaiel** *The Brick*

**Nancy Southern** *ATCO Group*

**Lori Topp** *AltaLink Management Ltd.*

**David Tuccaro** *Tuccaro Inc.*

**Jon Tupper** *Canadian Cancer Society*

**Paula Tyler** *Norlien Foundation*

**Peter Valentine** *Consult P2 Inc.*

**Alice Wainwright-Stewart** *Lakeland College*

**Dustin Walker** *Cold Lake High School*

**Robert Walker** *Ledcor Construction Northern Alberta*

**Bryan Walton** *Alberta Cattle Feeders' Association*

**C. Gail Watt** *Town of Daysland*

**Deanna Werklund** *Emergenetics Canada Inc.*

**Dr. Robert Westbury** *TELUS Relations and Innovations*

**Kathryn Wiebe**

# OUR Work

In 2014/15, Alberta's Promise worked with partners across Alberta to bridge new partnerships and strengthen community supports for kids.



## PARTNERSHIPS for Kids

Alberta's Promise has helped to facilitate the pairing of community needs with business resources, resulting in valuable contributions to agencies that do wonderful work for kids.

## IBM Supports Children's Service Providers

Promise Partner IBM Canada Ltd. has been supporting the well-being of Alberta's children and youth for over a decade. In close partnership with Alberta's Promise, IBM has donated dozens of Young Explorer computer stations to not-for-profit Promise Agencies across Alberta, keeping their promise to give kids 'A Healthy Start' in school by supporting math and reading readiness and by building the foundation to 'Lifelong Learning'.

Alberta's Promise worked closely with IBM Canada Ltd. to place computer workstations with 15 children's service providers in 2014. The recipients included the Opokaa'sin Early Intervention Society, an Aboriginal child and family organization providing support services to Aboriginal families in Southern Alberta; Brenda's House, a transitional shelter and re-housing program operated by the Children's Cottage Society in Calgary; and fellow community resource centres, child care centres and mentoring organizations throughout the province.

In September 2014, Opokaa'sin graciously hosted a media event to recognize IBM's longstanding contributions to early childhood learning and Aboriginal achievement across Alberta. At the event, IBM Vice President of Public Sector Alberta and Northern Alberta Vice-Chair for the Premier's Council on Alberta's Promise Bernie Kollman generously commemorated the decade-long partnership by announcing an additional 12 Young Explorer workstations to Promise Agencies across Alberta.

Following up on the 2014 donations, Alberta's Promise invited IBM Senior Territory Executive Roy Hebert for a site visit of Brenda's House. Roy was so moved by the visit that he reached out to colleagues and family members to make an even bigger impact for families at the residence. Returning on two more occasions, Roy and his team brought bedding, towels and shower curtains to outfit all of Brenda's House. They also saved the agency thousands of dollars by removing waste and recyclables from the premises.

IBM continues to be a dedicated Alberta's Promise partner, supporting the needs of children and families in communities across Alberta. Special thanks to Bernie Kollman, Roy Hebert and the IBM team for supporting these great partnerships.



“ Judging from the children who have already had an opportunity to test this bright new computer technology, it's a big hit! Thank you so much to IBM Canada and Alberta's Promise for providing children at Aspire with another way to learn!”

**Michelle Sluchinski**  
Executive Director  
Aspire Special Needs Resource Centre

“ It makes learning fun.”

**Kayla Pearce**  
Child at Boys and Girls Club of Diamond Valley & District (Nanton)

“ We are very thankful for the workstation, without the donation our Center would not have been able to provide this equipment to our children. The parents and staff marvel everyday on our good fortune.”

**Wainwright Children's Centre**

“ I love it because it helps me learn!”

**Grace Sippola**  
Child at Boys and Girls Club of Diamond Valley & District (Nanton)

“ The Young Explorer Work Station has provided an excellent opportunity to utilize young minds in a positive way as they learn new skills. What a great tool to help encourage our next generation of computer specialists! We are grateful, not only for this generous donation, but also for this support having opened the door to a rewarding and lasting relationship with IBM and staff. Thank you!”

**Colleen Clancy**  
Development and Communications Specialist  
Children's Cottage Society

“ I like it because you can make helicopters and the games are fun.”

**Wyatt Mueller**  
Child at Boys and Girls Club of Diamond Valley & District (Nanton)





## SPORT CENTRAL Donates Sporting Equipment to Kids and Communities in Need

Guided by the slogan "Assisting the Kid in Sport," Sport Central has been an impactful Alberta's Promise partner. In 2014, the organization donated more than a quarter million dollars in refurbished sporting equipment through Alberta's Promise alone, benefiting kids in communities across the province.

In October 2014, Sport Central, in collaboration with Hockey Alberta Foundation, Edmonton's United Cycle, and Grande Prairie's Ernie's Sport Experts, donated over \$100,000 in hockey and other sporting equipment to Horse Lake First Nation as part of an outreach program to get more kids in the game. The donation was dropped off at Horse Lake Arena, located about 60km northwest of Grande Prairie. This partnership was driven by Alberta's Promise Premier's Council members Darwin Eckstrom, CAO of the Horse Lake First Nation, and Wilf Brooks of United Cycle, both of whom believe in the social, psychological, and physical benefits of giving all kids the opportunity to play sports and stay active.

Building on the success of the Horse Lake partnership, Sport Central expanded its reach the following month, working with Hockey Alberta Foundation, United Cycle, and Alberta's Promise to facilitate a donation of more than \$150,000 in sporting equipment to youth of the Maskwacis Community in central Alberta. The equipment was handed over to Maskwacis Health Services authority officials following a small ceremony on November 7, during which local

speakers stressed the importance of offering youth in all four bands of Maskwacis Cree access to healthy activities.

ut the giving didn't stop there. In January 2015, Alberta's Promise and Sport Central headed north to High Level, accompanied by a Manitoulin Transport truck with \$20,000 in used sporting goods. The equipment was donated in collaboration with Hockey Alberta Foundation to benefit the children of John D'or Prairie School of the Little Red River Cree Nation, located about 120km east of High Level. The donation was made at a Town Hall meeting on January 21. Sport Central plans to remain active in the region: several community leaders have begun talks with Sport Central to create a regional partnership in the region and to bring over \$100,000 worth of equipment to High Level in the spring of 2015.

Sport Central shows no signs of slowing down its efforts to break down the barriers that prevent kids in Alberta from accessing sports. We look forward to further collaborations in new and existing supported communities to come!



## PETERS' DRIVE-IN Provides Meal & Milkshake Vouchers to BIG BROTHERS BIG SISTERS OF CALGARY & AREA

Partnerships come in all shapes, sizes, and if you ask Peters' Drive-In, flavours. On July 4, 2014, Peters' Drive-In President Joanne Rowe formally announced her commitment to donate 1600 meal and milkshake vouchers to Big Brothers Big Sisters (BBBS) of Calgary and Area. The in-kind donation, facilitated by Alberta's Promise and celebrated on the day of the Calgary Stampede Parade on July 4, 2014, gives 'Bigs' and 'Littles' the opportunity to spend quality time together over burgers and milkshakes. The vouchers also benefit kids in BBBS' in-school mentoring programs.

Peters' Drive-In is a long-standing fixture of Calgary. Since 1962, the business has worked hard to maintain the tradition of quality which their faithful customers have come to expect. As an Alberta's Promise partner, Peters' is also committed to the well-being of children and youth in the community and continues to work closely with BBBS of Calgary and Area.



## ERA Donates Computers to Promise Agencies

The Electronic Recycling Association (ERA) has been a long-time partner of Alberta's Promise, helping many not-for-profit organizations over the years to meet their hardware needs, free of charge.

In 2014, several Promise Agencies benefitted from ERA's generous donations, including the Rainbow Society of Alberta and the Lethbridge Detachment Victim Assistance Society. Both organizations have used the donations to replace aging equipment and continue delivering services to children with chronic or life threatening illnesses or victims and witnesses of crime.

With ongoing support from Alberta's Promise, ERA made their biggest ever computer donation on Giving Tuesday, December 2, 2014: 60 computers were delivered to the Calgary Bridge Foundation for Youth for distribution to high-needs immigrant youth and families.

Often, the lack of a computer creates challenge for immigrant families, especially those from low-income backgrounds. "I've been in the shoes of these youth, rapidly trying to learn a new language and culture without the support systems or comforts of home, and I know how isolating it can be. A computer can help with the transition in a lot of ways," said Bojan Paduh, founder and president of ERA. "I am grateful to be able to give back to a cause I feel so strongly about."

ERA and Alberta's Promise continue to collaborate to fill the computer needs of Promise Agencies in Alberta. Since 2012, ERA has donated over 200 computers to 14 Promise Agencies in Alberta.



## GE Funds Water Quality Testing Equipment to Help Kids Answer: "How healthy is your river?"

With the help of Alberta's Promise, GE partnered with the RiverWatch Institute of Alberta to fund new science equipment and give even more high school students the unique opportunity to study river health in Alberta.

The partnership was announced on January 21, 2015 when GE's James Cleland, Global General Manager of Heavy Oil, presented Cal Kullman, Executive Director of RiverWatch, with a cheque for \$12,500 to support the science program for the coming year.

The RiverWatch Science Program is a great partnership fit for GE. With an interest in supporting science-based programs for kids, GE is investing in the young minds that may one day support the company's drive for innovative solutions in energy, health and home, transportation, and finance. The partnership is also personally meaningful to James, whose own three children have participated in RiverWatch programs.

The RiverWatch Science Program, which runs from April-June and September-October in six communities throughout the province, takes kids out of the classroom, puts them right in the middle of the action, and helps them answer the big question, "How healthy is your river?" In 2015, over 10,000 kids will be given a one-of-a-kind opportunity to explore their local river ecosystem aboard large inflated rafts equipped as floating laboratories – thanks in part to GE and the partnership efforts of Alberta's Promise.



## Alberta's Promise Helps YOUTH WILDERNESS CHALLENGE PROGRAM Recognize Partnerships

Partnerships make the impossible happen. Just ask Lee Eskdale, Executive Director of the Wilderness Youth Challenge Program (WYCP), whose program for high risk teens would not be possible without help from GLC Moving and Storage and the long-time support of committed partners Supreme Steel LP and the Leder Charitable Foundation.

In 2014, Lee reached out to Alberta's Promise to help recognize the partners that have shown such generosity to the kids in the program, starting with the Leder Charitable Foundation.

The Foundation has been a longstanding funding partner, helping the not-for-profit group not only get off the ground in 2006 but also continue to provide meaningful wilderness experiences for kids to take a time out, evaluate their life choices, and develop a constructive life plan for returning to their community and family.

Two fellow organizations also stepped forward yet again to help WYCP continue operations in 2014/15. Linda Rebalin, owner and manager of GLC Moving & Storage, has been helping transport camping gear for WYCP's annual summertime Call of the Wild Fundraiser since the event's humble beginning in 2012. And in the fall, Quinn Leder, head of the Leder Foundation and Production Manager of Supreme Steel LP, rallied his employees at the Supreme Steel Acheson fabrication plant in Edmonton to shine and donate a used truck to allow WYCP to continue operations.

With Lee's heartfelt thanks, Alberta's Promise recognized GLC Moving and Storage, Supreme Steel LP and the Leder Charitable Foundation for continuing to support the well-being of high risk youth in northern Alberta.





# BUILDING COMMUNITIES *for Kids*

Alberta's Promise helps connect community leaders, organizations, and businesses to help identify and meet the needs of local children and youth. It also helps raise the visibility of Promise Partners through local events and recognition. Powerful things can happen when communities unite in pursuit of a common goal.

## BIG BROTHERS BIG SISTERS of Calgary and Area Participates with Alberta's Promise in Calgary Stampede Parade

The Little Red Wagon received some world class exposure in July 2014 when Alberta's Promise and the Premier partnered with Big Brothers Big Sisters (BBBS) of Calgary and Area, a Promise Agency, to participate in the Calgary Stampede Parade. The event gave BBBS Bigs and Littles a memorable opportunity to walk through downtown Calgary and wave to thousands of smiling fans, all while promoting the Alberta's Promise commitment of 'Caring Adults'.

Strathmore Youth Club Rides with Alberta's Promise in the Local Stampede Parade

The not-so-Little Red Wagon made its second appearance ever, stopping at the Strathmore Stampede Parade in August 2014. With the support of Premier's Council member Steve Marshman, Alberta's Promise partnered with the Youth Club of Strathmore, a Promise Agency, to recognize a recent funding partnership with the Town of Strathmore and raise the visibility of this great service provider.



## PREMIER'S COUNCIL Members Bring Communities Together for Kids

In late 2013 and throughout 2014, Alberta's Promise partnered with Premier's Council members in three communities to rally local support for children's needs and distribute Little Red Wagons to amazing Promise Partners.

In Grande Prairie, Alberta's Promise was welcomed into the community by Premier's Council members Darwin Eckstrom and Linda Side, who helped staff meet with local businesses and agencies to raise awareness of local children's needs. The Sport Central and Horse Lake partnership was inspired through these early discussions and connections.

In Cold Lake, Premier's Council member Liz O'Neill partnered with Alberta's Promise, fellow Premier's Council Member Dustin Walker and the Alberta Mentoring Partnership to draw attention to the community need for mentorship. During the Little Red Wagon Lunch in June 2014, the group invited community leaders and potential funding partners to learn more about local mentoring resources and opportunities. These early discussions prompted further partnership talks that led to increased funding for Big Brothers Big Sisters in the region and additional mentoring programs at the Cold Lake High School.

And in Strathmore, it was Premier's Council member Steve Marshman who worked closely with Alberta's Promise to encourage local businesses, agencies and community leaders to join the movement. At a Little Red Wagon Luncheon in the fall 2014, Steve Marshman welcomed guests and was himself recognized alongside fellow Promise Partners for being a champion for kids in the community. The luncheon helped to raise awareness of the need for expanded outreach services for vulnerable young people in the Strathmore region, and recognized Alberta's Promise partners for their contributions to the well-being of kids.



# ALBERTA'S PROMISE *in the Community*



**PREMIER BREAKFASTS**  
July 2014

Alberta's Promise made appearances at the Premier's annual Stampede Breakfast in Calgary and at the Premier's K-Days Breakfast in Edmonton to raise awareness within the corporate community and government sector.

Premier's Calgary Stampede Breakfast (July 2014)



Premier's Edmonton K-Days Breakfast (July 2014)



Calgary Small Business Week Tradeshow (October 2014)



FCSSA Conference in Edmonton (November 2014)

## CROSS-SECTOR Tradeshows & Seminars

Alberta's Promise made appearances at the Premier's annual Stampede Breakfast in Calgary and at the Premier's K-Days Breakfast in Edmonton to raise awareness within the corporate community and government sector.

## PARTNER Events

In 2014/15, Alberta's Promise and Premier's Council members attended numerous partner-hosted events to support ongoing initiatives for children and youth and explore future opportunities for collaboration.



Launch of Alberta Mentoring Partnership's #8000Mentors campaign in Calgary (July 2014)



Globalfest in Calgary (August 2014)





## OUR Inner Workings

Over the past year, Alberta's Promise continued to build the organization by defining its focus and research priorities.

### Finalizing the Strategic Direction

The Alberta's Promise Board Committee is comprised of nine Premier's Council members who volunteer their time to help guide the strategic direction of the organization. During 2014/15, they provided direction and planning to clarify and strengthen the strategic priority areas.

With the help of our Affiliate Partner, the Alberta Centre for Child, Family & Community Research, Alberta's Promise crafted a detailed strategy and operational plan based on earlier planning efforts. The plan reinforces our focus on partner and stakeholder engagement, especially in smaller communities and among small- and medium-sized businesses, and defines our role in knowledge sharing and partnership facilitation.

Special thanks to Premier's Council member Nancy Reynolds for her review of early strategy drafts and her guidance on the plan metrics.

### Developing Research

Alberta's Promise regularly collaborates with the Alberta Centre for Child, Family & Community Research to identify impactful research and resources to share with partners on the Alberta's Promise website and through social media. In early 2014, this collaboration resulted in a refreshed resources page on the Alberta's Promise website that informs our Builder, Agencies and Community partners.

Over the coming year, Alberta's Promise will continue to work with the Centre to develop evidence-informed briefs on all Five Promises.

### Looking Forward

Over the coming year, the Alberta's Promise Little Red Wagon will continue to engage Promise Partners, communities and children's champions across Alberta.

We will reach out to businesses, agencies and committed Promise Partners, we will participate in local community events and celebrations, and we will inspire even more partnerships for kids—all to strengthen our collective commitment to the well-being of children and youth.

Recognition will be a driving goal for Alberta's Promise as we work with the Premier and fellow Premier's Council members to celebrate those caring local organizations that do amazing things for our youngest Albertans. And there will be lots to celebrate.

From participation in community events to meetings with local supporters, and from live partnership announcements to online social media dialogue, Alberta's Promise will help create even more opportunities for partners and stakeholders to connect, access partnership support services, and be celebrated—all while continuing to use our resources responsibly, as always.



## GET Involved

If you would like more information about the partnership opportunities available to business and not-for-profit organizations, connect with Alberta's Promise and join a movement of organizations that, together, help make Alberta an amazing place for our children and youth.

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