



Edmonton
Community
Foundation

inTOUCH

WINTER 2010

MESSAGE FROM THE CEO

Almost every day in our city we see evidence of the generosity and compassion of Edmontonians. The recent Baby Heroes campaign helped Terra (a centre for pregnant & parenting teens) provide more than 100,000 diapers to young parents. And the annual Edmonton Food Bank Harvest Luncheon was not only a sell-out but raised more than \$10,000 through a live auction. This generosity and compassion will no doubt soon be repeated when the annual Christmas Bureau, Santa's Anonymous and other year-end campaigns begin. Our community always responds generously to these seasonal requests for help.

This generous response to annual appeals is very good news, but the underlying message is that the needs of our city's most vulnerable citizens have not diminished. The latest homeless count shows that thousands of our neighbours have no permanent or safe home; the number of people seeking assistance from the Food Bank continues to rise; and agencies that work with immigrants and refugees are stretched to the limits. The list could go on.

But in the face of need that can seem overwhelming, the desire of people to make a positive difference in our community has not wavered. Here at Edmonton Community Foundation, we experience your concrete, substantial generosity every day—through our work with donors and volunteers, and in a variety of community partnerships.

ECF donor services staff have had a busy fall completing many new fund agreements that will support a range of charitable activities in sectors such as the arts, health and human services. Social entrepreneurs have shown interest in the Social Enterprise Fund as a way to help them create both social and financial value. So far this year, ECF has received just over \$9 million in total contributions. History tells us that we could receive at least that much again, before the end of the year.

So, as we reflect on what has been accomplished and what remains to be done, we are encouraged by your capacity for compassion and for solid investments in the future. Philanthropists in this city have proven their willingness to step up, even in difficult times.

Toward that end, Edmonton Community Foundation is here to help you. Your generosity and ECF's stewardship of long-term endowments ensures that gifts keep on giving—making a difference in our community now and in perpetuity.

— *Martin Garber-Conrad, CEO*

IMPORTANT YEAR END DATES

If you wish to make a gift in 2010 there are some important dates to remember.

- 1) If you would like to make a gift of publicly traded securities - in order to take advantage of the special tax incentive - please call us **before the end of November**.
- 2) If you would like to make a gift by cheque, please deliver it to our office before the end of day on **December 23**.
- 3) Online donations can be made through CanadaHelps.org. Please visit the CanadaHelps website **before December 31, 2010**.
- 4) We are also able to issue a 2010 donation receipt for a cheque dated 2010 and mailed in an envelope **postmarked by Canada Post before the end of 2010**.

Please see the article "**Six Things To Remember**" on **page 2** of this newsletter for more information on these dates.

HOLIDAY OFFICE CLOSURE

Our office will be closed from December 24 to January 3rd, 2011.



Thank you for your friendship in 2010 and we wish you all the best for 2011.

WILLS WEEK WRAP-UP



Our WillPower Wills Week public sessions were once again a success. Hundreds of Edmontonians attended these free seminars on the importance of having a valid, updated will. As we are always trying to reach into all areas of the city, we used several new venues this year including Santa Maria Goretti Hall, Polish Hall, Italian Cultural Centre, Grant MacEwan South Campus and Telus World of Science.

We are once again grateful for the partnership with the Edmonton Journal and the sponsorship that was provided by the Financial Planning Standards Council and the Canadian Bar Association Alberta Branch.

Several new lawyers had the opportunity to run the sessions this year and we thank all of the lawyers and their firms for volunteering their time. For a list of the lawyers who participated in this year's sessions please visit our website at www.ecfoundation.org/newseventsandresources/wills-week.

SIX THINGS TO REMEMBER (As December 31 Draws Near)

The end of the year will soon be upon us. To help finish up this year in charitable style, here are six gentle reminders.

- 1) Charitable giving benefits you as well as your community. A special year-end gift can bring you pleasure when it advances the causes important to you. There is still time to set up a new endowment fund or add to one you have already created. Our donors will tell you that creating an endowment fund agreement is quicker and easier than you imagine. Tell us what you have in mind and we will promptly create an effective tailored agreement.
- 2) And, of course, there are usually tax benefits that result, which you can claim on your 2010 tax return for gifts made in 2010.
- 3) Appreciated assets can make good gifts. Especially gifts of "publicly traded securities" such as publicly traded shares and mutual funds. The more they have appreciated, the greater the tax benefit. Your tax advisor can spell out the specifics for you.
- 4) Gifts of assets (like publicly traded securities – and especially mutual funds) take longer. Start early to get the advice
- 5) you need and to get the process underway. Please call us before the end of November for these gifts. We have new bankers, new accounts and new forms this year.
- 5) Our office will be closed from December 24 through to January 3, 2011, so please deliver cheques to our office before the end of day on December 23rd. We can issue a 2010 donation receipt for a cheque dated 2010 and mailed in an envelope postmarked by Canada Post before the end of 2010. We discovered last year that it is important to have your local Canada Post agent stamp your envelope with the date you deliver it to Canada Post.
- 6) You can make online donations to Edmonton Community Foundation through CanadaHelps.org. Follow the instructions listed on their website and your receipt will come from CanadaHelps.org. You will need to search their menu for Edmonton Community Foundation. Please include your contact information so we can follow up with you when [CanadaHelps](http://CanadaHelps.org) notifies us that a gift has been made.

RAU FAMILY BELCOURT BROSSEAU METIS AWARD FUND

When Naomi Rau first applied for a Belcourt Brosseau Métis Award (BBMA) in 2006, she was already an active volunteer and interested in exploring her Métis heritage. As she continued her studies, she also expanded her involvement, by joining the Calgary Aboriginal Urban Affairs Committee and volunteering with the University of Calgary Native Centre.

Now graduated with a degree in International Business, Naomi is working for Shell Canada and is so grateful for the difference her awards have made in her life that she is giving back in a unique way. Naomi started a new, emerging fund, the Rau Family Belcourt Brosseau Métis Award Fund, which will help support future recipients.

“I initiated the fund knowing what the awards have done for me, for my whole family,” says Naomi, whose sister, Sarah, completed her Nursing studies with assistance of the BBMA.

In addition to her current volunteerism in the Métis community and her involvement with the Shell Canada Aboriginal Employee network, Naomi has made a commitment to follow in the footsteps of the BBMA founders. The investment that BBMA made in her education has paid off in many ways.



Naomi Rau (pictured here with MC Fred Keating) speaks at the Belcourt Brosseau Metis Awards celebration held on Sept. 25th, 2010.

THOMAS OLENUK COMMUNITY FUND

Over the years the Edmonton Community Foundation has been fortunate to have wonderful “life-long” relationships with donors and volunteers. Tom Olenuk was both.

Tom was a key volunteer for most of the Foundation’s 20 year history. He was a board member for six years and followed that up by serving on the governance committee. In 2007 Tom was appointed to the Committee of Nominators by the Edmonton & District Labour Council. This committee is responsible for appointing members to the board of directors.

We were shocked when Tom died suddenly in November 2009. The Foundation lost a committed supporter and a good friend and yet Tom’s commitment continues. He had named the Edmonton Community Foundation as the beneficiary of a life insurance policy and due to the quick processing of the policy by the life insurance company, the Thomas Olenuk Community Fund was created in early 2010.

Tom’s fund will allow the ECF board to respond to emerging and priority needs in the community. Because of his generous provision, Tom’s friendship spans not only his lifetime but the lifetimes of generations to come.

SOCIAL ENTERPRISE BOOT CAMP

The Social Enterprise Fund (SEF) is gearing up to present a Social Enterprise Boot Camp. The purpose of the Boot Camp is to spark the development of social enterprises in Edmonton. This three-day intensive session will provide participants with access to business experts who will test, evaluate and hone social enterprise ideas.

Social enterprise applies an entrepreneurial approach to addressing social issues and creating positive community change. It offers the opportunity to merge the very best of the charity and business models with an aim to achieving sustainable social value and self-reliance.

To attract social entrepreneurs and non-profits to participate in the Boot Camp, to be held in the spring of 2011, Bob Ward, executive director of the SEF, has planned a number of promotional initiatives. On November 9th a SE Mixer and information session was held for entrepreneurs interested in social enterprises and in the new year a similar session will be held for non-profit organizations who would like to start a social enterprise. SEF produced an informational video to inspire interest in social enterprises. The video will be shown to a variety of groups as part of a promotional circuit.

The Social Enterprise Fund is a partnership between the Edmonton Community Foundation, the City of Edmonton and the United Way of the Alberta Capital Region. It was created with a mandate to help not-for-profits develop social enterprises.



H. JEAN MCDIARMAID FUND FOR MUSICAL PERFORMANCE

Jean McDiarmaid was a retired school teacher who wanted to support the classical performing arts that she so loved. With help from her lawyer, she established the H. Jean McDiarmaid Fund for Musical Performance at the Edmonton Community Foundation.

The purpose of this fund is to support the large and small companies dedicated to the provision of baroque, classical and/or operatic styles of music.

Mrs. McDiarmaid contributed to the Fund during her lifetime. She also provided a generous gift through her will. When she passed away at 88 years of age, the Fund received a gift to support the types of performance she would have loved to attend. From baroque to light opera to choral music, local arts organizations large and small benefit from Jean McDiarmaid's love of classical music and generous spirit.

This fall, the following organizations received funding through the Fund.

Edmonton Symphony Orchestra

Masters 8 Concert "Durufle's Requiem" performance in March 2011

Newly United Operatic Vocalists' Association (Opera NUOVA)

"Mr. Moreover's Magic" opera for children with school performances in 2011



Cantilon Choirs

Commission of new musical piece and production costs for Christmas Concert in December 2010

Alberta Baroque Music Society

"Brilliant Baroque" concert scheduled for January 2011

Pro Coro Canada

"Bach's St. John Passion" Easter concert scheduled for Good Friday - April 2011

Edmonton Recital Society

"Gala Recital" concert - Guest Artists scheduled for April 2011



If you would prefer to receive future newsletters via email please contact us at info@ecfoundation.org or call (780) 426-0015.

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www.ecfoundation.org



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