Legacy in Action
EDMONTON COMMUNITY FOUNDATION

Fast Pitches
Like Dragons’ Den for social entrepreneurs

Making History
Life-changing Métis scholarship turns 10

From the Ground Up
Funds building a better tomorrow, today
These seminars are provided as a public service to present free professional information on wills and estates. Each session is conducted by an estate lawyer who volunteers his/her time to present information about the importance of having a valid, up-to-date will.

Important changes to estate legislation will likely affect your will.

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<td>9:30 - 11:30 am</td>
<td>Millennium Place, 2000 Premier Way, Sherwood Park</td>
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<td>Monday, October 3</td>
<td>7:00 - 9:00 pm</td>
<td>Clareview Arena, 3804 - 139 Ave.</td>
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<td>Grant MacEwan South Campus, Classroom 103, 7319 - 29 Ave.</td>
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<td>Telus World of Science, Starlight Room, 2nd Floor, 11211 - 142 St.</td>
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* Information in the list is subject to change – check the ECF website to confirm.
On the cover

The images, photographed by Jason Everitt and illustrated by Rory Lee, represent some of the important activities and infrastructures that have made Edmonton an enjoyable and sustainable community. Edmonton Community Foundation, which is headquartered in the brick-and-mortar building in the foreground, carries the slogan “Timeless contributions. Endless possibilities.” The cover’s iconic elements, such as the Muttart Conservatory and the Alberta Hotel, embody this motto.

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About this time last year, Edmonton Community Foundation (ECF) produced a magazine to mark its 20th anniversary and to introduce ourselves to Edmontonians. The response to the magazine was very positive — from both those who knew us well and those who had never heard of us. So we have decided to make the magazine, Legacy in Action, an annual part of how we reach out to the community.

ECF and other community foundations across the country are all for community. We work with donors, charities and other funders to take action on some of the biggest challenges facing people living in our community, such as homelessness and the integration of newcomers to Canada. We are especially interested in working with donors. If you have ever considered supporting a charity over a long term, wondered how to memorialize a loved one or thought about leaving gifts to charities in your will, then we can help.

The story of the Darch family on page 10 is one such example. It tells of how two sisters honoured their mother while, at the same time, assisting people in their community. Just as we did with the Darch family and the Youth Empowerment Program (page 14), we match donors with projects that are important to them.

ECF has a number of scholarships that support a wide range of students, whether a young musician looking to improve her performance or a long-term employee looking to upgrade. Many donors have founded scholarships and you can read about our largest, the Belcourt Brosseau Métis Awards, on page 12.

We’re also tapping into the creative and entrepreneurial spirit of Edmontonians. The Social Enterprise Bootcamp is an example of how we provided a forum for new ideas and helped inspire charities and social entrepreneurs. See the story of this year’s boot camp on page six.

Now in our 21st year, ECF has over 650 funds and distributed more than $16 million to Edmonton charities last year alone. If you’re looking for ways to support causes you are passionate about, we can help. Our foundation is about helping donors achieve their dreams of furthering organizations that make a difference to real people in our community.

That’s Legacy in Action.

Martin Garber-Conrad, CEO
Every year, Edmonton Community Foundation helps more charities, non-profits and citizens realize their potential to improve lives. The following new funds are just a handful of the hundreds established through ECF.

**Deb Cautley Award Fund**
Deb Cautley, Executive Director of the Youth Emergency Shelter Society (YESS), has played a major role in caring for Edmonton’s at-risk youth often abandoned by society. Local philanthropist Larry Anderson wished to honour Cautley for her dedication, so he created a fund in her name to give YESS clients who wish to attend post-secondary schools the financial means to do so. “I was able to celebrate the work of Deb and help young people charting a new course in their lives,” says Anderson. The first grant was awarded in August. yess.org

**City Farm Fund**
After three years of running an animal and crop farm in northeast Edmonton, the original City Farm project’s operating account dried up in 2008. This new fund was created to give it a second chance with more sustained support. Through City Farm, urban youth experience working with the land and growing crops. Areni Kelleppan, Executive Director of Sustainable Food Edmonton, the fund’s founding partner, says it hopes to secure enough funding to re-launch it in summer 2012. city-farm.org

**National Theatre School and Community Engagement Fund**
For budding artists who attend or have recently graduated from the National Theatre School of Canada, finding the money to start career-building projects can be challenging. But a new fund will ease some of the difficulty. Its goal is to back theatre projects that engage audiences and address social and community issues. The first bursaries, to be awarded this October, are available in six regions across Canada. In Alberta, Edmonton Community Foundation manages projects pertinent to the area and helps support the province’s artists. ent-nts.ca

**Catharinus Huyer Principal Second Violin Fund**
For over 25 years, Catharinus Huyer was a supporter of the Alberta Baroque Ensemble, and was chair sponsor for 15 of those years. When Huyer learned he was terminally ill, he wanted to continue supporting the ensemble. Upon his death in 2009, the fund for principal second violinists was created in his honour. Conductor Paul Schiemen says, “When he knew he wasn’t going to be around for much longer, we decided this would be a great way to keep his name going forever.” albertabaroque.com

**Alberta Legacy Development Society Fund**
The historical Leduc grain elevator opened its doors for tours in 2009. Now two years later, a sustainable fund for its upkeep and improvement has been started. Art Birkholz, Vice President of the Alberta Legacy Development Society, created the fund. He says the plan for financing is to keep the elevator open for tours, and also to begin collecting artifacts to turn a warehouse on the property into a museum. leducelevator.com
There were no drill sergeants barking orders or sweaty recruits dropping to the ground for punishing sets of push-ups, but a boot camp organized by the Social Enterprise Fund (SEF) in April had its adrenalin-charged moments as competitors vied for four prizes that would set them on a path to create businesses they hope will improve the lives of many.

“It was a very long, intense three-day workshop,” says participant Karen McDonald, one of 25 social entrepreneurs and organization representatives who came to learn how to create a company that would use its profits to improve society. “I think the emotions fluctuated over the course of the three days, [and by day three] the level of energy and anxiety had increased.”

In the final hours, selected participants pitched their proposals to a panel of top Alberta businesspeople, including angel investor Randy Thompson of Venture Alberta, who came up with the Dragons’ Den-style format.

Social Enterprise Bootcamp 2011 was one of the last projects from the imaginative Bob Ward, the SEF’s founding executive director and a juggernaut of Canadian social enterprise, who died suddenly on June 29.

Two weeks before his death, when asked about the competitive level of the boot camp, he smiled and, in his signature jovial way, made a sssss sound, like water hitting a hot griddle.

The boot camp awarded each of the four winners $10,000 and 25 hours of coaching from business incubators TEC Edmonton and novaNAIT. The money will fund feasibility studies and other costs to get the projects off the ground. Before an expected launch in spring 2012, winners must have investors secured or have approached the SEF for a loan.

The fund has distributed nearly $5 million to 10 clients since it launched in February 2008 as a partnership of Edmonton Community Foundation, the City of Edmonton, United Way of the Alberta Capital Region and the Alberta Real Estate Foundation.

Socially oriented businesses, like normal businesses, contribute greatly to the economy. “The difference in lots of ways is where the profits go,” said Ward, who was confident the boot camp would return in 2012.

Here, we highlight this year’s winning proposals.
**Proposal: An All-encompassing Seniors’ Centre**

**Social Entrepreneurs: Senior’s Association of Greater Edmonton (SAGE)**

What if seniors could have easy access to all social and health services in one location?

That’s what SAGE is planning with its Wellness Centre. By working with health and social services providers, the facility will bring the best of social, senior and health centres together under one roof, says Karen McDonald, SAGE’s Director of Community Relations.

“They could see everybody on the same day — the pharmacist, their physician, the podiatrist, the audiologist, the social worker. They could talk to somebody about getting a housekeeper, attend a bridge club ...” explains McDonald.

SAGE hopes to launch the centre next May from its existing downtown three-storey office building.

But the potential for expansion is enormous, says McDonald. She envisions future satellite wellness centres operating from retirement homes and assisted living facilities.

SAGE hopes that lower operating costs will allow it to provide those services and the space at reduced fees, and recoup some of its expenses by partnering with service providers. Those partnerships would fund the centre, allowing SAGE to roll profits back into its numerous programs and services.

SAGE, the largest social service agency for seniors in northern Alberta, is no stranger to social enterprise. The 40-year-old organization funds some of its works through Sage Savories, an in-house restaurant that makes and sells frozen take-home entrees.

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**Proposal: A Casual Labour Work Agency for At-risk Youth**

**Social Entrepreneurs: YOUCAN Edmonton**

In Kyle Dube’s world there are no handouts, just hand-ups.

The Executive Director of YOUCAN Edmonton, an organization that helps at-risk youth build life skills, has incorporated that philosophy into a business his group is preparing to launch in the spring.

YOUCAN wants to find jobs in the construction industry for young people between the ages of 16 and 21 who might otherwise be unemployable because of such issues as criminal records or substance abuse.

“These are young people that have fallen through the cracks and are looking to change their lives, and they don’t know how,” says Dube. “The end-goal is for them to maintain a healthy, harm-free lifestyle, where they are contributing citizens instead of costing taxpayers money for putting them through the justice system or into jails.”

For a fee, the organization would hire crews of young people to companies as casual labourers, drive the groups to their jobs and provide a supervisor on site. It hopes to generate enough profit so that it will be self-sustaining three years from launching.

Dube is confident the business will succeed. He’s been in talks with several construction companies who say there is a demand for his service. “There is a huge need in this province for unskilled labourers, and it’s only going to increase in the next five to 10 years,” he says.

Dube has been at the helm of YOUCAN Edmonton for nearly a decade. He is a self-professed fighter for the underdog.

That’s where this social enterprise comes in. He wants the new business to be an opportunity, not a charity, to the youth in his care. “I want them to take responsibility for their lives and to move forward with their lives.”
Bev Parks believes that to care for the child, you must also care for the family and the community.

So when a local business approached her to put a daycare in its building, the Executive Director of Norwood Child and Family Resource Centre replied her organization wasn’t interested in a social venture that just provided child care.

“Our pillars are children, families and community,” she says. “If you have healthy children and healthy families, ultimately you’re going to have healthy communities.”

Parks proposed opening a daycare in the office building that would provide early childhood development and a separate off-site child-minding service.

“Say the baby is sick and the employee wants to go to work, we would take that child-minder and put them into their home,” says Parks.

As well, the facility would employ counsellors to assist with family issues and help foreign workers adjust to their new surroundings.

There would also be a restaurant serving the daycare kids and selling frozen entrees that the building’s 1,200 employees could take home.

Norwood might partner with other non-profits to provide some services. For instance, says Parks, fellow boot-camp winner SAGE already runs a successful frozen-food business and could be a candidate for providing the food.

Profits would be channelled back into the Norwood Centre, which has been helping low-income, high-risk families in the north-central area for nearly 50 years. In order for the social enterprise to move ahead, the company, which she won’t name until a deal is official, would need to make a substantial financial commitment.

But in return, Parks says, it could become an employer of choice, improve staff retention and potentially increase the number of women in its workforce.

Proposal: Indoor Vegetable Gardens

Social Entrepreneur: David Descheneau

David Descheneau’s farm is located just blocks from bustling Whyte Avenue. But at harvest time you won’t find the 34-year-old riding his tractor through the back 40, because his crops don’t need soil.

His seedlings, which can number up to 2,000, are hydroponically cultivated inside his Old Strathcona house. Descheneau’s living room walls are stacked with trays that hold nutritious vegetables, such as peashoots, that are ready to eat in one week. The plants are irrigated from beneath by fertilized water. They grow year-round under fluorescent lights.

But Descheneau hopes his system could turn regular Edmontonians into urban farmers. He envisions selling or leasing his hydroponic system to houses throughout the city, where he will also install it, provide the seeds and pick up the produce to take to markets once a week.

He estimates start-up costs to be $5,000 per system. He says it could generate $500 a week. It’s being targeted to people who could use some extra income, like the physically disabled or stay-at-home parents. He’s had a dozen inquiries already.

“Our mandate as a non-profit is to prefer those people,” he says. “The social enterprise [aspect] actually has a greater benefit by targeting the people that need it most.”

He adds, “Our objective is to increase the choices that people have for local food and sustainable food that’s grown in the city.”
In Memoriam
Bob Ward
(1949-2011)
First Executive Director
Social Enterprise Fund
2007-2011

Bob and his granddaughter Lily

Edmonton artists’ trust fund awards
investing in Edmonton artists

Since 1997 the Edmonton Community Foundation and Edmonton Arts Council have invested in the careers of more than 90 Edmonton artists through the Edmonton Artists’ Trust Fund Awards.

Learn more at http://grants.edmontonarts.ca/eatf

Donations welcome on an ongoing basis.

Edmonton Chamber of Voluntary Organizations
Strengthening, serving and supporting Edmonton’s nonprofit sector.

www.ecvo.ca
Visit us for Edmonton’s nonprofit jobline, training information and services.
Back in the spring of 2009, sisters Marilyn Hodysh and Louise Humbke were busy settling the estate of their mother, Evelyn Darch, who had passed away just shy of her 98th birthday.

Evelyn’s will was clear and orderly. There were few remaining assets. Her lawyer was nearly finished with the final details. “And then a cheque came in the mail,” says Marilyn. “It was for a thousand dollars, ‘for something that would please your mom.’”

It was from a Saskatchewan man, Les Armstrong, who had lodged for several years with their family while attending university and quickly became part of the family. Evelyn welcomed many into her house, from international students to babies whose mothers were returning to work. Les remained the first and very special. Evelyn and Les, now a dentist, stayed in touch throughout the years.

Still, Marilyn and Louise were stunned by his generosity. They had no idea what to do with the money. At first they spoke with the lawyer about making a donation to one of their mother’s favourite charities — possibly the YWCA, where Evelyn got her first job in Edmonton making salads during the Great Depression. They could have easily kept the cheque for themselves too, considering how much they spent on medical expenses for their mother until her death. But the sisters saw this as a chance to do something very special and leave a lasting testament to a generous woman, a homemaker without much money to spare, but who still made donations of $10 or $25 whenever she could.

The sisters thought of the home-care aides who cared for their mother during the last, extremely difficult stages of her life. “Some of the women that looked after her were so kind, and obviously not well paid,” says Louise.

Marilyn remembers how one aide in particular was so attached to Evelyn she would come in on weekends just in case the scheduled worker didn’t show up. “She would take the week shifts, plus the weekend shifts, so that Mom would be taken care of near the end of her life,” says Marilyn.

Many of these women were also immigrants, some qualified as nurses in their home countries but limited to working as aides in Canada.

Evelyn herself always wanted to be a nurse but could never afford it, so her daughters wanted to make sure money didn’t prevent other people from realizing their dreams.
Define Your Objective

Even if you have only a vague idea of where you want your money to go, give ECF a call, says Kathy Hawkesworth, Director of Donor Services. The Foundation will help you articulate exactly how your fund might work, and help you define how you can make a difference by matching your support with organizations whose goals most closely mirror your own.

The Foundation’s only criterion is that the money be granted to a registered Canadian charity — so you’re not limited to local causes. “Whatever they want to accomplish in the world, we’ll talk to them about,” Hawkesworth says.

Make an Agreement

The Foundation will draft a formal agreement. This will explain, in writing, the goal of the fund and the extent of participation you want to have in allocating the money. Remember: This agreement dictates how your fund will operate, so make sure it says exactly what you want it to before signing.

Get Started

A fund can be started with just $10,000, which can be donated all at once or be built up over a 10-year period. The money is not immediately allotted, it is invested and approximately 3.5 per cent is distributed annually. This means your fund will continue to support causes important to you.

Maintenance

Once the fund reaches $10,000 and is ready to grant, your level of involvement is your choice. Donors can choose to add to their funds’ values, stay active in the annual charity selection process or, if they’ve left things up to the discretion of ECF, simply sit back and watch the good work happen.
Some historians have referred to Canada’s Métis people as “the forgotten people.” But three men’s generosity and tenacity have ensured that future Métis generations will not be forgotten.

Since 2001, the Belcourt Brosseau Métis Awards (BBMA), founded by Georges Brosseau and cousins Orval and Herb Belcourt, have helped over 700 Métis people pursue a post-secondary education. On the heels of its 10th anniversary, over $4 million in scholarships have been awarded to people to study anything they want, whether it be academic or trade, cosmology or cosmetology.

As this $12-million endowment is held in perpetuity at Edmonton Community Foundation (ECF), the fund will be available for generations to come. In fact, the BBMA is now the leading non-government funder in Canada for Métis scholarships, supporting about 150 students annually.

But the award was not the original vision of its three Métis forefathers. Their first foray centred on social housing.

“When we came together almost 40 years ago, the state of native housing was grim,” says Orval, a supervisor with Alberta Employment and Immigration. “Many in our community lived in ghettoized housing. People were forced to move around a lot. And we wanted to change all that.”

In 1971, Herb Belcourt, then
owner of a power line company, and Orval, who was a government social worker and communications director for the Métis Association of Alberta, wanted to create safer, stable housing for Edmonton’s Métis population, which faced the dangers associated with slum housing, transience and segregation.

They had a vision, but in order to secure the initial government loans required to buy 30 Edmonton single-detached houses, they needed legal brainpower. So Brosseau, a designated Queen’s Counsel lawyer, became the third principal partner in Canative, a private non-profit company that obtained housing for Métis people.

In 2001, after 30 years in operation and with a portfolio of 171 homes, the corporation was dissolved and the proceeds from the sale of the homes were converted into several trust funds, the largest being the BBMA at ECF.

Herb says it was time for them to shift the focus to the next level of well-being. “After we got people housed we needed to encourage them to get off welfare and get an education.”

Brosseau says there is a myth that Métis people don’t believe in the importance of education. Of course, the University of Alberta law graduate is a walking contradiction of that misconception, but a more powerful argument against it is the 95 per cent of BBMA recipients who complete the scholastics year in which they received the awards. He says, “Most [Métis] feel that education is essential to create a sustainable future, but there is a lack of financial support. Even though youth have a right to education, there is a formidable obstacle.”

The awards range between $2,000 and $7,000. The three men are part of an awards panel of Métis Albertans who, along with ECF staff, review the many applications that are received every year. The scholarships are awarded based on an assessment of financial needs, applicants’ connections to the Métis community and the likelihood that the awards will improve their future opportunities.

“You give someone hope when you give them a vision that things can be better,” says Orval.

“I got involved with Canative because of my father,” says Georges. “He was active with different Métis associations. He spoke Cree and was proud of his heritage.”

Orval adds, “All we ask is that people be proud of who they are, and in some way give back to the community.”

More Scholarships at ECF

Community Scholarships
These are awarded to area residents in financial need who have demonstrated community leadership and volunteerism, and make convincing cases that their studies will help them contribute to the non-profit sector. These awards range for $2,000 to $3,000.

Probert Math Awards
For Eastglen High School’s highest achiever in mathematics, this is a renewable scholarship, worth $4,000 per year for up to four years, to go toward math-related university studies.

Dave Williams Leadership Awards
This is awarded to Austin O’Brien High School graduates who exhibit commendable leadership, mentorship and volunteerism. The awardee must complete one term of university before receiving the $1,000 scholarship.

Rose Margaret King Merit Awards
These scholarships worth $1,000 to $3,000 go to students without the financial means to get post-secondary education, with the highest priority being students who attended inner-city schools.

Alexandra Munn Scholarships
These scholarships are for Edmonton area students of classical music (voice and/or instrument), ages 11 to 15, who demonstrate outstanding musical talent, financial need, and community involvement. Each award is $1,500.

Learn more at ecfoundation.org/forstudents
When you’re not yet an adult, don’t have the right to vote and the only eligible jobs seem to start at $9.40 an hour, it’s difficult to feel like a contributing member of society. To add to that, kids these days are constantly underestimated and written off as “kids these days” — fickle and frivolous.

True, their pockets are more likely to be deep with gum than dollars, but their official currency, ideas, never depletes. Without the distractions of adulthood — balancing the books, pleasing your employer, keeping the lights on — young people’s imaginations are able to run infinitely in any direction.

In April, Edmonton Community Foundation (ECF) doled out $50,000 in grants to harness those ideas and put them to action through the Youth Empowerment Program (YEP).

Like many ECF programs, it started with one donation, made by a generous family. “The matriarch of the family was very active herself as a youth with organizing things in the community and in her school,” explains Scott Graham, ECF Director of Community Grants. “So the family said, ‘If you were given funding, could you let in youth who are self-initiating and have projects? Can you come up with a program for that application?’”

The projects didn’t need to have major social implications. They could be as fun as a having a street dance or as serious as trying to improve literacy. But rather than let ECF decide what’s best for youth, it was left to other young people to decide where the money should go.

Eighteen-year-old Grace Christian, who was active in her high school’s social justice club before graduating last year, was one of 10 people on the judging panel. It evaluated 40 applications to start a youth-led initiative, prepared by youth with mentorship and representation by a local charity. Weeks later, the panel held a roundtable to choose the 25 most clear, fiscally responsible and purposeful projects.

Not all of the grantees received its full monetary requests. Christian says unrealistic projected costs or unnecessary aspects were rejected. For example, a project to launch 10 Gay-Straight Alliance Groups and other anti-homophobia initiatives received $3,500 of the $5,000 requested because the panel believed its representing agency, Edmonton Public School Board, could cover the costs of acquiring educational books.
“It’s good not to give them all the money requested because that makes them think about how they can be more resourceful,” Christian says.

The grant recipients, like the panel, represented a cross-section of people from many backgrounds, each contributing something to their respective communities.

Youth with the City of St. Albert received $4,000 to hold a Battle of the Bands concert during the city’s 150th anniversary celebrations, while a project called “Through Our Eyes: Aboriginal Culture Through Photography” received $1,500.

The one that impressed Christian the most was a proposal from a handful of 13- to 22-year-olds to start Rwandan Youth in Action, an offshoot of its mentoring agency, Action for Healthy Communities, to practise community building through athletic and artistic events. At the crux of these services, a newsletter would inform and entertain Edmontonians from a Rwandan youth perspective.

“They got all the money they asked for,” says Christian. “In their application they really focused on this newsletter that they were going to print for the community, to bring the Rwandan youth together. It was very clear, very well thought-out.”

When Dorcus Ruhigisha of Rwandan Youth in Action got the news that their full $4,500 grant application was approved, she thought “the dream is coming true.”

The 21-year-old, pre-med student who moved to Canada in 2008 says her group will “have a very big impact on Edmonton.”

While the newsletter and other products are still developing, Graham acknowledges not all the projects will succeed, but it’s OK because that’s the nature of business. YEP gives future leaders a chance to struggle and recover, just like any social entrepreneur.

“This is an exercise in citizen engagement,” he says. “We really do have sharp, engaged, clever youth who care about things beyond their front door. And this bodes well for Edmonton because, of course, this is the generation taking over for us.”

He adds, “You get a lot of media coverage about what youth aren’t doing and this is a lovely reassurance of the opposite.”

Christian agrees. She has done street canvassing for a non-profit organization and door-knocking for a politician, and learned that her age often evokes skepticism and condescension. She thinks YEP helps break those old stereotypes. And, she adds, “If you see one friend do something great like this, you’ll be more inspired to follow them.”
Congratulations to the Edmonton Community Foundation on so ably empowering individuals to give back to their community.

Many individuals want to give back to their community by including a charitable gift in their wills. We can assist with this and with all of your estate planning needs.

For further information, please contact:

Karen Platten, Q.C., Co-Chair of our Estates, Trusts & Taxation group at kplatten@mross.com.