

Red Deer & District Community Foundation Annual Report 2017-18

[retrospect]

An annual recap of **GOOD** business



Jacyee Bourke and
Ireland Murray, 2018's
Young Women of
Excellence recipients
talk about
Philanthropy through
the lens of youth.



RED DEER & DISTRICT
COMMUNITY
FOUNDATION
all for community.

WHO WE ARE

Growing a legacy for Red Deer & District

Since 1989, the **Red Deer & District Community Foundation** has been a 360° grant maker that invests in projects, programs, and organizations to build a stronger central Alberta.

Essentially, we act as a community savings account. We accept donations to over 140 funds, both endowed and non-endowed, that support specific causes across central Alberta. By pooling donations and saving them forever in our endowment funds, we offer community members a way to provide for their chosen causes permanently.

All endowed funds are prudently invested and the earnings are used to provide grants to local non-profit organizations in the arts and culture, health and wellness, human services, recreation, sport, education, and environmental sectors.

[retrospect]

An annual recap of GOOD business

Retrospect is designed & produced in-house at the Red Deer & District Community Foundation annually in conjunction with the Annual Report.

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Kristen Schalin, Treasurer
Bruce Buruma,
Gordon Cove, Sharon Diep,
Derek Fuchs, Dale Horsley,
Tom Lewis, Patrick Malkin

The Foundation recognizes
Red Deer is on Treaty 6 & 7
Territory, and on the homeland of
the Metis Nation.

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A MESSAGE FROM THE CHAIR

2017 A YEAR OF CHANGE WITH NEW VENUE, NEW PROGRAMS, AND EXPONENTIAL GROWTH

The Red Deer & District Community Foundation (RDDCF) had a great year in 2017. It was a year of building further upon our solid foundations, preparing us for new and innovative growth and development in the work and initiatives of the Community Foundation.

It was most exciting in February 2018 when the RDDCF successfully moved its office to the 5th Floor of the Servus Building on 48th Street. These professional-looking premises enable the Community Foundation to offer its services in a more efficient manner, but also in a setting and space, that better serves the needs of our clients, staff, and volunteers.

The Board built further on our foundation, to prepare for future actions and initiatives, by approving a new Strategic Plan in May. Donors, grantees, community partners and the Board all had input into the development of this plan, which emphasizes:

- raising the profile of the Foundation in our community with marketing and brand awareness strategies,
- augmenting services to our donors through clear and easy to access channels of communication
- enhancing our fund development, and
- implementing an online grant application process.

The 2018 Women of Excellence Gala was the most successful ever for the RDDCF, and women in Central Alberta. The number of nominees hit a record 51 women, and the guests present exceeded 600, for the first time. It was a spectacular evening of celebration and recognition of Central Alberta's women.

The vision of a Youth in Philanthropy (YIP) program became a reality this year! YIP is a program that engages local youth in philanthropy and community development. In collaboration with the RDDCF, St. Francis of Assisi Middle School successfully implemented this program, and we are looking to expand YIP into other schools in Red Deer and Central Alberta. The Community Foundation provides funds to area schools, where participating youth conduct research of local charities, before they choose those organizations that will receive grants.



By volunteering on the Board of the RDDCF for the past three years, and serving as Chair this year, I have learned a great deal about our community and philanthropy; it has been an enriching experience for me personally.

Finally, I need to express my gratitude and appreciation for my colleagues on the Board who have volunteered their time and expertise to this good work, and to the committed and passionate staff who give their best to the Community Foundation's mission.

I leave excited knowing that the RDDCF is in good hands with the 2018-2019 Board and staff - committed, enthusiastic, and ready, as they all are, to implement the new Strategic Plan and move the Red Deer & District Community Foundation forward.

Bill Farr

BOARD OF DIRECTORS FOR 2018/19

The Red Deer & District Community Foundation welcomes our 2018 Board of Directors:

Patrick Malkin: Chair, Krista Nymark VandenBrink: Vice Chair, Kristen Schalin: Treasurer, Bruce Buruma, Terry Cole, Gordon Cove, Rhonda Elder, Derek Fuchs, Shawn Hamm, Tom Lewis, Patricia MacSween and Keith Ryder.

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Embarking on thirty years of huge growth, big success and incredible legacy building



The year of 2017 was a year of tremendous growth for the Community Foundation, not only in terms of assets, but also in the depth and breadth of impact that we continue to create through philanthropy. The Community Foundation was successful in the implementation of the last cycle for Canada 150 grants in the Spring of 2017. Our Community Foundation was the first funder in our region to establish and deliver a grants program dedicated to celebrate our country's sesquicentennial, running 2 grant cycles beginning in the fall of 2016. This was delivered with the support of the Government of Canada and Community Foundations of Canada. It also provided maximum impact, as applicants were asked to match their requested amount, as a demonstration of commitment. Central Alberta stepped up and showcased our pride in being Canadian, and what that means through a variety of programs and projects ranging from Canada Day celebrations, to enhancing the Citizenship Test Guide, to commemorating the exemplary contributions of our veterans in serving our nation, just to name a few. We are also proud of the support we received from our community in this initiative through donations and corporate gifts. All in all, the Community Foundation was able to provide over \$65,000.00 in grants which translates to over \$130,000.00 in impact.

Overall, the Community Foundation provided over \$570,000.00 in grants last year, for various charitable organizations and projects in the region, from both our

endowed and non-endowed funds. We stayed true to our 360° mandate, and provided much needed resources to the broadest possible reach across all sectors and across the region.

We also enhanced our fund base through partnerships with community supporters. Because of this, the Foundation received donations exceeding \$1 million towards a variety of our funds, both endowed and non-endowed. The Foundation welcomed new partnerships in establishing the Travis Moore Endowment Fund, the Trey Purdie Memorial Scholarship Fund, the Lacombe Athletic Park Association Managed Fund and the Marion Roberta Smith Digital Library Managed Fund. We also received a significant contribution from Stewart and Eileen Ford towards their family fund, and the presentation of the gift was done in the presence of no less than the Lieutenant Governor, Lois Mitchell in January of 2018. The Fords initially provided a gift of \$500,000.00 towards their fund in 2013 and 'topped up the fund', according to Stewart, with an additional \$500,000.00 gift this year.

The establishment and first year implementation of our Youth in Philanthropy Program (YIP) also happened in 2017. It has always been a dream of ours to harness the giving power of our young people, who have proven they are smart as much as they are caring in thinking and in action. This program provides our youth the opportunity to understand the process of philanthropy, from raising funds to understanding our community's needs to assessing impact. Our YIPsters, as we fondly call them, were empowered to create their mandate, focus area and develop their definition of philanthropy through their understanding of social reality. As I accompanied them in their site visits, I observed their enthusiasm and keen desire to help. They listened carefully to the presentations of each organization and asked thoughtful questions that will lead them in making sound decisions. Why do we do this program you may ask? It is because we believe that we play an important part in creating a philanthropic culture and believe in the transformative

power of philanthropy. What better way to get there than to enhance our youth's ability in giving and develop the next generation of givers.

In June of 2018, the Women of Excellence Awards hit its record number of nominees on the 11th year of the program, with 51 nominees. It was also a record year in terms of attendance at the gala—with over 600 people gathered to honour women from all walks of life. These women are philanthropy personified; women who give because they care - of their time, talent and resources. The Women of Excellence Awards Program carries the identity of the Community Foundation, as it shines a light on stories of giving, impact and change. To all our nominees and recipients, huge congratulations and thanks for the great work you do. Thank you to all our volunteers for your dedication to the program from start to finish. To our sponsors, most of them have been partners for a long time, my immense gratitude in believing in this program and understanding the value of our work!

Overall, 2017 has been a great year for the Community Foundation. We have experienced growth, not just in asset size, but in our capacity to do the work as well. We have added a staff position dedicated to Grants and Administration to compliment the position dedicated to Philanthropic Services. Both Erin Peden, Coordinator for Grants and Administration and Cynthia McLaren Lloyd, Coordinator for Philanthropic Services, joined the team at the Foundation. I am delighted to welcome them into the work of community building in our region and am confident in their abilities in carrying out this work.

As we look ahead towards the next year or so and set our sights on a huge milestone in our organization—our 30th anniversary, the Community Foundation will continue in its role as a space for philanthropy to thrive, for mobilization of resources for greater good, and for facilitating community change.

Thank you to all our volunteers and supporters, for helping us create a healthy, vibrant, smart and caring region, now, and for many more years to come.

~ Kristine



"Ellis Bird Farm is a unique gem. It's the kind of place where the legacy of Charlie and Winnie is honoured; a place where we can introduce visitors to the wonders of nature; a place where people can find tranquility and beauty and a place that informs and inspires."

~ Myrna Pearman, Biologist/Site Services
Manager at Ellis Bird Farm

ELLIS BIRD FARM

THE LEGACY LIVES ON FOR CHARLIE AND WINNIE ELLIS, THE SIBLINGS WHO LET THEIR FARM GO TO THE BIRDS

Ellis Bird Farm is a unique little haven tucked into the rural landscape of Central Alberta. With a history rich in commitment to environmental preservation *and* maintaining positive relationships with the industrial sector, there is a lot to be learned from this little farm.

Located just 30 km northeast of Red Deer, Ellis Bird Farm is both a non-profit company and a working farm. From butterfly gardens to goats, educational school programs to café treats, Ellis Bird Farm offers a little bit of everything to the approximately 12 thousand visitors it hosts each year.

But it's much more than aesthetic charm that has people flocking to the site. In fact, Ellis Bird Farm has put itself on the map because of its unparalleled scientific research on migration paths of Purple Martins.

"Getting involved with the Purple Martin relocation project was pivotal for Ellis Bird Farm," Myrna Pearman, Biologist and Site Services Manager of Ellis Bird Farm said. "It was an important opportunity for us to participate in ground-breaking scientific research, tracking these declining aerial

insectivores from the northern part of their breeding range."

A Purple Martin, who the researcher's named Amelia, was fitted with a geolocator in 2012 before she began her journey south for the winter. Incredibly, Amelia returned to Ellis Bird Farm on May 15, 2013. She was the first bird to be tracked from this location and when she returned she was bearing much more than the geolocator attached to her, she came bearing the gift of crucial information by providing the first glimpse into the migration route and timing of a northern-nesting martin. Along her journey, Amelia stopped for a 28 day molting period in Belize while en-route to her roosting areas in Brazil.

"Before Amelia it was not known that northern martins stop to molt in Central America," Pearman said. "Even more remarkable was that she had three roosting areas in Brazil and that she was able to rocket back to Ellis Bird Farm in a mere 21 days from her final roosting spot south of the Amazon delta." Yes, this little bird managed to average 600 km per day when returning to Central Alberta.

"The story of Amelia has been a unique

and remarkable opportunity for us to 'bring home' the miracle of migration to our visitors in a transformative way," Pearman explained. "In fact, when the Board of Directors of our industrial partner, MEGlobal, were visiting soon after Amelia's journey was mapped they were so moved by her journey and our research they offered us a surprise donation so we could build a new Visitor Centre."

It is only fitting that inspirational stories continue to be pulled from the core of the Ellis Bird Farm. The origins of the organization itself are quite a provoking tale.

Once upon a time the Ellis Bird Farm was the same as most farms in the area. All of that changed in 1955 when Charlie Ellis decided to try a simple nest box plan on his front lawn. It was a quick learning process for him as after succeeding in attracting a pair of Tree Swallows, House Swallows moved in and terminated the female Tree Swallow and her nestlings.

This swung Charlie into a passion that would end up making an ever-lasting impact on Central Alberta.

He chose to dedicate himself to ensuring



FOCUS ON ENVIRONMENT



native birds had secure nesting sites by controlling the local populations of House Sparrows.

In the years that followed Charlie and his sister, Winnie, put up 300 nest boxes for Mountain Bluebirds and tree swallows, houses for Black-capped Chickadees, Purple Martins and Flickers and developed a program for feeding winter birds. The two of them transformed their backyard into a haven for wildlife with gardens specifically built to attract birds.

As the years progressed, the Ellis's were approached by Union Carbide, who was looking for a site to build an ethylene glycol plant. They negotiated the industry business would be legally bound to make provisions for the care of Charlie's birds in the future. This innovative relationship between industry and environment lead to the development of a non-profit, charitable company coined the *Ellis Bird Farm Ltd.* This relationship still exists today. The company, now MEGlobal Canada continues to provide annual funding to Ellis Bird Farm for operations.

"We are a heartening example that conservation, industry and agriculture can work together," Pearman said. "Ellis Bird Farm is a unique gem. It's the kind of place where the legacy of Charlie and Winnie is honoured; a place where we can introduce visitors to the wonders of nature; a place where people can find tranquility and beauty and a place that inspires."

The 'place' itself is definitely not the only piece of inspiration at the farm. It takes a great deal of passion and dedication to man the Ellis Bird Farm. When Charlie and Winnie let their farm go to the birds, they did so with the hope and anticipation that someone would come along and love it as they do. Luckily, Mynra Pearman was at precisely the right stage in life to fly into a lifestyle dedicated to birds.

"I started my own bluebird trail when I was a teenager so I was thrilled to be offered a summer student position at EBF in the mid 1980's," Pearman said. "I was even more thrilled to be offered the position of Biologist in 1987. I have had the unique opportunity at Ellis Bird Farm to live my passion; to share my love of nature, photography and writing, to flourish in an environment where I can implement new ideas and get involved with new projects as they come along, and to work with talented people who love nature and love Ellis Bird Farm."

Pearman also praises the volunteers on the Board of Directors who trust in the direction she sees the farm heading.

"It has been a great joy to oversee the growth and development of the Ellis Bird Farm into a world-class public garden as well as a world-class research, conservation and education centre." Anyone interested in more of what Ellis Bird Farm has to teach should visit the website at

www.ellisbirdfarm.ca



The Story of Amelia

When Purple Martin, Amelia, provided Ellis Bird Farm with a map of her journey south, she put Ellis Bird Farm on the map, too.

The Ellis Bird Farm Purple Martin in Alberta to be tracked using light level geolocators. They called the bird two-year old female Purple Martin, Amelia.

Amelia, who had a geolocator attached to her in June of 2012, provided a plethora of information when she returned to Ellis Bird Farm in May of 2013.

This little bird flew 21,000, had three different wintering sites and made it all the way back to Ellis Bird Farm in 21 days, averaging 600 km a day.

In the adjacent graphic, you can see Amelia's flight path and the dates she made her stops.

For more information about this incredible project, visit the Ellis Bird Farm Website at www.ellisbirdfarm.ca.



Check it out!

If you have the opportunity to swing by the Ellis Bird Farm, make sure you check out the Radio-frequency Identification technology they developed to record provisioning rates!

With the support funding from Red Deer & District Community Foundation, Ellis Bird Farm has also developed a system to track birds at nest cavities using RFID technology.

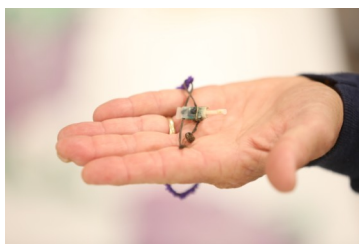
First of all, a RFID chip is attached to leg bands and is connected to a receiving antenna, which is attached to the outside of the nestbox.

It is a non-invasive technology that allows researchers to, among other things, accurately

document adult behaviours such as how often they are collecting food for their young and to determine if these behaviours vary based on weather.

An 'event' is registered on a SD card each time the banded bird passes by the antenna as it enters or exits the box.

Another cool Ellis Bird Farm Fact: the antennae housing and the RFID embedded colour bands were made using a 3-D printer!



FIELD OF INTEREST GRANTS

FIELD OF INTEREST FUNDS

A Field of Interest Fund is an opportunity to target your philanthropic gift to tackle the needs of a specific area of community life. As the contributor, you get to identify the area of focus, whether it is the arts, at-risk youth, education, environment, etc. The Red Deer & District Community Foundation's role and responsibility is to select the specific recipients of grants from your fund. Therefore, your gift is targeted to areas that interest you, but is flexible enough to meet changing community needs.

FUND	ORGANIZATION	AMOUNT
Anita Scott Memorial Fund	Red Deer Symphony Orchestra	\$1,100.00
Big Valley Community Fund	Village of Big Valley	\$286.80
Canada in the World Endowment Fund		--
Care for Kids Fund	City of Red Deer	\$10,921.71
Central Alberta Personal Disaster Fund		--
Children and Families Fund	Aspire Special Needs Resource Centre	\$2,500.00
	Big Brothers & Big Sisters of Red Deer & District	\$4,600.00
Children in Care Bursary Fund		--
Community Culture Fund	Cit of Red Deer	\$244.81
Conservation of Blue Birds, Swallows & Other Cavity Nesting Birds	Ellis Bird Farm Ltd.	\$6,000.00
Elnora Community Fund	Village of Elnora	\$318.17
Environment Legacy Fund		--
Innisfail Recreation Endowment Fund	Town of Innisfail	\$197.30
Lacombe Community Endowment Fund		--
Leadership Development Fund	Volunteer Central	\$271.00
Olds & Community Assistance Foundation Fund	Town of Olds	\$834.95
Phil Rauch Social Justice Fund		-
Stephen & Laura Laird Fund		--
Summer Employment for Students Fund	Ellis Bird Farm Ltd.	\$3,100.00
Sunworks Environment Legacy		--
Sylvan Lake Extended Care Society	The Lending Cupboard Society of Alberta	\$1,726.51
Sylvan Lake Town & Area Community Fund	Shalom Counselling Centre of Alberta	\$1,332.11
Women & Girls Endowment Fund		--
Youth in Philanthropy		--

DONOR ADVISED FUNDS

A Donor Advised Fund is a strategic, efficient charitable giving tool that helps you support the causes and issues you care about while providing tax benefits back to you.

FUND	ORGANIZATION	AMOUNT
Anderson Family Endowment	Toronto Foundation	\$904.16
	Central Alberta Women's Outreach Society	\$1,493.69
Chase Brewster Memorial Fund		--
Children Come First	Shalom Counselling Centre of Alberta	\$667.89
	The Lending Cupboard Society of Alberta	\$1,273.49
Jennifer Polyester Foundation Endowment		--
Rhonda Elder Endowment Fund		--
Smiles Thru Lindsey Endowment Fund		--
Vogelzang Family Fund	Grant MacEwan University Foundation	\$396.14

FLOW THROUGH GRANTS

FUND	ORGANIZATION	AMOUNT
360 Fitness Foundation	--	--
A Better World Canada Fund	A Better World Canada	\$9,828.17
Benalto Booster Club Fund	Red Deer County	\$150.00
A. Bernard & Mary Dixon Scholarship Fund	SAIT	\$4,919.86
CFC Leadership		--
Daughters of Wisdom Flow Through Fund	Red Deer Catholic Regional Division No. 39	\$250.00
ED Discretionary Flow Through Fund		--
Rebuilding Fort McMurray Flow Through Fund		--
Jason Stephan Flow Through Fund	Three Hills Area Food Bank Society	\$2,000.00
	Red Deer Food Bank Society	\$2,000.00
	Red Deer Christmas Bureau	\$2,000.00
	Taylor Argent Legacy Foundation	\$1,000.00
	Hope Mission - Red Deer	\$1,000.00
	Medicine River Wildlife Centre	\$1,000.00
	Carriage House Theatre Foundation	\$2,000.00
	Red Deer & District Community Foundation	\$2,000.00
	Impact the World Foundation	\$500.00
Jennifer Polyester Foundation Flow Through Fund	Central Middle School	\$5,000.00
	Lindsey Thurber Composite	\$5,000.00
	Red Deer Hospice Society	\$5,000.00
Lacombe Athletic Park Association Flow Through Fund	City of Lacombe	10,000.00
Lacombe Echo Fund		--
London Community Foundation Flow Through Fund		--
Olds Grizzly's		--
Portraits of Honour		--
Red Deer College All Charities	United Way of Central Alberta	\$1,016.35
	Canadian Cancer Society - Red Deer & District	\$93.56
	Heart & Stroke Foundation of Alberta	\$232.79
	Multiple Sclerosis Society	\$41.54
	STARS - Calgary Base Head Office	\$199.81
	Red Deer Food Bank	\$405.77
	Alzheimer Society of AB, NWT	\$12.50
	Alberta Band Association	\$154.04
	Compassion Canada	\$125.00
	Alberta Lung Association	\$10.29
	Whisker Rescue Society of Alberta	\$75.00
	University Hospital Foundation	\$15.53
	Red Deer Hospice Society	\$276.54
	Children's Wish Foundation Canada	\$50.00
	Medicine River Wildlife Rehab Centre	\$250.00
	Red Deer & District SPCA	\$40.53
	Safe Harbour Society	\$54.04
	Wounded Warriors Canada	\$100.00
Smiles Thru Lindsey Foundation	Red Deer Catholic Regional Division No. 39	10,000.00
Soroptimist International of Central Alberta		--
Sylvan Lake Lighthouse Fund		--
True Line Flow Through		--
Vogelzang Family Fund	Grant MacEwan University	\$603.86
Web Portal – City of Red Deer		--
Youth in Philanthropy		--

FLOW THROUGH FUNDS

A Flow-Through Fund is not invested in the Red Deer & District Community Foundation's investment pool for annual earnings, however it does allow for immediate disbursements at the donor's discretion.

YOUTH IN PHILANTHROPY

AN RDDCF ENDOWMENT FUND THAT PROVIDES THE OPPORTUNITY TO MAKE PHILANTHROPIC CHOICES OPENS DOORS FOR THOSE EDUCATING TOMORROW'S LEADERS

In the fall of 2017, the Red Deer & District Community Foundation (RDDCF) embraced a program introducing youth to the concept of philanthropy while giving them a hands-on opportunity to explore charities, social needs and financial responsibility.

"The program is modeled after a successful Winnipeg Foundation program," Erin Peden, lead of the Youth in Philanthropy (YIP) program said. "It's built as a step-by-step process enabling our youth to not only become aware of the diverse social needs surrounding them, but to determine how and where they feel they can make impact."

Funded by a donation from the Piper Creek Optimist Club, each participating school is given \$500.00 to create and deliver small grants to local registered charities. To do this, the students must take on leadership roles and understand the methodology behind grant making. After site visits, interviews and cohesive decision making, the students experience philanthropy first-hand when they present cheques to the grant recipients.

However, the program is about more than just giving. As part of the program, students are asked to raise \$250.00 to contribute back into the Youth in Philanthropy Endowment Fund, a fund established by the RDDCF Board of Directors in the spring of 2017, in order to ensure students in the future are given the

same hands-on opportunity they have been granted.

This way participants are taught philanthropy is about more than making charitable choices by giving monetary gifts, but rather, it is the act of strategic thought and preparation to ensure sustainability.

"It's an excellent opportunity to teach our youth the importance of partnerships and personal responsibility," Peden said. "They can then take these virtues with them through their adolescence and into adulthood."

YIP was introduced to local schools as an extra-curricular option that would be supported by the Foundation through direction and man-power.

This hope, however, was superseded when Gary Gylander, Principal of St. Francis of Assisi Middle School, suggested the program be weaved into the school's Grade 9 Leadership class.

"One of the great parts of our Career and Life Skills classes is that the teacher has quite a lot of autonomy in deciding how the course can be taught," Amber Lansing, Grade 9 Leadership class teacher and pilot instructor of the Youth in Philanthropy program said.

"We do have curriculum to follow, but it allows for flexibility depending on the student's wants and needs."

Thanks to Lansing's vision and innovation with implementing the

program, YIP went from reaching six students to the entire school population within nine months.

"Our school has three terms, and each term I receive a new group of students," Lansing explained. "In term one, students learned about what philanthropy is and why it's necessary and then chose the area of focus for the program this year. The term two students had a bigger role to play. We wanted to get the whole school involved in philanthropy, so the class created a school-wide charity drive."

The drive consisted of developing information boards about the Safe Harbour Society, Books on the Bus, the Red Deer Food Bank, Women's Outreach Centre and Dress for Success. After each class within the school was presented with the information, collection bins were placed in the common area for a period of a month. There was an outstanding response from student body and two truck-loads of donated goods were hauled out of the school in early spring.

"Finally, in term three, a group of students rounded out the program by choosing three charities that would get the grant money," Lansing said.

"The students visited the organizations and reported back to the class. The class voted on who got what amount of money and we celebrated their hard work as an entire school with a cheque presentation in June."




Students of Amber Lansing's Grade 9 Leadership class research the needs of local charities.



Michelle Sluchinski, ED of Aspire Special Needs Resource Centre gives students a first hand look at the facility.

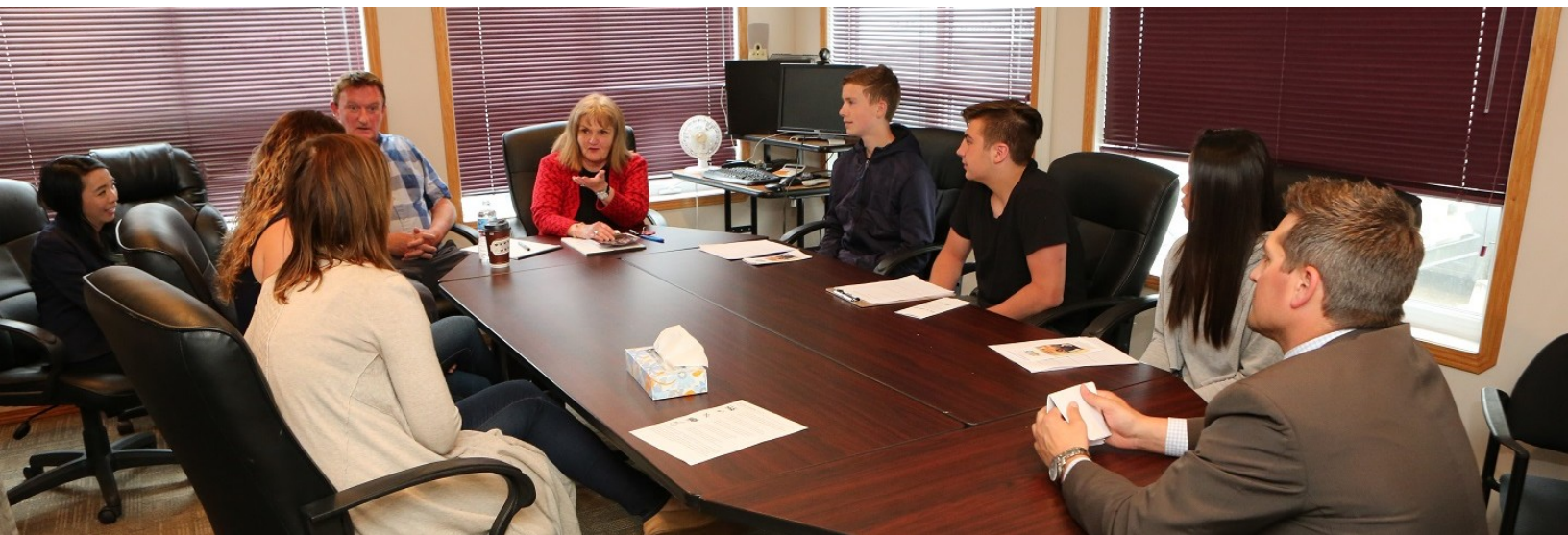
PROGRAM: YOUTH IN PHILANTHROPY
SUPPORTED: RONALD MACDONALD
HOUSE CENTRAL ALBERTA,
ASPIRE SPECIAL NEEDS RESOURCE
CENTRE and YOUTH HQ



"Expanding their scope so they see there are people right in our community who need help is crucial for preparing them to look at the bigger picture in their lives."

~ Amber Lansing, Teacher at
St. Francis of Assisi Middle School

FOCUS ON YOUTH



Above: Youth in Philanthropy students sit with staff members of Youth HQ in Red Deer discuss programs and services and how donated dollars would be utilized.

According to Lansing, the program was about more than introducing the students to the concept of giving, it was a lesson in teaching them to *really see* what is happening in the world around them.

“Expanding their scope to see there are people right here in our community that need help is crucial for preparing them to look at the bigger picture,” Lansing said. “These youth are our leaders of tomorrow. If we want them to be successful we need to provide them with the opportunities to practice their skills in a safe environment. The YIP program allowed my students to visit real places in our community that have the sole focus of helping others.”

Lansing applauds the organizations that opened their doors to the students during site visits. The Central Alberta Ronald McDonald House, Aspire Special Needs Resource Centre and Youth HQ were eager participants in the school’s philanthropy project.

“It is important that the community welcomes youth into their organizations and helps educate them on the issues they are facing,” Lansing explained. “Youth can look at a problem and see solutions I never could have; they have a unique perspective and it is something that should be celebrated and built on.”

The Grade 9 Leadership Class of St. Francis has championed a new trend within the Central Alberta region as three additional schools are adapting the philanthropic education program in 2018.

“Youth in Philanthropy can fit into so many classes,” Lansing said. “Regardless of the name of the course, if we want our students to be creative, kind, empathetic and innovative people, then our classrooms need to be a place of creativity, kindness, empathy and innovation.”

Donations to the Youth in Philanthropy Endowment Fund can be made by contacting the Red Deer & District Community Foundation by calling 403.341.6911 or by donating online at www.rddcf.ca.



YIP representatives at the 2018 Women of Excellence Awards Gala.



Kristine Bugayong, CEO of RDDCF accepts a \$1,500.00 donation from Piper Creek Optimist Club President, Landon Resta.

FORD FAMILY LEGACY

PHILANTHROPISTS INVESTING IN THE FUTURE OF THEIR COMMUNITY THROUGH YOUTH WITH POST SECONDARY EDUCATION SCHOLARSHIPS

Central Alberta residents Stewart and Eileen Ford are no strangers to the act of philanthropy. The couple, who are long-time residents of Penhold, Alberta, made another outstanding announcement in January of 2018 when they committed an additional \$500,000.00 to the Ford Family Endowment Fund.

The fund, which is held at Red Deer & District Community Foundation, was established in 2013 when the family made a similar announcement and committed to investing in the education of students graduating from the Penhold Crossing High School to pursue post-secondary education. Since that initial donation, three Penhold students are gifted with a \$5,000.00 scholarship every year.

“The Ford family has ensured that several more students have educational opportunities with this contribution,” Kristine Bugayong, Chief Executive Officer of the Red Deer & District Community Foundation said. “As Stewart said when he quoted Winston Churchill in his speech, ‘There is no finer investment for any community than putting milk into babies’.”

Alberta Lt. Gov. Lois Mitchell attended the presentation in addition to several Chinook’s Edge School Division officials and trustees, town council members, MP Earl Dreeshen and MLA Don MacIntyre.

Stewart and Eileen’s connection to the school run deep as not only did Eileen teach at the school, their grandchildren have attended Penhold School.

“This additional contribution will enhance and transform more lives by providing access to post secondary education,” Bugayong said of the donation.

“Because of their kindness, belief in education and deep roots within the community, the Ford family legacy of philanthropy will live on in perpetuity.”



Stewart and Eileen Ford presents a cheque in the amount of \$500,000.00 to the RDDCF in the presence of Lt. Gov. Lois Mitchell at the Penhold Multiplex, in January of 2018.

SMILES THRU LINDSEY

RICK AND CINDY MORE ARE DRIVING MENTAL HEALTH AWARENESS HOME THROUGH OPENNESS, DEDICATION AND AN EVER-LASTING LEGACY IN THEIR DAUGHTER'S



Photograph by Cassie Hall

When Rick and Cindy More lost their daughter to mental illness three years ago, they committed to sharing Lindsey's story as a form of education within our community. To do so, the couple approached the Red Deer & District Community Foundation to develop a Donor Advised Fund which they entitled the Smiles Thru Lindsey Foundation.

According to Rick, Smiles Thru Lindsey is a way for him and Cindy to eternalize Lindsey's desire to support individuals experiencing the heaviness of depression.

"Lindsey had a dream to help those of her generation to get through the tough times of mental health and depression," he explained. "Cindy and I wanted to carry on her legacy and love of so many people."

The legacy, indeed, lives on.

In the last three years, the endowment fund has grown to approximately \$250,000.00, the income of which will be invested back into the community in the form of mental health awareness initiatives.

"The initial tribute and fundraising came from the Canadian Brewhouse where Lindsey was employed," Rick said. "Just a month after her death the Brewhouse put this amazing event together when it was still very raw in our family's mind."

The event raised \$50,000.00 which was an indication to the More family of just how much Red Deer residents felt the impact of Lindsey's death, and moreover, their desire to help the More family take her dream to fruition.

Since then several organizations within the community have come together and hosted events to support the Smiles Thru Lindsey Foundation. Curling events, car washes, art shows, rodeos, yogathons and even 'beard-off's' have been organized to support Smiles Thru Lindsey.

Community donations from individuals who have been impacted by Lindsey's story are also received by the Red Deer & District Community Foundation for the fund on an on-going basis.

Most recently, the More's hosted a drive-in movie at the Westerner grounds and saw an outstanding response from the community with approximately 515 vehicles and 1,250 attendees at the event.

"We put together the drive-in movie evening to raise money for future youth projects, but more importantly, we were celebrating the life of a very special girl," Rick said of the event. "We want to help eliminate the stigma that has been going on far too long."

FOCUS ON DONOR ADVISED FUNDS

A sentiment which the More family shares with many people.

“It took a group of businessmen during her funeral to say ‘enough is enough’ and the coalition group was formed,” Rick said. “Since then we’ve seen a lot of headway made with mental health initiatives throughout the city including the Central Alberta Child Advocacy Centre.”

Every year Smiles Thru Lindsey grants to change-making programs and initiatives the More family feels will have long-lasting impact in Red Deer.

“We truly believe that early intervention through the school system is a key component, so our first grant through the Foundation was to the Catholic School System for Mental Health First Aid for 30 educators,” Rick said.

“We have also given to the Public School System in the form of a literacy initiative for Kindergarten to Grade 5 which builds resilience and confidence in our youth.”

The effect of their message, however, has rippled well past school projects. With an ever-growing social media presence, the More’s have seen an increase in feedback from the community, sharing their own experiences and expressing the impact Lindsey and her story have made on their lives.

“We have individuals who say to us, ‘thank you for what you are doing and being the voice for the ones who have suffered in silence’,” Rick shared.

“Lindsey was such a special person who loved to laugh and enjoyed life to the fullest, caring so much for her family. You might say this has been a wake-up call to many people that this tragic illness *can* happen to anyone.

“As a family we are constantly humbled by this community, a community that refuses to let Smiles Thru Lindsey fade into oblivion.

“My life has changed completely and every success and every life that is saved through the initiatives Smiles Thru Lindsey supports is because of Lindsey. I am now her voice and will never forget her courage.

“She will always be with us.”

Donations to Smiles Thru Lindsey can be made by contacting the Red Deer & District Community Foundation by calling 403.341.6911 or by donating online at www.rddcf.ca.



SMILES THRU LINDSEY AT A GLANCE

Inception:

The Smiles Thru Lindsey Foundation was established in September, 2015 by Rick and Cindy More to honour the memory of their daughter, Lindsey. Rick and Cindy decided to establish a Foundation to ensure that Lindsey’s legacy carries on, in perpetuity. The fund is a donor advised fund, which means the donors are able to provide advise as to where the funds may be granted.

Purpose:

To support mental health initiatives for youth in Red Deer.

Funded Initiatives:

Over the past 3 years, the Smiles Thru Lindsey Foundation supported the following programs:

- Red Deer Catholic Regional Division No. 39: Provided \$10,000.00 in 2017 to support the Mental Health First Aid Course for teachers. With this program, teachers are provided with valuable tools to support students who may come forward with mental health concerns.
- Red Deer Public Schools District No. 104: Provided \$10,000.00 in 2018 to support the Mental Health First Aid Course for teachers. Similar to the program held at the Red Deer Catholic Regional Division, this program provides teachers with tools to support students who may come forward with mental health concerns.

FOCUS ON SMART & CARING COMMUNITIES GRANTS



ORGANIZATION: COSMOS COMMUNITY SUPPORT SERVICES
PROGRAM: KARMA CAFÉ

SERVING UP SOME GOOD KARMA

BUYING COFFEE HAS NEVER FELT SO GOOD

What better place to grab a cup of Joe than at the Karma Café?

The Karma Café, located at Red Deer Cosmos, is a new Cosmos Community Support Services initiative designed to provide individuals with disabilities/barriers with practical, on-the-job skills required for customer service, sales and food service.

“The Karma Café offers persons with barriers the opportunity to participate in a program that is specifically designed to further develop life and employment skills,” Serena King, Career Services Manager of the Cosmos Group of Companies explained.

The food service program offers 15 weeks of in-class and practical, hands-on training.

It also includes eight weeks of supported job search and employment placement and industry safety training that includes WHMIS, Emergency First Aid and Food Safe Handling.

“Participants will have the opportunity to learn in a safe environment all the skills needed to be successful in securing and maintain meaningful employment within the service sector,” King said.

King said food service is only one of the skills provided by the program as participants will walk away with a broader understanding of life skills, budgeting, healthy living choices and lifestyle management.



The Red Deer & District Community Foundation supported the educative project with a \$14,900.00 grant through the Smart & Caring Communities Endowment Fund in the fall of 2017.

“When people arrive to the Karma Café, they can expect to find a nice little coffee and sandwich kiosk which is located on the main floor of our building,” King said. “We offer a hot or cold beverage and breakfast and lunch food options for customers to go.”

The café, King said, also has a few catering options.

“To date we’ve had ten people complete the six month training course and five people just started to complete the second six month program.”

Karma Café can be found at the Red Deer COSMOS Group of Companies, 1 - 7, 1 – 7428 49 Avenue, Red Deer, AB.



SMART & CARING COMMUNITIES FUND

Spring & Fall 2017 Grant Recipients

Every year in April and October, Central Alberta charities are invited to apply for the Smart & Caring Community Grant. The grant, which was developed as an opportunity to support community improvement across a variety of sectors, is a 360° grant. There are no limitations to what genre the applying charity falls into and as long as the request is not for deficit funding, all projects will be considered. Applications are adjudicated by a team of professional volunteers who consider community impact and program viability. If you are interested in learning more about the Smart & Caring Community Grant, visit our website at www.rddcf.ca/grants.

Spring 2017 Disbursements

ORGANIZATION	PURPOSE	AMOUNT
Butt Ugly Anti-Tobacco Program Society	Program Tour	\$4,800.00
Catholic Social Services	Community Connections Cooking Class	\$2,600.00
Central Alberta Brain Injury Society	Program Coordinator	\$6,000.00
Central Alberta Pregnancy Care Centre	Maternity Home 2 Unit Furnishings	\$3,600.00
Family Services of Central Alberta	Adult Day Support Program	\$8,000.00
Habitat for Humanity Red Deer Region Society	Native Friendship Centre Build	\$2,000.00
Red Deer Action Group Society	Subsidy Ride Program	\$3,348.00
Red Deer Cultural Heritage Society	Festival Hall Mural	\$2,000.00
Red Deer Symphony Orchestra Association	Music Plus Explorers Education & Outreach Program	\$3,900.00
Shalom Counselling Centre of Alberta	Marketing Plan & Products	\$2,000.00
The Mustard Seed	Kitchen Equipment Upgrades	\$3,652.00
Volunteer Central Society	Training for Success in the Voluntary Sector	\$2,000.00
The Leadership Centre of Central AB	Marketing Plan & Products	\$2,000.00

Fall 2017 Disbursements

ORGANIZATION	PROJECT	AMOUNT
Olds & District Hospice	Hospice Suite Support	\$6,000.00
Cosmos Community Support Services	Karma Café	\$14,900.00
Big Brothers and Big Sisters of Red Deer & District	Mentoring Programs	\$4,129.00
Canadian Red Cross Society	Personal Disaster Assistance Program	\$3,000.00
Turning Point Society of Central Alberta	Mental Health in the Workplace	\$4,870.00
Butt Ugly Anti-Tobacco Program Society	Tobacco Prevention Program	\$5,000.00
Cosmos Community Support Services	Computer Learning Centre	\$6,000.00
Aspire Special Needs Resource Centre	Autism Diagnostic Observation Schedule	\$3,000.00



TAKING CARE OF COMMUNITY

Above: A representative of the Mustard Seed shows off the fruits of labour. The Mustard Seed received funding in 2017 for kitchen upgrades, making it more efficient.

IN MEMORY OF TREY

RANCHING FAMILY UPHOLDS THE MEMORY OF THEIR SON, AN ESTEEMED CENTRAL ALBERTA RODEO COMPETITOR WITH A POST-SECONDARY SCHOLARSHIP



Philanthropists Trevor and Roberta Purdie (pictured here with their son Trey's horses, Monty and Smoke Em) invest in education of their community's youth.

When Trevor and Roberta Purdie tragically lost their son Trey last September, they began searching for a way to let their son's passion, drive and connection to the land continue to seep into the fabric of their community.

The Purdie family chose to develop the Trey Purdie Memorial Scholarship in the fall of 2017 with the idea that Trey's legacy would give back into the education of other students who have experienced growing up on a working farm or ranch in the Chinooks Edge School Division, as

well as students who have participated in Alberta High School Rodeo.

At the age of 20 years old, Trey Purdie had already established quite a name for himself within Central Alberta. He was a multi event qualifier to the National High School Rodeo Finals five times, and had been both a Provincial *and* Canadian Champion.

But it was not just his natural athletic ability that drew people to him; it was also his work ethic and sincere demeanor. According to Trey's mother Roberta Purdie,

Trey was continuously working on sharpening his skills, whether it was in the rodeo arena, on the farm, or in his educational journey; everything he did, he did with intent and clarity.

"He was genuine and thoughtful, but also serious and motivated," Roberta explained.

"He was very connected to his rural roots and would take the time to help a neighbour."



SCHOLARSHIP: TREY PURDIE MEMORIAL SCHOLARSHIP

ELIGIBLE APPLICANTS: STUDENTS OF CHINOOK'S EDGE SCHOOL DIVISION & FARMING/RANCHING FAMILIES

The Purdie family has been calling the Valley Centre District 'home' for over 120 years, having first arrived to homestead in 1895. Contributing to the education of the youth in the area was an obvious choice for the family, but providing scholarships to Alberta High School Rodeo competitors was also a suitable fit.

"Rodeo was also a huge part of who Trey was," Roberta said. "The organization helped to shape him and drive him to succeed. He loved rodeo like no other sport, but also loved where he came from and appreciated all that had been done before him to allow him to live the life he did."

Contributions to the fund have continued to trickle in throughout the year as word of Trey's legacy began to spread. "The response to the scholarship is up and above anything we could have dreamed," Roberta shared. "It is satisfying that we are able to give to his two loves, rodeo and ranching, and create a lasting legacy."

"Red Deer & District Community Foundation was able to help us make our memorial scholarship fund a reality. We have people who can answer all of our questions and guide us in the direction we wanted the scholarship to go. The experience of these people has been invaluable."

Kristine Bugayong, Chief Executive Officer of the Foundation says endowment funds are an invaluable way to keep a loved one's memory alive. "Such is the case for Trevor and Roberta and their son Trey," Bugayong said.

"Every year the community will be able to reflect on who Trey was and the level of commitment he had to his community when they grant out in his name."

The way a memorial fund works is that all donations towards endowment funds are invested and

the interest yielded from those donations are what is used for providing the scholarships.

"The Foundation works closely with the donors to ensure that their intentions are captured in the criteria and in the process in which the recipients are selected," Bugayong explained. "We also support the donors in advertising for the funds through the website and connections with the schools."

The Foundation gathers the scholarship applications and ensures all criteria is upheld. Then once the recipient(s) are selected, staff provides the appropriate communication to all applicants, whether successful or not, informing them of the adjudication results. The funds are transferred to the schools and are applied to the students' accounts.

"At the Community Foundation, we strive to make the process easy and seamless by providing our donors with the level of support they need in carrying out their charitable intentions," Bugayong said.

If you are interested in establishing a fund in memory of a loved one, please contact the Foundation at 403.341.6911 to discuss your ideas.



DESIGNATED FUNDS

What is a Designated Endowment Fund? A Designated Endowment is set up to allow you to select one or more registered charities with which you wish to provide ongoing, reliable financial support. This type of fund is an effective tool for leaving your charitable legacy. It reflects the causes and organizations you care most about in your community. By developing a Designated Endowment Fund through the Red Deer & District Community Foundation, you do not have to worry about any of the administrative tasks associated with achieving your philanthropic goals.

FUND	ORGANIZATION	AMOUNT
25 th Anniversary Fund	Red Deer & District Community Foundation	\$1,961.61
Alberta Wildlife and Habitat	Alberta Institute for Wildlife Conservation	\$730.48
Arthur Teague Hub Memorial Fund	Red Deer County	\$789.86
Canadian Arts Sustainability Fund	Red Deer Symphony Orchestra Association	\$2,768.31
Canadian Red Cross Fund	Canadian Red Cross Society	\$2,957.50
Central Alberta Housing Society Fund	Safe Harbour Society	\$1,292.04
Central Alberta Women's Emergency Shelter	Central Alberta Women's Emergency Shelter	\$460.28
Chapman Literacy Fund	Red Deer Public School Foundation	\$11,574.45
Easter Seal Ability Council	Easter Seal Alberta Society	\$2,227.01
Ellis Bird Farm Ltd. Fund	Ellis Bird Farm Ltd.	\$4,107.27
Friends of Waskasoo Park	City of Red Deer	\$716.46
Grande Prairie Hospital Seniors Care Fund	Queen Elizabeth II Hospital Foundation	\$730.48
Grande Prairie United Way Fund	United Way of Alberta North West Society	\$365.24
Helen M. Dawe Memorial Fund	Red Deer Public Library	\$230.73
James Berg Endowment Fund		\$850.00
John and Reima Klancher Fund	Schizophrenia Society of Alberta	\$7,394.19
Kerry Wood Nature Centre Fund	Waskasoo Environmental Education Society	\$4,316.58
Lacombe Arts Endowment Fund	City of Lacombe	\$7,305.47
Legacy Land Trust Society Fund		--
Maskipitoon Historical Society	Lacombe & District Historical Society	\$283.44
Medicine River Wildlife Rehabilitation Centre Fund	Medicine River Wildlife Rehabilitation Centre Fund	\$2,257.25
Mountain View Museum Fund	Olds Historical Society	\$122.63
Murray Rairdan Memorial Fund	4-H Foundation of Alberta	\$469.64
Normandeau Family Trust	Normandeau School	\$697.62
Old CPR Bridge Maintenance Fund Foundation	City of Red Deer	\$1,082.13
Red Deer Catholic Education Fund	Red Deer Catholic School Division #39	\$8,453.64
RDDCF Operating Endowment Fund	Red Deer & District Community Foundation	\$30,932.86
Red Deer & District SPCA Fund	Red Deer & District SPCA	\$714.59
Red Deer & District Museum Fund	Red Deer & District Museum	\$4,318.26
Red Deer Heritage Fund	City of Red Deer	\$3,709.34
Red Deer Hospital Senior Care Fund	Red Deer Regional Health Foundation	\$730.48
Red Deer Housing Initiatives Fund		
Red Deer Public Library Concert Fund	Red Deer Public Library	\$487.11
Red Deer River Naturalists Society Fund	Red Deer River Naturalists	\$2,227.00
Red Deer Safety City Society Fund		\$151.52
Salvation Army Fund	The Salvation Army Red Deer Church & Community & Family Services	\$730.48
Stonewall Fund		-
Travis Moore Endowment Fund	Safe Harbour Society	-
United Way of Central Alberta Fund	United Way of Central Alberta	411.43



RED DEER & DISTRICT
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all for community.



GROWING A LEGACY

EMPOWERING NON-PROFITS

WITH 360° GRANT MAKING

The Red Deer & District Community Foundation supports community building through philanthropy, and our annual grant program is one of the creative ways we do that. Every year, we offer central Alberta non-profits an opportunity to access grant funding that supports community improvement in the arts and culture, health and wellness, human services, recreation, sport, education, and environmental sectors.

With these grants, we empower our non-profit partners to build a vibrant and healthy community and deliver programs and services that benefit all central Albertans.

1.403.341.6911
www.rddcf.ca
info@rddcf.ca



COMMUNITY IMPACT

Charities receive funding for projects making broad community impact.



COMMUNITY PARTNERSHIPS

Our grant programs are possible due to the individuals, organizations, and businesses who have donated to our funds.



360° COMPONENT

All registered charities are eligible for grants through the Red Deer & District Community Foundation.

COMMUNITY GRANTS

AGENCY FUNDS

What is an Agency Fund?

An Agency Endowment Fund is a simple way for a charity to establish its own endowment. This way the charity can but sure that the endowed fund's principal will not be spent and can grow over time providing secure and long lasting support.

Fund	Organization/Purpose	Amount
Alberta Legal Heritage Fund	Legal Archives Society of Alberta	\$204.34
CNIB Fund	CNIB Red Deer	\$117.31
Friends of the Red Deer Public Library	Friends of the Red Deer Public Library	\$1,317.92
J.J. Collett Foundation Fund	J.J. Collett Natural Area Foundation	\$1,031.36
John and Anna Olsen Fund	Red Deer Public Library	\$777.10
John and Margaret Dickson Fund	Red Deer Public Library	\$9,121.01
Keith Mann Memorial Fund	Red Deer Community Band	\$684.68
Lloyd and Evelynnn McNeil Endowment	Red Deer Public Library	\$1,892.15
Margaret Bolze Memorial Fund	Youth and Volunteer Centre	\$5,275.91
Parkland Youth Homes Endowment Fund	Vantage Community Services	\$386.71
Piper Creek Foundation Legacy Fund	Piper Creek Foundation	\$199.60
Red Deer and District Arts Council Fund	Red Deer Arts Council	\$930.64
Red Deer Food Bank Fund	Red Deer Food Bank Society	\$356.66
Red Deer Genealogical Society Fund	Red Deer Genealogical Society	--
Red Deer Hospice Society Fund	Red Deer Hospice Society	\$965.44
Red Deer Symphony Orchestra Legacy Fund	Red Deer Orchestra Legacy	\$4,354.68
Safe Communities Coalition Fund	Safe Communities Coalition of Central Alberta	\$412.03
Schizophrenia Society Hope Fund	Schizophrenia Society of Alberta	\$360.43
Sylvan Lake Lodge Legacy Fund	Sylvan Lake Foundation	\$230.62
Volunteer Central Fund	Volunteer Central	\$204.86

MANAGED FUNDS

What is a Managed Fund?

Charities in the region provide their assets over to the Community Foundation to manage and include in the overall pool of investments. These assets are owned by the charities who seek the services of the RDDCF.

Fund	Amount
Piper Creek Foundation Fund	--
Waskasoo Museum Foundation Fund	--
Red Deer & District Museum Expansion & Reno Fund	\$16,668.80
Lacombe Athletic Park Association Fund	--
Marion Roberta Smith Digital Library Managed Fund	--

WOMEN OF EXCELLENCE

RECORD BREAKING WOMEN OF EXCELLENCE GALA IN 2018



Above: A record breaking number of Women of Excellence Nominees of the 11th Annual Women of Excellence Gala in June of 2018.

Once a year Central Alberta residents come together to recognize the outstanding achievements of women and girls in our communities. The dedication, insight, resilience and determination these women consistently portray is nothing short of inspirational.

In the fall of 2017, the Red Deer & District Community Foundation (RDDCF) set to work on planning the most successful Women of Excellence Awards Gala since it was first introduced in 2008.

In fact, an outstanding 51 accomplished women crossed the stage June 6, 2018 at the 11th Annual Women of Excellence

Awards, surpassing the former year's nominee count by 27.

"It was an incredibly exciting year for us as organizers of the Women of Excellence Awards Gala," Kristine Bugayong, Chief Executive Officer of the Red Deer & District Community Foundation said.

"It was a year of record breaking – not only did we have a record number of nominees, but we also had a record number of attendees. We are absolutely blown away by the support the Women of Excellence program has received from our community."

The Women of Excellence Awards were developed to honour women in our district who have been strong role models to the women and girls in our communities.

All proceeds from the evening's raffle draws and silent auction go directly into the Women and Girls Fund, a Red Deer & District Community Foundation endowment fund geared towards supporting projects that directly benefit women and girls in our district.

The women are nominated for excellence in 11 different categories including: Agriculture, Arts, Culture & Heritage, Athletics, Recreation & Fitness, Business and the Professions, Community Building, Education and Training, Entrepreneurship, Environment, Health and Wellness, Human Services and Young Women of Excellence. A Lifetime Achievement award recipient is also always announced the evening of the Gala.

FOCUS ON WOMEN & GIRLS

The 2018 recipients were as follows:

Agriculture: Leona Staples, Arts & Culture: Louise Stuppard, Athletics, Recreation and Fitness: Brandi Heather, Business and the Professions: Barbara King, Community Building: Christine Moore, Education and Training: Wanda Christensen, Entrepreneurship: Denise Gagne, Environment: Bridget Allen, Health and Wellness: Maureen Gustafson, Human Services: Karen Simon, Young Woman of Excellence: Jaycee Bourke, Ireland Murray, Lifetime Achievement Award: Lynne Mulder

The highlight of the evening was when community leader Lynne Mulder stepped up to the stage to receive the Lifetime Achievement Award for her unsurpassed contributions to the community.

“Lynne has been, and continues to be, a lifeline in our community,” Bugayong

said. “We are honoured to be able to call her a neighbour and a friend; she truly demonstrates significant breadth and depth in her community involvement.”

Cynthia McLaren Lloyd became the Coordinator for Philanthropic Services of the Red Deer & District Community Foundation in 2017 and was the lead on the Women of Excellence Awards program.

According to McLaren Lloyd, there were a few additions to the program adding to the anticipation of the final event.

“Not only did we change things up a little bit with the nomination process, but we added a few events like the Nominee Reveal and a Women of Excellence Art Battle earlier in the year to promote the Gala,” McLaren Lloyd explained.

“By adding to the program, we could give all of Central Alberta the opportunity to

become familiar with these women and learn more about their outstanding skill sets and how they continue to contribute to our communities.”

McLaren Lloyd said it was a lot more than the new events that made the gala an enormous success. It was, in fact, the volunteers.

“We are so incredibly lucky with who we get to call ‘our team’,” she stated. “Former Woman of Excellence recipient Krista Nymark Vanden Brink of the Breathing Room joined us as the Chair of the organizing committee. Her partnerships and networking abilities brought together an incredibly strong group of volunteers. Our new additions, paired with the knowledge and expertise of veteran volunteers like Barb Cross and Danelle Morin have made for a really dynamic crew.”



FOCUS ON WOMEN & GIRLS



This year's Women of Excellence organizing committee included Krista Nymark VandenBrink, Chair (The Breathing Room), Emily Andres (Wild Brewing Co.), Barb Cross (Scotiabank), Sean Draper (To the Lost), April Ferguson (Scotia Wealth Management),

Joe Larsen (Art Battle RD), Danelle Morin (Scotiabank), and Jodi Neufeld (Studios Vagabond).

In addition to a new committee, several new sponsors stepped up to join long-time sponsors, Red Deer Advocate, Red Deer College, RBC and TD Bank.

"Without the commitment of these sponsors, we simply would not have seen the success we did," McLaren Lloyd praised.

"Our sponsors are most definitely the backbone of this program."

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FOCUS ON WOMEN AND GIRLS

(...continued from page 27)

The significance of the Women of Excellence program is not only to feature the accomplishments of women in our communities, but also to contribute to the Women and Girls Endowment Fund with the proceeds of the event.

This year approximately \$20,000.00 was raised.

"The Women and Girls Endowment Fund was developed to support programs and services that have become essential to the development and enhancement of women and girls in our region," Bugayong explained.

"The Women of Excellence Program enables us to reflect on the impact female leaders have made in Central Alberta and provide opportunity to develop the leaders of tomorrow."

In 2017, the Women and Girls Fund

granted \$3,000.00 to the Central Alberta Refugee Effort (CARE) in support of special events for the Girl Power Program.

"The Women and Girls Endowment Fund was initiated when four philanthropist women joined what we call the Giving Circle and committed to donate \$1,000.00 every year for five years," Bugayong said. "The initial endowment contributions were made five years ago, which means this year we are looking for new recruits to the Giving Circle. There are a lot of ways to become part of our circle. You could come together with ten friends and donate \$100.00 each per year and every participant receives a tax receipt."

Giving Circle members are invited to be involved with the adjudication process for the Women and Girls grant, so members have the option to express which program they would like to see the income of the

endowment fund support. For more information call 403.341.6911.



RDDCF Board Members welcome guests to the 11th Annual WOE Awards.

Investing in programs and projects aimed at enhancing the quality of life of women and girls in our community.

THE GIVING CIRCLE

Accompany us in acknowledging, supporting and funding the programs and services within our region dedicated to enhancing the lives of our female neighbours, colleagues and friends. Consider joining **THE GIVING CIRCLE**.

The Giving Circle allows individuals to be a part of something significant in Central Alberta. It provides an opportunity for women philanthropists to support important projects by contributing to the growth of the Women & Girls Fund.

Each member of the Giving Circle is requested to commit to a contribution of \$1,000/year for five years. If the amount to be committed is too significant, leverage your donation by rallying friends and family to donate in the name of a woman who has had impact on your life. **Keep in mind that all contributions to the Women and Girls Fund are eligible for a tax receipt.** Each friend and relative you 'rally' will receive an individual receipt.

Giving Circle members are invited to be involved in the Women & Girls grant adjudication process, choosing the direction in which the dollars are granted.

It is an opportunity, not only to monetarily contribute to necessary programs enhancing the lives of women within our region, but also an opportunity to enrich our community with your knowledge, compassion and dedication.



RED DEER & DISTRICT
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PHILANTHROPISTS IN THE MAKING



Young Women of Excellence Award winners (l-r), Jaycee Bourke and Ireland Murray.

We asked Young Women of Excellence recipients Jaycee Bourke and Ireland Murray how they, as youth in our community, have found a way to make philanthropy a part of their lives. Here's what they told us.

Jaycee Bourke: *Philanthropy is not really something I have to think about, it's more just part of my life. I like to go through my day trying to promote the well being of others in the best ways possible; whether that's being there for someone if they need support or someone to talk to, or if it means helping them with tasks.*

A lot of what I do within our community is working with youth so I try to promote charitable actions as frequently as I can. I work at Camp Alexo with kids between the ages of six and 17 and I like to give our youth opportunities to help support our community as much as possible or help teach them different ways to engage with the community – or even just other individuals in positive ways.

This fall Jaycee is attending Red Deer College where she will be working towards a Bachelor of Science in Nursing degree.

Ireland Murray: *My love for helping others really started to flourish in high school when I started the leadership program. As I moved into university I have done my best to continue philanthropic work. Recently I went on a two week trip to South Africa where I helped build a wheelchair adaptable home, help kids in the local orphanage with school work and spent time working with two animal conservation projects.*

I don't believe there is one way to raise money or one way to make a difference. For the past four years I have worked very closely with a child on the Autism Spectrum. Autism awareness is something I am very passionate about as there are many stigmas and stereotypes surrounding Autism Spectrum Disorder. I put together a week-long event at my high school to spread awareness, including posters with different facts about autism, a blue shirt day and a bubble day. I think kids should be able to explore their ideas to help others by finding something they are passionate about and use their skills and their voice to make a difference.

This fall Ireland is attending the University of Calgary in her second year of the concurrent Bachelor of Education/Bachelor of Arts program.

COMMUNITY GRANTS

SCHOLARSHIP FUNDS

A scholarship endowment fund helps students achieve their educational goals. These funds can be established to help pay tuition or school expenses. The Red Deer & District Community Foundation releases the scholarship funds directly to the post secondary institution and it becomes a credit to the student's account. Scholarship endowment funds are a wonderful way to memorialize a loved one, create a lasting legacy and generate positive, successful citizens.

FUND	ORGANIZATION	AMOUNT
A. Bernard and Mary Dixon Scholarship Fund	--	--
Alberta Summer Games Legacy Fund	Red Deer College Foundation	\$6,660.17
Bev & Glen Buchwald Class of 1951 Scholarship Fund	Olds College Foundation	\$1,014.13
Central Alberta Human Resource Scholarship Fund	Red Deer College	\$1,000.00
Charles Snell Scholarship in Survey Engineering Fund	The City of Red Deer	\$350.86
County of Red Deer Educational Fund	Red Deer County	\$291.54
Dr. Don Church Scholarship Fund	University of Lethbridge	\$2,000.00
	University of Saskatchewan	\$2,000.00
Dr. Ethel Taylor Bursary Fund	Maskawachees Cultural College Foundation	\$448.34
Princess Margaret Scholarship in Fine or Performing Arts	The City of Red Deer	\$228.62
Queen Elizabeth II Scholarship in Pediatrics and/or Neonatology Fund	Red Deer Regional Health Foundation	\$400.38
Rex Turple Memorial Education Fund	Athabasca University	\$500.00
	Lethbridge College	\$1,000.00
	Red Deer College	\$9,300.00
Rotary Career Opportunity Awards Fund	Grande Prairie Regional College	\$4,000.00
	King's University	\$2,000.00
	Red Deer College	\$20,000.00
	SAIT	\$2,000.00
	University of Alberta	\$2,000.00
Ford Family Scholarship Fund	King's University	\$5,000.00
	Mount Royal University	\$5,000.00
	Red Deer College	\$5,000.00
Trey Purdie Memorial Scholarship Fund	--	--

CANADA 150 GRANTS

In 2017, for Canada's 150th, the Community Fund was developed and brought people together to build a greater sense of belonging through hundreds of local projects connected to the country's sesquicentennial. Thanks to the partnership of the Community Foundations of Canada, the Red Deer & District Community Foundation and local business owners, approximately \$98,249.00 was disbursed to charities in the fall of 2016 and the spring of 2017.

FUND	ORGANIZATION	AMOUNT
Big Brother's and Big Sisters of Red Deer & District	Celebration 2017	\$5,000.00
City of Lacombe	Canada Day Celebration Event	\$10,000.00
Drumheller Community Learning Society	Clear Language Citizenship Test Study Guide: Supplementary Resource for Discover Canada	\$9,000.00
Friends of Sunnybrook Farm Society	New Entrance & Storytelling Wall	\$7,000.00
Norwegian Laft Hus Society	Norwegian Laft Hus Festival	\$1,500.00
Red Deer Cultural Heritage Society	Children's Festival as part of Canada Day Celebrations	\$2,500.00
Summer Village of Gull Lake	Canada Day Celebration Event	\$1,975.00
Town of Trochu	Canada 150 Epic Weekend Celebration	\$2,000.00
Veterans Voices of Canada	Keeping History Alive	\$9,274.00

**RED DEER & DISTRICT COMMUNITY FOUNDATION
STATEMENT OF FINANCIAL POSITION**

For the year ended December 31, 2017 with
comparative figures for December 31, 2016

	<u>2017</u>	<u>2016</u>
<u>ASSETS</u>		
CURRENT		
Cash	\$ 182,868	\$ 183,429
Accrued interest receivable	5,366	4,001
Donations and grants receivable (note 3)	40,000	50,000
Goods and Services Tax receivable	1,936	2,465
Prepaid and deposits	9,885	8,862
	<u>240,055</u>	<u>248,757</u>
RESTRICTED CASH (note 4)	550,000	-
INVESTMENTS (note 5)	13,806,429	12,618,717
CAPITAL ASSETS (note 6)	11,368	13,374
LONG TERM PORTION OF GRANTS RECEIVABLE (note 3)	30,000	70,000
	<u>\$ 14,637,852</u>	<u>\$ 12,950,848</u>
<u>LIABILITIES</u>		
CURRENT		
Accounts payable and accruals	\$ 7,827	\$ 9,754
Deferred revenue (note 7)	43,000	68,801
Current portion of leasehold improvements loan (note 8)	565	2,194
	<u>51,392</u>	<u>80,749</u>
LEASEHOLD IMPROVEMENTS LOAN (note 8)	-	567
LONG TERM PORTION OF DEFERRED REVENUE (note 7)	30,000	70,000
DEFERRED CAPITAL GRANT (note 9)	11,035	11,035
	<u>92,427</u>	<u>162,351</u>
<u>FUND BALANCES</u>		
SMART & CARING COMMUNITIES FUND	3,185,280	3,028,570
DESIGNATED ENDOWMENT FUNDS	5,842,375	4,968,682
OPERATING ENDOWMENT FUND	1,585,800	1,434,415
FIELD OF INTEREST FUNDS	1,526,517	1,417,614
DONOR ADVISED FUNDS	681,427	504,423
FLOW-THROUGH FUNDS	237,352	230,015
MANAGED FUNDS	1,491,196	1,262,320
	<u>14,549,947</u>	<u>12,846,039</u>
OPERATING DEFICIT	(4,522)	(57,542)
	<u>14,545,425</u>	<u>12,788,497</u>
	<u>\$ 14,637,852</u>	<u>\$ 12,950,848</u>

Approved by the Board:


Chairperson


Treasurer



RED DEER & DISTRICT
COMMUNITY
FOUNDATION
all for community.



ENDOWMENT FUNDS &

STRATEGIC GIVING

DEVELOPING EFFECTIVE PHILANTHROPY

An endowment is a gift which provides a never-ending source of income to the community. It differs from other types of charitable gifts in that it remains actively invested - the original gift remains untouched. The investment income is used to support local charities. Each endowment fund may carry the name of a person, a family or a business.

Endowed gifts are then pooled and invested to become a valuable and self-sustaining source of revenue.

DESIGNATED FUNDS

You choose a favourite registered charity and each year, the investment income is given to that organization to be used as the organization wishes. There is no application or reporting required. Agency funds are a type of designated fund that are established by charitable agencies themselves.

FIELD OF INTEREST FUNDS

You request the Community Foundation to direct the earnings to a particular area of interest. Distribution of this type of fund is facilitated through a grant (or scholarship) application process.

DONOR ADVISED FUNDS

You advise the Community Foundation each year as to which charitable organizations are to benefit from the investment income. You have the opportunity to change your focus annually.

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