

20
21

[retrospect] Year in Review

RED DEER & DISTRICT
COMMUNITY FOUNDATION



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COMMUNITY
FOUNDATION
all for community.

MISSION

The Red Deer & District Community Foundation is a community catalyst committed to growing a legacy which strengthens the quality of life in Red Deer and the surrounding area.

WHO WE ARE

We are the Community Savings Account.

We are an independent, community-based organization that focuses on philanthropy, grants and leadership. We work closely with our donors to invest in the people, projects and activities that continue to build and strengthen our communities by identifying long term needs and opportunities and focusing on sustainable solutions.

WHAT WE DO

We invest the donations we receive to be held forever in an endowment. Each year we disburse the income we make on that investment to charitable organizations and projects.

Currently, we have \$19.6 million in pooled assets. The larger our pool grows, the more funding we can make available to respond to the needs within our communities. And because we never touch the principal, there will always be granting dollars available for Central Alberta charities.

BOARD OF DIRECTORS 2021

Shawn Hamm: Chair, Krista Nymark VandenBrink: Vice-Chair, Kristen Schalin: Treasurer, Doug Anderson, Bruce Buruma, Lori Dufresne, Paul G. Harris, Kris Hunter, Rob Litwinski, Patricia MacSween

TREATY LAND ACKNOWLEDGEMENT

The Red Deer & District Community Foundation recognizes that we are on Treaty 6 & 7 Territory, and on the homeland of the Metis Nation.

A Message from Our ED



YEAR IN REVIEW WITH ERIN PEDEN, EXECUTIVE DIRECTOR

When it comes to writing something as important as a reflection of an entire year, it's hard not to become overwhelmed. In fact, the year 2021 is a bit of a fog. You see, I measure time by landmark experiences. Things like birthdays and retirements, vacations and baby showers, have always been 'notches' on my calendar, acting as easy references to recall what was happening around me.



At first glance, 2021 was a notch-free year.

But then I had a flashback of sitting in my office, watching the summer student prance towards me, a huge smile on her face. Anxiously, she placed a phone message on my desk that said, "Please call re: \$1 Million donation."

...and another time, when I sat with the volunteers of the Red Deer River Naturalists and listened to them as they relived every responsible step they took to fulfill a donor's wishes.

...and another time when, after six months of working in the office alone, the space was filled with the excitement and chatter of a team who was eager to take the Community Foundation in a direction that supports the entire district.

...and I will never forget the time the Elders welcomed me at their gathering.

So. Many. Notches.

Everywhere around me, there have been people who are quietly going out of their way to create a better tomorrow. Maybe I've always measured time by the wrong landmarks? Maybe the 'notches' on my calendar should be marked by the significant and deliberate actions being taken by my neighbours to support our community. I wonder if they could possibly know how much of a landmark their efforts have been for me?

In the Spring of 2021, when Central Alberta was trying to wipe away the residue of the first year of the pandemic, our Community Foundation was able to support the district by granting 2.5% over and above our traditional disbursements. Thanks to strong returns and a Board of Directors who are committed to supporting our community, we put approximately \$950,000 into the hands of agencies who work everyday to make Central Alberta a place we want to call 'home'.

By December 2021, the Red Deer & District Community Foundation had received over \$2.5 million dollars in annual donations; a demonstration of the conviction our residents have to support the vibrancy of this 'home'. Our home.

I'm not here to sugarcoat anything. This has been an incredibly challenging time for Central Albertan's, and like you, I appreciate there are still obstacles ahead. But regardless of what is happening around us and the divisiveness associated to those experiences, we are all neighbours and we share a home.

As we find our footing in 2022, I want you to know - I see you, neighbour. I feel supported by your work, your community feels supported by your physical and emotional labour, and tomorrow will be better because of your efforts. I appreciate every notch you make.

Be well,

Scholarships



A \$1M gift to the Red Deer & District Community Foundation will provide generous scholarship opportunities for local students

The year 2021 brought a big announcement for the Red Deer & District Community Foundation: the launch of a new scholarship opportunity created in honour of William Arthur Bower, an early Red Deer resident who lost his life in World War I. The scholarship, which was made possible through a \$1M donation from Arthur's nieces, Ruth and Dorothy Bower, will not only support local students to further their education, but also perpetuate the memory of one of the many Canadians who died in the name of their country.

"Ruth and Dorothy have created this scholarship in memory of their Uncle Arthur," Rob Porkka, Education Consultant and spokesperson for the Bowers said. "Arthur Bower, a Red Deer High School graduate, was committed to advancing his own education before he left Canada as a member of the Canadian Expeditionary Forces during World War I. He passed away in combat at 22 years old and it is this ultimate sacrifice that Dorothy and Ruth intend to honour with the scholarship that bears his name."

The William Arthur Bower Memorial Scholarship is supported by a \$1M endowment and will ensure a minimum of five scholarships of \$5,000 each will be awarded every year, with the opportunity for students to reapply for up to four years.

"We are in awe of the thought and care that has been put into this legacy. This is a perfect example of what investing in our community looks like; through this scholarship our students will have the opportunity to learn, remember and respect the past while they confidently step into the future," Erin Peden, RDDCF Executive Director.



OVER
\$70,000

Total scholarships
awarded for all RDDCF
scholarship funds in 2021

In Our Community



YOUTH IN PHILANTHROPY

Youth in Philanthropy (YIP) participants from St. Martin de Porres School in 2021 reminded us that while the word 'normal' has shifted for our society, one thing stays true: giving feels good.

"Each year we provide participating schools with \$500 for students to create small grants for registered charities," Erin Peden, RDDCF Executive Director said. "The concept is to teach students the importance of understanding the social needs within their communities while determining how and where they would like to create impact with their grant."

2021 YIP students were looking to create big impact. The three Grade 5 classrooms hosted an online art auction, raising an additional \$1,575 for their chosen charities and were ready to present the total of \$2,075. But, the students were in for a surprise.

The Red Deer & District Chamber of Commerce and Tourism Red Deer caught wind of the students' efforts and decided they, too, would be jumping on the philanthropy train. "When we heard about this program, we knew we wanted to contribute," Rene Rondeau, Executive Director of Tourism Red Deer said. Rondeau and Chris Windrim (Red Deer & District Chamber of Commerce) surprised the students by adding \$3,320 to the student's tally, raised through a Team Canada art auction.

"We supported YIP because this program is all about creating a ripple effect in our community," Rondeau said. "Not only do the students learn about working together for a common goal, but they also experience the tough decision-making process on what charity will benefit in the end."

In total, the Youth in Philanthropy students split \$5,395 between the Canadian Cancer Society, the Child Advocacy Centre, and Saving Grace Animal Society.



THE HUB 2.0 PROGRAMMING

As part of our Spring granting cycle, the Red Deer Arts Council received \$10,000 to fund The Hub 2.0 Programming. The Hub functions as a meeting place for Central Albertans with developmental disabilities while providing social and cultural opportunities and programming. "Inclusive, accessible, welcoming, equity, diversity, all those things are sort of what we really aspire to have," says Suzanne Hermary, Coordinator with the Red Deer Arts Council.

"As an arts council, our main focus is supporting artists and the arts community and in doing that here, we're encouraging creative thinking and play, and imagination throughout all of these programs. But at the same time, we're also supporting artists by creating paid work opportunities and creating advocacy opportunities, so all of those things really align well together."

The funding will be used to cover rentals, supplies, musical gear, paying for artist fees, and other costs associated with offering the programs. "The arts are meant to make our lives better. They're what we cling to last year when everything fell apart. It's the freest method of expression," says Hermary.



Planning for Tomorrow



RED DEER RIVER NATURALISTS

In November 2021, Red Deer River Naturalists (RDRN) established a \$500,000 Red Deer River Naturalists Endowment Fund For Nature with funds received from a generous bequest.

This Endowment Fund will ensure the long-term sustainability of the RDRN organization and enable it to engage in important conservation projects throughout Central Alberta. After receiving such a generous gift, extensive conversations within the RDRN board and lengthy reflection upon the conscientious and prudent use of the funds resulted in the \$500,000 endowment fund at the RDDCF.

"The Red Deer River Naturalists trust that with the money invested with the Red Deer & District Community Foundation, the long-term sustainability of our organization and its conservation goals will be ensured alongside fiscal responsibility," said Rick Tallas, RDRN Interim President. "Endowments like this will bring together community to protect and enhance our environment for the betterment of all future generations," Tallas said.

Going forward, RDRN will be seeking out creative, forward-thinking and timely ways to invest these funds. "The future for RDRN is wide open with conservation and nature-based opportunities," said Tallas.



OLDS HOSPICE SOCIETY

The Olds & District Hospice Society made the decision to establish an endowment with the Red Deer & District Community Foundation, with an initial contribution of \$200,000. This endowment ensures sustainable funding for the future, and allows for long-term growth.



Internal Growth



STRATEGIC PLAN & FUND DEVELOPMENT PLAN

In 2021, the Red Deer & District Community Foundation officially adopted a new Strategic Plan (2021-2023) and a subsequent Fund Development Plan. These were created through collaboration with ViTreo, the Steering Committee, and our Executive Director.

The Strategic Plan focuses on important pillars such as Leadership, Impact, Stewardship, and Growth, which will be used to guide the work of the RDDCF over the coming years. The Fund Development Plan was developed to support these pillars with guiding goals and tasks.

INSTITUTIONAL GROWTH

The Board of Directors for the Red Deer & District Community Foundation have been looking at institutional practices and what can be improved upon to support Inclusion, Diversity, Equity and Accessibility (IDEA).

Presently, the Board is adjusting its granting processes to create equitable opportunity for all applicants. In addition, new policy has been written to ensure a variety of experience, skills and backgrounds sit in decision-making roles within the Foundation. The Foundation's actions and community contributions need to reflect the diversity of Central Alberta residents. We will continue to address barriers presented by traditional philanthropic methods and use policy and action for the Foundation to continue to act as a catalyst that strengthens the quality of life in Central Alberta.

GROWING STAFF TEAM

Another aspect of the Strategic Plan included growing our organizational capacity by hiring two new staff positions to support the Executive Director and increase our internal leadership. In 2021, we filled the position of Community Engagement Coordinator, and Communications & Stewardship Coordinator, rounding out our staff team and allowing for more growth as an organization.



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Community Minded



WORKING WITH 100 MEN/WOMEN WHO CARE

The concept of 100 Men/Women Who Care groups is to maximize charitable contributions by pooling all member's donations. These groups come together in meetings where members nominate local charities, listen to presentations on the charities' needs, and then vote on which charity to support with their donations. A substantial amount of volunteer time was required to ensure that cheques were getting to the correct charity and that charitable tax receipts were being received.

The Red Deer & District Community Foundation recognized that we could alleviate some of the administrative weight from the volunteer organizers AND the recipient agencies by accepting all of the donations on behalf of the 100 Men/Women Who Care organizations, issuing the tax receipts and then donating 100 per cent of the group's pooled donations to the voted upon charity.

"The Community Foundation is here to ensure that agencies are receiving the support required to address pressing needs within Central Alberta. The 100 Men/Women groups have proven over and over again that they are also committed to enhancing the quality of life in Central Alberta. It only makes sense for us to work together."

In this capacity, RDDCF will be collaborating with 100 Women Red Deer, 100 Men Red Deer & 100 Women Sylvan Lake.

MNP SUPPORTS COMMUNITY

As an organization committed to giving back to their community, MNP made the forward-thinking decision to start a Flow Through Fund with the Red Deer & District Community Foundation in 2018. This agreement allows MNP employees to contribute to the fund through annual donations each year, pooling their donations to grow the fund, ultimately make a bigger impact in the community.

MNP recently made the decision to distribute some of the funds to local agencies that are working to improve the lives of Central Albertans, in the form of donations to nine different agencies throughout the region, including Lacombe Family & Community Support Services (Caring for Children Fund), The Mustard Seed Red Deer, the Ponoka Food Bank, and the Rimbey Food Bank.

In total, MNP donated \$44,500 to community agencies through this fund.





RED DEER ACTION GROUP SOCIETY

With a goal of moving towards more sustainable funding for the future, the Red Deer & District Community Foundation granted \$25,000 to the Red Deer Action Group in the form of an endowment. By developing this endowment for the Ride Subsidy Program, Red Deer Action Group can confidently plan for tomorrow while continuing their important work today.

In addition to the endowment, the Red Deer Action Group was granted \$2,000 to facilitate the immediate needs of the Ride Subsidy Program, which provides reimbursements for transportation costs to support low-income individuals and families in Red Deer. It offers a transportation subsidy to attend social and educational events, as well as trips for medical purposes. The program helps to reduce the cost of bus passes, taxi fares, and other modes of transportation. The Red Deer Action Group Society is working hard to make sure that Central Alberta remains an accessible place to live for all residents, and we are proud to help ensure their work continues.

"Our Community Grants program is set up to help fund programs and projects throughout the entire district. Over the years we have noticed there are several community agencies, much like the Red Deer Action Group, that provide essential services and programming, but due to a lack of resources are required to apply regularly for the same projects," Erin Peden, Executive Director said. "While the Red Deer Action Group only requested a grant for \$2,000, we saw an opportunity to ensure this vital program continues by developing an endowment that will provide funding they can count on each and every year."

LEGACY LAND TRUST: SLACK SLOUGH CONSERVATION BUFFER

The Legacy Land Trust Society is a registered non-profit charity dedicated to conservation and stewardship of significant lands—ecological, agricultural and historical—in Central Alberta. They work with landowners, interested individuals, communities, organizations, and governments to conserve and nurture these lands for future generations.



Through our Spring Granting Cycle, the Red Deer & District Community Foundation granted \$18,000 for the Slack Slough Conservation Buffer, just south of Red Deer. Every day, thousands of people drive by Slack Slough, a 96-acre wetland located on the southeast end of Gasoline Alley in Red Deer County. While Slack Slough and its riparian zone have been impacted by the roads that border it, it still has a vital role in providing habitat and filtering water.

To help preserve this area, the Slack Slough Conservation Buffer (Mills Project) will be a 155-acre conservation easement on the southeast side. The conservation of the Mills property will ensure it supports and enhances the wetland values. Trails will be developed to allow quiet enjoyment of the property in a manner that puts wildlife and ecological function first but encourages people to convene with nature. With a conservation easement in place Environment Canada will recognize the importance and sensitivity of this property.

The project will guarantee an ecologically healthy space for resident and migratory bird populations that use Slack Slough. With a developed trail system, it will also provide an opportunity for individuals, families, and groups to be outside to observe and learn about local and migrating bird populations.

Community Grants



SPRING GRANTS - \$84,000

Aspire Special Needs Resource Centre

Fee Assistance Program

\$3,000

Central Alberta Humane Society

Emergency Boarding & Pet Food Bank

\$10,000

Dress for Success

Part-Time Fund Development/Operations Coordinator

\$30,000

Ellis Bird Farm

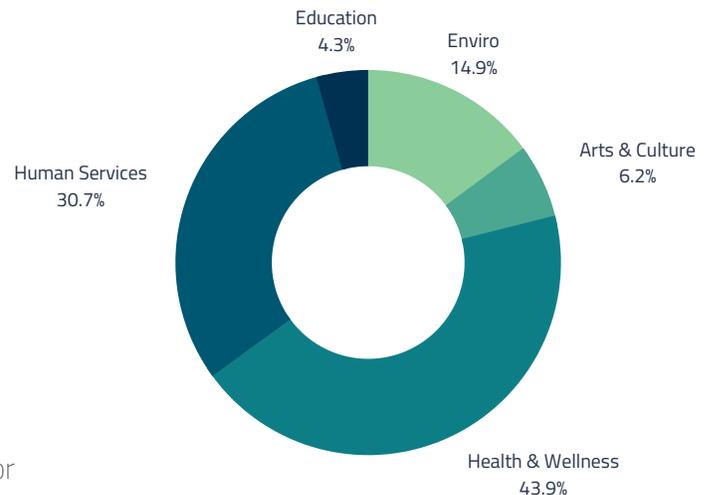
Mountain Bluebird Nest Box Camera Pilot Study

\$6,000

Habitat for Humanity Red Deer Region Society

Equipment & Software for Capacity Building

\$7,000



Legacy Land Trust

Slack Slough Conservation

\$18,000

Red Deer Arts Council

The Hub 2.0 Programming

\$10,000

FALL GRANTS - \$77,000

Aspire Special Needs Resource Centre

Fee Assistance Program

\$4,000.00

Cosmos Community Disability Services Foundation

Karma Cafe Program Enhancement

\$15,000.00

Hope 4 MVC Kids Society

Family Supports for Children with Medical Needs

\$4,000.00

Family Services of Central Alberta

Rainbows Program

\$2,500.00

Red Deer Action Group Society

Subsidy Ride Program

\$2,000

Red Deer Food Bank Society

Accessibility Modifications

\$9,815.00

Red Deer Regional Health Foundation

Vital Monitor Campaign

\$20,000

The Mustard Seed Red Deer

Wellness Program

\$20,000.00



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AT A GLANCE

Over the last 5 years, the Red Deer & District Community Foundation has seen approximately **\$7.6 million** in return on our investments.

2021

FINANCIAL HIGHLIGHTS



3 YEAR ANNUALIZED RETURN, BEFORE
MANAGEMENT FEES



GRANTS DISTRIBUTED

\$948,439

IN

\$1,990,488

Endowed Donations

\$564,495

Flow Through Donations

OUT

152 DISTRIBUTIONS

Including 17 Community Grants

\$661,648 Endowed Grants

\$286,793 Non-endowed Grants

160 TOTAL FUNDS

10 NEW FUNDS

HOW CAN YOU HELP TO BUILD A COMMUNITY WHERE EVERYONE BELONGS?

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