



ALBERTA'S PROMISE

CREATING PARTNERSHIPS OF POSSIBILITY

2007 Annual Report



Our Mission

To maximize the value of youth programs by leveraging the synergies between our partners, Alberta's Promise will be the catalyst for innovative partnerships that promote the **growth of our youth.**

About Alberta's Promise

Alberta's Promise supports the government's priorities of improving the quality of life in our province, building a stronger Alberta, and providing safe and secure communities for all citizens.

Alberta's Promise does not directly fundraise or distribute funds, but rather serves as a catalyst for people and organizations to contribute cash, goods, services or volunteers to the children's organization or program of their choice.

ABCs of Alberta's Promise Partners

Alberta's Promise has helped foster more than 1,100 partnerships between companies, agencies and communities that have committed to brighter futures for our province's children and youth.

We welcome applications from any company, agency or municipality that hopes to become an Alberta's Promise Partner.

Promise Agencies: Those agencies dedicated to delivering programs and services that benefit children. An eligible agency must devote a significant amount of their activities to benefiting children and youth. Only non-government organizations are eligible.

Promise Builders: Companies, foundations, and service clubs that support agencies committed to children by providing financial contributions, gifts in kind, volunteers, or partnering with like-minded agencies to undertake specific projects.

Promise Communities: Towns and cities in Alberta that agree to encourage the businesses, organizations and individuals in their community to pull together for the benefit of local children and youth.

History of Alberta's Promise

Alberta's Promise is a 'made-in-Alberta' adaptation of Promise initiatives spearheaded in Ontario and the United States.

Under the leadership of former Premier Ralph Klein, Alberta's Promise was officially announced in the government's Throne Speech in February 2003 and subsequently passed into legislation as the Premier's Council on Alberta's Promise Act, making Alberta the first jurisdiction in Canada to enshrine the Promise initiative in legislation.

In March 2007, Premier Ed Stelmach became Chair of Alberta's Promise, Mrs. Marie Stelmach accepted the Honorary Chair, and Children's Services Minister Janis Tarchuk was appointed to the Premier's Council.



Messages from Alberta's Promise



Tyra Henschel,
Executive Director

This has been an impressive year for Alberta's Promise in terms of growth and progress. Many organizations and

communities from across the province continue to amaze us by stepping up and committing themselves to the betterment of our children and youth. This year alone we have increased our partner base to over 1,100 – almost double what we reported in our last Report to the Community.

Our growth has also seen a shift in this year's operating plan to build upon the successes we've achieved. We continue to communicate and market our message more effectively, focus more on directed outcomes strategies with partners, provide professional development support to our agencies, and work more directly with our youth.

As we finish and celebrate this year, we are able to measure and report on the impact our partners have had within the children and youth sector.

Alberta's Promise's future remains strong with new leadership championing our organization. We are fortunate to have Premier Stelmach and his wife, Marie, enter the roles of Chair and Honorary Chair this year. We also welcome Janis Tarchuk, Minister of Children's Services and our new Northern Co-Chair, Bill Smith. Everyone is committed to the vision of Alberta's Promise and is dedicated to making sure that this organization, like the children we serve, reaches its full potential.

This is an exciting time for Alberta's Promise and the youth of our province and it is thanks to the efforts of all of us working together to improve the lives of our kids.

Tyra Henschel



Premier Stelmach,
Chair

Marie Stelmach,
Honorary Chair

We know how important youth are to the success of our province. As the future leaders and shapers of our communities, their growth and development is necessary for our prosperity.

We are not the only ones that understand how contingent our province is on all of us having the foresight to channel our resources for our future generations. Everyone who has become and continues to be an Alberta's Promise Partner understands this need as well. We applaud all organizations, communities and individuals who have invested in our children this past year, ensuring that they are given the chance to enjoy being kids.

Our province's children and youth are feeling the impact of your investment. The resources and support that have been driven to the sector continue to inspire others to give. We are all benefiting from the partnerships that are being made and we are seeing children being given even more opportunities that ensure they will grow into healthy and happy adults.

This year, we look forward to welcoming new and returning partners who are making a promise to enhance the lives of our children. Alberta's Promise is important to our communities and our youth, so we are making a personal commitment to extend the organization's mandate.

Ed Stelmach
Marie Stelmach



Janis Tarchuk,
Minister of Children's Services

I am continually amazed at how Promise Partners step up to answer the Alberta's Promise call to

action. The response from corporations, agencies, communities, and even individuals to join the Alberta's Promise movement is remarkable. Their involvement in developing partnerships to deliver programs has resulted in some incredible results for Alberta's children and youth.

Alberta Children's Services truly values the role Alberta's Promise plays, working for the benefit of all the children and youth in our province. We are pleased to be able to support the organization, and strengthen the bond between the government and the community. Alberta's Promise continues to leverage both government and community resources to produce unique partnerships and programs essential to improving the lives of children and all Albertans.

I have personally heard many Albertans talk about how Alberta's Promise benefits children. Albertans are becoming more aware of the needs of the children and youth in our province, and they are looking for more ways to develop nurturing, safe environments for families.

I am excited about the momentum behind Alberta's Promise, and what it can do for Alberta's future generations.



Bill Smith,
*Alberta's Promise
Northern Co-Chair*

I am proud to be the Northern Co-Chair for Alberta's Promise.

The many partners we have engaged, and continue to recruit, all see the value in making a promise to our kids. I am constantly impressed by how far they will go to collaborate for the good of our children.

I'd like to thank the Alberta's Promise Board and Premier's Council for their dedication. I am extremely fortunate to work with a superb group of individuals who share my passion for supporting our youth. The team at Alberta's Promise also deserves a round of applause for their tireless efforts at raising awareness of Alberta's Promise in our communities and being the key catalyst for the partnerships that are formed.

The work this organization provides our youth has been outstanding and I have enjoyed seeing the effects it has had all over our province. I know more and more people are recognizing the impact of Alberta's Promise and are joining the cause. I urge everyone to make a promise to yourselves that you'll commit to making a difference in the lives of our kids; there is much more we can achieve.

The Not-For-Profit Perspective

The Alberta not-for-profit sector is comprised of more than 19,000 organizations employing 176,000 people, and an annual contribution to the provincial economy of almost \$10 billion.

Of these groups, roughly 30% are engaged in work for children and youth. Within that 30%, Alberta's Promise is working to help its partners maximize the value and effectiveness of their contributions.

The task is complicated, with the province's growth bringing a series of challenges to the not-for-profit sector.

Not-for-profits play an essential role in helping Alberta's youth overcome the many challenges they face. These organizations address many issues such as poverty, neglect and abuse, low high school completion, substance abuse, and lack of affordable housing. The social fabric of our province is strengthened through a collective effort from all sectors.

As not-for-profit organizations play a greater role in providing vital services, their main challenges are funding and sustainability. Almost half report difficulty in securing adequate funding or earning enough revenue. Competition for monies is also getting tougher.

Other challenges not-for-profit organizations face are similar to those found in the corporate sector. Attracting and retaining talented people, turnover rates, heightened accountability and other pressing issues must all be addressed. New disciplines must emerge within the not-for-profit sector to make up for the market's eroding forces. Focused business plans and strong leadership – either newly recruited or retained – are crucial to securing private sector funding. This is especially urgent since more than 80% of Executive Directors estimate that they will leave their organizations within the next five years.

Alberta's Promise is having a cumulative impact in the not-for-profit sector by working to find new sources of revenue for agencies and to improve sustainability through the delivery of professional development workshops. Momentum is on our side. With innovative partnerships and new ideas, the building can continue.

Builder Perspectives



Malcolm Kirk
Publisher,
Calgary Herald

The prosperity that many of us enjoy is not necessarily felt in every home in every community across the province. Alberta's

Promise identifies crucial areas of need and facilitates corporate and community partnerships that work toward building the best communities in which to raise our children. These partnerships fund, build and deliver programs that make a real difference for our youth. Alberta's Promise is necessary and their programs are effective. The Calgary Herald is exceptionally proud to work with Alberta's Promise to build awareness of the gaps that exist in the lives of children in our province and to initiate opportunities for successful programming by developing partnerships and collaborations.



Gary Holden
President and CEO,
ENMAX Energy

ENMAX Energy supports Alberta's Promise because of our belief in, and commitment to, the power of possibility.

ENMAX and Alberta's Promise are committed to exploring possibilities that offer new solutions to old challenges. Solutions that make it possible to reshape Alberta's energy landscape in a way that is sustainable. And solutions that make it possible to ensure children in Alberta have the opportunity to reach their full potential.

We all have a collective responsibility to the children of our province. It's about offering support to services and organizations through Alberta's Promise that will help our next generation realize a future that is bright with possibilities.



Partnership Success Stories

Alberta's Promise was founded on the belief that all young people should have the opportunity to realize their full potential. By working together, we can ensure our province's youth become positive and productive members of society.

Alberta's Promise builds upon this desire and is proud to be the catalyst for innovative partnerships and initiatives that promote the growth of Alberta's children and youth.

In collaboration with key Promise Builders, we have been identifying the critical stumbling blocks young people face and working to direct more resources towards those specific challenges. Here are a few examples:

ENMAX Energy / Breakfast for Learning Alberta

Children need nutritious food in order to be healthy, learn, and grow.

Breakfast for Learning is a national not-for-profit organization whose mission is to ensure every child that attends school in Canada is well nourished and ready to learn. Founded in 1992, Breakfast for Learning has helped nourish more than 1.5 million children across our country through thousands of programs and dedicated volunteers.

ENMAX Energy, an energy sales and service company and an Alberta's Promise Partner since March 2004, has supported community groups and activities in Alberta for many years. ENMAX recently teamed up with Breakfast for Learning Alberta to create one of our newest partnerships to raise funds for child nutrition programs throughout the province.

For a two week period in May 2007, ENMAX donated \$50 for each residential customer who signed up for their EasyMax® program, raising a total of \$98,700 for the Breakfast for Learning campaign, equivalent to the cost of providing more than 116,000 breakfasts for Alberta's youth.

“Nutrition is a fundamental part of healthy child development and enhances their ability to learn. By helping to ensure children in Alberta are well nourished, we also ensure they are open to learning, open to their own possibilities, and to believe in themselves,” says ENMAX President and CEO, Gary Holden.



IBM Canada / Big Brothers Big Sisters / CORE Association

For more than 90 years, IBM Canada has been doing business in Alberta and helping to create a positive, lasting influence on communities throughout the province. As one of the founding partners, IBM has been supporting the Alberta's Promise initiative since 2003.

With the help of Alberta's Promise, IBM has developed two new partnerships: Alberta-based Big Brothers Big Sisters and the Clients Ongoing Rehabilitation & Equality (CORE) Association.

In 2007, IBM announced donations of their Young Explorer units to Alberta's Promise Partners to help children develop early literacy skills. Twenty-five units were distributed to Big Brothers Big Sisters agencies across Alberta and five more units went to the CORE Association in Medicine Hat. The donated computers are specifically designed to meet the needs of young children and feature a variety of software programs that make learning educational and fun. The computers, with an estimated value of more than \$100,000, help children develop proficiency in reading, mathematics and science, as well as basic computer skills.

“Over the past 5 years, IBM has donated more than \$15 million to Alberta educational organizations and not-for-profit agencies, like Big Brothers Big Sisters and CORE Association,” says IBM Canada’s Vice President, Public Sector Alberta, Bernie Kollman. “It is our hope these 30 kid-friendly Young Explorer computer workstations will encourage computer literacy and support mentoring opportunities across the province.”

Husky Energy / Society for Treatment of Autism, Calgary

A supportive and nurturing environment is critical to every child's development, particularly those affected by autism. Autism is a lifelong communication and behavioural disorder that affects about one in every 300 children. Although there is presently no cure, autism is treatable. But early diagnosis and intervention are vital.

As one of the largest integrated energy companies in Canada, Husky Energy believes its corporate social responsibility is to improve the quality of life in our communities. Since becoming an Alberta's Promise Partner in 2004, Husky has been a champion for investing in child and youth programs.

As part of its ongoing commitment to the community, Husky made a \$500,000 donation to Society for Treatment of Autism, Calgary, an Alberta-based charitable organization providing comprehensive treatment and educational services for people with autism and related disorders. The donation will help fund much-needed renovations to the Husky Energy Centre for Autism, a place where children can reach their full potential in a more structured environment with specialized one-on-one treatment.

“As an Alberta's Promise Partner, Husky is committed to supporting initiatives that benefit children and youth in Alberta and across Canada,” says Husky Energy's President & Chief Executive Officer, John C.S. Lau. “The Husky Energy Centre for Autism will offer a much needed enhanced treatment facility for children. We want to make a difference for these special children. By investing in the centre, Husky hopes to assist generations of children to have a brighter future and to contribute to the progress in finding solutions to autism.”



Agency Stories

Partnerships are created between those companies, foundations, service clubs, agencies and communities that share the Alberta's Promise vision of building a brighter future for Alberta's children.

Alberta's Promise provides key services to help focus Promise Builders' community investment and funding to organizations in need of support. We direct resources to help Promise Agencies operate more efficiently and effectively.

Alberta's Promise has been essential in raising the profile of Promise Agencies, highlighting them as organizations making a real difference in the lives of Alberta's young people.

Wood's Homes

Wood's Homes has been offering programs and services for children and families since 1914. Nationally recognized today as a children's mental health treatment centre, Wood's Homes serves more than 10,000 families each year from across the country. This not-for-profit organization provides young people assistance in dealing with substance abuse, poverty, neglect, illiteracy, homelessness, crisis intervention, and complex mental illnesses. This year, Wood's Homes launched their Calgary Adolescent Treatment Service (CATS) centre, a medical clinic that provides a full range of medical services including an onsite mental-health therapist and weekly visits from a pediatrician.

"If I could go back and change anything, it would be not living on the streets. Wood's Homes, thank you for everything. Never give up and never lose hope in your children. If it wasn't for you, I don't know if I'd still be alive . . . for that, I thank you. You've given me hope."

Wood's Homes client

Kids in the Hall

Kids in the Hall is a job training program designed to help young people get a fresh start in life and overcome the hurdles that may have been blocking their success. This intense nine-month training program provides actual on-the-job experience in an Edmonton-area restaurant for young people between the ages of 16 and 24. The program's success rate is very high – nearly 80% of participants completing the program secure full-time employment or continue their education. In 2006 alone, more than 200 youths gained work experience, education and life skills through the Kids in the Hall program.

"I came to the program because I needed help in life so I can learn to take care of myself for when I turn 18. Before I came here I was on a drinking binge, I committed some crimes and made some bad mistakes. I had told staff at Kids in the Hall about it when I first applied for the program. They didn't seem to be upset with the way I used to be and didn't judge me. That's why I stay with this program."

Kyle, Kids in the Hall

Lakeland Centre for Fetal Alcohol Spectrum Disorder

The Lakeland Centre for Fetal Alcohol Spectrum Disorder (FASD) was established to provide awareness, prevention, diagnosis and support services for families affected by FASD.

Understanding of FASD is essential, so along with advocating for appropriate supports at school, home and the workplace, the Centre provides training, awareness campaigns, resource development, and information services.

Multi-disciplinary, mobile teams provide diagnosis, assessment, and intervention for children throughout the Lakeland region. The Centre has recently developed a new program that enables children affected by FASD to attend a summer camp specifically designed for their needs. This camp offers these kids a positive experience without the fear of rejection and gives families a much needed break.

“Camp was so fun. I really like the field trips, especially to the fish hatchery. Can we come back next year?”

Bailey, age 10, Summer Camp participant.



Measurement of Progress

Measuring results is critical to evaluating the success of Alberta's Promise in building better futures for our province's young people.

In June 2007, Alberta's Promise conducted a review of 483 Promise Builder and Promise Community commitments to better quantify the financial impact being made by our partners.

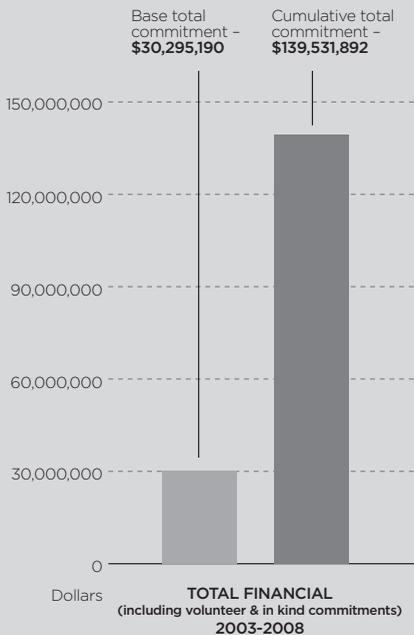
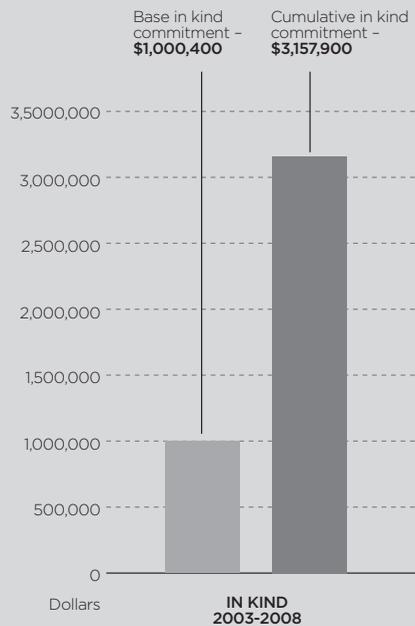
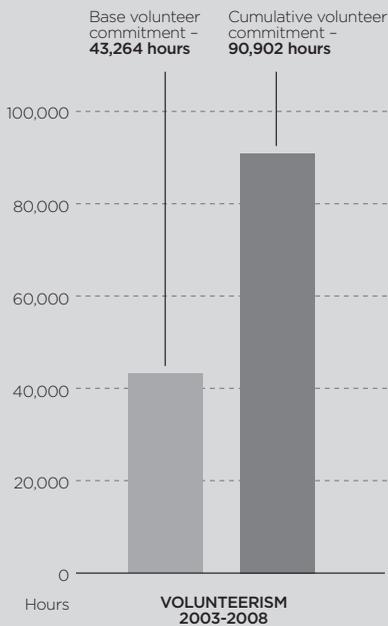
The results are impressive:

- base commitments of more than \$30 million
- a cumulative total commitment (base plus year-over-year) of close to \$140 million

Alberta's Promise celebrates the commitments of our partners and their choice to continue funding programs that support children and youth. In fact, more than \$31 million in additional funding beyond the initial base commitments has been invested by partners into the sector. The government has invested \$5.7 million in the program since its inception.



Summary of Results



Directed Outcomes

Since January 2006, Alberta's Promise has utilized a new 'directed outcomes' strategy to help Promise Partners focus resources on specific needs and programs for children and youth. Our role is to provide fact-based data, educate the funding community, and facilitate new coalitions in support of select programs. Examples of these programs can be found in Partnership Success Stories on pages 6 to 7.

This new directed outcomes strategy has resulted in additional partner investments of more than \$24 million in revenue since its inception.

Moving Forward – Plan for the Future

Alberta's Promise has made great strides over the past year and we are very excited about the road ahead.

Reaching out to the corporate community

Alberta's Promise was a proud supporting partner of General Colin Powell's speech to the Calgary Chamber of Commerce on November 7, 2007. He spoke to a business audience of 1,800 about the importance of leadership during times of great societal change. As the founding chair of America's Promise, General Powell has led the development of the first Promise initiative to create new opportunities for young people through productive partnerships with businesses and communities.

Developing new opportunities to work together

Over the coming years, Alberta's Promise will collaborate with our key stakeholders to continue to achieve better outcomes related to specific issues facing children and youth.

Revitalizing representation

We are seeking to re-energize the Premier's Council by expanding representation from rural areas in order to better reflect the economic and social realities of our province.

Renewing commitment

We continue to work with the provincial government to renew the enabling legislation for Alberta's Promise. This renewal will be tabled on an upcoming legislative agenda. We are also looking to confirm and extend the commitment of our Promise Partners.

EPILOGUE: THE LITTLE RED WAGON



The little red wagon is a symbol of childhood, a helpful means for pulling the occasionally heavy load of life, and a place to keep dreams, with a handle so an adult can help out from time to time.

Look for the little red wagon. It symbolizes an organization's commitment to help build a brighter future for Alberta's children.

Honorary Chair

Marie Stelmach

Chair

Honourable Ed Stelmach, Premier

Executive Director

Tyra Henschel

Staff

Lynn Byers, *Senior Manager*

Theresa Maggs, *Communications /*

Administrative Assistant

Barb Morrison, *Assistant to Executive*

Director

Amber Northcut, *Partnership*

Development Manager

Will Tigley, *Marketing*

Communications Manager

Trish Weatherup, *Partnership*

Development Coordinator

Shannon Cote, *on maternity leave*

Board Members

Bill Bannister

Darwin Eckstrom

Tyra Henschel, *Executive Director*

Bernie Kollman

Patricia Nelson

Bill Smith, *Northern Co-Chair*

Dustin Walker

Jim Willoughby

Niki Wosnack, *Ex-Officio*

Premier's Council

The Premier's Council is chaired by the Premier of Alberta and includes business, foundation, agency and community leaders from throughout Alberta. The Council provides strategic advice and is a key component in the effort to create new relationships and expand existing partnerships for Alberta's Promise.

Bill Bannister

Lyle R. Best, *Quikcard Solutions Inc.*

Rick Brace, *CTV*

Wilf Brooks

Trevor Brown, *Youth Member*

Gary G. Campbell, *Q.C.,*

Alberta Cancer Board

Hugh Campbell, *Edmonton Eskimos*

Football Club

Denise Carpenter, *Epcor Utilities Inc.*

Dennis Chinner, *RBC Dominion*

Securities Inc. Lethbridge

Sheehan H. Chowdbury,

Youth Member

Strater Crowfoot, *Siksika Nation*

Patrick D. Daniel, *Enbridge Inc.*

Maria David-Evans, *Deputy Minister,*

Alberta Children's Services, Government

of Alberta

Robert Day*, *TransCanada Corporation*

Jack Donahue, *Donahue Wells*

Darwin Eckstrom, *Northern Alberta*

Institute of Technology

Murray Edwards, *Edco Financial*

Holdings Ltd.

Brian Felesky, *Q.C., Felesky Flynn*

Megan Fester, *Youth Member*

Charlie Fischer, *Nexen Inc.*

Joan Forge, *Forge Ahead Communications*

Ross Glen, *RGO Office Products*

Doug Goss, *Bryan & Company*

Fred Green, *Canadian Pacific Railway*

Leann Hackman-Carty,

Concrete Global Ventures Ltd./Aventa

Scobey Hartley*, *Linvest Resources*

Corporation

Richard F. Haskayne,

Haskayne and Partners

Joan Hertz-Benkendorf,

Capital Health

Linda Hughes, *McMan Youth, Family &*

Community Services Association

Daryl Katz, *Katz Group of Companies*

Ken King, *Calgary Flames*

Bernie Kollman, *IBM Canada Ltd.*

John Lau, *Husky Energy Inc.*

Mary Lou Leins

Audrey Luft, *Manpower*

Craig Martin, *Edmonton Sun*

Ashif Mawji, *Upside Software Inc.*

Pat McDougall, *CTV Calgary*

Jim McPherson, *McPherson,*

L'Hirondelle Associates

Tim Melton, *Melcor Developments Ltd.*

Chuck Mulvenna, *Canada Safeway Ltd.*

Florence Murphy, *EnCana Corporation*

Dr. Fraser Mustard, *Canadian Institute for*

Advanced Research, The Founders' Network

Patricia Nelson, *Calgary Health Trust*

Margaret Newall, *Prairieaction Foundation*

Eric Newell, *University of Alberta*

Cal Nichols, *Edmonton Investors*

Group Ltd.

Taryn Penrice, *Youth Member*

Dr. Bruce Perry

Ian Reid, *Finning (Canada)*

Charlotte Robb, *Dynacare Kasper*

Medical Laboratories

Rosanna Saccomanni, *Biamonte,*

Cairo and Shortreed

Dr. Ronald T. Scrimshaw, *Kee Tas Kee*

Now Tribal Council

Gary Severtson

J.R. Shaw, *Shaw Communications Inc.*

Bill Smith, *Bill Smith & Associates Inc.*

Roger Soucy, *Petroleum Services*

Association of Canada

Nancy Southern, *ATCO Group*

Robert Stollery*, *Stollery Children's*

Health Foundation

Janis Tarchuk, *Minister of Children's*

Services, Government of Alberta

Lori Topp

Ron Triffo, *Stantec Inc.*

Peggy Valentine

Peter Valentine, *Calgary Health Region*

Alice Wainwright-Stewart,

Lakeland College

Dustin Walker, *Grand Centre*

Middle School

Dr. Robert Westbury, *TELUS*

Jim Willoughby

Dick Wilson

*In memoriam



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