

Making Alberta a great place where young people can thrive

Alberta's children and youth are Alberta's promise. They are tomorrow's doctors, employees, business and community leaders, artists, entrepreneurs, innovators, moms and dads. They will become the active and engaged citizens who will further enrich a great province — and benefit every family, business and community in Alberta.

Alberta's Promise is the catalyst for innovative partnerships that create the environment in which our province's young people thrive. We bring together people, businesses and non-profit organizations passionate about helping kids realize their potential.

Every family, business, agency and community in Alberta benefits when we work together to keep our promises to our children and youth



Our FIVE Promises

A Healthy Start	I promise to nurture the growth and well-being of children in their early years and to support parents.
Caring Adults	I promise to provide support and guidance to children and youth through mentoring, coaching and volunteering.
Lifelong Learning	I promise to inspire a passion for knowledge and skill development throughout life; in the classroom, in the workplace, in the community.
Child and Youth Friendly Communities	I promise to help provide safe, caring communities in which children and youth can grow.
Opportunities to Contribute	I promise to support children and youth to become active citizens, innovators and leaders in their communities.

Premier's Council on Alberta's Promise

Chair

The Honourable Alison Redford, Q.C.

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Building for the Next Decade

Inspiring Partnerships for Alberta's Children and Youth



Annual Report 2012



ALBERTA'S PROMISE

Message from the Premier of Alberta



The Honourable Alison Redford, Q.C.
*Premier of Alberta
Chair*

Alberta draws its strength from its people and communities. The quality of life and breadth of opportunity we enjoy reflects the efforts and achievements of many generations. It is a legacy passed on to today's young people, and with it an invitation to enrich a province in which everyone wants to live, work and raise families.

Children and youth hold the promise of our shared future. By ensuring they have the best and healthiest start in life, we help our entire province reach great heights. We recognize that their potential is our province's potential, and Alberta is the only province in Canada to enshrine a promise to children and youth into legislation. We also recognize that all Albertans have a stake in ensuring our young people have every opportunity to realize their dreams.

I am honoured to chair Alberta's Promise as it brings people and organizations together to forge partnerships that make a difference in the lives of children and youth. Thank you to the members of the Premier's Council, people from across the province who volunteer to lead this vital organization, and to the Promise Builders, Promise Agencies and Promise Communities who support initiatives for Alberta's young people.

Message from the Minister of Human Services



The Honourable Dave Hancock, Q.C.
Minister, Alberta Human Services

You need only look at Alberta's schools, communities, families and playgrounds to see Alberta's promise: our children and youth. We live in a dynamic province with a young population, and strive to give young people every opportunity to become successful, productive citizens.

Alberta's Promise and its many business, non-profit agency and community partners across the province, seek to support children and youth to realize their potential. This is an important facet of our ongoing work to develop a social policy framework and to provide a basis for collaborating and identifying new ways to achieve our shared goals.

I am honoured to be part of Alberta's Promise and to encourage the efforts of partners who support initiatives that value and nurture children and youth. Today's young people will be our leaders of tomorrow, the people who will grow our businesses, strengthen our communities, preserve our environment, celebrate our artists, and affirm Alberta's place on the national and international stage. I look forward to supporting and celebrating Alberta's Promise.

Message from the Premier's Council Vice-Chairs



Bernie Kollman
*Vice-President,
Public Sector Alberta, IBM
Northern Alberta Vice-Chair*



Sue Riddell Rose
*President,
Perpetual Energy, Inc.
Southern Alberta Vice-Chair*

Ten years ago, Alberta made a promise: to ensure Alberta's kids have what they need to reach their full potential. Growing up in a province where we as individuals, and as collective groups of businesses, communities and agencies, commit to deliver on promises to help give our kids the opportunity to dream big and see those dreams become reality. Children and youth will get a healthy start in life; be surrounded by adults who care about them; be encouraged and supported to pursue their passions; live in communities that are safe and welcoming, and that support them and their families; and be given the opportunity to learn and grow to become active citizens, innovators and leaders. That is Alberta's Promise.

We can't think of a better investment in Alberta's future than the one we make today in our children and youth. That's the kind of investment being made by Alberta's Promise and more than 1,300 partners that are working together across the province.

What makes it most remarkable is that it has a multiplier effect. Investments in our children and youth will pay dividends for every young person, family, community and business for generations. Kids who have the opportunity to achieve their full potential grow up to become our teachers, tradespeople, corporate, political and community leaders, caregivers, and moms and dads. They create new businesses, join the workforce, inspire their families and help develop our cultural voice. They strengthen Alberta and are the driving force for an optimism and energy that is a beacon for people from around the world, attracting the best and brightest to live and work here.

We're delighted to join with colleagues from across Alberta who are passionate about celebrating and encouraging young people. Our goal, our promise, is to help give them every opportunity to pursue their hopes and dreams.



ALBERTA'S PROMISE
Inspiring Partnerships for Kids

Message from the Executive Director



Ruth Copot
Executive Director

"Hitch your wagon to a star." Ralph Waldo Emerson's words ring true at Alberta's Promise. When we help kids aspire to do great things, we hitch our little red wagon to Alberta's stars: our children and youth.

In the almost 10 years since Alberta's Promise was founded, the world has changed dramatically. So has Alberta. We live in a more connected, diverse and energized province. This presents us with myriad opportunities to create an environment in which our children and youth can realize their potential.

Building on the feedback from stakeholder research, we strengthened our organization to meet the challenges of the next decade. Throughout the year, we created a strong foundation for Alberta's Promise to address future needs by:

- developing an action plan to better engage partners across the province who support children and youth, including:
 - » the 41 members of the Premier's Council who lead Alberta's Promise, and
 - » more than 1,300 Promise Partners (Builders, Agencies and Communities)
- facilitating consultations with leaders of Cold Lake and Grande Prairie to help identify and address priorities for children and youth in their communities
- raising awareness and recruiting new partners to help address the needs identified by partner communities
- disseminating Alberta Mentoring Partnership information to partners to help raise the awareness of the impact of mentoring on children and youth and the need for more mentors across the province
- working with the Ministry to identify areas of greatest need to support kids in Alberta and initiating research to help inform Partners' investment decisions
- finalizing strategic plans, creating our roadmap for 2012 and beyond by:
 - » affirming the Five Promises to Alberta's children and youth
 - » renewing the commitment of the Premier and the Minister of Human Services
 - » strengthening stakeholder communication, including confirming the little red wagon as a core asset and its value as the key symbol of our partners' commitment to kids

Going forward, we will further build on these achievements by:

- continuing to put our strategic planning into action
- focusing on engaging small to medium-sized businesses and rural communities
- renewing the leadership and engagement of the Premier's Council
- celebrating the great work being done by Alberta's Promise Partners
- strengthening our relationship with the Alberta Centre for Child, Family and Community Research, adding to a growing body of knowledge about evidence-based practices for supporting children and youth
- continuing to promote mentorship and its benefits to individuals, organizations and young people who take part
- facilitating strategic, evidence-based investment matches between Builder, Agency and Community Partners

It is often said that it takes a village to raise a child. In Alberta, we believe it takes a province to raise great kids. That's Alberta's Promise — and our plan for the future.