

# Alberta's Promise Annual Report 2009

*Since 2003, Alberta's Promise has facilitated relationships that drive resources and support to children and youth programs across the province.*

*Alberta's Promise encourages corporations, not-for-profit agencies and communities to direct more resources (financial, gifts in kind and volunteerism) to child and youth programs in Alberta. The invaluable support that Alberta's Promise Partners provide helps promote the growth of our children and youth into healthy adults.*

*Alberta's Promise supports the government's priorities of promoting strong and vibrant communities and improving the long-term sustainability of Alberta's economy.*

***Mission:*** *To maximize the value of children and youth programs by leveraging the synergies between our partners.*

***Vision:*** *Alberta's Promise will be the catalyst for **innovative** partnerships that promote the growth of our children and youth.*



# Innovate

**Collaboration** is an important aspect to the success of Alberta's Promise partnerships. Working together, Promise Partners have combined their efforts to produce unique programs that will ultimately benefit the children and youth of Alberta.

Since 2003, Alberta's Promise has helped foster more than 1,164 partnerships between companies, agencies and communities that have committed to brighter futures for our province's children and youth. In the new fiscal year, the number of Alberta's Promise partnerships has increased to more than 1,175.

**Promise Agencies:** Providers of services and resources directly to children and youth. 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 and youth by providing financial contributions, gifts in kind, volunteers, and by 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.



UFA Co-operative Limited raised funds and valuable awareness for Alberta's Promise Partner KidSport Alberta at eight centennial events throughout the province during the summer of 2009.



Husky announced a gift of \$1.5 million to establish the Husky Energy Chair in Child and Maternal Health at the Alberta Children's Hospital.



McHappy Day® 2009 raised over \$298,000 in Alberta, proceeds were donated to Alberta's Promise Partners.



112 refurbished computers were donated to Alberta's Promise Agencies totaling approximately \$22,400.



Locations throughout Alberta coordinated in-store customer awareness campaigns and displays in support of the Alberta's Promise mission.

FOR FURTHER EXAMPLES OF THE WORK OUR PROMISE PARTNERS ARE DOING TO HELP KIDS IN OUR PROVINCE EXCEL, VISIT [WWW.ALBERTASPROMISE.ORG](http://WWW.ALBERTASPROMISE.ORG).

# Collaborate



Alberta's Promise, its partners and stakeholders all proudly **participate** in provincial initiatives that benefit our children and youth. This year has been about renewal for the program and its continued ability to serve its partners and our youngest generations.

### Legislative Extension

On November 4, 2008, Alberta's Legislative Assembly approved the extension of the Premier's Council on Alberta's Promise Act for an additional five-year period. Alberta's Promise will use these next five years to continue helping to inspire positive outcomes for the children and youth of our province. This extension of legislation reflects the Government of Alberta's desire to continue the great work of this unique program.



### Partnership Renewal

In 2009, Alberta's Promise conducted a Partnership Renewal Campaign among its then 1,164 partners. Each Promise Partner was asked to recommit their support to Alberta's children and youth by renewing their Alberta's Promise partnership for the extended legislated time period. The Partnership Renewal Campaign achieved a 94% renewal rate, exceeding the original projected goal of 90%.

### Partner Commitment Measurement

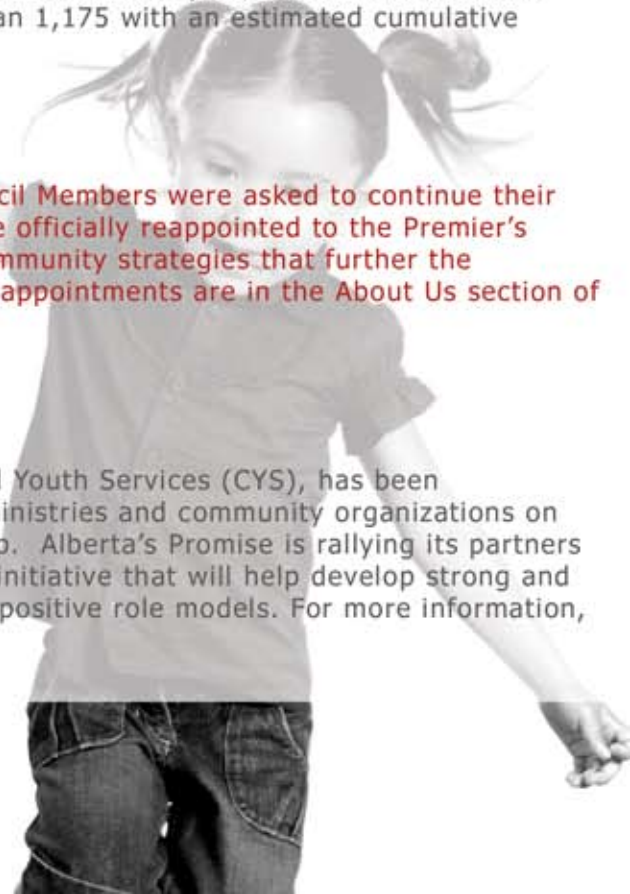
Coinciding with the renewal of partner commitments to Alberta's Promise, each partner was asked to provide a measurement of their commitment and investment to Alberta's child and youth sector. Between 2003 and 2009, it is estimated that Alberta's Promise funding partners will have cumulatively invested more than \$250 million into child and youth not-for-profit charities across the province. In the new fiscal year, the Alberta's Promise partnership base has already grown to more than 1,175 with an estimated cumulative investment of more than \$300 million.

### Premier's Council Renewal

In June 2009, Alberta's Promise Premier's Council Members were asked to continue their role for another three-year term. Members were officially reappointed to the Premier's Council to help promote the development of community strategies that further the well-being of Alberta's kids. Renewed member appointments are in the About Us section of this report.

### Mentoring

Alberta's Promise, as a program of Children and Youth Services (CYS), has been collaborating with representatives from other ministries and community organizations on the province-wide Alberta Mentoring Partnership. Alberta's Promise is rallying its partners and Premier's Council Members to support this initiative that will help develop strong and healthy communities where young people have positive role models. For more information, visit [www.albertamentors.ca](http://www.albertamentors.ca).



# Participate

**Cooperation** between all sectors within our province is essential to what makes Alberta's Promise successful. Our Promise Partners, the Premier, the Minister of Children and Youth Services and Premier's Council Members all realize the value of ongoing cooperation, and work together to help our province's children and youth.



Premier Ed Stelmach, Chair  
Marie Stelmach, Honourary Chair

Ed Stelmach  
Marie Stelmach

*Albertans understand that the wise management of our natural resources is critical to the prosperity of our province. However, the key to Alberta's long-term sustainability is our greatest resource – our children and youth.*

*Strong children and youth mean a strong future for Alberta. Every child has the right to reach his or her full potential, which is what makes Alberta's Promise so important.*

*The Government of Alberta is pleased to support this initiative. That is why during the Fall 2008 Legislative Sitting, the Alberta Government renewed the Premier's Council on Alberta's Promise Act for another five-year term.*

*It is an overwhelming statement to the value we all place in our children and youth that in the past year, more than 94% of all Alberta's Promise Partners renewed their commitment to 2013. Additionally, Premier's Council Members have been reappointed for another three-year term. This resounding show of support has us looking forward to collaborating with partners and members of the Premier's Council to continue creating safe and vibrant communities for Alberta's children and youth.*

*In a province that embraces the freedom to create and the spirit to achieve, we are making the path from today into the future, wide enough for all Albertans to realize their dreams.*



Janis Tarchuk,  
Minister of  
Children and  
Youth Services

Janis Tarchuk

*Since 2003, Alberta's Promise has had an incredibly positive impact on the lives of children, youth and families who need assistance to reach their full potential.*

*Alberta's Promise's work is important to Alberta's Ministry of Children and Youth Services. It is key to assisting the ministry in achieving our business plan goal of giving communities the capacity for shared planning and delivery of services that promote the well-being of children, youth and families.*

*Alberta's Promise not only engages new partners, but also plays a large role in advising the funding community about where their resources can potentially be invested for the greatest impact.*

*Alberta's Promise is one of 29 partners who have come together to build sustainable mentoring across Alberta. The Alberta Mentoring Partnership is working to achieve their vision of ensuring that every child or youth at risk who needs a mentor will have access to a mentor. I encourage the Premier's Council and all Albertans to learn more about mentoring and how to make a difference in the lives of our province's youth.*

*Together with Alberta's Promise, we can make a difference in the lives of Alberta's children, youth and families.*



Sue Riddell Rose,  
Southern  
Vice-Chair

Sue Riddell Rose

*I am grateful for the opportunity to work with the talented and committed Alberta Promise team as well as the many business, foundation, agency and community leaders from across Alberta who, as Premier's Council Members, are passionate about helping children and youth reach their full potential.*

*Alberta's Promise assists not-for-profit agencies in building their sustainability. As a facilitator for accessing resources, we help organizations become more effective and industry savvy by connecting them with corporate partners, and keeping them connected to other not-for-profits.*

*As a parent, member of the corporate community, champion for charitable work and Premier's Council Member, I recognize the need Alberta's Promise fulfills. We owe it to Alberta's children and youth to continue creating an environment where they can thrive.*

*Being part of the Premier's Council has given us the chance to play an important role in the development and growth of Alberta's children, youth and families. It is a huge responsibility, and an honour, to represent Albertans. We are fortunate to be part of improving the quality of life for our province's children and youth.*



Ken Dropko,  
Executive  
Director (Acting)

Ken Dropko

*Alberta's Promise's ability to bring together corporations, not-for-profits and communities to help increase opportunities for our province's children and youth is truly remarkable. Among its partner-base, the public and within the Government of Alberta, the program has developed a well-deserved reputation for helping children and youth reach their potential.*

*As Acting Executive Director, I have been privileged to see first-hand the impact Alberta's Promise's efforts have on our young people. I'm pleased at the success we have had over the past year and I'm excited to see new partnerships continue to emerge for the benefit of our children and youth.*

*Together with our Promise Partners, Premier's Council and Children and Youth Services, we are all proudly committed to the betterment of our kids. Through this spirit of collaboration and cooperation, programs that serve our young people will be supported, thereby ensuring a strong future for the next generations.*

# Cooperate



## Chair

Honourable Ed Stelmach, Premier

## Honourary Chair

Marie Stelmach

## Alberta's Promise Executive Director

Ken Dropko (Acting)

## Alberta's Promise Board Members

Bill Bannister, Northern Vice-Chair

Darwin Eckstrom

Karen Ferguson, Assistant Deputy Minister, Alberta Children and Youth Services

Ken Dropko, Ex-Officio

Jerry Joynt

Patricia Nelson

Sue Riddell Rose, Southern Vice-Chair

M. Carol Ryder

Keith Seel, PhD, CVA

Dustin Walker

## Alberta's Promise Staff

Lynn Byers - Senior Manager, Partnership Development

Shannon Cote - Partner Services Coordinator

Melanie Graham - Administrative Coordinator

Barb Morrison - Executive Assistant to Executive Director

Amber Northcut - Manager, Partnership Development

Will Tigley - Manager, Marketing Communications

Trish Weatherup - Partnership Development Coordinator



## Alberta's Promise Premier's Council Members (as of March 31, 2009)

BILL BANNISTER\*

LYLE R. BEST, Quikcard Solutions Inc.

RICK BRACE, CTV

WILF BROOKS

TREVOR BROWN\*

GARY G. CAMPBELL Q.C., Miller Thomson LLP

HUGH CAMPBELL, Edmonton Eskimos Football Club

DENISE CARPENTER, EPCOR Utilities Inc.

DENNIS CHINNER, RBC Dominion Securities Inc.

SHEEHAN CHOWDBURY\*

STRATER CROWFOOT, Indian Oil & Gas Canada

PATRICK D. DANIEL, Enbridge Inc.

JACK DONAHUE, Donahue Wells

DARWIN ECKSTROM, Northern Alberta Institute of Technology

MURRAY EDWARDS, Edco Financial Holdings Ltd.

BRIAN FELESKY, Q.C., Felesky Flynn LLP

MEGAN FESTER\*

CHARLIE FISCHER\*

JOAN FORGE, Forge Ahead Communications

ROSS GLEN\*, RGO Office Products

DOUG GOSS\*, Bryan & Company

FRED GREEN, Canadian Pacific Railway

LEANN HACKMAN-CARTY, Blue Heart Consulting Ltd.

RICHARD F. HASKAYNE\*, OC, AOE, FCA, Haskayne & Partners

JOAN HERTZ BENKENDORF

LINDA HUGHES, University of Alberta

JERRY JOYNT

DARYL KATZ, Katz Group of Companies

KEN KING\*, The Calgary Flames

BERNIE KOLLMAN, IBM Canada Ltd.

JOHN LAU, Husky Energy Inc.

MARY LOU LEINS

AUDREY LUFT\*, Manpower Services

CRAIG MARTIN\*, Sun Media Corporation

ASHIF MAWJI, Upside Software Inc.

PAT MCDOUGALL

SEAN MCMASTER, TransCanada Corporation

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 of Advanced Research

PATRICIA NELSON, Calgary Health Trust

MARGARET NEWALL, Prairieaction Foundation

ERIC NEWELL

CAL NICHOLS, Edmonton Investors Group Ltd.

FAY ORR, Alberta Children and Youth Services

TARYN PENRICE\*

DR. BRUCE PERRY

IAN REID

CHARLOTTE ROBB, MGOE Advisory Services

SUE RIDDELL ROSE, Paramount Energy Operating Corp.

M. CAROL RYDER, White Iron Inc.

ROSANNA SACCOMANNI, Biamonte Cairo and Shortreed

DR. RONALD T. SCRIMSHAW\*, Kee Tas Kee Now Tribal Council

KEITH SEEL, PhD, CVA, Institute for Nonprofit Studies, Mount Royal College

GARY SEVERTSON

ROGER SOUCY, Petroleum Services Association of Canada

NANCY SOUTHERN, ATCO Group

HON. JANIS TARCHUK, Alberta Children and Youth Services

LORI TOPP

RON TRIFFO, Stantec Inc.

PEGGY VALENTINE

PETER VALENTINE, Livingston International

ALICE WAINWRIGHT-STEWART, Lakeland College

DUSTIN WALKER, Grand Centre Middle School

DR. ROBERT WESTBURY, TELUS Community Board Edmonton

DICK WILSON \*

\*Term ended March 31, 2009

2520 AMEC Place, 801 - 6 Ave. SW

Calgary, AB T2P 3W2

T: 403.297.7500

F: 403.297.6664

Toll-Free: 1.866.313.7500

email: [info@albertaspromise.org](mailto:info@albertaspromise.org)

Website: [www.albertaspromise.org](http://www.albertaspromise.org)

# About Us



ALBERTA'S PROMISE  
CREATING PARTNERSHIPS OF POSSIBILITY