



The Promise of Caring Adults

The Alberta's Promise commitment of **Caring Adults** is the promise "to provide support and guidance to children and youth through mentoring, coaching and volunteering."

By surrounding children and young people with caring adults, Alberta's Promise partners help kids foster a sense of belonging, build their self-esteem, and learn social skills and habits that lead to successful relationships in the home, school, workplace and community.

Caring adults really matter

Caring adults can be parents, extended family members, and informal mentors such as coaches, teachers and business leaders.

When lending support to a young person, caring adults share their knowledge and skills, listen to kids' perspectives, and create safe spaces that foster belonging and well-being. Research tells us that kids with a positive adult influence in their lives are:

- More likely to achieve high academic performance and participate in extracurricular school activities;
- Less likely to have behaviour problems in school or be bullied or victimized.

Alberta's Promise agency partners offer many programs and services that help kids realize their potential, such as:

- One-on-one and group mentoring programs;
- Group mentoring programs in school;
- Team sports and extracurricular activities;
- Home-away-from-home shelters and counseling.

Give youth the chance to achieve their goals with guidance from caring adults. Alberta's Promise can help.

Contact us at getstarted@albertaspromise.org or toll-free at 1-866-313-7500.

Employee volunteerism

Get your employees involved in the community and realize the value of a great investment in children and youth. Employee volunteerism has many benefits to your business, including:

- Improved employee retention and job performance;
- Employee skill development in the areas of communication, time management and relationship-building;
- Increased brand recognition and customer loyalty;
- Recognition of employees as positive role models and ambassadors for your business;
- Reduced absenteeism and improved work/life balance as employees contribute to causes that are important to them.

Be supportive and encourage employees to become caring adults in the community. You'll be helping employees grow their skills and their sense of well-being, all while developing the future workforce.

The Five Promises

Alberta's Promise helps businesses direct financial, time and in-kind resources to five key developmental building blocks needed by children and youth to reach their full potential in school, work and community:

1. **A Healthy Start**
2. **Caring Adults**
3. **Child & Youth Friendly Communities**
4. **Lifelong Learning**
5. **Opportunities to Contribute**

Learn more at www.albertaspromise.org/FivePromises.