

THE PROMISE

E-NEWS

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AGM Highlights Partner Success

Alberta's Promise held its Premier's Council Annual General Meeting on November 7. The event featured several guest speakers, including Premier Stelmach, Minister Tarchuk, and Nine Lions Development Consultant, Scott Decksheimer. Premier's Council members, Promise Partners, and other guests were presented with the state of the not-for-profit sector and the important role Alberta's Promise plays in promoting the well-being of Albertans.

The evening was a celebration of the achievements from the corporate community. Premier Stelmach thanked all Promise Partners for their creative work in realizing some \$139 million being invested by the private sector into child and youth not-for-profit charities across Alberta. He also expressed the government's commitment to extend Alberta's Promise's legislation for another five years in the spring of 2008.

"No one organization owns the passion to support our children and youth as it is a shared value we are all collectively responsible for," said Minister of Children's Services Janis Tarchuk. "It's gratifying to see so many partners sharing this vision to create a healthy next generation of Albertans."

The event gave voice to the kids of our province and showcased some of the outstanding work happening in our communities that are benefiting our children and youth. Guests received the Alberta's Promise 2007 Annual Report in its official release and previewed two Alberta's Promise Shaw TV vignettes featuring some of the people and organizations that have been impacted by Promise Partners' work.

The first partnership featured in the vignettes was the Kids in the Hall job training program that helps young people get a fresh start in life and overcome the hurdles blocking their success. This was followed by the ENMAX and Breakfast for Learning Alberta partnership that provided over 116,000 breakfasts to kids province-wide. These vignettes are just two of four that will be airing on Shaw channels in the coming months.

Premier's Council Northern Co-Chair, Bill Smith, topped off the event with awards given out for Promise Partners doing exceptional work for children and youth. The Robert Day Memorial Award recognized Promise Builder, Canada Safeway. The Scobey Hartley Memorial Award recognized Promise Agency, Kids Help Phone. And the Ralph and Colleen Klein Award recognized Promise Community, the Town of Drayton Valley.

For more information about our AGM please visit our website at www.albertaspromise.org.



Chuck Mulvenna, President of Canada Safeway; Sheryl Hayes, Regional Director in Alberta for Kids Help Phone; Premier Ed Stelmach; Nicole Nadeau, Deputy Mayor of Drayton Valley; Children's Services Minister Janis Tarchuk; and Alberta's Promise Northern Co-Chair, Bill Smith celebrate the good work Promise Partners are doing for Alberta's kids.

Alberta's Promise 2007 Annual Report

Released in conjunction with the Premier's Council AGM, The Alberta's Promise 2007 Annual Report highlights just a few of the partnership success stories achieved over the past year.

The report also provides an overview of Alberta's Promise, outlines the state of the not-for-profit sector and examines the measurement of Promise Partners' impact on the child and youth sector.

We have heard from kids about the impact Promise Partners have had on them and our Annual Report reflects their voice. They have all given a resounding thank you and this report is a celebration of the tireless efforts of partners, government and the collective responsibility we all share in giving our kids more opportunities to grow into happy, healthy adults.

As per the Premier's Council on Alberta's Promise Act, the Premier tabled a copy of the Annual Report before the Legislative Assembly on November 27. This report will continue to be an important document

that outlines the impact of Alberta's Promise and its partners as we seek to extend our legislation for another five years in the spring of 2008.

To view the 2007 Annual Report please visit www.albertaspromise.org.

General Colin Powell Visits Alberta

Alberta's Promise was a proud supporting partner of the Calgary Chamber of Commerce's presentation, An Evening with General Colin Powell, on November 7. Through his role as the Founding Chair of America's Promise Alliance, General Powell's thoughts on leadership and engaging our youth were insightful for the audience of nearly 1,800, many of whom included Alberta's Promise Partners.

General Powell spoke in detail about America's Promise Alliance and the impact it is making on American youth. He and his wife, Alma, Chair of America's Promise Alliance, are passionate about ensuring that youth have the resources they need to become great kids and eventually great adults.

Alberta's Promise is modeled after the guiding principles of America's Promise Alliance to likewise help ensure that our children have the opportunity to realize their full potential. General Powell congratulated Albertans for their contributions to youth, and emphasized the importance of continuing to support our not-for-profit sector.

In an onstage thank you, Premier Stelmach presented General Powell with his very own Alberta's Promise Chuckwagon, specially designed for this event to recognize the common goal the two organizations share: providing our children and youth with the resources they need to lead happier, healthier and productive lives and to build a stronger society. The event also provided the Premier with another opportunity to officially announce to the corporate community the incredible impact of 1,124 Promise Partners on the child and youth sector and the government's commitment to renewing Alberta's Promise legislation in order for the program to continue making a difference in the lives of young Albertans.



Premier Stelmach thanks General Powell for inspiring Alberta's Promise with a specially designed Chuckwagon.

Updating Your Partner Information

The success of the Alberta's Promise program relies on developing and maintaining the organization's relationship with its partners. Understanding who our partners are and how to best communicate with them is essential to meeting their needs. As such, Alberta's Promise has revised its partner database to improve how we utilize partner information.

It is important to have the most accurate and up-to-date data on our valued Promise Partners and hope

that in the coming weeks you will be able to help us confirm your contact information so that we can serve you better. We will provide partners with the smoothest and easiest process possible, so June Breeze, a dedicated Alberta's Promise representative, will be contacting your organization to confirm partner details such as current contact information, contact preferences and options that allow you to better access our services. We ask that you please review your partner page on our website to ensure that your current information is accurate and up-to-date.

We want to maximize value in the Alberta's Promise program for all of our partners. As we near the end of our first five years of the program, we believe now is an opportune time to connect with partners to ensure we have the means to continue serving our province's future generations.

Premier's Council Youth Member - Inspiring Hope

On November 15, 2007, a cyclone hit Bangladesh. The damage was 'unimaginable'. More than 3,400 people died, but the Bangladesh Red Crescent Society suspects that the final death toll will be between 5,000 and 10,000.

A week after the event, Bangladesh announced that it received international aid offers for over \$140 million. The World Bank also offered \$250 million to relief aid. But despite the overwhelming support, there are still fears of disease and starvation growing in Bangladesh. Relief workers are racing against time to bring crucial aid to cyclone victims who have been without adequate food and water for a week.

People have been living out of makeshift shelters because houses have been completely demolished or washed away. Family members have been lost and many children have found themselves orphaned. There have been 30 child-friendly safe places set up within the area for children who find themselves in these frightening situations. These makeshift orphanages provide one hot meal a day and try to reduce the children's mental stress.

When I read about this event, it really struck a chord in me. So many people are affected by something so disastrous. Many of the people within the affected area live off of less than \$1 per day. This is a group of people who don't necessarily have the economic or political stability to make repairs and get life 'back to normal'. So, when the world responds with such vigor, it really gives me hope. And it makes me think of the world that I live in.

Alberta is a beautiful place. It really is a great place to live. And I have seen businesses and communities respond with vigor to the needs within our province, and it gives me hope. Just this month I attended the Annual General Meeting for Alberta's Promise and there I was able to catch a glimpse of some of the support that has been provided for the children within Alberta.

Breakfast programs have been implemented to provide healthy and nourishing meals for children in elementary schools, so their learning experience can be the very best it can be. Computers have been donated, self-help programs have been started.

Progress has been made. Efforts have been tangibly made to support the children of Alberta. And as I look out on the world, I see those efforts there as well. They are so important. And as a youth of Alberta, and of the world, I would just like to say thank you.

- Megan Fester, Alberta's Promise Premier's Council Youth Member

Brown Bag Masterpieces for Hungry Kids

Alberta's Promise Partner, Brown Bagging for Calgary's Kids Society, held their Kids Help Kids - You Can Too! campaign on October 25. The one day campaign sold thousands of one-of-a-kind brown bag masterpieces around Calgary. Each bag featured a hand drawn image inspired by the issue of child hunger. Created by school-aged kids, these unique pieces of art sold at a minimum donation of two dollars to support the Society's ongoing lunch programs.

This year's campaign raised over \$18,000 which will provide over 30,000 lunches to kids. It was also fortunate to have a key supporter in Catriona LeMay Doan who regularly helps out in the Society's kitchen preparing meals. She provided a strong voice for the cause by attending venues where the brown bag art was being distributed.

The campaign demonstrated how the youngest members in society can make a contribution to solve child hunger. The Society distributes over 4,000 lunches weekly and the art provided by Calgary kids will go a long way to addressing the issue of 30,000 children and youth in Calgary that currently attend school without the adequate nutrition.

"We don't believe that the solution to child hunger lies with any individual or any corporation or government," says Bob McInnis, Executive Director, Brown Bagging for Calgary's Kids Society. "It takes a village to raise a child and there are children who are hungry."

With the campaign finished for another year, Brown Bagging's work has just begun. Awareness and education around solutions for Calgary's hungry kids are important. For information on how you can support this Promise Partner, please visit them at www.brownbaggingit.org.

The Stollery Children's Hospital and Bell Announce a Unique Partnership

Earlier this month the Stollery Children's Hospital and Bell made a joint announcement regarding the funding of an Echocardiography Telehealth Outreach Program. This partnership between these Alberta's Promise Partners will see Bell contribute technology and \$500,000 worth of funding over the next three years to the program.

The Fetal and Pediatric Echocardiography Telehealth Outreach Program will enable healthcare professionals and patients in smaller communities throughout central and northern Alberta to gain access to world-class pediatric care in Edmonton, without the burden of travel. The program will provide remote access to the Stollery's advanced diagnostic tools and medical expertise in fetal and pediatric cardiology.

Echocardiography uses ultrasound waves to produce three-dimensional, real-time images of the heart and is a non-invasive method of examining abnormalities. Telehealth uses live interactive videoconferencing technology and high-speed telecommunications networks to facilitate patient consultation and professional education over large and small distances. The combination of these technologies, under the guidance of Echocardiography expert Dr. Jeffrey Smallhorn, greatly improves the diagnosis and treatment of patients from other health centres in Alberta.

The service will be delivered using the Alberta SuperNet, a high-speed network made possible through a partnership between Bell and the Government of Alberta. The SuperNet currently connects more than 4,200 government, learning, health library and municipal facilities and 429 Alberta communities.

"The generosity of Bell will make a difference in the lives of children and their families since this telehealth program will give more access to specialized pediatric care," said Health and Wellness Minister Dave Hancock. "Telehealth is an integral way of ensuring all Albertans have equitable access to effective, efficient and timely health services."

Health and Wellness Minister Dave Hancock commends the recent Bell and Stollery partnership during the public announcement.



Petroleum Services Association of Canada Contributes to Youth & Communities

The Petroleum Services Association of Canada (PSAC) finalized its 2007 scholarship and grants giving by awarding 15 students and 10 schools in Alberta and western Canada with \$1,000 each, for a total of

\$25,000 invested in the betterment of our future generation.

Scholarships were awarded to students pursuing post-secondary education in a multitude of disciplines including business, engineering, IT and various trades. At the same time, school recipients, located in communities with populations of 15,000 or less, received funding for a variety of enhancements to science, math and computer programs – including the purchase of microscopes, aquariums, Smartboards, computers, and other equipment.

The scholarship and grant program is funded by the PSAC Annual Education Fund Golf Classic – supported by the petroleum services industry. Each year, this program makes a difference to students and schools across western Canada, and is an important way for PSAC, its members, and the petroleum services sector, to make a difference for communities and youth by helping to foster the next generation of leaders.

PSAC is an Alberta's Promise Partner that cares about Alberta and its communities. For more information about PSAC, its scholarships and grants program, and a full listing of the 2007 award recipients, visit www.psac.ca.

Legacy Children's Foundation: New Programs for Kids

The Legacy Children's Foundation, an Alberta's Promise Partner, has recently increased their support to kids through several new programs.

The Foundation has engaged current and past Board Members to raise funds on behalf of disadvantaged children in Calgary. Each member of the Board is championing one of the previously designated Legacy Named Funds, while others, like Darrell and Carla Osadchuk, have created their own Legacy Family Fund.

A second Foundation project provides disadvantaged children and youth in Calgary with the opportunity to access musical instruments. The program encourages families to donate new or 'gently used' instruments to children and youth who would otherwise not have access to such opportunities.

To find out more about these Legacy Children's Foundation projects visit www.legacyfoundation.ca.

General News

- **A Welcome to Our New Employees:**

Trish Weatherup and June Breeze have recently joined the Alberta's Promise team. Trish is our new Partnership Development Coordinator. Trish has extensive knowledge of the not-for-profit sector, specifically as a fundraising professional, former event coordinator and communicator. June will be our new Database Coordinator who will be contacting all of our partners in the coming months to update their information. Both new team members are passionate about supporting child and youth initiatives and look forward to advancing the work of Alberta's Promise.

- **Upcoming Development Workshop:**

Edmonton Executive Breakfast Series: Developing Leadership Through Peer Learning:
Session #2: Trends in Fund Development - A FREE peer learning and networking series designed for executive directors and senior managers of non-profit organizations. This is the second in a series of three FREE professional development breakfast sessions in your area presented by Alberta's Promise in partnership with CentrePoint.

Location: Boys & Girls Club of Edmonton, 9425 109A Ave

Date: Thursday, February 7th, 2008 from 8:00-9:30 am

For more information, please contact trish.weatherup@albertaspromise.org, or by phone at (403)297-6665.

Don't forget to **add your events to our workshops and events calendar.**

Let us know how your events went. Email us your pictures and event summary at info@albertaspromise.org.

<http://www.albertaspromise.org/default.cfm?PageId=8482>

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