



E4C
Changing Lives • Growing Community

Envoy

Winter 2010

Places to Call Home

E4C uses the Housing First model to meet the needs of Edmontonians

Wikipedia defines Housing First as a “relatively recent innovation in human service programs and social policy regarding treatment of the homeless.

Rather than moving homeless individuals through different “levels” of housing, known as the Continuum of Care (from the streets to a public shelter and from a public shelter to a transitional housing program and from there to their own apartment in the community), Housing First moves the homeless individual or household **immediately from the streets or homeless shelters** into their own apartments.

Housing First approaches are based on the concept that a homeless individual or household’s first and primary need is to obtain stable housing and that other issues that may impact the household can and should be addressed once housing is obtained.”

This means that each individual is accepted at his or her starting point and no one is turned away because of issues that may have led to homelessness such as mental illness, addiction or other factors. This a key factor in E4C’s values and commitment to individuals.

In Canada today, we are seeing overlapping gaps, as multiple social systems -- including housing and healthcare -- crack under pressure. In response, Housing First was a pilot program in Toronto five years ago. It was so successful that the federal government has put \$110 million dollars towards a national research project on it. The five-city study done by the Mental



The first and primary need of a homeless person is stable housing. Once that is achieved, other issues can be addressed.

Health Commission of Canada, aims to make Housing First the cornerstone for ending homelessness in Canada.

At E4C, we believe that everyone deserves more than just a roof over their head. E4C is committed to providing and advocating for a range of affordable housing alternatives where those of modest incomes can have a safe, affordable place to call home. E4C also provides several avenues of transitional housing alternatives so that no one is left on the streets while permanent housing is being secured.

Trends have shown the “shelter” system to be overcrowded, meeting the needs of only a part of the homeless population. Shelters that are intended to be short-term solutions to an individual’s housing crisis are housing people for longer and longer periods of time as no other alternatives can be found.

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Message from our Chief Executive Officer

Tis the season to be generous -- how do we decide how much to give and where our money should go

Michael Farris, MS, CEO

In the last edition of the Envoy, we featured an article entitled *Stretching Your Charitable Gift - trends in fundraising in the not-for-profit sector*, highlighting what CBC had exposed as a trend in fund development - using professional fundraisers at an enormous cost. We highlighted E4C's fundraising costs -- a modest 5.6%.

The not-for-profit sector is under pressure. How do we meet the needs of those we help every day with growing costs and shrinking revenues? This sector relies greatly on the generosity of the community to do its good work. And in this sector, there are many choices for your charitable dollar -- around 83,500 organizations with a charitable number and another 80,000 with not-for-profit status.

Stats Canada says that in 2007 84%, or 23 million Canadians over the age of 15, made a financial donation to a not-for-profit or charitable organization. In 2007, individual Canadians donated \$10 billion. In 2008, the national average for an individual charitable gift was \$250 and most Canadians give approximately \$1000 per year to charities. That is a lot of little gifts to make up \$10 billion. Corporate Canada, it seems, is less generous with their gifts. In 2003, only 3% of corporations claimed charitable gifts and these donations only totalled \$1 billion. So fundraising rests on the shoulders of generous individuals to finance the good work done in the not-for-profit sector.

So how, as a donor, do you decide where your money will go? Stats Canada also reports that 77% of Canadians trust Canadian charities and most trust them a lot. Canadians also trust the leadership of Canadian charities. Only nurses and doctors are trusted more. In this same survey, the top 10 areas of service most trusted included social or human services.

Mark Blomberg, an expert in Canada Revenue Agency rules and in charitable giving, has written numerous articles on assessing charities for effectiveness. In an article on his website, www.donorsguide.ca, Blomberg suggests that one deciding factor may be overhead or administrative costs.

Funders are reluctant to fully cover these costs and donors are looking for the charity that directs the most money to front lines.

But Blomberg asks if overhead or administrative costs are **really** a good indicator of efficiency and effectiveness. "Transparency and accountability are expensive. Putting out an annual report takes time and money. Communication with stakeholders and other interested groups costs money. Having a website costs money. Having proper financial controls costs money ... Having an office with a proper filing system costs money," writes Blomberg

"It is cheaper to keep records in a basement and it may work until there is a sewage backup or basement flood. Trying to have a charity operate within the legal and accounting rules is more expensive than just ignoring them. Avoiding almost all legal and accounting fees may seem like a good idea until it results in a problem that requires an expensive solution. Paying people a living wage is more expensive than exploiting them. A large part of our society works for nonprofits and charities. If charitable organizations did not compensate their employees properly, ten per cent of our population would be worse off ...," Blomberg continues.

No one would expect a business or large corporation to operate without costs yet the charitable sector remains under the microscope in this regard.

At E4C, we rely on the collective generosity of individuals, corporations and foundations to bolster our budget. With shrinking government support and higher costs to deliver service, donations become an increasingly important part of our budget. This year, we need to raise \$1.8 million in donations to cover our costs -- about 16% of our total revenue.

So I ask you to give with your heart. Give because you know your donation **will** make a difference in someone's life. Your donation **will** help end homelessness, it **will** feed the hungry, it **will** strengthen families and it **will** build stronger individuals and communities.

Please give generously.



E4C's School Lunch Program and E4C's Elizabeth House receive funding from Edmonton REALTORS® Community Foundation

In early November, two of E4C's programs were the recipients of funding from the Edmonton REALTORS® Community Foundation. Elizabeth House received just over \$13,000 to replace flooring and E4C's School Lunch Program received continued support from the Foundation.

At a Grants Presentation breakfast, the REALTORS® Community Foundation returned \$300,000 raised by REALTORS® to 30 charities in Edmonton and area.

Foundation Chair Jaclyn Horne says, "this is the most exciting time of the year for REALTORS® as this is the day they know their contributions make a difference in the community. Our Foundation provides a wonderful opportunity for REALTORS® to give back to the community which is their home and workplace. The Foundation is grateful to be able to help make a difference in people's lives."

The REALTORS® Community Foundation provides support to charities working with shelter, homelessness, hunger, crime prevention and special projects. Since 1986, the Foundation has contributed over \$2.8 million to the community.

The REALTORS® Community Foundation is supported by REALTORS® and is recognized in the community for funding and assisting those in need. ☺



ERCF Executive Director, Jill Didow with Elizabeth House resident Cassandra and Program Manager, Terry McPhee.



School Lunch Program Coordinator, Arlene Thompson with Jill Didow, Executive Director, ERCF.



Give your lunch money for a week and feed hungry children

One in six children in Edmonton are living in poverty. E4C helps by ensuring that children are fed every day - through E4C's Snack Program and E4C's School Lunch Program.

We need your help! Each day, E4C's Snack Program provides nutritious snacks to over 5,300 children at high-needs schools. Over the course of the year, that is more than 1,000,000 snacks.

We are inviting you to give your lunch money for a week - or more if you can - to this vital program.

Donating is easy - simply go to CanadaHelps.org and make your on-line donation to E4C's Snack Program. Or you can go to e4calberta.org to download a donation form to accompany your cheque.

With your help, we are hoping to raise over \$30,000 with this campaign.

We urge you to give.



www.e4calberta.org





Under our Umbrella

At E4C, our programs are well known but the connection to E4C is often unknown or lost. Under our Umbrella will promote that link and will feature stories and highlights from E4C programs.

Elizabeth House Gets Fresh Look Thanks to KPMG

As a part of the United Way's Day of Caring Program, around 25 volunteers from KPMG spent the day at Elizabeth House, painting several bedrooms and the exterior metalwork. "This will make a huge difference in the lives of our residents," says Terry McPhee, Program Manager. "The paint was so worn and drab before." Residents of Elizabeth House served the volunteers lunch and the KPMG volunteers reported that this was a great day. They only "wished they could do more". ☺



Elizabeth House



Working with Saints - Mosaic Centre brings hope to the Fort Road Area



Mosaic Centre, located on Fort Road, in NE Edmonton, is a safe place where people facing poverty may turn for direction and mentoring. Mosaic Centre sees an average of 20 to 45 clients daily.

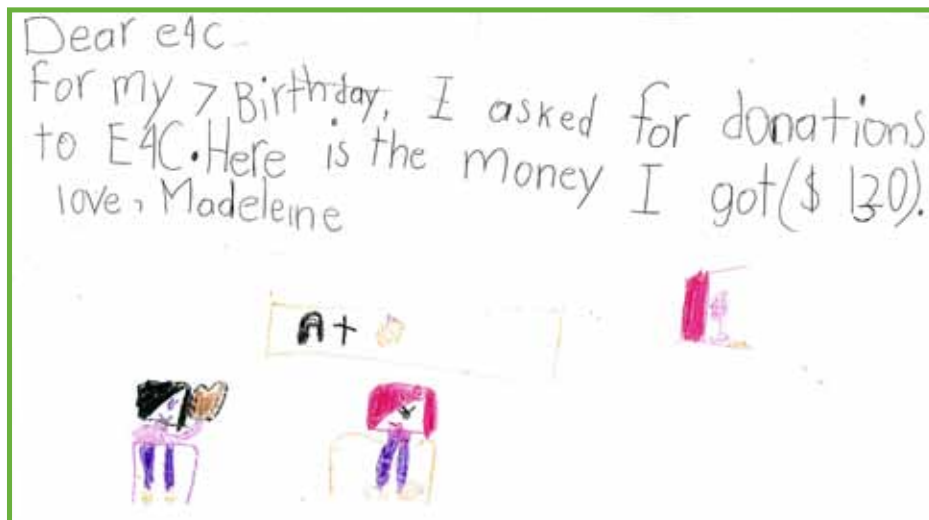
Every person has a distinct story with unique needs and dreams, therefore each individual has their own challenges and goals. We believe that every person is valuable and is entitled to a full measure of dignity and respect. We accept each person at his or her starting point and plan and work with them to build on their strengths, assets, abilities and capacities.

Mosaic Centre's operating budget is funded by donations. The four Mosaic partners, consisting of Emmaus Lutheran Church, Steele Heights Baptist Church, Trinity Christian Reformed Church and E4C, commit a monthly income totalling \$2000 per month. All other income comes through fundraising and personal donations.

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E4C's School Lunch Program Gets Money from Younger and Younger Sources

Last month, we highlighted Jack Heaps, an Edmonton 5-year-old who gave his birthday money to E4C's School Lunch Program. Recently, another generous kid donated her birthday money to feed hungry children. Madeline Carr donated \$130 to the School Lunch Program and sent this great picture. ☺





Sorting through your December mailbox

Planning your year-end giving

WWW.LEAVEALEGACY.CA

Text provided by Sue Nunn, Planned Giving Specialist

am in Debt -- an intriguing title. But why would a distinguished professor give a lecture about his sabbatical travels in Europe announcing that the trip had placed him in debt? Did he plan to take a collection?

Shortly into the address, his meaning became clear. Instead of talking about the sights and expenses of his trip, he told of the kindnesses people had offered along the way. And his sense of indebtedness.

When he was lost in Paris, a young man took time to personally lead him to his destination. In a village, an elderly couple invited him to their home for dinner. He told about the patience and helpfulness of a store clerk, a waitress, a policeman and others. One kind deed after another.

He said he returned home with an overflowing sense of gratitude. And with a desire to pay back his debt by expressing kindness to others -- especially strangers.

The professor continued. He spoke of the journey of life and the debt we all owe to parents and loved ones, to teachers and doctors and other professionals, to friends and kindly strangers, to organizations and institutions and other positive influences. "In fact," he said, "we are all terribly in debt. Our only reasonable response is to invest in individuals and organizations that need our help."

One of the reasons people give to E4C is to express gratitude and to "pay back" for value they received. Another reason is simply to express appreciation for benefits received elsewhere. They give to E4C to say "thank you" for kindnesses that have come to them along their journey of life. They know their gift to E4C is needed and appreciated.

Those Year-End Appeals

With roughly 83,000 charities in Canada -- and most of them seeking year-end contributions -- it is no wonder your mailbox

bulges with appeal letters as the calendar winds down. Seems like everybody wants your money! Sorting through the mail you find familiar organizations and some you don't recognize. You wonder, how did these people get my name?

As you consider the variety and intensity of the financial appeals you receive, we hope you will remember at least five things about us:

1. **We count you as part of our family.** Whether you are a recent friend or a long time supporter, we value your interest and involvement. We consider you a partner with us. You are part of our family. And together we share a common commitment, a common mission.
2. **We remain true to our mission.** As you know, our mission and values are central to this organization. We want you to know that we have not veered from this mission, nor do we intend to. We lay our plans, build our budgets and monitor our results to better achieve our goals. You can have confidence that we are "staying the course."
3. **We depend on your faithful giving.** Whether a small annual gift or a larger estate gift, we rely on your financial support to help us meet the needs of less fortunate Edmontonians. The more you give, the more we can do. It is that simple. Without you and our other supporters, we could not exist.
4. **We pledge financial fidelity.** We want to affirm to you that financial integrity is extremely important to us. We maintain strict accounting and reporting rules and our annual financial statement is always available.
5. **We offer personalized service.** Do you have appreciated securities or real estate that would make a tax-wise gift? Would you like to provide for more than one charity? For these and similar questions, we have a specialist to assist you.

As year-end appeals come and your thoughts turn more toward charitable giving, please support E4C. If your plans entail leaving a legacy to E4C, our planned giving specialist would be pleased to talk to you and your family. 🗨️



This holiday season, we thank you for your support and generosity throughout the year. Without your ongoing support, we could not provide courage, compassion, connection and commitment.

Thank you from the bottom of our hearts.



Under our Umbrella from page 4

Mosaic Centre is run by a dedicated staff of volunteer managers and mentors and one paid security staff. Several hundred volunteer hours have been accumulated at Mosaic Centre. Most of the items that the Centre has available to its clients are donated at the church level and through local schools. Items such as coffee, day-old pastries and cup of soup are donated by local coffee shops and donors.

The Housing First philosophy is the foundation for building a better life. We believe that providing people with a place to live and the necessary supports will help them to transition to a self-sufficient life. We believe that a person has more potential if they have a home that is safe with the capacity to care for their personal hygiene needs and nutrition.

Since opening our doors in November 2009, we have been able to help house 14 people from our community who were, due to a variety of reasons such as mental or physical health issues, addictions, abuse and exploitation, formerly homeless. With the generous support of Homeward Trust, Mosaic Centre has recently received funding to become a winter warming centre. This will allow us to operate every day and for more hours each day.

In addition to assisting with housing homeless individuals, we have built relationships and shared God's love through a hot cup of coffee and friendly conversation with more than 80 members of our community. Our clients are people who are homeless, mentally or physically ill or handicapped, drug and or alcohol addicted, sexually exploited, single parents, low income families, pregnant women and seniors on fixed income.

In 2008 Homeward Trust Edmonton reported that there were 3000 homeless people living in Edmonton including men, women, children, youth, seniors, people with disabilities and families. Mosaic is one piece of the puzzle in helping end homelessness in Edmonton. ☺

Linda Deveau, Mosaic Volunteer

Welcome Back - WEAC holds dinner to officially reopen the centre

Staff and residents were shocked when a roof fire caused significant damage to WEAC this past April. Although insurance covered the costs of the damage, E4C faced an increase to the insurance deductible. Thanks to the Stollery Foundation, these costs and that of the bed bug epidemic have been covered by a generous grant.



Women at the centre were welcomed back at a dinner held in the late summer. Catered by the Hotel Macdonald, this culinary feast was a celebration of the success of E4C's planning. No one was injured in the April fire and residents were quickly housed at other shelter sites in Edmonton.

This fall, the Womens Emergency Accommodation Centre returned to full capacity after repairs were done to the roof and damaged portions of this heritage building. ☺



Giving to the Community

Crossroads Outreach is looking forward to bringing a little hope to those who are less fortunate. This holiday season, Crossroads Outreach will be giving their clients something a little special. Mandie Denig, Program Coordinator hopes to hand out 75 packages to women who access this program.



Finding Success - Women Moving Forward changed my life

April Kaskimin credits E4C's Women Moving Forward with her success in achieving her goal of becoming a safety officer. The knowledgeable staff at WMF were instrumental in helping April access funding for her training and always encouraged her to pursue her goal, even though there were many challenges associated with being a single parent. E4C's Women Moving Forward utilizes an individualized and holistic approach to increase participants' capacity to become self-sufficient to the greatest degree possible, while acknowledging multiple barriers faced by the women using E4C's shelter programs. ☺



Making Families Stronger

On November 29th, staff from GAP stores will be coming to Alex Taylor to prepare gift hampers c food for distribution to families at holiday celebrations at Early Head Start throughout December. These events will combine traditional Christmas celebrations with an additional focus on other cultural traditions.



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The Edmonton Homeless Commission and the Edmonton Committee to End Homelessness, as well as the Alberta Government, have embraced Housing First. This initiative firmly believes that providing a person with a safe place to live is the foundation for building a better life. Instead of “managing homelessness” through emergency shelters and drop-in centres, the commission needed to change its approach. Housing First is part of this long-term solution.

Homelessness is expensive for governments. The hidden costs include more frequent hospital stays, ambulance services, emergency room visits and police services and incarceration. Costs of homelessness are estimated at \$134,000 per person per year in Alberta. The cost to supplement rent and to provide supports to this same population are only \$34,000 per person per year.

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The Alberta Government and the Committee to End Homelessness has a plan to end homelessness by 2019. The Ten-Year Plan to End Homelessness, found at www.housing.alberta.ca, “recognizes and supports community-led action on homelessness and aims to coordinate province-wide efforts. The Plan sets out a series of actions aimed at shifting the work of homeless-serving agencies, communities and governments away from simply managing homelessness, and towards ending homelessness through a Housing First philosophy.

Under this Housing First philosophy, investments are focused on three key areas:

- Rapid re-housing of homeless Albertans, moving them from streets and shelters into permanent housing.
- Providing client-centered supports to re-housed clients, helping them obtain the assistance they need to restore their stability and maintain their housing.

- Preventing homelessness through emergency assistance and by providing adequate and accessible government programs and services to Albertans.

The Plan for Alberta puts an emphasis on self-reliance. It also provides for a substantially lower-cost, long-term solution versus the status quo.

Most importantly, the Plan provides the opportunity to actually end homelessness in the Province. This will restore dignity for thousands of citizens, and inspire lasting pride in the hearts of all Albertans.”

This is a lofty goal for Alberta but is one that E4C has embraced for decades. Our innovative housing programs such as Meadows Place, Our Place, McCauley Apartments and Elizabeth House have always believed that safe, affordable, supportive housing is the grounds for success in life. Coupled with E4C’s other services, such as Women Moving Forward and the HUB collaboration, we are able to see homeless Edmontonians move from dependence to independent living.

Homelessness has many faces

Homelessness can affect anyone. It can be:

The family with children whose household income can’t afford rising bills.

The Albertan with a mental illness, addiction or physical illness who needs treatment.

The victim of family violence or abuse, who can’t go home.

The disabled adult with special needs and few resources.

Homelessness is a complex problem that results from a number of complicated issues. Each homeless individual or family has a unique set of circumstances.

Many of Edmonton’s homeless are able to obtain limited employment. Others are unable to work full-time due to mental illness, addiction or other issues. Some homeless are confronting multiple challenges that are creating instability in their lives.

They are all our fellow Albertans. Each of them should have a place to call home and access to support that will help them keep that home. Each of them should have a full measure of dignity, respect and compassion. 🌟

Under our Umbrella from page 6

CN will also be supporting two needy families this December by providing them with a total Christmas. Santa will arrive with a truckload of gifts and food to support these families.

Recently, the Edmonton Public Teachers Charity Trust Fund made a donation of \$8000 to the Early Head Start Program. This fund has been supporting this program for many years and this year's funding will go to enhancing the snack program provided at group sessions, to provide nutritional information to families, including a possible field trip to a grocery store, and to provide more cultural food and celebrations. ☺



Kids in the Hall Gala - a fun evening and successful fundraising

On October 1, 2010 Kids in the Hall held their annual Gala and Silent Auction. Over 200 people were in attendance and messages were delivered from Mayor Stephen Mandel and Kids in the Hall Program graduate, Melissa Yellowknee and current participant, Ryan McKinney.

A gourmet meal was prepared by Manfred Kalk of the Shaw Conference Centre and guests bid on live and silent auction items, where there was something for everyone. Notable guests included the Mayor and his wife, counsellor Linda Sloan, the Kipness Family and members of the Chamber of Commerce and E4C Boards.

The 2010 Gala raised about \$55,000 for the Kids in the Hall Bistro Program. ☺

The Lingnan Restaurant teams up with E4C to Feed Hungry Children

On January 18th, 2011, the Lingnan Restaurant and the Quon Family will be hosting a third party fundraising event for E4C's School Lunch Program. The Quon Family, who have been in the restaurant business

E4C Services Include



Nutrition and Community Services

Make Tax Time Pay, School Lunch Program, Snack Programs

Early Learning

ArtStart, Clareview Head Start, Early Head Start, Northeast Community Program

Transitional Services

Crossroads Programs, Elizabeth House, Mosaic Centre, Women's Emergency Accommodation Centre (WEAC), Women Moving Forward

Affordable Housing & Mental Health Services

Case Management Team, GC Place, Gold Nugget Suites, Holmes Place, McCauley Apartments, Meadow's Place, Our Place, Our Other Place, Sorensen Place, Stollery Place

Social Enterprise

Kids in the Hall Bistro Program, Shared Financial Service Project

Founded in 1970, E4C is a registered charitable human services organization. Our charitable registration is #13155 8140 RR001.

since the 1960s, are also the subject of a reality food show called *The Quon Dynasty*. This event will be documented for air on this television show and 100% of the proceeds will go directly to E4C's School Lunch Program. Tickets are \$50.00 (with a large portion tax deductible) and can be purchased by calling the Lingnan Restaurant at 780-426-3975 or by calling E4C at 780-424-7543 ext 144. ☺

The McCauley neighborhood is building a strong sense of Community

Newly hired David Prodan is working on community development in the McCauley area. McCauley Apartments is already active in this neighborhood and David, in partnership with the community, the Boys and Girls Club and the City of Edmonton is planning winter activities at the McCauley rink including a family skating schedule as well as a Learn to Play Hockey program. Other programming, such as floor hockey and games and crafts, are planned for at the Boys and Girls Club. If you are interested in more information or want to volunteer contact David at dprodan@e4calberta.org or by calling (780) 424-7543. ☺



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