



# Envoy

Fall 2008

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## E4C's Summer Snack Program Feeds Over 1500 Kids.



Once again E4C's Summer Snack Program was a phenomenal success. We provided 1528 snacks daily to children participating in 41 "Green Shack" Summer Playground Programs. The project fills the gap in the summer months left by the absence of school snack and lunch programs that run only during the school year.

The Green Shack Programs are offered every summer in playgrounds throughout Edmonton by the City of Edmonton. The programs are free and operate on a drop-in basis with activities geared for children aged 6 to 12 years. E4C's Summer Snack Program is an added component offered in high-needs, low-income neighbourhoods.

Snacks include milk/juice, muffins, fruit, scones, vegetables with dip, sandwiches, yogurt, crackers and cheese. For 39% of the kids, this snack was the first food of the day.

Much of the food for the project was generously donated by local businesses and organizations. Ongoing community support is essential to ensure it remains an effective, sustainable snack program. The support of our community partners is invaluable.

The staff of E4C's School Lunch Program and a strong core of volunteers prepare snacks for the children. We had 56 dedicated volunteers contributing over 320 hours of time in snack preparation

Volunteers are from:

- The Rotary Club of Edmonton Northeast
- Waiward Steel Fabricators
- E4C Lunch Program - School Lunch Attendants
- E4C Board volunteer
- Teacher at St. Francis of Assisi School
- Family members of staff of E4C Lunch Program
- Our Community

Donors:

- United Way of the Alberta Capital Region
- Misericordia Community Hospital – disposable serving ware
- Edmonton General Hospital – disposable serving ware
- Edmonton's Food Bank – variety of snack foods
- GM Community Wheels Program – use of van for snack delivery and food pick-ups
- Sobeys – large variety of produce



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If you have any comments or submissions for the newsletter please feel free to contact the Envoy editor, Judith Paquin at (780) 424-7543, 9321 Jasper Avenue, Edmonton, AB T5H 3T7 or email: [jpaquin@e4calberta.org](mailto:jpaquin@e4calberta.org)



## Words from the Chief Executive Officer

### “A Community of Purpose”

In the previous edition of Envoy, I wrote about child hunger and offered a proposal for ending child hunger in Alberta. If you missed this, I encourage you to read it through the E4C website, [e4calberta.org](http://e4calberta.org).

I suggest this to you because ending child hunger is so very doable; it would help change the very nature and character of our community. To make this happen, we only need to begin to think about what kind of community we want and to share that with others.

Imagine a life in which you are chronically hungry, sometimes hungry all day and every day – never fully fed. Imagine as well that this is an acceptable way of being in your home and in your community. As a child, you learn that this is the way life is – you don’t talk about it and the hunger never fully goes away. At every opportunity you find ways to get food – this becomes one of your primary thoughts – all day and most days.

Because you are never really fed for any length of time, you don’t have the same energy as other children, you can’t concentrate as well, you are sick more often. As you grow older, you have less and less success in school and eventually one day you just don’t go back. Maybe you find a job at minimum wage or begin to do casual labour. Anyway, your school years are behind you. You don’t have an education so you don’t expect much in the way of work and you don’t think of yourself as being very smart – maybe you can’t read or do math very well.

You learn that no one cares. You come to believe that things will never change or ever be very good for you. You become a statistic. You are a drop out. You are minimally literate. You have no real skills. You don’t have a good job or employment record. You will never have your own home. You don’t have a good job with benefits or a doctor and can’t afford medications. You use the emergency room when you get really sick.

We can imagine the rest of the story. Our studies and our statistics tell us that people who drop out and have literacy

issues and poor jobs are more likely to use or be the people of interest for:

- receiving social supports or to be homeless
- “abusing” emergency departments in hospitals
- being involved in substance abuse and addictions
- having contact with the police for property crimes, unpaid fines, bad debts, etc.

What if we imagined a community of purpose? Would we have the same scenarios? I think not.

If we thought about the community we would want, we would not have hungry children.

If children and families knew their community cared, we would have fewer people living in isolation and without hope.

Children who have adequate nutrition have better school success. Children who have better school success have better employment and income. People with better incomes use less social services and emergency services. The community spends less on emergency and social services. Taxes for these services drop.

What makes more sense?

Hungry kids who have poorer lives and whose lives draw on our resources for emergency and social services,

OR

**Kids who are fed and who have better lives and school success who become better employed and who contribute more to the community.**

Imagine a little bit more. Image how having no hungry kids might change the very mood and feel and character of our community. It is a very different world.

- Michael Farris

# Helping Hands...



What are you doing for others? This was one of Martin Luther King Jr.'s most urgent questions. We believe that everyone should be able to answer it definitively, especially now with many people in our city suffering and in need of helping hands. Among them are people involved in the sex trade industry. The women in the sex trade industry are sometimes only seen as street workers, escorts or masseuses, but they truly have many faces – mothers, daughters, sisters and wives. Let us not forget those beautiful faces.

Unfortunately, the average age of entry in prostitution is 16, but as reported so often in the news, much younger children are being exploited. Persons involved are subjected to terrible violence and abuse, physical and mental illness, drug and alcohol addiction, criminal persecution, poverty and homelessness. They often face stigmas from the community about why they pursue this lifestyle, as many believe it to be their choice. However, E4C staff member Gail Meek says, "We see the struggles of these women every day. No one is here by choice; it's the addiction, it's the abuse, it's the pimps that keep them here."

Many of those involved in prostitution often come from homes where there was emotional, physical and/or sexual abuse. Countless women have low self-esteem, mental illnesses, live in poverty or are homeless. Getting a 'real' job is not easy as it seems, especially when faced with these obstacles. The sex trade industry is often a last resort in order to survive. Many experience feelings of shame, sadness and guilt while performing sex acts and may use drugs as a coping method

to escape. Whether the addiction to drugs or alcohol existed prior to or after being involved in prostitution, the addiction cycle is tough to break. Unfortunately, many pay for their addictions by working in this industry.

“

We see the struggles of these women every day. No one is here by choice; it's the addiction, it's the abuse, it's the pimps that keep them here. ”

- Gail Meek, E4C staff member.

Thankfully, these women have advocates on their side, to work with them, be a voice for them, to provide them with safe housing and opportunities to get help. E4C's Crossroads is dedicated to providing youth a safe place to stay to escape the harmful affects of being involved or at risk of being involved in prostitution.

There are many dedicated individuals, and organizations who continue working to help those involved in prostitution find the means to escape this devastating, destructive lifestyle. What will you do to help?

- Crystal Finch,  
E4C Communications & Development Assistant

# Crossroads Downtown Re-opens Fall of 2008

**Crossroads Downtown will reopen this fall. It will provide safe, supportive transitional housing for adult women wanting to create a new life away from sexual exploitation or prostitution.**

E4C first started the Crossroads downtown program in 2001 with support from the Federal Homelessness Initiative. E4C recognized the importance of housing resources for sexually exploited and homeless persons and developed a transitional housing program for women involved with prostitution or at risk of sexual exploitation.

During its operational history from February 7, 2002 to May 31, 2004, Crossroads' transitional housing provided accommodation to 76 homeless persons wanting to leave prostitution or situations of sexual exploitation. 56% ceased their involvement in prostitution and demonstrated a more stable lifestyle. 37% moved to a stable independent or supported living environment being able to meet their basic needs and maintained their positive life changes for six months after moving out.

Operational funding was provided through Human Resources Development Canada and Edmonton Housing Trust Fund until March 31, 2004. Resident fees and community donations made up the remainder of operational revenue. Unfortunately, the lack of sustainable funding for the program led to the announcement of its closure on May 3, 2004. E4C officially ceased the operation of Crossroads' transitional housing program on May 31, 2004. After the closure, the four duplex units were leased to large families as affordable housing.

After years of advocacy efforts by E4C and the Prostitution Awareness and Action Foundation of Edmonton, the Edmonton Housing Trust Fund, with support from the City of Edmonton, approved operational funding for Crossroads Downtown in May 2008.

## Common Myths About Prostitution

*Prostitution is a victimless crime.*

*Prostitution is a deterrent to sexual crimes.*

*Prostitutes are from specific socioeconomic groups.*

*Prostitutes set themselves up for violence.*

The core of the program model is 'person-centered planning', which involves an assortment of methods and resources that enable people to choose their own path to success.

E4C recognizes that sexual exploitation and prostitution impacts individuals after they leave 'street life' in many ways. Crossroads Downtown will mobilize support and resources to influence the individual to sustain her decision to stop the sexual exploitation and to change her life.

Crossroads Downtown will provide the following services and assistance:

- Initial safe accommodation, food, emergency clothing
- Full support services and referrals for success in independent living
- 24hr individualized support services
- Assistance in developing self-care and independent living skills
- Connection and referral to additional supports
  - Counselling
  - Income security
  - Health
- Continued assistance through and after the transition to independent living
- Basic furniture and household goods needed for independent living
- Assistance in upgrading education
- Meaningful employment to earn and make positive financial choices
- Facilitation with family reconciliation
- Cultural sensitivity and/or reconnection

***This year Crossroads was chosen by the The No Room in the Inn committee for its 2008/2009 campaign. E4C is extremely grateful to this group which believes that everyone deserves proper housing. They support specific projects that house those who are most vulnerable. Support is given through donations from congregational offerings, but contributions from other individuals, agencies and faith groups are also welcomed. For more information about No Room in the Inn please go to our website at: [www.e4calberta.org](http://www.e4calberta.org) or phone Victoria at 424-7543 ext 116.***

# Thank You for Your Help!

## Brokers invest in Children's Futures

Alberta's Mortgage Brokers Association (AMBA) supported E4C's School Lunch Program during their 2008 Conference and Golf Tournament by auctioning off caddies and donating the mulligans. The AMBA raised enough funds to feed over a thousand children a nutritious lunch.

## Wesclean Hits the Greens fore E4C's School Lunch Program

On June 6th, 2008, Wesclean Equipment and Cleaning Supplies Ltd. held their 18th Annual Golf Tournament raising money for E4C's School Lunch Program. Wesclean matched dollar for dollar all donations made by the guest golfers. Thank you to Wesclean for ensuring our kids have Full Tummies and Hungry Minds.

## REALTORS' Community Foundation Rides for Kids

The Realtors & Friends Ride for Kids was a tremendous success! This fundraiser began in 2005 by the Realtors Community Foundation when a group of Realtors, who were motorbike enthusiasts, combined their joy of riding with raising money for kids. Since its inception, over \$125,000 has been raised in support of kids. This year, 35 riders made the 3 day journey from Edmonton to Golden, B.C. and then back home again, raising over \$50, 000 in support of E4C's School Lunch Program.

E4C would like to thank Jill Didow, Melanie Boles and Heidi Dirksing and all the volunteers from the Realtors Community Foundation for all the work they did to make this fundraiser a success.

## Upcoming...

Early Head Start is very excited to announce that they will be opening their fifth site during the week of September 22, 2008 in South East Edmonton. The program will run out of Sunrise Community Church and will offer services to the Millwoods community. For more information contact Early Head Start at 780.426.3666 or e-mail: ehs@e4calberta.org.

## CISN Away Hunger with E4C's School Lunch Program brought to you by Sobeys and Johnsonville Sausage

CISN FM will be broadcasting live on location at various Sobeys locations. Come down for a free barbeque!

Unless otherwise noted, all bbq's are from noon to 6:00 PM

Sat. Sept 20th – Terwillegar (2430 Rabbit Hill Road)

Sat. Sept 27th – Belmont (13504 Victoria Trail)

Sat. Oct 4th – Hawkstone (18370 Lessard Road)

Sat. Oct 11th Namao (9611-167 Ave)

Wed. Oct 15th Meadowbrook (3419-34 St) from 3-7 p.m.

Listen to CISN 103.9 on Wednesday mornings from 5:30 a.m to 11:00 a.m. from September 10th to October 15th as they broadcast live from six of the schools that participate in the School Lunch Program.

On these Wednesdays and Saturdays, Sobeys will be accepting donations. Come buy a "lunch bag" and support E4C's School Lunch Program!



Changing Lives • Growing Community

ph (780) 424-7543  
fax (780) 425-5911  
email [info@e4calberta.org](mailto:info@e4calberta.org)

9321 Jasper Avenue  
Edmonton, AB T5H 3T7  
[www.e4calberta.org](http://www.e4calberta.org)

# Making a Difference

## Volunteer Profile

### Jennifer Grimm



Jennifer Grimm had been searching for a charity with which to volunteer for a while, and when she read about ArtStart, she knew immediately it was the one for her. Jennifer passionately believes in its mission.

"All those art, dance and music lessons I was so fortunate to be able to take as a kid have shaped who I am today. Music, dancing and the visual arts are a big part of my life and add so much joy. When I think about all the kids in the program and what the mentorship means, I get teary. Giving these kids the exposure to these art classes allows them to discover talents, build confidence, create memories, and a cultural capital. It's an opportunity they wouldn't have otherwise and it's all thanks to ArtStart."

Jennifer feels it's important for her to volunteer because she has skills that could be put to good use in our community. She also likes contributing, getting things done, meeting new people and getting the "behind the scenes" experiences that she might not otherwise have.

Jennifer said that when she approached ArtStart about becoming a volunteer, she told them she had lots of experience with marketing, strategizing and putting on events.

On the other hand, she said she's also really good at stuffing bags! She feels that people don't need a specific skill in order to volunteer. "You just need to show up," says Jennifer, owner of LUX Beauty Boutique. "A well-run organization will match your assigned task to your particular talents."

When asked how she finds time to volunteer, Jennifer says, "Write it down on the To Do list!"

Jennifer's generously helped with marketing as E4C's ArtStart put together a 16-month calendar showcasing beautiful student artwork, photos of performances, along with some amazing photography.

A great deal of work went into planning and implementing this project, and with lots of help from many people, the calendar is completed and ready for distribution.

This is proof that just a few hours of one's time can provide ever-lasting change for another.

## ArtStart Calendar

The ArtStart Fundraising Calendar is now available for purchase!

Help support this unique E4C program for only \$10! The calendar is from September 2008 to December 2009 and is completed with bright and beautiful pictures showcasing ArtStart! This is a great stocking stuffer/birthday present/housewarmer that also will help children from low-income homes in Edmonton have access to the arts! Proceeds will go to buying art supplies, tools and musical instruments for the kids. Please



check the E4C website for a list of stores that will be carrying the calendar.

You can also contact Victoria at 780-424-7543 to purchase your calendar(s).

## E4C Services Include:

### Nutrition Services

E4C's School Lunch Program  
Snack Programs

### Early Learning

ArtStart  
Clareview Head Start  
Early Head Start

### Emergency & Transitional Services

Crossroads Downtown  
Crossroads Outreach  
Elizabeth House  
Women's Emergency Accommodation Centre (WEAC)  
Women Moving Forward

### Affordable Housing & Mental Health Services

Case Management Team  
G-C Place  
Gold Nugget Suites  
Holmes Place  
Macdonald Place  
McCauley Apartments  
Meadow's Place  
Our Place  
Our Other Place  
Sorensen Place  
Stollery Place

### Child & Youth Services

Crossroads House  
Kids in the Hall Bistro Program  
Northeast Community Program

Founded in 1970, E4C is a registered charitable human services organization.

Charitable Registration # 13155 8140 RR0001



**United Way**  
Member Agency

# Giving through E4C

## Your Gift and Your Name

Planned giving donors differ in their attitudes about recognition. Some people prefer anonymity. They want no announcements about their gift annuity or charitable trust or the endowment they established. They desire privacy. We respect these donors and honour their wishes.

Other donors want to be associated with their gifts. They embrace one or more of the following positive aspects of public disclosure.

### Gift Leveraging

It is possible for one gift to encourage additional gifts. Consider, for example, the influence of Mr. and Mrs. Hurst when they are publicly recognized for their commitment to include E4C in their wills. Mr. and Mrs. Rooker, who know and respect the Hursts, hear the good news and decide to make similar bequests.

### Value Statement

Permitting disclosure of a planned gift is a way to communicate personal priorities. A gift affirms the donor's partnership with E4C and lets others know that he or she believes in the values and mission of E4C. In short, planned giving is a way to get across to family, friends and others what the donor truly considers to be important.

### Gift Closure

Another reason to let your generosity be known is to give others the opportunity to express their gratitude – something that completes the giving cycle and provides closure. Some of us feel deprived when we're prevented from openly communicating our thankfulness.

Whether anonymity or announcement, we at E4C are careful to honour the desires of our donors. We know that making a planned gift is a personal matter and that convictions and tastes differ.

E4C's planned giving specialist will help you discover the most appropriate gift plan for you and whether to disguise or disclose the news.

## AN INSTALLMENT PLAN FOR CHARITABLE GIVING

When asked what one would do if they suddenly became wealthy, the most common answer was "give to charity." Many would like to do something financially significant for their favourite charities, but don't have the means right now. What if there was a way to make that significant donation over a period of time?



Frank, a long-time supporter of the lunch program and an E4C Visionary, passed away in 2006.

His legacy helps to provide 2,300 hungry children a nutritious lunch every school day.

For information about E4C Visionaries, contact Victoria at (780) 424-7543 ext 116 or email [vpowluk@e4calberta.org](mailto:vpowluk@e4calberta.org)

It's actually very easy to make just such a gift to charity using life insurance. Simply make charity the beneficiary and possibly the owner of a life insurance policy. Gifts of life insurance can make sense in situations where other types of gifts may not be desirable or even possible.

Often, especially for older policies, the original reason for buying the life insurance may no longer exist. For example, the policy may have been purchased to pay off a mortgage or provide college funds for children if something happened to the insured. This insurance is often still in effect (maybe even forgotten) even though the house is now paid for and the children are grown. These policies can easily be given to charity, with very little impact upon the donor's financial situation. Also, policies where charity is named as owner and beneficiary often make the best gifts for both donor and charity.

## WAYS TO GIVE LIFE INSURANCE

Gifts of life insurance — or changes of beneficiaries — must be indicated on the policy itself. You cannot name or change an insurance beneficiary in your will. With that in mind, life insurance gifts are easy to make, are very flexible and often involve very little cost to the donor.

Some of the ways:

Name charity as beneficiary of the policy. This designation may be revocable or irrevocable, and charity could be a primary, secondary, contingent or co-beneficiary. You generally will not receive a donation receipt for simply naming a charity as beneficiary. As with any revocable gift, if you can change your mind, there will be no tax credit.

Give charity a paid-up policy you already own. Naming charity as beneficiary and owner of a policy is an irrevocable gift and you will receive a donation receipt. The donation receipt is roughly equal to the approximate cash value of the policy at the time it is given away. Take care to use the correct legal name and location of charity to avoid confusion when the policy matures.

Give a policy that's not yet paid up. As above, if you name charity as owner and beneficiary of the policy, you get a donation receipt for any value in the policy at the time it's given to charity. You can also get annual donation receipts for paying the premium payments. Annual premium payments may be made either to charity or to the insurance company on behalf of charity and still qualify for the tax credit. Paying the premiums to charity provides a great opportunity to build and maintain a closer relationship between yourself and the charity.

Buy a new policy for charity. This is a cost-effective way of

making a sizable gift to charity. Like before, if the charity is owner and beneficiary of the policy, you will receive a donation receipt for the annual premium payments.

Replace a bequest with a life insurance gift. Instead of naming charity in a will, you create a life insurance gift naming charity as owner and beneficiary of the policy. Again, you receive a donation receipt for the premium payments.

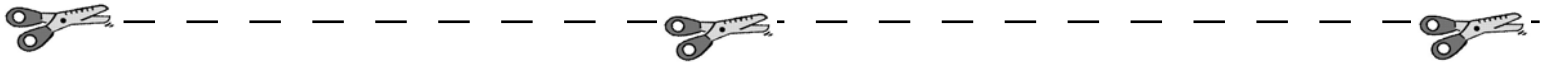
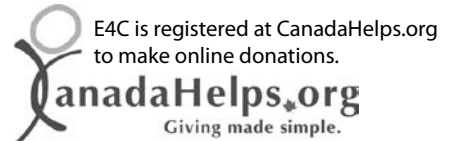
Giving life insurance can be a great way to do something significant for E4C, whether you want to give a little at a time or use an asset that you already have but don't need anymore. But as with any major financial decision, seek advice from your own tax and legal advisors, and get an appraisal of your policy's value before acting.

**THANK YOU FOR YOUR INTEREST AND CONTINUING SUPPORT OF E4C. FOR MORE INFORMATION ABOUT WHAT E4C IS DOING FOR OUR COMMUNITY, CALL VICTORIA POWLUK AT 780-424-7543.**

*Neither the author nor this organization is engaged in rendering legal or tax advice. Rather, this publication is intended to provide only information of a general character. Both provincial and federal laws may apply in certain situations, and may change periodically. For advice in specific cases, the services of an attorney or other professional advisor should be obtained.*



9321 Jasper Avenue  
Edmonton, AB T5H 3T7  
www.e4calberta.org  
ph (780) 424-7543  
fax (780) 425-5911  
email info@e4calberta.org



Enclosed is my tax deductible donation for:

\$50  \$100  \$150  \$200  \$500 \$  Other

Cheque  Visa  MC

Card Number: \_\_\_\_\_ Exp: Date \_\_\_\_\_

Gifts can be made:  One Time  Monthly for \_\_\_\_\_ months (Monthly gifts can be given via postdated cheques or credit card)

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Please contact Victoria about how you can support **E4C Visionaries**: vpowluk@e4calberta.org or call (780) 424-7543 ext 116.

Please complete and return this form to E4C in the envelope attached. Please make your cheque payable to E4C.