

Fall 2009

# Envoy



2 Words from the CEO

4 Mosaic Centre

5 Community Clean Up

6 Our Supporters

8 Giving

## Summer Snack Success Hundreds of Hungry Kids Fed by E4C

This year E4C's Summer Snack Program celebrated its 13th year of providing kids with healthy summer snacks. With over 1,600 kids registered at 41 parks in Edmonton, Summer Snack fills the gap left by the absence of school breakfast, snack and lunch programs.

By partnering with City of Edmonton Green Shack sites, E4C is able to get snacks to kids in high-needs areas. The snacks are delivered by summer staff members who the kids refer to as 'snack ladies'. Their arrival each afternoon is an exciting time at the playground. Kids look forward to the free snacks, but Wednesday or 'sandwich day' is a favourite. The summer staff said it was eye-opening to talk with the children and hear how beneficial the program is, especially knowing that the snack may be the only meal a child has in a day. Jade, a Summer Snack staff member, enjoyed her summer job. "I liked being able to provide snacks to children who may not be getting much food in their house. Seeing them so excited every day made me know I was making a difference in somebody's life."

Snacks are prepared each morning by volunteers and without their significant contribution the program would not be possible.



Many kids tried blackberries for the first time this summer thanks to E4C's Summer Snack Program.

**Continued on page 3**



Envoy is published by E4C

If you have any newsletter comments or submissions please feel free to contact the Envoy editor, Judith Paquin at [jpaquin@e4calberta.org](mailto:jpaquin@e4calberta.org), or by mail to 9321 Jasper Ave. Edm. AB T5H 3T7

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## Words from Michael Farris, Chief Executive Officer

### “Feeding our Hungry Children”

All children deserve to have decent food and adequate nutrition. A child with proper nutrition will develop better both physically and mentally than a child who is hungry. A child who has adequate nutrition will do better in school. A child who succeeds in school will do better in work and in life.

A person who does well in work and in life tends to contribute positively to the community. People who enjoy success in life are less likely to be troubled with addictions, poverty and homelessness. A community with lower rates of addictions, poverty and homelessness is a healthier, safer and a less expensive community to live in.

Canada is a wealthy, resource rich country. Alberta, even in comparison to other provinces, is still a wealthy, resource rich province.

#### **So, why do we have hungry children in our community?**

Not only does hunger still exist, but this year E4C's child food programs are being challenged like never before.

Last year E4C served about 450,000 meals to hungry children through E4C's School Lunch Program, Summer Snack and the School Snack Programs. Children in early learning programs, elementary and junior high were provided with nutritious meals and snacks that brightened their day.

The challenges we face in feeding children include the new recycling fee for milk containers implemented in June by the province. While it is important to encourage recycling, this new fee includes a non-refundable portion for milk only. We now pay over \$56,000 a year more to purchase milk, with over \$13,000 of that being a non-recoverable 1 or 3 cent levy. So even with our comprehensive recycling program, this already financially underfunded program must find a way to pay for this.

Currently, E4C's School Lunch Program provides lunch, including milk, to over 2,200 elementary students and

100 junior high students in high-needs schools every school day. We have been advised by the Provincial Ministry responsible for recycling to ask private business to waive these new fees as they will dramatically and adversely affect our ability to provide children with milk at lunch.

**Eliminating milk from school lunch is not an option; it is an integral part of child nutrition.** We need Albertans to become involved as true partners to respond to this challenge.

Another challenge School Lunch faces this year is a 15% cost increase from our food supplier for the production of lunches and the lunch delivery to school sites. This is a cost increase of over \$100,000 for the coming school year. Even with this increase our supplier is still the most cost effective supplier in the marketplace.

Combined with the recycling deposit and levy, our total cost increase for this school year is equal to the cost of providing a lunch program to an entire school of hungry children.

How do we find the money to cover these cost increases? Or do we tell a whole school that they are removed from the program because we can no longer afford to feed these children?

I am baffled by the very existence of this problem. Surely in a rich province, in a rich country, where we know that it makes more economic sense to feed hungry children than it does to pay for the cost of additional childhood illness, increased school failure, increased social issues.

#### **Why can we not meet such a basic challenge?**

E4C works with both the public and the separate school boards. We work with the United Way. We work with the City and the Province. We work with private donors, public and private foundations, and companies. We work with the REALTORS® Community Foundation. We work with churches. We work with service clubs. We work with families.

**Continued on page 3**

## Feeding our Hungry Children continued from page 2

We all know children should not go hungry. We know that allowing children to go hungry is a waste of human potential and possibility. So why aren't we doing more?

We need to increase our efforts to meet this challenge. We need increased support from our current partners and we need new partners to join with us. Hungry children in our community can be a thing of the past.

We must continue to feed hungry children now, but we are also working to build the capacity of people in poverty and people with food insecurity challenges. This takes time and a coordinated effort to build things like community gardens and local food cooperatives. It takes time to help parents without budgeting knowledge to build the ability to manage their own affairs. It takes time to build job skills and employability.

We need you to be a part of the solution. We need you to join with us in building a humane and an inclusive future. We need you to help us all make better decisions. Are you up to the challenge? Please join us and help make a difference.

**Donate. Volunteer. Be a voice for hungry children.**

- Michael Farris  
CEO



## Summer Snack Success continued from page 1



Kids at Belmont playground eagerly wait for snack time.

The Rotary Club of Edmonton Northeast provides a large number of the over 50 dedicated volunteers who contribute hundreds of hours to prepare snacks over the summer. Dr. Bernie Adler, a volunteer with the Rotary Club, has made snacks for over 10 years. Dr. Adler enjoys preparing the food and says, "I have many grandchildren and I am happy to know that I am helping prepare a nutritious snack for children in our communities."

Manisha Patel, E4C's Director of Nutrition Services, believes that the Summer Snack Program truly benefits kids in the summer months. "Many students are a part of the School Lunch Program during the school year; the Summer Snack Program provides a nutritional snack to many students who tell us they would otherwise not receive much of anything to eat. The snack helps to provide energy and active minds while the children play at the various park sites throughout the Edmonton area."

The healthy snacks are planned by a registered dietician to consist of items from at least two food groups. The snacks include foods such as muffins, fruit, sandwiches, milk, juice, yogurt, fruit, crackers, cheese, vegetables, cereal and fruit. Much of the food is donated by Sobeys and Edmonton's Food Bank, helping to ensure that the snacks are free for the kids.

The Summer Snack Program would not be able to provide the fuel for fun for hundreds of Edmonton's kids without the support of the following:

Edmonton's Food Bank, GM Community Wheels Program, Sobeys, GEM Catering (Covenant Health), United Way of Alberta Capital Region and many individual donors, and the many volunteers from the Rotary Club of Edmonton Northeast.

# Mosaic Centre: Working to Help End Poverty

## Local Churches, Community Members and E4C Form New Partnership

E4C is excited to announce our involvement with a new initiative fighting poverty in northeast Edmonton. Mosaic Centre is a new collaborative social care partnership doing ground level work with people in need in the Fort Road area.

The Centre aims to open later this year and plans on providing a range of services and referrals for housing, aid in combating addictions and resume development.

While many of these services are in Edmonton's downtown and inner city areas, Mosaic Centre hopes to reach those living in poverty outside the downtown core. Poverty and homelessness exist in all areas of our city and those involved with this project believe that services should be available to all people.

Working together, Emmaus Lutheran Church, Trinity Christian Reformed Church, Steele Heights Baptist Church, E4C and community volunteers formed the Mosaic Centre which aims to reduce the effects of poverty and homelessness.

Before E4C offered the new building on Fort Road, church groups, community groups, volunteers and concerned businesses were already offering services to those in need in Edmonton's northeast. Linda, a member of Emmaus Lutheran Church and a key volunteer working to move the Mosaic Centre forward said, "This new location will increase capacity and our ability to offer vital services to those in need."

The City of Edmonton has set a goal of ending homelessness in the city by 2020. E4C and those associated with Mosaic Centre are interested in working aggressively to pursue that goal. Please feel free to contact Mosaic Centre for more information or to get involved.



**Mosaic Centre**

Connecting People • Ending Poverty

12758 Fort Road  
Edmonton AB T5A 1A9

Phone: 780-722-3247  
Fax: 780-472-8587



On July 7, 2009 Starbucks and Buster's Pizza, both located on 153 Avenue, held a fundraiser for Mosaic Centre raising over \$1,200 in just two hours. Live music was provided by the band Intoning the Soul.

In the photo above volunteers who helped to raise money for Mosaic Centre, clockwise from bottom left: Kelly, Emmaus Lutheran Church; Enid Dufresne, Starbucks; Megan and Carol, Trinity Christian Reformed Church; Linda, Emmaus Lutheran Church and Monica, Steele Heights Baptist Church.



Raising money for in the fight against poverty are, from left: Monica, Steele Heights Baptist Church; Carol, Trinity Christian Reformed Church; Linda, Emmaus Lutheran Church; Sam El Kontar, Buster's Pizza, who hosted the fundraiser; Kelly, Emmaus Lutheran Church and Megan, Trinity Christian Reformed Church.

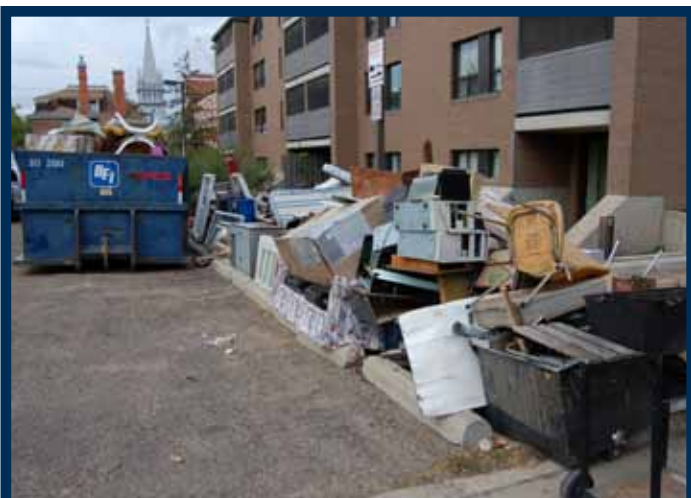
# McCauley Community Clean Up a Huge Success

By Andrea Chrapko  
Program Manager, McCauley Apartments

I've been working as the Program Manager of E4C's McCauley Apartments since April and when I was hired I was told that my first major project was to help plan and organize the Annual McCauley Community Clean Up which took place on June 6. I was more than a little nervous but I'd heard wonderful and amazing things about how the community anticipates this event and how the event epitomizes the ongoing process of renewal in the McCauley community. I was excited to get going on the clean up and it turned out to be better than I had anticipated.

The McCauley Community Clean Up is a 'big bin' community cleaning campaign taking place in the parking lot behind McCauley Apartments. Community members call ahead of time to schedule the pick up and disposal of large items at no cost to them. Volunteers scour empty lots and alleyways to collect loads of unsightly clutter such as couches, mattresses, tables, tree branches and more.

This year the campaign kicked off with an advertising blitz consisting of canvassing the community with flyers. One thousand flyers were distributed to local homes and businesses by volunteers. Not long after the flyers went out phone calls started to pour in from people wishing to schedule pick ups. In the three weeks before the clean up, over 100 telephone inquiries were received regarding this public service and 76 households scheduled free pick ups. On the day of the big event 80 community members came out to volunteer and help out. Nine volunteer drivers and trucks came out to assist with the pick ups. Through the



Many large and small items were disposed of at McCauley Apartments during the annual clean up.

efforts of our volunteers, seven forty-yard bins were filled as well as four thirty-yard bins. The day ended with the entire community being invited to a free meal provided by the Edmonton Host Lion's Club, and a volunteer appreciation raffle. Thirteen volunteers went home with gift cards from Tim Hortons and reusable E4C cloth bags.

As a newcomer to this community I am impressed with the sense of community pride shown by members of the McCauley area. Due to the dedication of local businesses and volunteers the McCauley Community Clean Up was a wonderful event, successfully infusing vibrancy



Drea consults with the a BFI driver during the clean up.

and renewal into one of Edmonton's least advantaged communities. Everyone laughed and socialized while working extraordinarily hard in a unified effort to rejuvenate the community. I was truly moved by how everyone came together to make this event the smashing success that it was. I can honestly say that I'm fortunate to have met so many amazing people from this community and I'm truly looking forward to my part in planning next year's clean up!

## E4C Needs Volunteers

E4C is always looking for volunteers to help out. As an individual, family, service club or community organization you can make a difference with your time and effort.

**To volunteer or find out more about volunteering visit [www.e4calberta.org](http://www.e4calberta.org).**

# School Lunch and Summer Snack Supporters

Many Edmontonians Contribute to the Success of our Essential Programs

## Summer Snack Volunteers

Thank you to all the volunteers who worked so hard this summer to make the Summer Snack Program possible. Volunteers from Petro Canada, the Rotary Club of Edmonton Northeast, University of Alberta students as well as many other groups and individuals showed their true community spirit by helping to provide hundreds of kids in Edmonton with healthy snacks.



## Riding to Support School Lunch

Bikers in Edmonton continued their tradition of generosity with the 2009 Ride for Kids. This year the ride left August 14th from Pointe West Honda Powerhouse in Edmonton with 23 motorcycle enthusiasts headed for Golden, B.C. via Jasper National Park. While the riders reported cool weather and just a bit of rain, everyone had a good time and arrived home safe August 16th.

Many who were unable to go on the ride contributed to the campaign each Wednesday throughout the summer at the Ranch Roadhouse through the purchase of burgers and door prize tickets.

E4C's School Lunch Program would like to extend a thank you to the REALTORS® Community Foundation, the Ride Committee, sponsors, and all who participated, supported and pledged a rider.

You can find the Realtors Community Foundation online at [realtorscommunityfoundation.com](http://realtorscommunityfoundation.com).

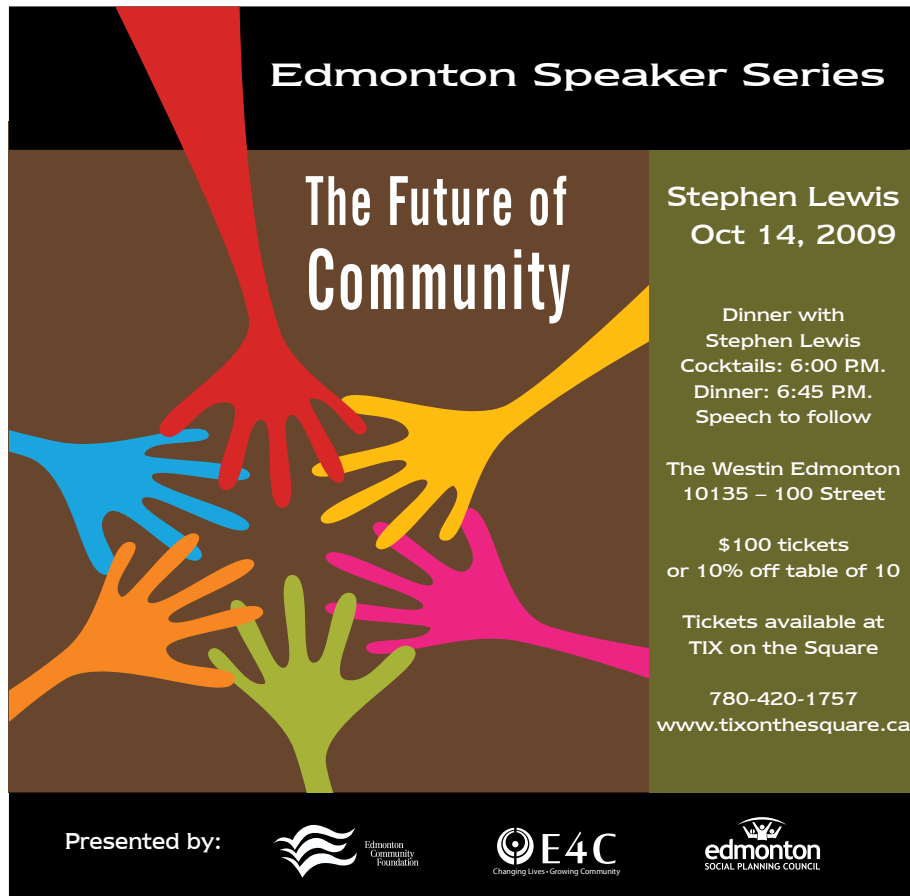


## Pancake Breakfast Supports Kids

Thank you to MLA Dave Hancock and everyone who attended his annual Edmonton Whitemud Capital-Ex Pancake Breakfast on July 23, 2009. Donations were accepted in support of E4C's School Lunch Program.



# Upcoming Events!



**Edmonton Speaker Series**

**The Future of Community**

**Stephen Lewis**  
Oct 14, 2009




Dinner with  
Stephen Lewis  
Cocktails: 6:00 P.M.  
Dinner: 6:45 P.M.  
Speech to follow

The Westin Edmonton  
10135 – 100 Street

\$100 tickets  
or 10% off table of 10

Tickets available at  
TIX on the Square

780-420-1757  
[www.tixonthesquare.ca](http://www.tixonthesquare.ca)

Presented by:   



**Kids in the Hall Bistro Gala**

Annual Dinner & Auction  
Friday, October 16, 2009

City Room at City Hall

Cocktail Reception & Five Course Gourmet Dinner

Tickets: \$200.00 each  
(includes a \$140.00 donation receipt)

To purchase tickets:  
Phone: 780-413-8060 ext 3 Fax: 780-423-7959  
e-mail: [events@kidsinthehallbistro.com](mailto:events@kidsinthehallbistro.com)

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

### Social Enterprise

Kids in the Hall Bistro Program

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

Charitable Registration # 13155 8140 RR0001



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# Change the world?

# Start here.

# E4C

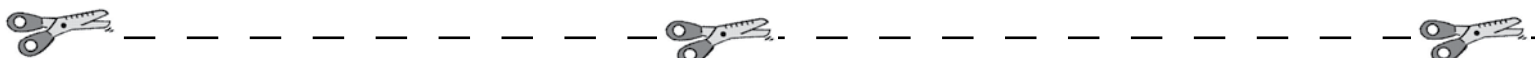
## Enhanced Charitable Tax Credit

In 2007, Alberta's tax credit increased by more than 60 per cent for total annual charitable donations over \$200. Including the federal tax credit, Albertans will now receive a 50-cent tax credit for every dollar donated over the \$200 threshold. How do you take advantage of this new enhanced tax credit? Simply claim your total charitable donations on your next income tax return.

Your charitable donation goes farther:

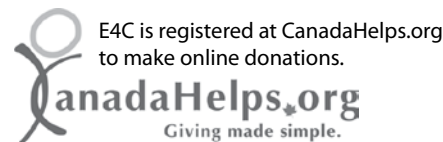
### Example

Total Annual Donations	Alberta Tax Credit	Federal Tax Credit	Total Tax Credit	Your Actual Cost	Donation cost per day
\$500.00	\$83.00	\$117.00	\$200.00	\$300.00	\$0.82



Changing Lives • Growing Community

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09/09

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: \_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_

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

Charitable Reg. # 13155 8140 RR0001  
Edmonton City Centre Church Corporation operating as E4C

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