

SPUR

The Calgary Foundation / Fall 2017



3

**ways charities are
turning profit into
a social benefit**

**Back to
nature**

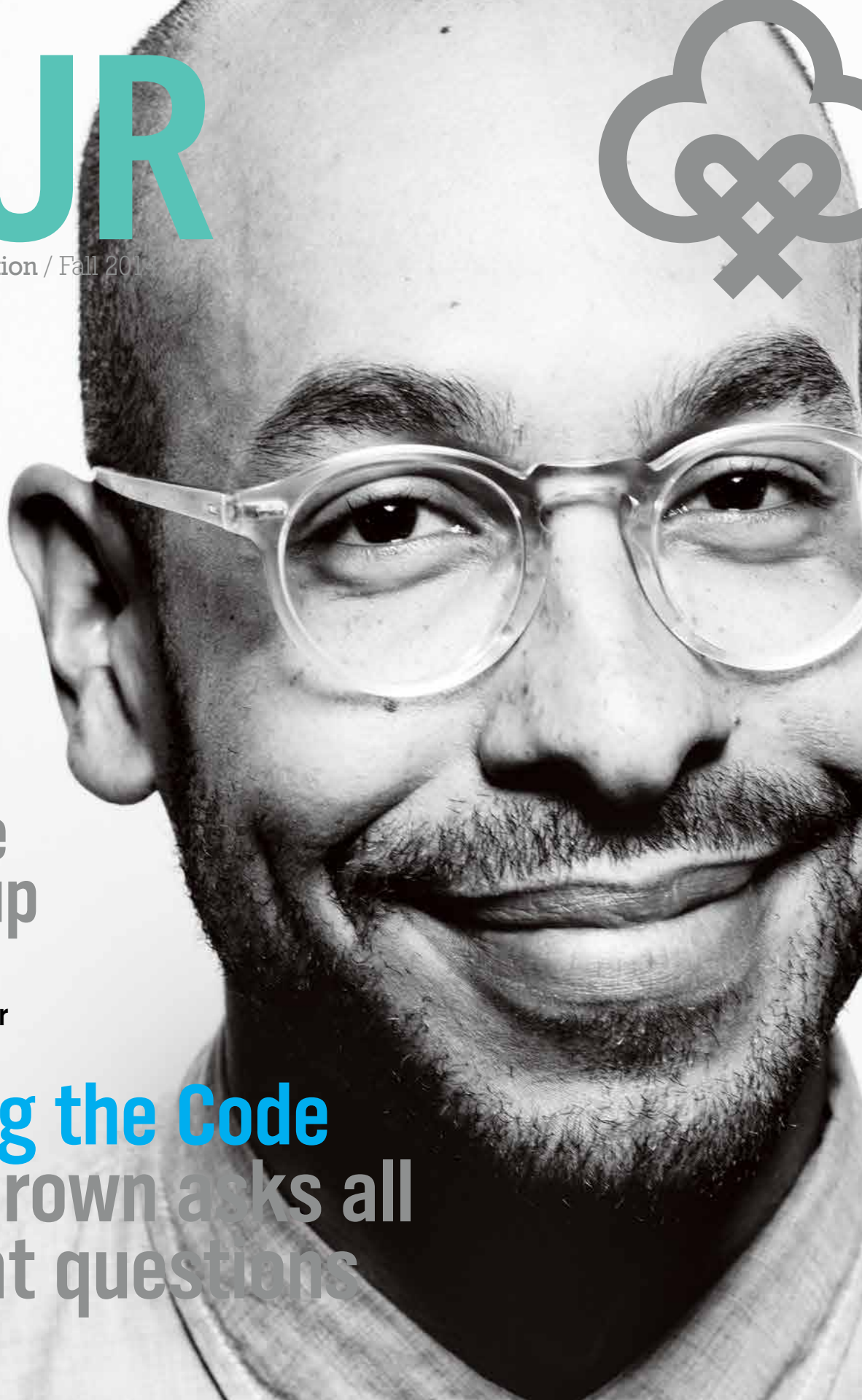
**Programs return
foothills landscapes
to their natural state**

**From the
ground up**

**Small but powerful
projects bring
communities together**

Cracking the Code

**Justin Brown asks all
the right questions**



A vibrant, healthy city

CALGARY IS a city that comes together to celebrate and embrace community. In recent months we've seen the Calgary Folk Music Festival, Calgary International Film Festival, Beakerhead and, of course, our beloved Stampede bring us together in the true spirit of Calgary. This flourishing of community connections is what The Calgary Foundation is about.

The Foundation is thousands of unique people and organizations that share the vision of a vibrant, healthy city. From local small business owners who gave generously to the Flood Rebuilding Fund to the inspiring career of our own board member, Walter Hossli, and the legacy of longtime donor and inspirational leader Lou MacEachern, the following pages take a deeper look at the thoughtful individuals, organizations and groups who share that vision.

We're always looking for opportunities to discuss and address the emerging needs of our community. In

this issue you will find organizations doing just that by engaging in social enterprise as a new and innovative form of supporting their core charitable work. These stories of social innovation and philanthropy include Kids Cancer Care Foundation of Alberta's Camp Kindle and the Calgary Progressive Lifestyles Foundation's Cookies on the Go program, a bakery that employs its clients and helps adults with disabilities.

Supporting influential projects, groups and people is what we do at The Calgary Foundation — as captured through unique stories of impact in this fourth issue of *Spur*. We are so proud of this publication, and even more so now that its quality has been recognized internationally with a 2014 Content Marketing Award — a silver in the Best Design, New Publication category.

We'd love to hear from you; e-mail us at info@thecalgaryfoundation.org, or call 403-802-7700. ■



Supporting influential projects, groups and people is what we're all about at The Calgary Foundation.

Eva Friesen
President & CEO,
The Calgary Foundation

SPUR

The Calgary Foundation / Fall 2014

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Cultivating Community
For Walter Hossli,
gardening is a metaphor
for improving lives.

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New web-based platform gives charities a forum to share stories and have their voices heard.

Grassroots Projects Get Growing

Neighbours work together on community improvement efforts

By Mike Fisher and Julie Black

MICHELENA BAMFORD squinted into the Vertigo Theatre lights, took a breath and dove into her Soul of the City Neighbour Grants presentation. She rocked the house.

"I felt initial shakiness, but I was focusing hard on how we could best convey our project," she said after her Wildwood Water Spiral Project was chosen among the night's winners. "We're so grateful for the opportunity."

The evening of presentations was the culmination of a partnership between The Calgary Foundation's Neighbour Grants program and Calgary Economic Development's Soul of the City Speaker Series.

Citizens wanting to improve their neighbourhoods submitted more than 40 applications for the \$5,000 grants. In a process that was a bit like the television show *Dragon's Den*,

speakers for the projects made four-minute presentations and the competition was whittled down to eight projects, each of which teamed a neighbourhood group with a charitable partner. The following five recipients were featured in a documentary video produced over the summer:

1. Twin Views Communal Garden Mural: A group of residents from Dover have turned an unused tennis court into an open community garden, and this grant will help them add a mural project to the garden plan. The mural depicts plants that are unusual in Calgary gardens, representing different ethnicities living together in Dover.

"People are so happy to see a beautiful, inspirational piece of art in the community." — *Alia Shahab*



2. Wildwood Water Spiral Project: With the involvement of the Wildwood Community Association, local artists and the Friends of the Federation of Calgary Communities, residents turned garbage collected during a neighbourhood cleanup into a functional statue in their community garden.

"We hope people will see garbage in a new light — over 95 per cent of our structure came from recycled materials."
— *Michelena Bamford*

3. Haysboro Community Association Scoot Park Mural: A group of residents from Haysboro turned their two paved outdoor hockey rinks into an all-season destination by painting one surface into a mini-Haysboro for kids on trikes and the other into a scooter park for pre-teens.

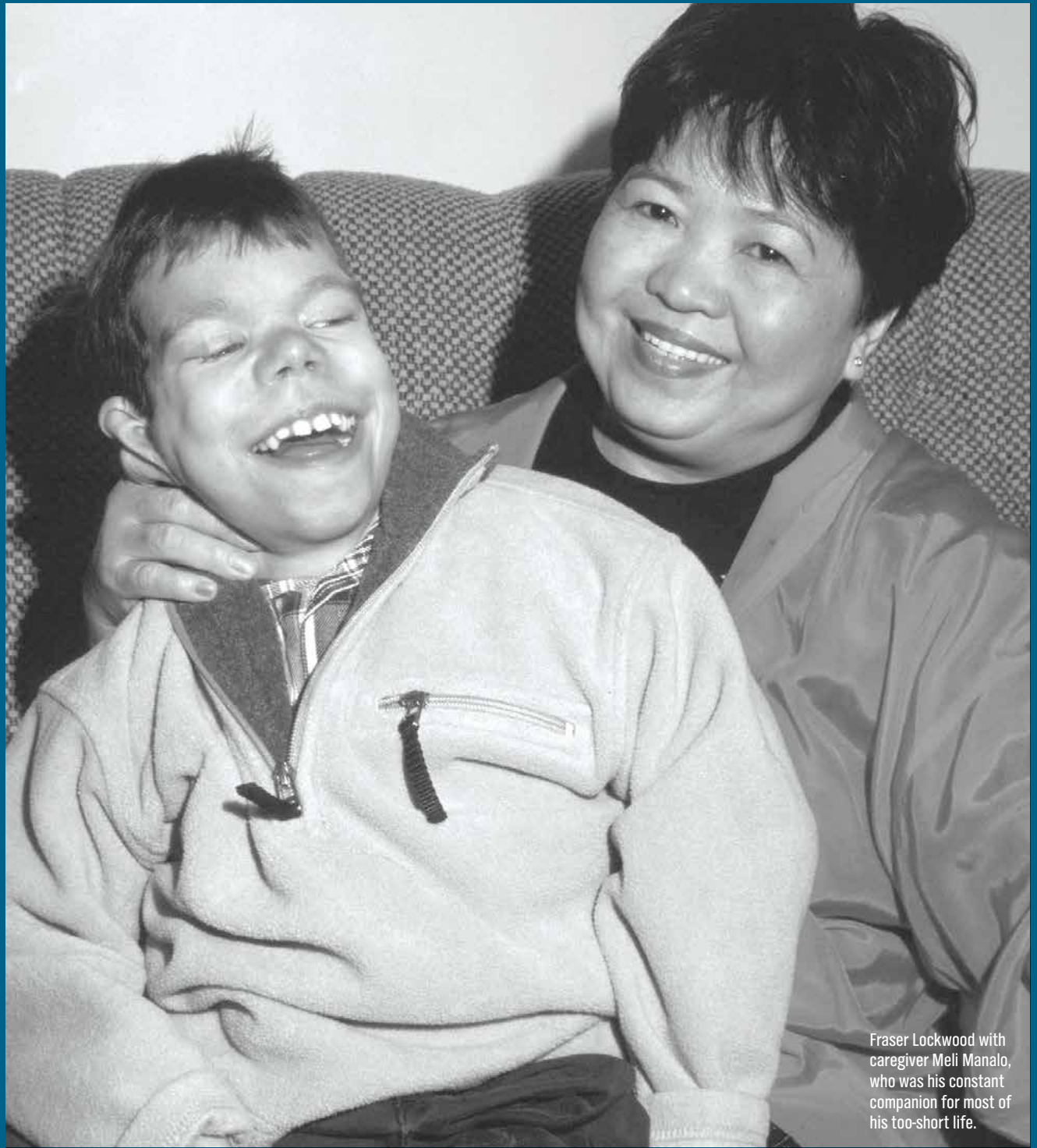
4. Dancing in the Street at Inglewood Night Market: Residents from Inglewood and Ramsay ran their second year of pop-up night markets that helped the local businesses revive after losing foot traffic after the 2013 flood.

"We were told that the market felt like a small-town fair, right in the middle of Calgary, and that it also felt like a big-city street market, like you'd find in Barcelona."

— *Meg Van Rosendaal*

5. Centre for Creative Writing and Human Development's Creative Writing Project: Based at the Genesis Centre, a write-your-life weekly circle that includes all ages, from a residents' group in the neighbourhoods of Saddle Ridge, Castleridge, Falconridge, Taradale, Martindale, Coral Springs and Skyview Ranch. ■

Awards



Fraser Lockwood with caregiver Meli Manalo, who was his constant companion for most of his too-short life.

Gift of Gratitude

Scholarship honours the memory of Fraser W. Lockwood

By Paula Trotter

When their firstborn, Fraser, came into the world in 1985, Anne and Steve Lockwood soon realized they would need help to give him an acceptable quality of life at home. Fraser was born with a rare syndrome and had many developmental challenges. He never walked or talked, but Anne says he was always happy.

"He responded to the people who cared for him and loved him. He had a really bright and cheerful smile and laughed often despite his many challenges."

Fraser was perhaps the happiest when he saw Meli Manalo, his long-time caregiver who had moved to Canada from the Philippines. The Lockwoods give Manalo a tremendous amount of credit for Fraser's ability to enjoy life, as she was by his side almost constantly for 20 years. Anne and Steve feel fortunate that Fraser lived as long as he did. He passed away in 2007 at the age of 22 with his parents and two younger sisters by his side.

As a way to express their gratitude to Manalo and honour the memory of their son, the Lockwoods worked with The Calgary Foundation to create the Fraser W. Lockwood Memorial Scholarship, which was first awarded in 2008.

This scholarship is presented annually to a student, preferably with ties to the Filipino community, entering his or her first year of post-secondary studies. The recipient receives a minimum of \$2,500 for tuition, and the scholarship is renewable. It wasn't the family's first venture into philanthropy, as Anne's father had also worked with The Calgary Foun-



"I'm so thankful – it took a big load off my shoulders. I was able to focus on schooling."

Jaymee Sison,
scholarship recipient

"He responded to the people who cared for him and loved him. He had a bright smile and laughed often."

Anne Lockwood,
Fraser's mother

ation to create the Watson Family Fund, which supports families who have children with special needs.

Fraser W. Lockwood Scholarship recipient Jaymee Sison, 22, was awarded the scholarship for her nursing studies at the University of Calgary. She graduated in April.

"I'm so thankful — it took a big load off my shoulders," says Sison, who was offered a job at Foothills Hospital right out of university. "I was able to focus on schooling."

Sison was born in the Philippines. Her family moved to Canada in 2002, and her parents worked to regain their educational credentials in Canada. "Watching how my parents put themselves back through school was a huge motivation for me," Sison says. The scholarship made it possible to balance school, work and volunteerism without going into debt.

This is exactly the right outcome, says Anne Lockwood. "We're really, really happy that we're able to give back."

thecalgaryfoundation.org/grants-awards ■

Taking the Pulse

Calgary's Vital Signs survey respondents gave their overall quality of life a **B** grade

B grade

VITAL SIGNS is an annual community checkup conducted by community foundations across Canada, including The Calgary Foundation, that measures the vitality of our communities, identifies significant trends and assigns grades in a range of areas critical to quality of life. The full Vital Signs report is available at thecalgaryfoundation.org.

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factors were revealed to have the greatest impact on overall quality of life:



JOBS

Calgary's employment rate is 14.2% higher than the national rate, and Calgary has the second-lowest unemployment rate of the six biggest cities in Canada.

GENEROSITY

OVER
80%

of Vital Signs survey respondents indicated they have donated to a charity at least once in the past six months.



AGING: Older adults are overwhelmingly the fastest-growing segment of our population. By the early 2030s, for the first time in history the city will be home to more seniors than children. Meanwhile, our poverty rate among those 65+ is above the national average: In 2012, the elderly poverty rate in Calgary was 7%, above the national average of 5.8% and the provincial average 4.3%.

POVERTY RATE 65+ 7% Calgary 5.8% national 4.3% provincial

Calgary has the highest per capita spending on arts and culture in Canada. Calgary is home to more than 74,000 people working in creative-industry occupations, or more than 9% of Calgary's total employment.

SMART



Calgary has the second-highest level of educational attainment of population aged 25-64 among major Canadian cities, behind only Ottawa.

ENVIRONMENTAL



Our greenhouse gas emissions are up. Calgary has one of the largest carbon footprints in the world with 17.7 tonnes per capita each year, placing fifth of 50 cities. BUT: Calgary topped the list of 27 major North American cities as the lowest residential consumer of water.

CREATIVE



In 2013, 23% of the Calgary population (aged 12 and over) consumed five or more drinks on one occasion at least once a month in the last year – up from the 2012 rate of 19.3%, and above the national rate (18.9%) and the provincial rate (20.5%).

PLAYFUL

Calgary has 1,250+ playgrounds, an average 6 per community. There are also 5,600 park sites within Calgary.

5,600 parks
1,250+ playgrounds

OVERINDULGENCE



18% **DISCRIMINATION:** Almost one-fifth of survey respondents, or 18%, said they have felt uncomfortable or out of place because of their religion, ethnicity, skin colour, culture, race, language, accent, gender or sexual orientation.

Growing Momentum

Community activist, avid gardener... just don't call Walter Hossli a retiree

By Heather Setka • Photography by Jared Sych

DON'T USE THE "R" WORD around Walter Hossli. "It's a transition, not a retirement," the Momentum founder says.

Sitting next to the lilypad-filled koi pond in his legendary garden, Hossli is surrounded by flaming red dahlias, soft yellow roses and speckled pink foxglove.

"Gardening is really metaphorical," he says, echoing his 2011 TedxCalgary talk. "You can't make plants grow. You can prepare the soil. You can shelter them. It's a symbolic act."

Those around Hossli say this philosophy is much like his leadership style and his work on the board of The Calgary Foundation.

"He is an inclusive leader," says Calgary business legend Jim Gray, currently chairman of the Energy Group of Brookfield Asset Management, whom Hossli calls a mentor. "He's very good at listening, and he's good at assimilating people's ideas."

Hossli discovered his ability to work with people — "you would call it a gift, I guess" — as a young architectural-technician apprentice in his native Switzerland. Growing up on a fruit and dairy farm, Hossli hoped to be a farmer, but his father sent him to school. At 22, he immigrated to Canada, with his wife Sybille following. Initially planning to stay only a year, they

settled in Canada (with a brief return to their home country), raising their children, Tanya and Dan, now in their 30s. "We liked the way people in Canada respected our knowledge," he says.

After studying social work at Mount Royal College (now University), Hossli launched Momentum in 1991. He's been with the charity, which is dedicated to giving people skills and knowledge to lift themselves out of poverty, ever since. "I have a strong sense of social justice — doing something for the underdog."

On the strength of Hossli's vision and leadership, Momentum has helped thousands of participants become entrepreneurs or gain career skills. Hossli announced plans to transition out of his role three years ago, and spent two years mentoring Jeff Loomis to take over.

Hossli "has high expectations for people," says Loomis, now Momentum's executive director. "But he's there to work with you to meet those expectations."

Hossli will continue to represent Momentum in the community, and to serve on the board of The Calgary Foundation. "The piece that intrigues me is to create a more resourceful, resilient, stronger charitable sector," he says. "And The Calgary Foundation is the hub." momentum.org ■



Gardening is really metaphorical. You can't make plants grow. You can prepare the soil. You can shelter them. It's a symbolic act.





Walter Hossli in the garden of the Altadore home he shares with wife Sybille.

I

IF IT WERE POSSIBLE to put Justin Brown into a box, he'd have to be the one to build it.

Brown holds an economics degree and is a sustainability activist. He's a cocktail aficionado, who works evenings as a bartender at the Coup + Meet on 17th Avenue. He's a former student leader, an entrepreneur, a computer whiz, a dedicated volunteer for The Calgary Foundation — and a pretty sharp dresser to boot.

Brown's energy, his questioning mind and his eye for detail make him a great asset to The Calgary Foundation's Health and Wellness community grants committee, says

Another pursuit about which Brown is currently excited is computer coding — creating the series of commands and instructions that make websites work.

This year, the 6'4", 31-year-old Red Deer native quit his job as a sustainability coordinator at the University of Calgary to focus full-time on his geeky passion.

He's late to the game, at least in his own estimation, since he took up coding at age 28 by picking up a textbook. "I crushed that textbook in a month," he says, laughing about his early days obsessed with making squares move across his laptop screen.

Cracking the

Curiosity and an eye for detail are Justin Brown's tools of the trade

By Heather Setka • Photography by Jared Sych

chair Zaheed Damani. Brown sits on a panel of 10 that reviews charitable organization applications for funding related to health projects.

Although, Brown says, "I am always scratching my head as to why I was asked," Damani says Brown's contribution is invaluable, especially during the charities' location visits. Once the committee reviews five to eight final-stage applications, its members visit the organizations to learn more about the real impact a grant could have on people's lives.

Brown "will often ask questions that are so beneficial," says Damani, who is currently studying toward a combined graduate and medicine degree at the U of C. "The way he asks questions is very unassuming, very humble. I don't even know if Justin knows he's asking a tough question. He's just curious to know."

After two years of deliberation alongside his life partner, Emily — who is currently a family medicine resident — he's going for it. Brown is now in the web development business with his friend, Benny Lin.

The two have already developed a site for Tinyplots, an online gardening resource devised by Brown and his younger brother Jordan to teach newbies how to seed, weed and reap their own urban food gardens (tinyplots.com).

Whether volunteering to help charities or hammering out code for a website, the end result is the real reward, Brown says.

"I love it so much — being able to make an idea materialize." ■



“

I love it so much
– being able to
make an idea
materialize.

”

Code

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The New Green

The health of the most basic elements of our ecosystem, from grasslands and forests to air and water, has a direct impact on our own health as human beings. That's why The Calgary Foundation is supporting projects that conserve or recover our land. By Jennifer Allford

A natural legacy: The Nature Conservancy of Canada's Waldron Conservation Project

BACK IN 1883, Duncan McNab McEachran of Montreal started a huge ranch in a gorgeous valley on the eastern slopes of the Rocky Mountains. In 1962, 116 ranchers pooled their finances to buy the property — called the Waldron Ranch — for \$1 million as a place to graze their cattle.

This year, with help from The Calgary Foundation, the Nature Conservancy of Canada purchased a conservation easement from the Waldron Grazing Cooperative Ltd. to ensure the iconic land is preserved and protected forever. The Waldron Conservation Project covers the area

between the Bob Creek Wildland Park (the Whaleback) to the west and the Porcupine Hills Forest to the east. Containing an important wildlife corridor, it's the largest conservation easement in Canadian history, and the first time the Nature Conservancy has negotiated such an arrangement with a rancher-owned cooperative.

The total cost for the easement, which covers 12,360 hectares of the Waldron Ranch, was \$37.5 million. The project took a couple of years to come together, with The Calgary Foundation contributing the final \$1 million of the



The Waldron Conservation Project preserves 12,360 hectares of ecologically important foothills geography.


funding. "I like to call it the 'closing grant,'" says Bob Demulder, the Nature Conservancy's regional vice-president for Alberta. "The Calgary Foundation really allowed us to meet the deadlines we had identified and get it done."

The agreement ensures the land can't be cultivated, subdivided or drained, Demulder says. "That way, it stays completely intact, and the ranchers continue to own it and graze it." They can even sell it, he adds, as long as the subsequent owners adhere to the easement's restrictions.

A conservation easement is a concept that's been around for a couple of decades. "It's a way for owners whose land has a really high conservation value to capture some of the economic value of the land without having to develop it," Demulder says.

The Waldron Ranch Conservation Project protects habitat and wildlife including bears, cougars, elk, moose, deer, eagles, hawks and other birds, native grasses and the headwaters of the Oldman River and other streams.

natureconservancy.ca



On the site of Glenbow Ranch Provincial Park, the decaying Glenbow Store building is all that remains of what was once Glenbow Village. The park is slowly returning the land to its natural state.

Bringing it back: Glenbow Ranch Provincial Park Foundation's Grasslands Restoration and Public Engagement program

GLENBOW RANCH PROVINCIAL PARK IS 1,300 hectares of foothills with a long history and a bright future.

The park, about 30 kilometres west of Calgary along the Bow River, and its ancient First Nations archaeology were part of the Cochrane Ranch, established in 1881 as one of Western Canada's first big ranches. Much of the native grassland on the ranch, and all over Alberta, was drafted into service to meet agricultural and ranching needs. This endangered a significant number of species — but now, the ranch is slowly returning to its natural past.

With \$100,000 in funding from The Calgary Foundation and other supporters, the Glenbow Ranch Park Foundation has launched the Grasslands Restoration and Public Engagement program to re-establish foothills fescue and other native grasslands in the park.

"Native grassland plants have higher nutrition for wildlife, to support bison and cattle for the winter," says Cory Olson, the foundation's grasslands ecologist. "The native

plant species are adapted to this climate, so they tend to be more sustainable in the long term."

In the first phase of the project — over the next three to five years — researchers are planting live seed plugs in 290 four-metre-square plots across a hectare of the park. Phase 2, which will span 30 years, will see the small plots of grasslands moved to larger areas in the park.

"It's not just a matter of getting grass to grow," Olson says. "It's a matter of getting the grass and then shrubs to grow, to restore a grassland community that includes a variety of other species."

As the researchers figure out the best way to restore the grasslands, the project will be the "focal point" for education programs across Alberta, says Susan de Caen, the foundation's executive director. "We want to get people in right from the start and explain what we are doing," she says. "This is a different kind of park, and we want to make sure that people who visit this park fall in love with it."



The Western Sky Land Trust aims to improve the health of riparian areas – the zones where land and water meet.

Heading upstream: Western Sky Land Trust's Bow & Beyond Initiative

FOUR YEARS AGO, Western Sky Land Trust began contacting 50 landowners along the Bow River between Calgary and the Siksika Nation. The goal: to discuss conserving land, river and riparian areas — the riverbanks where earth and water meet.

"We would knock on doors or check in on them at their workplace until we actually had a face-to-face conversation about themselves, their land, its value and their interest in conservation," says Jerry Brunen, Western Sky's executive director. Those initial conversations have led to four conservation projects along the Bow downstream of Calgary.

And now The Calgary Foundation is helping Western Sky head upstream. With \$60,000 in funding from the Foundation and support from government, Western Sky is contacting 250 landowners along the Bow between Calgary and the Banff Park gates, and along the Elbow River from the city to Bragg Creek. The landowners are offered information and assistance to improve their land, such

as implementing watering units to keep cattle away from shorelines, and support in making the "major life decision" to conserve their lands.

"If you are a landowner on some treasured land and you want to conserve it forever, it involves family, it involves estate planning, it deals with tax implications," Brunen says. "There's a whole raft of things you need to deal with as a landowner, and we can help."

But it often starts with a "health assessment" on their land. About 80 per cent of all the species that are at risk in Alberta live in delicate riparian areas, and only 20 per cent of those areas across the province are considered healthy. The June 2013 flood that devastated much of southern Alberta actually restored a number of riparian zones along the Bow, making the watersheds more hospitable to at-risk species, and more resilient to future floodwaters.

"The more we can allow the rivers to flow unimpeded," Brunen says, "the better we all are." ■

Enterprising efforts

'PROFIT' ISN'T A DIRTY WORD WHEN IT HELPS CHARITIES ACCOMPLISH THEIR SOCIAL GOALS

By Heather Setka

"CAPITALISM WORKS," writes Dan Pallotta in his book *Uncharitable*. "I'm not saying we don't need charity. I am saying we don't need a separate set of rules for its conduct."

Calgary organizations such as the Kids Cancer Care Foundation are already doing what Pallotta prescribes. They're using social enterprise — the term that describes businesses run by charities — to give themselves a financial edge and help reach their ultimate goals. While they don't replace funding from donors or grants, "social enterprises are one more tool ... to contribute to healthy communities," says the Social Enterprise Council of Canada.

It's not a new idea. Organizations such as Vecova Centre for Disability Services

and Research and the Calgary Progressive Lifestyles Foundation have been running businesses alongside their charitable work for decades. However, social enterprise is gaining a high profile, thanks in part to the Trico Charitable Foundation.

Trico Charitable Foundation: Merging social and financial

THE TRICO Charitable Foundation has an unofficial mission statement: "Our goal is to make the social more financial and the financial more social," says Michele Fugiel-Gartner, director of strategic investments and operations.

Even though you won't find these words

on the foundation's website or as part of a marketing strategy, they are oft-repeated by its CEO, Wayne Chiu. And the Trico Charitable Foundation exists by these words, Fugiel-Gartner says.

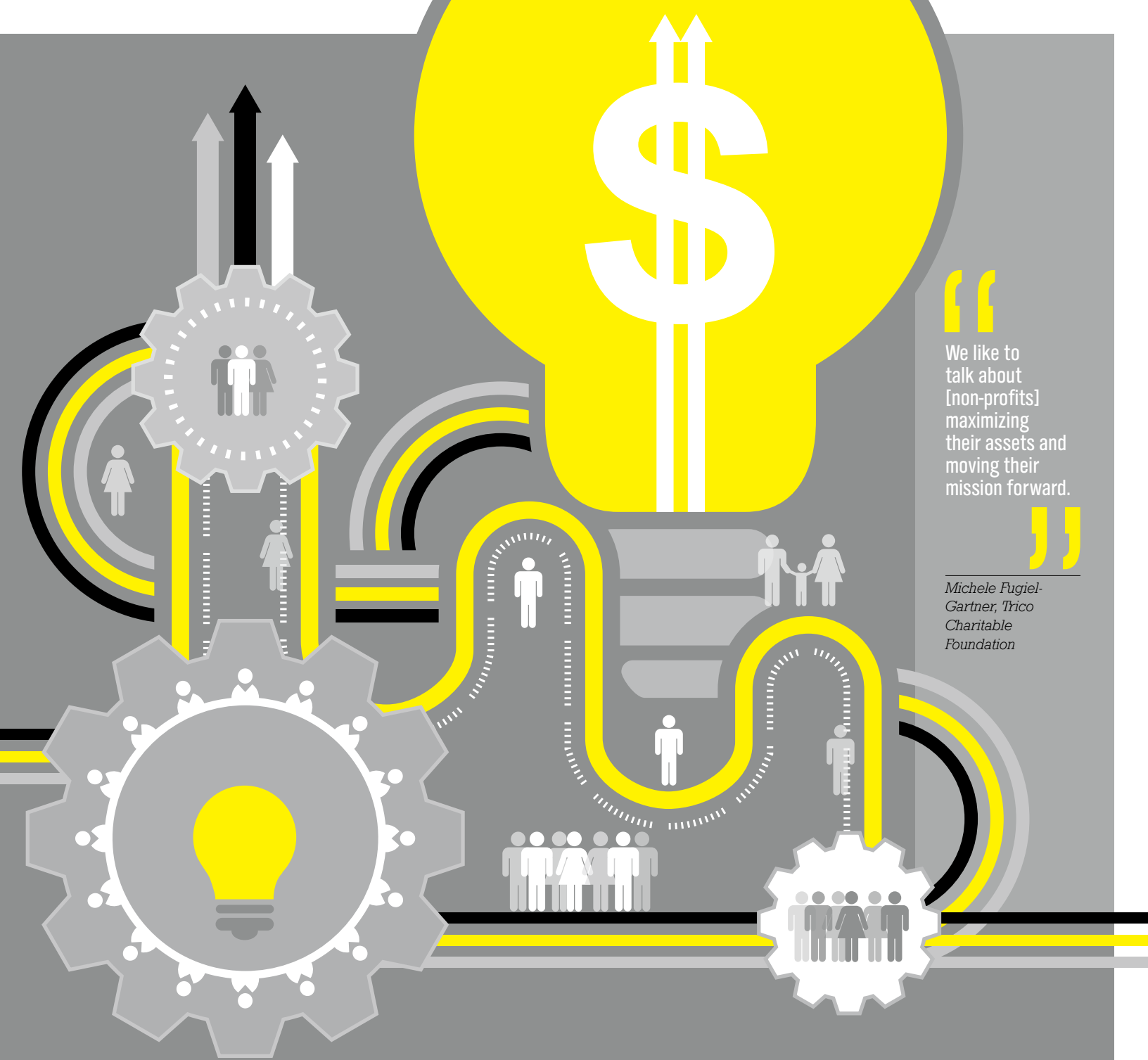
Since its 2008 inception, the foundation has advocated at a national level for the social-enterprise approach. Founded by homebuilder Chiu and his business part-



Michele Fugiel-Gartner

ner and wife Eleanor, the foundation also helps charities determine if the social-enterprise model works for them.

So how can Calgary charities make it happen?



“We like to talk about [non-profits] maximizing their assets and moving their mission forward.”

Michele Fugiel-Gartner, Trico Charitable Foundation

“We like to talk about them maximizing their assets and moving their mission forward,” Fugiel-Gartner says. First, organizations need to review what they already have, she says, whether it’s a warehouse and delivery trucks or accounting staff and a distribution centre.

Then, they can consider how these assets could generate revenue. “It’s not for everybody,” Fugiel-Gartner says. “It is one tool in the box to achieve change. You might find that your fundraising is great and starting a business may detract from that.” Sometimes, she says, it’s

something charities can decide to move toward in the future. One of the biggest challenges can be a resistance within the culture of an organization, she says. “If you’re to achieve a social and financial blend, look at what that mindset is.”



Staff members from Canadian Oil Sands Ltd. enjoy a team-building day at Camp Kindle. The Kids Cancer Care Foundation owns the facility, and generates revenue by renting it to corporate clients and other groups.

Kids Cancer Care: Business with a buzz

THIS CULTURAL SHIFT is something to which Kids Cancer Care Foundation founder Christine McIver can attest. "Whenever a charity goes into a social enterprise there is risk involved," McIver says. "It was a stretch for us. It was a change."

Inspired by her son's empowering experience at a B.C. camp for kids with cancer, McIver founded Kids Cancer Care in 1994.

After renting camp facilities for 15 years, the Calgary-based charity was finally able to purchase a quarter section of land in the Rocky Mountains in 2009.

With its music hall, barn, craft cabin and, of course, bunkhouses, Camp Kindle conjures up nostalgia in anyone who has childhood memories of summer camp. "As soon as you drive through our gates, you know you're in a special place," McIver says.

A picture frame-worthy landscape of hills and trees outside Water Valley, the camp

soon began generating a revenue stream to help sustain itself — the result of careful planning by Kids Cancer Care, McIver says.

"To make it financially viable, we had to take the unused resources and offer it to the public in general," says McIver. "We knew there was a dearth of camps in Alberta," she adds, and Camp Kindle created a new resource.

McIver says in some ways the camp has become a resort operation, and it's required a new level of business savvy. "It was a little scary at first, but the staff really embraced it."

Schools and music groups are a natural fit to rent the camp, but corporate clients are also recent happy campers. Canadian Oilsands hosted its executive and management retreats back-to-back at Camp Kindle. The added benefit to corporations is that when they rent the camp, they know they're supporting a charity, McIver says. "It's a business with a buzz, with a warm feeling."

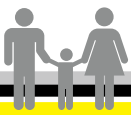


CASE STUDY: COOKIES ON THE GO

IT STARTED WITH A BATCH OF CHOCOLATE CHIP COOKIES. More than 30 years ago, Adrienne Sabourin was working in her home with people living with disabilities. Sabourin, founder of Calgary Progressive Lifestyles Foundation, or CPLF, was baking

cookies with a client named Gail, and she noticed Gail's total engagement in the task.

"What Gail was learning was the value of creating this tangible item, this cookie," says Russell Langley, the foundation's director of operational development.



Vecova: A part of the mission

ANOTHER CALGARY-BASED charity, Vecova, has been offering this fuzzy feeling with its moneymaking ventures for decades. The organization's reputation is so deeply entrenched in the city's charitable sector that any discussion of social enterprise will inevitably include a conversation about Vecova.

Sitting down with director of social enterprise Ann-Marie Latoski and CEO Joan Lee is an education in the charitable business world. The two are at the forefront of an organization that not only provides services and employment for people living with disabilities but also runs a recreation centre, a bottle depot, a bottle pickup service and an airport cart retrieval service, as well as several other contract services.

Vecova's bottle depot business dates back to 1973, but Lee says the last five years have been a time of growth for social enterprise in Calgary. Latoski credits the Trico Charitable Foundation for this trend. "I think Trico came on the scene and really raised the profile of it," she says.

The Trico Charitable Foundation was a major part of bringing the World Forum on Social Enterprise to Calgary in 2013. Vecova was, of course, a stop on the forum's tour list, hosting 20 delegates from locations including eastern Canada, Australia and South Korea.

Despite Vecova's long history, the organization hasn't stood still. In 2009, for example, when the province increased the beverage

container deposit just as the economic recession took hold, more people were motivated to keep refunds for themselves. Meanwhile, the City of Calgary's blue cart program made recycling more convenient.

Donations decreased, so Vecova started a new service offering beverage container pickup from people's homes. Launched in

May 2013, the program serves 2,600 users and employs four people living with disabilities as well as four summer students. It's on track to become profitable next year, Latoski says, and it fits into Vecova's mission for an integrated workforce. It also has proven itself viable as a business—the key to a successful social enterprise. ■



Vecova has been a successful social enterprise for more than 40 years. Its bottle depot has both raised funds and provided employment for those living with disabilities.

Since then, the foundation has been in the cookie-baking and -selling business, generating funds and providing jobs and training for people living with disabilities. "The model we've created has been recognized and integrated for the entire region," Langley says. Today, CPLF sells cookie

gift baskets and runs a café called Lifestyles Bistro at 107 1935 32nd Ave. N.E. (lifestylesbistro.ca)

And like Vecova, CPLF has also needed to change and adapt. Two years ago, the non-profit saw that the way it paid employees was not sustainable. So instead of splitting

revenue 50-50 with those who sell the cookies, it moved to an hourly rate.

"As the needs grow and change with public perception changing, we have to push the reset button," says Langley.

For a taste of Cookies on the Go, visit cookiesonthego.org



Inspiring Leader

“

I always knew I wanted more. I wasn't sure what it was, but I knew that there was more out there – so I pushed.

”

IT'S ALL OVER IN THIS TOWN, LOUIE. If you weren't here in 1948, you don't have a chance."

Those words of welcome greeted Lou MacEachern when he arrived in Calgary in 1952. Then a 19-year-old potato farmer with a Grade 7 education, MacEachern left his farm life in Prince Edward Island and headed to Alberta, only to be told that the boom in Calgary was over. To his credit, he didn't believe a word of it.

Now, 62 years later, MacEachern leans over his desk at Fortune Industries Ltd. with a wide grin and a gleam in his eye. "I always knew I wanted more," he says. "I wasn't sure what it was, but I knew that there was more out there — so I pushed."

And his ambition was not in vain; MacEachern is now one of Calgary's best-known businessmen and philanthropists. Since launching Servpro Cleaning 50 years ago, he has dedicated his time and wealth to community funds and

He began his charity work the same year he started Servpro, serving as a director and volunteer with the Canadian Cancer Society, and he hasn't stopped since.

Before he even had much money to his name, he was donating everything he could. He explains it simply, by saying that he's never given away any money that he felt bad about, especially if it nurtures the communities which nurtured him. He sets up funds in honour of people he respects, such as community activist and former broadcaster Barb Higgins, non-profit manager Vicki Kranenburg and Calgary's Chief of Police, Rick Hanson. By investing in exemplary leaders, he hopes to draw more attention to the impact they've made on Calgary.

MacEachern served as a board member with The Calgary Foundation for nine years, helping to fund scholarships, bursaries and other organizations focused on education for young people. It's a cause that comes naturally

Pushing for the **Positive**

Discouraging words didn't stop Lou MacEachern from chasing his dreams

By Jennifer Friesen • Photography by Jared Sych

educational grants including mPower Youth Mentoring, Big Brothers & Big Sisters of Calgary & Area and the Rotary Club of Calgary.

After spending a few years in Alberta working as a carpet-layer, MacEachern decided it was time to finish his education. So at age 22, he headed back to Charlottetown and enrolled in Grade 8. Known as "the old man with the briefcase" by his schoolmates, MacEachern made his way through high school and went on to university to study business.

In 1964, he returned to Calgary. With \$700 to his name, he started Servpro by pounding on doors and helping clean up after fires and floods. He eventually turned the company into a respected Calgary institution — Servpro was worth millions of dollars when he sold it 15 years ago.

But business was never MacEachern's only passion.

to someone who had to learn the value of an education the hard way.

"Getting a degree — now that's a licence for something," he says. "Grade 8 isn't. For a child who grows up without an education, simply because they live in a poor area of town, how much of a licence do they have? It's not right."

As the leading supporter of the Friends of UPEI Fund at The Calgary Foundation, he helps students from Alberta and PEI attend the University of PEI by giving annual scholarships. He has also set up scholarships at Bow Valley College and the University of Calgary in the hopes of giving the next generation the chance they need to go to school.

While acknowledging that his charity work has earned respect, MacEachern smiles, adding, "You know, there's something even better than what I'm doing, and that's having the ability to do it. That's even better." ■

IT WAS A HOT, SUNNY DAY — a bright change from the wet and grey that clung to Calgary in the days after the June 2013 flood. People were thirsty for a break. So when the chance to cut loose and attend the Suds for Floods event at Telus Spark arose, they came out in droves, sipping craft beers, stuffing cowboy boots and glass jars with cash and allowing themselves to smile.

Suds For Floods, held in early July last year, was an example of business owners stepping up to help others in their communities. Local brewers including Big Rock, Brew Brothers, Brewsters, Wild Rose and Tool Shed Brewing chipped in to raise more than \$31,000 for The Calgary Foundation's Flood Rebuilding Fund.

"As people came in the gates, you could see this was a celebration of moving forward rather than the wake of a

ment on the YYC is Open Campaign, encouraging Calgarians to support local businesses in flood-affected areas.

As Gravity Espresso and Wine Bar owner Andy Fennell prepared a Bernard Callebaut mocha for a client at his cozy location in Inglewood, he explained how helping others is part of his business philosophy. After the flood, when he was providing free coffees for donations, one guy ambled in and dropped \$400 for a cappuccino. While not all clients gave so much, the donations added up.

"Being that Gravity is located in a flood-affected area, it was important to me to assist those who had been impacted by the flood," Fennell says. "At Gravity we fundraise continually for local charities — it's a cornerstone of my business model and a privilege to help."

John Roberts, operations manager with Creative Restau-

Thinking Outside the Box

Food and beverage professionals gather to serve up flood rebuilding efforts

By Mike Fisher • Photography by Jared Sych

city covered in mud," says Brad Goddard, southern Alberta sales manager at Big Rock Brewery, who helped to organize the event. "The brewing community wanted to come together and give back."

The Flood Rebuilding Fund continues to move forward, too. By the end of July this year, the Fund had raised close to \$9 million for initiatives to restore community spirit, rebuild gathering places and enhance resiliency. So far, The Calgary Foundation has granted \$6.5 million from the Fund.

"We are really pleased about the support the Fund has received, and the entrepreneur sector has been extremely generous," says Kerry Longpré, vice-president, communications, at The Calgary Foundation. "We know how vital neighbourhoods are, as are the businesses within them."

"There will always be Funds here to support ongoing needs, flood-related or not," she adds. The Calgary Foundation also continues to work with Calgary Economic Develop-

rants, a group that includes Cibo and Bonterra, says the flood unleashed a spirit of giving throughout the city. "We saw what was happening and we wanted to do something 'sweet,' so we donated part of our dessert sales," Roberts says. "We were excited to help."

Shayne and Jodi Perrin, owners of Blue Star Diner in Bridgeland and Dairy Lane Café in West Hillhurst, felt fortunate that their restaurants were spared the flood's wrath. On Canada Day last year, they donated the day's sales from both restaurants and their servers donated their tips.

"As a business, we feel our strength lies in the community's strength," Shayne says. "We build and run restaurants, yes, but when something like the flood happens, it's our responsibility to give back."

The 2013 flooding in southern Alberta pushed some 100,000 people from their homes. Four people died, and damage is estimated at more than \$5 billion. ■



Jodi

“

It was important to me to assist those who had been impacted by the flood ... it's a privilege to help.

”



Andy

Calgary food and drink pros, like **Jodi Perrin** and her husband Shayne of Blue Star Diner and Dairy Lane Café, **Andy Fennell** of Gravity Espresso and Wine Bar, **Brad Goddard** of Big Rock Brewery and **John Robarts** of the Creative Restaurants group, showed they're no squares by stepping up to the plate for flood rebuilding.



Brad

“

As people came in the gates, you could see this was a celebration of moving forward.

”



Shayne

“

We build and run restaurants, but when something like the flood happens, it's our responsibility to give back.

”



John

Connecting



Generations

Projects put older Calgarians in touch with the past, present and future

By Paula Trotter

GROWING OLDER can be socially isolating, and that's a lost opportunity for the community at large. People of all ages can benefit greatly from older people's wealth of experience and wisdom, and that's why several organizations in Calgary are working to empower older adults to be active contributors to our city.

Embracing community spirit

During the southern Alberta flood of 2013, about 700 seniors living on social assistance in the East Village had to leave their homes.

Many of them — most aged 75-plus — were evacuated for up to six weeks.

When water damage issues were resolved, LINKages Society of Alberta was there to welcome these Calgarians back home. So were dozens of young adults between the ages of 18 and 24.

"These young people helped the seniors move back in," says Debra Armstrong, who was the executive director of LINKages at

the time. "They were so enthusiastic and eager to get the community back on its feet."

The support, made possible by a \$24,000 grant from The Calgary Foundation's Flood Rebuilding Fund, didn't stop once they were settled back at home.

Armstrong says the common experience of the flood has given the seniors connections and focus. To keep the momentum going, LINKages continued to recruit young volunteers. Hundreds more young adults signed up, helping to organize events and classes such as social media workshops which now draw large groups. Similar activities were scarcely attended prior to the flood, Armstrong says. "I think it validates for seniors that young people do want to hear about their experiences, that they did lead a life that was valued," she says.

As for the younger volunteers, Armstrong says these future leaders are learning that parts of history will be lost without the participation of seniors; that creating an age-friendly environment that engages older adults creates a healthier community.

link-ages.ca

1 LINKages University of Calgary student volunteers plant a community flower bed with seniors in the East Village to celebrate Intergenerational Day on June 1.

2 The Blue Sky Singers offer an outlet for talented seniors and entertainment for everyone.

3 Stories from the Archives researchers Arlene Stamp and Helen Jull are among those poring through materials at the Glenbow Museum.

Hitting the right notes

At 77, Colin Griffin defies the stereotype that older people aren't open to new experiences.

A bricklayer in his native England, Griffin is today a performing vocalist with the Blue Sky Singers in Calgary and president of Seniors Performing Arts Canada.

"You've got to keep involved to live your life," he says. The Blue Sky Singers try to engage older adults through music.

"I've seen too many of these seniors who get what they call the 'four walls' syndrome," he says, meaning they become socially isolated. The Blue Sky Singers needed money to put on a show that would attract the older population in East Village. So Griffin sat down to write his first-ever grant application — and The Calgary Foundation came through with a \$12,000 Fall 2013 Community Grant.

On May 9 and 10 of this year, the East Village Big Band Spectacular, with free admission, was held in the community — a true all-ages show.



1



2



3

Sharing stories from the past

Among the archival items on the more than five kilometres of shelving at the Glenbow Museum are thousands of stories to be discovered — or rediscovered.

The museum felt the collection of business records, letters, diaries, photographs, newspaper clippings, maps, yearbooks and other records wasn't being used to its potential, and that's how Stories from the Archives came to be. The Calgary Foundation

supported this pilot project with a \$35,000 Spring 2013 Community Grant.

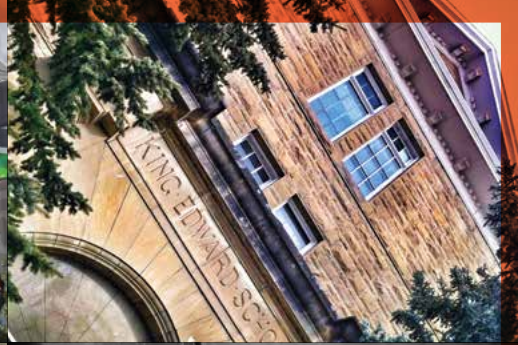
"It's a community's own story being told by the community," says Glenbow Museum president and CEO Donna Livingstone.

Older adults were invited to dig into the huge collection and write about a topic of interest to them. The project's results include stories about the experiences of First World War ambulance drivers; girls' clothing of the 1930s compared to today's styles; and the Jenkins' Groceteria, one of the first grocery store chains in Alberta. glenbow.org ■

Innovative efforts, high hopes

By Mike Fisher

The King Edward Arts Incubator will turn a historic school into a hub for artistic collaboration.



Arts Incubator stretches toward budget goal

A PROJECT aiming to turn a historic Calgary school into an innovative arts hub is reaching for its funding goal and seeking tenants.

Proponent cSPACE Projects is looking for \$7.5 million in funding to complete the King Edward Arts Incubator, says CEO Reid Henry. Almost 75 per cent of the project's \$31 million total cost has been raised with help from all levels of government and a partnership with The Calgary Foundation.

Turning King Edward School, in the community of South Calgary, into an incubator and hub for the arts will be a first for Calgary. Henry foresees the project,

expected to begin construction in 2015, as a catalyst for the arts and sustainable development.

"We're an agile, entrepreneurial organization with a bold idea, looking for organizations, companies and individuals who support what we are doing on the artistic and cultural scene. We'll have Calgary's first affordable live-work studios for artists."

The plan calls for a mixed-used facility for arts groups that will promote social innovation and community development. The centre will include offices and collaboration spaces with on-site housing.

Unpacking a toolkit

The Monitor Institute recently launched the What's Next for Community Philanthropy toolkit to help philanthropy leaders adapt to the changing world around them. In September, representatives from Canadian community foundations gathered in Calgary for a workshop on community impact.

"The Calgary Foundation continues to grow and learn how we can best serve our communities," says Kerry Longpré, vice-president, communications, at The Calgary Foundation. The toolkit is based on several years of research involving Canadian and U.S. community foundations.

Foundations to gather in Calgary

The Community Foundations of Canada National Conference is coming to Calgary from May 7 to 9, 2015, with The Calgary Foundation as host. About 600 people from the global philanthropic sector will learn and reflect on how to build community vitality. The theme is "The Wild, Wild Why," uniting western spirit with the "why" behind philanthropic work." The conference is held every two years in a different Canadian community. ■

A Powerful Storytelling Tool

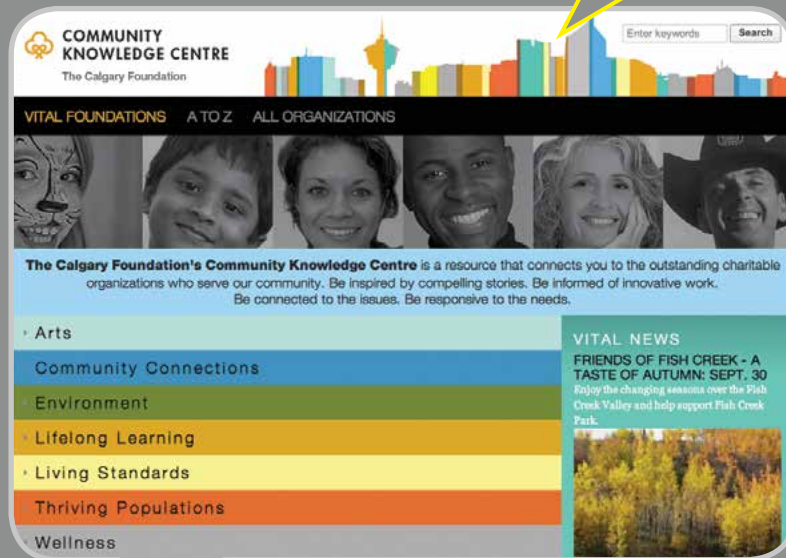
Community Knowledge Centre is a digital space where charities' voices can be heard

By Mike Fisher

"Through our involvement with the CKC we have learned how to strengthen our message and emphasize the relationship between environmental conservation and quality of life for all community members." — Chris Lalonde, Communications Coordinator, Friends of Fish Creek

"I have learned so much about other organizations working in the same area — I know this will be a great resource. I really appreciate the ability to tell our own story in a clear and compelling manner." — Richard Campbell, Executive Artistic Director, Antyx Community Arts

"People give to help people. Stories are a credible way of giving supporters a glimpse of how their gifts are truly making a difference — but stories only have impact if they are shared. The CKC will give these stories the exposure they need to promote action that makes change possible." — Wayne Steer, Director of Fund Development, Fresh Start Recovery Centre



Preserving a naturalized urban park through education. Giving people in recovery a fresh start. Engaging marginalized youth with communities through arts projects.

The Calgary Foundation's newly launched online Community Knowledge Centre showcases charities telling these stories and many more. The CKC is open to all registered charitable organizations that work in the centre's range of issue areas.

Online 'water cooler'

Consider it an online "water cooler," where citizens, donors and the media can discuss community needs.

"I am very excited for the potential (CKC) provides," says The Calgary Foundation CEO Eva Friesen.

Encouraging collaboration

Someone working with youth at risk, for example, could see how others are working in that area. "This will likely encourage more collaboration than we've ever seen."

Now, donors who want to determine which organizations to support can search, say, "seniors" or "literacy" and see who's doing what. They can also learn how organizations collaborate and solve problems.

Valuable knowledge

"The CKC provides valuable community knowledge that can be shared," Friesen says. "It helps the donor public to see so much more. You could become as knowledgeable as anyone just by exploring the website."


Additional organizations will continue to be added over the next few years, as CKC connects those with resources to those who need them. To see the Community Knowledge Centre in action, visit ckc.thecalgaryfoundation.org ■

THE FOUNDATION. of my community

starts with you and me - more than charity
it's the empathy i feel for the
people where i live.

Close to home is where the heart is,
where help goes farthest
my foundation helps me start this:

people standing Tall
in towns big and small,
urban, rural, one and all.

My care comes through
helping those that can't make do,
or get by, or maybe
just need to fly... 

My foundation has roots across the land,
intertwining, hand-to-hand,

showing what we thousands banded
together can do, including you, making true
the endeavour
to make things better

for generations still,
their dreams fulfilled,

it all gets built ...

ON THE FOUNDATION.

Canada's community foundations help communities where they need it the most, connecting people, families and companies with the causes that inspire them.

Community makes you. You make your community.

BROUGHT TO
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191

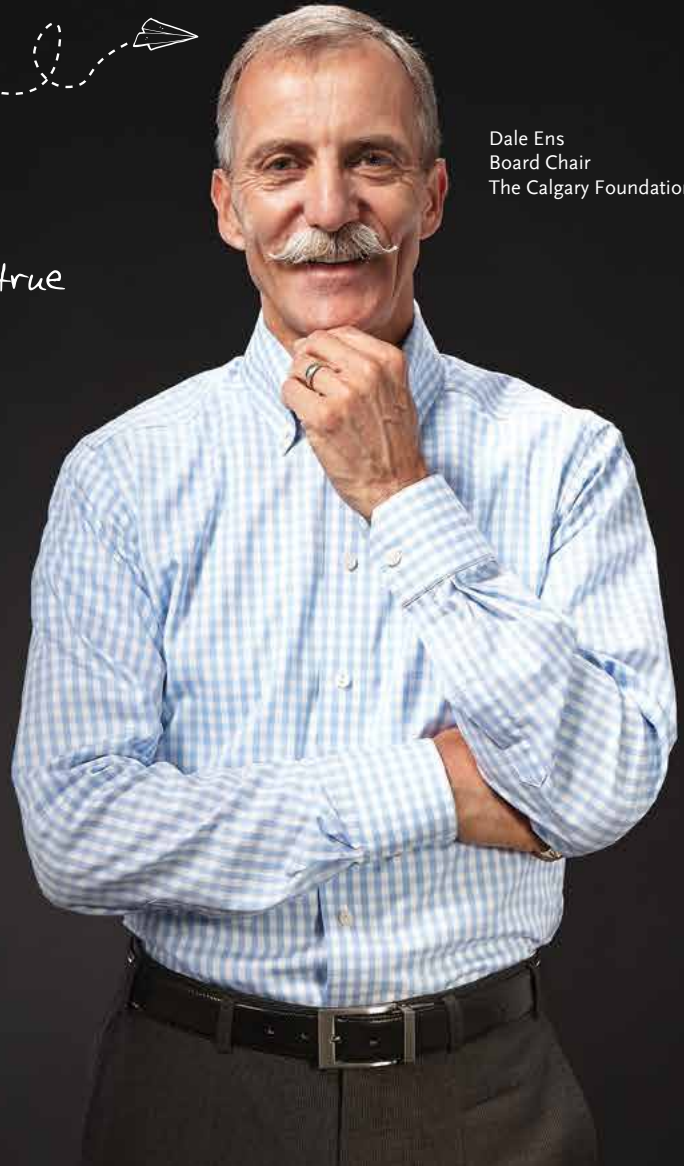
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