



Edmonton Federation of
Community Leagues

Annual Report

2009

Presented at
Annual General Meeting
April 19, 2010

Table of Contents

Mission Statement.....	4
2009 Team.....	5 - 6
District Reports.....	7 - 11
Executive Director's Report.....	12 - 14
Planning and Development Committee Report.....	15 - 17
Community Development Report.....	18 - 19
Marketing Report.....	20 - 21
Communications and Events Report.....	22 - 25
Financial Services Report.....	26
Audited Financial Statements.....	27 - 38

MISSION STATEMENT

The mission of the Edmonton Federation of Community Leagues is to enhance the quality of life in Edmonton by supporting the community league movement through:

1. Facilitating healthy and safe communities by promoting participation in affordable recreation, sports, and social activities at the community level;
2. Developing and enhancing the skills of community league volunteers by providing information, resources, and education;
3. Promoting, facilitating, and celebrating volunteerism at the community level;
4. Providing a multi-dimensional communication network to share pertinent information on relevant issues and emerging trends;
5. Advocating on behalf of the Membership on general citywide issues and assisting Members in their role as advocates;
6. Assisting in the creation and organization of new community leagues; and
7. Providing and maintaining a central administrative operation and meeting facility for consideration and discussion of questions affecting the interests of the community.

2009 TEAM

Board of Directors

President	David Gibbens	District E
Vice President Internal	Bryan Kapitza	District J
Vice President External	David Dodge	District B
Treasurer	Donna Woodford	District A
Director	Christine Northmore	District C
Director	Alla Ternikova	District D
Director	Laura Thygesen	District F
Director	Christine Bremner	District G
Director	Rob Agostinis	District H
Director	Tarek el-Bialy	District K
Director	Jim Sherstabetoff	District L
Director	Vacant	District I

City of Edmonton

Community Services, Neighbourhood and Community Development	Kathy Barnhart	Manager
	Judy Smith	Director
	Stephane Labonne	Director

Committees

Planning and Development	Al Slemko / Bryan Kapitza	Chair
Performing Arts	Judith Richardson	Chair

Administration Staff

Allan Bolstad	Executive Director
Valerie Pachal	Assistant Director / Communications and Events
Bev Zubot	Community Planning Advisor
Shahriyar Khan	Community Development Officer
Michael Janz	Marketing Director
Linda Crosby	Financial Officer
Gulshan Jiwaji / Ursula Wolsoncroft	Office Manager / Administrator



Ursula Wolsoncroft



Allan Bolstad



Valerie Pachal



Bev Zubot



Shahriyar Khan



Michael Janz



Linda Crosby



EFCL Board 2009

**L - R: Bryan Kapitza, Rob Agostinis, Christine Northmore,
Jim Sherstabetoff, Alla Ternikova, David Dodge, Donna Woodford,
Laura Thygesen, David Gibbens**

Absent: Christine Bremner, Tarek el-Bialy

DISTRICT REPORTS

District B

David Dodge

Well it has been a very busy year for District B Communities:

The Area 17 communities of District B held a Giant Community (Soccer) Party last June 20 in the new Poplar District Park in Belle Rive Neighbourhood in Evansdale Community. The party was a huge success with people coming from all seven Area 17 communities: Evansdale, Lago Lindo, Northmount, Kilkenny, Londonderry, Steele Heights and McLeod. Check out our [Poplar Park Opening Slide Show \(http://evansdale.ca/node/22\)](http://evansdale.ca/node/22)



The event featured parent-kids soccer games, a carnival atmosphere, Rockband, magic shows and many other activities



The Area 17 Giant Community (Soccer) Party and Poplar Park Grand opening. Pictured here are: Linda Cochrane (City), Gord Harris (Area 17), Tony Caterina (Councillor), Peter Sandu (MLA), Janice Saaich (MLA), Kim Krushell (Councillor), Ed Gibbons (Councillor), David Dodge (Evansdale) and Mike White (Lago Lindo).

for the kids and even Don Johnston at the Piano in the big tent for the adults (and some kids)! The event marked the end of the outdoor soccer season for 2009 and the official opening of the long awaited Poplar District Park.

Area Council 2, involving the six communities in the southern portion of District B, opted to support green shack programs in all six communities last year. This was appreciated by all of the communities and their residents no doubt!

When a massage parlor was proposed on Fort Road Belvedere got involved and intervened

on the issue and eventually the permit application was withdrawn, something they were very pleased about.

And looking to the future, some of our older communities like Belvedere are starting to see the reappearance of soccer players in their communities. Belvedere wondered if soccer was done in their community, but this year they have a Little Kickers program and a U6 Soccer Team, the first in a number of years. A number of communities are experiencing the reappearance of kids in their neighbourhoods!



Pictured here is a little tike trying to score on some City Councillors at the Giant Community (Soccer) Party at Poplar Park.

Also this year many District B Community Leagues participated in the 3rd Annual "President's Choice" event put on by the City of Edmonton and hosted by Delwood this year. Community league representatives share success stories, hear presentations (on seniors and "next gen" this year).

As District B representative and a community league person I continued work on a number of files including: joint use issues, Tripartite Licence negotiations with the City, the Transit Centre on 97 Street, zoning issues in Eaux Claires, help organizing the giant community (soccer) party, working with Area 17 and my community on a number of fronts, and serving on the web committee of the EFCL. I also spent a fair amount of time involved in a host of issues being dealt with by the EFCL and sharing that information with all District B communities through frequent emails, reports and now a blog:

<http://efcldistrictb.blogspot.com/>

Have a great spring!

David Dodge
District B Representative &
Vice President EFCL



Councillor Kim Krushell stops a hard shot by a community soccer player! The new [Florence Hallock School](#) is in the background.

DISTRICT REPORTS

District F

Laura Thygesen

It was another very productive year for District F and we focused our four meetings on the priority goals that were revisited in February of 2009. Guest speakers focused on topics that were of interest and/or concern for the District. These topics were *Local Motion, Ward Boundaries, Great Neighbourhoods, Rehabilitation programs and Traffic Safety* presentations. We were also fortunate enough to be joined by EFCL staff and CRC's in our District throughout the various meetings to give us updates and help with the flow of information to our community leagues. The meetings were all concluded with an opportunity for round table conversations that provided insight about our communities at a District level.



At our last meeting, District F elected Alf White as our new Representative. The date of the next District F meeting is **May 10, 2010** and will be held at the **Woodcroft Community League at 7 pm.**

We do realize that at this time of year, many of the communities are in the process of holding their AGMs and would like to encourage a past and a new executive league representative to join us at the next meeting.

We look forward to another great year of communication between the community leagues in District F.

Laura Thygesen
District F Representative (2009) &
Prince Rupert Community League President

DISTRICT REPORTS

District G

Christine Bremner

Our district meeting on February 9, 2010 did not have quorum, with only four leagues (Bellevue, Montrose, Newton and Westwood) represented out of 13 (the district representative does not count for quorum). It seems that several other meetings were being held that night. But in the community league movement, that's not news.

A great deal of community league energy has been devoted to protesting the closure of public schools in the area, and several schools in the area are threatened. Individuals and leagues have come together to organize email and letter-writing campaigns, to organize publicity, marches and rallies, and to speak at meetings of the Edmonton Public School Board.

Newton 's pubic school was hit in the last round of closures. Nonetheless, Newton Community League has forged a relationship with Edmonton Public School Board that allows the league to use the former school as a venue for many new programs. Newton has seen both increased membership and increased program attendance.

Montrose Community League is about to embark on a major spray deck and park redevelopment project.

Bellevue is about to apply for its first casino license.

Westwood reports that league memberships have jumped, thanks to a higher profile raised during a large development project.

Parkdale/Cromdale Community League has revitalized itself, thanks to a new and very hard-working executive elected on January 31. They met weekly from the beginning of February to the end of March to develop a vision and plans.

Alberta Avenue seems to go from strength to strength, as the area around 118th Avenue continues to improve.

All leagues go through cycles, depending on the commitment and knowledge of their volunteers, and many leagues continue to attract new volunteers. It's a constant source of wonder that so many volunteers are willing to undertake the commitment of time and energy required to operate buildings and administer programs, all because they believe in the communities in which they live. They all deserve recognition and gratitude.

Christine Bremner
District G Representative



DISTRICT REPORTS

District J

Bryan Kapitza

The EFCL has matured significantly over the last two years. If I were to pick the highlight for 2009 it would be the development of a five year business plan has brought focus to our organization and will serve to guide us in achieving realistic goals that will add value to and empower our member leagues. Marketing and advocacy initiatives will grow membership in our communities and increase our influence amongst all levels of government.



The issues of LRT development and residential infill occupied the efforts of District J members during the first half of 2009. It will be several years before any major projects begin, but the input provided by our communities will cause planners to re-examine aspects of their proposals. School closures became the pressing issue of the last half of 2009 and the beginning of 2010. The leagues in the Hardisty and surrounding area were highly motivated to retain their community schools and presented excellent arguments for keeping their schools open, however, the lack of receptiveness on the part of the Edmonton Public School Board may not have been overcome.

As Chair of the Planning and Development Committee I can report significant progress on the development of EFCL position statements and responses to City of Edmonton Planning and Development initiatives. We have successfully drafted positions on LRT development, Affordable Housing, Residential Lighting, and School Closures. Our Affordable Housing position statement was particularly well received by City representatives. Our response to the proposed Top or the Bank bylaw was effective in maintaining accessible green space along the river valley. The EFCL is fortunate to have a committee made up of such dedicated, knowledgeable, and hard working volunteers.

It is with regret that I must vacate the position of representative for District J due to relocation. The Leagues that comprise District J have made meaningful contributions to the growth of the EFCL through their participation in EFCL programs and the advancement of community concerns. I am certain that the new District representative will be impressed by the quality of leadership that comes from our communities.

Wishing you all the best,

Bryan Kapitza
District J Representative

EXECUTIVE DIRECTOR'S REPORT

Allan Bolstad Annual Report – 2009



Time flies by. Already it's my pleasure to submit my third annual report as Executive Director of the Edmonton Federation of Community Leagues.

Once again, we have no shortage of good things to report at the EFCL, as we continue to explore new fronts and develop new partnerships with other organizations.

New Staff Members

We definitely got the year off to a good start, with the addition of **Bev Zubot** to our staff in January. Bev has done yeoman's work with community leagues and helped the EFCL deal with a wide variety of city planning issues – which seem to come at us on a near-weekly basis.

Thanks to a major increase in funding from the City of Edmonton, we were also able to hire two additional staff members in 2009.

In March we welcomed **Shahriyar Khan** to our team and through his efforts we were able to start our cultural integration project, where we are reaching out to people from other cultures – particularly newcomers to Canada – and welcome them to the community league movement. This was a long overdue move that will continue for many years, but we are really pleased with the cooperation we are getting from a host of different agencies and cultural organizations.

It is also one of the key reasons why we decided to host a booth at Heritage Days last summer, as a way to contact people from a variety of ethnic backgrounds.

Shahriyar has also helped us work with the City of Edmonton on a variety of fronts. Perhaps the most striking is the initiative to reduce the speed limit in six Edmonton neighbourhoods, from 50 km/hr to 40 km/hr. If this works out, we could see far fewer accidents and a much safer pedestrian environment created in neighbourhoods throughout our city.

In April we welcomed **Michael Janz** to our staff and he jumped straight into the task of reaching out to younger people through our Next Gen project. He has also revamped our marketing efforts which is beginning to pay significant dividends, both in increased profile for community leagues and sponsorship dollars.

Last but not least, **Ursula Wolsoncroft** joined our staff in May and filled in admirably for **Gulshan Jiwaji**, who left our team after eight years of excellent service as office manager.

New Community Leagues

The EFCL was pleased to welcome three new community leagues in 2009: **Cameron Heights, Oak Hills** and **Summerside**. In each case, it was really nice for the EFCL to be able to provide a working framework for residents in the area to use, so they didn't have to start from scratch in their effort to improve the quality of life in their community.

New and Improved Website

No question, the sale of community league memberships was a major breakthrough for the EFCL in 2009. Yes, it came with some technical and administrative challenges, but the bottom line is that it has made buying a membership much easier, which was instrumental during hockey registrations and has led to a noticeable increase in our membership base.

New EFCL/City of Edmonton Partnership Agreement

With a focus on information sharing, the EFCL's new partnership agreement reflects the excellent relationship we have with the city – particularly the Community Services Department.

Good examples of this relationship was the work we did together on the development of a **Community League Resource Guide**, an invaluable resource for all community leagues, as well as the work we are now doing on a new **Tripartite License Agreement**, which governs the way community leagues are able to use the land provided to them by the City of Edmonton.

Thanks once again to the financial support we get from the city, we were able to complete another nine community league hall assessments – bringing the total to 17. We also combined city and provincial funding to undertake a \$45,000 renovation project at our headquarters, which brought all of the staff offices together and added both some light (new windows) and heat (better insulation) to the place.

Other Noteworthy Initiatives

At the risk of playing favourites, I have to think our **Green Challenge** project, where over 40 community leagues are now seeking ways to be more environmentally friendly, and **Nancy Rempel's work** to highlight our volunteers on Shaw TV are two initiatives we can really be pleased with in 2009. But I could easily add our campaign kickoff at Clarke Park (where Mayor Mandel managed to hook one through the uprights) and our talent show, where so many youngsters got to strut their stuff thanks to the effort of **Judith Richardson** and her team of volunteers.

Working Behind the Scenes

It would also be easy to suggest that the EFCL's best work was done behind the scenes, helping individual leagues through difficult times. I think of the work our Communications Director **Valerie Pachal** does to help leagues launch and manage their websites, or the work our financial officer **Linda Crosby** does to help leagues manage their books and apply for grants.

Perhaps the most notable situation was at Parkdale/Cromdale community league, where the EFCL took over the entire operation in October and ran it until a new executive was successfully elected at the end of January 2010.

Key People to Thank

In closing, there are many people to thank.

Community Recreation Coordinators, like **Jay Row**, **Duane Boos** and **Alissa Wheeler**, who were so helpful with the creation of new community leagues; **Brad Fehr** with the situation at Parkdale/Cromdale; **Corinne Bishop** at Boyle Street and the list goes on....

Our key contacts, **Kathy Barnhart, Judy Smith** and **Stephane Labonne**, who are always quick to help and somehow manage to turn the other cheek when we decided it was time to complain.

Last, but definitely not least, the hardworking board of the EFCL, led by President **David Gibbens**, who somehow found the time to lead this organization as well as serve as president of the West Edmonton Communities Council and Meadowlark Community League.

Someday he's going to have to tell us how he manages to do it.

In the meantime, we're just glad he does.

Allan Bolstad
Executive Director

PLANNING AND DEVELOPMENT COMMITTEE REPORT

Bev Zubot, Community Planning Advisor

Annual Report – 2009



- 1. The Edmonton Federation of Community Leagues provided input and helped shape a number of land development policies in 2009. The following list represents some of the more significant ones:**

Top of River & Ravine Bank Policy: The EFCL strongly advocated for public access to the top of river and valley banks. We emphasized the importance of a 100% continuous top of bank walkway which is integrated into a pedestrian friendly neighbourhood design; plus we requested pedestrian and emergency vehicle access to the walkway every 120 meters, the maximum block length in a pedestrian-friendly neighbourhood. These recommendations have been incorporated in to the new Top of Bank Policy.



Accessibility to the river valley a key concern

Residential Infill Guidelines: A significant amount of time was spent analyzing the proposed Infill Guidelines, consulting Leagues, and communicating the views of Community Leagues to City Administration and City Council. Since June, when the guidelines were approved, the EFCL has monitored the city's adherence to the Infill Guidelines and coached some Community Leagues in the use of the Guidelines to enhance proposed developments.

In the fall, EFCL encouraged City Administration to consult communities when translating the design guidelines into zoning regulations. Administration agreed to do information/consultation sessions in the spring of 2010 when requested by Leagues. The consultation priorities identified by EFCL were: a) design regulations to create family-friendly multi-unit housing, and b) appropriate use of community bonuses in exchange for higher density housing.

Secondary Suites: In January we lost our request to have zoning for new secondary suites tied to owner occupancy, but in May, Council approved our request to have grants for new suites tied to owner occupancy.

Affordable Housing: At City Council, EFCL spoke against the proposed "supersizing" of low rise apartment as a method of providing affordable housing. City Council put the proposal on hold and invited EFCL to participate in developing solutions to inclusive affordable housing. The EFCL Planning Committee formed a working group to research housing models and to develop a position statement on affordable housing.

Transit Oriented Developments: EFCL informed community leagues of the proposed policy when it became public in November, and EFCL invited league representatives to join the group reviewing policy drafts.

Residential Lighting: EFCL Planning Committee and a number of individuals from Leagues worked together to develop a city lighting policy which would reduce energy consumption, light pollution and light trespassing, while maintaining the appropriate lighting for safety. The recommendations will be finalized in 2010.

“Living Local” Campaign – a Planning Committee focus: EFCL decided to promote planning policies which provide opportunities for residents to do activities close to home. The Planning Committee was especially concerned about the trend towards Big Box, auto-oriented recreation facilities and the potential closure of small community-based facilities. As an initial step to promoting ‘living local’ policies, EFCL reviewed the draft Municipal Development Plan and prepared a written response which recommended more emphasis on the support of neighbourhood-based recreation facilities.

Walkable Edmonton Committee: The Community Planning Advisor meet monthly with the City’s interdepartmental Walkable Edmonton Committee which worked on a strategy to make Edmonton a place where people can easily walk or use other non-motorized transportation to get to their destinations. The work is ongoing.

2. The EFCL’s Planning Advisor also consulted with individual Community Leagues on a variety of issues:

Infill developments plummeted in the first part of 2009, followed by a flurry of activity in the summer, and a few major development proposals in the fall. Many Leagues sought the assistance of EFCL. The Community Planning Advisor helped Leagues review development proposals and area plans, prepare presentations to City Council or the Development Appeal Board, and advised the City to follow appropriate notification and public involvement processes. In some instances Leagues had minimal impact on new developments, while in other cases they were able to modify projects, including changing traffic patterns, reducing density, and getting more family-oriented units and amenities. Leagues presenting to the Development Appeal Board tended to be successful in stopping undesirable housing developments. The Community Planning Advisor also helped a League develop a successful strategy to save a tree stand in their neighbourhood park.

3. Information and Training:

In addition to one-on-one assistance to community league volunteers working on urban planning issues, EFCL provided on line resources, including the Community Consultation Guide.

To facilitate more in depth training of community volunteers addressing neighbourhood planning issues, EFCL introduced the Edo Nyland Planning Academy Scholarship. The scholarship pays for one half of the cost of the training sessions, offered by the City, to give citizens a better understanding of the city land use and transportation planning process and to help them be a more effective voice for their community. The scholarship was set up in honor of Edo Nyland who was instrumental in creating the Planning and Development program of EFCL.

4. Planning & Development Committee Membership – 2009:

Chair (Jan – Feb)

Al Slemko – Pleasantview

Chair (May – Dec)

Bryan Kapitza – EFCL Vice President Internal

Active members Jan – April:

Elaine Solez – Windsor Park
Bill Eadie – Glenora
Allan Tchida – Strathearn
Shelley Tupper – Kensington
Peter Brandon – Holyrood
Wayne Rogers – McKernan
Lori Jeffery-Heany – Ottewell

Elected District representatives after governance change in April:

District A – Shelley Tupper
District D – Alla Ternikova
District F – Patricia Grell
District G – Dennis Deans
District H – Tim Cartmell
District I – Elaine Solez
District J – Lori Jeffery-Heany
District K – Tarek el-Bialy
District L – Shaffeeq Ali

Non-voting resource member:

Fred Mitchell

COMMUNITY DEVELOPMENT REPORT
Shahriyar Khan, Community Development Officer
Annual Report – 2009



1. Cultural Integration Project

The EFCL initiated this project in 2009, as a way of welcoming people – particularly newcomers – from other cultures, into the community league movement.

A) The following are some key activities of the EFCL:

- Provided information to a number of Immigrant Serving Agencies and through them helped promote community leagues to newcomers
- Made a number of presentations about community leagues to immigrant associations, groups and schools
- Signed a Memorandum of Understanding with the Edmonton Immigrant Services Association (EISA), where we pledged to help each other integrate newcomers into the community
- Arranged orientation sessions for community leaders, both from community leagues and cultural associations
- Formed a Diversity Focus Group consisted of Catholic Social Services, EISA, Edmonton Mennonite Centre For Newcomers, the Mill Woods Welcome Centre and the city's Office of Diversity and Inclusion
- Formed an Aboriginal Focus Group
- Worked closely with the Northerners: A group of agencies provided support for newcomers in northeast Edmonton

B) Some of our key achievements are as follows:

- Increased awareness among new Canadians about community leagues and their programs
- Some leagues have now providing free membership for immigrants
- Immigrant Community leaders are promoting leagues to their communities
- Immigrant serving agencies are providing leagues information to Newcomers
- Immigrant serving agencies and leagues and beginning to form partnerships
- Development of the program We All Can Play, a free sport programs for refugee children

2. The EFCL's Partnership with the City of Edmonton's Office of Traffic Safety

The EFCL is partnering with Office of Traffic Safety on a number of traffic safety initiatives. During 2009 we were able to promote and implement the following programs in a few communities.

- Pace Car Program
- Speed Watch Program
- Community Safe Speed Van Program
- Reduced Speed Limit Pilot Project

The EFCL initiated this project in 2009. The project is set to commence on May 1, 2010 and continue for six months. The six neighborhoods where the speed limit will be reduced from 50 km/hr to 40 km/hr are Beverly Heights, King Edward Park, Woodcroft, Ottewell, Oliskew and Twin Brooks.



Shahriyar Khan places Pace Car Sticker

3. Community Ice Allocation Committee

The EFCL worked with the City on Community Ice issue in 2009. The EFCL and City of Edmonton has formed a new Community Ice Allocation Committee. The committee will be responsible to allocate ice time and facility to the leagues wanting to buy City's Ice.

4. Pool and Gymnasium Allocation Program

The EFCL is working with the city to develop Community Leagues Pool and GYM Allocation strategy. The EFCL hosted a meeting in September 2009 and invited community leagues for their feedback. The new allocation procedure will be based on recommendations from that meeting.

5. Board Leadership Conference 2009

The EFCL hosted a number of meetings of the planning committee and provided support for the Board Leadership Conference 2009. Held at Grant MacEwan College, the conference was fully subscribed and provided a good opportunity for community league board members to gain information and network with other agencies.

6. Partnership with Capital City Clean Up

The EFCL has supported a variety of CCCUP programs, including the Block Captain, Portable Ashtray and Big Bin Programs.

MARKETING REPORT
Michael Janz, Marketing Director
Annual Report – 2009



It's hard to believe that it was just a year ago that I started working at the EFCL: what a year it has been! The Marketing Director position was a completely new addition to the EFCL team. It has been a tremendous opportunity to take a leadership role on certain projects while helping to support the other valuable activities that other team members are leading. I would like to touch on a few key projects that my portfolio worked on this year, but all of these projects have been team efforts and couldn't have been accomplished without the support of the EFCL team, our board, and our great volunteers!

Here are a few notable items that happened during my time at the EFCL in 2009:

Creation, Consultation and Approval of the EFCL Business Plan

The EFCL has successfully prepared our 2008-2013 business plan. This project started before I arrived at the EFCL with consultation and communication with community league presidents. After more deliberation and consultation with our membership, the draft EFCL business plan was approved by our membership at our 2009 Regular General Meeting and has helped us set the direction moving forward for the organization.



Heritage Festival

August Long Weekend 2009 was made especially fun this year as the EFCL team set up in Hawrelak Park for the Servus Heritage Festival. We hosted the EFCL Rest Centre - a fixed pavilion right beside the bus loop with lots of room for tattoos, colouring, a football toss game, and even a few chairs to rest in the shade. It was a great opportunity to engage thousands of Edmontonians about Community Leagues and the opportunities available right in their own neighbourhoods. We look forward to being back there again for August long weekend 2010!

Left - All ages stopped by the EFCL rest area at Heritage Days last August

Outreach in the Community

The EFCL has made an effort to be present at more events such as Mill Woods Canada Day. This event proved to be a great chance to connect to many visitors of the Canada Day event and encourage them to get involved in their own neighbourhood community league. If you are planning a big event and would like us present, please contact the office. If we have enough notice, we might even be able to bring some raffle prizes too!

Marketing and Advertising

The EFCL is starting to work with more sponsors and organizations and try to broaden our base of support beyond just government grants. Beyond just monetary support, the EFCL is looking to develop relationships with organizations who might be willing to give prizes, preferential discounts, or other benefits for community league members. If you have connections to an organization that would like to sponsor a community league or EFCL event, please connect us!

Legal Services / Financial Services

We were pleased to announce that Reynolds Mirth, Richards and Farmer have been selected as the EFCL's legal services provider of choice.

Social Media Workshops

In order to help leagues reach out and communicate in new ways, we have been hosting social media workshops to help community leagues use Twitter, Facebook, Youtube, and other mediums that can be useful for getting their message out.

Connecting with the Next Generation

Together with the City of Edmonton's Next Gen committee, we have been working to reach out and connect with young adults in our city. Young adults without children were one of the under-represented groups in the community movement that the EFCL is working to connect with. A focus group was held in June which allowed us to hear from young adults how the EFCL can do a better job of communicating and engaging these individuals. Feedback was posted to the EFCL website and we would encourage you to check it out!

Thank you for the warm welcome into the community league movement, I look forward to working with you again in 2010!

Michael Janz
Marketing Director



EFCL Marketing Director Michael Janz on a eco-friendly reconnaissance mission to snoop on the activities of the Federation of Calgary Communities.

COMMUNICATIONS & EVENTS REPORT - Year in Review

Valerie Pachal
Assistant Director/Communications and Events
Annual Report – 2009



TECHNOLOGY & COMMUNICATIONS

Our highlights for EFCL Technology and Communications include:

- 13 community leagues have completed training and are hosted on EFCL server with a new website presence.
- Many Leagues are now forwarding their new board lists immediately following elections and we have a 75% update rate (two years ago it was closer to 20%). **Let's work together for 100%! Remember us after your election.**
- Online membership sales went relatively smoothly with 3,149 memberships sold as of April 9, 2010. The fast paced ways of today's world appreciates this useful tool.
- Our website grows daily.
- We publish a newsletter four times per year and have increased the frequency of electronic news – our EFCL E News – to get announcements out in a timely fashion. Read the headlines and choose your interest area. Subscribe to E News by sending a request to communications@efcl.org

MEDIA COVERAGE OF LEAGUE NEWS AND EVENTS

EFCL and our roving reporter Nancy Rempel, President of Bonnie Doon Community League have organized media coverage with SHAW TV, the Edmonton Examiner, and CBC Radio for stories on league volunteers and events.

Those who have utilized this service have had a marked increase in attendance. Find out how to post your events.



Sandy Guilbert and Frank Weichman spotlighted by SHAW TV for their LRT planning involvement

FALL NEWSLETTER RECEIVES INCREASED DISTRIBUTION

In addition to our regular fall newsletter, we designed an abbreviated edition of eight pages and distributed 5,000 copies to 60 locations around the city, including recreation centres, libraries, service centers and police stations. Our long term goal is to have a city-wide newsletter that will bring community league news to all Edmontonians.

APRIL 2009 AGM RELEASES RESOURCE GUIDE

We distributed our resource guide to league presidents at the AGM and through our board directors in the month that followed. Other not-for-profit organizations have utilized this resource, which is available online, and commended the City of Edmonton and EFCL on the content. Please check online for updates for a searchable interface. There are numerous tips, tricks, forms and templates to help with all manner of league operations.



Edmonton Federation of Community Leagues executive director Allan Bolstad and Edmonton Horticultural Society president Lucy Chang, two of this year's Front Yards in Bloom judges, check out a yard in Belmead, one of this year's contest finalists.

FRONT YARDS IN BLOOM

A record number of homes were nominated for awards in this year's Front Yards in Bloom, thanks in large part to the contribution of Edmonton community leagues. Over 20 community leagues responded to this year's call for nominations, which helped produce over 1,000 award winners.

Congratulations to all of the Community leagues and individuals who participated in the Front Yards in Bloom program.

"Communities in Bloom was impressed with the level of community cooperation and that it wasn't just one organization spearheading the projects. EFCL Executive Director Allan

Bolstad helped judge the yards, while President David Gibbens and Community Development Officer Shahriyar Khan met with program officials and did a great job of explaining Edmonton's community league system. Rodney Al, Front Yards in Bloom Coordinator, said 30% of our entries this year came from the community involvement. "This is why we experienced such success." Check online for details on how to get involved in 2010.

VOLUNTEER APPRECIATION BARBECUE AND OPEN HOUSE

EFCL Office, 7103 – 105 Street, September 22, 2009

EFCL hosted an open house for all of our community league presidents, partner organizations and partners with the city. There was also a big thank you given to some of the great EFCL volunteers who helped with EFCL events such as the Heritage Festival or Talent Show. Volunteer appreciation is something that we take very seriously and the BBQ was a fun way to get together and talk about some of the big things that the EFCL is working on for the upcoming year. It was a wonderful day of sunshine and the attendees had the opportunity to see the archive photos freshly hung on EFCL's walls. Drop by our offices sometime and see what leagues have done over the past 90 years.



Great weather for EFCL's Open House and volunteer thank you barbecue on September 22, 2009

COMMUNITY LEAGUE MEMBERSHIP CAMPAIGN KICKOFF

Clarke Field, 11:00 am, Saturday, September 12, 2009

Mayor Mandel and numerous community league members put one through the uprights at Clarke Field to formally kick off our membership campaign. We hosted a free barbecue, had giveaways and the Grand Prize Draw for the prestigious VIP table for six at the Eskimo Community League Game Day on October 9th was won by the Kalavrias family from Ottewell Community League.



Eskimo Adam Braidwood coaches Mayor Mandel

Several media representatives showed up for the event and gave us some great coverage.

Since many leagues were holding their own events on this weekend, it became clear that the campaign kickoff should focus on activities that leagues were putting on in their own neighbourhoods rather than an EFCL activity. This helped provide the impetus for this year's Community League Day and our "Living Local" campaign.

EDMONTON ESKIMO COMMUNITY LEAGUE GAME DAY

Commonwealth Stadium, 7:00 pm, Friday, October 9, 2009

We had a hoot and a holler giving away the mini footballs and listening to the loud speaker announcements promoting community leagues to the football crowd at Commonwealth Stadium.

Promotional Details:

- Reduced ticket prices for league members
- Our ad appeared for four weeks on the Edmonton Eskimo Insider – electronic news
- 2 program ads – one the week prior and one on game day – inserted in the Edmonton Sun
- 3 jumbotron announcements with pictures – one ad thanked our sponsor
- Continuous announcements of Community Leagues as the event sponsor, prior to the game
- Banners at our booth
- Handout – a small brochure with the benefits of membership
- Mini footballs sponsored by Realtors Association include with their logo and ours.

Although we feel our profile was raised by this event we have decided to focus our resources on our Community League Day and Living Local campaigns in the future. We will continue to work with the Eskimos in a less formal way.

Many thanks to our volunteers and to the Realtors Association of Edmonton for sponsoring the Kickoff, the Game Day, and the mini footballs.

VOLUNTEER RECOGNITION GALA

Ramada Inn on Kingsway, 6:30 pm, November 13, 2009

One of the most positive "Feel Good" projects in my portfolio at EFCL, the Volunteer Recognition was a success with a more upscale presentation than the year before. Good food and drink, great music, 47 smiling faces of the award recipients, and amazing stories about fantastic projects around the city made for an inspiring enjoyable evening. Congratulations to all of the volunteers who deserve an award every year! Please feel free to view the pictures online at [efcl.org / resources / league gallery](http://efcl.org/resources/league_gallery).

GREEN CHALLENGE

At our April 29, 2009 AGM, CO2RE presented a \$5,000 retrofit prize to Ottewell Community League, one of our Green Challenge participants. We saw an increase from 22 participants in 2008 to 44 in 2009. We hope this program will encourage all leagues to consider sustainability when retrofitting and renovating their halls.

Our Green Challenge Committee has added educational programs as a criteria for completing the challenge. Over 60 people turned out to our first information session to learn about Solar Energy and Net Zero Readiness, as presented by experts Rob Harlan with the Edmonton Solar Energy Society, and Gordon Howell, of GME Engineering. It was a very informative evening and a good networking opportunity. Join us for future events at leagues around the city or ask how to book your own information session. Please visit the website (efcl.org) for more information.



Ottewell President, Bob Hutchison accepts award from Councillor Henderson

MEMBERSHIP SUPPLIES

We continue to bulk order membership supplies for our leagues that include membership cards, brochures, skate tags, volunteer badges. Please watch for the notices beginning every December, order on time, and confirm method of delivery or pickup. It helps the process. If you have any suggestions for supplies you would like to see or changes to the existing supplies, please contact communications@efcl.org.



Spotlight on ethnic dance

We made a decision to discontinue the supply of carbon registration forms due to obsolescence and cost. An excel spreadsheet and pdf is available for download in our resource guide section online.

EFCL TALENT SHOW

The 58th EFCL Talent Show held on Saturday, April 18, 2009 was full of wonderful performances in every art form from dance, to singing, to speech arts, drama, and novelty with medals, trophies, and cash prizes awarded. We had 51 acts with a few new performers. Dunluce Community League received a plaque for the league with the most entries. We had 16 performers in the finale and gave out 16 cash awards. Thanks to Chair, Judith Richardson, for her commitment.

FINANCIAL SERVICES REPORT

Linda Crosby, Financial Officer

Annual Report – 2009



The past number of years have seen an increase in challenges facing community league treasurers as their roles have expanded into areas of accounting practices beyond basic bookkeeping duties. In some instances the time commitment and skill level required of the position can no longer be filled by a volunteer. As a result, my role has expanded in the area of volunteer training. To combat the demand the EFCL has provided services in the following areas:

- 1. Overall treasurer training** – we have re-written the financial section of the Community League Resource Guide. This basic treasurer training is now offered as an online tutorial on the EFCL website.
- 2. Individual assistance was given to forty-one(41) community leagues in 2009, in the following areas:**
 - a. Accounting software training in both Simply Accounting and Quick Books at community league offices.
 - b. Alberta Gaming and Liquor Commission license applications and financial reporting assistance in completion of both Bingo and Casino applications and reports.
 - c. Annual budget preparations for presentation and approval by community league members at Annual General Meetings.
 - d. Cashflow projection templates were provided to community league executives in order to assist them in the planning stages of setting their goals for the upcoming year.
 - e. One on one bookkeeper training for the community leagues whom have contracted bookkeeper services.
 - f. Assistance was given in year-end preparation to reduce costs of annual Audit, Financial Review and Notice To Reader costs.
 - g. Liaised with community league year end accountants and Alberta Gaming and Liquor Commission auditors on behalf of member community leagues being audited.
 - h. Assistance was given to member community leagues filing one time GST Rebate applications to Canada Customs and Excise Tax.
 - i. Assistance was provided to several community leagues in filing outstanding Annual Returns to Corporate Registry.

The EFCL expanded its services in other areas as well. The first that comes to mind is the ability to purchase community memberships online through the EFCL website. We also offer the Infrastructure Audit program in which 22 community leagues have participated in the past two years (17 are now complete). Other projects included the restructure and review of the business plan. All have contributed to an increase in accounting activity and as a result 2009 has been both a challenging and rewarding year.



Audited Financial Statements

YEAR ENDED DECEMBER 31, 2009

**EDMONTON FEDERATION
OF COMMUNITY LEAGUES**

EDMONTON, ALBERTA

December 31, 2009

AUDITED FINANCIAL STATEMENTS

Auditors' Report	2
Statement of Financial Position	3
Statement of Operations	4
Statement of Changes in Net Assets	5
Statement of Cash Flows	6
Notes to Financial Statements	7

AUDITORS' REPORT

To the Members of the
Edmonton Federation of Community Leagues

We have audited the statement of financial position of the Edmonton Federation of Community Leagues as at December 31, 2009 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Federation's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Federation as at December 31, 2009 and the results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Edmonton, Alberta
January 25, 2010


Peterson Walker LLP
Chartered Accountants

STATEMENT OF FINANCIAL POSITION
EDMONTON FEDERATION OF COMMUNITY LEAGUES
December 31, 2009


	2009	2008
ASSETS		
CURRENT ASSETS		
Cash--Note 3	\$260,296	\$379,757
Accounts receivable	35,490	23,279
Prepaid expenses	1,380	625
	297,166	403,661
PROPERTY AND EQUIPMENT--Note 4	128,464	102,276
	\$425,630	\$505,937
 LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 39,767	\$ 48,062
Deferred contributions--Note 5	128,840	257,709
Funds held in trust--Note 3	0	3,858
	168,607	309,629
DEFERRED CONTRIBUTIONS RELATED TO PROPERTY--Note 6	64,360	38,938
NET ASSETS		
Invested in property and equipment	64,104	63,338
Unrestricted	111,667	83,140
Internally restricted--Note 7	16,892	10,892
	192,663	157,370
	\$425,630	\$505,937

COMMITMENTS--Note 8

APPROVED BY THE BOARD



President



Treasurer

STATEMENT OF OPERATIONS**EDMONTON FEDERATION OF COMMUNITY LEAGUES**

Year Ended December 31, 2009

	2009 Budget	2009 Actual	2008 Actual
REVENUE			
City of Edmonton grants	\$578,913	\$558,762	\$434,567
Membership dues	64,120	66,183	64,227
Casino	46,000	45,974	41,591
Community League membership supplies	28,000	24,810	23,826
Postage, photocopy, room rental and other recoveries	400	9,513	2,439
Sponsorships	8,000	8,800	7,000
Interest	12,000	5,570	12,192
Talent Show	5,000	2,037	4,845
	<u>742,433</u>	<u>721,649</u>	<u>590,687</u>
EXPENSES			
Salaries and benefits	342,634	353,790	279,291
One-time expenditures	122,688	125,021	94,590
Community League services	155,800	103,337	53,580
Office and building operations	88,061	61,227	54,321
Amortization	8,000	28,472	21,052
Professional fees	11,000	7,549	6,495
Governance	5,250	4,706	3,646
Talent Show	5,000	2,254	2,891
	<u>738,433</u>	<u>686,356</u>	<u>515,846</u>
REVENUE OVER EXPENSES	<u>\$ 4,000</u>	<u>\$ 35,293</u>	<u>\$ 74,841</u>

STATEMENT OF CHANGES IN NET ASSETS

EDMONTON FEDERATION OF COMMUNITY LEAGUES

Year Ended December 31, 2009

	Invested in Property and Equipment	Unrestricted	Internally Restricted	2009	2008
Balance at beginning of year	\$ 63,338	\$ 83,140	\$ 10,892	\$ 157,370	\$ 82,529
Revenue over (under) expenses	(22,727)	58,020	0	35,293	74,841
Investment in property and equipment	23,493	(23,493)	0	0	0
Transfer	0	(6,000)	6,000	0	0
BALANCE AT END OF YEAR	\$ 64,104	\$ 111,667	\$ 16,892	\$192,663	\$157,370

STATEMENT OF CASH FLOWS

EDMONTON FEDERATION OF COMMUNITY LEAGUES

Year Ended December 31, 2009

	2009	2008
CASH PROVIDED BY (USED IN)		
Operating activities:		
Revenue over expenses	\$ 35,293	\$ 74,841
Item not affecting cash:		
Amortization	28,472	21,052
Amortization of deferred contributions related to property	(5,745)	(2,626)
Net changes in non-cash working capital items--Note 9	<u>(153,988)</u>	<u>124,578</u>
	<u>(95,968)</u>	<u>217,845</u>
Investing activity:		
Purchase of property and equipment	<u>(54,660)</u>	<u>(76,895)</u>
Financing activity:		
Deferred contributions related to property	<u>31,167</u>	<u>37,535</u>
CASH (DECREASE) INCREASE	(119,461)	178,485
Cash at beginning of year	<u>379,757</u>	<u>201,272</u>
CASH AT END OF YEAR	<u>\$260,296</u>	<u>\$379,757</u>

NOTES TO FINANCIAL STATEMENTS

EDMONTON FEDERATION OF COMMUNITY LEAGUES

December 31, 2009

NOTE 1--NATURE OF OPERATIONS

The Edmonton Federation of Community Leagues was established in 1921 and, as a non-profit organization, is exempt from income taxes. The Federation exists to continually improve the efficiency and effectiveness of member organizations in their effort to deliver community programs, by providing leadership as well as operational and administrative support.

NOTE 2--SIGNIFICANT ACCOUNTING POLICIES

General

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles.

Property and Equipment

Property and equipment are recorded at cost. Amortization is provided over the estimated useful lives of the assets at the following methods and rates:

Office equipment	20% declining balance
Computer equipment	30% declining balance
Computer software	100% declining balance
Leasehold improvements	10 years straight-line
Website	10 years straight-line

Donated Goods and Services

Volunteers donate time to assist the Federation in carrying out its services. Due to the difficulty in determining their fair value, donated goods and services are not recognized in the financial statements.

Revenue Recognition

The Federation follows the deferral method of accounting for contributions. Contributions, including operating grants, are included in revenue in the year they are received or receivable, with the exception that contributions to fund a specific future period's expenses are included in revenue of that later period.

Use of Estimates

The preparation of financial statements, in conformity with Canadian generally accepted accounting principles, requires management to make estimates and assumptions that affect the amounts reported in the financial statements. By their nature, these estimates are subject to measurement uncertainty and actual results could differ.

NOTE 3--RESTRICTED CASH

Cash balances generated through casinos totalling \$16,572 (2008--\$62,540) are available for use only in accordance with the terms of the gaming licenses issued by the Alberta Gaming and Liquor Commission.

Cash held in trust for the Little Miracles Trust Fund has been fully dispersed during the year.

NOTES TO FINANCIAL STATEMENTS

EDMONTON FEDERATION OF COMMUNITY LEAGUES

December 31, 2009

NOTE 4--PROPERTY AND EQUIPMENT

	2009		2008	
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Office equipment	\$112,618	\$ 88,546	\$ 24,072	\$ 11,494
Computer equipment	45,658	37,459	8,199	8,848
Computer software	13,014	11,773	1,241	2,155
Leasehold improvements	125,709	92,157	33,552	40,703
Website	72,086	10,686	61,400	39,076
	<u>\$369,085</u>	<u>\$240,621</u>	<u>\$128,464</u>	<u>\$ 102,276</u>

NOTE 5--DEFERRED CONTRIBUTIONS

A portion of receipts received in the year are deferred to be recognized as revenue in future years as the related expenses are incurred.

	Balance at beginning of year	Contributions received during year	Amounts recognized as revenue or transferred to deferred contributions related to property	Balance at end of year
Membership dues	\$ 42,747	\$ 66,050	\$ 64,764	\$ 44,033
Casino	62,540	6	45,974	16,572
Talent Show	61	100	61	100
Infrastructure Program	108,798	28,290	81,874	55,214
Trade Show	0	2,500	0	2,500
City of Edmonton Business Review Grant	40,000	0	32,755	7,245
City of Edmonton Restructuring Grant	3,563	0	387	3,176
	<u>\$257,709</u>	<u>\$ 96,946</u>	<u>\$225,815</u>	<u>\$128,840</u>

NOTES TO FINANCIAL STATEMENTS

EDMONTON FEDERATION OF COMMUNITY LEAGUES

December 31, 2009

NOTE 6--DEFERRED CONTRIBUTIONS RELATED TO PROPERTY

Deferred contributions related to property represent contributions received from the City of Edmonton and the Government of Alberta to fund renovations to the Federation's premises.

	<u>2009</u>	<u>2008</u>
Balance at beginning of year	\$ 38,938	\$ 4,029
Contributions transferred from deferred contributions	31,167	37,535
Amounts amortized	<u>(5,745)</u>	<u>(2,626)</u>
BALANCE AT END OF YEAR	<u>\$ 64,360</u>	<u>\$ 38,938</u>

NOTE 7--INTERNALLY RESTRICTED NET ASSETS

	<u>2009</u>	<u>2008</u>
Performing arts prize fund	\$ 4,892	\$ 4,892
Reserve fund	<u>12,000</u>	<u>6,000</u>
	<u>\$ 16,892</u>	<u>\$ 10,892</u>

The performing arts prize fund was established to provide prizes to performers in the annual talent show.

The reserve fund was established to provide for emergent, unforeseen expenses such as lawsuits, delays in grant funding, computer systems breakdowns or forced office relocation. The Federation will set aside approximately \$6,000 in each of the next ten years until the reserve fund is equal to two months of operating expenses.

NOTES TO FINANCIAL STATEMENTS

EDMONTON FEDERATION OF COMMUNITY LEAGUES

December 31, 2009

NOTE 8--COMMITMENTS

(a) **Project Commitments**

At year-end, the Federation had commitments for the following projects:

Office upgrades	\$ 19,973
Community League Resource Handbook	5,000
Consultation Handbook	2,000
Planning award 2009	<u>2,000</u>
	<u>\$ 28,973</u>

The Community League Resource Handbook is a joint project with the City of Edmonton, to overhaul the current Resource Handbook. The Handbook is designed to provide community league board members with information about running a community league such as: financial advice, legal advice, communications and board operations, including templates for bylaws, staff contracts, renovation contracts and hall rental agreements.

(b) **Lease Commitment**

The Federation leases office space under an operating lease agreement that expires on December 31, 2014. The minimum lease payments to expiry, including rent and operating expenses are as follows:

2010	\$ 19,980
2011	19,980
2012	19,980
2013	19,980
2014	<u>19,980</u>
	<u>\$ 99,900</u>

NOTE 9--CHANGES IN NON-CASH WORKING CAPITAL

Changes in non-cash working capital items and their effect of increasing (decreasing) cash are as follows:

	<u>2009</u>	<u>2008</u>
Accounts receivable	\$ (12,211)	\$ (9,396)
Prepaid expenses	(755)	998
Accounts payable and accrued liabilities	(8,295)	21,286
Funds held in trust	(3,858)	(1,027)
Deferred contributions	<u>(128,869)</u>	<u>112,717</u>
	<u>\$(153,988)</u>	<u>\$124,578</u>

NOTES TO FINANCIAL STATEMENTS

EDMONTON FEDERATION OF COMMUNITY LEAGUES

December 31, 2009

NOTE 10--FINANCIAL INSTRUMENTS

For cash, accounts receivable, accounts payable and funds held in trust, the carrying values of these financial instruments approximate their fair values due to their short-term maturity or capacity for prompt liquidation.

The Federation does not believe it is subject to any significant concentration of credit risk. Cash is in place with major financial institutions. Accounts receivable are generally the result of services to members and the Goods and Services Tax refund.

NOTE 11--CAPITAL MANAGEMENT

The Federation's goal in managing capital is to safeguard its ability to continue as a going concern so that it can continue to provide services to the members. To accomplish this goal, policies have been established to preserve the financial condition of the Federation and protect its assets by setting limitations on the expenditure of funds, incurrence of debt, use of any long-term reserves and investment of funds. Over the year, the Board meets with the Executive Director to review the Federation's financial position.