



Annual Report 2013



EFCL Board Members at 2013 Community League Day Media Launch

Presented at
Annual General Meeting
May 21, 2014

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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.

2013 TEAM

Board of Directors

President (1st Half of 2013)	David Dodge	District B
President (2nd Half of 2013)	Masood Makarechian	District K
Vice President Internal (1st Half of 2013)	Christine Bremner	District G
Vice President Internal (2nd Half of 2013)	Shafeek Ali	District L
Vice President External (1st Half of 2013)	David Gibbens	District E
Vice President External (2nd Half of 2013)	Lindsay Smith	District I
Treasurer (1st Half of 2013)	Al Innes	District C
Treasurer (2nd Half of 2013)	Christine Bremner	District G
Director	Sandra Mueller	District A
Director	David Dodge	District B
Director	Trevor Elliott	District D
Director (2nd Half of 2013)	Mark Nicoll	District E
Director	Maureen Esch	District F
Director (1st Half of 2013)	Barry Davis	District H
Director (2nd Half of 2013)	Rob Agostinis	District H
Director	Gavin Martinson	District J

City of Edmonton

Neighbourhoods, Parks and Community Recreation	Heather McRae	Branch Manager
Great Neighbourhoods	Stephane Labonne	Director
Great Neighbourhoods	Shari Johnson	Project Manager

Committees

Planning and Development Committee	Cora Shaw	Chair
100th Anniversary Steering Committee	Lindsay Smith	Chair
100th Anniversary Story Committee	Ron Kuban	Chair
100th Anniversary Fundraising Committee	Rob Agostinis	Co-Chair
100th Anniversary Fundraising Committee	Nora Begoray	Co-Chair
K-Days Committee	Stacey Felkar	Chair

2013 TEAM

Administration Staff

Allan Bolstad
Valerie Pachal
Amanda Henry
Andrea Sage
Nora Begoray
Bev Zubot
Elaine Solez
Shahriyar Khan
Linda Crosby
Joanne Booth

Executive Director
Assistant Director/Communications
Board Development Director (October to Present)
Board Development Director (January to September)
Marketing Director
Community Planning Advisor (January to September)
Community Planning Advisor (September to Present)
Community Development Officer
Financial Advisor
Office Administrator



Allan Bolstad



Valerie Pachal



Amanda Henry



Andrea Sage



Nora Begoray



Bev Zubot



Elaine Solez



Linda Crosby



Joanne Booth



EFCL Board 2013

L - R: Al Innes (Treasurer and District C Director), Lindsay Smith (VP External and District I Director), Christine Bremner (VP Internal, Treasurer and District G Director) Sandra Mueller (District A Director), Mark Nicoll (District E Director), Shaffeeq Ali (VP Internal and District L Director), Gavin Martinson (District J Director), Trevor Elliott (District D Director), Barry Davis (District H Director), Masood Makarechian (President and District K Director), Missing—David Dodge (President and District B Director), David Gibbens (VP External and District E Director), Maureen Esch (District F Director), Rob Agostinis (District H Director)

District A
Sandra Mueller
Jan-May

District B
Dave Dodge
VP External Jan-May

District C
Al Innes
Treasurer Jan-May

District D
Trevor Elliott

District E
David Gibbens
Jan-May

District F
Maureen Esch
Jan-May

District G
Christine Bremner
VP Internal: Jan-May
Treasurer May-Dec

District H
Barry Davis
Jan-May

District I
Lindsay Smith
VP External May-Dec

District J
Gavin Martinson

District K
Masood Makarechian
President May-Dec

District L
Shaffeeq Ali
VP Internal
May-Dec

District E
Mark Nicoll
May-Dec

DISTRICT REPORTS

Londonderry—District B **David Dodge, President and District Director**



This is my final year as the EFCL Londonderry District B representative thanks to term limits in the EFCL. No one can serve on the EFCL board for more than six years in a row or in a particular position for more than three years. This marks my sixth year as a district representative and I have served two years as VP External and two other years as president. This has been one of the most rewarding experiences of my volunteer life.

We in District B went unrepresented at the EFCL for more than a decade prior to Cecil Gibbs of Steele Heights making a motion at an Area 17 meeting six years ago to reinitiate our relationship with the EFCL. The community leagues of Area 17 voted unanimously to reinitiate our relationship and this was supported by nearly all of the leagues of Area 2 as well. In total there are 13 community leagues in District B.



Tripartite License Agreement Information Meeting

One of the things community leagues from District B wanted to see improved was the Tripartite agreement. Many of the leagues in the district had refused to sign the previous agreement written in 1999 for a decade or more.

After working on a negotiating committee with the city for two years we came up with a new Tripartite License Agreement that was accompanied by a 40% increase in community league operational grants and \$3 million worth of CLIP funding to leagues each year.

Last May, Glengarry Community League became the final community league in Edmonton to sign the Tripartite Agreement.

It has been a very busy six years working on a host of programs, board development opportunities, trade shows and resources for community leagues. I have enjoyed being a part of Leagues Alive, our Trade Shows and many other initiatives designed to help community leagues out. One of the programs I really enjoyed initiating was the community league solar and energy conservation program that helped seven community leagues and the EFCL undergo energy audits and install solar systems.



EFCL Solar And Energy Savings Program Media Launch (L-R: Warren Sarauer Of The Solar Society Of Alberta, City Councillor Linda Sloane, EFCL President David Dodge)

At the league level this past year was quite eventful as well.

In 2013 every single one of the seven community leagues of the Area 17 portion of District B were led by women presidents:

Ping Mason-Lai was president of Lago Lindo, **Leanne Rosinski** in McLeod, **Anna Taylor** in Kilkenny, **Shawna Walsh** in Evansdale, **Terry Kitch** in Northmount, **Margaret Day** in Londonderry, and **Heather Pilisko** in Steele Heights.

The highlight of the year in District B was the **reopening of Steele Heights Community League Hall** that was closed a number of years ago due to mould issues. In recent years Steele Heights has restarted its once dormant soccer program and with the support of six other community leagues raised enough money to complete hall repairs and reopen the hall!

We held the EFCL RGM at Rosslyn Hall last year and president Greg Hilker and league volunteers have done an amazing job of improving the site around the Rosslyn Community League including the development of a spray park, playground, improved parking lot and even an adjacent park space with walking paths and a gazebo that makes for a most pleasant place to hang out. The park is a stellar example of what volunteer labour can achieve!

Belvedere Community League continued its tradition of hosting amazing community events with its Party for the Park Fall Festival last late last year. The Community League Day event features a show and shine, pie baking contest, live bands, dunk tank, and tons of entertainment. Belvedere also continued its advocacy on behalf of the community this year as well.

Lago Lindo Community League is still working on its major hall renovation, Delwood is considering improvements as well and Evansdale is right in the middle of building a new all-season sports facility (formerly known as the rink shack), hockey rink and ball hockey and basketball courts.

As I step down as your district representative, Jason Watt of McLeod Community has agreed to let his name stand for election as our District B Planning Committee Representative. We require a new District B representative to replace me as I retire.

Thanks for all of your support over the last six years it has been a pleasure and an honour working on behalf of community leagues in this capacity.



Jon Hall, Realtors' Association of Edmonton Chats with David Dodge At The 2013 Leagues Alive! Conference Lunch

DISTRICT REPORTS

Jasper Place—District E **Mark Nicoll, Director**



I attended the EFCL AGM last June in my role as Vice President of the Glenora Community League, expecting to learn more about EFCL. By the end of the meeting I was on the board, having been acclaimed as the district E representative. While I had some sense of EFCL's work through my years of involvement in Glenora, I soon discovered I had only a superficial understanding.

My first step in seeking to better understand the district I was representing was to meet with our MLA Heather Klimchuk, as her constituency covers approximately the same area of west Edmonton. Then, on Community League Day in September, I started early with a pancake breakfast and stopped at as many events as I could throughout the day, sporting my newly issued EFCL golf shirt and introducing myself to local league volunteers. It was an eye-opening experience to say the least. Over the course of the day I met many wonderfully committed volunteers who proudly showed me their halls and playgrounds under construction and shared with me their plans for even more improvements. They gave me contacts for existing area councils and asked to be connected to other leagues facing similar issues or projects. I wrapped up my day in Laurier Heights where I saw and heard about how they converted a former service station site into a gazebo park for the community.



Community League
Day At
Laurier Heights
Community League

It's been a year of EFCL meetings; getting faces and mandates straight and learning about the wide range of issues that EFCL addresses in partnership with our member leagues. I've also gotten to know more how we work with both municipal politicians and staff to help make Edmonton an even better place to live through meetings with our new Mayor and senior city officials. One new initiative I'm particularly excited about how Abundant Communities is helping build ties with our neighbours and building community capacity.

Now that I feel oriented, my priority this fall is to reach out more formally to the leagues in District E, to explore common challenges and to share ideas about how we can work better together. One such shared interest for at least some leagues will be the city's long range plan for 107 Avenue, which is now getting underway.

In the mean time, please let me know how I can help

DISTRICT REPORTS

Mill Woods/Meadows—District L **Shaffeek Ali, VP Internal and District Director**



District L is located in South East Edmonton and can be described as covering Mill Woods and the Meadows. The District includes 13 community leagues of which nine are located in Mill Woods. Ellerslie, Summerside, The Meadows and recently formed, Fulton Meadows (2012) make up the rest.

District L continues to grow, as evidence by the establishment of the new community league. This growth, however, is not only limited to physical expansion but also to growth in social and recreational programs to meet the needs of the increasing population of the District.

The Mill Woods Presidents' Council (MWPC) serves as the umbrella organization for all the community leagues of the District. The Council is made up of all the presidents (or a representative) of the community leagues, sports groups and community partners. The Council meets monthly and provides a forum for information exchange and discussion of common issues. It is also a place where leagues can get assistance or guidance as they undertake their community projects. It has been a very active 2013/2014 year for the District. Various leagues undertook projects like hall renovations, playground rebuilds or upgrades and offered many social and recreational programs. Community partnerships continued with organizations like youth soccer, hockey and football. Business partners include the City of Edmonton, the schools within the District, Grey Nun's Hospital, MCARFA, Mill Woods Seniors and the Mill Woods Welcome Centre for new immigrants.



Construction Of The Silverberry Playground In The Meadows Community League

Most of the community leagues in the District had successful Community League Day activities. Each league took its own approach in celebrating the Day. Activities varied from pancake breakfasts to a flea market to sports activities and opening of a new playground.

Canada Day celebrations in Mill Woods continue to be one of the major activities of the District. It brings together all the leagues through financial contributions and volunteer participation to put on the event. It is a full day of children and adult activities, music and cultural performances and culminates in fireworks at 11:00 PM. Attendance has been estimated at 40,000 to 50,000 people from all over the Capital Region. This annual event has received excellent reviews -especially the fireworks.



Canada Day Crowds At The Mill Woods Canada Day Celebration

In 2014, several community projects by the City will come to fruition. They are the Meadows Recreation Centre, the Mill Woods Library and Multicultural Centre and a Multipurpose Pavilion for sporting groups in Mill Woods Park. All are expected to be completed by the fall. These facilities will serve the growing needs of the District. Several leagues also experienced parking issues in their parking lots. The issues were two-fold: (1) since the leagues of concern share the common parking lot with the schools and there is no clear understanding of the parking lot allocation between the schools and the Community leagues and (2) the City's snow-route ban resulted in

many vehicles moved from the streets and were parked in Community League lots for extended periods of time. In some instances there were vehicles without license plates. The leagues had to spend a lot of time in trying to rectify the issues so that there was available parking for the community league users. Meetings are still being held with the City to address all of the issues.

It was a pleasure representing the District on the EFCL Board and I look forward to the coming year.



At The EFCL Volunteer Appreciation Dinner
(L-R Saba Fatmi, Zobeeda Ali, Shaffeeq Ali, David Dodge, Habib Fatmi)

EXECUTIVE DIRECTOR'S REPORT

Allan Bolstad Annual Report – 2013



How would I summarize 2013?

Once again, I am pleased to report that it was very productive. But it was not without its challenges.

On the positive side of the ledger, the federation sponsored a number of successful events throughout the year, topped by Sept. 21 **Community League Day** celebration. In three short years, this initiative has become the federation's signature event, that some are starting to liken to a statutory holiday in Edmonton.

Attendance was up at many of the participating leagues, a fun video was shot at selected locations, over 200,000 copies of our 12-page insert were distributed in the Edmonton Sun and Examiner, one hundred and twenty five large boxes with party supplies and promotional materials were distributed to the leagues and our See The Speed event kickoff at Churchill Square was well attended by council members and widely covered by the major media. All around a very successful promotion that the federation can take pride in launching and coordinating with our member leagues.



Community League Day Pancake Breakfast and Fiddle Players
At Avonmore Community League

Other successful EFCL events included the second annual **"League's Alive"** board development program – this time at MacEwan University downtown – along with our three-day Heritage Festival promotion in Hawrelak Park and two volunteer recognition events – one for league representatives at the Myer Horowitz Theatre at the U/A and the other for EFCL volunteers on the park grounds at the EFCL office. A big thank you to director Rob Agostinis and office manager Joanne Booth for presenting an Italian dinner to remember that night.



Mayor Don Iveson
Addresses The Attendees At The 2013
Leagues Alive!
Luncheon

Past-Presidents
David Dodge And
David Gibbens Receive
Thank You
Bobble Head Dolls
At The EFCL
Volunteer Appreciation
Italian Dinner



We also made significant headway on our **100th Anniversary Project** in 2013, highlighted by a successful application to the City of Edmonton for \$600,000 and the inking of a \$1 million sponsorship with LaFarge Canada for volunteer labor and materials. Another major breakthrough occurred in the spring when the city decided to build a water play feature (wading pool and spray deck) near the site of our Hawrelak Park upgrade, which should complement our development nicely.



Larry Diduck of Lafarge Canada Inc. And EFCL President Masood Makarechian
Signing The 100th Anniversary Project Memorandum of Understanding.
EFCL Executive Director Allan Bolstad Pours The Champagne

Another notable project in 2013 was our **Solar and Energy Conservation Program**, which saw solar energy systems and energy audits completed on seven community league halls and the EFCL office. This initiative attracted a good deal of interest from our membership and we are looking at repeating it in 2014.

The EFCL spent a good deal of time working on its relationship with the city in 2013, hosting meetings with three key mayoral candidates in the summer and individual sessions with ten councilors rights after the fall election. We also had a very successful meeting with all of the city's CRCs and regular meetings with their supervisors throughout the year.

In December, we were pleased to hear that the city decided to cost share the development of our **2014-2018 business plan** with a \$40,000 contribution and was willing to provide a number of staff members for a joint EFCL/City of Edmonton steering committee. A key part of the committee's work is to review the civic engagement practices of the federation and its leagues, an area which needs significant improvement.

There seems to be no end to civic issues the federation attempts to deal with – from bike lanes, to social housing, surplus school sites and cell phone towers. While my hat is off to the effort put in by our planner, Elaine Solez, and her volunteer planning committee, it often seems a near impossible task to respond quickly and effectively on every issue, particularly when leagues are often divided in their approach and feel under no obligation to support what the EFCL has to say in the end. It will be interesting to see what recommendations come from our steering committee and consulting team on this front.

The federation also hosted a meeting with local MLAs in the spring and decided to ramp up its effort to connect with its member leagues by launching a third general meeting in 2013. The goal is to find more time for discussion and feedback from our members, which now totals 157, thanks to the addition of The Hamptons in the far west end of the city.

As indicated at the outset, we also had our challenges in 2013. None of the four leagues that applied for federal rink roof funding were successful, which has left that program in a difficult spot. In addition, the province's decision to drop the long-standing Summer Temporary Employment Program left the leagues without a key partner for the Green Shack and other summer recreation programs.

Meanwhile, staff turnover was highly problematic, first with the departure of our marketing director in the spring and then four of the remaining seven staff in September – all for different reasons. Those who remained had much to do to keep things on track.

Before closing, I want to acknowledge the great support I had – once again – from the board of directors, in particular president **David Dodge**, who single-handedly managed to ensure that every last one of our leagues signed their tripartite license agreement (which was quite a feat) and then **Masood Makarechian**, who graciously and effectively filled in for David when he took a leave to run for city council.

I should also make a note of the fine job a former director – **Donna Woodford** – did in organizing a successful casino fundraising event for the EFCL once again. A well functioning and committed board has been a hallmark of the EFCL in recent years and very much helped put a positive stamp on 2013.

PLANNING AND DEVELOPMENT COMMITTEE REPORT

Elaine Solez, Community Planning Advisor
Annual Report – 2013



This report includes key activities and results of the Planning and Development Committee (PDC) and the civics portfolio in 2013. They were as follows:

1. *Monitored and influenced a number of Zoning Bylaw amendment projects, including the following major proposals:*

A) Ground-Oriented Multi-Unit Projects: The proposed changes are intended to give the development industry greater flexibility when developing townhouse-type projects. An innovative component of this project is a survey the City is conducting of people who live in such units to determine what they like and don't like, and what's missing. PDC provided input on the proposal to reduce private and/or common outdoor amenity space in such developments when a public park is nearby. The input focused on ensuring the park is a Neighbourhood Park (not a district park), is across a local or collector road (not an arterial) and the developer makes improvements to the park for the use of the residents of the development and other residents of the neighbourhood, and contributes to a fund to redevelop the park when redevelopment is needed. The rationale for this request is that the developer is relying on nearby public green space to build more units on a parcel of land by reducing the amount of private green space. We also indicated our willingness to trade off-street parking requirements for more common or private green space, but not for more units on a site.



Multi Unit Project

B) Community Services Uses in Park Zones: We provided input about the concerns communities have around loss of active and passive park space. This narrowed the scope of the project to where only two changes were made — adding playgrounds as a permitted use in the US (urban services) zone and adding schools as a discretionary use in the AP (parks) zone. We also succeeded in getting an addition to this proposal that gives direction to the Development Officer to consider public access to park space when considering whether to approve a school as a discretionary use in the AP zone.



C) Changes to the Calculation of Height and Grade: We expressed concerns about the potential massing of three-storey flat-roofed structures on standard single family lots. As a result, the proposal was modified to allow additional living space above the second storey if it is under the slope of the roofline, or, for flat roofed structures, if it is setback from the four corners of the building. We obtained expert analysis and suggestions from community volunteers, which improved the proposal with regard to shadowing, grade and drainage. We also provided input on protecting access to sunlight for solar panels on neighbouring properties.

2. Developed, with expert input, proposals to improve the Subdivision and Development Appeal (SDAB) provisions in the Municipal Government Act to benefit communities

The following suggestions were approved by the board and provided to the provincial government's MGA Review:

- a. The MGA should give the subdivision and development appeal board (SDAB) the power to compel production of records and attendance of persons at hearings, just as it does for assessment review boards and the Municipal Government Board.

- b. The MGA should give a municipality the authority to limit the SDAB variance powers in its land use bylaw in the same way it does for the development authority.

3. *Participated in City of Edmonton initiatives to improve community consultation processes, including:*

- A) Review of Transportation Services Public Involvement Strategy.** As a member of the project Steering Committee, participated in discussions of the terms of reference, the survey instrument, presented community concerns about various public engagement processes and examples that worked well
- B) The City of Edmonton's Community Engagement Process for Surplus School Sites.** Participated in the selection of the consultant, held workshops with affected leagues to review the draft consultation process and provided input,
- C) Finding Common Ground on Social Housing Projects.** Provided input at meetings with the project consultants on the need for early community consultation on projects and the importance for project proponents to consider whether basic needs can be met in locations selected, such as grocery stores and adequate transit service; reviewed materials and participated in discussions on implementation of the recommendations.

4. *Participated in the following innovative City of Edmonton initiatives:*

- A) Evolving Infill:** Attended the City's infill sessions, held a workshop in January for leagues to provide suggestions on infill, participated in the multi-stakeholder Evolving Infill Collaborative. At those sessions, the EFCL advocated for incentives for young families willing to build and live in a duplex or semi-detached development in a mature neighbourhood on an empty lot or replacing an old, run-down house; establishing a Neighborhood Redevelopment Agency to develop market and non-market housing to achieve City infill and other goals, e.g. transit oriented development, mixed use development, in mature areas that are not attractive to the private development industry, and for public realm improvements, such as transit, parks, streetscaping, to accompany the development of higher density housing to make living in a denser urban environment more attractive.
- B) Complete Streets:** Following on Councils approval of the Complete Streets Principles and the development of the Complete Streets Guideline in 2013, PDC members and EFCL staff participated in the multi-stakeholder Oversight Panel, which reviewed and discussed the cross sections developed by the multi-stakeholder Technical Working Group. An update on Complete Streets, including the cross sections will be tabled with City Council in spring 2014.
- C) Winter Design Guidelines:** This initiative follows up on actions identified in the Winter City Strategy implementation plan. We participated in the Steering Committee established early in 2014, contributing to the terms of reference and the plans for a Design Den on May 23.

5. During the year, the following new members were welcomed to the Planning and Development Committee: Jason Watt (B), John Thompsen (I), Tony LeMay (J), and Jim Craig (L), and we thanked long-standing members who decided not to continue for another term: Sheri Karpinski (A), Jamie Post (E) and Lori Jeffrey-Heaney (J). Board member Gavin Martinson (J) became the board liaison to the committee. We appreciate his active participation in the group.
6. The EFCL also participated in the development of the City's Goods Movement Strategy, its Trails, Paths and Routes Advisory Committee, its Active Transportation Network, and the Homeward Trust Community Plan committee.



A Well-Attended In-Fill Meeting

COMMUNITY DEVELOPMENT REPORT
Habib Fatmi, Community Development Officer
Annual Report – 2013



It is my pleasure to present this summary, which I put together from reports filed from my predecessor, Shahriyar Khan.

1. Culture Inclusion Program

- A) Catholic Social Services (CSS) and the EFCL Applied For Funding for the Next Phase of the Inclusion Project. By year end, the federation was still waiting to hear the outcome of that application.

The immigrant serving agency’s community connector program grew out of the EFCL’s cultural inclusion project, which was designed to involve newcomers in community league programs and activities. The EFCL and immigrant serving agencies are working together to extend the program to various community leagues.

- B) The EFCL made new connections with some of the service agencies in south east like PARIVAAR (Peaceful Alliance Rejecting Injustice, Violence and Advocating Respect). Representatives from City’s Multicultural Relations, South Side Community Services, Government of Alberta, Catholic Social Services, Welcome Centre for Immigrants, University of Alberta, faith groups from Muslim, Sikh and Hindu communities, community leaders and Associations.



- C) The EFCL also referred immigrant serving agencies in south Edmonton - Welcome Centre, Edmonton Mennonite Centre for Newcomers, Catholic Social Services and Indo Canadian Centre For Women - to local Community Leagues, to help reach newcomers in these communities.
- D) The EFCL had a booth at various resource fairs for newcomers. The EFCL gave away promotional items like notebooks, bags, pens, brochures, and mini soccer balls. Swag bags were very popular among the seniors while notebooks and mini soccer balls went like hot cakes, due to the large number of attendees at the EFCL booth.
- E) The EFCL is working with Edmonton Mennonite Centre for Newcomers to organize a Community Dialogue on inclusion of newcomers into mainstream society through the community league system. Other partners' agencies like Catholic Social Services and Multicultural Coalition would be approached to participate in the dialogues, which will be held in 2014. Community leagues and ethno-cultural groups will be invited to take part in the dialogue and identify barriers and opportunities to inclusion.

2. Traffic Safety Initiatives

- A) Since the inception of Traffic Safety Initiatives, especially Speed Watch and Community Safe Speed Vans, a greater emphasis has been placed on residential traffic safety. Despite this, the EFCL still receives concerns from community leagues and schools and the information is provided to the Speed Management Committee to look into roadway engineering and design as well as traffic management in the community.



- B) The EFCL is working with Office of Traffic Safety (OTS) on a Neighbourhood Traffic Safety Sign Initiative , an initiative suggested by the EFCL. Neighbourhood traffic safety signs like "Slow Down In Our Neighbourhood", "Drive Like Your Kids Live Here", "Slow Down, Seniors Live Here" will be made for residents to put on their front yards in communities where traffic safety is an issue. The committee suggested having elementary school students involved in developing and writing these messages. OTS will touch base with Laura McNabb of Transportation regarding the idea of holding a contest for elementary school children to design the signs. This matter will also be added to the agenda for the next Traffic Safety Partners meeting, which includes representatives of both school boards, Edmonton Police Services, and Police Commission.

3. Senior Friendly Community Leagues

- A) A workshop in collaboration with City of Edmonton and Seniors Coordinating Council was done for Senior Friendly Community Leagues and it was attended by 60 participants from 40 Community Leagues. Many suggestions were given on how to make Senior Friendly Community Leagues and to have the workshop every year.

Based on popular demand another workshop will be held and educate/train the Community Leagues Seniors Liaisons on some of the suggestions given in the October 2013 workshop.

4. Community League Swim Allocation Committee

- A) The annual community swim consultation meeting in collaboration with the city of Edmonton was a great success. A total of 63 community leagues attended and a new community swim program proposal was presented which addressed the swimming pool booking and fees structure. In addition, it was decided that unless a league cancels a booking it will be an ongoing allocation, which made the program very smooth.

- B) Swim Bar Codes were introduced for each league and will be activated on registering in the swim program and by contacting the City of Edmonton.

5. Capital City Clean UP and Safe Needle Disposal Committees

- A) The EFCL took a strong stance on the safe disposal of needles and needle debris, which is a big challenge for the city to keep communities in Edmonton clean. The EFCL argued that we need strategies to ensure that everyone in the community is safe. For example, we said the city should check with the City of Ottawa, which seems to have a successful program.

6. Partnership with Edmonton Public Library

Some efforts have been made to find common interest between our organizations. We both agreed to work on:

- Sharing EPL information with local league members through the community league
- Community leagues soccer team visits to local libraries
- Community leagues library walking groups
- EPL presentation to community league boards
- Taking libraries to the leagues - Community Leagues Library day
- EPL outreach - Community leagues day
- EPL provide space for the leagues meetings



7. The EFCL joins Downtown Arena District Local Advisory Committee

A) The EFCL was asked to sit on the Arena District Local Advisory committee and be part of a process that will help in identify opportunities and community benefits for the downtown communities. The specific objectives of the committee include an opportunity to:

- Identify and maximize opportunities and community benefits proposed for the downtown community
- Identify impacts of the Arena on local residents, business and social agencies
- Develop recommendations to ameliorate the impacts through appropriate processes and mechanisms

The committee will provide advice and recommendation to City Administration on issues related to the Downtown Arena District and its impact on surrounding communities

BOARD DEVELOPMENT REPORT

Amanda Henry, Asst. Director/Board Development
Annual Report – 2013



In 2011 the EFCL and member leagues voted to fund the creation of a board development position. I took over the board development role from Andrea Sage in October 2012. So far it's been a pleasure to get to know many of our leagues and volunteers and support their work.

Leagues Alive! 2013

The second annual Leagues Alive! Conference was held on November 16, 2013 at MacEwan University.



Mayor Iveson speaks at Leagues Alive! 2013.

Over 115 volunteers from 57 leagues joined us for sessions on 16 community league development topics. Mayor Don Iveson brought greetings from the city and several members of Council joined us for lunch. We are especially grateful to the City of Edmonton for their support of this event, as well as our many volunteer presenters and sponsors.

We are looking forward to hosting Leagues Alive! 2014 on November 22, 2014.

EFCL Hosted Workshops

In 2013 EFCL hosted several workshops where volunteers from different leagues could come together to learn new skills and share advice and questions with one another. The sessions were:

- Tools for Treasurers, led by EFCL's Linda Crosby
- Social Media 101, led by Joseph C.M. from SimpleCloudWorks
- Volunteering & Recruitment Screening, led by Milena Santoro with Volunteer Alberta.

Over 25 leagues were able to participate in the workshops. The smaller session sizes are a great way for our volunteers to get more in-depth advice and hands on training. We got great feedback from participants, and are looking forward to hosting more of these sorts of sessions in the coming year.

Customized League Sessions

Workshops facilitated and held at individual leagues are some of our most popular board development programming. In 2012 and the first part of 2013, the board development director averaged 1-2 of these sessions per month on a range of topics including strategic planning, effective meetings, engaging and inspired AGMs, bylaw redevelopment, volunteer recruitment, and enhancing league communications.



EFCL's colourful approach to strategic planning workshops.



EFCL's President Masood Makarechian (left) and West Edmonton District Representative Trevor Elliott (right) welcome The Hamptons President Natalie Szekeley to the federation.

One of those sessions was a board orientation for The Hamptons, our newest community league. Like their colleagues at the other 156 leagues in Edmonton, the folks at The Hamptons are an inspiring group of people and I'm looking forward to continuing to work with them.

We provide a lot of specialized advice for individual leagues and volunteers. Since I started at EFCL in October, I have been in touch with over 40 leagues and several CRCs answering questions related to league rules, roles, and good governance.

We have also been busy at work updating and developing templates and resource guides to help leagues with common questions and concerns. The most recent resources updated are

- A handbook on dealing with Canada's new anti-spam law
- Expense Claim FAQ and Template
- AGM Tip Sheet and Planning Checklist Template

Balconies in Bloom

In 2013, EFCL Board members Christine Bremner and Maureen Esch and EFCL Board Development Director Andrea Sage spearheaded our Balconies in Bloom program.

Balconies in Bloom is a way for people without access to traditional yards to participate in the national Communities in Bloom program, which “fosters civic pride, environmental responsibility and beautification” through the recognition of great green spaces in our communities.

The 2013 Balconies in Bloom program was a lovely way to recognize and include the community contributions of community members living in multi-dwelling buildings, and planning is well under way for Balconies in Bloom 2014. Photos of last year’s entries and information on participating in the 2014 program are available on facebook at www.facebook.com/BalconiesinBloom.



EFCL’s Treasurer presenting prizes to our 2013 Balconies in Bloom honorees.

Research & Data Exploration

As part of our efforts to better understand and support leagues, EFCL periodically conducts surveys and research related to the work of community leagues. We had an excellent response from community leagues to a survey conducted at the 2014 Winter General Meeting, and great meetings with City of Edmonton CRCs and staff in the winter of 2013 and 2014 that helped us identify the kinds of work leagues are doing and the challenges we’re facing across the city.

We have also put together a long-term review of league attendance at EFCL general meetings and Leagues Alive!, which is helping us understand which leagues we connect with most frequently.

COMMUNICATIONS DIRECTOR REPORT
Barb Martowski, Communications Director
Annual Report – 2013



Here is a quick recap of some of the major initiatives of 2013, which I have been able to discern through reports filed by my predecessor, Valerie Pachal

The major plans for 2013 included a mobile version of the EFCL website, a quarterly print newsletter, restructuring and cleaning of the database plus increased focus on the EFCL’s social media sites.

Digital Platforms Analytics
Social Media sites:

Twitter and Facebook increased both in followers and likes with Facebook having 1,196 friends and Twitter with a respectable 3,585 followers. Engagement analytics for the year 2013 are not available.

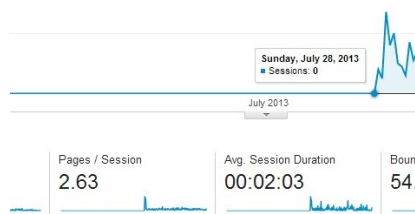
Electronic Newsletter:

The EFCL ENews was sent out in a bi-weekly fashion to 1,867 recipients. Again, analytics for the year of 2013 are not available, but the current EFCL average is an open rate of 27.9%, which does provide us with some information on how the ENews letter is doing. This is above average for the non-profit industry which is 21.5%. Surprisingly, subscribers were highest in June, July and August.

Website:

A Google analytics account was set up for the website on July 28, 2013. From July 28, 2013 to Dec. 31, 2013, there were 66,359 visitors to the site with 63.7% repeating visitors and 36.3% new visitors.

Average time spent on the site: 2.03 minutes with visitors viewing 2.63 pages Demographic breakout shows we have a higher percentage of males visiting the site verses women, but this is only marginally. Of interest is the fact that 5.5% of our visitors are focused more on sports – both team and individual – than in any other area.



The greatest peaks in users came June 25, 2013 (1, 084 visitors) and Community League Day - September 21, 2013 (897 visitors). Not surprisingly, the page with the largest views is the League Directory page with 17.76% of the page views.

Local media partnerships:

Our partnership with Sun Media (Edmonton Sun/Edmonton Examiner) once again provided the best value for promoting the EFCL's signature event - Community League Day. A 12-page insert was produced and distributed in over 200,000 copies of the Sun/Examiner, highlighting community league day activities and a variety of community league stories.

MARKETING DIRECTOR'S REPORT

Nora Begoray, Marketing Director
Annual Report – 2013



Year in Review

This past year the main focus has been on co-ordination of annual EFCL events such as our display at the SERVUS Heritage Festival in August, Community League Day Media Kickoff event in September, and the Leagues Alive! conference in November. Each event was reviewed to see what elements worked well, and what could be adjusted to better achieve our goals next year.

Key observations

- Heritage Days; we need to increase training for volunteers and enhance focus on making connections with visitors and community leagues.
- Media event – Churchill square location worked well, fun activity brought out media, keep format.
- Leagues Alive! – good success despite planning challenges, build on for 2014.

In addition to the events, solicitation of prize packages, maintaining corporate partnership relationships and facilitating marketing opportunities has been an area of concentration with good results.

Key achievements

- Great prizes from suppliers allowing them the opportunity to connect with our leagues given that this was the first year without an annual tradeshow.
- All partnerships clarified, reviewed and new agreements established and signed.
- Relationships deepened to include more joint efforts, our partners helping us offering their digital sign boards to promote Community League Day, we helped facilitate insurance binder distribution, joint social media workshop initiative with REALTORS, etc.



Heritage Days 2013



Community League Day – Media Kickoff



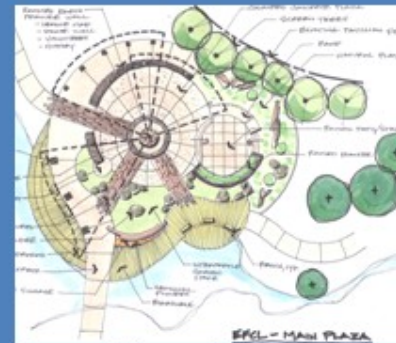
La Perle wins Popcorn Machine at Leagues Alive! 2013

Key Projects

100th Anniversary project – The \$3.15 million dollar community league plaza and park enhancement in Hawrelak Park to honour our community league history and volunteers has required a substantial allocation of staff resources. Much time has been spent in meetings, facilitating communications, event promotion and preparation of materials or reports. This past year we have accomplished the consultation required for the project and completed the final concept design. The new 'Community League Plaza' combines popular features from the previous Concept A and Concept B sketches. It now includes a stage, retained boardwalk, natural boulder area, and direct path for skaters into a fireplace seating feature.

Funding is well underway with City Council unanimously approving a motion to allocate \$600,000 to the project in the city's 2015 – 2017 capital budget. This funding is subject to our ability to secure the rest of the capital needed. To that end, we reached a significant partnership with Lafarge. Lafarge has joined with EFCL to provide in-kind donations of materials and labour valued at one million dollars. Funding applications to the province and federal orders of government are pending.

Through our consultation we have gradually been raising awareness of our project with many diverse groups and populations. We have made personal presentations to specific user groups as well as met with the general public at large scale events. The predominant themes emerging from all of the engagement opportunities were city pride, nature, interactivity and enhancement. Residents of Edmonton are proud of their volunteer history. They are amazed to learn interesting tidbits like *'people in the past had taken out a second mortgage on their personal home to fund a community hall.'*



Community League Plaza



Larry Diduck, Lafarge & EFCL President



100 Display at Chamber Business Mixer

The project is getting many positive reviews, as it brings new information, interesting activity options and enhanced natural beauty to the park. The only cautionary comments were to ensure we were keeping the trees and respecting the natural surroundings.

It is encouraging to see so much sincere interest. Over 300 kids and another 350 plus parents stopped to participate in landscaping design questions at Silver Skate Festival. It helps us to continue to dedicate resources and energy to bringing this vision to reality. When I ask “*have you heard about our 100th Anniversary project?*” the answer now is often yes.

It may follow that knowing about the project, will translate into learning more about community leagues. Knowing about community leagues will develop into pride at the impact these volunteers have had and will create an understanding of the richness that has been added to our daily experience because of it.

Ultimately the goal is for that to lead to the inspiration that will carry community leagues forward for another 100 years.

Video Promotional Clips

We finished a promotional Community League Day video clip which will be used promoting 2014. In addition, we will start a video diary of our 100th Anniversary project and will start taking some footage of the key parts of the process as we progress. Our K-Days initiative is also developing a promotional Community League Soccer video clip all of which we will be able to profile on our social media platforms.



100 Display at Silver Skate Festival



Consultation Feedback Reports



Audited Financial Statements

YEAR ENDED DECEMBER 31, 2013

INDEPENDENT AUDITOR'S REPORT

To the Members of Edmonton Federation of Community Leagues

We have audited the accompanying financial statements of the Edmonton Federation of Community Leagues, which comprise the statement of financial position as at December 31, 2013 and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility


Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audits is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Edmonton Federation of Community Leagues as at December 31, 2013 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Edmonton, Alberta
April 10, 2014

Hawkings Epp Dumont LLP
Chartered Accountants

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EDMONTON FEDERATION OF COMMUNITY LEAGUES
Statement of Financial Position
December 31, 2013

	2013	2012
ASSETS		
CURRENT		
Cash (Note 3)	\$ 714,818	\$ 840,441
Accounts receivable	26,319	20,215
Goods and services tax recoverable	8,031	4,580
Prepaid expenses	5,064	611
	754,232	865,847
TANGIBLE CAPITAL ASSETS (Note 4)	126,650	127,193
	\$ 880,882	\$ 993,040
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 92,155	\$ 59,258
Wages and vacation payable	17,195	25,527
Employee deductions payable	14,310	-
	123,660	84,785
DEFERRED CONTRIBUTIONS - OPERATING (Note 5)	253,972	434,097
DEFERRED CONTRIBUTIONS - TANGIBLE CAPITAL ASSETS (Note 6)	36,105	43,063
	413,737	561,945
NET ASSETS		
Invested in tangible capital assets	90,545	84,130
Unrestricted	173,708	129,073
Internally restricted (Note 7)	202,892	217,892
	467,145	431,095
	\$ 880,882	\$ 993,040

ON BEHALF OF THE BOARD:

_____ Director

_____ Director

The accompanying notes are an integral part of these financial statements.

EDMONTON FEDERATION OF COMMUNITY LEAGUES
Statement of Revenues and Expenditures
For The Year Ended December 31, 2013

	Budget 2013	2013	2012
REVENUE			
Grants	\$ 541,353	\$ 804,824	\$ 549,381
Membership dues	100,213	91,893	96,983
Casino	38,000	45,136	50,666
Sponsorships	24,000	23,000	29,250
Recoveries	23,000	22,183	23,203
Interest	9,635	9,662	9,452
Other	5,050	5,246	4,839
	<u>741,251</u>	<u>1,001,944</u>	<u>763,774</u>
EXPENSES			
Salaries and benefits	519,223	495,691	473,294
One-time expenditures	3,353	141,104	7,739
Programs	14,000	133,683	26,402
Community League services	88,605	80,457	81,976
Office and building operations	61,570	61,199	61,795
Amortization	24,350	23,963	30,693
Governance	20,000	20,055	13,845
Professional fees	10,150	9,742	9,042
	<u>741,251</u>	<u>965,894</u>	<u>704,786</u>
EXCESS OF REVENUE OVER EXPENSES	<u>\$ -</u>	<u>\$ 36,050</u>	<u>\$ 58,988</u>

The accompanying notes are an integral part of these financial statements.

EDMONTON FEDERATION OF COMMUNITY LEAGUES
Statement of Changes in Net Assets
For The Year Ended December 31, 2013

	Invested in Tangible Capital Assets	Unrestricted	Internally Restricted	2013	2012
NET ASSETS - BEGINNING OF YEAR	\$ 84,130	\$ 129,073	\$ 217,892	\$ 431,095	\$ 372,107
Excess of revenue over expenses	(17,005)	68,055	(15,000)	36,050	58,988
Tangible capital asset purchases	23,420	(23,420)	-	-	-
NET ASSETS - END OF YEAR	\$ 90,545	\$ 173,708	\$ 202,892	\$ 467,145	\$ 431,095

The accompanying notes are an integral part of these financial statements.

EDMONTON FEDERATION OF COMMUNITY LEAGUES
Statement of Cash Flows
For The Year Ended December 31, 2013

	2013	2012
OPERATING ACTIVITIES		
Excess of revenue over expenses	\$ 36,050	\$ 58,988
Items not affecting cash:		
Amortization of tangible capital assets	23,963	30,693
Amortization of deferred contributions related to tangible capital assets	(6,958)	(7,017)
	<u>53,055</u>	<u>82,664</u>
Changes in non-cash working capital:		
Accounts receivable	(6,104)	4,156
Goods and services tax recoverable	(3,450)	218
Prepaid expenses	(4,453)	23
Accounts payable and accrued liabilities	32,896	22,507
Wages and vacation payable	(8,332)	2,805
Deferred contributions - operating	(180,125)	42,626
Employee deductions payable	14,310	-
	<u>(155,258)</u>	<u>72,335</u>
Cash flow from (used by) operating activities	<u>(102,203)</u>	154,999
INVESTING ACTIVITY		
Purchase of tangible capital assets	<u>(23,420)</u>	(34,341)
INCREASE (DECREASE) IN CASH FLOW	(125,623)	120,658
Cash - beginning of year	<u>840,441</u>	<u>719,783</u>
CASH - END OF YEAR	\$ 714,818	\$ 840,441

The accompanying notes are an integral part of these financial statements.

EDMONTON FEDERATION OF COMMUNITY LEAGUES
Notes to Financial Statements
December 31, 2013

1. NATURE OF ORGANIZATION

The Edmonton Federation of Community Leagues (the "Federation") 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.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations.

Tangible Capital Assets

Tangible capital assets 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 method
Computer equipment	30%	declining balance method
Computer software	100%	declining balance method
Leasehold improvements	10 years	straight-line method
Website	10 years	straight-line method

Contributed Services

The Federation is dependent on the voluntary services of many individuals. The value of these donated services is not recognized in the financial statements due to the difficulty of determining their fair value.

Revenue Recognition

The Federation follows the deferral method of accounting for contributions, which include donations, casino funds and government grants. Restricted contributions are recognized as revenue during the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Membership dues are recognized as revenue in the year to which they relate.

Investment income is recognized as revenue when earned.

Measurement Uncertainty

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the recorded amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Significant areas requiring the use of management's estimates include the useful lives of tangible capital assets and the corresponding rates of amortization and the amount of accrued liabilities. All estimates are reviewed periodically and adjustments are made to the statements of operations as appropriate in the year they become known.

EDMONTON FEDERATION OF COMMUNITY LEAGUES
Notes to Financial Statements
December 31, 2013

3. CASH

Cash balances received from casino, government grant funding and members totalling \$253,972 (2012 - \$434,097) are restricted for use in accordance with the terms of the related agreements.

4. TANGIBLE CAPITAL ASSETS

	Cost	Accumulated amortization	2013 Net book value	2012 Net book value
Office equipment	\$ 120,522	\$ 105,997	\$ 14,525	\$ 18,156
Computer equipment	48,202	44,720	3,482	4,975
Computer software	29,995	28,697	1,298	2,127
Leasehold improvements	156,668	129,939	26,729	30,340
Website	128,439	47,823	80,616	71,595
	\$ 483,826	\$ 357,176	\$ 126,650	\$ 127,193

5. DEFERRED CONTRIBUTIONS - OPERATING

Deferred contributions represent restricted operating funding received or receivable in the current year for which the corresponding expenses have not yet been incurred. Changes in the deferred contributions balance are as follows:

	Balance at beginning of year	Contributions received during year	Amounts recognized as revenue	Balance at end of year
Rink Roof Program	\$ 72,673	\$ -	\$ -	\$ 72,673
100th Anniversary Program	143,600	62,000	141,104	64,496
Membership dues	60,700	93,580	91,893	62,387
Casino	17,973	81,191	45,136	54,028
City of Edmonton Restructuring Grant	388	-	-	388
Solar Energy Program	138,763	-	138,763	-
	\$ 434,097	\$ 236,771	\$ 416,896	\$ 253,972

6. DEFERRED CONTRIBUTIONS - TANGIBLE CAPITAL ASSETS

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

	2013	2012
Balance, Beginning of Year	\$ 43,063	\$ 50,080
Less: Amounts amortized	(6,958)	(7,017)
	\$ 36,105	\$ 43,063

EDMONTON FEDERATION OF COMMUNITY LEAGUES
Notes to Financial Statements
December 31, 2013

7. INTERNALLY RESTRICTED NET ASSETS

	2013	2012
Financial stabilization reserve fund	\$ 200,000	\$ 200,000
Solar and energy conservation program fund	-	14,000
Performing arts prize fund	2,892	3,892
	\$ 202,892	\$ 217,892

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

The financial stabilization reserve fund was established to provide for emergent, unforeseen expenses such as lawsuits, delays in grant funding, computer system breakdowns or forced office relocation.

8. COMMITMENTS

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.

Contractual obligation repayment schedule:

2014	\$ 19,980
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9. FINANCIAL INSTRUMENTS

It is management's opinion that the Federation is not exposed to significant credit, liquidity, market, currency, interest rate or other price risk through its financial instruments which include cash, accounts receivable and accounts payable and accrued liabilities.