



2018 Annual Report

EDMONTON FEDERATION OF
COMMUNITY LEAGUES



COMMUNITY LEAGUES...WHERE NEIGHBOURS MEET AND GREAT THINGS HAPPEN!

VISION

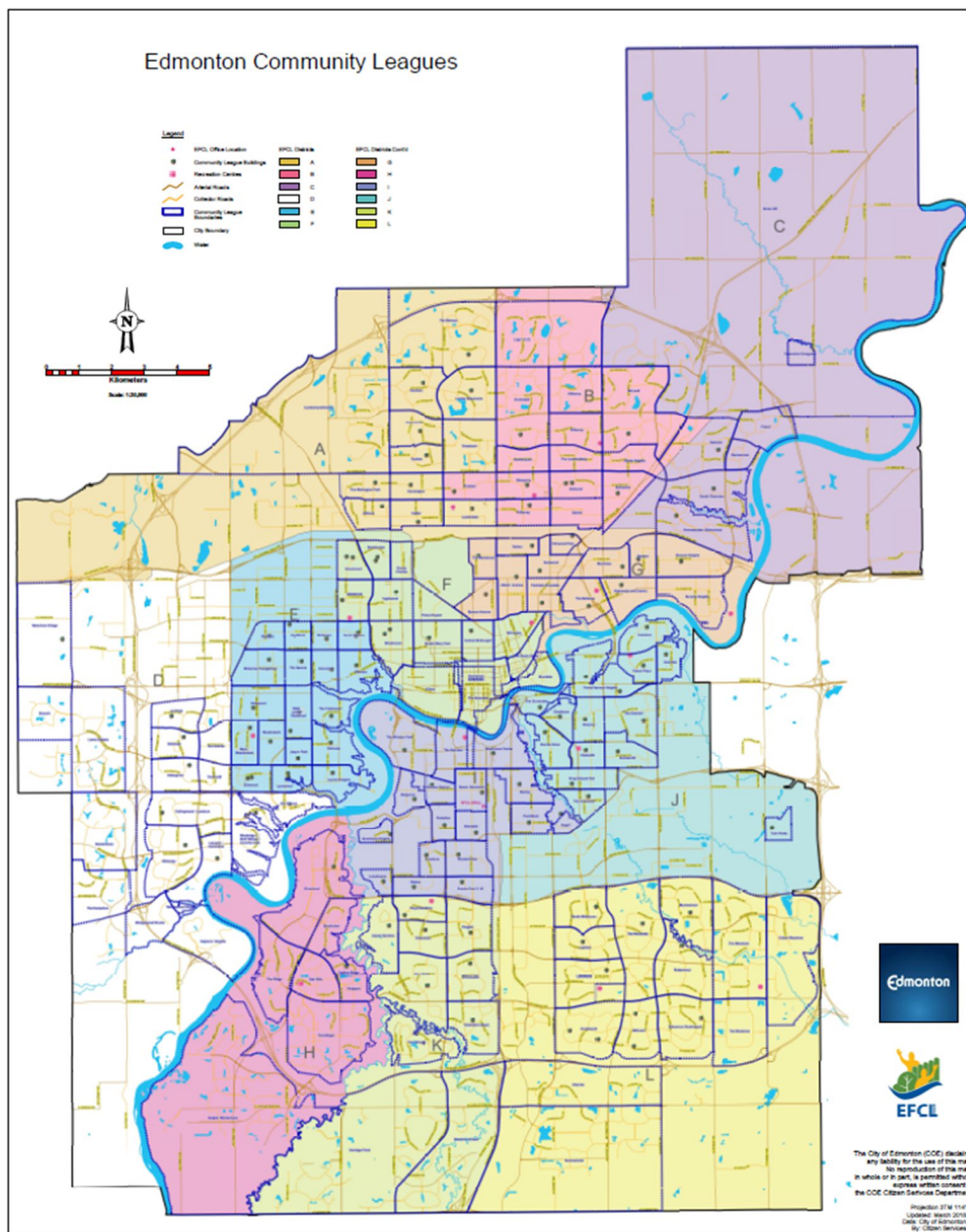
Edmonton is a place where community is understood and valued, and where leagues are seen as the mechanism for citizens to build great neighbourhoods and advocate for the city they want.

MISSION

We connect, represent, and enable leagues to preserve and promote the Community League way of life.

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2018 BOARD OF DIRECTORS & DISTRICT REPRESENTATIVES

President	Gavin Martinson / Fraser Porter	South East District J / Jasper Place District E
Vice President Internal	Alison Poste / Leanne Rosinski	Clareview/Horse Hill District C/Londonderry District B
Vice President External	Ryan Barber	Terwillegar/Riverbend/Windermere District H
Treasurer	Masood Makarechian	Whitemud East District K
Director	Jesse Watson	Castle Downs/Calder District A
Director	Ron Favell / Leanne Rosinski	Londonderry District B
Director	Alison Poste / Martin Narsing	Clareview/Horse Hill District C
Director	Trevor Elliot	West Edmonton District D
Director	Fraser Porter	Jasper Place District E
Director	Rocky Feroe	Downtown District F
Director	Liz John-West	Alberta Avenue East District G
Director	Leanne Kohn	Greater Strathcona District I
Director	Gavin Martinson	South East District J
Director	Shafeek Ali / Michelle Gosselin	Mill Woods/Meadows District L



2018 STAFF MEMBERS

Laura Cunningham-Shpeley	Executive Director
Allan Bolstad	Executive Director (Interim)
Debra Jakubec	Executive Director
Nora Begoray	Business Development Director
Jasmin Joe	Communications Officer
Stephanie Kovach	Community Planning Advisor
Bev Zubot	Community Planning Advisor
Ronak Patel	Energy Transition Officer
Charlotte Grandy	Energy Transition Officer
Joanne Booth	Operations & Membership, Senior Director
Colin Johnson	Programs & Governance, Senior Director

2018 PART-TIME, CONTRACT AND TEMPORARY STAFF MEMBERS

Barb Stang	Administrative Assistant
Chantelle Zimmer	Community Active Recreation Consultant
Howard Lawrence	Consultant
Jennifer Allen	Financial Contractor
Robin Cisek	Indigenous Project Lead
Kyra Brown	Leadership Project Officer
Andrew Rock	Summer Event Coordinator

100TH ANNIVERSARY STEERING COMMITTEE VOLUNTEERS

Rob Agostinis	Allan Bolstad (Chair)
David Dodge	Fraser Porter
Lindsay Smith	Jens Woller

100TH ANNIVERSARY CAPITAL CAMPAIGN CABINET VOLUNTEERS

Angela Armstrong	Mike Langteigne
David Muddle (Chair)	Faaiza Ramji

GREEN LEAGUE COMMITTEE VOLUNTEERS

David Dodge	Stefanie Drozda
Raquel Feroe	Regan Gee

PLANNING AND DEVELOPMENT COMMITTEE VOLUNTEERS

Jesse Watson, Board Liaison (Calder)	A
Ron Favell (Killarney), David Farrone (Belvedere)	B
Troy Aardema (Glastonbury)	D
Stephen Poole (West Meadowlark)	E
Ann Parker (Highlands)	G
Elaine Solez (Windsor Park)	I
Dave Sutherland (Holyrood)	J
Suzanne MacKinnon (Meadowlark)	L
Nazia Naqvi (Southwood)	L

Special thanks to Rob Agostinis for being our volunteer Race Director for the Great Neighbour Race!

Thanks to these volunteers and many others who contributed countless hours on committees at events and at many other civic engagement activities. Your hard work, knowledge, and persistence have made a difference!

THE YEAR IN REVIEW

2018 was a bold year!

Thank you league volunteers and community development partners across our great city for their hard work and dedication in supporting a safe, enjoyable, innovative and neighbourly Edmonton. The EFCL continues to be a strong and vibrant community advocate supporting Leagues in their efforts of community-based programs and engagement. I'd like to thank the Board of Directors and the Staff for their commitment in making this year such a huge success.

As we look to the future to provide services and supports that our 158 Leagues require, we must adapt the way we do business. Our members have asked us to provide more support to them where they are at, so throughout the summer Board and Staff worked together to compile stated needs of Community Leagues and develop a growth plan service package. This was presented to City Council for the 2019-2022 budget in November 2018. Two motions and committee reviews resulted, any additional increase in funds could be in March 2019. In the Fall our Executive Director implemented a policy where some staff moved 25% of their work hours outside of the office and into surrounding League events and spaces. We continue to adapt our operations to meet League needs.

Staffing changes over the past year included welcoming Executive Director, Laura Cunningham-Shpeley! Her experience includes many years dedicated as a Ritchie Community League board member. Then our dedicated planning advisor Bev Zubot retired. Bev worked tirelessly advancing concerns of Leagues to city administration and council. She retired in September and we wish her well! In her place is Stephanie Kovach, who recently graduated from the University of Alberta's Urban Planning program. Stephanie has shown great commitment to engagement and transparency with the new Planning and Development Committee and engages with Leagues advancing understanding of the complexities of municipal planning and development. Stephanie continues to bring League concerns to the attention of City Administration and City Council.

Our Green Leagues program continues to provide excellent resources and workshops to Leagues and interested community members lead by Ronak Patel who joined the EFCL last May. This program has been able to get new members involved in Community Leagues and tap into a growing, exciting sector. With committed provincial and city funds, we are looking to continue to enhance what we can offer Leagues this coming year in the areas of further community engagement with sustainability initiatives. Our workshops and training opportunities for Leagues continue to grow. We are striving to be responsive to the needs of Leagues and have begun online pop-up workshops where Leagues can view information delivered in five minutes online, from any device at any time!

We launched our Healthy Leagues Assessment Tool and have seen many Leagues begin to use this to assess future areas of strength and growth. We have been happy to be able to support Leagues through the process and help them identify their next steps. Our Live Active programming has spurred new collaborations. We have partnered with the Edmonton Sports Council to provide greater access to programs Leagues offer. As part of the city-wide Live Active Strategy, the EFCL has an important role to play in supporting local, accessible health initiatives across the city.

The 100th Anniversary committee has had many developments this year including hiring a new project manager guiding them closer to construction phase. Work has been done to apply for further provincial and city funding to help ensure this project can be completed in a timely way. Engagement with the stakeholders of William Hawrelak Park, including the many festivals and events groups, is our top priority for 2019. Additionally, our capital campaign is working tirelessly to secure supportive funding from the community.

At the 2018 Fall General Meeting, the Edmonton Police Service (EPS) provided a presentation outlining risks and challenges faced when groups misrepresenting themselves to Leagues host late night parties without proper licensing or insurance. A working group made up of the EPS, Foster Park Brokers, EFCL and a long-time Hall Coordinator hosted a workshop to present information directly to Hall Coordinators in December. All partners worked together to draft a rental template that addresses loopholes that groups were capitalizing on to misrepresent themselves. We are proud of the work this group has done. Through this process we have seen the investment Leagues have in ensuring facilities are safe spaces in neighbourhoods, and the essential role Leagues have in supporting one another.

We sent several surveys out to Leagues this year, including the Active Recreation Survey. From this data we were able to see that Leagues are interested in having a combination of non-profit organization and volunteer run programs held at the League. We will strive to build partnerships with other non-profit organizations to provide local, high quality and affordable recreational opportunities for neighbours and members. Our Ice Rink Survey identified clearly that Leagues are spending large amounts of their funding to keep these important neighbourhood recreation amenities open. As we move into 2019, we are connecting with Winter Cities Edmonton, community stakeholders and Leagues to strike a Rink Revitalization Working Group to share best practices and strategize ways forward.

As our city continues to grow, so do the number of groups that come forward to us identifying their interest in forming a Community League! In December 2018, we welcomed Rosenthal as the newest member! Now 158 Leagues strong! We continue to work closely with communities across the city to prepare their applications to registries. An exciting time indeed! Also growing is our social media presence with increases in followers on all platforms. Leagues have been more active on social media. Social media is an easy way to see and share all the incredible work individual Leagues are doing with their community. Our website traffic has grown steadily over the past year and has an average of 3,000 users monthly. Many local media outlets have featured Community League stories in 2018 including the Edmonton Journal, Make Something Edmonton, The Yards Magazine, CBC Radio and 630 CHED.

In its 97th year, the EFCL is engaged in community development every day alongside thousands of dedicated volunteers, sponsors, officials and advocates. We thank you. We continue to see in our membership strong and vibrant community advocates in Leagues conducting vital community-based programs and engagement for all neighbours. Community league executive members across our city make Edmonton a great city to live in!

Thanks for your contribution to Edmonton's success story!



**Fraser Porter,
EFCL President**

ACTIVE RECREATION REPORT



Community League Walking Program



The Community Active Recreation Consultant facilitated the following programs and projects over the past year on a part-time basis.

- Community League Walking Program
- Children's Physical Literacy Pilot Project
- Winter Facilities and Recreation
- Healthy Physical and Social Spaces

COMMUNITY LEAGUE WALKING PROGRAM

The Community League Walking Program encourages members to walk as a group to foster holistic community wellness by:

- Improving physical and psychological health;
- Bringing neighbours together;
- Familiarizing members with the resources and amenities in their local communities;
- Appreciating vitamin "N"ature; and
- Reducing crime by members being visible on the street.

The EFCL held three trainings this past year: two instructor certification courses and one refresher training. A total of 29 members attended one of these trainings.

Notable Accomplishments

- The EFCL developed a manual and resource guide for program implementation and sustainability.
- A motion template was created for walking ambassadors to submit to their Community League Board of Directors for the purchase of Urban Poling equipment.
- Urban pole rentals started through the EFCL office.
- The EFCL has received increasing requests to support program delivery in local communities.

ICE SKATING AMENITIES AND OPERATIONS

The EFCL conducted a survey in September 2018 to learn more about Community League ice skating amenities and operations as it plays a central role in winter programming. Community leagues with a board rink, snowbank rink, or iceway were asked to participate. The EFCL learned that the top challenges Community Leagues face in having efficient operations are:

- Finding reliable and knowledgeable people;
- Recruiting more volunteers to lessen the workload of current volunteers;
- Maintaining operations; and
- Repairing or purchasing new infrastructure and equipment.

LIVE ACTIVE INITIATIVES

The EFCL conducted a survey with Community Leagues at the end of 2018 to determine future directions for our Live Active initiatives. A total of 46 of 157 Community Leagues responded.

The following were key results of the survey:

- Of the 37 Community Leagues that currently offer active programs for children and adults, 25 rely on a combination of volunteers, paid staff of the league, and organizations or instructors outside the league to deliver their programs. Seven Community Leagues have volunteers, 1 has paid staff of the league, and 5 have organizations or instructors outside the league solely deliver their programs.
- 28 Community Leagues expressed that they did not know of volunteers in their community who could commit 3 hours a week to leading a program.
- Nearly all Community Leagues believe that active recreation and sport programs should be offered by a combination of volunteers and service providers. There was a preference for the EFCL to partner with non-profit organizations over for-profit agencies.

BUSINESS DEVELOPMENT REPORT

As part of advocacy and engagement and with the capital and park project perspectives, this year found me meeting and speaking with city council regarding Community League needs in relation to the City of Edmonton Facility Recreation Master Plan. We made formal requests to include specific references in the documented reports that would confirm Community Leagues, Community League halls and developed recreation amenities are considered valuable assets in the overall city recreation planning. Although taken out of scope from that specific plan, EFCL works to ensure that previous plan commitments to common space to develop community halls and recreation amenities will be included in the new master plans that the city is developing like this plan and Breathe, or potentially the community hub strategy. This advocacy work is also reflected in the working group committee to streamline the community project process that was formed this year in response to a city audit recommendation for improvements.

In efforts to broaden our reach and diversity, we reached out to many groups this year to create new opportunities for social inclusion such as partnering with Edmonton Mennonite Centre for Newcomers and Community Leagues for our Community League Day launch and Make Something Edmonton to reach new audiences with our Community League Day stories as part of our promotions.

League leadership and capacity building efforts are a focus of other partnerships as Servus Credit Union and Foster Park Brokers have renewed their three-year corporate sponsorship commitments to EFCL and increased and deepened their resources and support commitments to us. Annual funding serves to build resources and sponsorship relationships throughout the year for various events provide opportunities to start new relationships. These relationships can deepen each year providing better value to Community Leagues through donated items for Community League use, for their volunteers or for board training. Participating in the strategic planning and growth planning initiatives allows staff to work towards building efficient business supports and assessing our effectiveness. We are considering participating in Imagine Canada's Standards program to become an accredited nonprofit, building our efficiency can assist us to share procedures and policies with our member leagues to foster effective nonprofit management.

Finally, a very large part of my year has been spent actively raising the profile of Community Leagues, through the **Great Neighbour Race** each year, which is an annual event that offers significant and positive media attention to the EFCL and the CL network each year.

Also, the EFCL marketing campaign, the new digital ads, the influencer campaign this fall, and the long-term strategy to promote Community Leagues through the 100th Anniversary project to be built down at W. Hawrelak park by our anniversary date of 2021. The project this year has allowed us to connect with many corporate businesses and gain a wider profile. Several companies have come forward through this outreach to offer their expertise to create a promotional video, to support our programs and events, and to gather grants, such as the one from Heritage Council that will help us to fund creative and interesting ways to capture and preserve our history and add to the legacy of stories and achievements that help us each day show our impact and value to our funders and stakeholders.



Image from EFCL marketing campaign

COMMUNITY PLANNING ADVISOR REPORT

The work of the Community Planning Advisor aligns well with three of the strategic pillars including:

- 1) Advocacy and Engagement,
- 2) Supporting League Leadership and Capacity, and
- 3) Championing Leagues.



Stephanie Kovach, Community Planning Advisor

The majority of the advisor's work deals with advocacy and engagement.

She reviews City policy and develops a position on said policy in consultation with literature on the subject, the EFCL's Planning and Development Committee (P&DC), and increasingly the membership. For example, in December she successfully advocated that a new city-wide zone not be allowed in mature neighbourhoods, as it would have allowed an increase of up to 18% in impermeable site coverage for new builds (from 40% to 58%).

Such a drastic increase in building size would have had visual impacts on the neighbours of these new giant structures, but perhaps more fundamentally worrying, increases in impermeable site coverage (hard surfaces where grass and soil once were) have major climate-related implications like urban flooding and heat island effects.

The advisor also supports League leadership and capacity by hosting workshops, producing digestible materials that communicate upcoming changes to the Zoning Bylaw, City policy, and informs Leagues of relevant engagement opportunities. For example, in September she helped to host a workshop on contentious DC2 developments and prepared a summary and report for the City team working on refining their engagement approach. In January, at the request of the membership, she developed and hosted two workshops on tips and tools for league leaders to effectively engage with their Community Leagues.

In an effort to champion Leagues, the advisor attends stakeholder meetings and provides comments from a League perspective, engages with City Administration and City Council on planning issues from a neighbourhood and League perspective, and sits on various committees including Child Friendly Edmonton, Construction Issues Compliance, Housing for Health with Dr. Karen Lee, and Community Resource Development with Interfaith Housing where she champions Community League concerns.

GOVERNANCE, PROGRAMS & WORKSHOPS REPORT

A great deal of my work is built around the goal of *Supporting League Leadership and Capacity*. Over the last year, we held nine half-day workshops on topics around building halls, grant writing, finding volunteers, bylaws, building a civics committee, media relations, and social media.



Colin Johnson, Governance & Programs, Senior Director

We held five governance basics workshops where leagues got to connect around their role as board members, the documents that guide their work, and a tool to make policy work easy.

Leagues Alive was a great time this year with 15 different topics presented to over 100 attendees!

We launched the **Healthy Leagues Self-Assessment Tool** this year and are already able to supply Leagues with some great information to help them understand the strengths they bring to their community and how they can continue to grow and learn!

Also new this year was our first journey into the world of web-based support. Our Office Hours pilot generated a new library of **Pop-Up Workshops** on a variety of governance topics that Leagues can access through our website and YouTube channel.

In between that I managed to work with 84 different Leagues to help them out on a variety of governance questions!

GOVERNANCE, PROGRAMS & WORKSHOPS REPORT

PARTICIPATION

In 2018 we offered 9 stand-alone, topic specific workshops, 5 District Governance workshops, and the Leagues Alive conference. We collected surveys following each of these workshops and between them we had responses from 234 participants representing 103 Community Leagues.



Leagues Alive 2018

CHANGE IN KNOWLEDGE

We ask participants to tell us their understanding of the workshop topic at the start of the workshop and ask them to tell us their understanding of the topic after the workshop. They rank themselves on a scale of 1 to 5, 1 being very little knowledge and 5 being very significant knowledge. This year on average, people ranked themselves as a 2 coming into the workshop and a 4 coming out of the workshop.

REQUESTS FOR ADDITIONAL TRAINING

We ask all participants for their ideas for additional needed training. 37 topics were identified and some of these were provided during the year, the top (unmet) needs listed below will be targeted in the coming year (both in the monthly sessions and at Leagues Alive).

ATTENDANCE

In 2018 we piloted a small fee for attending monthly workshops as we were seeing a high number of registrants not showing up for their session, this resulted in much low attendance. In the second half of the year, we removed this fee and saw strong attendance and few no-shows for the workshops.

We struggled with attendance for some sessions of the District Governance Workshop (restricting them by district), but this varied by district. We scheduled 6 workshops and held 5 (one was cancelled due to lack of participants). The other 5 workshops ran with between 3 and 22 attendees (3, 6, 8, 16 and 22). Most of the workshops went well, but the two with lower numbers were not as successful.

Session	# of requests
Volunteer Management	16
Social Media	11
Diversity & Inclusion	10
Policy	8
Community engagement	5
Coms Strategy	4
Tripartite	4
Event Planning	4
Meetings	4
Board Recruitment and Retention	3
Financial Oversight	3
Grants	3
Technology Solutions	3
Membership	3
Programming	3
Strategic Planning	3

GREEN LEAGUES REPORT



Sun-in-A-Box workshop, Riverdale CL, 2018



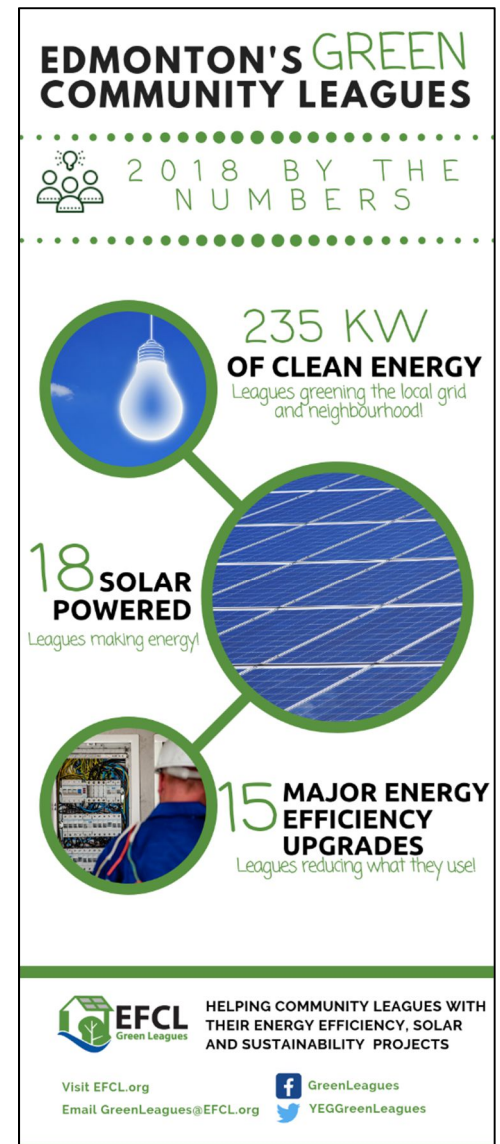
Ronak Patel, Energy Transition Officer

In 2018, the Green Leagues program continued in assisting Community Leagues with their sustainability initiatives.

The third annual Green Leagues Energy 101 Workshop series had each workshop fully subscribed with Community League members learning about sustainable planning, energy efficiency, solar PV, and green funding opportunities for their Community Leagues.

Green Leagues also saw an expanded interest in various other types of sustainability initiatives from Community Leagues and hosted workshops on building new halls, community gardens, waste management and low impact development as a result.

Through these workshops, development of online resources, one-to-one support, and the sharing of success stories, the Green Leagues program *builds league leadership and capacity* for giving our communities a more sustainable future.



Green Leagues 2018 By the Numbers infographic

MEMBERSHIP REPORT

Membership continued to form a large part of the operations of the EFCL. Either working with League volunteers who are new or those who need help with their role. The EFCL also spends a lot of time assisting League members with information on purchasing their membership or benefits of that membership.



*Joanne Booth, Operations and Membership,
Senior Director*

MEMBERSHIP SALES (IN PERSON)

The EFCL dedicated a lot of time accommodating membership sales through the EFCL office, Servus Credit Union, and sports groups. Sales kits for these groups are assembled by the EFCL with blank cards, League fee lists, information on Community Leagues, etc. which allows sales of memberships at sports registrations or at Servus Credit Union branches in Edmonton. This is a great option for those people who are not able to purchase a membership online, or those who are having difficulty connecting with their League's membership directors. Most sports groups send the cards and money to the Leagues directly and a few submit everything to the EFCL for payment to the Leagues.

Breakdown of Sale Numbers

EFCL Office	76 memberships for \$1,445.00
Servus Credit Union	392 memberships for \$9,173.00
Sports Groups	222 memberships for \$5,280.00

Total In Person Sales for 2018: 690 memberships for \$15,938.00

One challenge to selling memberships involves training staff at Servus Credit Union and the volunteers at the sports registrations to submit the new membership information to the League or the EFCL in a timely manner.

ONLINE MEMBERSHIP SALES

Facilitating Community League membership purchases through the EFCL online store has continued to increase in popularity.

Total Online Sales for 2018: 13,520 memberships \$385,526.00



NEW DISCOUNTS FOR MEMBERS

In 2018, the EFCL finalized arrangements with various suppliers to offer discounts for all Community League members.

Membership discounts are currently offered by:

- Acclaimed! Heating, Cooling, and Furnace Cleaning
- City of Edmonton
- Cloverdale Paint
- Orbis Sports
- University of Alberta
- Urban Poling

Many Leagues have linked to this page from their websites, so their members can take advantage of additional discounts in addition to what the League offers. House of Wheels, a local indoor skatepark was added to the benefits page in December. We continue to look for opportunities in this area.

Find out more information at efcl.org/membership-benefits.

BULK PURCHASE PROGRAM

In 2018, the EFCL added bulk purchase of City of Edmonton attractions passes to the order forms, allowing Leagues to purchase passes for Fort Edmonton, John Janzen Nature Centre, Edmonton Valley Zoo, Muttart Conservatory and City of Edmonton recreation centres at a 40% discount. EFCL continues to facilitate bulk purchase pricing for Leagues on their membership supplies. Numbers of cards, skate tags, and other sales supplies remain about the same year after year. Number of door stickers ordered decreases a bit each year.

Overall, facilitating membership sales for Community Leagues, ensuring that Leagues are paid for membership sales, and working to ensure that prices for supplies are the lowest possible are very time intensive for the EFCL; however, this frees up volunteer time at the League level, and so remains important to us.

COMMUNICATIONS REPORT

EFCL COMMUNICATIONS

2018

BY THE NUMBERS



TWITTER

7,229

FOLLOWERS



UP 619 followers since Jan. 2018

Community League Day (#yegCLDay18) trended in Edmonton on Sept. 15, 2018.

FACEBOOK

2,813

LIKES



UP 592 likes since Jan. 2018



INSTAGRAM

1,033

FOLLOWERS



UP 618 followers since Jan. 2018

MEDIA COVERAGE

An increase of EFCL in the media including:

2 radio interviews

4 feature articles and

TV interviews for the Great Neighbour Race



WEBSITE

Over **64,600** users,
224,669 page views,
with an average session duration of
2 minutes 27 seconds.

EFCL.ORG

EFCL EVENTS



First on the Ice contest winners Lorelei-Beaumaris CL



First on the Ice contest winners, Snowbank category Grandview Heights CL



Gavin Martinson, District J, Winter General Meeting



Great Neighbour Race 2018



Bev and Nazia, Volunteer Appreciation



Tipi raising at the University of Alberta



Kenilworth Community League BBQ, CL Day



Shyra Craig and Barb, Leagues Alive

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