

2019 Annual Report

Edmonton Federation of Community Leagues



**WHERE NEIGHBOURS MEET
and GREAT THINGS HAPPEN**

EDMONTON FEDERATION of COMMUNITY LEAGUES

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Our 2019 Vision and Mission

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.

Board of Directors and District Representatives

2019

President	Fraser Porter - District E / Ryan Barber - District H
Vice President Internal	Leanne Rosinski - District B
Vice President External	Ryan Barber - District H / Giselle General - District D
Treasurer	Michelle Gosselin - District L / Anita Lunden - District J
Director	Jesse Watson - District A
Director	Martin Narsing - District C
Director	Diana Steele - District E
Director	Rocky Feroe - District F
Director	Liz John-West - District G
Director	Dallas Bartel - District I
Director	Masood Makarechian - District K
Executive Director	Laura Cunningham-Shpeley

2020

President	Ryan Barber - District H
Vice President External	Rocky Feroe - District F
Vice President Internal	Martin Narsing - District C
Treasurer	Anita Lunden - District J
Director	Norman Yee - District A
Director	Giselle General - District D
Director	Liz John-West - District G
Director	Dallas Bartel - District I
Director	Pat Whaley - District L
Executive Director	Laura Cunningham-Shpeley

2019 Personnel



Staff Members

Executive Director
Active Recreation Advisor
Administrative Assistant
Business Development Director
Community Active Recreation Consultant
Communications and Engagement Advisor
Community Planning Advisor
Energy Transition Officer
Financial Contractor
Indigenous Projects Officer
LGBTQ2+ Student
Masters of Social Work Student
Operations & Membership Senior Director
Programs & Governance Senior Director
Sustainability Scholar
Youth Engagement

Laura Cunningham-Shpeley
Erin Northey
Barb Stang
Nora Begoray
Kim Mah
Janita Burgess / Jasmin Joe
Stephanie Kovach
Michael Barnard / Ronak Patel
Jennifer Allen
Rayna Gopaul
Hope Juvenis
Jennie Gumette
Joanne Booth
Colin Johnson
Danielle O'Connor
Ryan Jacques

2019 Volunteers

100th Anniversary Volunteers

Steering Committee

Allan Bolstad (Chair)
Jennifer Allen
Rob Agostinis
Nora Begoray
Laura Cunningham-Shpeley
David Dodge
Anita Lunden
Dana Mauer
Fraser Porter
Lindsay Smith
Jens Woller
Scott Varga

Capital Campaign Cabinet

David Muddle (Chair)
Angela Armstrong
Mike Lanteigne
Faaiza Ramji

Project Management Team

Brian Stephenson, Avison Young
Scott Varga, Avison Young
Paul Ganter, Stanley Construction
Wayne Cebryk, Stanley Construction

Area Council Project Contribution Committee

Nora Begoray
Allan Bolstad
Anita Lunden
Leanne Rosinski
Lynette Thompson
Jens Woller

Project Ambassadors

Ryan Barber
Dallas Bartel
Rocky Feroe
Giselle General
Michelle Gosselin
Liz John-West
Anita Lunden
Masood Makarechian
Martin Narsing
Leanne Rosinski
Jesse Watson



Planning and Development Committee Volunteers

District A	Troy Aardema
District B	Ron Favell
District E	Stephen Poole
District F	Andrea Wilhelm
District I	Stephen Raitz, Elaine Solez
District J	Dave Sutherland
District H	Vesna Farnden
District K	Suzanne MacKinnon, Hassaan Zuberi

Letter from the President

The EFCL was hard at work in 2019 on a number of key initiatives that support the Community League movement. After many years of planning and fundraising, we were able to move forward with the construction of our 100th Anniversary Plaza project in Hawrelak Park. This project has been a big commitment for our organization, and a team of dedicated volunteers, for over a decade. This project will recognize the incredible work of thousands of Edmontonians over the last 100 years, and inspire a new generation to become involved and engaged in creating thriving communities where they live..

Over the summer of 2019, the EFCL had a number of Summer Students who worked on various initiatives, including awareness and engagement with the LGBTQ community, a new path for the Green Leagues program, and several other initiatives to support engagement with young Edmontonians.

We also received grant funding from Canadian Heritage for our massively successful Tipi Teachings program. The EFCL purchased a Tipi, and has worked with Leagues around the City to bring conversation and information regarding reconciliation to Edmontonians of all backgrounds.

The Planning and Development committee has worked hard this past year with discussions around affordable and supportive housing, and as our city entered into conversations about neighbourhood street speeds. The work and resources that are created by this committee and it's working groups provide valuable resources to Leagues as they engage with residents.

Board governance support and information continues to be a cornerstone for our organization. As new communities look to form a League, older Leagues move through difficult conversations around renewal, facilities management and engagement. Membership sales and promotion take a great deal of energy and resources, and we're pleased to support and encourage Edmontonians to become members of their League.

The board has worked hard to create general meetings that provide opportunities for greater engagement and conversation, as we know that tremendous knowledge lies amongst us. The importance of sharing what we have learned is of vital importance as we look to strengthen the community league movement through the next 100 years.

On behalf of the Board of Directors, I would like to commend our staff for their work over this past year to provide support and engagement in so many ways to our 160 Leagues, and as always, shine a bright light on the incredible work done across the City in every neighbourhood and community by Leagues.

Sincerely,



Ryan E. Barber
President, EFCL

100th Anniversary Project Report

In 2019, the vision of the EFCL 100th Anniversary project and the impact and the value of it for the community league movement and all of Edmonton and Alberta were re-evaluated in great depth and detail. This was the most significant year for the project where all the years of planning, consultation, engagement and fundraising finally came to the pivotal moment in time where vision transitions to reality.



January - March

Festival and Event Stakeholders in W. Hawrelak Park brought forward concerns to their City representatives and to the media about what the future would look like for them, given the expected construction of our project and given the City's long term plan to rehabilitate park infrastructure. EFCL, the stakeholders, and the City worked hard to understand the needs and desires of all and ensure that the project vision would be the gift and enhancement that it was always meant to be. The result of these discussions shaped how this project moved forward to construction. Support letters from Leagues, additional funding dollars from the City, and design and operational considerations made were key to demonstrating the desire for all to see the Community League Plaza become a successful and tangible legacy for our city.

April - June

The welcome show of support and funding allowed the EFCL to begin the process of actualizing the



project plans. Joined by our new project manager, Scott Varga from Avison Young, construction drawings and schedules were created, bids were tendered, and plans were made to begin building after the park festivals concluded in the summer months. Our funding partners were given the news of the construction green light and amendments were made to reflect new timelines. The imminent construction meant work needed to start in earnest to design the displays and signage and to confirm the stories and pictures that would eventually be installed.

July - September

Paul Gantor of Stanley Construction won the bid to be the general contractor and his team began their work. This group has proved to be incredibly proficient and helpful to work with which has served to strengthen relationships with the festivals and the city. In addition, their flexibility and commitment to the project have allowed significant savings and improvement benefits as well.

October - December

The fall and the end of the year was the beginning of construction and a tremendous time of celebration for the 100 project steering committee to witness and participate together. This steering committee has put in thousands of hours and over 400 meetings spanning nine years. They have been very actively engaged since 2011 in addition to their dedication to the movement in other areas.

The groundbreaking event and the celebration of that moment were so important not only for the champions of Community League spirit but for everyone since 2011 that has put their time, energy, and love into this tribute project to honour our beloved Community League volunteers, past, present, and future.



“2019 was a triumphant year for the EFCL 100th Anniversary project and we owe it all to our construction team, our member leagues, the area councils, our newest Executive Director, and our supportive and visionary 2019 EFCL board members. Because of the team who have joined this project in process and under scrutiny, and because they were able to see the importance of the vision and put their heart and effort behind the goal, because of their foresight and leadership, we will be completing the Community League Plaza in 2020”



Active Recreation Report

The EFCL is a stakeholder in the City of Edmonton's Live Active Strategy. Our main goal is to advance ways in which Edmontonians can live active within their local communities. This has been accomplished by raising awareness of the Live Active Strategy to change attitudes surrounding physical activity; forming partnerships to increase opportunities for physical activity; and supporting Community Leagues to deliver active programs in their communities.



The Community League Walking Program was a cornerstone of the EFCL's 2019 active recreation programming. This program focused on seniors and Urban Poling, a safe and accessible form of exercise. Two leadership training sessions and one refresher workshop were held, led by a certified Urban Poling instructor. These sessions allowed seniors to learn and brush up on the sport of Urban Poling so that they could lead walking groups in their communities. 21 new seniors received this training and earned their certification in Urban Poling / Nordic Walking.

15 new Community Leagues began offering walking programs during 2019. They joined the 35 Community Leagues already offering walking programs, making for a total of 50 Leagues. Walking poles were made available for rent and purchase to Leagues, and 15 Leagues also earned a free set of poles by training leaders and establishing new walking groups. Program leaders and participants reported that the program not only provided exercise, but also strengthened social connections.

The Rink Ambassador Project was an EFCL undertaking to assess the landscape of ice rinks run by Community Leagues and to assist Leagues in promoting their rinks. We learned that the top challenges Leagues are facing in having efficient rink operations are recruiting volunteers, maintaining programs, and repairing or purchasing new equipment.

Partnerships with Tennis Edmonton and Lacrosse Alberta were formed to plan 6-8 week pilot programs where tennis and lacrosse were introduced to Community Leagues. The focus for the tennis pilot program was on youth physical activity. The focus for the lacrosse pilot program was on newcomer physical activity.

Lastly, one of the major Live Active events held by the EFCL in 2019 was the Great Neighbour Race in April. The event had 210 registrants, 142 of whom had participated previously, from 21 Community Leagues. 34% of participants were aged 19 and under, and 26% were aged 30-39.

Board Development Report

Board Development and volunteer engagement are the main aspects of the Board Development Advisor role. We have engaged with 63 leagues over the past year to help out with different aspects of board leadership and governance topics.



Community League members reach out to the EFCL every day for a variety of reasons. Here is a quick snapshot of the most popular governance issues in 2019 that we helped Community League members with:

- Bylaw reviews and filing
- Annual General Meeting questions; including election questions
- Board volunteer recruitment, recognition management
- Conflict management
- Hall rental questions

In 2019, we held seven half-day workshops on topics around writing successful grants, bylaws, working with G suite, strategic planning, and community engagement.

We held three 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 an amazing opportunity to bring together like-minded Community League volunteers to learn about 14 different topics related to successfully running a Community League. The conference saw approximately 100 attendees.

In 2019 we offered 7 stand-alone, topic specific workshops, 3 District Governance workshops, and the Leagues Alive conference. We collected surveys following each of these workshops and between them we had responses from 75 participants representing 42 Community Leagues.

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 2.6 coming into the workshop and a 4 coming out of the workshop.

Based on the need presented by Community League boards, the EFCL introduced Conflict Mediation Services in 2019. The EFCL maintains a list of designated conflict mediation volunteers. These mediators have gone through training and a designation process with the Alternative Dispute Resolution Institute of Alberta and come from a variety of professional backgrounds. Community League boards can request a team of two volunteer mediators to work with their board around a specific conflict at any time.

Community Planning & Development Report

2019 was a busy year EFCL Community Planning and Development! We devoted much of our year to work related to community consultation, residential street speeds, and affordable and supportive housing. We renewed our focus on engagement with our member Leagues through outreach and surveying, which allowed us to better bring the voice of Community Leagues to the table, especially for City-led committees and processes.



Resource Development

In May of 2019, City Council advanced discussions that would ultimately see our residential speed limits reduced. To help Community Leagues understand the impetus for these changes and to be able to talk to their communities about them, we worked with a group of passionate volunteers to develop the Neighbourhood Street Safety Handbook, which included information on Edmonton's progress towards Vision Zero; information on infrastructure classification; frequently asked questions; and engagement tips for Leagues to use in consultation with their residents.

We also conducted a robust survey that received over 1,500 responses from 117 Community Leagues, which we summarized in a report that was shared with City Administration, City Council, and our member Leagues. Ultimately, City Council advanced the 40km/hr option. The report and handbook can be found at efcl.org/traffic-safety

Community Planning Workshops

In 2019, we offered a variety of planning workshops related to community engagement and how to increase the power of the community voice in the planning process.

The EFCL also partnered with YEGarden Suites to deliver community focused sessions at Community League halls in central neighbourhoods to provide community members with the opportunity to learn about the benefits of gentle density and how to build and finance a garden suite of their own. These sessions were well attended, with 50+ people coming out each night - even during heavy snowfalls!

Research, Partnerships and Resource Development

Following the announcement that the City would pursue an aspirational target of 16% Affordable Housing in every neighbourhood in Edmonton, the EFCL partnered with the Edmonton Social Planning Council (ESPC) to better understand the effects of current public engagement practices on acceptance of affordable housing in Edmonton. This partnership produced a research paper on how engagement could be improved when affordable housing development is proposed in our communities. These learnings were shared with City Administration, City Council, and our member Leagues. Please reach out to stephanie.kovach@efcl.org if you would like to review this report.

Along with community leaders, faith leaders, and housing providers, the EFCL also partnered with the Capital Region Interfaith Housing Coalition (CRIHI) to develop the Together Wise approach to consultation. Four design workshops were held over the course of nine weeks that allowed our design team to collaborate in a rich and meaningful way with a diverse gathering of Edmonton neighbours...

- With good and bad experiences of consultation
- With lived experience of poverty and homelessness
- Serving as Community League representatives
- Serving as leaders in our faith communities
- With professional expertise in consultation and engagement
- And as developers and housing providers (market and non-market)

We worked together to collectively produce a consultation resource made by the community for the community. This resource can be viewed at <https://togetherwiseconsulting.ca/>

Planning and Development Committee

As always, we continued to work with the EFCL Planning and Development Committee to review and provide feedback on city-wide planning policy from a neighbourhood perspective. The committee analyzed the implications of proposed policy, informed leagues, and provided feedback to City Administration and City Council when appropriate.

The EFCL also continued to work with the City of Edmonton's Infill Liaison Team (ILT) to discuss opportunities for improving infill development practices and minimizing impact on neighbours during construction in Edmonton's mature and established neighbourhoods.

Individual League Consultations

The EFCL responded to requests from Leagues for advice on a variety of urban planning related topics. Most commonly, advice was sought for the interpretation of development regulations, assistance in reviewing land applications, clarification surrounding the Community Leagues' role in the planning process, and assistance in developing community engagement plans.

Green Leagues Report

During 2019, the Green Leagues Program provided support for Edmonton Community Leagues in energy transition projects, sustainability planning, and climate adaptation. With a focus on climate mitigation, climate adaptation, and general sustainable living programming, we expanded its scope to include all areas of sustainability.



We offered workshops on energy management and sustainable innovation and design. The EFCL also partnered with the City of Edmonton to offer a three-part workshop series on climate adaptation. Several passive resources were developed for the benefit of Community Leagues, including our Energy-Management-In-A-Box and Community-Gardening-In-A-Box guidebooks, as well as several digital resources.

Two Sustainability Spotlights were written to highlight the energy transition work of our Leagues. We provided consistent support for any Community League engaging in a solar photovoltaic or energy efficiency retrofit project. Additionally, a student was brought in on a temporary basis through the Sustainability Scholars Program. Danielle O'Connor conducted a study on the barriers to Community League energy transition, which provided a road map to use moving forward.

The Green Leagues program has successfully supported the planning and/or installation of three roof-mounted solar photovoltaic arrays on Community League rooftops. We assisted three Community Leagues with solar array projects, including assisting one League with applying for the Government of Canada's Local Food Infrastructure Fund grant.

Green Leagues supported and helped to promote energy efficiency among Community Leagues in 2019. Energy efficiency retrofit projects have been completed by five Community Leagues. Green Leagues has also partnered with NAIT's Alternative Energy Program to offer free walkthrough energy audits for Windsor Park Community League and Inglewood Community League in 2019.

Green Leagues used its networking and communication tools to encourage energy efficiency and solar power among Community Leagues, educate Community League volunteers on green energy technologies, and highlight the work being done by its member Leagues. Educational and promotional materials were distributed via several digital and in-person channels.

The Green Leagues Program hosted and/or facilitated several climate and sustainability-related workshops for Community League volunteers. We held workshop series on Sustainable Innovation and Design and Facility Maintenance and Energy Management and hosted the City of Edmonton facilitated 3-part workshop series Green Leagues: Adapting to Climate Change. This workshop covered topics such as Edmonton's changing climate, flood mitigation, and emergency preparedness and response. Green Leagues also worked regularly with Windsor Park Community League to host a monthly Sustainability Speaker Series for local residents.

Indigenous Projects Report

During August 2019 to August 2020 the EFCL developed and facilitated a Tipi Teachings program. The goal of this program was to incorporate Indigenous teachings into Community Leagues throughout Edmonton and effectively take part in the process of reconciliation as Leagues work to engage Indigenous community members across the city.



The program was developed with Indigenous teachings from the Ojibwe, Cree, Dakota, Nakota, Mohawk, and Blackfoot Nations. Teachings were either gifted to us by elders or studied in studies of Indigenous spirituality. We used the teachings to develop a series of various different activities, lessons, and crafts that could be used to demonstrate the significance of the teachings and help share that information with children, adults, and families. A great aspect of the program is that Indigenous community members got to reconnect to their culture and learn more at a time when they were curious and interested in that part of themselves. As the process of colonization effectively removed many of the traditional practices of Indigenous people, the EFCL was there to open that door to cultural reclamation for Indigenous community members.

The Tipi Teachings program bridged gaps in Edmonton communities by providing a shared understanding of Indigenous culture and promoted the celebration, acceptance, and encouragement of Indigenous culture, protocol and practice. Participants built a tipi together on the first day of activities and participated in teachings weekly. The program ran once weekly at a given Community League for a 4-week duration. Programming was free for community members to participate and incorporated several key aspects of Indigenous culture such as reciprocity, sharing and listening, eating together, and treating one another with respect and kindness.

A special kind of energy was felt at Tipi Teachings events, and this was noticed and commented on by many participants. The program brought together the hearts and minds of communities into sharing circles to share, laugh, cry, empathize, socialize and walk with each other towards a path of reconciliation and friendship.



Membership & Operations Report

2019 saw an increase in online membership sales, the formation of a Membership Working Group, and new membership benefits.



The EFCL's relationship with Servus Credit Union continues. This provides another option for Community League members to get their membership in their neighbourhood, in a way convenient to them. For 2019, through Servus, the EFCL paid out to Community Leagues, \$10,335.00 for 471 sales. We don't have a number to compare for 2018, as we only had data for September to December of 2018.

Online sales through the EFCL online sales tool saw 13,605 transactions for a total of \$386,055.50 paid out to Leagues. This is a slight increase over 2018 which saw 13,520 transactions for a total of \$385,526.00 paid out to Leagues. This continues to be a secure source of membership cards for people, who are able to save the card in an e-mail or as an image on their smart phones.

The forthcoming new EFCL website will incorporate membership renewal reminders, whereby members are sent an e-mail asking to confirm their information and then click to renew. As with the current system, the new membership card will be sent as an image they can print or save to their devices.

Membership discounts saw Yardly come on board with discounts for members on yard work and snow removal. Full list of membership discounts can be viewed on website at efcl.org/MembershipBenefits.

We continued to work with sports partners to facilitate Community League membership sales through their sports registrations. Attended Mill

Woods Football's Camp registration

In June, the EFCL, The City of Edmonton, and Strathcona Center Community League worked together on the City's Recover Project. This culminated in a dinner at the League with our homeless neighbours, and the EFCL provided free Community League memberships to attendees, paid for by the EFCL.

Two workshops were held in 2019 for Membership Directors, one of which was Membership Mechanics, also presented at Leagues Alive in October.

Based on the survey conducted in early 2019, Community Leagues indicated they wanted enhanced membership services. To help form what that looks like, a Membership Working Group was formed and held their first meeting in November. They were tasked with determining next steps to ensure enhanced membership services for Community Leagues. The group includes Membership Directors from a variety of Leagues throughout the city to ensure that we hear what all "types" of Community Leagues need. The group consists of:

- Crystal Boyde, Beverly Heights Community League
- Dustin Sim, Lynnwood Community League
- Jenny Altarejos, Oak Hills Community League
- Allison Rosland, Oliver Community League
- Russ Medvedev, Ottewell Community League
- Cheryl Fix, Yellowbird East Community League

Operations

2019 was the year we managed to impact Travelling Nightclubs, which had been using Community League halls for all night parties, outside of what was allowed by Leagues, EPS, and the AGLC. By sharing information on event dates, venues and who these individuals were, Community League Hall Managers knew about key dates planned, and individuals known for running these events. Where Community Leagues had EPS Agent Status, EPS were able to attend suspect events, and check licensing, and remove known criminals.

Working with Edmonton Police Service, Foster Park Brokers and Darlene from McKernan Community League, a new Hall Rental Agreement was developed. The intent was to empower Hall Rental Managers to understand best practices to ensure rentals are safe and adhere to AGLC requirements. And where there is a requirement for Edmonton Police Service to investigate an incident, the League may legally share information with EPS.

In May, we presented an all-day workshop for National Crime Week with Edmonton Police Service and Foster Park Brokers. It gave us an opportunity to connect with Hall Managers and some of the groups who regularly rent Community League halls. Members of the EPS attended to meet their area's Community League Hall Managers in person.

2019 EFCL Events

First on the Ice Parties



General Meetings



Great Neighbour Race



Community League Day



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