
The EFC Who?

Understanding the EFCL; where we've been
and where we need to go

Our Roots

Where it all began

The last 30 years

Recent history of what the EFCL has been working on

What we have learned

Key learnings along the way

Where we need to go now

Exploring ideas of what the future of the EFCL needs to look like



Our Roots

The City Club movement in the eastern United States in the late 1800's inspired our current system.

They were a forum for public education and community focused dialogue.

George M. Hall brought the concept to Edmonton in 1917 and created Crestwood Community League



Our Roots

The City was growing rapidly and was often done in an uncoordinated way- the city was feeling disjointed already.

There appeared to be a need for a mechanism where the community could express its concerns.

- **Open to all residents**
- **Unaffiliated with any political party or religious order**
- **Equally open to men and women**

—
**Sports and recreation soon
became a priority along with
civic infrastructure.**



In 1979 the EFCL asked to be 'recognized' by City Council as the formal voice on community issues.

Policy C110 came in 1980, a resolution approved by the Public Affairs committee of City Council that made the EFCL an effective arm of the local government.



**This move was big
for the EFCL...Area
Councils grew,
neighbourhoods
found their voice
and the EFCL turned
a corner in its role of
advocacy**



By 1988 things were changing

- **No more city funding for new playgrounds-** community leagues were being forced to fundraise most of the required funds.
- **Burn Out of Volunteers**
Instead of seeing programs fail, community members were overworking themselves and burning out



1990's were a tough decade for the EFCL

This was a time of great disharmony between the federation and the leagues. The EFCL board had grown to 42 members and quickly became splintered between different ideologies and policy ideas.

All of this paved the way for a Revitalization Task Force that did a large survey to all the leagues (902 completed questionnaires!)

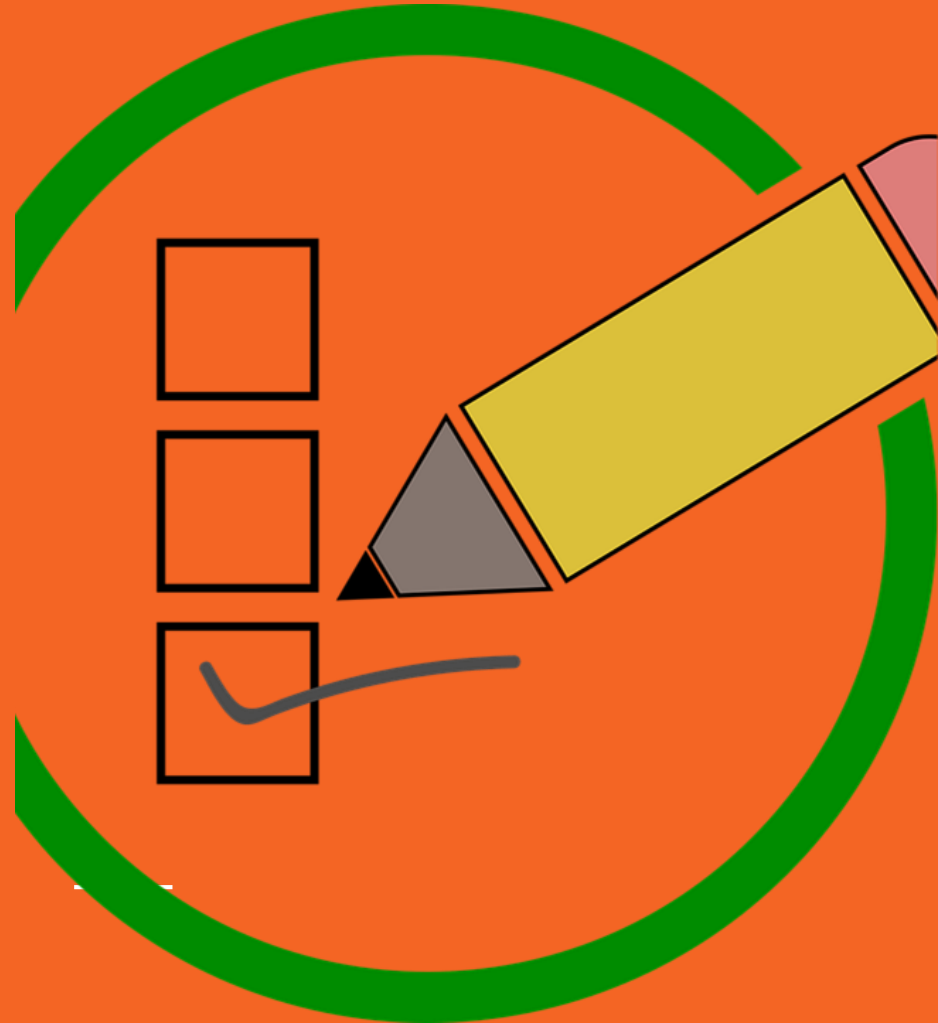
November 24, 1997

EFCL General meeting was held- the agenda was ignored as 100 members attended to debate the direction the Federation should take to 'revitalize' itself.

What leagues wanted to see from the EFCL was a “supportive, skilled companion for individual leagues as they pursue their interests with the city”



Survey Results from May
2018...show us that the
sentiment in leagues hasn't
changed very much...



**With a 13% response rate-
the following
considerations were
identified**



- 1) Explore the role and mandate of the EFCL including program delivery and offerings
- 2) Continue to build relationships with individual board to provide service deliver and promote collaboration
- 3) Develop standardized templates for work that CL use often and provide resources
- 4) Communicate regularly, clearly _____and effectively

–
**The EFCL Growth
Strategy identifies
areas of focus
moving forward
with additional
funds from the City.**

By identifying key areas that we want to grow, in alignment with Council initiatives our hope is to provide greater supports to leagues where they are and to meet their growing challenges

- Community Activators
 - Council Initiative positions
 - Enhanced communications
 - Enhanced ability to evaluate the work we are doing
-

What people are saying

We need to find ways to leverage and use the facilities that currently exist. We want community leagues to be seen as Hubs of gathering, activity and innovation in neighbourhoods.

How do we connect the cultural organizations in a community to the League? There are so many resources and opportunities for people through their league- often its an untapped resource.

Community Leagues need to be seen as the backbone of the neighbourhood. They can't do it all- but having agencies walk in and ignore them in order to move forward with their work is unethical and a missed opportunity for real community development.



November 28th we go to City Council to pitch our Growth Strategy. This additional funding is essential for City Council to meet it's targeted initiatives as well as for us to support Community Leagues to be seen as the Neighbourhood Leaders, the backbone of the neighbourhood.
