



Edmonton Federation of  
**Community Leagues**

# Annual Report



## Community League Day Media Launch

(L-R) Standing: Councillor Ben Henderson, Councillor Andrew Knack,  
Realtors Association President Greg Steele, MLA Steve Young.  
In Buggy: EFCL President Masood Makarechian and Councillor Michael Walters.

# 2014

Presented at  
**Winter General Meeting**  
**February 26, 2015**



## **Table of Contents**

Mission Statement.....	4
2014 Team.....	5 - 7
District Map/Directors .....	8
District Reports.....	9-18
Executive Director's Report.....	19-20
Planning and Development Committee Report.....	21-22
Community Development Report .....	23-25
Board Development Report.....	26-28
Communications and Events Report.....	29-32
Marketing Report .....	33-35
Audited Financial Statements .....	36

## 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.



## 2014 TEAM

### Board of Directors

President	Masood Makarechian	District K
Vice President Internal	Shaffeeq Ali	District L
Vice President External	Lindsay Smith	District I
Treasurer	Trevor Elliott	District D
Director	Brittany Yerichuk	District A
Director	Ron Favell	District B
Director	Mark Nicoll	District E
Director	Bill Moore-Kilgannon	District F
Director	Yvette Cioran	District G
Director	Rob Agostinis	District H
Director	Gavin Martinson	District J
Director	Vacant	District C

### 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
Communications Committee	Barb Martowski	Chair

## 2014 TEAM

### Administration Staff

Allan Bolstad  
Amanda Henry  
Nora Begoray  
Bev Zubot  
Habib Fatmi  
Linda Crosby  
Joanne Booth  
Nancy Rempel

Executive Director  
Asst. Director/Board Development  
Marketing Director  
Community Planning Advisor (January to September)  
Community Development Officer  
Financial Advisor  
Office Administrator  
Office Assistant



**Allan Bolstad**



**Amanda Henry**



**Nora Begoray**



**Bev Zubot**



**Habib Fatmi**



**Linda Crosby**



**Joanne Booth**



**Nancy Rempel**



## EFCL Board 2014

**Front Row L - R: Trevor Elliott (Treasurer and District D Director), Bill Moore-Kilgannon (District F Director), Mark Nicoll District E Director), Lindsay Smith (VP External and District I Director), Ron Favell (District B Director)**

**Back Row L-R: Gavin Martinson (District J Director), Masood Makarechian (President and District K Director, Rob Agostinis (District H Director), Brittany Yerichuk (District A Director), Shaffee Ali (VP Internal and District L Director)**

**Missing: Yvette Cioran (District G Director)**



**WHERE NEIGHBOURS MEET  
and GREAT THINGS HAPPEN**  
EDMONTON FEDERATION of COMMUNITY LEAGUES

## District Representatives



**District E**  
**Mark Nicoll**



**District A**  
**Brittany Yerichuk**  
May-Dec



**District A**  
**Jesse Watson**  
Jan-May



**District B**  
**Ron Favell**

**District C**  
**Currently vacant**



**District F**  
**Bill Moore-Kilgannon**



**District D**  
**Trevor Elliott**  
Treasurer



**District G**  
**Yvette Cioran**



**District H**  
**Rob Agostinis**



**District J**  
**Gavin Martinson**



**District K**  
**Masood Makarechian**  
President



**District I**  
**Lindsay Smith**  
VP External



**District L**  
**Shafteek Ali**  
VP Internal





## DISTRICT REPORTS

### **Londonderry—District B** **Ron Favell, Director**



Londonderry (District B) is a new area developing in the northern part of Edmonton, and soon we might be able to include Namao (joking as that's how far north we are growing in to). Who would have thought??

While the district is expanding north, this area also boasts several older and more mature community leagues, and is home to one of Edmonton's newest facilities - the Clareview Recreation Centre – a new and exciting facility for use in the northern section of Edmonton.

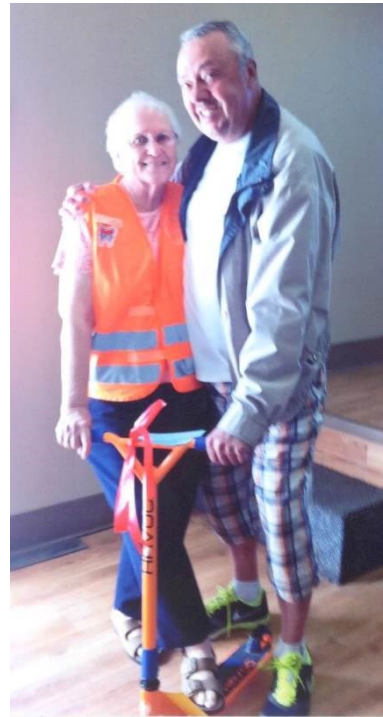
When it came to Community League Day 2014, we had two lucky winners in the prize draws for those leagues who held their events on the official Community League Day. McLeod CL won the first prize of a full page community profile in both the Edmonton Examiner and the Edmonton Sun – value of over \$12,000.00, while Killarney CL won a scooter, courtesy of United Cycle, for use in its playschool.

District B community leagues host a variety of fun events and activities, and the majority of community leagues in this district are doing well. Like many areas in the city, there are those that have a little added pressure due to a lack of dedicated volunteers. However, through the help of the EFCL, the CRCs and the city, we are exploring ways to invigorate these communities. I feel we will be very successful in our endeavours.

Good luck to District B for 2015-2016.



Above Left: Ron presents a Havoc Storm Scooter to Killarney's VP, Anne Pedersen.



Above Right: Ron presented a gift certificate for a Sun Media full page league profile to Leanne Rosinski, president of McLeod CL.

## DISTRICT REPORTS

### **Alberta Avenue East—District G** **Yvette Cioran, Director**



Being the EFCL Representative for Alberta Avenue East - District G has been very rewarding. Due to some medical issues, I got off to a very slow start but as fall passed and winter set in, I've had the opportunity to meet with a few different boards in the district. I have really enjoyed attending these community meetings and shaking hands with the volunteers who are working with the leagues towards vibrant and safe communities.

It is too soon yet to identify specific issues the boards are facing but the general feel is that getting online is important. That websites and social media are making it easier to stay connected with members, to invite people out to events and to keep the community up-to-date with important programming and sporting opportunities. It is also quite clear that finding and retaining volunteers is a challenge that many leagues are facing. Face with a lack of volunteers, I'm seeing that boards are moving forward with fresh ideas on advertising positions and showing appreciation for the fabulous volunteers that they have.

As a representative of the EFCL, I would like the leagues in District G to know that I am here to lend a hand, to offer support and to share encouragement. EFCL is working hard to increase the profile of the community league movement and to bring information to potential members that will show them the way to their local leagues where they can access the special programming, social and sport opportunities that great volunteers are providing.

I look forward to hosting an **Alberta Avenue - District G "Meet & Greet"** in the spring of 2015 to bring together community volunteers, coordinators and project leaders to chat about common goals, issues, concerns and best of all, successes. I hope you will join us!

## DISTRICT REPORTS

### Terwillegar/Riverbend/Windermere—District H Rob Agostinis, Director



District H is a very active community with its eight dynamic community leagues and TRAC as their Area Council. Here is a short synopsis of all the fun activities and programs.

### Brookview Community League

The Brookview Community is negotiating with the City of Edmonton on Surplus School Sites. There is discussion on how to re-site their two areas of construction and preserving soccer field space.

#### MAKING HISTORY IN BULYEA HEIGHTS

From unveiling of Frank Victor Burton's Field Sign by the Premier, to waving at the biplane flying overhead and listening to the cockpit conversation with the air traffic controller on the ground, to model airplane and *White Birds* "air show" competition, enjoying tasty food, music and variety of games on beautiful Sunday afternoon, we had it all going for us!

A truly amazing community event took place in Bulyea Heights and it will be memorable one for all of us who came and participated.

In the community of Bulyea Heights/Brookview there is a green space formerly called a dry pond that is a storm water catch area. On Sunday, September 14, we officially named that dry pond, Frank Victor Burton Field, in honour of an early Edmonton pilot. The ribbon cutting event themed itself around aviation at the time that Frank Burton flew in Edmonton (1920s and 30s). canopy and just as Premier Hancock cut the ribbon, a bi-plane flew over the park with authentic radio communication over the sound system of a real live air traffic controller.





## Hodgson Community League

Aside from all their programming and activities, this relatively newish community league enjoys their nearby Wetlands and Natural Marsh. The 'Friends of Hodgson Wetlands', are committed to protecting and preserving the integrity of urban wetland and natural corridor biological communities.



## Oak Hills Community League

Another newish Community League, OHCL had their very first Casino this past January. On a yearly basis, they put on the 'Party On The Hill' in September and the 'Winter Family Fun Festival' in December. They look forward to supporting the planning and construction of the Lillian Osborne Community Theatre.



## Ogilvie Ridge Community League

ORCL has the best Community Centre building, where they entertain, have weddings and host the great Spooktacular Halloween Event.



## The Ridge Community League

Like Brookview Community League, The Ridge is also having an active discussion with the City of Edmonton on Surplus School Sites, in particular the Haddow Park area. Stay tuned for the outcome. The Ridge had their casino recently in the early part of winter (2014). Their signature event is the New Years Fireworks Extravaganza, which included activities such as: sleigh rides, hot chocolate and cookies, fire pits, bannock making, snowshoeing and tobogganing.





## Riverbend Community League

Our oldest community league, Riverbend Community League hosts many events:

Taste of Riverbend, Family Winter Festival, The Plant Sale and many more. On Community League Day we celebrate - **Art In Our Park**. This event brings all the community leagues in District H together and has one huge event with art, activities, food, singing dancing and so on: we usually have 3 – 4 thousand people attend this event.



## Terwillegar Community League

TCL is our biggest community league ever; over 1000 members. They have just elected a new board. They are busy constructing playgrounds, hosting the July 1<sup>st</sup> Canada Day Event, Toonie Carnival in August, Halloween Fireworks Extravaganza and Family Day Fun Event. Their greatest accomplishment this year is their newly christened Terwillegar Playground and Spray Park.



## Greater Windermere Community League

GWCL is in a new area of town with its expanding housing development. In 10 – 15 years, they are slated to have over 200,000 people. With their new board, they have planned some great events: Windermere Days, The Movie Theatre Christmas Event, Mommy MeetUps and have successfully petitioned to get some new schools in the area.



## Terwillegar Riverbend Advisory Council (TRAC)

The umbrella area council for eight community leagues, TRAC has been busy with:

*The SouthWest Edmonton Farmers Market*

*Brander Gardens ROCKS (Reaching Out To Community Kids)*

*The Edmonton Youth Talent Show*

*TRAC Community Wine – this year it is 'Riverbend Red'*

*The TRAC 10K Rock & Run – 10K, 5K and 3K Walk and Run*

TRAC has a *community office* in the Terwillegar Community Recreation Centre that serves as the hub for all of the community leagues.

*Check us out online at: [www.tracspirit.ca](http://www.tracspirit.ca)*

*Phone us at 780-439-9394*

## DISTRICT REPORTS

### **Mill Woods/Meadows—District L** **Shaffeeq 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. The others are Ellerslie Community League, Summerside Community League, The Meadows Community League and our newest member - Fulton Meadows Community League, which was formed in 2012.

District L continues to grow, as evidenced by the increase in new housing starts and new business development. This growth, however, is not only limited to physical expansion but also to the growth in need for social and recreational programs to meet 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, addressing issues common to the District – like LRT development and rezonings - and helping new or emerging Community leagues undertake their community projects.

It has been a very active year for the District. Various Community Leagues undertook projects like hall renovations, playground rebuilding or upgrades and offered many social and recreational programs.

A major event for the District was the opening of the Meadows Community Recreation Centre in December 2014. The over 230,000 square foot facility comprises two ice rinks, an aquatic centre, a major fitness area with a walking track and several multi-purpose rooms. Also housed in the facility are a new branch for the Edmonton Public Library and The Meadows Community League. With The Meadows Community League having acquired space at the Centre rather than building a hall, the Centre will truly serve as a hub for the community.

Other facilities planned to be opened in 2015 are the Mill Woods Public Library and the Mill Woods Seniors Activity and Multicultural Centre. These facilities will help to meet the growing needs of the District.



Most of the Community Leagues in the District had successful Community League Day events. Each league took its own approach in celebrating the Day. Activities varied from a pancake breakfast to a flea market to sports activities to celebrating the completion of a 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 a full day of children and adult activities, music and cultural performances and culminating with a spectacular fireworks display 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.

Parking issues between schools and Community Leagues in their respective parking lots remain unresolved. The main issue is during school hours, when there is a simultaneous community league event. Most leagues tolerate the inconveniences while others are dealing with the issue in different ways. The City has been a participant in trying to resolve the issue.

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



District L is a vibrant and diverse group of leagues that focuses on providing their communities with social and recreational infrastructure such as the above playground located in The Meadows

## **EXECUTIVE DIRECTOR'S REPORT**

**Allan Bolstad**  
**Annual Report – 2014**



The EFCL can be pleased with the progress it made on a number of fronts in 2014.

In terms of accomplishments, completion of a strategic plan was a major piece of work that brought into focus some new directions and key challenges for our organization. A collaborative project with the City of Edmonton, the plan also strengthened our connections with the city on a number of levels, which will help us immeasurably going forward.

This project has also allowed the federation to take stock of where it is at. We now have a compilation of all of our many projects and programs and a format for determining priorities. We also see we will need to find additional resources if we want to accomplish many of the objectives we have created for ourselves. In addition, it is clear that the federation will need to rethink its management and governance practices if continues to grow, as the existing practices have reached their breaking point. This will spark some interesting conversations that should lead to some fundamental changes in the way the federation operates in the future.

In terms of events, 2014 was one of our best years ever. This was definitely the case for both our Leagues Alive Board Development conference, where the comments from delegates were extremely positive, and our Heritage Days exhibit, which was our best organized and most comprehensive yet.

In addition, our Community League Day promotion went very well once again; our attendance figures increased at our general meetings and our volunteer recognition event at Fort Edmonton Park was very well received.

Another significant achievement for the EFCL this year was the creation of a new website, which is attractive, easy to read and features a much simpler way for Edmontonians to purchase their community league membership. As a result, online membership sales are growing dramatically.

The EFCL also made significant headway this year on its 100<sup>th</sup> Anniversary Project, with completion of the conceptual plan and the receipt of a \$100,000 donation from the Heritage Festival Association, along with a \$15,000 grant from the Edmonton Heritage Council.

In a similar vein, the federation has never had as robust a list of corporate sponsors, which not only help fund our operations but provide valuable advice and support in

the areas of financial services, insurance and law. New this year were agreements with sports equipment suppliers, FC Edmonton (our professional soccer team) and Edmonton Northlands, which we intend to work in unison to raise our profile as well as increase our revenue.

Still with financial matters, we were successful in convincing the City of Edmonton to create a planning fund as part of the Community League Infrastructure Program, to help leagues that are working on major projects.

On the planning front we were able to influence city policy on a variety of issues, such as infill housing, social housing, complete streets and surplus school sites. We also played a key role in convincing the province to conduct a review of hours that volunteers must work at casinos, which is a major concern for our members.

Rounding out the list of positives are the many productive meetings we held with partner groups, the day-to-day assistance we provided to our members - and crisis intervention services to some – and the guidance we provided to members of the public who wanted to know more about community leagues.

On top of all of that, we also slipped in a major office renovation, which gives us the opportunity to house two more staff members in the future.

Before concluding, I should also note that 2014 was a year of staff stability, which clearly helped us focus on the job at hand and the work we needed to do. This was in sharp contrast to the situation we faced in the fall of 2013, when four of our employees left in September. The most difficult part of that turned out to be making do without a communications officer for six months. It has taken awhile, but I think it is safe to say we have finally recovered from all of that.



The 2014 Volunteer Appreciation event for EFCL board and committee members was held at Fort Edmonton Park. With a western theme, it was a natural that attendees would do (learn) a little line dancing.



## **PLANNING AND DEVELOPMENT COMMITTEE REPORT**

**Bev Zubot, Community Planning Advisor**

**Annual Report – 2014**



In 2014 the City of Edmonton was working on many policies and bylaw amendments to transform the city. Construction was booming. As a result the EFCL Planning Advisors and the federation's Planning and Development Committee were very busy.

Elaine Solez did exceptional work as the Planning Advisor while Bev Zubot was on leave until August. Elaine worked part-time as a Planning Advisor for a few weeks in the fall to finish funding proposals, work on the Business Plan and assist Bev during the transition period.

EFCL submitted two funding proposals to the City of Edmonton which would have given EFCL the ability to develop tools and resources to enhance the engagement of leagues and their membership in shaping neighbourhood-building policies. Although EFCL did not receive funding for these projects in 2015, we remain committed to seeking more resources to move forward on these initiatives in the coming years.

At every opportunity we encouraged the City to enhance their consultation with leagues. This included a special session for leagues as part of City Council's Initiative on Public Engagement.

EFCL staff coached leagues to help them deal with development applications and ensure that the city enforced city bylaws. The Planning Advisor provided terms of reference and facilitated workshops for leagues wanting to form a Planning Committee. A workshop on appealing development permits was offered at the federation's Leagues Alive Conference. Some tips for leagues were published in the bi-weekly EFCL e-news. In the future these "tips" will be placed in the resource section for leagues on the EFCL web-site.

The Planning Advisors and the EFCL Planning and Development Committee focused most of their energy on monitoring and analyzing government policy proposals which would have a great impact on the majority of leagues and their neighbourhoods. Information and analysis was forwarded to leagues via e-news and meetings so that leagues would be sufficiently informed about the issues and could provide input to their city councillors or other policy decision-makers.

EFCL was also asked to participate in a number of stakeholder sessions organized by the city or others. EFCL representatives provided a “community league perspective” which may not have otherwise been at the table. These sessions included the following:

- Winter City Initiative –Design Committee
- Evolving Infill Collaborative
- Zoning Bylaw text amendment projects (Height, RA9- high rise zone, Multi-Unit projects, Park & School zones)
- Finding Common Ground – gaining acceptance of neighbourhood friendly non-market housing projects
- Realizing Housing Potential for moratorium communities
- Homeward Trust (representative – Cora Shaw)
- Steering Committee for Transportation Services’ Public Involvement Studies
- Community Light Efficient Policy and Implementation group
- Complete Streets Cross Section Study
- Construction Issues Advisory Committee
- City Auditor’s Review of public involvement practices
- Council Public Engagement Initiative
- Growth Coordination Task Force
- Trails, Paths, Routes Advisory Committee
- Surplus School meetings

The EFCL Planning and Development Committee had nine regular meetings in 2014. Each representative brought their district’s perspective to the analysis of city-wide policies. Here is the deep-thinking team: Cora Shaw, chair (G), Jason Watt (B), Tyler McNab (D), Jamie Post (E), Ian O’Donnell (F), John Thompson (I), Tony Lemay (J), Deepali Medhekar (K), Gavin Martinson (J)



The EFCL Planning and Development Committee hard at work.

**COMMUNITY DEVELOPMENT REPORT**  
**Habib Fatmi, Community Development Officer**  
**Annual Report – 2014**



**Multicultural**

The EFCL partnered with Alberta Culture, City of Edmonton, Edmonton Chamber of Voluntary Organizations, Edmonton Mennonite Centre for New Comers, Edmonton Multicultural Coalition and Action For Healthy Communities to organize and host the **Embracing Multicultural Community Development Conference**, October 16 and 17, 2014.

The purpose of the conference was to provide Ethno-Cultural community leaders an opportunity to explore development opportunities for their organizations and individual members, connect with the greater community and continue the community dialogue events they have held as a group this past year.

It also provided an opportunity for government and non-profit representatives to network with ethno cultural communities and learn new skills.

The topics of discussion were:

1. Engaging Women in Leadership  
This session will showcase stories from inspiring women from different cultural backgrounds who have been successful in leadership roles
2. Creating Space for Innovation  
This session will review innovative strategies for community organizations. One example is the great spaces program of the Edmonton Public Library, which is designed to meet the needs and aspirations of our immigrant population.
3. Catapulting your Community Events  
Why do some community events succeed where others fail? Paul Latour has an over 90% success rate of bringing on sponsors for his events, which, without government funding, have generated \$700K worth of value. In this seminar Paul reveals the 4 key factors that go into designing a knock-out community event and then follows it up with surprising strategies for bringing on more sponsorship than you know what to do with.

#### 4. Collaborations & Partnership Building

This session will show you how organizations have come together to address issues in their communities by sharing resources and experiences with each other. This Session showcases partnerships that exemplify collaborations that create effective programs for immigrants.

#### 5. Civic Engagement – How to influence decision makers

This session will show you effective techniques and tactics on how to approach the city and learn what the city can do for you and your organization/community.

#### 6. Leadership Across the Ages

This session will show you how communities can create the right environment to foster leadership across different age groups, as well as how members of your community can overcome challenges and barriers in becoming mentors and volunteer leaders.

#### 7. Funding Panel

This session will provide you with valuable information about different funding organizations, the processes and what you need to know in order to qualify.

A number of these sessions' league representatives find ways to run their organization more successfully, as well as connect better with Edmonton's immigrant population.

The registration fee was \$100 per person, EFCL Board approved to cover the cost for any board members as well as six league reps, on a first-come, first-serve basis. Only one board member and two leagues attended the conference.

Overall there were a little over 175 participants to the conference, the most popular and well attended topics were Collaborations & Partnership Building and Funding.

What's next? Still sharing with the organizing committee if to hold again a similar conference with improved planning. EFCL is also working with City of Edmonton to take the active role and organize with COE and invite more multicultural and service agencies.

## **EFCL 2nd Annual SENIORS FRIENDLY COMMUNITY LEAGUES WORKSHOP**

The EFCL 2nd Annual SENIORS FRIENDLY COMMUNITY LEAGUES WORKSHOP in partnership with City of Edmonton and Edmonton Seniors Coordinating Council, took place on October 23, and the information was sent to all the leagues presidents and the seniors liaisons in EFCL database.

The workshop was follow up from last year and discussion topics were from the last workshop and decided by the planning committee, the workshop was from 5 pm to 9:00 pm at SEESA.

Discussions topics:

- Abundant Communities
- Ageing to Sageing
- Beacon Heights Community League
- Cloverdale Community League (Nordic Pole Walking program)
- Health services
- What is a Senior Liaison? How does it work? How do you engage seniors in the community?
- Program ideas, Community success stories.
- Grants & Resource Information. What is available? How do I access them?

Around 37 participated in the workshop. Participants were interested in available grants and programs. City provided a lot of informational material on various topic useful to seniors in the community.

What's next? To change the name of the workshop and have it as a session at Leagues Alive for better participation of the leagues.





## BOARD DEVELOPMENT REPORT

Amanda Henry, Asst. Director/Board Development  
Annual Report – 2014



### Highlights

- Leagues Alive was a great success thanks to gracious support from our sponsors, partners, and the 100+ league volunteers who braved the November roads for a day of sharing and learning.
- The EFCL secured a \$20,000 Community Investment Grant and piloted a Community League Social Media Training Program
- The City of Edmonton, the Board Leadership Group, the Edmonton Chamber of Voluntary Organizations (ECVO), the Mediation & Restorative Justice Centre (MRJC), Parcom Online, and the Alberta Community Development Unit all worked with us to provide community-league specific board development advice and programming.



Amarjeet Sohi @SohiAmarjeet · Nov 22

@bevesslinger bringing greetings @EFCL #CLalive event. Great turnout #yegcc #yeg



4 7

Expand

### 2014 was a very busy year.

It's always busy at EFCL, but as my first full year as part of the EFCL team, it really felt like a whirlwind, especially after I added Assistant Director portfolio to my responsibilities in March. Consequently, I now help with the day-to-day administration of EFCL, in addition to working with leagues on board development. In that role, I organized an EFCL summer professional development day, assisted with developing a new academic leave policy for EFCL staff, and worked on a number of projects with the Executive Director including our operating budget submission to the City of Edmonton.



*The most retweeted photo I've ever taken. From Oliver/  
Downtown Community League Day*

**One of the projects I'm most excited by in 2014 is the Community League Social Media Training Program.** Thanks to the advice and support of the REALTORS®, we were able to secure a grant from the Alberta Real Estate Foundation to pilot a professionally developed social media program tailor-made for community leagues. So far, over 50 people have attended the program, and EFCL is already putting what we're learning into practice in our own social media work.

Working on **Balconies in Bloom** was also a real pleasure this year. Aimed at reaching out to green thumbs living in high density buildings, the program experienced huge growth in 2014, its second year. Over 37,000 people were reached via Facebook, and at least 600 unique users actively engaged with the contest by liking, sharing, or commenting on contest promotions.



**It was also a big year for our board development programming.**

The short story is that we were able to help a lot of leagues with all kinds of board development issues and questions in 2014 – everything from strategic planning to navigating Canada's new anti-spam legislation. With the adoption of EFCL's new strategic plan, we also started some long-term planning for this program.

**Leagues Alive** was a great success, thanks in no small part to the hard work and support of the other EFCL staff, as well as our partners, sponsors, and presenters. We were able to secure significant corporate support for the event, which helps keep it one of the most affordable conferences of its kind in Edmonton. We also brought in many expert presenters and panelists who shared their expertise with us throughout the day. Leagues Alive was also EFCL's second most visible event on social media this year, behind Community League Day, which is impressive for an event that's just for league volunteers!

Here is a snapshot of some of our other board development work.





## COMMUNICATIONS DIRECTOR REPORT

Barb Martowski, Communications Director

### Annual Report – 2014



The major goals for 2014 were developing a completely new EFCL website, producing strategic campaigns for the social media platforms, creating partnerships with select local media and establishing better communications with community leagues. While each of these have been accomplished in one form or another, they are still, and always will be, ongoing works-in-progress to strengthen the profiles and raise awareness of both the EFCL and the community leagues to the City of Edmonton.

The largest project was building a new website – one that would serve both the public and the community leagues with a clean look and simple navigation. After consultation with several stakeholders, the design and build were accomplished in 6.5 months, with the site going live Oct. 13, 2014. *Note: the EFCL logo was also slightly modified with the removal of both the black colouring and the house. This promotes a more open community feel, and the re-design is in keeping with the cleaner, more modern EFCL branding image.*



The main website offers both public and private areas – the private being exclusively for community leagues. This is where tools, services, league-only news and other helpful information is uploaded.

A secondary “administration” website was created to provide leagues with the ability to manage their own league profiles, contact lists and facility information, as well as to order supplies or pull reports. *Note: this also acts as the EFCL database, so it’s imperative that leagues include their full board and contact info and keep it updated. Leagues can also decide what, if anything, they will make public with regards to their board members’ contact info.*

The analytics for this site, from when it went live in mid-October to the end of December, are as follows:

Sessions	13,046
Users	8,728
Average time on site	2:55 min.
Pages visited	38,169
Returning visitors	40.9%
New visitors	59.1%
Largest Demographic	Ages 25 to 34
Male	54.15%
Female	45.85%

As expected, "Find a League/Facility" and "Membership Purchase" led in page views. The next three most popular areas were "Events & Projects", "Seminars/Workshops" and "News/Media".

#### **TWITTER (4, 327 followers at year end)**

In the last half of 2014, we ran two successful campaigns on twitter – Community League Day and Leagues Alive.

#CLDay2014 (city-wide public event): 15.3K people saw our posts on Sept. 20 with an engagement average of 1.9%. The hashtag for community league day was also trending for Sept. 20 in the City of Edmonton.

#CLAlive2014 (private for leagues only): 5,947 people saw the Nov. 22 posts on Leagues Alive, with an engagement average of 3.5%. Take-away: leagues were very active on social media on Nov. 22.

While analytics were only available from September on, the EFCL averaged 75,525 impressions per month (number of people who viewed our posts and shared out to their followers). This increase in followers, largely due to improved engagement and these successful campaigns, has helped raise the profile of both the EFCL and community leagues and has substantially increased our connections with citizens via twitter.

## **FACEBOOK (1,506 followers at year end):**

Like Twitter's impressions, "reach" defines the number of people who have viewed and shared our posts. For the first half of 2014, our reach was light with an average of 890 people per week. For the two social media campaigns, we paid a small amount to boost the profile of one post each for CLDay and Leagues Alive. This strategy increased our average weekly reach to 20K+ more eyes on our page, which resulted in more followers and a higher engagement with the EFCL page. For the last half of 2014, the average reach per week was 3,229 people. This is very respectable for a not-for-profit the size of the EFCL.

*Note: the EFCL page is open, and we encourage leagues to post there as well as their own pages.*

## **ELECTRONIC Bi-weekly NEWSLETTER:**

The online newsletter subscriptions fluctuates as league board members change, but the EFCL ENews is also followed by a number of individuals. By the end of the 2014, the subscription base was 93 people over and above what it was for 2013. This too, is positive.

The average number of opens were 37.3% per issue, well above the not-for-profit industry standard of 21%. Click-thrus to full articles, were also higher at 4.2% compared to the industry standard of 2.4%.

The biggest fan of the EFCL ENews in 2014, was Rhoda Holfeld from the City of Edmonton. She didn't miss one issue and engaged with the information provided more than any other subscriber. Nice!

*Note: The EFCL would like to encourage all league board members to subscribe to the ENews – it is a great way to be informed about league-related and city news and events.*

## **LOCAL MEDIA PARTNERSHIPS:**

**Global TV:** The EFCL formed a partnership with the Global TV Helicopter crew to do a fly-over and community highlight package, which will include the community league, each weekend. Whenever possible, Global Helicopter contacts the league of the weekend, especially if the league is hosting an outside event, so arrangements can be made for some interaction with league members and event attendees.

The program began in mid-July, 2014 and with the exception of some bad weather weekends, has been running successfully. To-date, 13 leagues have been profiled on the weekend morning news, thanks to the boys in the sky.

**Sun Media:** The EFCL continued its partnership with Sun Media to promote Community League Day. Sun Media also donated a full-page league profile article to run in both the Edmonton Sun and Edmonton.

This prize, valued at over \$12,000, was part of the give-aways for those leagues who held events on Community League Day. The lucky winner was McLeod Community League.

At the beginning of December, 2014, the EFCL and Sun Media also inked a deal to start profiling community leagues on a weekly basis starting Feb. 2015. The profile columns will run in the same Examiner zones that the leagues are located in.



*Note: we will be looking to leagues to help with these profiles, so please contact me at [barb.martowski@efcl.org](mailto:barb.martowski@efcl.org)*

## LEAGUES GO SOCIAL

Thanks to the efforts of the EFCL staff, we were able to start offering social media training for community leagues (see Amanda Henry's report) in December, and it was very gratifying to see the response to the workshops. The percentage of leagues adding both twitter and facebook to their communications strategies has grown substantially – very few are without at least one online social media page.

While these social media tools are perfect for leagues to connect with their communities in a quicker fashion, the addition of the online pages also allowed for a better connection between the EFCL and its league members, allowing the EFCL to both promote and communicate with leagues on a daily basis.



Killarney Community League was just one of several to include a facebook page to its communications platforms in 2014.

## MARKETING DIRECTOR'S REPORT

Nora Begoray, Marketing Director  
Annual Report – 2014



### K-Days/Northlands

We started the year formally announcing the EFCL's newest corporate partner—Northlands. In addition to their financial commitment of annual sponsorship funding, we also partnered with them for a K-Days initiative. We hired a contractor, Stacy Felkar, and she assisted us with a program to have an onsite display during the fair. The theme was community soccer with banners, a video, and fun face cut-out displays. Spring BBQ or pancake breakfast kits were available along with free K-Days admission passes to each league that had spring or summer events leading up to the fair. We also provided leagues with entertainment, such as talent show winners or the ENMAX photo booth, with limited success. First year kinks aside it was beneficial to support leagues in their spring and summer activities.

### Heritage Days

The theme this year was WELCOME & DISCOVER COMMUNITY LEAGUE CULTURE. Our goal was to engage new residents, whether they were new to the city or new to CL's, so we reached out to promote inclusivity and the fun available in your local neighbourhood through your league. We offered memberships, we gave away branded items and promoted our projects. Our volunteers attended training workshops and they were great community ambassadors minimizing the reliance strictly on staff or board members to facilitate the event.





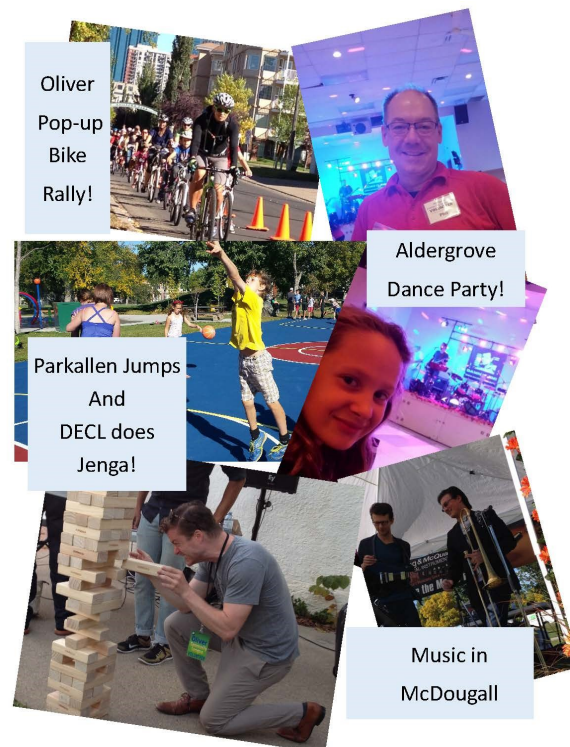
## CLD Media Event Launch

We promote Community League Day each year through bridge banners, digital signage compliments of our partners and supporters, and we encourage all the organizations or individuals we have relationships with to advertise through their individual newsletters and communications. We also host a media event to prime the press for the upcoming city-wide festival. This year we had a sneak preview of Car Shows, movie nights and a basketball court challenge—city councillor vs. provincial MLA to prep for the Saturday excitement and encourage joining in.



## Community League Day

Thankfully it was a warm, sunny day for 2014. 76 events were registered with EFCL & those leagues picked up party supply event kits. Staff and board visited many league parties bringing prizes and participating in the fun. The media reported a very successful show of community league spirit all around the city. Post event evaluations revealed the challenges leagues have in hosting events on CL Day and identified some strategies to assist next year. This is a significant achievement—Edmonton's only city-wide festival—and we want to build and continue to showcase this amazing coordinated league effort. On this one day, leagues dominate the spotlight which offers the potential to highlight the importance of local engagement and community connection.



## Sponsorship

Annual Corporate Sponsorship provides the funding for our promotional activities and programs supporting league events. This is important revenue for us and important reciprocal relationships we are developing. We benefited from over \$30,000 in funding from corporate and event sponsorships thank you to Servus Credit Union, REALTORS Association, Foster Park Brokers, Northlands, and our Leagues Alive Conference Sponsors. We flowed over \$30,000 value in donated goods and services directly through to leagues in the form of prize donations from our appreciated support organizations such as City of Edmonton, Remax, Sun Media, United Cycle, Playworks, Special Event Rentals, Bounceroo, FC Edmonton, Realty Executives and many more.

## 100th Anniversary Project

Key milestones included completing the public involvement priorities, finalizing the concept design, and identifying the need to establish an EFCL project legacy fund. We have had ongoing project meetings with our major funders, Lafarge and City of Edmonton, to ensure our design budget is allocated the most cost effectively. We established a project partnership with the Heritage Festival Association who have made a \$100,000 project donation commitment. Most recently, the Edmonton Heritage Council has granted us \$15,000 to hire a heritage practitioner to lead the project story development and displays. Urban Systems worked diligently throughout the year to complete the environmental reports necessary and have also presented our concept to the Edmonton Design Committee. Final circulation and approvals are expected in 2015. EFCL has maintained its commitment to a project cost of \$3.15 million and funding plans remain on track. The process for data collection, design, circulation, approvals and decisions in every aspect of the project has proceeded at a slower pace than expected. We expect to finalize detail design and launch fundraising in 2015. Construction is now forecasted to start in the spring of 2016.





# **Audited Financial Statements**

**YEAR ENDED DECEMBER 31, 2014**

**To Be Attached When Available**