

EDMONTON FEDERATION OF COMMUNITY LEAGUES

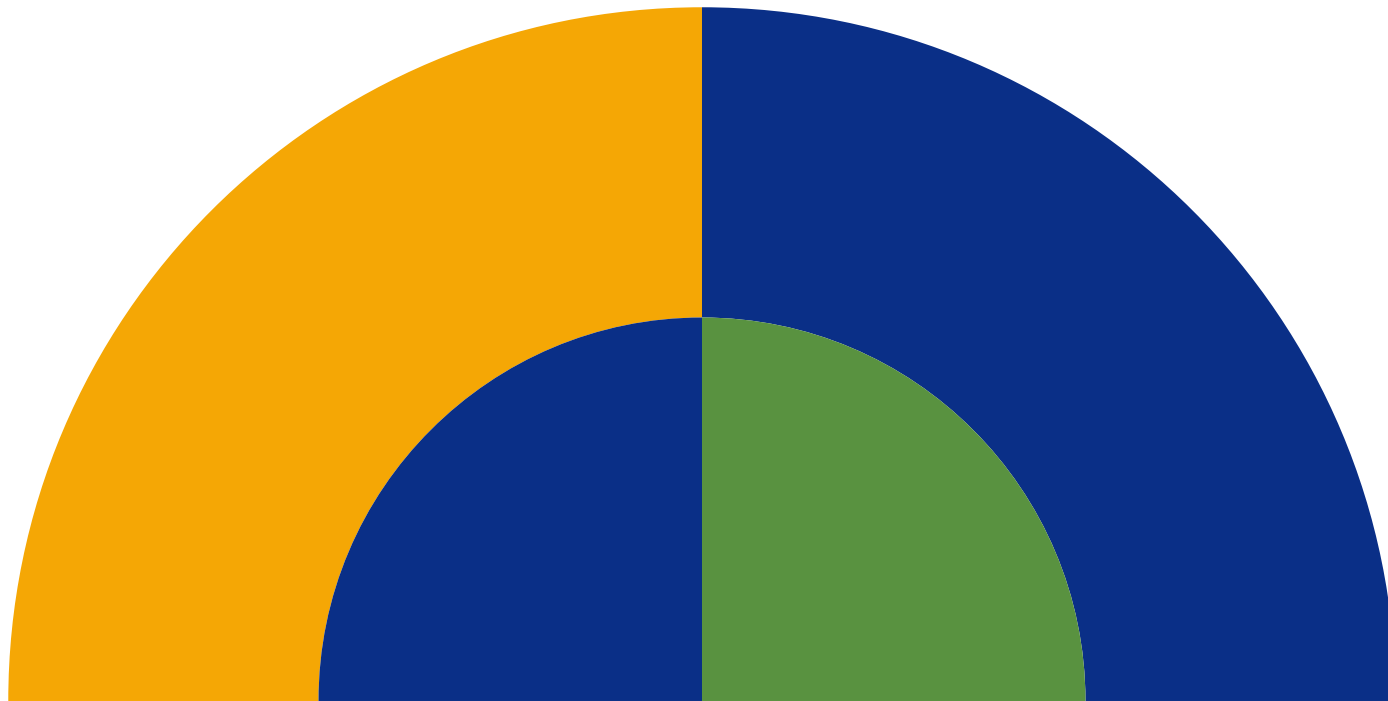


EFCL ORG

2025 - 2029

STRATEGIC PLAN

Engaging, developing and connecting Edmonton Community Leagues in building healthy neighbourhoods



We acknowledge that we are on Treaty 6 Territory, a traditional meeting ground for many Indigenous peoples. The land on which the Edmonton Federation of Community Leagues is located and operates has provided a travelling route and home to the Cree, Blackfoot, Sauteaux, Métis and other Indigenous peoples.

We acknowledge and respect the past, present, and future generations of all First Nations, Inuit, and Métis People who continue to strengthen Edmonton and Canada.





OUR PURPOSE

The mandate of the Edmonton Federation of Community Leagues (EFCL) is to engage, develop, and empower Community Leagues in building healthy, vibrant, and inclusive neighbourhoods in our city.

We achieve our purpose by:

- Championing and advocating for Community Leagues
- Connecting Leagues to each other and to other community-based organizations
- Supporting Leagues to better engage residents in their neighbourhoods
- Bolstering the governance and operational capacity of Leagues
- Acting as a convener to create spaces for constructive dialogue around sustaining a flourishing Edmonton

OUR VISION

Vibrant Community Leagues, vibrant city

CORE EFCL FUNCTIONS

CHAMPION

- Promoting the Community League movement
- Advocating for the needs of Leagues
- Supporting healthy and vibrant neighbourhoods in Edmonton

CAPACITY-BUILDER

- Supporting Leagues to bolster their governance, operations, and their member/volunteer/community engagement
- Providing shared services, equipment, resources, and educational tools.

CONNECTOR

- Facilitating collaborative relationships between Leagues, partners, funders, and community stakeholders
- Supporting Leagues to better engage and attract their members and residents in their neighbourhoods

CONVENOR

- Creating spaces for constructive dialogue between Leagues and community partners
- Stimulating grassroots democratic participation and community involvement

THE CONTEXT OF THE STRATEGY

Embracing the complexity of an ever-changing world

The 2025 - 2029 Strategic Plan has been developed in recognition of the uncertainties facing Edmonton. This context reveals several challenges, but it also illuminates the vital role Community Leagues play in maintaining the social fabric of neighbourhoods in Edmonton. The flip-side of a challenge is an opportunity.

CHALLENGES	OPPORTUNITIES
<p>The City of Edmonton is experiencing rapid population growth and increased diversity due to immigration. This is putting significant pressure on services and on the City's budget.</p>	<p>How might we ensure that Community Leagues and residents have a voice in community planning processes?</p>
<p>There are growing societal concerns around equity and inclusion. In 2023, more than 30,000 international newcomers arrived in Edmonton. It is anticipated that net international migration in 2024 will be around 21,800 people and 18,400 in 2025. The Edmonton census metropolitan area has also experienced the highest increase of Indigenous people in the country since 2016.</p>	<p>How might support Community Leagues to provide services are equitable, inclusive, and culturally responsive?</p>
<p>Inflation and rising costs are creating economic pressures on residents, households, and organizations. This has increased the social vulnerability of many Edmontonians, leading to increased poverty and homelessness.</p>	<p>How might we partner with others to create a circle of support for the most vulnerable in our neighbourhoods?</p>
<p>Rapid population growth is creating challenges with affordable housing. The ongoing drop in homeownership will result in a higher proportion of renters.</p>	<p>How might we engage those Edmontonians who are renters?</p>
<p>While Edmonton continues to grow, more urban dwellers are expressing feelings of disconnection and isolation. The lack of social connection increases health risks and contributes to mental health concerns.</p>	<p>How might we enhance community connections and social inclusion in our neighbourhoods?</p>
<p>Changing societal attitudes are impacting patterns of volunteerism, civic engagement and charitable giving. Community Leagues are facing sustainability challenges related to funding and to attracting and keeping volunteers and donors.</p>	<p>How might we increase the capacity of Community Leagues to attract and retain members and volunteers?</p>

A young girl with curly hair, wearing a pink and rainbow-colored dress and colorful shoes, is walking and smiling at an outdoor event. She has colorful face paint on her cheeks. In the background, there are other people, including an older man, and tables with pink tablecloths. The scene is set outdoors with trees and a blue car visible.

OUR 2025 - 2029 PRIORITIES

To ensure Leagues are effective in building and advocating for vibrant neighbourhoods in Edmonton, we will focus on the following priorities...

PRIORITY 1

Advocacy



DESIRED RESULTS

We are aspiring to facilitate the following outcomes:

- Leagues and residents have a voice in community planning processes and can effectively participate in these processes.
- Increased clarity on the key factors that contribute to vibrant neighbourhoods.

RATIONALE

This priority is important because:

The population in Edmonton is growing rapidly in terms of both diversity and total numbers. It is projected that nearly 100,000 more people will move to the city in the next three years. Given these growth pressures, it is important that residents of Edmonton are meaningfully engaged in the future planning and development of their neighbourhoods. This includes being involved in discussions to inform an holistic understanding of the social, economic, cultural, ecological and physical (infrastructure) factors that contribute to vibrant neighbourhoods.

The EFCL plays an important role in advocating for Community Leagues and for empowering Community Leagues to contribute to healthy, inclusive and sustainable neighbourhoods.

OBJECTIVES

To achieve these outcomes, we will:

- 1.1** Work with Community Leagues, the City of Edmonton and partners to develop guidelines and approaches to facilitate authentic public engagement on issues that impact neighbourhoods.
- 1.2** Develop an agreed upon definition of neighbourhood vibrancy with associated metrics.

PRIORITY 2

Outreach & Engagement

DESIRED RESULTS

We are aspiring to facilitate the following outcomes:

- Increased engagement of diverse Edmontonians, including those experiencing barriers to equity, in Community League programs.
- Increased participation of members and volunteers in Leagues.
- Increased community collaboration to address the factors that contribute to vulnerability, such as social isolation, poverty, and inadequate housing.

RATIONALE

This priority is important because:

From 2022 to 2023, Alberta saw strong population growth across most age groups, but it was most notable among younger age groups (those age 15 – 29) and older ones (age 60+). In 2023, more than 30,000 international newcomers arrived in Edmonton. It is anticipated that net international migration in 2024 will be around 21,800 people and 18,400 in 2025. In addition, the Edmonton census metropolitan area has experienced the highest increase of Indigenous people in the country since 2016.

Increased diversity and other demographic changes are impacting patterns of civic participation. New approaches are required to meaningfully engage community members.

The EFCL plays an important role in supporting Community Leagues to deliver services that are welcoming and appropriate to all Edmontonians.

OBJECTIVES

To achieve these outcomes, we will:

- 2.1** Increase the relevancy, inclusivity, and accessibility of league services to meet the needs of diverse Edmontonians.
- 2.2** Increase the capacity of Leagues to undertake effective outreach and engagement with under-served demographic groups.



PRIORITY 3

Community Connections



DESIRED RESULTS

We are aspiring to facilitate the following outcomes:

- Increased engagement of diverse Edmontonians, including those experiencing barriers to equity, in Community League programs.
- Increased participation of members and volunteers in Leagues.
- Increased community collaboration to address the factors that contribute to vulnerability, such as social isolation, poverty, and inadequate housing.

RATIONALE

This priority is important because:

More Canadians are expressing feelings of disconnection and isolation. In the last decade, a strong sense of belonging to their local geographic community has dropped 12%. Researchers have found that a lack of social connection increases health risks and contributes to the burden of disease and mental health concerns.

Inflation along with rising cost of food, energy, and housing are creating pressure for those on fixed incomes. The affordability crisis is affecting poverty rates. In 2019, almost 13% of Edmontonians were living in poverty.

The EFCL plays an important role in fostering social inclusion by supporting Community Leagues to provide activities, events, and programs that bring diverse groups together, encouraging interaction among neighbours who might not otherwise connect.

OBJECTIVES

To achieve these outcomes, we will:

- 3.1** Support Leagues in creating spaces of connection and gathering places where residents can experience a sense of belonging.
- 3.2** Partner with other community-based organizations to address social isolation and social vulnerability.

PRIORITY 4

Organizational Resiliency

DESIRED RESULTS

We are aspiring to facilitate the following outcomes:

- Increased financial contributions from a variety of sources: donors, funders, and sponsors.
- Leagues have the skills, resources and processes necessary to be well governed and operationally effective and sustainable.

RATIONALE

This priority is important because:

Nonprofit organizations are facing challenges related to attracting and keeping volunteers. In ten years, the proportion of people volunteering has declined by 12%.

Many nonprofits are also experiencing reductions in donations. This retraction is likely to continue as the population ages out, since three-quarters of those aged 65 and older are donating (76%) compared to fewer than half of those aged 25 to 34 (46%).

Rising costs are also negatively impacting nonprofit staff, members and clients, board members, volunteers, and overall nonprofit operations. Alberta nonprofits are overwhelmingly concerned with their ability to meet demand.

As nonprofit entities, the EFCL and many Community Leagues have capacity needs, which impact their ability to operate in sustainable, accessible, and effective ways.

OBJECTIVES

To achieve these outcomes, we will:

- 4.1 Strengthen EFCL operations, including fund development and communications.
- 4.2 Provide enhanced supports to Community Leagues to improve their organizational effectiveness, resiliency and sustainability.





Rebecca

Ernie

