

Spring 2021

VitalNews

DONOR PROFILE
Marilyn Curtin**GRANTS DISTRIBUTED 2020****REGIONAL DEVELOPMENT****SUSTAINABLE DEVELOPMENT GOALS****VOLUNTEER HIGHLIGHT**
Grants Committee**CFSEA GRANT INITIATIVES**

Message from the Board Chair

As we all know, 2020 was extremely challenging and 2021 is starting to look like it will be a repeat of 2020. The work of the Foundation has always had a large impact on all the communities that we serve in Southeastern Alberta. Due to COVID, the need in these communities has grown exponentially. Though the generosity of our donors and partners, The Government of Canada, The Government of Alberta and The City of Medicine Hat, we provided \$1,241,644 to worthy Agencies, assisting them in responding to the extra demands on the services they provide due to COVID.

When we first started to learn and adapt to COVID, our Executive Director at the time Chris Christie, postponed her retirement to help the Foundation acclimatize to all the information and restrictions brought on by the pandemic. Once our new protocols were established, Chris retired and the board ratified the appointment of Sue Edwards as our new Executive Director. The board and myself are truly grateful and thankful to all of our staff for making sure the Foundation continued to operate as normally as possible. Whether working from home or limited time in the office, Sue Edwards, Niki Gray, Barb Kenworthy, Sydney Ratzlaff, rural coordinators Michelle MacLean, Nicole Nichols and Kim Stief all have gone above and beyond. The Foundation and our communities are better off for all that they have done.

A sincere thank you to our Board of Directors, Sub-Committees, Rural Advisory Boards and all of our volunteers for making this challenging time very manageable. We will get through this pandemic.

Thank you to our donors who continue to support the Foundation, allowing us to provide more assistance to the agencies with the greatest need.

Stay well, Michael Anctil

DONOR STORY: CURTIN FAMILY

It is a joy to know Marilyn Curtin and her family, and the Community Foundation is grateful to have known the Curtin family for nine years when they established their first fund in 2012. In total, Marilyn Curtin now has now established ten funds supporting charities in our region. Her annual contributions and security transfers will continue to benefit our communities for generations.

The Marilyn Curtin Alzheimer's Society Fund
The Marilyn Curtin Food Bank Fund
The Marilyn Curtin HALO Fund
The Marilyn Curtin Health Foundation Fund
The Marilyn Curtin SPCA Fund
The Marilyn Curtin Women's Shelter Fund
The Marilyn Curtin Public Library Fund
Austin Curtin Medicine Hat College Enactus Fund
Austin Curtin Medicine Hat College Foundation Fund
The Curtin Family Fund



"When you live in a community you should try and make it a strong community and great for everyone to live." - Marilyn

Marilyn was practicing her nursing at the Lindsay Hospital in Ontario when she met Austin after treating his motorcycle accident injuries in 1958. They married in June of 1961 and had three incredible daughters. Marilyn grew up in Creswell, Ontario and pursued a career in nursing after completing the program in 1958. Austin grew up on a farm outside of Lindsay, Ontario and launched his career in 1959 with Zellers. He then decided to move to Canadian Tire in 1975. Through this venture, their family travelled from coast to coast where they even moved thirteen times in twelve years! The Curtin family moved to Medicine Hat in 1980, opened the Canadian Tire store, and put down roots in the sunny city. Marilyn was a real estate agent in the area until the interest rates soared in the early to mid-eighties and then worked in the mall at Irene Hill where she made lifelong friends.

"The weather is perfect for me in Medicine Hat and it's a great place to live." – Marilyn

After a successful career, Austin retired from Canadian Tire in 2013 and passed away in July 2019. Marilyn loves spending time with her family and has recently made her move into Masterpiece independent living where she continues to positively impact those around her. She enjoys the recreational activities, socializing, advocating for a bigger library, and establishing and running a goodies cafeteria for the residents. ***"Masterpiece is a great place to live and socialize. I stay active and get to be in a place where I feel safe during the pandemic." – Marilyn***

Over \$100,000 has benefited local agencies from the Curtin funds and security transfer donations. We are grateful for the ongoing support of Marilyn and her family who are *true community champions*.

GRANTS DISTRIBUTED 2020

We witnessed the generosity of our community when it mattered most, in the face of the COVID-19 pandemic. In total **\$1,241,644.98** was distributed in grants, emergency funding, designated funds, scholarships, and agency funds across Southeast Alberta in 2020. We are overjoyed with what was accomplished this past year and want to thank our donors, volunteers, and community partners for their ongoing support of CFSEA.

"These grants were made possible through the generous contributions made by community partners, donors, the City of Medicine Hat, and the Governments of Alberta and Canada. I want to thank our grants committee for the incredible volunteer time they put in from March – December 2020."

- Cheryl Pocsik, Grants Committee Chair

"Medicine Hat is where we work and live with our families, friends, and neighbours. Due to the pandemic, more people in our community than ever need extra supports, and we wanted to help. As a company, we know we are helping to make a difference by donating to the Community Foundation of SE Alberta, a group we trust to distribute our donation to local charities who support the most vulnerable and in great need."

- Robert Symmonds, Auto-Star Compusystems Inc.



When **GIVING MATTERS**
Most **in Southeast Alberta**

Community Foundation of SE AB distributed

\$1,241,644

to our community in 2020

 **COMMUNITY
FOUNDATION**
of Southeastern Alberta **cfsea.ca**

403.527.9038    



REGIONAL COMMUNITY FUND UPDATES



PRAIRIE CROCUS COMMUNITY FUND

In Special Areas 2, 3 and MD of Acadia 10 local charities were able to receive \$69,569 in grants.



BROOKS AND DISTRICT COMMUNITY FUND

In Brooks and District \$139,967 was distributed to 11 charities who felt the impact of the pandemic.



RURAL COMMUNITY FUND OF FORTY MILE

In the County of Forty Mile, \$61,111 benefited 10 charities supporting those most impacted by COVID-19.

A marketing campaign has begun in all three rural communities to continue building awareness across Southeastern Alberta. Multiple road signs have been installed and a series of news ads and Facebook posts were also published in the last few weeks. The Rural Advisory Committees are preparing to review the Smart and Caring Community Grant Applications at the end of March. To learn more about the grants disbursed in 2020 please visit this link.

<https://bit.ly/WeGive2020>

"The grant supported our program which helped to break down barriers of isolation that COVID-19 created for many in our small community." - grant recipient

SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS



In 2015 the United Nations adopted the 2030 Agenda for Sustainable Development. The Sustainable Development Goals (SDGs) are a blueprint to achieve a better and more sustainable future for all. Through the SDGs, community foundations are connecting their local efforts to a broader global agenda to improve the world around us. The Goals are a call to action for everyone; we all have a role to play in a more sustainable future.

CFSEA Goals and Objectives for 2021

EDUCATE THE COMMUNITY

- Board, committees, staff
- Grant applicants
- Fellow granters in SE AB
- City of MH and Chamber
- Organizations working towards the SDGs

INCORPORATE INTO VITAL SIGNS

- Educate the Community Leadership Committee
- Form SDG focus groups during/after Vital Signs Publication
- Use shared language in report

DEVELOP AN ONLINE PRESENCE

- Build page on website
- Develop and implement a social media campaign

VOLUNTEER HIGHLIGHT - GRANT COMMITTEE

In 2020, our Grants Committee dedicated over 150 volunteer hours reviewing grant applications and helped us distribute over 1.2 Million dollars!



I find it a rewarding way to participate in the betterment of our community. I have met a number of great individuals while sitting on this committee and learned a lot about our very vibrant community. I am thankful to our committee who dedicated many additional hours in 2020 to ensure our region was well supported. - **Cheryl Pocsik, Chair**

It's very gratifying to be part of an organization that makes an ever increasing difference in our community. - **Neil Maser**



Sitting on the grants committee has opened my eyes to the amazing charities in our region and the great work they do. However, being on the committee is also hard work deciding where the dollars should go, as there are so many great initiatives! - **Tracy Stroud**

As a City of Medicine Hat employee, I felt it was important to have a presence on this grants committee. It gives me the opportunity to apply my years of experience as a grant provider and as a person with an array of knowledge of community groups in our community. I believe that these grants are important building blocks in our community and I am thankful for the opportunity to be involved. - **Shona Dickie**



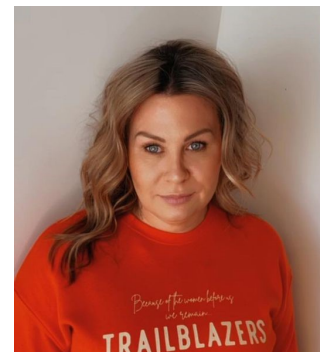
VOLUNTEER HIGHLIGHT - GRANT COMMITTEE

I chose to sit on the grant making committee because it felt like I was driven to do something tangible in the middle of the pandemic to help this amazing community in which I live. There was so much overwhelming and immediate need for support - and the grant making committee is a community of people with diverse viewpoints, able to come together to listen, respond with the single aim of helping South East Alberta in its extraordinary time of need. I made many friends and connections and felt the palpable sense of "lets help our neighbours". - **Michelle Amos**



I love being part of the CFSEA grants committee because it provides me insights into some of the amazing initiatives being undertaken by local/regional organizations. Seeing all these efforts and ideas to improve our communities approached from various different angles never gets old. I enjoy reading about them and playing a role in helping them access funding to make their ideas a reality. - **Petra Mauerhoff**

The CFSEA plays such an integral role in Medicine Hat and Region. In my role with this committee, we experience firsthand the impact of coordinated, effective, community responses and investment that makes a difference to support the vision of vibrant, healthy and caring communities. This approach and investments have been elevated with the pandemic response, and I am proud and honored to bring perspective, and a passion for community to the table amongst some amazing people! - **Jaime Rogers**



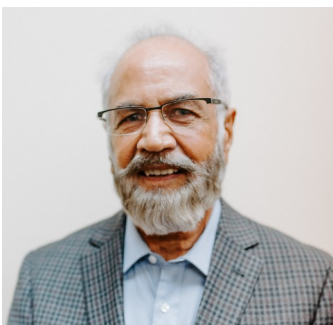
It's hard to give back in a meaningful capacity by yourself – the CFSEA [and specifically the grants committee] has enabled me to translate my time into a significant impact in the community where I was born and raised, and to those that need the most help. - **Tyler Pocsik**

VOLUNTEER HIGHLIGHT - GRANT COMMITTEE



My husband Glen and I learned about the CFSEA through our good friend Chris Christie, and we immediately were drawn to the wide reaching positive effects of the Foundation. She invited me to participate on the Grants Committee, and I was thrilled to accept her offer. In addition to being a donor, I was interested in seeing how I could use my knowledge of youth, education, seniors, and recreation in a volunteer capacity. It's challenging work, but the benefits to the community are worth it. - ***Joanne Stickle***

I've always had an interest in the Community Foundation because of my grandparents and my parents involvement. I've grown up in Medicine Hat and believe in helping your community and I think when you reflect back on your life what matters most is how you've helped others and the impact you make on not just your family but on others and the Community Foundation ensures you're not just helping your community now but for years and years to come. - ***Lindsay Niwa-Mathers***



My professional career of 35 years in the field of urban and regional planning involved working for the former Southeast Alberta Regional Planning Commission and City of Medicine Hat. The Medicine Hat regional community has been good to me and my family throughout the years. I feel that it is now my turn to give back, in a small way, by doing voluntary service for the people of this community. - ***Ajit Atwal***

2021 GRANT COMMITTEE LISTING

Cheryl Pocsik, Neil Maser, Ajit Atwal, Tyler Pocsik, Frances Barnes, Shona Dickie, Jaime Rogers, Joanne Stickle, Petra Mauerhoff, Tracy Stroud, Lindsay Niwa-Mathers, and Mike Lecorps.

CFSEA GRANT INITIATIVES

COMMUNITY IMPACT AWARD

A Grant Writing Workshop is being provided for the Community Impact Award! This is a **\$25,000** grant designed for agencies with innovative project ideas that show creativity and leadership in supporting a vibrant, healthy and caring community.

The grant portal will be open for applications April 7th with a deadline of May 15th.

If you're interested in attending the workshop, please RSVP to admin@cfsea.ca by April 1.



The **Healthy Communities Initiative** is a **\$31 million investment from the Government of Canada** to support communities as they create and adapt public spaces to respond to the new realities of COVID-19. We are proud to be working with Community Foundations of Canada and the Government of Canada along with other community foundations in **Southern Alberta** to provide **\$1,267,320** of funding to support organizations who are showing creativity and resourcefulness in creating solutions that enable people to connect and access public spaces safely while still respecting public health measures.

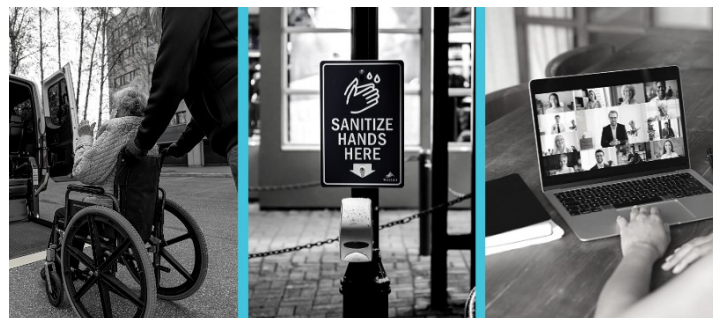
Organizations will be encouraged to apply for the second application period commencing May 2021.



SMART & CARING COMMUNITY GRANT

The application deadline for the Spring Grant Cycle was March 15th.

The Grants Committee will be reviewing the 21 submissions over the coming weeks. Successful grants will be announced in June!



**CANADA HEALTHY
COMMUNITIES INITIATIVE**

Canada



COMMUNITY
FOUNDATIONS
OF CANADA

FONDACTIONS
COMMUNAUTAIRES
DU CANADA



Canadian
Urban
Institute

Institut
Urbain du
Canada

PHILANTHROPY

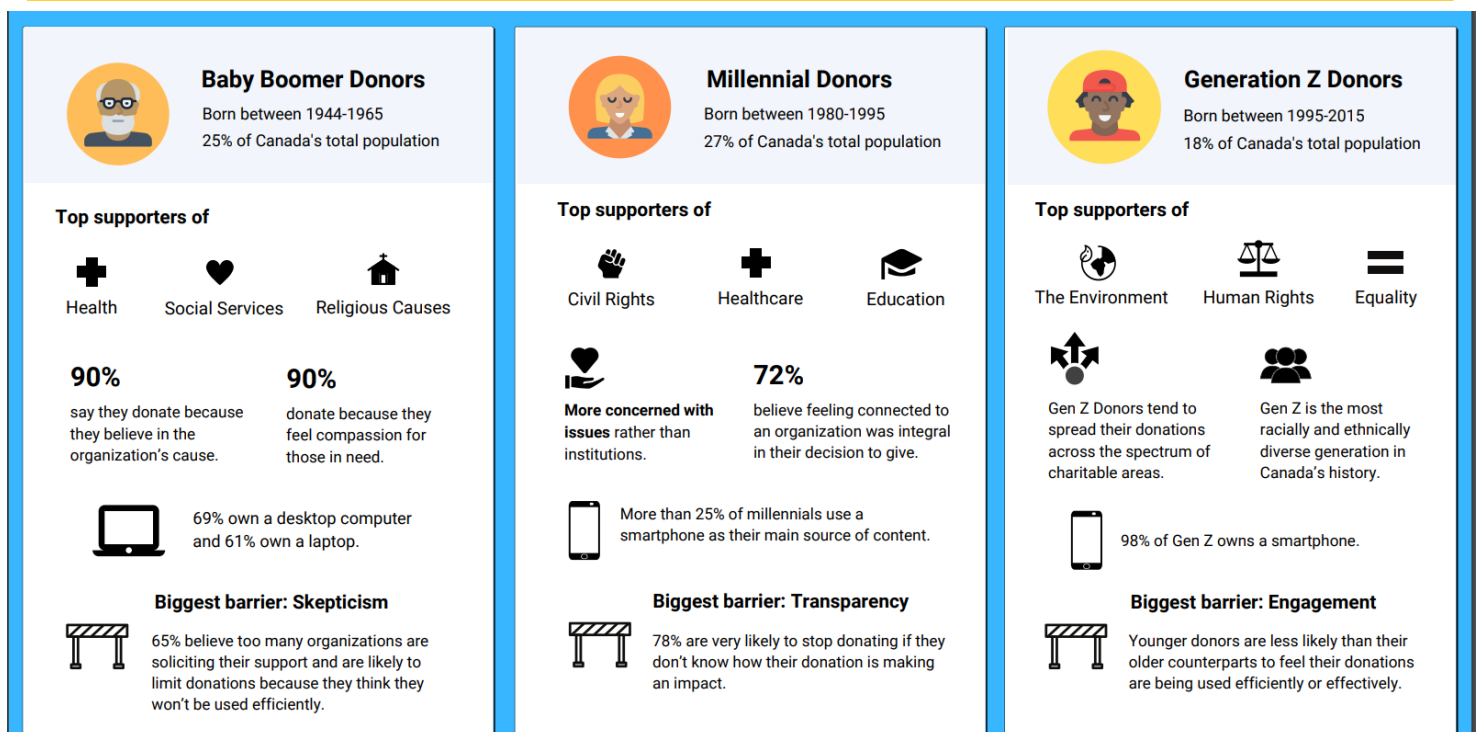
Philanthropy trends continue to evolve. Exploring how individuals are giving, which areas they choose to support and the increasingly diverse demographic of our province, one thing is apparent. Online giving has reached an all time high and continues to rise. According to Canada Helps *The Giving Report 2020*, donations across Canada increased by 6%, online giving increased by 17%!

“Online giving is growing at three times the rate of overall giving.”

In 2020, our office noticed this increase in online and mobile giving through the pandemic. Although visiting with our donors is one of the great pleasures, we were happy to continue to help guide philanthropic goals for our donors.

Not only is the way people are giving changing, the **Great Transfer of Wealth** has also begun. This refers to the wealth transfer from Boomers to Millennials over the next couple of decades. With this transfer, the dynamics of giving will begin to significantly shift in 2021.

GUIDE TO 2021 FUNDRAISING TRENDS - Breakdown of Age Groups



** infographic provided by Imagine Canada's Guide to 2021 Fundraising Trends Report and is based on the substantial differences between these three generations.*

[The Giving Report 2020](#)

[Guide to 2021 Fundraising Trends](#)

STAFF DIRECTORY

Our office remains closed to the public due to the current provincial restrictions.
However, the staff are available by phone and email during the week.

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*Kim will be taking a leave to have a baby in
April and to enjoying this time with her family!
Please connect with Laura after April 9.*

