

# Edmonton Federation of Community Leagues



Above, EFCL hosts the first ever Tricycle Tour d'Edmonton on September 12, 2012 to promote Community League Day, the City's only City Wide Festival which occurs the third Saturday of September every year. Councillor Henderson crosses the finish line for second place following EFCL Vice President, David Gibbens. Down the course is Councillor Iveson and EFCL President, David Dodge race for third.

## Introduction

- The Edmonton Federation of Community Leagues' mandate is to foster healthy neighbourhoods by supporting, promoting and coordinating the programs, projects and services of our 155 member community leagues.
- The federation provides services directly to its member leagues and also acts as the representative of the leagues when dealing with government, agencies and businesses.
- Just completing its 91<sup>th</sup> year in operation, the federation is governed by a board of 12 directors, who are elected by the leagues contained in each of 12 districts.
- The board is responsible for hiring the executive director, who in turn hires the rest of the staff. Other positions at the EFCL are the Communications Director, Marketing Director, Financial Officer (Part-Time), Community Planner, Community Development Officer, Receptionist and new this year – Board Development Officer.
- Approximately 60% of the federation's funding is provided by the City of Edmonton, with the rest coming from membership fees, provincial grants, sponsorships and a bi-yearly casino.
- City of Edmonton Funding to the federation comes in five streams. Three streams - the Community League Operating Grant, Community League Infrastructure Grant and Land Drainage Rebate - go directly to the leagues. One stream - the emerging community league grant - is provided to groups of residents who want to start a new league. The final stream - the EFCL Operating Grant - is provided to the EFCL to help cover the cost of its operations.

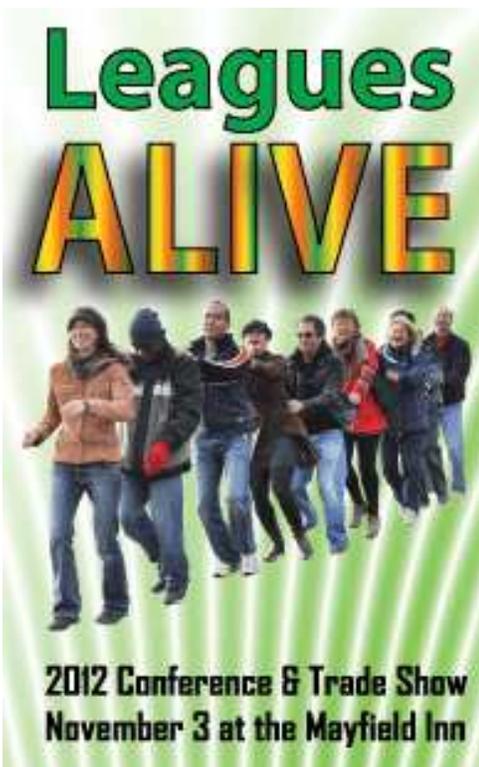
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## Programs and Major Services For the 155 Community Leagues

- The EFCL provides **information and advice** to the league executives on a daily basis, helps with their board operations, planning and development matters, book-keeping, accounting, grant applications and communications - including website development.
- The EFCL also helps the leagues expand their membership base by providing **workshops and programs** that reach out to under-represented sectors, such as young adults without children, artists and people from different cultural backgrounds.
- The EFCL runs a number of **promotions** to help raise public awareness about community leagues and their programs and activities. In 2012 this included our **Sept. 15 Community League Day** promotion, an exhibit at **Heritage Days** and attendance at various community festival events.
- The federation also helps connect community leagues with advertisers and suppliers, through our **annual EFCL trade show** and direct referrals to individual leagues.
- This year the federation is adding a **full-day, board development conference** to its trade show, to provide league executive members a variety of workshops to help them do a better job of running their community league.



Above, Volunteers direct Heritage Days attendees to rest in the rest area, toss a few footballs, or recharge their devices.



- With support from the City of Edmonton, the federation also launched a **solar and energy conservation program** in 2012, which will provide seven leagues with a solar energy system on the roof of their hall as well as an energy and carbon audit of their hall's operation.
- Again with support from the city, the federation is promoting the **installation of a rink cover** on one or more outdoor community league rinks. The cover, which is seen as a demonstration project, will extend the life of the ice and eliminate the need for snow removal.
- As in past years, the EFCL hosted a number of **planning workshops** for the leagues. This year, topics included the use of vacant school sites, traffic control, cell tower locations, high density family housing and the rejuvenation of older neighborhoods.
- **Workshops** are key to board development and the EFCL hosted winter festival workshop was a success, produced organizational materials, and shortly after the federation ran a promotional campaign to help leagues advertise their winter events.
- Improvements to the **federation's website** are ongoing, and continue to promote league programs and document the location of league facilities, such as halls, rinks and courts.
- The federation also provided all of the leagues with their membership cards, skate tags, promotional brochures and posters.

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- The EFCL helps the general public connect with Edmonton's community leagues via our website, multi-language brochures and regular features on Shaw TV and CBC radio, as well as e-mail and in-person contacts at the office.
- This year the federation teamed up with the Edmonton Examiner and Edmonton Sun to produce a 12-page insert on Community League day, which was distributed to over 200,000 households.
- Members of the public are able to buy a community league membership to any of the 155 leagues through the EFCL's website or in person at the EFCL office. This year, for the first time, customers were able to obtain their community league card online as well.
- Work has also started on the federation's **100<sup>th</sup> Anniversary Project**, which features the development of a plaza and upgrades to a small stream in the southeast corner of Hawrelak Park. It may also include development of a water play feature, depending on negotiations with the city. The federation has already committed \$80,000 toward this project and the 155 leagues have each agreed to donate \$2,000, in five \$400 installments beginning this fall.

## For the City of Edmonton

- In consultation with the leagues, the EFCL prepares and presents policy positions to the City of Edmonton on a wide variety of planning, recreation, social service and crime-prevention issues. It should be noted that the majority of these submissions are in response to a request for input from the City of Edmonton.
- The EFCL represents the leagues in negotiations with the city on funding matters and how the leagues use the land they are given.
- The EFCL works with the city and the leagues to coordinate the rental of city pools, arenas and school gymnasiums.



The EFCL is also a member of a number of city task forces, including those focused on traffic safety, food and agriculture, new neighborhood design, complete streets, light efficiency, cell tower siting, trails, routes and paths, winter city promotions and various zoning bylaw reviews.

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## Looking Ahead

### The EFCL sees many opportunities to grow the community league movement.

One such opportunity is to continue to reach out to people from various cultural backgrounds through our **cultural inclusion** initiative. Building on the success of last year's program, the federation wants to help leagues identify target populations in their area and develop strategies for welcoming these people to their league.

In September, the federation linked arms with Catholic Social Services to apply for federal funding for this project. If successful, the EFCL will have two, full time community outreach workers at its disposal. Each employee will work with six-to-eight leagues on this initiative, which will reach out to aboriginals as well as newcomers to Canada.

One strategy will be to try to enroll the children of newcomer and aboriginal families in sports programs, to give them an opportunity to learn new skills and make new friends. We know that once the children are engaged in the community, their parents quickly follows.

However, we are well aware of the financial barrier most of these families will face when they try to pay the registration fees for these programs. With that in mind, the federation is attempting to put together a program that will help raise funds for this purpose and coordinate the provision of these funds to targeted individuals. This is the subject of a separate grant application to the City of Edmonton and Province of Alberta this fall.

Another area that will demand a good deal of the federation's attention this year is its **board development program**. Launched in 2012, the program is designed to help league executive members do a better job of running their community leagues.

This program is jointly funded by the City of Edmonton and the federation's members, each of whom agreed to a 30% increase in their membership fee last year to get it started.

The EFCL now has a full time board development officer, who is able to work with individual leagues on problems they are facing, as well as offer ongoing workshops and seminars. On Nov. 3, the federation will be holding its first ever board development conference at the Mayfield Inn, where 15 sessions will be offered in six meeting rooms throughout the day.



Above, Minister of Culture, Jason Kenney greets the Bhutanese Community at Duggan Community League Hall. Duggan is a banner example of cul-



Above, The Trade Show hosted the last two years at Blatchford Hangar. This year an extensive educational component of seventeen board development sessions will be offered at the first Leagues Alive! Conference and Trade Show on November 3, 2012

Early indications suggest that our board development program will be very popular, as a growing number of leagues begin to look to the EFCL for assistance. Discussions are also underway with the city to determine how the federation can best complement the services its CRCs are providing on this front.

This fall the federation is teaming up with the Edmonton Arts Council and the Edmonton Heritage Council to offer the second phase of its **Living Local Arts and Heritage Program**. Interested leagues can triple their money (up to \$30,000) on arts and heritage projects that showcase an element of the neighborhood and/or the talents of the local residents. This could be a history book, a painting, a sculpture, a mural or live performance, to name a few. Already, this initiative is

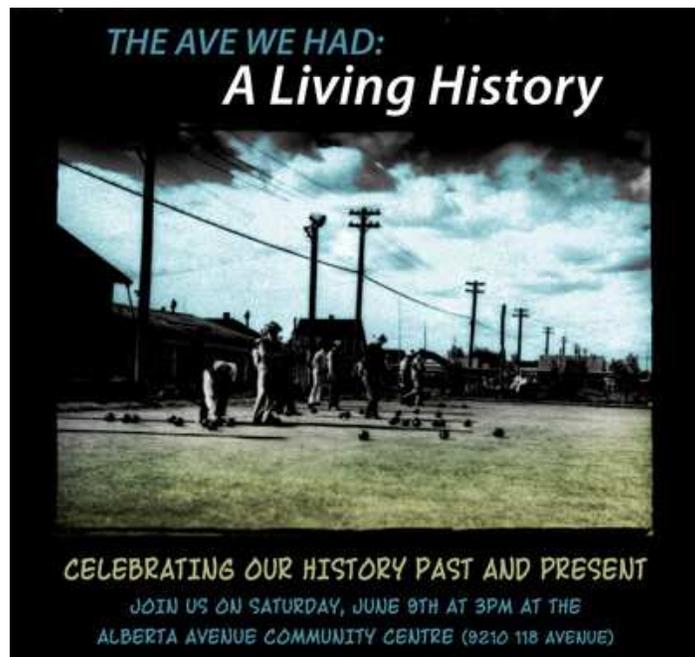
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strengthening the relationship between local artists and community leagues, which we know will foster many more projects and programs.

Seven community leagues opted to join the federation's **Solar and Energy Conservation Program** this year, which will see each league install a solar energy system on the roof of its hall and have its hall operation reviewed by an energy and carbon audit management firm. A total of 15 leagues applied to join this program. The federation hopes to offer this program to more leagues in the future, if additional sponsorship dollars can be found.

To date, the federation has held two workshops on the development of **rink covers** for outdoor community league rinks. A number of leagues are seriously considering this option, as it gets harder and harder to find volunteers willing to clear the snow. It is felt that a rink cover would extend the life of the outdoor ice by two-to-four weeks and also make it possible for league's to guarantee the rink's availability during the winter, which will open the door to many more ice-bookings and rentals.

This year the federation also hopes to make significant headway on the development of its **100<sup>th</sup> Anniversary Project** in Hawrelak Park. Designed to recognize the contributions community leagues have made to the City of Edmonton, the project will feature a plaza near the southeast corner of the lake and a series of upgrades to a nearby stream. Negotiations are underway with the City of Edmonton on the inclusion of a water play feature as phase three of the project. As soon as this has been determined, fundraising will commence on a number



Above, Eastwood, Alberta Avenue, and Parkdale Cromdale were awarded a 2011 grant to produce *A Living History* which was performed as a play at Alberta Avenue Community Centre.

of fronts, including all three orders of government, corporations, associations and private individuals.

Finding the resources to fulfill its mandate is always a challenge for the EFCL. This is plainly evident on the planning front, where the federation is continually asked to help with various task forces and prepare position statements on a wide variety of topics. While the EFCL has decided to focus its attention on city-wide issues that affect the quality of life in individual neighborhoods, even this objective is difficult to fulfill with the resources at hand (one planner and a volunteer planning committee).

It should also be noted that the federation receives regular requests from other organizations that exceed its capabilities. These include overtures from youth, seniors and crime

prevention groups. Finally, the EFCL needs to address its office situation, as it has no room for expansion.



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## Approved 2013 Budget (\$000)

	2011 Actual	2012 Budget	2013 Budget	\$ Change '12-'13	% Change '12-'13
<b>Expenditure &amp; Transfers</b>					
Community League Operating	2,348	2,468	2,543	75	3.0
Community League Infrastructure	1,568	3,000	3,000	-	-
Community League Emerging Grant	-	3	3	-	-
EFCL Operating Grant	456	500	515	15	3.0
Land Drainage Fee & Corporate Security	80	83	83	-	-
Infrastructure Assessment	65	-	-	-	-
<b>Total Expenditure &amp; Transfers</b>	<b>4,517</b>	<b>6,054</b>	<b>6,144</b>	<b>90</b>	<b>1.5</b>
<b>Net Operating Requirement</b>	<b>\$ 4,517</b>	<b>\$ 6,054</b>	<b>\$ 6,144</b>	<b>\$ 90</b>	<b>1.5</b>

## Expenditures & Transfers - Changes

### Community League Operating \$75

Inflated at 3%.

### EFCL Operating Grant \$15

Inflated at 3%.

## Where the Budget will be spent

