



Giving students more...





INVESTING IN STUDENTS ADDS UP NOW AND IN THE FUTURE

We believe in public education. We believe in giving our students the best experience possible. We believe the future of public education lies not just with government, but also with community. A community that proactively supports public education is a community with a purpose, a vision, and a future. We believe that investing in students adds up now and in the future.

Entrepreneurs don't dream about success, they create success. Visionaries don't wish for innovation, they drive innovation. Leaders don't hope for change, they make change. Communities don't become great by chance, but by design...by being entrepreneurial, taking the lead and showing vision. By engaging the community in supporting what's valuable and enduring.

And what is more valuable and enduring than helping our children and youth to succeed?

Supporting Public Education adds up to:

- Successful transitions for students
- Increased scholarships and graduates
- Focused and deliberate career choices
- Leadership and vision in our community
- A vibrant, healthy society



That's why education matters. And that is why EducationMatters puts the 'public' back into public education. We believe the best public education happens when the community participates in its development. We open doors for Calgarians to fund excellence and innovation in public education for today's students and for our community tomorrow. We provide the added value, the plus for every student to experience the best public education has to offer.

"Ensuring that all children and youth have rewarding and productive educational opportunities is incumbent upon all of us in a caring society. All students deserve to benefit from a publicly funded education system, whether it is offered in a traditional classroom or in an alternate learning environment. By supporting our publicly funded education system, we can give our students the power to reach their full potential and to be prepared for the future with immeasurable hope and unlimited possibilities."

Colleen Klein, Friend and champion of Alberta's children



ADD IT UP FOR YOURSELF

Enhancement Programs + Funding = Successful Students

We fund enhancements not part of the core curriculum and support a variety of student awards. By connecting to leaders and educators in our community, we uncover programs that address critical needs and support innovative solutions to complex learning challenges.

Our Priorities

- Ensuring that disadvantaged children are successful in elementary school.
- Ensuring that all youth are ready for adult life.

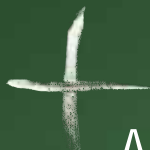
Our Focus Areas

- Literacy
- Career and life skill development
- Student awards
- Leadership and civic engagement
- Diversity
- Special needs
- Keeping students in school
- Building community



"From our perspective, supporting Calgary's students is one of the most valuable investments anyone can make in this community. As a former teacher, I understand the critical need for enhancements and scholarships. And as a businessman, Dick also appreciates how vital it is to prepare our youth for beyond their schooling and to become contributing citizens. We encourage others to give to this important legacy."

Lois and Dick Haskayne,
Founding Supporters



A PLUS FOR THE COMMUNITY

SINCE 2003:

- EducationMatters has received over \$1.6 million from Calgarians.
- We've granted nearly \$600,000 to programs and student awards, and;
- Over 13,000 students and families have been impacted.

TO DATE:

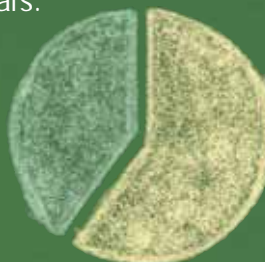
We've received over \$3 million in requests for funding.

OUR GOAL:

Raise \$5 million over the next 3 years.

Grants (Flow-Through) **\$2,000,000**

Enhancement Programs	\$1,700,000
Student Awards	\$300,000



Endowment Funds **\$3,000,000**

Enhancement Programs	\$2,500,000
Student Awards	\$500,000

Give Our Students More

You can help us reach our \$5 million goal. You can create a legacy to support and celebrate public education. By choosing EducationMatters, you are building futures for over 150,000 students. EducationMatters facilitates charitable giving based on a donor's personal, financial and philanthropic objectives.

We offer a variety of funds including:

- Enhancement Programs Grants Fund.
- Enhancement Programs Endowment Fund.
- Student Awards Endowment Fund.

Giving opportunities can include:

- Creating a named fund, a student award or donor advised fund.
- Contributing to an existing fund.
- Commemorative giving.
- Gift planning of stocks securities, life insurance, annuities, bequests.
- Matching gifts through your employer.

Whatever choice you make, you can be certain your investment will ADD UP and go on multiplying – paying dividends for students today and tomorrow.



BE PART OF THE EQUATION

The following are some of the programs and awards we support:

CAREER PATHWAYS

- Job Shadowing and Apprenticeships give teens a real life glimpse into the working world so they can uncover their passion and make better choices for their careers and their future.

LITERACY

- Families Learning Together empowers the student and the parent to partner in their learning and their literacy long after the bell rings. This and other literacy initiatives like the After School Literacy Program for the Deaf and Hard of Hearing tackle fundamental lifelong skills.

LEADERSHIP AND CIVIC ENGAGEMENT

- The World Debates gave students a global forum to share their unique ideas, perspectives and visions.
- T.E.A.M. Leadership was started by Lord Beaverbrook High School kids who wanted to connect to junior high students in a group setting to ease their transitions into a changing world.
- School bullying and victimization is resolved through mediation and cooperation through Calgary Community Conferencing.

DISADVANTAGED STUDENTS

- Fuel for School is a special program ensuring kids receive a healthy meal to start their day and improve their learning.

SPECIAL NEEDS

- LINKS embraces children at serious risk of not staying in school and works diligently to keep them there.
- C.O.P.E. is a collaborative effort identifying and managing children with severe learning, emotional and behavioral issues so that they can succeed.

STUDENT AWARDS

- Our scholarships and bursaries including the Hopewell Scholarship Fund, the Ataturk Peace Bursary and the City of Calgary Scholarships, represent a wide array of opportunities for Calgary students to achieve their dreams.

ESL (English as a Second Language) / DIVERSITY

- The Multicultural Program at Crossing Park School involves celebrating their diversity by stocking their library with Dual Language Books in Urdu, Arabic, and Vietnamese and developing a multi-cultural cookbook.

"Receiving the Calgary Chamber of Commerce Play with the Presidents Scholarship has been a great enabler in my life. It has granted me financial security to attend university that I would not have had otherwise. Most importantly, it has given me the confidence to succeed and an opportunity for valuable introduction to the Calgary business community."

Brandon Percival, 2004/2005 recipient
Calgary Chamber of Commerce Play with the Presidents Scholarship



OUR STORIES

Reading Issues + Families Learning Together Program = Literacy

Tannis was falling behind in her reading and her mom Elsa lacked the tools to encourage literacy at home. There was no program to solve this family's problem – until donor Allan Markin teamed up with EducationMatters to fund a new Family Literacy Program piloted by dedicated staff at Penbrooke Meadows Elementary School.

"The change in Tannis is unbelievable. Her reading has gone up several grade levels. She reads everything and loves writing in her journal. And now I know how to help her. This was an amazing program and every family should be given this opportunity."

Elsa Boudreau, Parent

Confidence Issues + Teen Mentoring Program = Leadership

Jason was shy until he was matched with Kevin, a teen from a neighboring high school. They both loved chess! In a few short visits Jason's shyness dissolved and Kevin felt empowered. Jason's teachers noticed too. Big Brothers and Big Sisters of Calgary's program needed support in its pilot year. EducationMatters helped and a whole new dimension to mentoring was born.

"I feel a real sense of pride and accomplishment helping make a difference to one child."

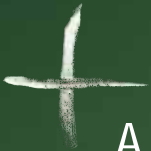
Kevin, Teen mentor

Access Issues + Outdoor Learning Playground = Enrichment

Beth was frustrated navigating her wheelchair over grass. So were most of the students of Emily Follensbee School. The school community turned their plot of grass into an interactive outdoor learning experience specifically designed to engage the kids. And with the help of EducationMatters they were able to realize their award winning vision and make a difference to their students.

"It's wonderful to see our students stimulated by their outdoor area which we integrate as a vital part of their day and their learning."

Barb Hoinkes, principal
and EducationMatters donor



A Message from our Board Chair

"I believe in public education. Most of us received the education upon which we have built our adult lives in public schools. It is impossible to imagine our country could achieve its state of advancement without a public education system. Public education is strong in Calgary. At the same time, most of us know there are places where we could add a bit more to bring greater success to more of our young people in school. EducationMatters exists to fund public education enhancement programs that give our students more...so they can have the best possible experience during their schooling and make a difference, make their best contribution, in the future. Many of us are looking for ways we can make a difference. If you have a passion for education, I invite you to join our campaign and give students more..."

Joanne Cuthbertson,
Board Chair

Our Board of Governors



Top row: Larry Fan, SABAL Crafted Homes, Lora Wyman, CPA, Vettivelu Nallainayagam, MRC professor, Yvonne Hébert, University of Calgary professor, David Pickersgill, community leader, Mike Shaikh, M.H. Shaikh Professional Corporation, Pat Cochrane, CBE Trustee, Chris Fong, RBC Capital Markets, Sue Tomney, Imagine Canada, Mike Rempel, Bordon Ladner Gervais LLP.

Front row: P. Michael Maher, Haskayne School of Business, Joanne Cuthbertson, Board Chair, George Lane, CBE Trustee.

Not pictured: Matt Bootle, TSX Venture Exchange, Dr. Gene Edmorthy, Edworthy Vision Centre.

Our History

Established by the Calgary Board of Education in 2003 as a charitable trust, EducationMatters was created to engage the community to embrace and support public education. The trust solicits contributions to its endowment and flow through funds in support of public education enhancement programs and student awards in Calgary. EducationMatters operates as a stand-alone foundation with its own Board of Governors and staff. EducationMatters supports initiatives of school boards, and non-profit organizations with charitable status, developing or running programs that help Calgary's public school students succeed.



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