

# 2014

## Community Report



**education** · **innovation** · **excellence**

Calgary's | **trust** | for public education

 **educationmatters**



The best public education happens when the community participates in its development. Together, we build a strong public education system; the cornerstone of a healthy, vibrant community.

## Vision

A society that promotes and values excellence in public education.

## Mission

To promote and facilitate community engagement with public education, to enhance and enrich the education offered to all students – enabling them to fully realize their potential and become valued and contributing global citizens.



## Dr. Gene Edworthy

Board Chair

When I think of our city and its population, diversity is one of the first words that comes to mind. I see individuality reflected in our students and the need to provide additional supports for their learning experiences. This year, we saw teachers, students, parents, and administrators all come together to think “outside the box” and beyond the classroom to develop new ways of learning that help to address the unique needs of each student, every day.

The skills students gain by learning in different settings reinforce the importance of providing enhancements to public education. Together, we funded programs that holistically support our students and emphasize the importance of civic engagement, developing leadership skills, and maintaining healthy lifestyles. Alternative ways of learning were also explored by teachers inside the classroom as they introduced new techniques for students to personalize their educational experiences. We have successfully transitioned many libraries in our Calgary Board of Education schools to Learning Commons that are adaptable to the needs of our diverse student populations, from English Language Learners and students with exceptional and special needs to students working collaboratively to complete assignments and projects.

EducationMatters welcomed new leadership with Marilyn Field as our Executive Director. Marilyn has seamlessly transitioned into her role and continues the strong leadership of her predecessors. The upcoming year will be challenging for much of Calgary. Our team will continue to work with the community to create success for students.

My term as Board Chair for EducationMatters has come to an end and I pass the reins to Mike Shaikh to lead the organization’s governance. I have had the pleasure of meeting and working with many inspiring individuals who are a daily reminder of why we are all involved in this worthwhile cause. During my tenure, I have witnessed first-hand that investment in education has a long lasting impact in communities. On behalf of the board, I sincerely thank you for investing in the success of our students and your continued support of public education.

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David Pickersgill

“As these future [student] leaders transition into adulthood, I am eager to see how they will positively shape our world with the invaluable support they have received from our partners, donors, and advocates for public education.”



## Marilyn Field

Executive Director

EducationMatters continues to observe and experience a greater need for educational enhancement support for our kindergarten to grade 12 students. Funding requests increase annually from schools. Student need grows exponentially for various supports such as food security, technology access and student awards to enable them to continue into post-secondary education.

In 2014, the amount of student awards we disbursed increased significantly. Over \$300,000 was awarded to Calgary students with aspirations to create change in our communities. As these future leaders transition into adulthood, I am eager to see how they will positively shape our world with the invaluable support they have received from our partners, donors, and advocates for public education. Our program grants provided funding for enhancements to education like curriculum development for the Natural Resources Program of Career and Technology Studies, and the “Entrepreneurial Artist” program for budding artists to assist them in understanding the business aspects of their desired career path. Grants also supported projects for schools like the International Youth Leadership Summit at Robert Thirsk High School, which brought students together from around the world to engage in dialogue about citizenship and social justice. More information about these programs and awards is included in this report.

I want to thank the EducationMatters board and staff and our partners for their assistance with my transition into the role of Executive Director. With the challenging financial forecast affecting our entire province, investment in education is of the utmost importance for our children and our future. I look forward to boldly encouraging our community to engage with EducationMatters as we continue to advocate for and support innovation and excellence in education.



## Technology in the Classroom

The introduction of technology into CBE classrooms has allowed for great strides in innovation and improvement to the learning experiences of both students and teachers.

One of the most noted benefits is for students with special needs. Teachers are now able to use technology to personalize and design student learning experiences with positive outcomes.

iPads and specialized software for students with communication difficulties help the teachers at Marion Carson School empower students to discover new ways to communicate and interact with their peers, which has brought many more moments to celebrate as these children overcome and adapt to some of their biggest challenges.

## Funding Technology

What's the most exciting part of Jade's day? It would have to be holding the door for other students as they file into their classes. If you were to meet Jade a year ago, you would see a very different girl. Diagnosed with autism at a very young age, Jade experienced difficulties interacting with her peers and communicating with her teachers. The inability to communicate has a significant impact on a student's quality of life and their development of social relationships.

Every student has the desire and ability to communicate, despite physical and neurological challenges and should have the opportunity to do so. Marion Carson School, a kindergarten to grade 6 school in Varsity, introduced a program for students with special needs called Communication, Sensory and Social Integration (CSSI). CSSI is aimed at participants who have issues with communication and experience frustration with these difficulties.

Jade enrolled into the CSSI program and experienced increased social interactions from day one. She used the specialized software on iPads, provided by funding from EducationMatters, to communicate with her teachers and peers. Jade demonstrated a noted increase in attention span and developed social skills we often take for granted like taking turns or asking for food or drink. She picked up these skills quickly through fun games on the specialized software and was able to apply these skills both to her home and learning environments.

Jade begins third grade in 2015 – she comes to school excited to learn new skills and have positive social interactions now that she is empowered to communicate with the support of dedicated staff and innovative technology in the CSSI program.

## Natural Resources Program

The Natural Resources program provides the balanced energy literacy information needed and wanted by students and the larger community, to help provide a better understanding of this extensive part of Alberta's economy.

Participants gain greater insight into the processes behind extracting natural resources and how energy companies collaborate with a variety of groups in the communities in which they work.



## Navigating Career Paths

What motivates a high school student to eagerly get up at the crack of dawn and start their school day? An innovative program that gives them a behind-the-scenes look into the workings of the energy industry, provides hands-on experience, and offers invaluable mentorship by community volunteers. With the financial support of Cenovus Energy, the Calgary Board of Education and EducationMatters partnered to develop curriculum content around natural resources in Alberta creating an opportunity for students to learn about the energy industry.

"Previously, I thought that oil and gas companies would just buy land, and then say 'OK, let's go in there and have fun today!'... I know about the process from obtaining the land to extraction of the resource, and before any of that happens, the environmental impact assessment that guides responsible development... In the end, the Natural Resources program at [the Career and Technology Centre] has provided me with many opportunities to learn about the complex world of sustainable development. Getting this knowledge at such a young age is priceless – it not only gives me a competitive edge in the future, but also a solid understanding about issues in energy resources that I can use to make decisions, both personal and as a member of my community."

- Student participant, 2013/14 school year



## Entrepreneurial Artist Program

The development and piloting of the Entrepreneurial Artist program was made possible with the initial funding support of RBC Foundation and volunteers from the Calgary community and beyond who provided invaluable knowledge and support to our students.

### Finding Profit in Your Passions

As students in the Fine Arts attempt to navigate through their career choices, many don't see the relationship between business and the arts in making their passions sustainable careers and profitable businesses. Fine arts students are not readily exposed to financial literacy or entrepreneurial education opportunities even though the majority who follow this career path will be self-employed at one time or another, and possibly throughout their career as an artist.

The Calgary Board of Education and Junior Achievement of Southern Alberta collaborated on a financial literacy program for high school students, with a focus on fine arts. This partnership extended to the fine arts community as students were fully supported and guided through the process by experts in both the artistic and business world; from local artists who delivered seminars, to community volunteers who mentored students as they developed skills in finance, management and marketing, while creating their business ventures.

Program participants gain confidence in their career choice when they realize the skills that make them great visual artists, actors, musicians, and dancers are the same skills of creativity, innovation, and dedication that define successful entrepreneurs.

"I have found this Entrepreneurial Artist program extremely eye opening. This is the type of opportunity that a high school student doesn't come across much and so it's amazing to have this experience! [It] has personally pushed me to figure out exactly what my goals are and the ways in which I can achieve them."

- Student participant, Entrepreneurial Artist Program

## Student Awards

Hopewell has been a longtime partner of EducationMatters by supporting youth who demonstrate positive citizenship, strive for innovative thinking and believe honesty and compassion are key to building strong communities. With these characteristics, youth have the potential to be the successful, competitive and ethical leaders of the future.

Since 2004, Hopewell has provided 11 students with substantial multiyear post-secondary student awards combined with the opportunity of work experience for each recipient.



## Awarding Student Success: Taylor MacPherson

### 2014 Hopewell Scholarship Recipient

What does it mean to be a leader? What is the role of today's youth in meeting future business leadership needs?

Taylor MacPherson, a recent William Aberhart High School graduate, dreams of having a positive impact on his community by consulting for small businesses and creating sustainable business plans. He credits this dream as being inspired by the adversity he faced in his youth and the success he experienced in overcoming these challenges. Taylor struggled earlier on in school but, with the support of his teachers and parents, along with his strong work ethic and perseverance, Taylor caught up to his peers and experienced great academic success. Taylor's teachers describe him as relentless in his curiosity and desire to learn beyond the classroom. This quiet leadership is hard to master and Taylor easily leads his classmates with his gentle enthusiasm and facilitates effective groups by validating the ideas and work of every member. Hopewell has brought Taylor closer to his dream by awarding him with a scholarship that supports students with a desire to be our future business leaders.

Taylor will begin his first year of summer employment with Hopewell in 2015 as he continues to build upon his leadership skills and to be relentless in his desire to learn.

*"If Walt Disney could be rejected by 302 bankers yet continue to pursue his dream of animation, the youth of today, including myself, should have no excuse."*

- Taylor MacPherson





## Engaging the Global Community

In May 2014, Robert Thirsk High School welcomed over 200 students from Calgary, Japan, China, and Denmark to the annual International Youth Leadership Summit. This three day event gave students the opportunity to connect with like-minded peers from around the world, while they developed international and intercultural awareness by learning about a variety of local and global issues.

Inspired by amazing speakers such as Allan Markin, Calgary philanthropist, businessman and part owner of the Calgary Flames; Ryan Hofer, known for his work with the Canadian Red Cross; and Robert Thirsk High School student, Logan Parent, renowned for his work with Free the Children in Ghana, students gained great insights into global citizenship and built upon their leadership and collaboration skills by forming groups to brainstorm ideas on how they could take action.

This event truly took learning beyond the classroom as many groups stayed in touch and followed through with the ideas they generated from the summit. For example, two participants from Robert Thirsk High School held 'Thirsk Talks' inspired by TEDTalks. Each month, they invited community members to participate in a forum to share their current work and bring awareness of local and global issues to students and the greater community. Charitable groups, non-governmental organizations, and members of the community participated in the Talks and interacted with students to discuss the importance of improving the quality of life in our local and global communities.

### Supporting Global Citizenship

This event was made possible, in part, by funding from the Beverley Hubert Global Citizenship Fund and the Future Leaders Fund.

#### Beverley Hubert Global Citizenship Fund

In honour of Beverley's 40 year commitment as an advocate for excellence in education for youth, the CBE Board of Trustees established a fund to support and promote programs that engage students in the understanding and personal demonstration of global citizenship. The Beverley Hubert Global Citizenship Fund has been a proud supporter of the International Youth Leadership Summit since 2010.

#### Future Leaders Fund

The Future Leaders Fund was established in 2006 by EducationMatters in tribute to the CBE Distinguished Alumni Award recipients to support today's students so they can become tomorrow's leaders. The fund supports enhancements and opportunities for students to develop and nurture their leadership skills through school programs and activities.

In 2014  
we raised in excess of

**\$1.8 million**

to support

Literacy

Financial &  
Basic Needs

Leadership

Healthy  
Living

Life  
Skills

We distributed more than  
**\$950,000**  
in program grants



We provided over  
**\$300,000**  
in student awards

Supporting excellence  
in education since 2003

We granted  
**\$8 M**  
in program grants  
and student awards



We built endowment  
funds of  
**\$4 M**  
thanks to community support



We secured over  
**\$11 M**  
in gifts  
from the community

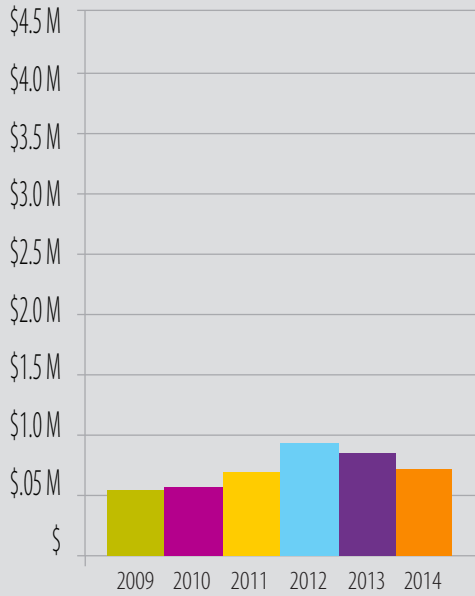


We supported  
an estimated  
**350,000**  
students and their families



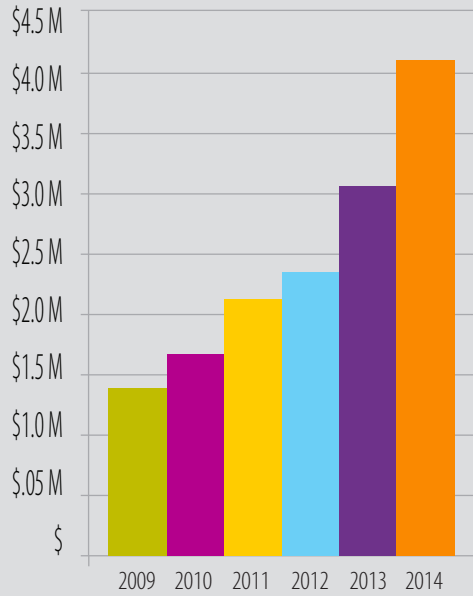
## Fund Market Values 2009 to 2014

### Flow-through



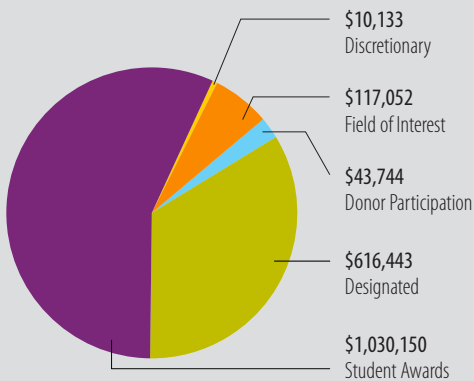
## Fund Market Values 2009 to 2014

### Endowment



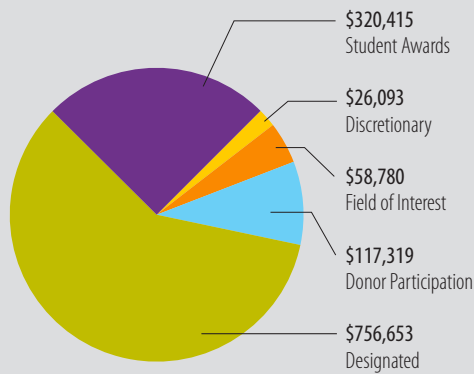
## Gifts by Fund Type

total \$1,817,522



## Grants by Fund Type

total \$1,279,260



# 2014 Student Awards & Program Grants

Award	Disbursements	Award	Disbursements
Aaron Family Scholarship	\$450	Henry Wise Wood Class of 1970 Scholarship	\$1,800
Aberhart Alumni Scholarship	\$3,200	Henry Wise Wood Warriors Legacy Endowment Scholarship	\$3,000
Aboriginal Students Award	\$2,000	Hopewell Scholarship	\$20,400
Accomplished Angels Student Award	\$17,500	Hugh Robertson Science Award	\$500
Adrienne Goudie Memorial Bursary	\$400	Integro Legacy Post Secondary Scholarship	\$16,500
Benjamin (Ben) Albert Award	\$5,000	Ivy & Len Freeston Student Award	\$1,000
Bowness Historical Society Award	\$500	James Fowler School Award	\$400
Bowness Mac's Convenience Store Peer Support Award	\$1,000	Jennifer Ellen Shepherd Memorial Award	\$4,000
Bree Eriksen Memorial Dance Award	\$1,000	Joan Ethier Women in Science Scholarship	\$7,756
Bridge Builders Award	\$500	Keith Yu Memorial Scholarship	\$1,000
Bruce Leitl Composition Award	\$500	Kermet Archibald & Jacoba Van den Brink Entrance Bursary at The Calgary Foundation	\$85,000
Calgary Board of Education Award	\$2,500	LGBTQ Community Leadership Award	\$1,000
Calgary Bridge Foundation for Youth Student Awards	\$4,365	Margaret J. Cochlan Memorial Award	\$2,000
Calgary Chamber of Commerce Play with the Presidents Scholarship	\$1,000	Marguerite Patricia P. Bannister Memorial Degree Awards at The Calgary Foundation	\$44,000
CBE Staff Association Awards	\$9,000	Marjorie Taylor Memorial Scholarship	\$2,000
City of Calgary Degree Granting Scholarship	\$22,100	Mary Belkin Memorial Scholarship	\$500
City of Calgary Post Secondary Scholarship	\$1,700	McKillop Student Awards	\$1,500
ConocoPhillips Canada Awards	\$1,500	MW & JR Tebo Memorial Journalism Award	\$1,304
CTS Scholarships	\$3,000	Richard D. Tingle Student Award	\$800
Dr. Gordon Higgins Student Award	\$600	Richard Dunn Music Scholarship	\$1,125
Doris Donald Memorial Bursary in Fine Arts	\$300	Rick Theriault Outstanding Athletic Contribution Award	\$500
Douglas Norton Scholarship	\$900	Ruth Ursula Leipziger Scholarship	\$2,000
Dustin Peers Memorial Visual Arts Award	\$3,700	Samaritan Club Bursary	\$2,000
Dynacorp Fabricators Welding Scholarship	\$500	Shawn Whitney Memorial Award	\$390
Edith Berger Memorial Scholarship	\$500	Sheiann Avramenko Memorial Award	\$500
Ena Paul Memorial Award	\$50	Southland Transportation Scholarship	\$4,000
ENMAX Environmental Leadership Scholarship	\$8,000	Steven Irving Memorial Music Scholarship	\$1,000
F. Margaret Milligan Scholarship	\$500	Terry Allen Leadership Award	\$200
Frank L. Woodman Scholarship	\$375	Thomas Moore Memorial Bursary	\$1,000
Future Leaders Scholarship	\$2,000	Tom Inkster Memorial Scholarship	\$1,000
Gary Weimann Award for Community Service	\$500	Verna Hart Toole Legacy Award	\$1,500
Green & Gold Academics Scholarship	\$1,000	Western Canada Band Camp/Tour Bursary	\$600
Green & Gold Athletics Award	\$3,000	Western Canada Leader of Tomorrow Award	\$3,000
Green & Gold Citizenship Award	\$2,000	William & Toshimi Sembo Badminton Scholarship	\$3,000
Green & Gold CTS Scholarship	\$1,000		
Green & Gold Fine & Performing Arts Scholarship	\$1,000		
Haworth & Heritage Business Interiors Architecture/ Interior Design Scholarship	\$1,000		

**Total Student Awards Disbursed \$320,415**

Program	Disbursements	Program	Disbursements	Program	Disbursements
All Boys Program: Literacy	\$1,900	Forest Lawn High School: Peer Ambassador Club	\$3,000	Sir John A. MacDonald School: Library	
Bishop O'Byrne High School: Athletics Program	\$925	Glenbrook School: Library to Learning Commons	\$32,500	to Learning Commons	\$25,000
Bowness High School: Athletics Program	\$460	Grant MacEwan School: GMS News 180	\$10,000	Sir John Franklin School: Choral Program	\$600
Career & Technology Centre:		Henry Wise Wood High School: Alberta Skills Competition	\$130	Sir Winston Churchill High School: Athletics Program	\$85
Natural Resources Pathway Development	\$114,000	James Fowler High School: Alberta Skills Competition	\$130	Ted Harrison School: International Genetically	
Career & Technology Centre: Welding Equipment	\$12,255	Jack James High School: Alternative Programs	\$5,895	Engineered Machines	\$15,000
CBE: Cinderella Project	\$1,829	James Fowler High School: Athletics Program	\$200	Valley View School: Kindergarten Arts Program	\$1,000
CBE: Entrepreneurial Artist Program	\$19,500	James Fowler High School: Choral Program	\$1,333	Varsity Acres School: Giving Back to Our Community	\$5,000
CBE: Fuel for School Program	\$6,664	James Short Memorial School: Fuel for School Program	\$4,750	West Dover School: Library to Learning Commons	\$25,000
CBE: Leader In Me Program	\$41,155	James Short Memorial School: Kindergarten Arts		William Reid School: Literacy Resources for	
CBE Learning Innovation: Designing for Learning	\$24,239	and Cooking Programs	\$1,000	Struggling Readers	\$765
CBE: Pre-Engineering Program at CTC	\$47,500	John Ware School: The Class Mental Health Program	\$3,700		
CBE: Professional Development for CTS Pathway Teachers	\$98,300	Junior Achievement of Southern Alberta (JASA):			
CBE: Supply Chain Program	\$58,995	Entrepreneurial Artist Program	\$28,000		
CBE: Teaming Up for Healthy Learners	\$14,671	Keeler School: Kindergarten Literacy Backpack Program	\$1,000		
Centennial High School: Athletics Program	\$125	Keeler School: Library to Learning Commons	\$25,000		
Chris Akkerman School: Library to Learning Commons	\$18,093	Lester B. Pearson High School: Athletics Program	\$622		
Christine Meikle School: Special Needs Program	\$228	Lester B. Pearson High School: Financial Literacy Club	\$3,932		
Colonel Walker School: Library to Learning Commons	\$36,000	Lord Beaverbrook High School: Alberta Skills Competition	\$620		
Connaught School: Library to Learning Commons	\$36,000	Lord Beaverbrook High School: Athletics Program	\$175		
Cranston School: Home Reading Program	\$8,000	Lord Beaverbrook High School: T.E.A.M. Leadership			
Crescent Heights High School: Athletics Program	\$1,965	Program	\$985		
Discovering Choices Outreach - Bowness:		Lord Beaverbrook High School: Tiberious			
Student Educational Enhancements	\$16,067	Publishing Program	\$1,633		
Discovering Choices Outreach - Downtown:		Louise Dean School: Emergency Funds	\$3,417		
Nexus Program	\$1,000	Marion Carson School: Autistic Program	\$1,710		
Discovering Choices Outreach - Downtown:		Monterey Park School: Choral Program	\$300		
Non-Curriculum Purchases	\$57,190	Patrick Airlie School: Kindergarten Fine Arts Program	\$1,000		
Discovering Choices Outreach - Westbrook:		Patrick Airlie School: Library to Learning Commons	\$25,000		
Student Basic Needs	\$143	Patrick Airlie School: Principal Directed Grant	\$475		
Dr. Gladys McKelvie Egbert School:		Penbrooke Meadows School: Kindergarten Program	\$1,000		
Library to Learning Commons	\$25,000	Penbrooke Meadows School: Community			
Earl Grey School: Principal Directed Grant	\$475	Garden Program	\$6,010		
Ernest Manning High School: Athletics Program	\$600	Radisson Park School: Kindergarten Program	\$1,000		
Eugene Coste School: International Spanish Academy	\$5,000	Ramsay School: Library to Learning Commons	\$36,000		
Forest Lawn High School: Alberta Skills Competition	\$900	Robert Thirsk High School: International Youth			
Forest Lawn High School:		Leadership Summit	\$3,300		
Library to Learning Commons	\$25,000	Samuel W. Shaw Middle School: St3p_1n Program	\$8,400		

**Total Program Grants Disbursed \$958,845**

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