

ANNUAL REPORT

2020-2021

*Program participants
from Abbottsfield Youth
Project Society (AYP)*



REALTORS®
COMMUNITY
FOUNDATION

Bringing REALTORS® together to move communities forward.



2019-2020



BOARD OF GOVERNORS

Please note, board terms were updated to align with the calendar year beginning in January 2021 rather than at the AGM which is not a fixed date from year to year.

2020-2021





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Thank you to our
incredible board
members who
volunteer on
committees, at
charities, and their
time as board
members.

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2019 - 2020

Shirley Williams - President
Royal LePage Premier Real Estate

Nicole Mackoway - President Elect
RE/MAX Select

Jeneen Marchant - Past President
RE/MAX Real Estate

Aaron Robinson
Century 21 Masters

Allan Morrison
Royal LePage Premier Real Estate

Barbie Lietz
Royal LePage Premier Real Estate

Brent Podruzny
North 49 Home Inspections Ltd.

David Centis
Royal LePage Premier Real Estate

Kayla Glesman
Century 21 Reward Realty

Michel Lafleur
eXp Realty

Sharon Gregresh
Century 21 Masters

Anika Zepp
Executive Director

2020 - 2021

Nicole Mackoway - President
RE/MAX River City

Allan Morrison - President Elect
Royal LePage Premier Real Estate,

Aaron Robinson - Treasurer
Century 21 Masters

Shirley Williams - Past President
Royal LePage Premier Real Estate

Brent Podruzny
North 49 Home Inspections Ltd.

Cheryl Larsen
Homes & Gardens Real Estate Ltd.

David Centis
Royal LePage Premier Real Estate

Jeneen Marchant
RE/MAX Real Estate

Melinda Chisholm
RE/MAX River City

Michel Lafleur
eXp Realty

Starla O'Neal
RE/MAX River City

Wendy Theberge
RE/MAX Elite

Anika Zepp
Executive Director

Kristen Aspenes
Interim Executive Director





Vision

Edmonton and Area REALTORS® are industry-wide leaders in community impact.



Mission

We bring REALTORS® together to move communities forward.



Values

Integrity
Accountability
Community





PRESIDENT'S MESSAGE

Our 2020-2021 fiscal year was filled with challenges, change, and growth. The year began in April 2020, only two weeks after the province declared a public state of health emergency and our “new normal” began. In-person meetings moved to Zoom, events and volunteer days were cancelled, and our regular fundraising activities had to be rethought. While the Foundation faced our own set of challenges, we knew that so many others struggled with homelessness, food insecurity, and barriers to accessing much-needed support services. Our community was counting on us, and we refused to let them down.

I am proud of the Foundation and of the REALTOR® community at large for coming together during this time of crisis. Despite facing challenges in their own lives and businesses, they rose to the occasion to ensure the Foundation could continue to support the local charities providing what were some of the most essential supports to our community. I am proud to report that the Foundation managed to donate over a quarter-million dollars despite fundraising challenges presented by the pandemic, only 2% shy of what we gave the year prior.

We managed to add two new flagship charities to our roster. Homes for Heroes Foundation and Drive Happiness were added to the list which consisted of Habitat for Humanity, CASA Foundation, YESS, Terra Centre, and Edmonton Meals on Wheels. The Flagship Program entails a three-year pledge totalling \$60,000 to support charities in a dependable, future-minded way.

The Foundation also did an excellent job at meeting the goals outlined in our strategic priorities including a full policy and bylaw review finalized with our special meeting this past Spring. It certainly was not an easy task, but our volunteers, with the support of Ripple Enterprises, managed to stay on track and bring our documents and operations up to speed.

We finished off the fiscal year by welcoming Kristen Aspenes as our Interim Executive Director to fill in for Anika Gee while she is away on maternity leave. Kristen is focused on finding creative and innovative solutions to reach our strategic goals amid continued COVID-19 restrictions.

Our 2020-2021 fiscal year truly highlighted the impact REALTORS® have when they come together. We look forward to the year ahead with hope, and confidence knowing we will overcome any obstacle it may hold thanks to the army of supporters standing by our side.

Nicole Mackoway
President 2020-2021





Volunteers

We would like to say a huge thank you to all of our volunteers. This year was a little bit challenging to get our monthly charity volunteer days off the ground, but we did have a few opportunities to get involved as well as some hard working committee members!

Andrew Richards, Anthony Hack, Bill Bowers, Brad Pipella, Brendon Renkema, Carolyn Campbell, Doug Purdy, Jammy Jorza, Joan Boucher, Judy Shewchuk, Melanie Pedersen, Natasha Aiello, Shannon Bailer, Shenita Persaud - Zalloni





EXECUTIVE DIRECTOR'S MESSAGE

Though not as forecasted, the Foundation's year in many ways achieved our goals. Our board's ability to stay focused and capitalize on opportunities presented this past year meant we accomplished a full policy and bylaw review, raised over \$10,000 through the BIG Moving Sale, and were able to come within five thousand dollars of our prior year's total charitable donation. This would have been excellent in any year, but in one of the most uncertain years any of us can recall, I would say this is certainly worth applauding.

I would like to take this opportunity to appreciate our board members, volunteers, sponsors, donors and the REALTORS® Association of Edmonton whose steadfast support through the last year has made it possible for the Foundation to maintain consistent community investment. Over twenty local charities depend on funds from the Foundation to serve their clients, many of whom were disproportionately affected by the pandemic. In a time where it would have been easy to pull back funds, so many felt called to step up, demonstrating once again the integral role REALTORS® and the real estate community play in moving communities forward.

By the time this is published I will be on maternity leave with Kristen at the helm of the day-to-day operations. I am proud of how we were able to improve the Foundation's governance and operations to a place where I could confidently hand the keys to Kristen for the year. From when I started in early 2019, no two months have been the same, but one constant has been growth. As we've laid so many great foundations, I am excited to see what growth continues over the current year with the We Care program and events old and new. I look forward to seeing you again next summer

Anika Zepp
Executive Director



Award Recipients

Introduced in 2020, the supporter awards are a way for the Foundation to shine a special spotlight on some of our biggest supporters throughout the year. We would like to congratulate and thank the 2021 award recipients as well as all of our donors, champions and supporters that make our giving possible!



Top Donor Jeneen Marchant	Office of the Year RE/MAX Real Estate	Community Supporter of the Year Peter B. Mason Real Estate Lawyer	Champion of the Year John Carter
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RAE

Our relationship with the REALTORS® Association of Edmonton (RAE) continues to be essential to the success of the Foundation and our ability to grant maximum amounts of funds to charities in need. We are grateful for the RAE's \$160,000 donation plus additional donations from industry standards fines.

In addition to monetary contributions, the RAE provides office and storage space for the Foundation which substantially lowers overhead costs. By collaborating where possible for events and communications we are able to reach more REALTORS® and make a bigger impact. The RAE's continued support through these avenues as well as donations to the BIG Moving Sale were core to the Foundation's ability to maintain a stable community investment to the year prior.

The Foundation would like to extend thanks to the Board of Directors, the RAE staff and our Liaisons, John Dempster (2020) and Sheldon Johnston (2021) for their continued support and collaborative efforts.



WE CARE DONORS

- | | | | | |
|----------------------|-------------------------|----------------------------|----------------------|------------------|
| Aaron Robinson | Darlene Strang | Jay Berg | Lorne Clark | Rob Adlridge |
| Alison Murray | Darrell Cook | Jeanette Liviniuk | Louise Mabey | Sandra Rhyason |
| Allan Morrison | David Centis | Jeneen Marchant | Marianne Horvat | Sandy Pon |
| Amanda McCabe | David Pipella | Jennifer Elander-Bianchini | Matteo Saccomano | Shannon Bailer |
| Angie Aspin | Dawn Fargey | Jennifer Murphy | Matthew Barry | Shelly Reddy |
| Anna Bayne | Debora Sabid | Jessica Eagleson | Matthew Gaglione | Shirl Smith |
| Anne Fry | Debra Rowbotham | Jessica Jones | Matthew Gillam | Stephen Lau |
| Ashley Moore | Dena Sutton | Jody Lambertus | Melanie Boles | Steven McDonald |
| Barbie Lietz | Diane Elizabeth Cameron | Joe Esposito | Melinda Chisholm | Sue Jaksich |
| Bill Bowers | Doreen Edwards | Johann Acheron-McLean | Melody Kilbank | Tammy Solem |
| Birgit Yaciuk | Doug Singleton | John A. Anderson | Michael Brodrick | Terry N. Taschuk |
| Brent Stanners | Douglas Cheney | Josh MP Cudmore | Michel Lafleur | Theryn Mills |
| Brooke Forrester | Douglas Smilski | Judith Shewchuk | Mike Roppelt | Tim Grover |
| Bruce Forrest Lloy | Dwight Jones | Judy Clare-Packer | Mirella Esposito | Tobi Connors |
| Bruce Weiss | Elizabeth Poburan | Karen Grummett | Murray Glick | Val Read |
| Bryan Mundo | Erin Hettle | Katarzyna Zarembski | Naomi Saulnier | Valerie Climie |
| Butch Zaprawa | Erin Williman | Kelly Risling | Natalie Murray | Vesna Farnden |
| Carole Chatterley | Farzad Malekzad | Kristi Robertson | Natasha Aiello | Walter Diduck |
| Carolyn Campbell | Garry Rogerson | Kristin Gardner | Nicole Mackoway | Wendy Theberge |
| Cathy Cookson | Gary Krutzfeldt | Kristy D Tillapaugh | Nina Pronchuk | |
| Charlene Speers | Gene Fung | Larry Willes | Patricia Liviniuk | |
| Cheryl Larsen | Geneva Tetreault | Laura Tosto | Patricia Warnke | |
| Cheryl Rolfe | Genner Realty Ltd | Laurence Cote | Paul Gravelle | |
| Ciaran O'Neill | Goldy Singh | Leslee Byer | Raejha Douziech | |
| Colin Ewanchyshyn | Gurpreet Wali | Lindsay Welch | Rajakrishnan Nulliah | |
| Connie Kennedy | Halina Palka | Lisa Jean Day | Renee Brown | |
| Cory Clendenning | Jaclyn Horne | Lisa-Maria Davies | Rennie Wong | |
| Craig Edward Finnman | Jaleh Pezeshki | Loida Lumanlan | Richard Wallman | |
| Curtis Stasiuk | James Mabey | Loral Walker | Rick Conlon | |
| Dan Sigouin | Jason Thomas | Lori Hunt | Rick Lough | |

[#REALTORSCARE](#)

Thank you to our incredible We Care Donors who give back either monthly or per transaction. We are privileged to have a diverse group of agents from various offices in the Greater Edmonton Area who choose to contribute to moving local communities forward.



We Care Offices

We know the We Care Program does add administrative time for offices and we are so grateful for all those that have participating agents and so kindly take the time to issue these donations making our investment in the community possible.

2% Realty Pro - Caldwell Banker Venture Realty - Century 21 A.L.L Stars - Century 21 Masters - EXP Realty - Genner Realty Ltd - Homes & Gardens Real Estate - Infinite Realty Service - Initia Real Estate - Local Real Estate - Maxwell Challenge - Maxwell Progressive - Now Real Estate Group - RE/MAX Elite - RE/MAX Excellence - RE/MAX Professionals - RE/MAX Real Estate Central and SE - RE/MAX River City - RE/MAX Select - Royal LePage Noralta - Royal LePage Preferred Real Estate - Royal LePage Premier Real Estate - Royal LePage Summit Realty - YEGPro Realty Ltd.

Individual Donors

Carl Bretzlaff - Harvey Galbraith - Steve Kuchmak - Susan Horon - Tom Shearer

Sponsors

Our sponsors make many of our events and initiatives possible by their investment in our fundraising efforts. Thank you so much to all those that contributed even knowing that recognition could be limited given the circumstances. We look forward to continuing our partnerships moving forward.



PETER B MASON PROFESSIONAL CORPORATION
REAL ESTATE LAWYERS ★ ★ ★ ★ ★

LAWYER PETER B MASON (BCOMM MBA LLB) | C - 780-908-6721 | F - 780-809-2324 | PETERB@PBM.LAW.CA
LAWYER GORD D BECK QC | W - 780-809-3906 | F - 780-809-2324 | TEAM@PBM@PBM.LAW.CA



Tara Borle Mortgage Architects - Sturgeon Valley Golf & Country Club - Canadian Western Bank

YEAR IN REVIEW

APRIL - JUNE

- Created the Governance Committee and initiated a full policy review.
- Provided 2020 charities with the flexibility to use funds as required given the swift adaptations many had to make to their typical programming.

JULY - SEPTEMBER

- The BIG Moving Sale raised over \$10,000 in a garage sale meets silent auction style fundraiser. Eager Beaver Moving was the presenting sponsor of this event and helped with some larger items and distribution of over 40 old Real Estate Weekly mailboxes that have been upcycled around the city.
- We were happy to be included in RAE's move to the new building. If you have not yet visited us, our office is up front by the Member Services Hub.
- We concluded the Summer quarter with an online 50/50 event which raised over \$1,500.

OCTOBER - DECEMBER

- We created and distributed our first ever charity Feature calendar thanks to North49 Home Inspections Ltd. We were able to feature 13 charities funded in 2020, and the RAE helped ensure calendars were delivered to every member office.



- Once again, the Foundation participated in REALTORS® Care Week, a national campaign to celebrate giving hosted by CREA. This year we focused on two volunteer days, one at Meals on Wheels and the second at the Mustard Seed, where projects were COVID-19 safe. We also made a special announcement that Meals on Wheels was selected as a Flagship Charity!



- The Foundation was nominated by YESS for a National Philanthropy Day award related to our funding through the Flagship Program.



- With in-person events off the table and a struggling economy, we took a different approach to Santa's Auction. We had two main avenues of fundraising: a multi-prize raffle and the 'SWAG' (support with a gift) Sale. Together with a generous donation by Peter B. Mason Real Estate Lawyer in lieu of sponsorship, we raised over \$10,000 in Holiday related initiatives.



JANUARY - MARCH

- The Board welcomed Sheldon Johnston as the RAE liaison for the 2021 year.
- We announced the Terra Centre as our second new Flagship Charity for the year, meaning they will receive \$60,000 over three years towards their housing program for pregnant and parenting teens.
- Our Funding Allocations Committee deliberated 44 applications for funds and selected 18 BIG Give recipients in addition to the 5 already announced Flagship Charities.
- To wrap up the fiscal year, our March Raffle raised \$1,400. For perspective, this fully funded the \$1,000 grant to the Nina for an AED.





THE BIG GIVE

We are proud to have funded 23 charities this year including 5 through the Flagship program. Of the 18 grants provided through our BIG Give funding cycle (non-flagship), eleven were fully funded and four were first time recipients! We had 44 applications for funds and would like to extend gratitude to all volunteers on the Funding Allocations committee for their hard work in reviewing applications and ultimately selecting these amazing charities to receive grants. These organizations alleviate hunger, provide shelter and improve accessibility across the greater Edmonton Area. We thank our supporters who truly improve a piece of every community with their contributions to the Foundation!

FLAGSHIP CHARITIES

Habitat for Humanity
(2020-2022
\$100K)

CASA Foundation
(2020-2022
\$60K)

YESS
(2020-2022
\$60K)

Edmonton Meals on Wheels
(2021-2023
\$60K)

Terra Centre
(2021-2023
\$60K)

Homes For Heroes Foundation
Edmonton Veterans' Village

Our House Edmonton Ltd.
Room Renovations

Leftovers Foundation
YEG Rescue Food 2021

Wilderness Youth Challenge Program
Wilderness Youth Challenge Program

Campus Food Bank Society
Perishable Purchasing Program

SAIF Society
Child & Youth Counselling - Family Violence

Inner City Youth Development Association
Youth Meal + Engagement Program

Edmonton City Centre Church Corporation
Women's Emergency Accommodation Centre

Governors of the University of Alberta (ISTAR)
Access to Stuttering Therapy for Clients in Financial Need

The Today Family Violence Help Centre
Safe at Last

Kids On Track Association of Edmonton
HomeBuilders Program

Abbottsfield Youth Project Society
The Healthy Snack Program

Pilgrims Hospice Society
Nourishment and Nurture

Old Strathcona Youth Society
Food and Hamper Program

Nina Haggerty Centre for the Arts
AED Install at the Nina

Spina Bifida and Hydrocephalus Association of Northern Alberta
SBHANA Support Fund

Cornerstone Counselling Society of Edmonton
Advanced Graduate Level Intern Counselling Program

WINGS of Providence Society
The Rocky Forest Daycare and Out of School Care Hot Lunch and Snack Program

FINANCIAL STATEMENTS

The Foundation's audited financial statements for the year beginning on April 1, 2020 and concluding on March 31, 2021 were completed by SVS Group.

STATEMENT OF OPERATIONS FOR THE YEAR ENDED MARCH 31, 2021

	2021	%	2020	%
REVENUE				
Donations				
RAE	\$ 178,985	26.9	\$ 174,000	62.2
General	13,751	2.1	9,080	3.2
We Care Program	39,675	5.9	35,733	12.8
Golf tournaments	-	-	8,633	3.1
Investment				
Interest and dividends	53,061	8.0	35,400	12.7
Gain on sale of investments	40,941	6.1	19,943	7.1
Unrealized gain (loss) on investments	257,514	38.7	(52,131)	(18.6)
Casino	59,584	9.0	2,234	0.8
Grants	-	-	7,500	2.7
Events	16,504	2.5	-	-
Santa's auction	5,471	0.8	39,198	14.0
	665,486	100.0	279,590	100.0
EXPENSES				
Administration	4,951	0.7	75,362	27.0
Advertising and promotion	5,843	0.9	3,008	1.1
Donations	260,000	39.1	265,000	94.8
Investment management fees	11,507	1.7	11,322	4.0
Professional fees	12,916	1.9	13,310	4.8
Salaries and benefits	74,970	11.3	6,250	2.2
Santa's auction	249	-	4,916	1.8
Events	1,470	0.2	-	-
	371,906	55.8	379,168	135.7
INCOME (LOSS) FROM OPERATIONS	293,580	44.2	(99,578)	(35.7)
LOSS ON DISPOSAL OF PROPERTY AND EQUIPMENT	(4,969)	(0.7)	-	-
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 288,611	43.5	\$ (99,578)	(35.7)

For the full Independent Auditor's Report and Financial Statements, please contact the REALTORS® Community Foundation directly.



REALTORS® Community Foundation

780 453 9343 | hello@realtorscommunityfoundation.com

101, 18354 118 Avenue, Edmonton, AB T5S 2G2

Charitable Registration Number - 11889 4088 RR0001