



 educationmatters

Calgary's | trust | for public education

2021 Report to Community

Message from Board Chair and Executive Director



Hanif Ladha
Board Chair



Marilyn Field
Executive Director

EducationMatters seeks to build bridges across the gaps that separate the realities of a student's present and the potential in their future – and thanks to the support of our community, 2021 provided us with so many opportunities to do just that! With the completion of the EducationMatters Strategic Plan, 2021-2024, we have built the path and conditions to help ensure success for the foundation and the students we serve. We revisited and updated our Vision, Mission and Mandate and committed to our core values being Student-centered, Equity, Sustainability, Evidence-based and Collaboration. I am deeply grateful for the dedication of our Board, Staff, Schools, and Donors and look forward to continuing to work alongside all of you to help our young people learn, grow, thrive, and be ready to make their mark on the world. Together, we can do great things and make a meaningful difference in the lives of students and our community.

Another year with ongoing ramifications created by the pandemic, 2021 brought challenges and opportunities. Students continued to demonstrate the accelerated role of technology in school, and staff, volunteers and donors continued to rely heavily on computer and virtual resources. Our board completed its Strategic Plan, 2021-2024, and we are implementing the strategies with frequent check-ins to ensure our work advances on a solid path for success now and in the future. Everyone at EducationMatters invested time and effort to ensure that students and donors alike were able to take full advantage of technological advances to better support our mission to provide equitable and barrier-free access to excellent learning opportunities. This started with the launch of our Community Campaigns – a fundraising portal catering to school-specific projects and included laying the groundwork for our new event 'Loonies for Literacy' with its 'text to donate' platform, which launched early in 2022. As the new year progresses, we are excited to continue to use every avenue available to help students find success in school and plans for their path into adulthood.

Board of Governors

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2021 By the Numbers



Distributed to support
Calgary's students



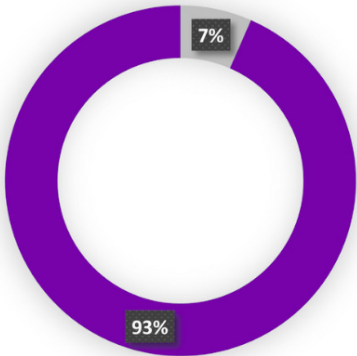
Student award disbursements
totalling over \$490,000



Schools/departments
received funding

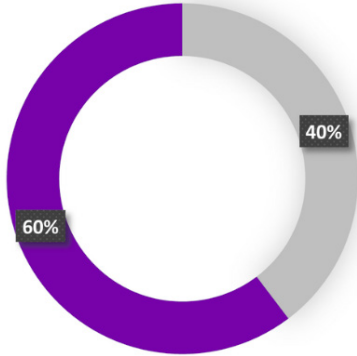
Gifts by Type*
(gross)

■ \$1,868,825
Flow Through
■ \$131,374
Endowment



Grants by Distribution

■ \$751,260
Specific Initiatives
■ \$494,218
Student Awards



Since 2003 EducationMatters has:

Received in excess of

\$24M

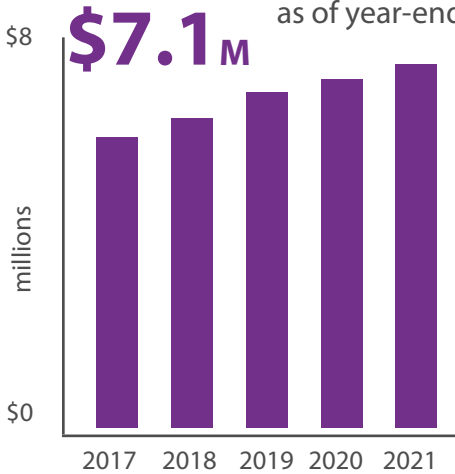
in donations

Disbursed more than

\$17M

in grants and student awards

Endowment Fund Market Value
as of year-end 2021



“Diversity is being invited to the party; inclusion is being asked to dance.” - Verna Myers

EducationMatters strives to ensure every student is asked to dance.
Two diversity-based projects helped bring us closer to that goal in 2021:



In 2020 students identified a lack of diversity in their Cosmetology Curriculum. They wanted textured hair mannequins and brand new courses focusing specifically on textured hair types. EducationMatters supporters stepped in to make student dreams into a reality and now all CBE cosmetology programs have textured hair mannequins, and the new curriculum was rolled out in 2021!

“For one, it will take away the stigma from students who aren’t Black to properly understand what goes through Black hair, and hopefully we will be able to get rid of some of the micro-aggressions that can come with Black hair. But also, it will open up the doors for Black students to want to get involved in this industry, especially in Alberta, and really diversify the industry as a whole.”

CBE cosmetology student Praise Adewumi to [CBC News in an article featuring Curls and Coils for Cosmetology](#)

This initiative helps advance the ongoing work of making CBE schools a more inclusive place to learn and grow by ensuring that all students can see themselves reflected in their school and classes. Graduates of these cosmetology programs are also now more employable in their chosen career pathway as they can enter the industry with specialist knowledge not held by many veteran hair stylists.

Library Diversification for Valley View School

Last year Valley View School told us that they needed to update and diversify their school library. A third of their students were identified as English Language Learners, and the current book selection did not reflect the diversity of their student population.

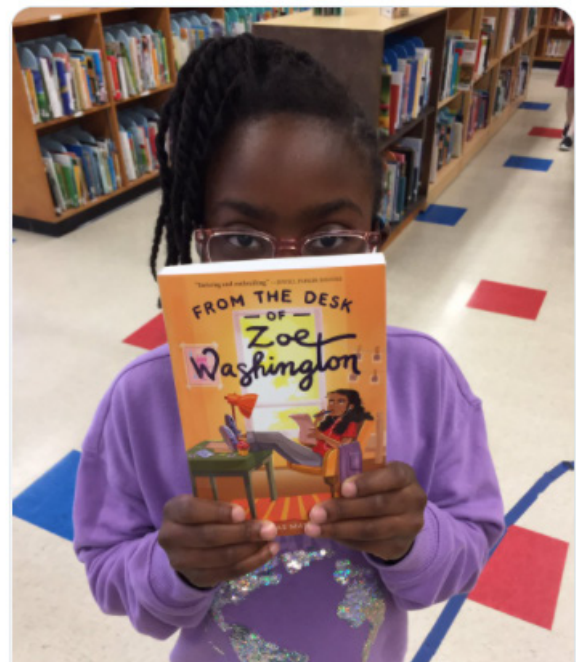
Thanks to a generous grant from the Cooke Family Fund, the Learning Commons at Valley View School has been able to purchase over 500 books and the supplies to get those books on the shelves and into the hands of students and teachers!



Valley View School Learning Commons
@ValleyViewLC

“It’s beautiful already.”

That is the reply I got after asking one of our school’s most avid readers to tell me what she thinks of our [#NewToValleyView](#) book *From the Desk of Zoe Washington* by [@JanaeMarksBooks](#). [#kidslit](#) [#middlegrade](#) [#WeAreVVS](#)



2021 Schools and Departments Funded

Northwest

Arbour Lake
Banff Trail
Bowcroft
Buchanan
Capitol Hill
Captain John Palliser
Christine Meikle
Collingwood
Colonel Sanders
Crescent Heights
Dalhousie
Dr. E.W. Coffin
Highwood
Huntington Hills

James Fowler
John G. Diefenbaker
Louise Dean
North Haven
Queen Elizabeth
Robert Thirsk
Rosedale
Royal Oak
Sir John A. Macdonald
Sir Winston Churchill
Sunnyside
Tom Baines

Alex Munro
Belfast
Bob Edwards
Catherine Nichols Gunn
Cecil Swanson
Chief Justice Milvain
Clarence Sansom
Douglas Harkness
Dr. Gordon Higgins
Falconridge

Northeast

Georges P. Vanier
Guy Weadick
Lester B. Pearson
Manmeet Singh Bhullar
Marlborough
Mayland Heights
Monterey Park
Mount View
Pineridge
Taradale
Terry Fox
Vista Heights

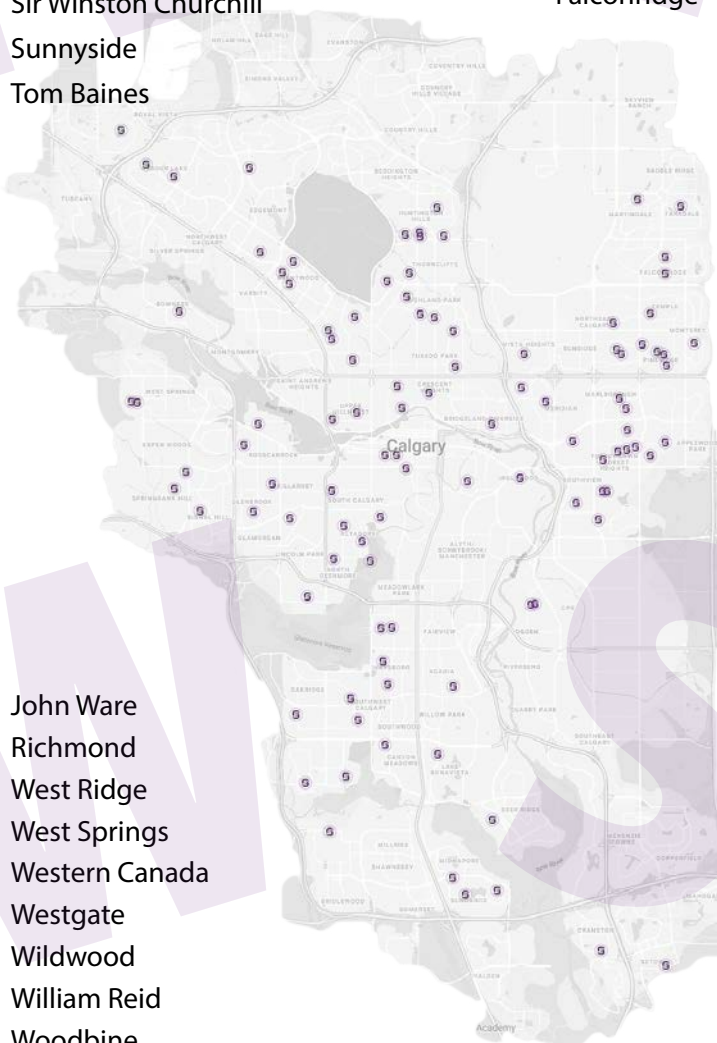
Southwest

All Boys Program
Altadore
Battalion Park
Braeside
Cedarbrae
Central Memorial
Chinook Park
Connaught
Dr. E.P. Scarlett
Dr. George Stanley
Dr. Freda Miller
Dr. Oakley
Emily Follensbee
Ernest Manning
Eugene Coste
Glenbrook
Glendale
Griffith Woods
Haysboro
Henry Wise Wood
Jennie Elliot

John Ware
Richmond
West Ridge
West Springs
Western Canada
Westgate
Wildwood
William Reid
Woodbine
Woodlands

Southeast

Acadia
Banting and Best
Centennial
Ernest Morrow
Forest Lawn
G. W. Skene
Ian Bazalgette
Jack James
Joane Cardinal-Schubert
Keeler
Midsun
Niitsitapi Learning Centre
Patrick Airlie
Penbrooke Meadows
Piitoayis Family
Prince of Wales
Radisson Park
Ramsay
Sam Livingston
Sherwood
Sundance
Valley View
West Dover
William Aberhart



System-Wide

CBE – Complementary Curriculum;
Early Learning, Literacy; Fine Arts, Fuel for School, Indigenous Education, Math, Unique Pathways
Discovering Choices/Start Outreach
Chinook Learning Services

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CBE Staff Association
Central Health
Centre for Sleep & Human Performance

4 WAYS TO FUNDRAISE FOR YOUR CBE SCHOOL WITH educationmatters



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FUNDRAISING PAGES



GIFT MATCHING



COMMUNITY CAMPAIGN

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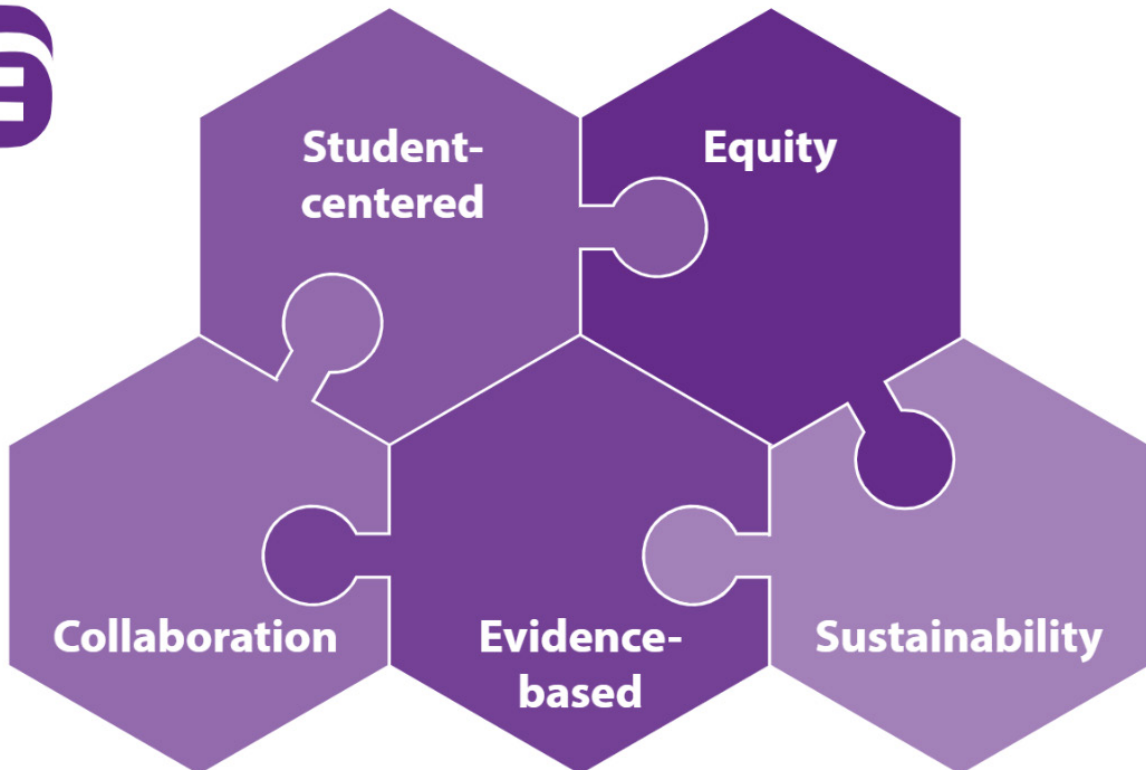
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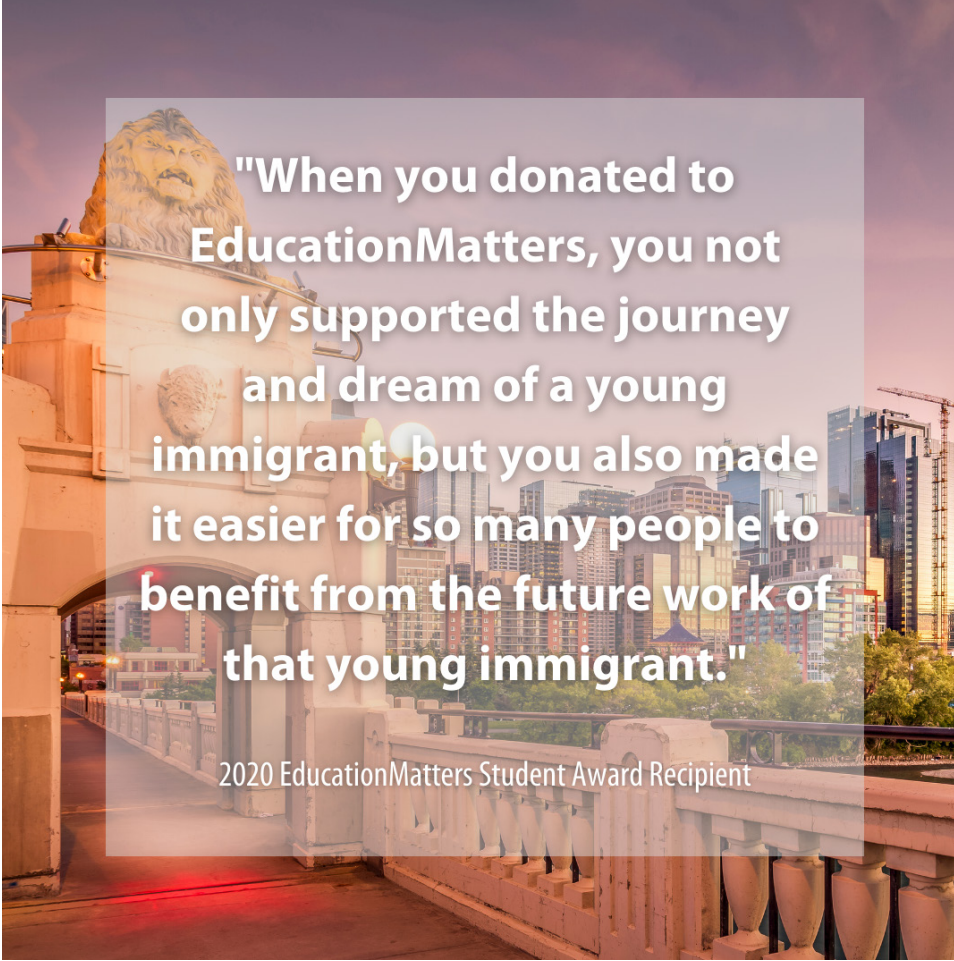
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"When you donated to
EducationMatters, you not
only supported the journey
and dream of a young
immigrant, but you also made
it easier for so many people to
benefit from the future work of
that young immigrant."

2020 EducationMatters Student Award Recipient

2021 EducationMatters Donors

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Alma Murphy
Holly Murray
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Jason Fasano Spirit Award

The loss of Jason Fasano in 2021 was a devastating blow to the people who knew and loved him – and there were a tremendous amount of those folks. Jason had an uncanny ability to connect with every individual he met and made a difference in every life he touched. His generosity, respect, genuine concern for his fellow humans, room-illuminating welcoming smile, and infectious joyous laughter made the world a better place every day and was cherished by everyone lucky enough to have known him.

Jason's family and friends were determined to ensure that his legacy was a continuation of his extraordinary capacity for love, acceptance, and friendship; the Jason Fasano Spirit Award was created to ensure that the qualities that Jason held dear and exemplified every day continued to be nurtured and encouraged in his name. Each year this award will support the post-secondary aspirations of a Calgary Board of Education (CBE) student who strives to make the world a better place and brightens the lives of the people they touch, just as Jason did. A proud graduate of Bowness High and the University of Western Ontario, his memory will help young people follow their dreams and, in turn, help shape the future of our society into one that he would be proud to uphold.

We are honoured to help the Fasano family steward Jason's memory through this award and ensure that his spirit is fostered in the generations that follow him. Love, kindness, and respect are key to changing our world for the better, and Jason was truly among the best of us.

To contribute to Jason's award, or start an award to honour your own loved one, visit our website.

2021 EducationMatters Donors

Contributions over \$100

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Emmalee Cherweniuk
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Valentina Echeverry

Buy a Book, Thank a Teacher

EducationMatters introduced a new fundraising initiative at the end of the 2021 school year to honour the teachers who worked through all the challenges thrown their way.

While many educators proudly collect their “World’s Best Teacher” mugs at the end of the school year, we wanted to give parents and guardians another way to celebrate their child’s favourite classroom champion. Through Buy a Book, Thank a Teacher, donors contributed towards a grant to purchase books for the school of their choice. Every \$20 donation came with a personal note of thanks on a bookplate sticker for the school to affix to one of the books purchased using the grant.

The idea of helping fill school and classroom libraries with resources was such a hit that EducationMatters brought back Buy a Book, Thank a Teacher for the holiday season. In addition to that we also introduced the Gift of Reading which allowed public school supporters to honour anyone in their lives through literacy, not just teachers. Buy a Book, Thank a Teacher was a success with over \$4400 raised and 30 schools receiving literacy grant funding.

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BENEFACTORS LIFETIME DONATIONS



The **RBC Foundation** has been an EducationMatters donor since 2006 and has provided more than \$500,000 to support student success since then. Most recently their focus has been on Dual Credit Pre-employment Trades programs, enabling hundreds of individuals to graduate high school already qualified to work in their chosen trades career. These programs are a lifeline for hands-on learners, and are often the difference between staying in school and dropping out – RBC's investment is truly life-changing for those students, and we are incredibly grateful to partner with them.

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In the past 18 years **ConocoPhillips** has invested almost \$500,000 into Calgary Board of Education (CBE) students and staff. From their ongoing sponsorship of Design the Shift: ConocoPhillips Innovation Incubator which provides professional development for CBE teachers, to a longtime investment in literacy initiatives, to their most recent initiative of funding safety credentialing courses for trades students, they have helped thousands of students learn, grow, and graduate.



BENEFACTORS LIFETIME DONATIONS

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Vision, Mission & Mandate

Vision

Every Calgary Board of Education student, in every grade, will have equitable and barrier-free access to excellent learning opportunities and will complete high school.

Mission

Public education is a shared responsibility to support student success. EducationMatters is a charitable trust inspiring and facilitating investment from the community to enhance equity and alleviate barriers for CBE students throughout all grades to complete high school.

Mandate

EducationMatters, through its fundraising, and in alignment with the Calgary Board of Education's Education Plan, provides financial grants, scholarships and awards to improve access to learning opportunities, advance equity, and remove barriers to learning for students.



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