



Building Edmonton's Foundation Together.

**We are your
community
foundation.
And together
we thrive.**

Imagine what
we can do
together.
Imagine the
stories you
will inspire.



Ukrainian Shumka Dancers

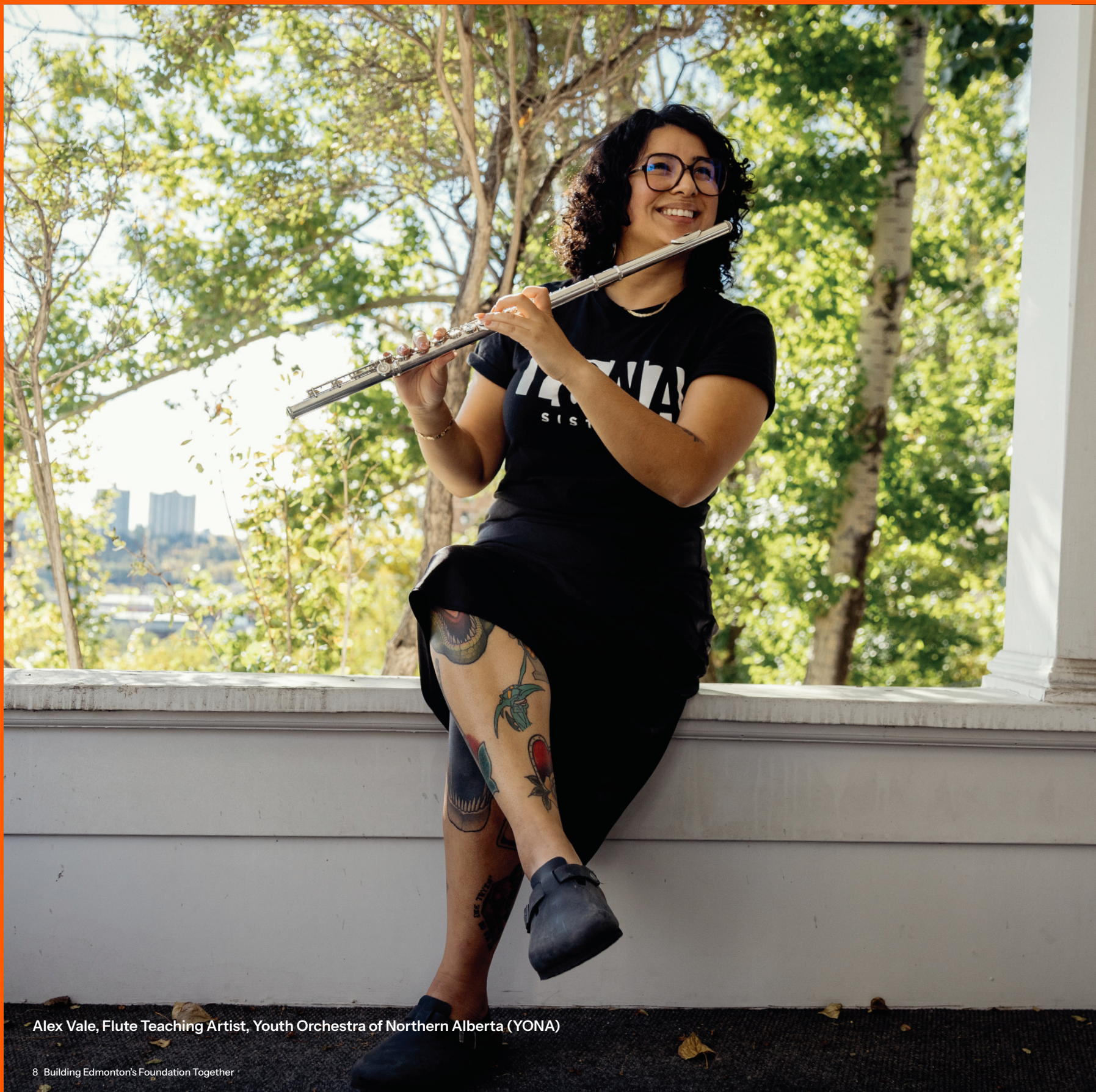
It all started with a vision for a better community.

That vision was a belief in the power of long-term investments in community. Since then, Edmonton Community Foundation (ECF) has distributed more than \$400 million in grants and scholarships to charities and students. Today, ECF is the largest non-governmental funder of the charitable sector in Edmonton, distributing over \$35 million into the community each year and our assets under management have grown to nearly \$800M at the end of 2023.

We didn't get here on our own. It took the combined efforts of many team members and generous Edmontonians. Like the Stollery and Poole families who took a chance and made the first significant investment which was solidified by a transformational gift by Eldon and Anne Foote. These innovators established the bedrock of our mission, inspiring new generations of Edmontonians to continue to invest in our community.

The spirit of collaboration has stuck with us over the years helping us become a hub and intersection point for people, communities and causes.

Our commitment to enriching communities now and for generations has never been stronger. Our resolve to reach more people — community members, change-makers, innovators, and people who are passionate about the power of community — has never been more steadfast.



Alex Vale, Flute Teaching Artist, Youth Orchestra of Northern Alberta (YONA)

CONTENTS

- 02 The Story of ECF
- 10 Our Purpose
- 12 Mission Vision Values
- 16 Our Brand Expression

Our Purpose



Staff and artists, Nina Haggerty Centre for the Arts

OUR PURPOSE

Enriching communities now and for generations.

We are the first choice of donors.

We are the strategic partner of charities.

We are innovative investors recognized by community leaders.

We create legacies of hope that last.

The Edmonton Community Foundation is here to provide Edmontonians with a strong foundation of community, one built to last long-term. No matter the social, political and economic factors impacting our city, ECF provides support organizations can rely on year after year, and Edmontonians can depend on for the vibrancy of their communities.

Together, we create greater change in our community.

At ECF, it isn't about us. It's about all of us.

**Together
we can build
a strong
foundation.**

OUR MISSION

**To be the partner of choice
for all community builders.**

OUR VISION

**We are a catalyst for the
well-being and vibrancy of
our communities.**

OUR VALUES

Building a better city means forging strong relationships and turning ideas into actions. Our shared values are the way we behave to realize our purpose.



Samantha Alexander, President, Cariwest Festival



We think big.

We see the big picture. We think with an open mind. We begin with everything is possible.



We embrace active listening.

Understanding the causes, ambitions and goals of the communities we serve is our priority.



We balance risk and reward.

We make smart decisions. You can trust us to act responsibly with expertise, flexibility and creativity.



We forge new paths.

We are transforming the charitable landscape. We explore, we learn, we try new things.



We are relationship centred.

We nurture and value meaningful connections.



The Edmonton Community Foundation brand is expressed in a number of ways, using both distinctive graphics and language that clearly reflects our story of enriching lives and transforming communities.

ECF is not just about helping communities thrive, we're about helping people thrive. It means forging real personal connections in new ways. Discovering the human element in every aspect of our efforts, and reflecting it in our brand.

We show the world we believe in a people-first approach.

Emphasizing a human touch, the new logo is a handwritten signature that highlights the significance of human connection and the empowerment born from individual relationships. Using cursive writing, our brand communicates the time, effort

and commitment required to craft a meaningful message, and doing something meaningful for our communities and neighbours.

The flowing loops of the logo suggest forward motion and illustrate ECF as the central connecting point for all Edmontonians and the causes important to us all.

In a world dominated by instant digital communication, our signature serves as a powerful reminder of the personal connections that drive us, and each person's individuality.

We're different from other organizations. And that's how we make a difference.

We can confidently define our purpose in one phrase:

Together we thrive.

It's as simple as that. To support the success of our community, we come together. All we have achieved is achieved through collaboration. The strongest communities and organizations are those that embrace change as a collective, growing with the people they serve and represent. To thrive is not only to be the best version of yourself, but to never cease in exploring what the newer, better version can be. How can we do better? Together.



Anica Neiman, Nina Haggerty Centre for the Arts



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