



On the Road Again... to Secure Our Future

Where are we going? We have embarked on a new venture and are not getting off the trail until we have reached our destination to see Further Education Society of Alberta's (FESA) mission achieved. To do so, we must map our way to success by raising *friends* and *funds*. In plain language, our new direction and plans for the future have diverted our focus to fund development activities and that's what we have been working hard at during the past six months.

Why? *To better position FESA for the future by securing the organization and its work today.*

With the assistance of a fund development consultant, we have been chipping away at a three-year fund development/communication plan drafted to provide detailed strategies that will develop an organizational identity and a diversified base of funding sources. We must have relatively long-term and flexible funds that will cover operational costs and sustain the work of FESA.

Strategies to augment volunteerism, including involvement in our fundraising efforts, are being explored and a Donor Recognition Program has been drafted. The financial objectives to be achieved proposed we raise \$600K in Phase I/ Fiscal Year 2004, \$1M in Phase II/Fiscal Year 2005 and \$1.4M in Phase III/Fiscal Year 2006. To date, much time has been dedicated at strategizing and preparing to reach these goals and at raising initial dollars required to put the process into action. The results achieved throughout Phase I are encouraging and motivating us to keep up the momentum and continue on the path to success for Phase II.

We are thankful for the cooperation and assistance we have received in the past and remain confident that learning-oriented communities throughout this country will help maintain our work that fortifies the social fabric of communities. We strongly believe that individuals who seek avenues to build on their existing strengths and interests, to improve their education and their children's education, merit support for their courage and efforts.

To find out more about our future plans and how you can get involved, please visit our website at www.nald.ca/fesa or call us at (403) 410-1501.

"We have been chipping away at a three-year fund development/communication plan drafted to provide detailed strategies that will develop an organizational identity and a diversified base of funding sources"

On Board:

Alberta Children's Hospital

Alberta Learning

Alberta Literacy Foundation

Anonymous Donor

Bow Valley College

Calgary Community Adult Learning Association

The Calgary Foundation

Community Initiatives Program - Alberta Lottery Fund, Alberta Gaming And Liquor Commission

First Calgary Savings

Foothill's Library Association

National Literacy Secretariat - Human Resources and Skills Development Canada (HRSDC) / Partenariat Interministériel Avec Les Communautés De Langue Officielle (PICLO)

Raise a Reader

Rotary Club of Calgary

Starbucks

Wild Rose Foundation



Stepping Stones

- ✓ Of immediate interest to trainers is the generous grant received from an anonymous donor to support the work of LAPS trainers and facilitators in western Canada.
- ✓ FESA's restructured board has adopted the Canadian Centre for Philanthropy's Ethical Fundraising and Financial Accountability Code in support of our fundraising initiatives.
- ✓ We have been successful in securing new major funds from the Wild Rose Foundation, The Calgary Foundation, the Alberta Lottery Board through their Community Initiatives Program, an Anonymous Donor, and continue to work on the development of other funding sources.
- ✓ The Calgary Community Adult Learning Association has renewed its commitment and renewal decisions from others are pending.
- ✓ The Books For Babies/Jump Start program is raising books, partnerships and attention.
- ✓ We have been granted a license to operate/host casino events that will generate ongoing funds and offer volunteering opportunities.
- ✓ FESA has committed \$30K to start an endowment fund with a goal to raise \$500k over five years and has provided dollars to match pledges when required.
- ✓ We are now proud partners as an Agency of Promise in the growing movement of Alberta's Promise - A Partnership With Children And Youth and have joined the Association of Fundraising Professionals and the Calgary Chamber of Voluntary Organizations - these organizations offer great networking opportunities.
- ✓ We have recently gained the support of M.P. Ted Menzies and are involving other caring individuals.

Ways to Contribute

The Further Education Society of Alberta is a small registered charity that offers family literacy and parenting skills programs that benefit at-risk parents and their children. In collaboration with grassroots community agencies, we strive to build community capacity. To meet our mandate of providing programs that aspire to empower, influence change and better equip those who seek to improve their lives, we require ongoing assistance.

Support for the work we do means that . . .

- ◆ families will have the tools to change their lives and their communities
- ◆ the cycle of low literacy and poor parenting skills in Canadian communities can be eliminated
- ◆ parents and care givers can expand their confidence and skills so that they may encourage their children's language and literacy development
- ◆ our workforce will be comprised of individuals who will improve the economic well-being of people in Canada
- ◆ Canada will have better prepared, confident, and well-informed care givers to deal with educational issues and parenting concerns

Please visit our website at www.nald.ca/fesa for information about getting involved and making a difference. Alternatively, you may contact Karen Knight at (403) 410-1501 or via e-mail at kknight@bowvalleycollege.ca.