



ABBOTSFORD
COMMUNITY
FOUNDATION



SMART & CARING
COMMUNITY
CAMPAIGN
Championing Abbotsford Kids

Why should my business get involved?

Introduction

Abbotsford Community Foundation's Vital Signs Report covered a wide variety of social issues and one area in particular stood out - child poverty. The Province of BC is already lagging compared to other provinces and Abbotsford's children were worse off than the provincial average. When 40 per cent of food recipients are children we know we are in trouble.

The long term solution is complex but in the short term we can do something as a community right now. The Foundation's goal is grant out \$300,000 between now and 2017 to local charities helping children who live in poverty. The first round of granting has already provided seven projects with approximately \$100,000 supporting a weekend food program, counselling for kids in crisis, music and camping experiences and nutrition educational programs for young parents and teens.

Top 10 Reasons to be part of the Smart & Caring Campaign

1. **Give Local.** If your clients or customers and employees live in the Abbotsford area it makes sense to support local families.
2. **Make a Difference in children's lives.** We will make our grants go to projects that are having an immediate impact on the lives and children in our community.
3. **You and Your Team Can Be Creative.** This is a grass roots campaign. We invite organizations to give what they can through fundraising efforts or one time gifts.
4. **Have Fun while doing good** at the same time. Host a barbecue or ball game with your employees and their families. Or raise money and promote fitness by organizing a run, walk or bike ride. Or a talent show, car rally or cooking contest - there is really no limit to the creativity your team can bring to this.
5. **Designated this year's proceeds** from an existing fundraiser the Smart and Caring Community Campaign Championing Abbotsford's Kids.
6. **Boost Your Profile by share your story online.** People like to do business with organizations that give back to their community. Make sure you include #abbotsfordfdn so we can promote your efforts.

7. **Team building.** Younger employees in particular are looking for opportunities to have fun and give back to their community. Recognize their efforts by offering to match what they raise.
8. **Help Improve Your Industry's Image.** Not only can your company be seen as good guys but you can work collaboratively with the competition to boost your industry's profile. Invite your competitors to join you in helping children in their community. How about a friendly volleyball match?
9. **Build customer loyalty** by getting them involved in your activity so they feel like they are part of your team.
10. **Do Good.** Doing good is its own reward. Nothing makes people happier. If you end up with a t-shirt with your logo on it that's just a bonus 😊

What is the Abbotsford Community Foundation?

We build endowment funds with donations from individuals or organizations. Sometime these are named funds and the donor decides what to support with the income from his fund. Some funds, like our Smart and Caring Community Fund, are made up of donations from different people who have entrusted the Foundation to provide grants to local charities to address the most pressing current needs like child poverty.

We help donors provide scholarships and bursaries to graduating high school students. This year we will allocate \$337,000 for over 300 student awards in all of our public high schools and M.E.I. These awards.

We build capacity for local non profits through sponsoring professional development workshops and working collaboratively on local issues.

We encourage individuals to give back to their community by leaving a bequest in their will to establish an endowment that will live on as a permanent legacy of giving.

Smart and Caring Campaign Committee

Members of the Smart and Caring Campaign are all volunteers who live and/or work in Abbotsford and are giving their time to encourage others to join them in supporting the Smart and Caring Community Campaign championing Abbotsford kids. They include:

David Lanphear, Vice President, Banking and Insurance, Envision Financial, Chair of the Smart and Caring Campaign and ACF Board member

Sukh Sidh, Re/Max Little Oak Realty and ACF Board member

Kal Sidhu, Account Manager, First Page Marketing

Tracy Yolland, Vice President Operations, Aldergrove Credit Union

Kelly Khakh, Assistant Vice President, Retail Banking and Insurance, Envision Financial

Judy Redekop, North Bluff Farms Inc.

Gina Spencer, Engineer, Levelton Consultants Ltd.

Marona Wiebe, Placement Coordinator, BC Broiler Hatching Egg Commission

FOR MORE INFORMATION CONTACT: SUSAN MCALEVY, EXECUTIVE DIRECTOR, ABBOTSFORD COMMUNITY FOUNDATION AT 604-850-3755 or smcalevy@abbotsfordcf.org