



# NEWS RELEASE

For Immediate Release

**Chief Executive Officer:**

Martin Garber-Conrad

**Directors:**

Karen Platten, Chair  
John Holmlund, Deputy Chair  
Joanne Beaton  
Melissa Field  
Yusuf Karbani  
Zaheer Lakhani  
John Mahon  
Ove Minsos  
Larry Pana  
Penny Omell  
Rod Rode  
Anne Smith

**Honorary Chairpersons:**

Louis Desrochers  
Jean Forest  
John Mitchell  
Ron Odynski

**Benefactors:**

Canative Housing Corporation:  
· Orval Belcourt, Director  
· Georges Brosseau, Director  
· Herbert C. Belcourt, Director  
Eldon† & Anne Foote  
Harry Hole  
James F. Hole  
Ralph K. Hole†  
George & Rae Poole†  
John† & Barbara Poole Family  
Alison Baldwin Rice†  
E. John Slatter†  
Don† & Joan Stanley  
Robert† & Shirley Stollery  
Francis Winspear†  
†Deceased

**Secretary:**

Neil Gower, Q.C.

## Foundation Directed Initiatives to provide \$1 million to charitable programs in our community

(October 5, 2007 – Edmonton)

The Edmonton Community Foundation has developed a new vision for helping to meet the needs of the charitable sector in Edmonton. Foundation Directed Initiatives (FDIs) are an innovative approach to funding that will support both new and existing long-term, high priority charitable projects in our community.

“Over the next few weeks 14 FDI grants with a total value in excess of \$1 million will be issued to selected charitable organizations in our community. This initial investment will be followed by additional grants that will provide stable and predictable funding for at least three years,” says Foundation CEO, Martin Garber-Conrad. “Each of these organizations has a reputation of exemplary program delivery. This new approach to funding ensures that they can focus on the work at hand without having to jump over the same funding hurdles each year. With FDIs we are reaching out to the community and saying that we acknowledge the value of these programs and want to invest in them.”

.../2

“The Foundation also will look to leverage FDI investments with funds from other sources in order to enhance sustainability for the sector and positive outcomes for the community.”

The Foundation will not discontinue its regular granting that takes place in response to applications from charities in the community. “We’re still eager to receive solid applications for innovative projects from charities in our several areas of interest,” says Garber-Conrad. Community Grants Program disbursements and donor-advised grants totaled more than \$10 million in 2006.

“FDIs will simply allow us to strengthen collaboration with key charitable stakeholders and work toward solutions to Edmonton’s most urgent challenges through appropriate, dependable funding,” says Garber-Conrad.

-30-

For more information contact:

Martin Garber-Conrad, Chief Executive Officer  
426-0015 ext. 115