

## President Hamilton's Report: AGM April 18, 2008

At last year's AGM, I summarized ACF's commitment to enable others in Abbotsford to do their best. We backed up our intention to do that with an agreement to create a new 5 year strategic plan and a **new story** about ACF. We wanted to move our Fund Development activities into higher gear.

In the past year we have made excellent progress in following through on those intentions. Following the Fund Development Committee's recommendations we engaged the services of Ron Kuehl to develop a Case For Support and a Marketing Strategy for ACF. Ron's research process engaged the attention of ACF's key stakeholders and from their feedback, we have drafted a new story about ACF.

**Abbotsford Community Foundation (ACF) is the most trusted center for planned community giving, in Canada's most giving city. It is an independent, well managed and respected giving agency that attracts and manages asset-based gifts for the long term health of the community.**

### *ACF Inspires Giving, Empowers People, Grows Community*

I want to make this year's report a kind of a "back cast" on this story – if it is compelling we should be able to see the results of our actions in the last 12 months through the lens of this story.

#### **Inspiring Giving**

We could say that ACF is excellent at inspiring people to give Volunteer time and intelligence. Each of the Board members contributes this in many ways – whether it is Director Besse offering the Business Template we used at the BOD meeting just held; or Director O'Connor's contributions to publishing Imagine Abbotsford Dialogues; or ED Magson's generosity in working extra days and hours to ensure the S&B Donor Packages are completed for the awards night. We could also acknowledge all the volunteer time given by the stakeholders who attended our Focus Group Sessions, and the Board's time for our February Saturday retreat.

We can recognize that ACF inspired financial giving from individuals, families and organizations. ED Magson has a gift for responding in laser speed to the unfortunate occurrences of student deaths and bringing solace to families, friends and schools by helping them establish funds painlessly and easefully. This happened three times in a period of seven months, memorial award endowment funds for Joshua Jensen, Katherine 'Katie' McKenzie and Trevor Dueck were established.

We also inspired the giving of a significant gift, exceeding \$400,000 from the Lovick estate and for the initiation of the Grace and Stan Hindmarsh - Conexions Fund.

Each of the Imagine Abbotsford publications in the News has directly inspired giving for different recipients in the community: youth, families, seniors.

#### **Empowering People**

ACF has a reputation for partnering effectively with other philanthropic organizations in the city. We all know about the Impact Grants for which we have collaborated with UWFV in past years. In 2007 ACF was once again instrumental in empowering stakeholders across the city in the Imagine Abbotsford Dialogues. We partnered with UWFV, FVSocial Enterprise Centre, along with Sponsors UCFV, BC Healthy Communities, Complete EyeCare, Envision Financial Services and the News. This continues to give us insights on what our community considers is important now and will become important in 30 years from now.



But more than that, ACF was able to empower future wellbeing in the city by finally making sizable Grants in 2007. ACF contributed the largest Grant in our history -- \$100,000 -- to the City's Discovery Trails project. And our second largest Grant -- \$75,000 -- was made to Fraser Valley Healthcare Foundation for equipment at the new Hospital.

Granting also empowered the work of affordable housing activist, Gail Franklin who has empowered a whole network of stakeholders focused on this issue (including the Mayors of all the Central Fraser Valley cities). This new initiative for Granting directly empowered a person who is building social capital connections amongst many organizations.

The Grants Committee also empowered the view other charities have of ACF. It stepped outside ACF's offices, to give the committee a community needs-based perspective and took its meetings into the community, for example to the Salvation Army's location on Cyril Street.

The S&B Fund as the direct recipient of the Lovick bequest will be in a position to empower more students with more and greater scholarships and bursaries in the future.

### **Growing Community**

As the beneficiary of the Lovick estate, ACF grew community through its relationship with Director Downe, who is both an ACF Board Member (now Past) and an Allied Professional. We know that this donation was enabled because of Director Downe's long term relationship with both Mr. Lovick and ACF. These are relationships that ACF wants to nurture through growing relationships with key members of the legal, accounting, financial and estate planning professions. These are the relationships that can leverage our intentions of inspiring giving and leverage our actions of empowering people.

ACF is now working with the City of Abbotsford to finalize the Agricultural Enhancement Fund. This fund will grow the Country part of "The City in the Country", through a combination of endowment and flow-through funds. This is effectively a guaranteed form of planned giving, as property owners applying for re-zoning from land held in the ALR to airport related rezoning, will contribute \$20000 per acre for the long term benefit of agriculture. ACF will be responsible for creating an AEF Grants Committee whose granting will contribute to the healthy sustainability of agriculture in Abbotsford in the future.

### **Building Infrastructure**

In the last year ACF has been positioning itself, not just to tell a new story but to be able to continue our responsible management of existing funds and to be able to grow into our new aspirations. We have set a major "stretch" target of \$100,000,000 in 10 years, primarily through planned giving. In the last year, the first steps we have taken to move in that direction have included hiring a bookkeeper, a new receptionist and a communications consultant. Now we are poised to take the next steps to create the infrastructure that will move us firmly in that direction: through a full time ED, PGO and by coalescing the authority, power and influence of our past BOD.

### **Making the Story a Reality**

The community of Abbotsford has a rich history and a proud tradition characterized by people who are generous, who believe in giving to generate a greater good, and genuinely want to help others. The Imagine Abbotsford Dialogues have demonstrated -- as have Stats Can statistics -- that we are the most giving community in Canada. The Abbotsford Community Foundation BOD are representatives of this community. It is no coincidence that we can imagine, that in the years ahead we will create the conditions that: inspire planned giving, empower people and grow community.



Our new story in this giving city is a never ending one.

***Inspiring Giving Empowers People***

***Empowering People Grows Community***

***Growing Community Inspires Giving***

***Inspiring Giving Empowers People***

*...and so forth*

Marilyn Hamilton, PhD CGA  
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