



ALBERTA MENTOR FOUNDATION FOR YOUTH

MENTORSHIP "ONE HOUR A WEEK, NOTICED BEAUTIFUL
READY TO ACHIEVE POTENTIAL INDIVIDUAL START
CONFIDENCE COMMUNITY CONSTRUCTIVE AMBITIOUS
MENT ONE LIFE CHANGED!"

EMPOWER YOUTH MENTORING

ANNUAL REPORT '07



Our Mission

To help junior and senior high school students achieve their full potential through supportive in-school mentoring relationships.



Background

The Alberta Mentor Foundation for Youth (AMFY) is dedicated to helping middle, junior and senior high school students achieve their full potential...

The Alberta Mentor Foundation for Youth (AMFY) is dedicated to helping middle, junior and senior high school students achieve their full potential through supportive in-school mentoring relationships. AMFY facilitates mentoring relationships between caring adults and youth by recruiting, screening and training adult volunteers to serve as mentors. Volunteer mentors are matched with students identified by school counselors as needing a caring adult in their lives. Throughout the year, each mentor and student pair meets for a minimum of one hour per week on school property, during school hours. Mentoring empowers youth to make healthy decisions.

AMFY was founded in 1995 by a group of Calgary business professionals and educators who were concerned with the alarming number of Alberta's youth not completing their high school education.

They believed that the future of Alberta youth was a community concern. Sadly, youth are dropping out of school as a result of being unable to cope with adverse issues going on in their lives. In many cases, these students have no caring adult available to help them deal with issues confronting them. Research indicated that an in-school mentoring program represented the most effective form of early intervention. AMFY is tackling this challenge and the results are exciting.

In February 1995, AMFY placed 14 volunteer mentors in three Calgary Board of Education schools as a pilot project. The response to the program from the students, mentors, families, schools and community was extremely positive. Since then, AMFY has expanded its program to 70 schools in the Calgary Board of Education, Calgary Catholic School District and the Rocky View School Division and during 2007, AMFY served 280 youth in Calgary, Cochrane and Airdrie.



Message from the Executive Director & Board Chair

The world is changing - quickly, dramatically and constantly.

The world is changing - quickly, dramatically and constantly. While 2007 was a year of economic prosperity and growth for Alberta, this environment presented new challenges – for youth as well as the Alberta Mentor Foundation for Youth (AMFY). As the success of our in-school mentoring program gained recognition, we saw a dramatic increase in requests for mentors. Recruitment and retention of both staff and volunteers are continuing challenges in our mission to serve youth at risk of dropping out of school. In 2007, AMFY served close to 300 youth in 70 junior, middle and senior high schools in Calgary, Cochrane and Airdrie.

In support of AMFY's vision Inspired Youth Inspired Community, we launched an exciting new program "Untapped", in the past year. This unique Grant Program provides AMFY's student protégés with the opportunity to explore new areas of interest which they otherwise could not afford. Financial support is made available for participants to pursue a skill, hobby or event. In 2007, Untapped opened new doors for 13 youth. Some of the activities covered were swimming, kayaking, guitar and singing lessons. This program was created as a result of an endowment established for AMFY by Lou MacEachern.

AMFY's in-school mentoring program produces a significant benefit for everyone involved – the students, the mentors, the families of participants, the partner schools and the community at large. To expand the scope of our program, we are in the process of holding discussions with Big Brothers & Big Sisters of Calgary & Area on ways in which our two organizations can work together to continue to grow the number of youth served and to help other groups engage in successful youth mentoring programs in Calgary and elsewhere in Canada.

On behalf of everyone at AMFY, we express our appreciation to the mentors, protégés, school contacts, volunteers, staff members, Board directors and donors who have enabled our organization to serve close to 1,000 youth over the past twelve years.

April 9, 2008

Steele Curry
AMFY Mentor & Board Chair

Donna Rubenstein
Executive Director



"It's a great feeling and boost to my self-worth to think that I am having a positive impact on my protege."

AMFY Mentor

2007 at a Glance

This past year was action packed at AMFY. Here are some of the highlights.

- AMFY mentors, school contacts and volunteers contributed 16,280 volunteer hours throughout the school year.
- 14 Mentor/Protégé Socials, 3 Mentor Workshops, and 14 Mentor Knowledge Sharing sessions were held.
- Special outings offered to protégés and mentors included theater tickets, sporting events, professional Life Skills workshops, etc.
- The 8th Annual Dinner & Auction was a great success raising \$115,000.
- The Untapped Grant Program had a large response. 13 of our protégé applications were approved for funding for a variety of requests such as dance, guitar and singing lessons.
- Hosted Pizza Parties celebrating high matches at Simon Fraser Junior High School, Ernest Manning High School, Thomas B. Riley Junior High School and Airdrie Schools.
- Five Scholarships valued at \$1,000 each were awarded to protégés. (Provided by Diversified Staffing Services and Petro-Canada.)
- Set up online access for school forms
- School Year End Celebration 2007 was held at the Calgary Zoo connecting protégés, mentors and school contacts.
- Opportunities were made available to the Airdrie and area protégés for Go Girl, Extreme FX, and recreational activity days for youth.
- Training for Airdrie and area mentors was made available locally.
- A Carnival evening was hosted by the Rocky View School Division (RVSD) to celebrate our partnership and mentoring in Rocky View.
- AMFY introduced new imagery and posters to reflect youth component of our program.
- AMFY was the honored charity at the Calgary Minirun II 007 (Mini Cooper car rally followed by a dinner and dance). Received excellent media coverage.
- A program renaming initiative was conducted to better reflect our youth connection. "mPower Youth Mentoring" will be introduced in Fall 2008.

mPOWER
YOUTH MENTORING



Success of the Program

Mentoring is a low-cost, high-yield method of early intervention. AMFY doesn't wait for a crisis, rather it seeks to prevent a crisis. Mentoring responds directly to the needs of youth who are struggling to meet their full potential. Mentoring also focuses on empowering youth in decision-making rather than deciding what youth need.

To demonstrate the effectiveness of the program and identify areas for improvement, an independent program evaluation was conducted and prepared for distribution by AMFY staff.

Across the different perspectives represented, the results show an improvement in the lives of the majority of Protégés involved in the AMFY program through the 2006 – 2007 school year.

100% of Mentors would recommend this volunteer experience to others

77% of Protégés and Mentors report seeing an improvement in the area of goal setting for Protégés

86% of Protégés report feeling an improvement with respect to positive identity

86% of parent(s)/guardian(s) report seeing an improvement in the Protégés' interpersonal skills

78% of Protégés report an improvement in school-related behaviours

90% of Protégés report experiencing an improvement in their problem solving skills since being involved in the AMFY program

81% of Mentors report seeing an improvement in the Protégés' interpersonal skills

Vision & Values

Vision

Inspired Youth Inspired Community

Values

Community

Building the capacity of today's youth to become active community members.

Mentoring

Promoting the power of mentoring to improve the lives of youth and inspiring them to develop their full potential.

Education

Recognizing the importance of completing high school as a foundation for a better future.

Diversity

Reflecting the diversity of the community in our program and activities

Integrity

Conducting ourselves with integrity and respect for others in everything we do.

Collaboration

Working with schools, youth, community groups, and youth serving organizations and businesses to provide mentoring support for youth.



Protégé Quotes

"It was a nice refuge. It was a rock that I shouted from, it wasn't a rock that I crawled under."

"I know it is really thanks to (my mentor) that I am really starting my dream. I know if it wasn't for the mentor, I probably wouldn't have the confidence and integrity and knowledge to get into the movie (business)."

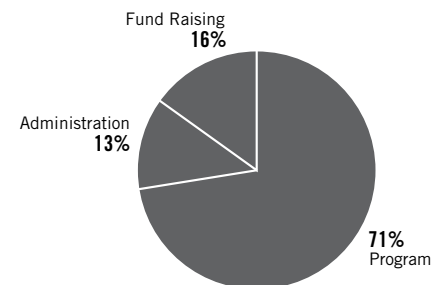
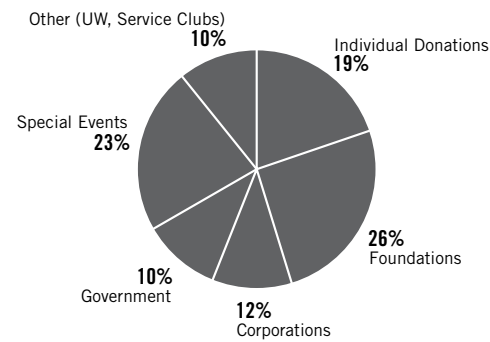
"I was having trouble with my grades. I decided to stay after school to get extra help. My mentor encouraged me and supported me with this decision because she said school is important."

"(I was) having a problem with people who were bullying me. My mentor explained that she was once bullied and my mentor is not that much older. The comments she made I never heard from anyone else before. She answered the questions that I had. She made me feel better."

"I was about to skip class and my mentor came just in the nick of time and caught me. We talked about the consequences."

Financial Highlights

AMFY Revenue 2007



Audited statement of Revenue and Expenditures for the year end Dec 31 07

Revenue	2006 \$	2007 \$
Donations		
Restricted	160,489	181,444
Unrestricted	288,531	291,346
Government Grants	75,241	72,657
Fundraising Events	87,112	117,683
Casino Revenue	45,495	66,110
Interest and other income	2,230	9,157
	659,098	738,397
Expenditures	2006 \$	2007 \$
Salaries & Benefits	386,657	430,332
Marketing	52,934	51,124
Office & Miscellaneous	62,849	54,235
Rent	49,308	50,401
Fundraising Events	29,470	32,550
Program evaluation & education resources	3,384	6,301
Professional fees	18,738	12,626
Insurance	11,458	12,706
Amortization of capital assets	7,562	7,192
GST expense	7,589	6,157
Mentor training and screening*	5,912	5,107
	635,861	668,731
Excess of revenue over expenditures	23,237	69,666

*Excluding staff-related expenses.

Board of Directors : 2007 - 2008

Richard Haskayne, Honorary Chairman

OC, FCA, Haskayne and Partners, former Chairman of the Boards of Fording Inc., NOVA Corporation, TransAlta Corporation and MacMillan Blodel. Also, former Chair of the Board of Governors, University of Calgary.

Steele Curry, Chairperson

Chairman, Aeon Investments Inc., former President, Revelstoke Companies Ltd. Director since 2000, Mentor since 1999.

Cynthia Johnston, Vice-Chairperson

Vice President, Corporate Services and Regulatory, FortisAlberta. Active volunteer in the Calgary community. Director since 2003.

Gloria Wells, Treasurer

Supervisor, Collaborative Services, Rocky View School Division, former businesswoman. Director since 2001.

Leslie Lebsack, Secretary

Former Guidance Counsellor, Jack James High School, former Curriculum Leader, Acting Assistant Principal and teacher, founding member of Starburst. Founding Director since 1994.

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Director, Shared Services, Western Adjudication Centre, Scotiabank. Director since 2001, Mentor since 1996.

Richard Brown

Vice President Crude Marketing and Trading, Suncor Energy Inc. Director since 2001.

Phil Carlton

Director Community Engagement and Transportation, Calgary Board of Education. Board member. Director since 2005.

Larry Fong

Psychologist, mediator, arbitrator, author and teacher; Fong Ailon Canniff. One of the founding directors, rejoined the Board in 2006.

John Hagg

Former Chairman and CEO of Northstar Energy Corporation and Principal of Tristone Capital Inc. Also served as a director of a number of community organizations. Director since 2006.

Deana Helton

Supervisor of Guidance, Counselling and Aboriginal Education, Calgary Catholic Separate School District, former President, Alberta Teachers Assoc. Guidance Council. Director since 2000.

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Retired partner, Grant Thornton LLP. Founder of the Variety Club of Southern Alberta. Director since 2005.

Laily Pirbhai

Director of Gifts and Donor Relations, The Calgary Foundation, a volunteer with Junior Achievement's ESIS (Economics of Staying in School) Program and a graduate of the Leadership Calgary (2004) Program. Director since 2005.

Mark Powell

Partner of the law firm Bennett Jones LLP. Director since 2007.

C. Alan Smith

President, Aeonian Capital Corporation, Chairman and CEO, PFB Corporation, and Former Chairman, Strathcona Tweedsmuir School Foundation. Director since 2006.

Thank You

The Alberta Mentor Foundation for Youth would like to thank the following supporters of our program in 2007

Major Donators 2007

Alberta Gaming & Liquor Commission
Anonymous Donors (4)
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Arthur J.E. Child Foundation
Blue Castle Corporation
The Calgary Foundation

- Bruce Robertson Family Flow Through Fund
- David and Jenny McDermid Family Flow Through Fund
- Lou MacEachern Fund for AMFY
- Van Wielingen Family Fund
- Various Donors Flow Through Fund

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Diversified Staffing Services Ltd.
Fong Ailon Canniff
Transcend

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