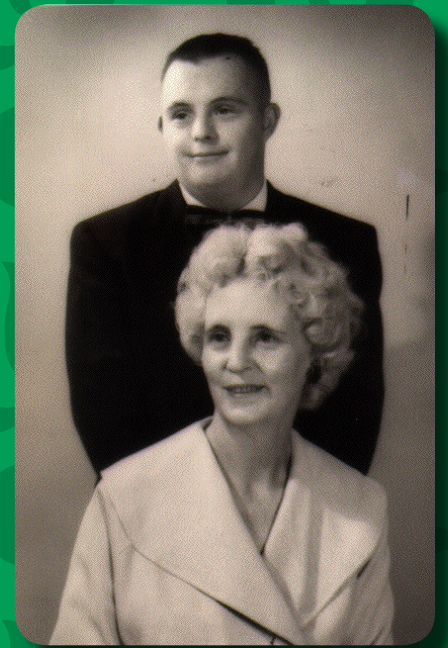


Empowering **People.**  
Inspiring **Dreams.**



Winnifred Stewart  
Foundation



# 2010 FOUNDATION Annual Report 2011

**Vision:**  
To support individuals with developmental disabilities to meet their potential and have full lives in an inclusive, supportive community.



The Winnifred Stewart Foundation was established as a fund exclusively for the benefit of persons with disabilities in the province of Alberta. Incorporated in 1972 under the Societies Act of Alberta, it works closely with the Winnifred Stewart Association by providing financial support for projects and initiatives aimed towards improving the lives of adults who are supported by the Association. The fund was named after Dr. Winnifred Stewart, a recipient of the Order of Canada for her dedication to providing care and support for people with disabilities.

## Message From the President

The Winnifred Stewart Foundation's purpose is to provide financial and public relations support to the Winnifred Stewart Association (WSA). This support allows WSA to deliver a broad range of programs and services to individuals with developmental disabilities. Our responsibility involves providing daily operational and financial support, as well as planning events to fund special projects.

We achieve our fundraising obligations through annual and planned giving, major gifts, special events, GreenGoods sales and Empties to Winn (Beverage Container Recycle program).

In the upcoming year we will embark on a new fundraising initiative to fund celebrations for the 60th Anniversary of Winnifred Stewart Association in April 2013. Our Board is honoured to have the opportunity to raise funds to commemorate this milestone and honour Mrs. Winnifred Stewart for her years of hard work and dedication which has allowed WSA to provide quality services to people with developmental disabilities today.

On behalf of the Winnifred Stewart Foundation, we congratulate and sincerely thank all those who have contributed to the successful fundraising that has taken place, and we look forward to your continued involvement and support. Your commitment and determination helps us to empower people and inspire dreams.

**Doug Lane**  
President, Board of Directors  
Winnifred Stewart Foundation

# Empowering People.

# 2010-2011 Foundation Board

## **Doug Lane (President)**

- WSF Board member for 3 years
- Previous President of WSA Board
- Owner of property management company, Casawise Management

## **Nada Thiru-Chelvam (Past President)**

- WSF Board member for 4 years
- Previous WSA Board President
- Lengthy Government career in Health Care

## **Peter Watson (Vice President)**

- WSF Board member for 3 years
- Previously Corporate Director of multi-national companies

## **Bruno Mercier (Treasurer)**

- WSF Board for 3 years
- Financial Planner for National Bank Financial

## **Catherine Vu (Secretary)**

- WSA Board member for past 1 year
- Owner/Operator of IT company, Pro-Active IT Management Inc.

## **Barth Bradley (Director at Large)**

- WSF Board member for 1 year
- Previously Treasurer for WSA Board
- Partner of accounting firm, Kingston Ross Pasnak, LLP

## **Ken Kowalski (Director at Large)**

- WSF Board member for 10 years
- Speaker of the House for Alberta Legislature

## **Ken Kouri (Director at Large)**

- WSF Board member for 1 year
- Retired accountant

## **Harold Witte (Director at Large)**

- WSF Board member for 1 year
- Previously Director for WSA Board
- Retired Pastor



# 2010 - 2011 Wall of Honour

Below are our new inductees to the "Wall of Honour," as well as those donors moving to new categories. Thank you for your support!

## **Volunteer Wall of Honour New Inductees**

- Judi Bell
- Jammie Livingston
- Stefan Scott.
- Nada Thiru-Chelvam

## **Donor Wall of Honour Category Changes**

### **Contributor**

- Doug & Jill Lane
- TC Bank
- Ted & Rachel Van Gunst

### **Builder**

- Jo Miske

## **Donor Wall of Honour New Inductees**

### **Supporter**

- Phoenix Insurance Group
- Allwest Commercial Furnishings
- Carma Developers
- Kathy & Peter Daly
- In Memory of Jessie Scoular
- Fort Road Bingo
- George H Luck Elementary School
- Don Gin
- Glenora Gates Condos
- Judy Lamash
- Legacy Condos
- McKesson Canada
- Neil E McLennan
- Bob McNally
- Sylvia Nasser
- PCL RTF Complex Edmonton Clinic
- PCL Construction Management
- Shelagh and John Slater
- Larry Smook
- Sprit Team
- Marion and Terry Stewart
- Superior Millwork Ltd
- TELUS
- Terra marketing Group
- Leduc Truss

### **Contributor**

- EPOR Centre
- Grant Ericksen
- Eton Park
- Hendrix Condon Bar
- Petrocom Construction Ltd
- Shaw Industries Group

### **Builder**

- Alberta Beverage Container Recycling Corporation
- IKEA

### **Partner**

- Lawrence Shopeau

# Year In Review

## In the Community

This year, Winnifred Stewart was invited to take part in the Al Hamilton and Friends Golf Classic in partnership with the Rotary Club of Edmonton. Along with signing up new participants to the Empties to Winn program, golfers had a chance to win great GreenGoods prizes through our bottle toss game.

The Joey's Home Trust Golf Tournament sponsored by Daytona Group was once again a huge success. With all proceeds going to Winnifred Stewart Foundation's Joey's Home Trust fund, over \$40,000 was raised through the tournament this year! We can't thank Daytona Group enough for their hard work and dedication to this tournament year after year.



The Empties to Winn (beverage container collection) program continues to be a great funding source for the programs offered by WSA. In April 2011, the Residential pick-ups were contracted out, which will allow a more focused approach to customer service. Business pick-ups continue to be coordinated by our Day Services program providing paid employment for individuals in our service. With a grant provided by the Kinsmen Club of Edmonton, we are able to purchase a new truck for our business collections. Watch for more information on this in the future! For more information on the Empties to Winn program or to sign up for free collection, please visit our website at [www.emptiestowinn.com](http://www.emptiestowinn.com)

GreenGoods has continued its effort to provide quality environmentally themed products to Edmonton and area homes and businesses. For the first time this year, we marketed our compostable bags through a mailout to households in St. Albert and Sherwood Park. This was a successful strategy and we will continue to look at cross-marketing strategies between GreenGoods and Empties to Winn in the future. Again this year you will see the GreenGoods team working at tradeshow and looking for opportunities to get our name and our "GreenGoods" out in the community. To place an order call our office at 780.451.5142 or go online to [www.wsagreengoods.com](http://www.wsagreengoods.com) and download our product catalogue and order form!



Find us on Facebook! Empties to Winn and GreenGoods have teamed up as the "ETeam" and have started a new Facebook page to help promote the program and share news about our products and events. Visit us at [www.facebook.com/wsa.eteam](http://www.facebook.com/wsa.eteam) to see what we are all about and stay up to date on what's happening around the Eteam.

# Inspiring Dreams.

## Fundraising

Fundraising by the Winnifred Stewart Foundation works to advance the Winnifred Stewart Association's mission and vision and also to develop relationships with community and corporate supporters.

Throughout the year, fundraising activities are implemented by the WSF team in four areas:

- **Empties to Winn/ GreenGoods** – the sale of Green themed products, a beverage container recycling program (Empties to Winn), direct mail campaigns
- **Marketing and Special Events** – the development of special events, corporate sponsorships and partnerships, as well as Foundation branding
- **Public Relations** – the cultivation of community partnerships, pursuit of grants, client advocacy, and communications with the public
- **Volunteer Services** – the maximization of human resources through ongoing recruitment and direction of volunteers in all programs and fundraising activities

## Coming Up in the Next Year

The Foundation's efforts are always in motion. Watch for the following 2010-2011 activities coming soon:

- **Blitz** – Our annual campaign is coming this fall. Watch for your copy in the mail shortly, or if you would like to be added to the annual Blitz campaign list, please contact us at 780-453-6707.
- **Fundraising** – With the Winnifred Stewart Association's 60th Anniversary fast approaching (April 2013), the Foundation will be hard at work raising funds to help celebrate this exciting milestone. Watch for information on how you can get involved!
- **Empties to Winn & GreenGoods** – watch for our staff at local markets and tradeshow this year throughout the city and surrounding area.

## Finances

The Winnifred Stewart Association works closely with the Winnifred Stewart Foundation to augment funding for special requests as needed. For more information or to make a donation, please contact Winnifred Stewart Foundation at 780-451-5142 or email [foundation@winnifredstewart.com](mailto:foundation@winnifredstewart.com). Copies of the 2010-2011 audited financial statements can also be obtained at the main office by calling 780-453-6707.



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Candace Smallwood – Special Events & Development  
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### Empties to Winn & GreenGoods Contact

Vicky Andress – Manager