

SCANNING THE LANDSCAPE



**Survey response from stakeholders*

VISION

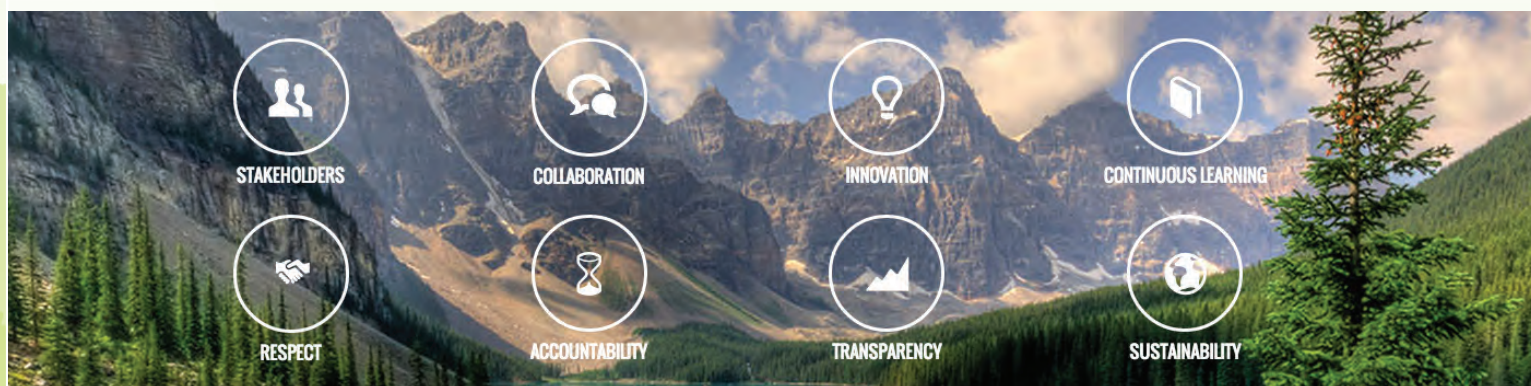
To be instrumental in building and leading an agile, adept and respected Real Estate industry in Alberta that values continuous learning, informed consumers and community service.

MISSION

The Alberta Real Estate Foundation supports and originates initiatives that enhance the Real Estate industry and benefit the people of Alberta.

VALUES

For the Alberta Real Estate Foundation, investing in the people of Alberta is an evolving process. We strive to make purposeful investments that make a real difference for the Real Estate industry and for all Albertans. Successful community investment is a balance of art and analysis. The Foundation is continually learning and adapting its community investment strategies to ensure that funding awarded contributes to our guiding principles and creates successful results for the organizations and communities that collaborate with us on projects.



WHERE DOES THE MONEY GO?

Since our inception in 1991, we have invested \$17.5 million to 537 projects that enhance the Real Estate industry and benefit the people of Alberta. We help fund a diverse range of initiatives, including - supporting studies in entrepreneurship and Real Estate, enhancing prairie wildlife habitat, consumer education around renting and condominiums, and conversations about Alberta's energy transition as well as water issues in the province.

537

Total Grants Funded Since 1991



**COMMUNITY
INNOVATION**



**EDUCATION +
RESEARCH**



**HOUSING
AFFORDABILITY**



**INDUSTRY LEADERSHIP
+ OTHER**

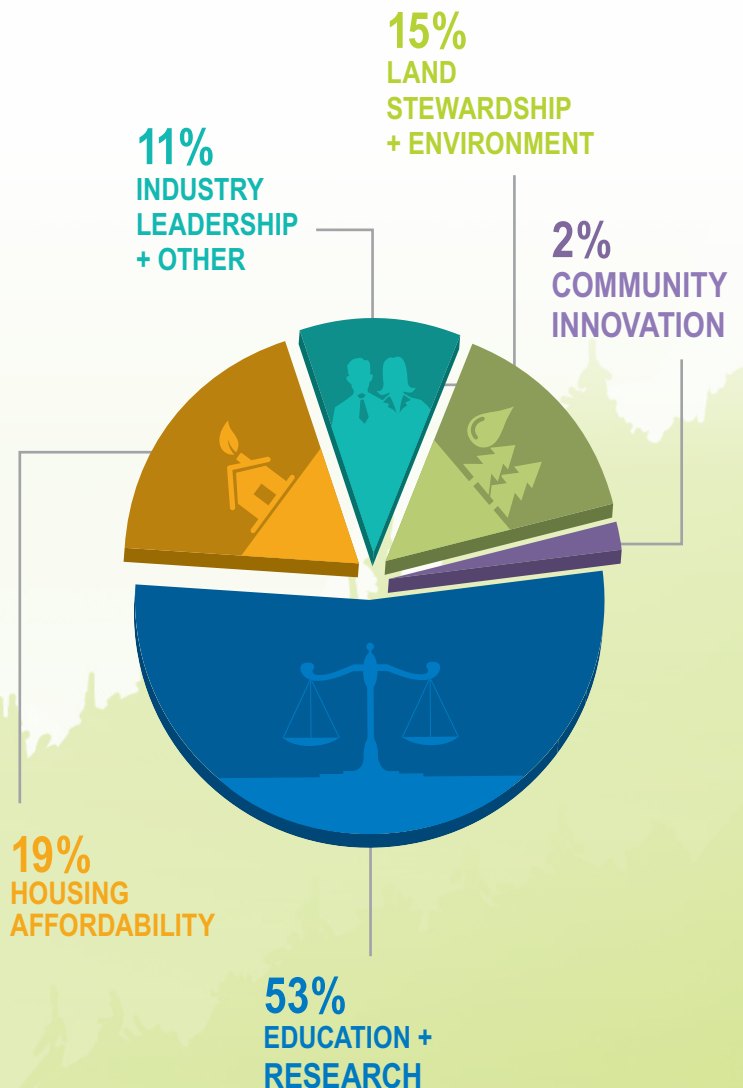


**LAND STEWARDSHIP +
ENVIRONMENT**

CUMULATIVE GRANTS 1991-2016

Since 1991 the Foundation has granted

	COMMUNITY INNOVATION	\$332,000
	EDUCATION + RESEARCH	\$9,332,089
	HOUSING	\$3,263,840
	INDUSTRY LEADERSHIP	\$1,918,087
	LAND STEWARDSHIP + ENVIRONMENT	\$2,653,248
Total Grants		\$17,499,264





CHARLIE PONDE

Chair

Twenty-five years ago, a dedicated and passionate group of industry leaders and provincial government officials came together to establish a fund to focus on the achievement of Real Estate excellence in Alberta.

The early years of the Alberta Real Estate Foundation funded initiatives related to education and training for professionals in the Real Estate industry—our Education and Research area of interest.

Over the years, the Foundation has evolved and expanded its focus to benefit the industry and people of Alberta by funding initiatives in other important areas—Housing, Land Stewardship + Environment, and Industry Leadership. In 2016, in celebration of our 25th anniversary, we introduced a fifth area of interest, Community Innovation.

Alberta and British Columbia are the only provinces in Canada with Foundations that distribute interest earned on home buyer deposits in trusts through a Real Estate broker for reinvestment into communities.

The Real Estate Industry is a unique and valuable network, made up of people from every background imaginable. One common thread is we are informed and endeavour to learn more to benefit the people we serve. It is an industry I am proud to have been a part of since 1992.

I am also proud of the Board of Governors of the Alberta Real Estate Foundation. The Board has committed to flowing out funding to worthy organisations across the province, an especially crucial endeavour during the economic change Alberta is experiencing.

This year we said goodbye to Governor Junaid Malik and Governor Jamal Ramjohn who have completed their terms on the Board of Governors. We also said goodbye to Past Chair, Gary Willson, who has served on the Foundation's Board for the last nine years. Gary strived to increase the Foundation's reach through collaboration with industry and communities. I want to personally say thank you to Gary for his leadership and commitment to the Foundation.

We welcomed a new Governor, Doug Leighton, this year. Doug is the Vice President, Sustainability for Brookfield Residential Properties, a leading North American homebuilding and land development company and joins us as a public appointment. His strong background in housing, urban design and sustainable development as well as connections with the land development and housing industries has benefited the Board greatly.

Charlie Ponde
Chair



CHERYL DE PAOLI

Executive Director

This year, the Alberta Real Estate Foundation celebrated 25 years of benefiting the industry and Albertans. The

Foundation has awarded grants to over 537 worthwhile industry and community causes in Alberta since 1991. That translates into over \$17.5 million.

This has been a year for reflection and important discussions regarding the Foundation's purpose and its resiliency. The Foundation has entered its sixth year of historic low interest rates on the brokers' trust accounts, the source of our revenue that we reinvest throughout Alberta.

Given the times of economic change in Alberta, the Foundation decided it was a good time to check in with our stakeholders to grasp how the Foundation was doing and engage in a conversation about the state of our province. As such, we chose "Scanning The Landscape" to be the theme of this year's annual report as we reflect on our current situation and look forward to future opportunities to ensure the Foundation remains true to its mandate of funding initiatives and research that make Alberta great.

Our theme of "Scanning Our Landscape" resulted in two World Café styled luncheons, one in Calgary and another in Edmonton as well as a follow-up survey for our grantees which went into more detail about the Foundation's policies and areas of interest.

The findings of the world cafés and survey will help inform the Foundation's strategy and help the Foundation become a more effective funder.

In 2016, the Foundation awarded \$919,500 to 26 grants and 18 smaller sponsorships across the province. The sponsorships provide the Foundation with the ability to offer funding to projects in a nimble and timely manner.

The Foundation supported diverse initiatives including revising the Alberta Landowner's Guide to Oil and Gas Development through Pembina, planning for a sustainable economic future in Pincher Creek with Southwest Alberta Sustainable Community Initiative, and developing a Community Resilience strategy roadmap for Wood Buffalo following the Fort McMurray wildfires in the spring of 2016.

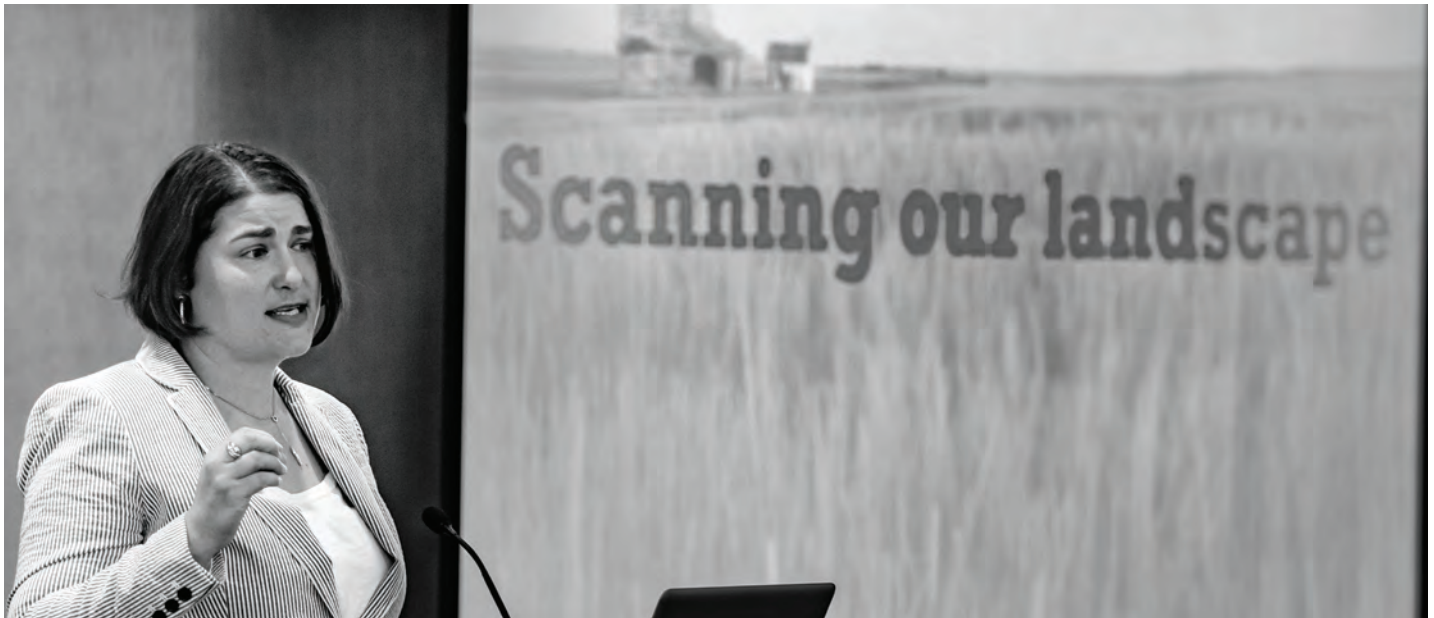
This year we also introduced a new area of interest, Community Innovation. This area of interest "supports projects, practices and ideas that encourage experimentation with the goal of creating new ways of realizing community potential and character within Alberta." The Foundation believes a funding umbrella that focuses on problem solving initiatives—identifying need, increasing collective understanding, generating ideas, testing and implementing solutions—was timely given the economic state of Alberta. We have since funded five programs under this umbrella.

The Foundation Board of Governors continues to honour the commitment to increase our community investment program funding for the foreseeable future and as a result of the new normal low interest rates, has drawn on long-term investment to ensure worthy Albertan projects are supported.

I would like to thank all our grantees and Foundation stakeholders who participated in our World Café luncheons and survey. I am looking forward to continuing the discussion about the state of Alberta and the role of philanthropy in that landscape. We look forward to another 25 years of supporting innovations that turn challenges into opportunities which will make a difference, for the industry and for Alberta.

Cheryl De Paoli
Executive Director





25TH ANNIVERSARY

On Wednesday, September 14th in Calgary at the Marriott Downtown Hotel, the Foundation celebrated 25 years of community investment and community service to the industry and to Albertans. The celebration continued on Wednesday, October 5th in Edmonton, at the Fairmont Hotel Macdonald. In total, more than 100 Foundation stakeholders, including Board, staff, grantees, industry members and government, participated in a World Café styled luncheon to discuss the state of our province.

A World Café is a format for leading group dialogue and knowledge-sharing about important issues. Participants are given a question to discuss with their tablemates. After the first conversation, people move to a new table to discuss the next question, taking their previous conversations with them. This is repeated with every new question, weaving the various conversations together.

The discussion focused on scanning the landscape of Alberta and the role and responsibility philanthropy, and by extension the role the Foundation, has in that landscape. When discussing the state of the province, the key themes that emerged from the discussions were sustainability, innovation and diversification—which included a more diverse economy, housing options and population.

Following the luncheons, 65 former and current grantees were invited to participate in an on-line survey to give input on the Foundation's strategy and values, grant process and evaluation process as well as communications. The findings from this survey, along with the notes from the World Café luncheons, will help inform Foundation's strategy.







ACCESSIBLE HOUSING – ACCESSIBLE UNIVERSITY

Accessible U is a new website that provides practical resources about residential accessibility in a friendly format. As a centralized location for data, research, toolkits and practical information, Accessible U makes relevant and understandable information readily available to anyone, anytime.

Accessible U is a resource for people living with a physical disability, for caregivers, advocates and health care providers. It is also useful for realtors, seniors-serving groups, community members, home builders and developers, empowering them with the knowledge they need, when they need it. It has been designed with rich, clear information on the basics of accessibility, how to modify or locate a home, community services and advocacy.

Accessible U is led by Accessible Housing, a Calgary not-for-profit, and was developed with the help of dozens of community members. These include persons with disabilities, experts from the health-care sector, construction companies and developers, public service staff, non-profit organizations and college and university staff. Accessible U is Accessible Housing's response to an information gap—a tool aimed at placing helpful information in the hands of those who need it.

WWW.ACCESSIBLEUNIVERSITY.COM



ALBERTA REAL ESTATE ASSOCIATION - DEFINING PROFESSIONAL EXCELLENCE THROUGH RESEARCH AND ENGAGEMENT

AREA wants to improve the Alberta Real Estate Industry's understanding of true professional excellence, defining it with statistically relevant, benchmark Alberta consumer research, as well as member and key stakeholder input. Using these publicly released research results, AREA will develop applicable and measurable Standards of Professional Excellence for the Industry.

This study will seek to improve the Alberta Real Estate's Industry's understanding of how it can move beyond compliance into true professional excellence while under threat from technology and new pricing mechanisms. Industry professional excellence cannot be defined in a vacuum; it needs to be defined with consumer, member and key stakeholder input.

This study will reflect on what real estate consumers want and what excellence means to them as well as how the real estate industry can define excellence in measurable ways.

WWW.AREAHUB.CA



ALTERNATIVE LAND USE SERVICES (ALUS) - COMMUNICATIONS AND OUTREACH FOR THE ALUS ALBERTA MUNICIPAL ALLIANCE

The ALUS Alberta Municipal Alliance (AAMA) is made up of ten ALUS communities, led by ALUS in partnership with municipalities. It offers programs that are changing private land and conservation dynamics in several ways—incentivizing conservation activities on agricultural land by paying for ecosystem services; building ownership over conservation and community support; and achieving measurable, verified conservation.

This grant will allow the recently created ALUS AAMA to better share knowledge, develop and implement a communications and outreach strategy in concert with ALUS Canada.

The three main goals of this project are:

1. To generate greater awareness of the benefits and accomplishment of the ALUS program and the AAMA among audiences across Alberta, including with realtors.
2. To provide support and guidance to new municipalities interested in launching the ALUS program.
3. To develop marketing and communications materials to support AAMA.

ALUS Canada was among the Eco-Heroes honoured at the 25th annual Alberta Emerald Foundation awards gala on June 8, 2016, winning the 2016 Shared Footprint Award.

WWW.ALUS.CA



CAMROSE OPEN DOOR ASSOCIATION – TENANT EDUCATION AND CERTIFICATION PILOT PROJECT

This pilot project will provide hard-to-house tenants with the knowledge, tools and support they need to be successful renters. The project will develop workshop curriculum, education sessions, appropriate community referrals, security deposit assistance and ongoing support to help the tenant in stabilizing their housing situation. There is a lack of knowledge and available support for hard-to house tenants in rural Alberta.

Camrose Open Door provides temporary housing support to homeless youth, aged 16-24. Once these young people begin looking for rental housing, there can be a perception that they are less than desirable tenants because they have never rented a property before, are young and transitioning from a shelter. The pilot project aims to eliminate some of this bias among landlords by educating the young tenants about how to be a successful renter.

The pilot project will lead to increased housing stability for vulnerable tenants in rural areas and could expand to other rural areas in Alberta.

WWW.CAMROSEOPENDOOR.COM



FUSESOCIAL – BUILDING COMMUNITY RESILIENCE TOGETHER

After the devastating wildfires in May 2016, Wood Buffalo had the opportunity to implement a process to build a more resilient community. This required a community engagement process. Research shows successful post-disaster recovery plans require that the affected community owns its recovery plan.

FuseSocial, as stewards of the Wood Buffalo Strategy Roadmap, will provide the expertise and help coordinate the efforts of the municipality, vis-a-vis the Recovery Committee and Task Force, in utilizing the Wood Buffalo Strategy Roadmap in identifying priority areas for the community recovery effort.

Strategy Roadmaps are created using a proven approach called the Integral Strategy™ methodology. The maps are a visual representation of strategy that links actions to outcomes, and outcomes to impacts.

They are co-created by multiple stakeholders and community members. The Strategy Roadmap acts as a management tool for implementation. It provides an integrated framework for priority setting, project chartering, and assignment of accountability for outcomes, performance measurement, and risk assessment. It is a highly effective tool for working across boundaries, aligning the strategic intentions and actions of multiple stakeholders and community members.

WWW.FUSESOCIAL.CA



PEMBINA INSTITUTE - ALBERTA LANDOWNER'S GUIDE TO OIL AND GAS DEVELOPMENT

Alberta's energy development landscape is a maze of regulations and complex relationships. The Landowners' Guide to Oil and Gas Development provides advice on negotiating the best relationship possible between industry representatives who live and breathe this subject matter and property owners or communities that may be facing it for the first time. It also provides accessible advice on some of these complex questions:

- If a permit agent knocks at your door and says a company wants to conduct seismic exploration on your land, how do you decide whether to grant permission?
- If a land agent tells you a company plans to drill a well or put a pipeline on your land, what do you need to know before you start negotiations? How do you decide whether any special conditions are needed in a surface lease or right-of-entry agreement?
- If there are plans to build a well or pipeline near your home, is the company obliged to tell you or consult with you?

In light of the significant changes to operations and regulations that impact landowners and the expansion of oil and gas operations since the last Landowner's Guide was released, there was strong demand from landowners, municipalities, governments and real estate professionals for the tools to approach development issues knowledgeably.

WWW.PEMBINA.ORG/PUB/LANDOWNERS



25 YEARS AND 5 AREAS OF IMPACT. INVESTING IN ALBERTA COMMUNITIES.



25 YEARS. 17+ MILLION. ~550 PROJECTS.

In 1991, we funded a project in Education and Research. Over the years we grew our reach to fund projects in three other important areas – Housing, Land Stewardship + Environment, and Industry Leadership. In 2016 we introduced a new area of interest, Community Innovation.

MAKING A DIFFERENCE. FOR THE INDUSTRY. FOR ALBERTA.

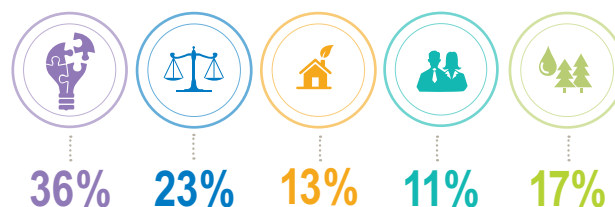
The Alberta Real Estate Foundation supports initiatives that enhance the Real Estate Industry and benefits Albertans.



www.aref.ab.ca

COMMUNITY INVESTMENT 2016

Total Projects Funded: 26	
COMMUNITY INNOVATION	\$332,000
EDUCATION + RESEARCH	\$207,500
HOUSING	\$120,000
INDUSTRY LEADERSHIP	\$100,000
LAND STEWARDSHIP + ENVIRONMENT	\$160,000
Total Amount:	\$919,500




 **ACCESSIBLE HOUSING**
Accessible University
PROVINCE WIDE, AB **\$50,000**

 **ALBERTA ENERGY EFFICIENCY ALLIANCE**
Maximizing Alberta's Energy Efficiency Opportunity
PROVINCE WIDE, AB **\$45,000**

 **ALBERTA REAL ESTATE ASSOCIATION**
Defining Professional Excellence through
Research and Engagement
PROVINCE WIDE, AB **\$50,000**

 **ALBERTA REAL ESTATE FOUNDATION**
Community and Real Estate Industry
Sponsorship 2016-2017
PROVINCE WIDE, AB **\$50,000**

 **ALBERTA WATERPORTAL**
The Future of Water: Engaging Albertans
in the Water-Food-Energy Nexus
CALGARY, AB **\$25,000**

 **ALBERTA RURAL DEVELOPMENT NETWORK (ARDN)**
Sustainable Housing Initiative
RURAL FOCUS, AB **\$25,000**

 **ALTERNATIVE LAND USE SERVICES (ALUS)**
Communications and Outreach for the ALUS Alberta
Municipal Alliance (AAMA)
RURAL FOCUS, AB **\$30,000**


 **CALGARY AGING IN PLACE CO-OPERATIVE**
Operations Start-Up
CALGARY, AB **\$15,000**


 **CAMROSE OPEN DOOR ASSOCIATION**
Tenant Education and Certification Pilot Project
RURAL FOCUS, AB **\$28,500**


 **CAPITAL REGION HOUSING FOUNDATION (THE HOME PROGRAM)**
MOVE Forward
LAC LA BICHE, AB **\$25,000**

 **CENTRE FOR AFFORDABLE WATER AND SANITATION TECHNOLOGY (CAWST)**
Alberta Water Issues CAWST Capacity Building
Workshop Package
PROVINCE WIDE, AB **\$15,000**

 **FRIENDS OF FISH CREEK PROVINCIAL PARK SOCIETY**
Community Engagement 25
CALGARY, AB **\$15,000**


 **FUSESOCIAL**
Building Community Resilience Together
FORT MCMURRAY, AB **\$27,000**

 **HEARTS AND HAMMER SOCIETY**
Hearts and Hammers, Affordable and
Accessible Home Renovations
CALGARY, AB **\$5,000**

 **INSIDE EDUCATION**
E3/C3 Project
PROVINCE WIDE, AB **\$20,000**

 **INSTITUTE FOR COMMUNITY PROSPERITY**
Vivacity
CALGARY, AB **\$20,000**

 **LAND STEWARDSHIP CENTRE**
The Green Acreages Guide Primer Re-print
PROVINCE WIDE, AB **\$20,000**

 **LIFEHOUSE CARE HOME SOCIETY**
Alive Inside: A Full Body Experience
PROVINCE WIDE, AB **\$14,000**

COMMUNITY INVESTMENT 2016



PEMBINA INSTITUTE

Alberta Landowner's Guide to Oil and Gas Development: Phase Two
PROVINCE WIDE, AB

\$75,000



PEMBINA INSTITUTE

Renewable Best Practices
PROVINCE WIDE, AB

\$25,000



SOUTHWEST ALBERTA SUSTAINABLE COMMUNITY INITIATIVE

Planning for a Sustainable Economic Future in Pincher Creek
PINCHER CREEK, AB

\$20,000



STEWARDS OF LAC LA BICHE WATERSHED

Lac la Biche Sensitive Habitat Inventory Mapping
FORT MCMURRAY, AB

\$20,000



SUSTAINABILITY RESOURCES

Rural Prosperity Initiative
PROVINCE WIDE, AB

\$5,000



THE ALEX

The Alex Community Food Centre
CALGARY, AB

\$20,000



THE NATURAL STEP

Energy Futures Lab
PROVINCE WIDE, AB

\$250,000



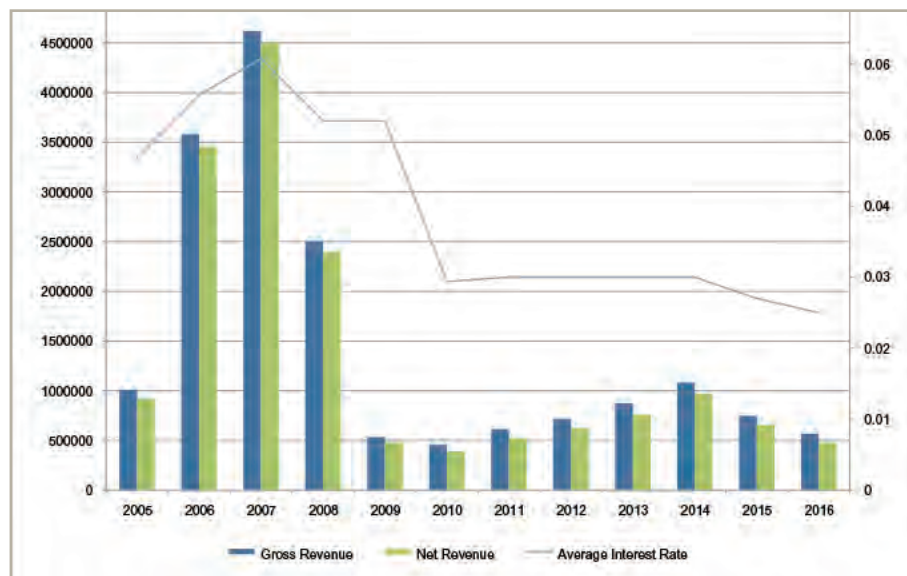
THE UNIVERSITY OF LETHBRIDGE

Challenges and Solutions in Acquiring Water for Housing Development
CALGARY, AB

\$25,000

REVENUE STATEMENT

Revenue for the Foundation is accumulated from the interest earned on public money deposited in Real Estate Brokers pooled trust accounts.



In 2016 the Foundation collected \$567,789 in pooled interest from the trust accounts from which \$88,924 was dedicated to bank service charges. The total trust account interest was \$478,865. The average bank interest rate dropped to an average 2.50%. Bank of Canada prime was at 0.50%.

GOVERNORS

The Foundation is guided by the Board of Governors that meets three times a year. As stewards of the Foundation's mission, their role is to represent the well-being of the industry and our community using the Foundation's community investment program. To do this successfully, they rely on the overall strategic direction and values of the Foundation.



Brent Alexander - Calgary
Foundation - Public Appointment



Krista Bolton - Leduc
Real Estate Council of Alberta



Doug Leighton, Calgary
Foundation - Public Appointment



Junaid Malik - Calgary
Real Estate Council of Alberta



Charlie Ponde - Chair, Edmonton
Alberta Real Estate Association



Jamal Ramjohn - Calgary
Foundation – Public Appointment



Jim Saunders - Lethbridge
Alberta Real Estate Association



Gary D. Willson - Past Chair, Calgary
Foundation - Public Appointment



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