



ALBERTA
REAL ESTATE
FOUNDATION

SCALING FOR GROWTH

VISION

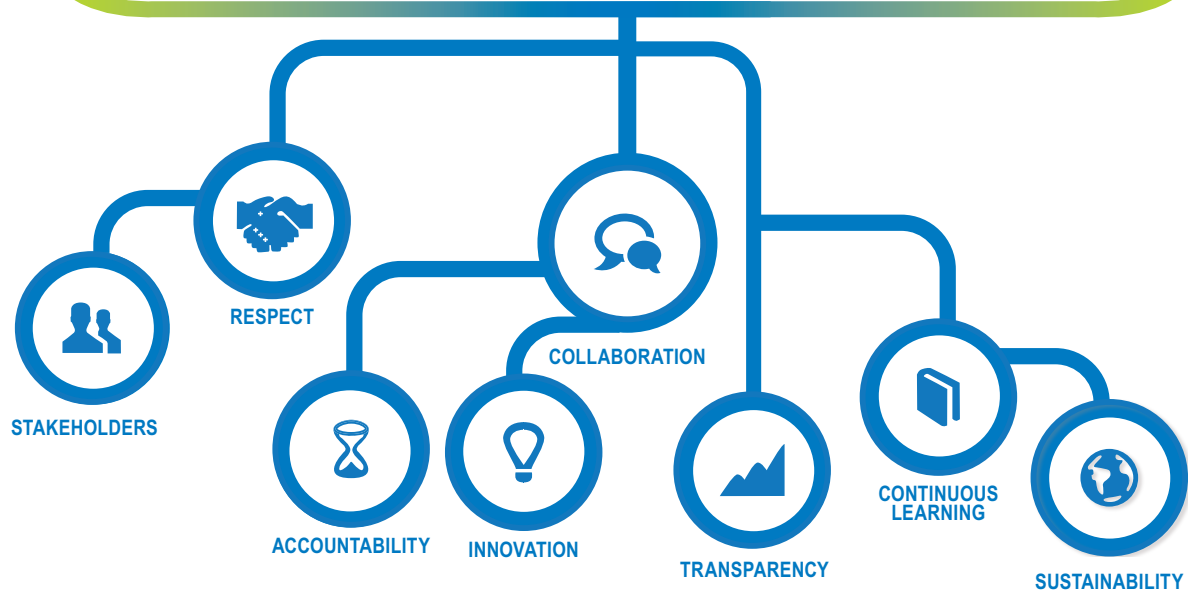
To be instrumental in building and leading an agile, adept and respected real estate industry in Alberta that values continuous learning, informed consumers and community service.

MISSION

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

ROOTED IN OUR 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.





JIM SAUNDERS
Chair

Over the last year, the Foundation has continued on our steady path of investing in innovative initiatives that strengthen communities across the province. Every year, we strive to build stronger relationships with communities and industry across Alberta. We seek to expand our reach beyond the larger city centers, with projects that have a rural or province-wide focus and support a good mix of larger organizations and small community groups.

In 2018, we were pleased to have more engagement with the Central Alberta REALTORS® Association in Red Deer, meeting with more of our colleagues outside Edmonton and Calgary. In early 2019 we are holding a strategy session with the Real Estate Foundation of BC during a large national real estate conference and look forward to learning from our neighbours to the west.

Early in our fiscal year, I was pleased to step in and take on the role of Chair after Brent Alexander, who had just assumed the position, had to step away. Brent was offered an excellent career opportunity outside the province and after skilfully chairing one meeting of the Board, he regretfully had to surrender his duties with AREF.

Brent first joined the Foundation's Board in 2012 as a public appointment. He always provided thoughtful insight on community initiatives and was a strong leader, unafraid to take risks and always demonstrating flexibility in approach. Brent was extremely active in our community and I believe the province will miss his valuable contributions.

This year, we welcomed Tyran Ault as a new public appointment to the Board of Governors. Hailing from Fort McMurray, where he was raised and served as a Municipal Councilor from 2013 to 2017, Tyran recently moved to Calgary to work as Team Lead of Upstream Communications for Suncor Energy, his employer of seven years. Tyran brings considerable expertise in governance to the Board as well as strong connections to northern Alberta.

Finally, we said farewell to the Past Chair, Charlie Ponde, who has served on the Foundation's board for the last seven years. During his time on the Board, Charlie strived to strengthen the Foundation's connection to the industry and real estate professionals. I would like to personally say thank you to Charlie for his enduring commitment to the Foundation, our grantees and the real estate industry in which he has played a major role in for more than 26 years.

I look forward to serving the Board of Governors as Chair in 2019 and furthering our commitment to the real estate industry and communities of Alberta.

Jim Saunders
Chair



CHERYL DE PAOLI
Executive Director

The Foundation always strives to be as effective as possible with the funding granted across the province. In 2018, as interest rates continued to slowly rise, the Foundation found itself in the promising position of being able to fund even more worthy projects in Alberta.

In 2018, the Foundation awarded \$1,426,000 in funding to 23 grants and \$50,000 to 16 smaller sponsorships across the province. This surpassed our initial goal of awarding \$1,250,000 in 2017/2018 and resulted in a 26 per cent increase in our community investment program of \$1,053,000 from the year before.

This last fiscal year has seen the second highest amount of funding we've awarded in a fiscal year since our inception in 1991. The highest year for our funding allocations was 2007 when the real estate market was strong.

The increase in interest rates, while having a detrimental effect on some parts of our industry, allowed us to increase the scope of change we are helping achieve in the province. The Board of Governors set a goal of flowing out funding to innovative and impactful initiatives across Alberta. We have accomplished this and now the Foundation is looking at how best to scale our community investment programme for growth and increase our impact.

As we prepare to grow our community investment program we are looking to see how our funding can help scale a project. There are various ways to scale¹. A project may need to "scale up," that is to get larger in order to increase its impact. A project may need to "scale out" by replicating and tailoring existing programs to reach different audiences across the province. Finally, a project may "scale deep" to focus on making changes to a community's values and behaviour.

With this understanding in mind, this year we have worked to help organizations scale their projects up, out, and deep.

In an example of "scaling up" we supported Waterlution's work toward a robust Water Innovation Lab program that will bring together a diverse group of water experts and showcase opportunities and challenges for water issues across Alberta.

We funded the Organic Alberta's Young Agrarians program as they match the older generation of farmers with the next generation to help new farmers gain access to land and the necessary knowledge about farming. This was an example of "scaling out" by introducing a program that has already seen success in British Columbia.

Other initiatives we have funded include the University of Calgary Cumming School of Medicine's research on what behavioural and environmental design elements contribute to high radon exposure in Albertans' homes. Radon is a serious public health concern with a simple solution. This example of "scaling deep" will increase our understanding of how to ensure Albertans are living in healthy homes and will ultimately result in behaviour change for homeowners and the industry as a whole.

In the coming pages you will read more about some of the diverse and impactful projects the Foundation funded this year as part of our Scaling for Growth theme and I very much hope you will take the time to read their stories. I also invite you to visit our website and learn more about how the Foundation is making Alberta a better and stronger place.

Cheryl De Paoli
Executive Director

¹ Based on a decade of research on social innovations across Canada, the McConnell Foundation has defined three approaches of scaling to increase the impact of a initiative: scaling out, scaling up, and scaling deep. Scaling Out, Scaling Up, Scaling Deep (October 2015). Retrieved from https://mcconnellfoundation.ca/wp-content/uploads/2017/08/ScalingOut_Nov27A_AV_BrandedBleed.pdf

GOVERNORS

The Foundation's Board of Governors meets three times a year. The seven members of the Board—two from the Alberta Real Estate Association (AREA), two from the Real Estate Council of Alberta (RECA) and three from the community—lend their knowledge and expertise to guide the Foundation and oversee its strategic direction. The Board acts as stewards of the Foundation's mission, reflects its values and represents the well-being of both the industry and community through the community investment program.



Brent Alexander – Calgary
Public Appointment
Chair November 1 – March 31, 2018



Tyran Ault – Calgary
Public Appointment



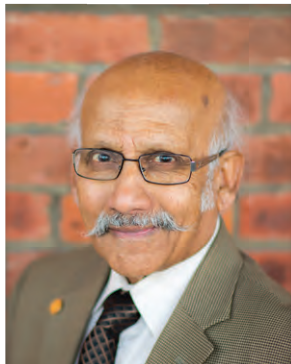
Scott Bollinger – Calgary
Real Estate Council of Alberta



Krista Bolton – Leduc
Real Estate Council of Alberta



Doug Leighton – Calgary
Public Appointment



Charlie Ponde – Edmonton
Alberta Real Estate Association
Past Chair



Jim Saunders – Lethbridge
Alberta Real Estate Association
Chair



Tash Taylor – St. Albert
Public Appointment



UNIVERSITY OF CALGARY – CUMMING SCHOOL OF MEDICINE - Understanding Behavioural Environmental Design Contributors of High Radon Exposure to Protect Canadian Health

Radon is the second leading cause of lung cancer—after smoking—and the invisible, odorless, radioactive gas may be lurking in your home. AREF is supporting Evict Radon, an awareness campaign that encourages homeowners across the province to test their houses for radon gas while also providing data for researchers who are looking for a solution.

“We want to educate people about the effects of radon gas and encourage as many Albertans as possible to test their homes while also gathering data for medical research,”

says Dr. Aaron Goodarzi, an assistant professor at the Cumming School of Medicine at the University of Calgary and lead of the Western Canadian Prairie Radon Study.

Radon occurs naturally when radium in the soil and rock breaks down. Goodarzi and his team have detailed radon gas analysis from more than 11,000 homes across Alberta and Saskatchewan. They found a staggering one in six houses contain hazardous levels of radon.

“We now have radon readings from all across Alberta and other parts of the prairies,” says Goodarzi. “We know that homes with higher square footage have higher

radon. However, there are still several unknown home metrics that are contributing to high radon.” They’re trying to determine the “X factor” about why newer houses have higher radon than older houses.

The researchers are aiming to test more homes in Edmonton, Lethbridge, Red Deer and Medicine Hat and rural parts of Alberta. The best time to test for radon is during the winter. “That’s when we spend more time inside, and due to the cold, our homes are sealed up tight — the perfect conditions for radon exposure,” says Goodarzi.

People order a \$60 Evict Radon test kit at evictradon.ca. They put the device in the lowest level of their home where they spend more than four hours a day and leave it there for at least 90 days. They register their device online, enter the start and end dates and fill out a short home metric survey. After the 90 days are up, the homeowner sends their device to the lab for analysis. They’ll get their radon level within a few weeks.

Radon occurs in areas all across the country. It’s the primary cause of lung cancer diagnosis in 10,000 to 40,000 Canadians every decade. And every day, an Albertan is diagnosed with radon-induced lung cancer despite never having used tobacco.

evictradon.ca





HIGHBANKS SOCIETY – Resiliency through Industry Partnerships

Highbanks provides subsidized, safe and affordable housing alongside other supports for 11 young families in Calgary. With funding from AREF, Highbanks is hiring real estate consultants to explore and develop creative partnerships with landlords, property owners, builders and developers. The aim is to work together to come up with creative ways to provide affordable housing for young single mothers, fill vacancies in market rental housing and build resiliency in the community.

“We are really excited to start thinking about how we might address the huge need. The money from AREF allows us to think in non-traditional ways about how we might be able to expand our reach,”

says Krista Flint, the executive director at Highbanks. “We are really keen to break down the paradigm of ‘We need a capital campaign and we need to build something else,’ because there are so many wildly innovative models for spaces for social good and we’re really excited to lead that thinking in our sector.”

Highbanks helps young mothers and their children who are homeless, at risk of being homeless

or leaving profoundly traumatic situations. “We provide a housing first model with a focus on education and everything we do is sensitive to the deep trauma most of our girls have experienced,” she says. The mothers, many of whom haven’t finished high school, are required to go to school full time. Over the last 15 years, many of the young women that Highbanks has helped have gone on to achieve post-secondary diplomas or degrees.

Highbanks puts on community events and provides workshops and classes on parenting, coping and stress strategies, financial literacy, nutrition and life skills. A registered social worker refers women to other agencies and supports. It costs about \$35,000 a year to help each family—an investment which Highbanks estimates saves taxpayers about \$650,000 in publically-funded social services costs.

“We work very closely with organizations concerned with homelessness in Calgary. At any given time, we have about 30 young moms on our waiting list seeking help,” Flint says. “About 97 per cent of the young women who leave us go on to pay market rent and in some wonderful cases, own their own home.”

highbankssociety.ca



STETTLER LEARNING CENTRE – Rural Climate Solutions online resources and broadcasting

The Stettler Learning Centre is creating a series of podcasts and a website that are “part educational tool, part source of inspiration” aimed at Alberta producers who want to understand what they can do on the farm to help move toward a clean energy economy.

“This podcast comes straight out of Alberta—one of Canada’s biggest agriculture and energy producers—and dives into the technology and practices that are both good for the farm and good for the climate,” says Derek Leahy, the project coordinator for Rural Routes to Climate Solutions at the Stettler Learning Centre.

“The agriculture sector is often characterized as a cause of climate change as opposed to a solution but most people do not realize that there are farming practices that can help us in the fight against climate change.”

From solar power to better land management, many of the practices that can help the environment can also help improve farming and ranching operations. “There are many producers who do not realize many climate solutions can help their farming and ranching operations thrive,” says Leahy. For example, using biodiversity can boost productivity, manage pests and help the land endure Alberta’s endless cycle of floods and droughts. Another podcast covers the benefits of formalizing a cooperative among agricultural producers to save on costs and minimize operators’ environmental footprints.

“Producers are constantly looking for opportunities and new techniques to improve my agricultural operations,” says Leahy. “Our project connects those dots by providing clear, informative and entertaining explanations on how producers can benefit from using climate solutions on their land.”

AREF’s support for the project allows the Learning Centre extend an existing program that received funding from the Alberta Government Community Environment Action Grant program. The initial program developed workshops and other materials for producers about agricultural and land-use practices that reduce carbon emissions.

Turning those materials into podcasts provides a really convenient method for producers to consume the information. “For producers, time is limited and it is also a precious commodity. But with the podcast, a producer can simply download episodes on to his or her phone and listen on the job, particularly on those days that they’re on a tractor or combine all day,” says Leahy.

“It is our hope that through this easily accessible method of learning, producers will be informed and inspired to use climate solutions on their farms. They will benefit and we will all benefit from this.”

rr2cs.ca



OLDS COLLEGE – Smart Agriculture Digital Story Map

A Smart Farm uses GPS, soil scanning and a number of other technologies connected to the internet to employ precision agriculture—that is, being selective with farm management techniques to increase the quality and quantity of food production.

With support from AREF, Olds College is developing a multimedia Smart Ag Digital Story Map to showcase the science and technology used on a Smart Farm. “It harnesses the power of both maps and stories to capture the different perspectives of our Olds College Smart Farm partners,” says Jason Bradley, the director of Smart Ag at Olds College. “We’re capturing the value proposition of each product or service provided to show how the technology works and how it interacts and performs as part of our connected farm or smart ag ecosystem.” Agriculture and agrifood production are predicted to be among the top drivers of Alberta’s future GDP growth so it’s important to help educate people about new technologies in the sector. “Stories and maps have been how we have shared knowledge and information since the dawn of time,” says Bradley. “The project is validating the best practises on our farm and helps us prove to those who will inherit this land that we stewarded it to the best of our knowledge and capability.”



OLDS COLLEGE – Use of Native Wetlands Plants and Cold Climate Floating Island Systems for the Remediation of Contaminated Water and Water with Excess Nutrients

Research at Olds College has determined at least three native wetland plants in Alberta—sedges, cattails and bulrushes—are “working very well” removing contaminants and excess nutrients from the water. “There’s no data that indicates what plants, what kind of contaminants or nutrients each plant takes up and how much the plants can take up at a time,” says Ruth Elvestad, research technician at Olds College Centre for Innovation.

That’s why AREF supported furthering the research with a project called: Use of Native Wetland Plants and Cold Climate Floating Island Systems for the Remediation of Contaminated Water and Water with Excess Nutrients. The project will test several more native wetland plants to help landowners understand the value of wetlands on their property and how different plants can clean up different contaminants.

“We would say let’s test the water that has algae or other contaminants,” says Elvestad. “Then we should be able to say ‘This is what you’ve got going on in your pond so you need plant X, Y or Z and this is how many you need of each in order to assist in cleaning your water so it can be recycled and used in agriculture, irrigation, and other applicable industries.’”



UNIVERSITY OF ALBERTA – FACULTY OF AGRICULTURAL, LIFE, & ENVIRONMENTAL SCIENCES - Coping with the Pressures of Fragmentation and Conversion of Agricultural Land in Alberta

When land is converted from agriculture to urban or industrial uses, it's essentially irreversible. "A field that is paved stays paved," says Brent Swallow, professor in Agricultural Life and Environmental Sciences at the University of Alberta. While converting farmland has benefits—jobs or tax revenue—there are costs too, such as lost food production and less resilience to extreme weather conditions. "The most obvious benefits mostly accrue to individuals, the less obvious costs mostly accrue to society as a whole," says Swallow.

AREF is supporting Swallow's project: Coping with the Pressures of Fragmentation and Conversion of Agricultural Land in Alberta. The project is examining the social costs and trade-offs in farmland conversion. It will survey people who live around Alberta's big urban centres. "We will present our survey respondents with 'what-if' questions about the values that they associate with conversion, and conservation of agricultural land," he says.

"With the results, we will engage municipal and provincial policy makers, and the general public, in better informed discussions and choices about development and conservation."

The project results about attitudes, policy tools and the economics of land use change will help Alberta's developers, provincial and municipal governments to better manage the fragmentation and conversion of agricultural land.

ualberta.ca/agriculture-life-environment-sciences



ORGANIC ALBERTA – Land Access Strategies for New Farmers in Alberta

Statistics Canada reports that only 8 per cent of farmers across the country have a succession plan. Meanwhile they're getting closer to retirement. The average age of producers in Alberta is 57 and fewer of their children want to take over the family farm.

“Seventy-five per cent of farmers say they will sell their land in the next 10 years. That’s a huge transfer of land,”

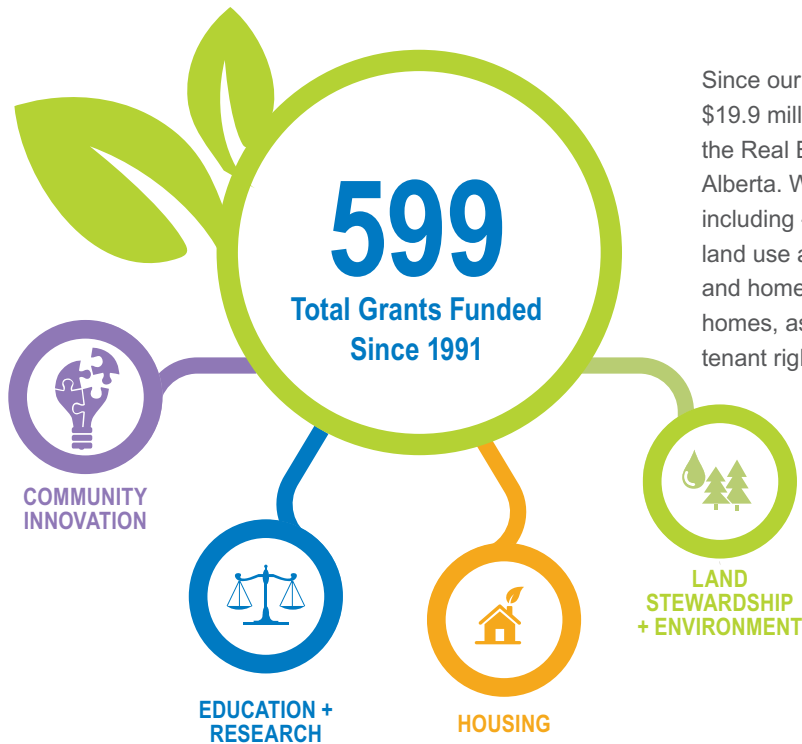
says Dana Penrice, prairie program manager at Young Agrarians. “At the same time we’re seeing a trend of new farmers coming from non-farming backgrounds. They’re first generation farmers and they’re looking for land.”

AREF is supporting the Young Agrarians’ Organic Alberta project which will research, consult and survey new farmers, older farmers as well as land experts to better understand the upcoming land transfer in Alberta. The project will host workshops on intergenerational communication, succession planning and other topics regarding land transfer. They’re branding the initiative: ‘Want land? Got land?’

“What we’re facing is a really significant change in assets in terms of land and farm ownership,” says Penrice. “We need to figure out this whole land access issue. How do we match up people who are looking for land and people who have land?”

organicalberta.org

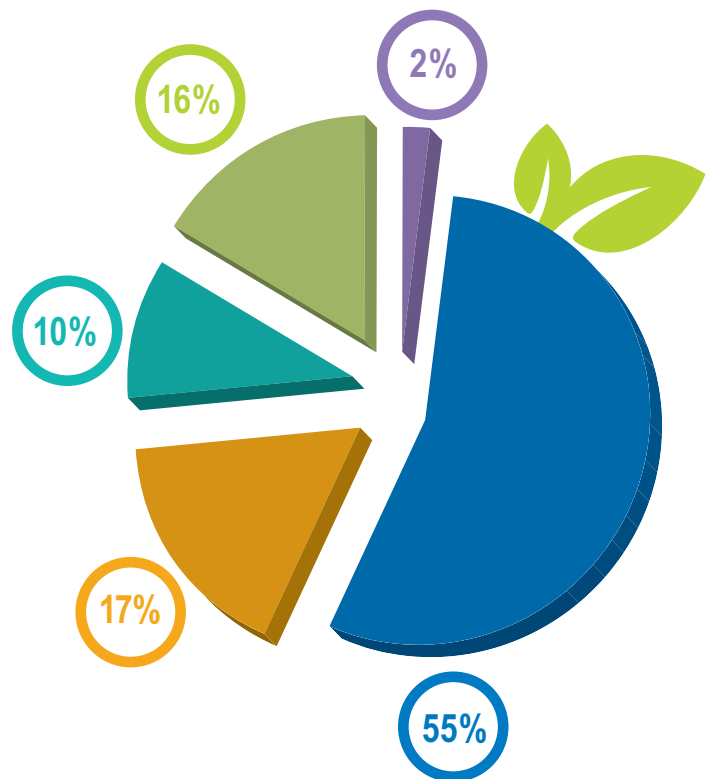
WHERE DOES THE MONEY GO?



Since our inception in 1991, we have invested over \$19.9 million to nearly 600 projects that enhance the Real Estate industry and benefit the people of Alberta. We help fund a diverse range of initiatives, including - supporting education and research around land use and water related issues, enhancing industry and homeowner knowledge on affordable and healthy homes, as well as education around landlord and tenant rights and housing law in Alberta.

CUMULATIVE GRANTS 1991-2018

Since 1991 the Foundation has granted		
	COMMUNITY INNOVATION	\$460,000
	EDUCATION & RESEARCH	\$10,925,089
	HOUSING	\$3,441,840
	INDUSTRY LEADERSHIP	\$1,968,087
	LAND STEWARDSHIP & ENVIRONMENT	\$3,183,248
Total Grants		\$19,978,264



COMMUNITY INVESTMENT 2018

Total Projects Funded: 23

COMMUNITY INNOVATION	\$128,000
EDUCATION & RESEARCH	\$890,000
HOUSING	\$123,000
LAND STEWARDSHIP & ENVIRONMENT	\$285,000
Total	\$1,426,000



9%



62%



9%



20%



ACCESSIBLE HOUSING SOCIETY

Changing Our Community Through Story
CALGARY, ALBERTA

\$60,000



ALBERTA EMERALD FOUNDATION

Environmental Recognition Program
PROVINCE WIDE, ALBERTA

\$50,000



ALBERTA RURAL DEVELOPMENT NETWORK

A study on implementing the psychology
of aesthetics in affordable housing developments
RURAL, ALBERTA

\$75,000



ATTAINABLE HOMES CALGARY CORPORATION

Moderate-Income Calgarians' Attitudes
on Homeownership
CALGARY, ALBERTA

\$13,000



CALGARY HOMELESS FOUNDATION

Building a Sustainable Non-Market Sector
CALGARY, ALBERTA

\$30,000



CENTER FOR PUBLIC LEGAL EDUCATION ALBERTA

Residential Tenancies Legal Information Program
PROVINCE WIDE, ALBERTA

\$70,000



EDMONTON COMMUNITY DEVELOPMENT COMPANY

ArtsCommon 118 Community Engagement
EDMONTON, ALBERTA

\$33,000



ENVIRONMENTAL LAW CENTRE

Moving from Conversion to Conservation: Stopping
the Loss of Agricultural Lands in Alberta
EDMONTON, ALBERTA

\$29,000



FOOD4GOOD

Collective Kitchens Programming
EDMONTON, ALBERTA

\$30,000



FRIENDS OF FISH CREEK PROVINCIAL PARK SOCIETY

Jobbers House in Fish Creek Provincial Park - Repurposing
and Upgrade Plan
CALGARY, ALBERTA

\$44,000



HIGHBANKS SOCIETY

Resiliency through Industry Partnerships
CALGARY, ALBERTA

\$21,000



OLDS COLLEGE

Smart Ag Digital Story Map
OLDS, ALBERTA

\$50,000



OLDS COLLEGE

Use of Native Wetland Plants and Cold Climate Floating Islands
Systems for the Remediation of Contaminated Water and Water
with Excess Nutrients
OLDS, ALBERTA

\$50,000



ORGANIC ALBERTA

Land Access Strategies for New Farmers in Alberta
RURAL, ALBERTA

\$60,000



PEMBINA INSTITUTE FOR APPROPRIATE DEVELOPMENT

New Energy Economy
PROVINCE WIDE, ALBERTA

\$100,000



STETTLER LEARNING CENTRE

Rural Climate Solutions – online resources and broadcasting
RURAL, ALBERTA

\$21,000



SYLVAN LAKE FOUNDATION

Sylvan Lake Sustainable Housing Initiative
SYLVAN LAKE, ALBERTA

\$20,000



THE SUSTAINABLE RED DEER SOCIETY (RETHINK RED DEER)

ReFraming the WaterShed
RED DEER, ALBERTA

\$25,000



**UNIVERSITY OF ALBERTA – FACULTY OF
AGRICULTURAL, LIFE, & ENVIRONMENTAL SCIENCES**

Coping with the Pressures of Fragmentation and
Conversion of Agricultural Land in Alberta
PROVINCE WIDE, ALBERTA

\$50,000



UNIVERSITY OF LETHBRIDGE

Advancements in Irrigation Agriculture with Implications
for Economic and Community Development and
Environmental Stewardship in Alberta
TABER, ALBERTA

\$25,000



UNIVERSITY OF ALBERTA – FACULTY OF LAW

Subsidiarity in Action: Effective Biodiversity Conservation
and Municipal Innovation
PROVINCE WIDE, ALBERTA

\$50,000



WATERLUTION – A WATER LEARNING EXPERIENCE

Water Innovation Lab Alberta 2019
PROVINCE WIDE, ALBERTA

\$20,000

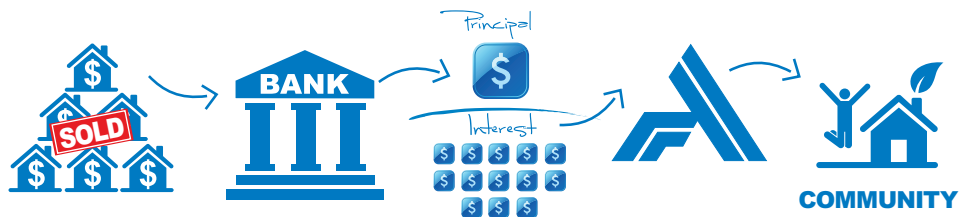


**UNIVERSITY OF CALGARY – CUMMING
SCHOOL OF MEDICINE**

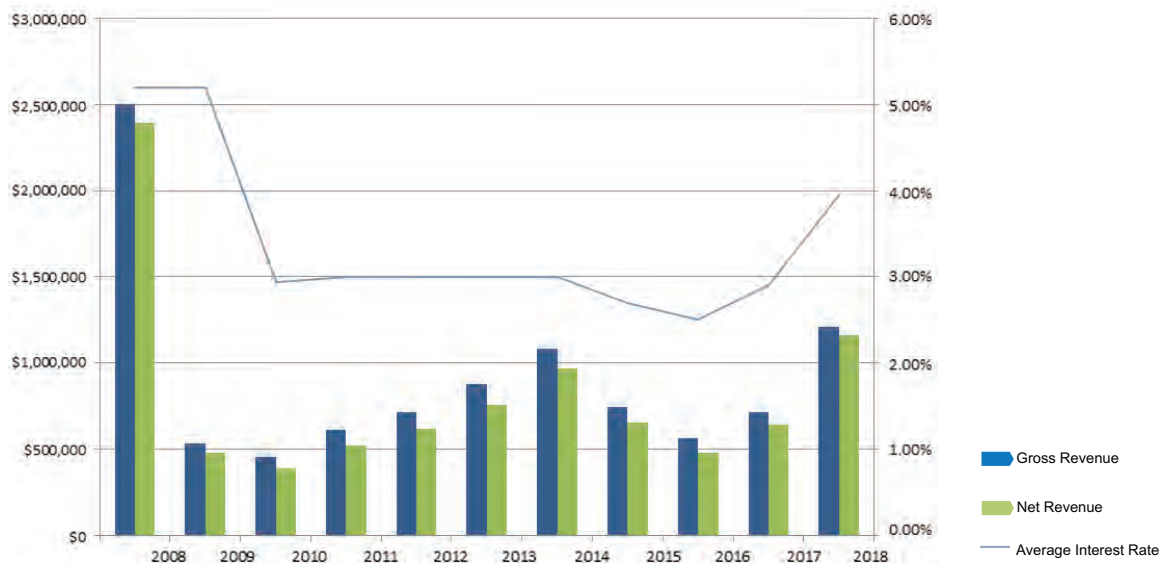
Understanding Behavioural Environmental Design Contributors
of High Radon Exposure to Protect Canadian Health
PROVINCE WIDE, ALBERTA

\$500,000

OUR REVENUE MODEL



Every time a real estate broker holds money in trust during a real estate transaction in Alberta, the interest earned goes to the Foundation. Those quarters and loonies add up and the Foundation invests in projects and communities across the province.



In 2017-18 the Foundation collected \$1,209,794 in pooled interest from the trust accounts from which \$48,028 was deducted as bank service charges. The total trust account interest was \$1,616,766. The average prime rate increased to 3.95%.