

# Portfolio

SUMMER  
2014

*A customer scans the Localize label to find all the details about this favourite Alberta brand.*



## Localize helps food tell its own story - with tangible results

### What if your food could talk?

If only those potatoes and carrots could tell you where they grew. If the cheese could tell you about the milk used to make it, and whether the goats can wander the pasture. If any of the ingredients in the loaf of bread were trucked from across the continent. And whether the "local" label actually means the producer lives in the community.

Localize has set out to help food tell its story – so that the consumer can judge for themselves whether the item is truly the product of local producers. The Edmonton company works with grocers to clearly label local products through a shelf

labeling system. The labels gives customers a detailed rating system based on location and ownership of the producer, sourcing of ingredients, and sustainability. A QR code on the shelf label allows customers to use their smartphones to explore a full profile about the product and the producer.

As Localize describes its mission, "we make it easy for grocers, producers and consumers to make the local connection." By working closely with grocers to identify local food businesses in their stores, and to get the most 'local' food products onto their store shelves, Localize is having a noticeable effect in boosting the sales of

those local products. As a result, more and more grocers are "Localizing" their stores, with over 300 already signed on in Alberta, Saskatchewan and British Columbia.

And not just grocers, producers and consumers are noticing Localize and its work. In May 2014, the company took home the \$100,000 TEC VenturePrize along with the Edmonton Journal's People's Choice Award as part of TEC Edmonton's annual business planning competition. It's not the only prize for Localize – they took home a \$20,000 first prize at the 2013 Social Enterprise World Forum in Calgary.

### Money on a mission

SEF

social  
enterprise  
fund

Sometimes the best way to change the world is to stop dreaming and just do it.

Social enterprise is an approach that puts the desire to do something good in the community right in the middle of business. The Social Enterprise Fund provides patient capital at reasonable rates to help put these dreams to work.

We've got money on a mission.

## Still going strong!

### *These SEF clients continue to put their loans to good work in the community*

#### Edmonton Musical Theatre

For more than thirty five years this company has helped translate a passion for theatre into performance on the stage for young and old alike. They are very happy in their new home in the Woodcroft Community Hall, a move made possible with a loan from SEF.

#### Finance for Good

Social impact bonds are a new financial mechanism aimed at increasing capacity of social programs in local communities. Finance for Good is the first purpose-built social impact bond intermediary in Canada, working with government, service organizations and investors wishing to explore this new mechanism for community good. SEF provided the company with start-up capital.

#### Startup Edmonton

Startup describes itself as “a campus, co-workspace and accelerator that kickstarts and activates local startups.” Now entering its third year of operation, Startup continues to create buzz in the 100 year old Mercer Building, with its programs and events attracting thousands of attendees and partners including Mozilla and Microsoft. SEF supported the startup of Startup with operating capital.

#### Centre for Race and Culture

The mission of the Centre for Race and Culture is to create a more inclusive society. After years of offering a range of training, research and consulting services primarily to the public sector, the organization is working to deliver its expertise in addressing complex questions through an expanded fee-for-service arm. SEF supported this work with working capital.



## Sun and air put to work for the community

After years of work, and \$1.9 million in renovations, the McKernan Community League has a very special new home in Edmonton.

Not only did the league gain a lot more square footage to house a wide range of activities, plus a small elevator to improve accessibility, the renovation incorporated passive solar and geothermal elements that will help the building use less non-renewable energy for heating and hot water systems.

Along with improved insulation and windows, the building includes a solar metal roof to heat air and water, and a system of earth tubes which take advantage of constant ground temperature to precondition incoming fresh air. The system helps warm the air in winter, and cool it in summer. It's a long way from the original 1954 building, which was found to have just a half-inch of felt in the attic for insulation. In the end, only the foundation and floor of the original building could be salvaged.

The Centre is already proving to be a busy gathering space for the community, as well as home to the McKernan Child Care Society and the Alberta AdaptAbilities program.

SEF provided a loan for a portion of the renovation costs.





Changing the world, one drummer at a time.



## Empowering community – through hands-on music

Music is a Weapon - the name says it all - sees a world where music is the key to create community, communicate social or environmental messages and change the world. It may look like a simple drumming circle or school workshop at first glance, but the people behind MIAW know that making music – not just listening to someone else making it for you – can open whole new worlds of creativity, health and community.

MIAW offers drumming workshops and interactive school residencies, inspiring new musicians both old and young. They also organize 'people powered parties', unique bicycle powered sound and light shows for good causes of all kinds.

MIAW has recently taken a big leap expanding its reach through artist-in-the-schools programs across northern Alberta. They plan to bring the joy of music-making to a whole new generation, and with the support of a loan from SEF, have purchased the equipment to make it happen.



## Making an impact!

### Sustainival

Best known as the (renewable) power behind carnival rides (a million riders and counting since 2012), Sustainival continues its mission to educate through fun. Once you see the potential of alternate energy solutions – like the oil from the french fry truck cranking out the 750 watts to operate the Gravitron or ferris wheel – almost anything seems possible. Keep an eye open across Alberta in 2014 for more festivals, including their environmental challenge event, the Green Beast. SEF supported the launch of Sustainival with operating capital.

### Evergreen Theatre

Evergreen has proven for more than twenty years that if children are entertained, they learn more. This touring company from Calgary uses theatre to teach science. All scripts, costumes and character development starts with scientific fact – and then the interactive environmental fun begins! SEF assisted Evergreen with bridge financing.

### Live Local

Live Local believes that a local economy increases quality of life for citizens, creates opportunity, reduces poverty and builds a sustainable, vibrant community – just by spending our money differently. The organization works with local businesses to reach potential customers and to help people understand the benefits of 'living local.'





## At home in the Highlands

Marshall McLuhan, a leading 20th century thinker best known for communications theory, spent part of his childhood in the Highlands area of Edmonton. The former McLuhan home was recently purchased by Arts Habitat of Edmonton, not just to honour his legacy, but also to create a contemplative centre for arts and ideas. Arts Habitat has located its offices in the home, with space available to individuals and organizations working in literary arts and creative thought. SEF provided the mortgage for the purchase.



## Making magic takes talent – and money

The Calgary Opera works with magic – the magic of story woven through big voices and stunning visual productions.

The company has made a special name for itself for dedication to the development of young Canadian talent, and by playing an active role in artistic creation through commissioning new works on Canadian and Albertan stories. Calgary Opera has commissioned and produced to date six world and five Canadian premieres, including the most recent *What Brought Us Here*, based on the true stories of immigrants to Calgary.

In addition to the main season (which attracts close to 3,400 regular subscribers and 85 percent capacity audiences), Calgary Opera works hard to bring new audiences to the magic of this special discipline, from school programs that help kids write and perform their own operas, to programs that support ticket costs for those who might not otherwise be able to attend. And in August 2014, Calgary Opera will present the second edition of Canada's only outdoor summer opera festival, with performances for fans of all ages in a huge tent on the shores of the river.

SEF has supported Calgary Opera with development capital.



Winter is at its best at the Edmonton Ski Club in the centre of the city.



## A club with a past – and now, a future with the help of SEF

Edmontonians love their river valley, and for more than one hundred years, the Edmonton Ski

challenge skiers and boarders of any skill level from bunny hill to black diamond just a few moments from downtown, and accessible by city transit. The club offers a full range of lessons and special events, equipment rentals plus a clubhouse where you can warm up and swap stories after your fun on the slopes.



Club has been at the centre of that love affair.

After all, it's not many cities that can boast a ski hill with runs to

This non-profit organization has big plans for future development of the site, confirming its position as part of the city for years to come. After all, if there is anything Edmontonians know how to do it's to enjoy all the seasons – especially the long snowy one.

SEF provided the Edmonton Ski Club with development capital.

## CKUA's new home in a old package

Over 75 years ago, in a small room at the University of Alberta, an upstart radio station started to make waves in more ways than one. The public broadcaster, which gave first airplay to artists like Joni Mitchell and kd lang, grew into a major broadcasting force, and has now settled into a home as unique as its playlist. The new building is wrapped in the reconstructed exterior of the 1903 historic Alberta Hotel, and includes office and performance space plus an environmentally secure archive for CKUA's historically priceless 105,000 item music library.

SEF provided a loan for tenant improvements.

## And don't forget...

### Citie Ballet

Edmonton's only resident ballet company has just completed its second full professional season of neoclassical ballet, modern and contemporary dance. When Citie Ballet took the leap to professional status, they were able to do so with financing help from SEF.

### Expressionz Cafe

An eclectic venue, Expressionz is home to a whole range of activities, communities and fun. With small offices, multi-use space and performance space all available to rent, the Edmonton cafe can accommodate almost any kind of event. Or, just drop by for an espresso, or lunch!

### C Returns

C Returns makes green building renovations easy, whether you are a home owner, looking to upgrade a church or community hall, or greening a commercial space. C Returns offers a whole range of services from energy audits, to selecting the right energy systems, to arranging and managing the renovation project. The company estimates its first dozen residential renovations will have life-time carbon savings of more than 900 tonnes of CO<sub>2</sub> – with more to come!



## Matchmaker, matchmaker, find me the right clean technology

Sustainitech is in the matchmaking business - no, not a new online dating service, but matching revolutionary, sustainable technologies with challenges faced by communities across North America.

The company grew out of its sister organization, Sustainival, when the potential of finding sustainable solutions in food production, alternate energy sources and waste management for a wide range of clients became increasingly apparent. From sustainable agriculture strategies for First Nations communities, to developing

indoor agriculture solutions allowing northern municipalities to produce crops year-round in Canada's coldest climates, Sustainitech adapts



technologies in a way that also makes sense to the bottom line of the organizations they work with.

SEF provided Sustainitech with development capital.

## Partnerships make impact investing possible

The Social Enterprise Fund came from a collaboration between the City of Edmonton and the Edmonton Community Foundation. Innovators in both organizations saw the need in the city, and with help from others such as the United Way, created an initiative that now serves social enterprises and social entrepreneurs across Alberta.

To date, the fund has invested over \$13 million in more than 30 projects since 2008. More than \$2.5 million has already been repaid, ready to more good in the community as new loans.

Shall we talk?

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