



Building on the Foundation

REFLECTIONS ON THE FIRST 10 YEARS

1991 – 2001



The Alberta Real Estate Foundation is 10 years old this year. Over the past decade, 20 individuals have made a difference for the real estate industry and for Albertans by serving on the Board of Governors for the Foundation. Individually, and as a group, they have worked hard to mature the Foundation and to fund leading edge initiatives.

In the early years, the focus was on making the Foundation a working reality, and on funding initiatives related to education and training for professionals in the real estate industry.

While education continues to be a high priority for the Foundation, affordable housing has also become an area of focus in recent years.

Affordable housing is an issue receiving considerable interest and attention throughout North America. The Foundation intends to support industry initiatives in this area, as well as other initiatives that will enable more Albertans to become homeowners. In this way, we will continue to be true to our vision of serving the industry and the people of Alberta.

Over the next three years, the Alberta Real Estate Foundation will invest up to \$1.2 million each in the areas of affordable housing and education.



L: Dave Crawford. R: Paul Lefavre.

Start up

David Crawford, Chair 1991-1993

The Alberta Real Estate Foundation was envisioned long before it began operating in May of 1991. Real estate industry leaders and Provincial government officials had for a long time talked about a real estate foundation that would fund activities focused on professionalism and the achievement of real estate excellence in Alberta. Created under the Real Estate Act, the Alberta Real Estate Foundation 'hit the ground running' becoming fully operational in it's first year.

In the early years, many regulatory changes were underway, affecting the real estate industry as well as landlords and tenants. The Foundation responded to a growing need for practitioner and consumer education. Specifically, AREF supported a re-write of the Brokers' course and provided Calgary Legal Guidance with assistance to update their seminar materials and new "Dial-A-Law" tapes. This early focus in the



*L: Ray Debiene, Alberta Vocational College.
R: Paul Lefavre, 1994 Launch of Condominium
Ownership/Management Multi Media Course.*

areas of consumer and real estate practitioner education established a precedent that has motivated considerable Foundation work over the past several years.

Firmly established and fully operational, our second year presented new challenges. With interest rates in decline, we were obviously concerned with the impact on our revenue. Information to industry members about compliance (directing interest on pooled trust accounts to the Foundation) was critical even though interest rates were so low that in many instances, bank charges exceeded interest earned. To weather this trying period, the Board of Governors actively negotiated with financial institutions to improve the situation.

Establishing Operations

W. Paul Lefavre, Chair 1993-1995

An industry survey on the profile of the Foundation showed that clarity was needed as to the types of projects the Foundation was interested in funding. The Board of Governors tackled this challenge by participating in their first facilitated retreat, where they established some structure for the granting process and then set out to educate potential applicants on the Foundation and its mandate.

In these two years, we funded an interesting mix of projects that directly benefited the public. Grant recipients included The Calgary Apartment Association, the University of Calgary's Faculty of Management, The Learning Centre Literacy Association, and seven regional libraries.

By 1995, it was evident we were beginning to make a difference for Albertans. That year, the Board of Governors approved 32 grants, the highest number in the Foundation's five-year history. Having come through successful negotiating and relationship building with financial institutions, our financial picture was positive. We had a strong foundation and were ready to move forward confidently as a vital Alberta organization.



Transition

Wayne Ulrich, Chair 1995-1997

A new industry organization emerged during this period. Self-regulation of the real estate and mortgage brokerage industries in Alberta produced the Real Estate Council of Alberta (RECA). The impact of this new organization on industry members was exciting but daunting. Self-regulation meant that industry members would be responsible for their own industry standards. As well, the new legislation and regulations brought about mandatory continuing education for industry members.

Industry professionals began to look to the Foundation for funds for the development of continuing education courses. We responded with enthusiasm and supported a good inventory of relevant courses.

Our ability to build relationships with other organizations continued to develop as well. We funded a research project lead by the Urban Development Institute in Edmonton to review suburban roadway and utility standards. Another exciting project was the launch of a 60-minute video, *The Adventurer's Guide to Homebuying*, which aired on cable TV in Calgary and Medicine Hat. We also supported the Developmental Disabilities Resource Centre in the distribution of their resource manual, "A Home of Your Own".



L: Wayne Ulrich. R: Gael MacLeod, Executive Director.

Homeless Foundation. In the education area, the Edmonton Landlord and Tenant Advisory Board received a grant to assist with updating and revising their successful 24-hour Info Line. We also participated in a high profile initiative of the Calgary Immigrant Aid Society by providing funding for a much needed and widely used (four languages) brochure to assist new arrivals to Canada in purchasing real estate. The needs of industry members and consumers were met when we supported the Environmental Law Centre to produce a guide on the legal implications of real estate transactions involving contaminated land.

We also made a major commitment to support the development of a virtual library on real estate and land use called The Land Centre www.landcentre.ca. The Land Centre offers a vast resource to Foundation stakeholders as well as Albertans who have an interest in land use issues.

Exploring New Ground

Janet Willson, Chair 1999-2001

We are proud of our ability to be at the forefront of issues and the corresponding opportunities facing all Albertans. By the end of 1999, the Foundation was funding organizations working to address the critical need for affordable housing in Alberta, and Governors were actively seeking a better understanding of the ways in which we could make a difference in this area.

At the annual conference of the Alberta Real Estate Association (AREA) in Jasper in the spring of 2000, the Foundation boldly challenged member boards to become involved in the issue of affordable housing and promised support along the way. As a result, AREA came forward with a dynamic proposal and the Foundation provided funds to establish an affordable housing coordinator position with AREA, and to facilitate the development of fundable projects by real estate practitioners and boards throughout the province.

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



L-R: Frank Johns, Fritz Prufer, Art Dixon, George Siegl, Rudy Pavlovik, Dave Crawford at a Foundation retreat.

Making a Difference

John Anderson, Chair 1997-1999

With five years of successful operation, the Board of Governors agreed it was time to revisit the Foundation's mandate and mission. A philosophical move toward a more consumer-focused grant making agenda was evident. The Foundation went forward with clarity of purpose and a vision of "Making a difference. For the industry. For Alberta. "

The new vision had an impact on project funding. We supported the Edmonton Housing Trust and the Calgary



Anxious to fulfill our mandate while broadening our scope, we developed a proactive strategic plan in the spring of 2001. The plan demonstrates our desire to partner where possible, with other organizations to fund initiatives that can be replicated in other areas. It captures our ongoing support of education and our commitment to affordable housing, while clarifying that we will still consider and fund highly innovative initiatives in other relevant areas.

In the fall of 2001, the Foundation committed to fund an exciting and innovative project with other industry and non-real estate industry partners, called "Affordable Housing Partnership for Service Industry Workers in Fort McMurray".

Our future.

The Foundation will continue to urge organizations to bring forth their ideas and initiatives to promote a strong and relevant real estate industry in Alberta.

As we embark on our second decade of service, we look forward to collaborating with existing and new partners in the priority areas we have identified. Over the next three years, we plan to commit \$1.2 million for affordable housing initiatives, \$1.2 million for professional and consumer education, \$450,000 for land use and environment, and \$150,000 for innovation in other areas.

While the Alberta Real Estate Foundation has grown considerably over the past 10 years, it is still developing as a resource to the industry and the people of Alberta. New issues, new opportunities and new governors will continue to take the Foundation to new heights, building on the solid foundation established in this formative first decade.

10 years of Dedication – Volunteer Governors

David Crawford	Kenneth Coull
Gael MacLeod	John Anderson
Bev Andre	Janet Willson
Wayne Ulrich	Ellen Humphrey
Frank Johns	Bruce Deal
Fritz Prufer	Marcel Notschaele
Paul Lefavre	Harvey Galbraith
Rudy Palovcik	Glen Chapman
George Siegl	Rene Sorenson
Art Dixon	Norm Thorpe

A Decade of Making a Difference

The Alberta Real Estate Foundation has funded:

- 178 projects
- \$4.1 million
- Average number of annual approvals: 18



Seated: John Anderson. L: Janet Willson. R: Wayne Ulrich.



Seated: Bruce Deal. Standing: John Anderson.

Alberta Real Estate Foundation

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Calgary, Alberta T2S 2T4

www.aref.ab.ca 1-800-520-2485

- ### Grantees
- Alberta Land Surveyors
 - Accessible Housing Society
 - Alberta Home Builders Association
 - Alberta Land Surveyors
 - Alberta Mortgage Brokers Association
 - Alberta Municipal Affairs, Housing & Consumer Affairs Division
 - Alberta Residential Renters Association (ARRA)
 - Alberta Society for Environmental Housing & Health
 - Alberta Vocational College
 - AREA - Affordable Housing Initiative
 - AREA - Continuing Education
 - AREA - Pre Licensing Education
 - AREA - Commercial Listing Service
 - AREIX
 - ARUSHA
 - BOMA (Edm)
 - Brooks Real Estate Co-op
 - Calgary Apartment Association
 - Calgary Community Works
 - Calgary Habitat for Humanity
 - Calgary Homeless Foundation
 - Calgary Immigrant Aid Society
 - Calgary Legal Guidance
 - Calgary Police Service
 - Calgary Public Library
 - Canada West Foundation
 - Canadian Mental Health Association
 - Carma Centre for Excellence
 - Canadian Condominium Institute
 - Central Edmonton Community Land Trust
 - CHOOSE: The Fellowship
 - Clean Calgary
 - Cochrane FCSS
 - Contact '93 conference
 - Calgary Real Estate Board
 - Developmental Disabilities Resource Centre
 - Eggleston Public Library
 - Edm. Landlord & Tenant Adv. Bd
 - Edmonton Public Library
 - Edmonton Real Estate Board
 - Edmonton Realtors' Charitable Foundation
 - Environmental Law Centre
 - Fed. Calgary Communities
 - Fort McMurray Municipal Library
 - Fort McMurray Real Estate Board
 - Ft. Saskatchewan Public Library
 - Grande Prairie Real Estate Board
 - Grande Prairie Regional College
 - Greater Edmonton Foundation
 - Habitat '94 International Congress
 - Handicapped Housing Society of Alberta
 - Hinton Municipal Library
 - IAVE Scholarship Program
 - Agency Awareness
 - Landlord and Tenant Symposium
 - Consumer education TV & video series feasibility study.
 - Education Research
 - Focus on the Future symposium
 - Land Centre
 - Internal: REALTOR® recognition of community service
 - Social Housing Report
 - Sponsorship grants
 - produce TV quality video on residential real estate.
 - Tornado Disaster Relief fund
 - Kerby Centre
 - Keyano College
 - Lethbridge Community College
 - Lethbridge Real Estate Board
 - Lloydminster Real Estate Board Assoc
 - Medicine Hat College
 - Morinville Public Library
 - Mount Royal College
 - Municipality of Wood Buffalo
 - NARELLO Western District Conference
 - Nature Conservancy of Canada
 - Northeastern Alberta Real Estate Board Co-op
 - Picture Butte Municipal Library
 - Plain Language Joint Working Committee
 - Professional Home Builders Institute of Alberta
 - RECA
 - Red Deer and District Real Estate Board Co-op
 - Red Deer Housing Committee
 - Red Deer Volunteer & Information Centre
 - Regional Libraries
 - Real Estate Institute of Alberta
 - SAIT
 - Servants Anonymous Foundation
 - St. Albert Public Library
 - Strathcona County Library
 - The Learning Centre Literacy Association
 - Tree Canada
 - U of A Education
 - U of A Extension
 - U of C
 - U of A, Faculty of Commerce
 - University of Calgary Library
 - University of Calgary, Environmental Design
 - University of Calgary, Faculty of Management
 - Urban Development Institute
 - Wainwright Public Library
 - West Central Real Estate Board

Making a Difference. For the Industry. For Alberta.