



# Hearts of Blue

## **Annual Report 2020**

FROM THE HEARTS OF BLUE EXECUTIVE COMMITTEE

## Dear Alberta Blue Cross® team members,

On behalf of the Hearts of Blue committee, I am pleased to present the 2020 Hearts of Blue Annual Report.

As a result of Alberta Blue Cross employees support and involvement, Hearts of Blue was once again able to help various organizations throughout Alberta support those in need.

We started out the year with a "Days of Giving" event at the St. Albert Community Village food bank (SACV), where six of our employees helped sort food items for the charity. In March the COVID-19 pandemic began to grow in seriousness within Alberta and around the world. It was a difficult time for many and unfortunately the committee needed to take a pause. It was difficult for us to hear how many charities were in desperate need of help. In late August we felt that with certain precautions in place we could once again start assisting our charities. The Hearts of Blue team was quick to jump back into action and began assisting over 30 charities, as well as donating many items such as towels, face masks, soap, etc.

2020 was a year that pulled on many people's heartstrings as we heard so many areas of need throughout our communities. Although it was a struggle, it is because of you and your continuous support that we were able to help those in need around us. As we face new challenges and adapt to these unprecedented circumstances, we'll continue to serve our communities as best we can.

From the bottom of my heart, THANK YOU, for the outpouring of support we have received in 2020!

I wish you and our charities health and peace.



Mirella Nardi  
Team Manager Corporate Imaging  
Alberta Blue Cross



*From Hearts of Blue to everyone who supports us, thank you! This was a year like no other. We have faced struggles we never could have imagined. And yet, despite these struggles, we were still able to come together and offer the most important of gifts compassion and hope. We hope this report gives you a glimpse of the very real difference your generosity has made for the charities and, more importantly, the people across this province in a year when it was needed more than ever.*



## WHO WE ARE

Hearts of Blue is an employee-run charity, meaning that we are operated and funded by Alberta Blue Cross employees. We support registered charities across Alberta through volunteering, financial donations and gifts of essential items.

We were founded in 1998, as a one-time event to celebrate the 50th anniversary of Alberta Blue Cross. However, the idea of establishing an employee-run charity proved to be so popular that it continued past that and is an essential part of our community involvement, even now over 20 years later.

In 2020, Hearts of Blue contributed over \$31, 938.18 to charities across Alberta. In addition, we enabled nearly 100 Alberta Blue Cross employees to volunteer in their communities.

We are honoured to support our community's needs wherever they arise and however we can help—whether that means donating clothes, kitchen equipment, bus passes or even yoga equipment. The onset of COVID-19 in 2020 presented some new challenges and some new community needs. But like every year, we met those challenges. Volunteers did everything from creating food hampers and serving dinners to washing windows and, new this year, making and donating masks.

*Click here  to listen to stories from some of our Hearts of Blue volunteers.*

# We operate with four main objectives in mind

To encourage staff to become involved in the communities in which they live.

To strengthen the team spirit of Alberta Blue Cross employees.

To live the values of a caring company.

To raise the profile of Alberta Blue Cross in the community.







## SUPPORT HEARTS OF BLUE

2020 was a difficult year for many, including Hearts of Blue. The pandemic not only forced us to limit our volunteer opportunities it also forced us to cancel our two main fundraisers: Blue Sky Grill and the fall Casual for a Cause. Outside of these events, we rely on the generosity of our Alberta Blue Cross team members to fund our efforts. Simply put, without you we couldn't help the many worthy organizations we support each year. Now more than ever Hearts of Blue needs you. Donations are tax deductible and one hundred per cent of the money you give goes towards the charities that Hearts of Blue supports. We hope you will consider donating.

### Three ways to donate.

- ♡ Biweekly payroll deductions of any denomination all it takes is five seconds to complete the [online form](#).
- ♡ One time donations can be deducted from one's pay a quick email to **Payroll** is all that's required.
- ♡ During the United Way campaign, people who donate to United Way can direct their donations to Hearts of Blue

## OTHER WAYS TO SUPPORT HEARTS OF BLUE

- Volunteer with an organization during work hours as part of a Days of Giving event. Watch *News to Use* for upcoming opportunities.
- Join the Hearts of Blue committee. Email **Hearts of Blue** for more information.
- Donate items during one of our collection drives. Specific collection drives and details will be announced via *News to Use*.




# A YEAR LIKE NO OTHER

2020 started out like many other years. In January, Hearts of Blue volunteers were busy dropping off much needed items such as winter clothing, blankets and baby supplies to a variety of charities. The first Days of Giving took place at the St. Albert Community Village (SACV) sorting food, Calgary volunteers prepared lunches for students at Brown Bagging for Calgary's Kids and in early March and the first Operation Friendship of the year took place as usual. No one could have predicted how quickly things would change. On March 5, the first COVID-19 case was reported in Alberta. As cases grew and the severity of the virus was realized, Alberta Blue Cross quickly responded and by March 20, the majority of our team members were shifted to work from home.

Like all organization, our Hearts of Blue charities would feel the impact of the growing pandemic. According to a survey conducted by Imagine Canada in December 2020, 68 per cent of charities saw a decline in donations since the onset of the pandemic. At Alberta Blue Cross, work from home meant two major Hearts of Blue fundraising events had to be canceled the Blue Sky Grill event and the Casual Day in the fall for Hearts of Blue Christmas charities. These were big losses, in 2019 the Blue Sky Grill event raised \$1,625.00 and the Casual Day raised over \$3,600.

While donations were down due to COVID-19, the need only grew and Canadian charities reported an average 46 per cent increase in demand. "We heard a lot of charities didn't have the resources to service people the way they did before COVID-19, either due to lack of funding or no volunteers," says Kristy Kozen, Hearts of Blue volunteer and committee member. Mirella Nardi, another Hearts of Blue volunteer and committee member, remembers how hard it was not to be able to help as much as usual, "With such uncertainties surrounding COVID-19, there were many charities that we could not reach out to. Many charities were in desperate need of assistance, but until it was safe for everyone, all we could do was wait." While all charities were impacted, those dealing specifically with homelessness or mental health were perhaps hit the hardest. Kristy elaborates, "I can only speak to the charities I dealt with, but the mental health charities had difficulty keeping up with the demands for help and the charities dealing with homelessness seemed to be in more need of toiletries, under garments and winter clothing than in prior years."




Many Hearts of Blue volunteers said the hardest part was the loss of in-person connection. "I miss the whole feeling of camaraderie working with my fellow Alberta Blue Cross employees whether it was just dropping off t-shirts, talking to them before or after the events and also attending the events," said Debbie Roshuk, Hearts of Blue volunteer. Not being in the office or able to connect with other team members made things more difficult. "I thrive on relationship building and found it rather challenging to not see staff in the building or being able to gather a few of our Hearts of Blue members and go help out where needed," explains Mirella. Volunteers also missed connecting with the people they helped since safety restrictions limited in-person volunteering. "Truly the best part of being a member of this committee was going to meet new people, providing them with the items that they needed, and getting to experience the joy they had when we gave them the items that will help so many others," explains Mirella.









Two important Hearts of Blue activities really felt the pinch: Operation Friendship and Days of Giving. Due to COVID-19 restrictions, the quarterly volunteer dinners at the Operation Friendship Seniors Society (OFSS) were suspended. "These dinners were always a big attraction for our volunteers," said Hearts of Blue volunteer Gayathri Sreekanth. Days of Giving events, where Hearts of Blue volunteers and other Alberta Blue Cross team members join together to help at a local charity, were also impacted. Due to restrictions, some events were put on hold and the number of volunteers able to attend had to be limited. "The worst part of having to stop the Days of Giving is that I felt badly for the organizations that we could potentially help and unfortunately were unable to do so," says Debbie.

Despite the pandemic, Hearts of Blue rose to the challenge and found new ways to give. For example, they started donating gift cards instead of specific items. "Charities started requesting gift cards instead of specific items due to safety issues," explains Kristy. This was a change for Hearts of Blue as "they do not typically give out gift cards, preferring to provide tangible items." Hearts of Blue also found new ways to support OFSS by helping with grocery shopping, donations for their bagged lunch program and even a bottle drive. "Even as the pandemic took away a few opportunities, it created new ones and Hearts of Blue remained close to our friends at OFSS and ultimately our beloved Edmonton seniors," says Gayathri. By switching to virtual meetings Hearts of Blue members were able to communicate with each other and keep their spirits up. "We were even able to have a socially distanced meeting in Pisani Park where we had the pleasure of meeting Amanda Zink from the Calgary office," recalls Mirella. So, while no one can really predict what will happen next, here is one thing you can be sure of Hearts of Blue will continue to make a difference within our communities. In the next pages you will read about the other donations and events Hearts of Blue made throughout 2020.

## SUPPORTING YOUNG MINDS AND HEARTS

Every child deserves the chance to grow and succeed and Hearts of Blue supports a number of organizations focused on helping youth overcome obstacles to that success whether it be poverty, homelessness, access to education or illness.



### Youth Empowerment and Support Services (YESS)

*Based in Edmonton, Youth Empowerment and Support Services (YESS) provides immediate and low-barrier overnight and day shelter, temporary supportive housing and individualized wrap-around supports for young people aged 15 to 24 dealing with trauma.*

*January.* Joan Tandy and Laurie Bayrak dropped off all the warm, cozy mitts, hats, jackets and clothing from the giving tree to YESS. Thank you to everyone who donated!

*November.* Hearts of Blue donated boxes and boxes of hand and feet hot pads, five large packages of Lysol wipes, one disinfectant container and over 400 bus tickets to YESS. Emilie and Dawn from YESS accepted the gifts with so much gratitude to all the Alberta Blue Cross employees who make donations like this happen. They wanted everyone to know that they hope their eyes radiated the joy and thankfulness they feel receiving these donations and knowing that these will make such a difference for the youth YESS supports.

## Hope City

*Hope City assists those who are in crisis with guidance, food and clothing as per their ministry's values and beliefs.*

*August* Hearts of Blue donated more than 200 masks to Hope City some of which were sewn by our very own Lindsay Best-Fott. Hope City put together more than 300 backpacks with school supplies and masks for kids in need. Back-to-school season can be financially challenging for many families and the pandemic only added to this. Hearts of Blue is thankful that Hope City was able to help so many families with not just supplies but items to keep them safe.

“Our Back to School Drive(thru) event took place this past weekend and it was incredible! Because of your generosity, we were able to hand out hundreds of backpacks, masks and essential school supplies to help students kick off their 2020 school year. Thank you for your donations. We couldn't have done this without you!”  
—Jessica, Hope City

“Thank you so much for being our partner and for continuing to work with us—we still use the dishes from your last donation and I know families will get so much use out of these items as well.”  
—Ashley, Ronald McDonald House

## Ronald McDonald House

*Ronald McDonald House Charities® Alberta supports families seeking vital medical treatment for their seriously ill or injured child. Their warm, compassionate houses provide a home-away-from-home for families who need to travel for medical reasons.*

*October* Hearts of Blue was able to donate several items to the Ronald McDonald House, including

- two Apple TVs,
- three Medela breast pump kits,
- seven nursing pillows, and
- two cribs with mattress pads and sheets.

All the items were ordered online and shipped directly to the House to minimize any potential health risk.





## Kids On Track

*Kids On Track is a community building organization that provides hope, direction and ongoing support for children, youth and their parents.*

*December* This year, Kids On Track requested a Canon EF 35mm f/2 IS USM lens, which Hearts of Blue was happy to donate. Kids On Track is developing activities and training for youth to enhance their social media and video skills so they can share their stories and develop communication skills relevant to their demographic. They've been putting the lens to great use—learning how to take photos and shoot videos for their YouTube channel.



## St. Elizabeth Seton School

*St. Elizabeth Seton School is a kindergarten to grade nine school located in Red Deer, Alberta.*

*December* Hearts of Blue made a donation of new books for the classroom libraries at St. Elizabeth Seton School, a kindergarten to grade nine school that welcomes children and families with diverse needs. The books were selected to reflect the theme of diversity, so students can learn about and experience different types of diversity in their daily reading.

## FOOD FOR THE HEART

More than one in 10 households in Alberta experience household food insecurity. Providing a meal does more than just fill empty stomachs, it fills hearts. Hearts of Blue supports a number of organizations dedicated to providing food to those in need.



“

I loved my morning volunteering with Hearts of Blue at the Edmonton Food Bank. It's incredible to see the amount of food it takes to keep a household going, let alone thousands of households. Access to food is a basic human right and I'm proud to work somewhere that prioritizes this kind of volunteer work and encourages us to get involved with our community. —Sheena Moore

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## Brown Bagging for Calgary's Kids

*Brown Bagging for Calgary's Kids inspires people to take meaningful action to feed and care for kids with the vision of seeing communities in which all kids are fed.*

*January.* A crew from our Calgary branch volunteered at Brown Bagging for Calgary's Kids (BB4K). They made 1,123 lunches that helped feed kids each day in 225 schools in Calgary. These nutritious lunches included sandwiches, sliced fruits and veggies, home-made protein balls, cookies and trail mix. After preparing the lunches, they also helped by cleaning the kitchen and mopping the floors. Hearts of Blue also presented a cheque to BB4K to help purchase food for lunches. BB4K is almost entirely volunteer-driven, with only one paid employee who manages the kitchen and coordinates all volunteers, food orders and deliveries.

## Calgary Food Bank

*The Calgary Food Bank is the first line of emergency food support for families and individuals facing crisis. Their deep collaboration and food support to hundreds of other charitable organizations that address the root causes of food insecurity aligns with their mission to work with our community to fight hunger.*

*October* A delivery was made to the Calgary Food Bank on Thursday, October 29, on behalf of Hearts of Blue. The donation included items from their must have list of non-perishables and baby food. We were able to purchase 500 pounds of food which they greatly appreciated!

## e4c

*e4c is a non-profit, charitable organization that has been working for over 50 years to help vulnerable people here and now. Their aim is to prevent and eventually eliminate poverty.*

*November* Hearts of Blue dropped off some much-needed kitchen items to e4c for use in their school nutrition programs. Food security is a main focus for e4c, although they support their community in many ways. The school nutrition programs support over 6,000 children each day by providing healthy breakfasts, midmorning or afternoon snacks and lunch.





## DAYS OF GIVING

### **St. Albert Community Village (SACV) and food bank**

*The SACV provides free services to the St. Albert community and surrounding areas by collaborating with clients and organizations to identify, analyze and address recognized needs. They assist disadvantaged residents in reaching or returning to a state of independence, personal safety and improved quality of life and empowerment.*

*February.* For the first 2020 Days of Giving event, held February 4, six Alberta Blue Cross volunteers made their way out to the SACV to help out with sorting food and clothing, despite some unexpected (and loud!) construction going on. In addition to this, Hearts of Blue was also able to make a generous donation to the SACV of baby wipes and infant formula. Way to go Alberta Blue Cross and many thanks to Mirella Nardi for handling the donation.

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### **Edmonton Food Bank**

*The Edmonton Food Bank, an affiliate member of Food Banks Canada, is committed to providing food and services to empower individuals struggling with food security and poverty. Relieving hunger today. Preventing hunger tomorrow.*

*October* On the mornings of Wednesday, October 7, and Monday, October 12, Alberta Blue Cross volunteers ventured out to the Edmonton Food Bank to help out at the latest Days of Giving events. Making sure to follow the food bank's strict COVID-19 protocols, the volunteers were tasked with sorting huge boxes of various food products (soups, condiments, etc.) into specific bins. They also helped put together food hampers, stocking them with pantry and fridge staples, fresh produce, toiletries, face masks and even pet food if requested! They watched a short presentation on the history of the food bank and its impact in the community.



## Operation Friendship Seniors Society (OFSS)

*Operation Friendship Seniors Society offer services without judgement to improve the quality of life for seniors in need over 55 years of age. It has been serving Edmonton's Inner-City Seniors Since 1969.*

*March* The first Operation Friendship dinner of the year was held on Wednesday, March 11, and was well attended and enjoyed by the seniors. Ten Alberta Blue Cross employees, friends and family members helped serve a delicious ham meal to approximately 100 very appreciative guests.

*October* In late October, Hearts of Blue made a donation of groceries and packable snack items to the OFSS.



A huge thank you to Alberta Blue Cross and Hearts of Blue for the wonderful grocery donation to help with our bag lunch program. With the hard times of COVID-19, we are always looking for groups that would normally sponsor a meal to still volunteer and help with our drop-in centre. As we work towards reopening the drop-in centre, we have been handing out bag lunches and warm winter items like socks, hot chocolate and coffee. It is nice to be able to give our seniors a bag lunch, as they still need to eat. With your donation, we are able to help our seniors and feed them in a safe way.

—OFSS volunteer



## **OPEN HEARTS, HOPES AND SAFE HAVENS**

Everyone deserves shelter from a storm and a helping hand in the toughest of times. Hearts of Blue supports a number of organizations that provide support, shelter and services for those most in need.



## WINGS

*Women in Need Growing Stronger (WINGS) is a non-profit organization that provides shelter and affordable housing for women with children who have experienced family violence.*

*December* Hearts of Blue donated grocery gift cards and picked up a bread donation for WINGS. These donations will be a significant help for the families currently staying at the shelter.



## Boyle Street Community Services and the Bissell Centre

*Working within communities, the Bissell Centre works toward eliminating poverty by empowering people to move from poverty to prosperity. Boyle Street Community Services has been supporting people experiencing homelessness and poverty in Edmonton since 1971.*

*April* Hearts of Blue made two donations of \$1,500 each to charities in the Edmonton area. Boyle Street Community Services and the Bissell Centre used the funds to purchase clothing for people experiencing homelessness.



*Many thanks Alberta Blue Cross and Hearts of Blue! What a generous and thoughtful donation to the Distress Centre Calgary. We are so grateful and would like to extend our sincerest thanks to you. Your donation will go directly to our 24/7 crisis services and, especially during these COVID times, being there for those experiencing other challenges is critical. Stay safe and be well... THANK YOU!*

*—Roxanne Cote, Distress Centre*

*I wanted to reiterate our gratitude for your unwavering generosity at this time. Despite the difficulties Alberta is facing as a whole, we could not be more proud to have a chain of support and individuals who care so deeply about The Alex. We could not do this without you! On behalf of our team at The Alex, thank you!*

*—Stephanie Milla, The Alex*



## Distress Centre Calgary and The Alex

*The Distress Centre provides 24-hour crisis support to the aging population, children and youth and the homeless. The Alex supports Calgary's most vulnerable with health, housing and social supports.*

*April* Hearts of Blue donated \$1,500 each to the Distress Centre and The Alex in Calgary.

## A Safe Place

*Part of the Strathcona Shelter Society, A Safe Place offers shelter and support for abused women and their children.*

*October* Hearts of Blue made a donation of 30 sets of bedsheets and 60 sets of towels to A Safe Place. They were very grateful for the donation, as they had been running low on stock.

## Calgary Women's Emergency Shelter

*The Calgary Women's Emergency Shelter is focused on ending family violence and abuse in the lives of women, children, youth and men. They are on the front lines to provide hope and support to some of the most vulnerable members of our community.*

*October* A delivery was made to the Calgary Women's Emergency Shelter on behalf of Hearts of Blue. Numerous items were donated for the women and children of all ages who stay at the shelter, including gift cards and essentials like toiletries, gloves, socks and undergarments as well as fun items such as books, journals, puzzles, colouring books and crayons.

## Medicine Hat Women's Shelter

*The Medicine Hat Women's Shelter Society is a non-profit organization that supports individuals impacted by family violence by providing them with safe shelter, education, advocacy and access to community resources. They are committed to social change by providing programs and services that promote treating all people with respect and dignity.*

*November* Hearts of Blue made a delivery to the Medicine Hat Women's Shelter Society. The donation included skincare essentials and gift cards to Walmart so that other items such as food, clothing and toiletries may be purchased.







## Hope Mission's Wellspring Women's House and McDougall House for Women

*Hope Mission's Wellspring Women's House and McDougall House for Women offer addiction recovery programs specifically tailored for women.*

*November* Hearts of Blue made two donations of arts and crafts supplies to women's shelters in Edmonton. One was to the Hope Mission's Wellspring Women's House and the other to McDougall House for Women. With the change in weather and increased COVID-19 restrictions, the two houses were looking for things for the ladies staying there to do. Hearts of Blue purchased canvases, paints and brushes for a fun paint night they are planning, as well as adult coloring books, pencil crayons and sharpeners, plus some cute cross-stitch kits.

## Elizabeth Fry Society

*The Elizabeth Fry Society provides a supportive environment for individuals, particularly women, in contact with the legal system. They work in conjunction with other agencies to provide programs and services to women, advocate improvements in the criminal legal systems, reintegrate female offenders into the communities and provide education towards the reduction of crime.*

*November* Hearts of Blue made a donation of toothbrushes, toothpaste, deodorant, shampoo and conditioner, bars of soap, hand lotion, sanitary napkins, tampons and razors to the Elizabeth Fry Society.



## Odyssey House

*Odyssey house is a women's shelter in Grande Prairie providing safe, secure and supportive accommodation for women and their children who are victims of domestic violence, are in crisis or are in need of housing.*

*November* Hearts of Blue donated women's accessories and warm clothing like scarves, gloves and toques to Odyssey House.

## **KINDNESS COMES IN ALL SHAPES AND SIZES**

While food or clothing is probably what comes to mind first when donating or volunteering, there are so many ways to give and the smallest act of kindness can make a huge difference.



## The Centre for Family Literacy

*The Centre for Family Literacy is committed to helping build, develop and improve literacy in Alberta.*

*December* In early December, Hearts of Blue donated adult numeracy kits and gift cards to the Centre for Family Literacy. These gifts will help in building basic numeracy skills among adults, which will empower them and make them more confident and self-reliant. Did you know that four out of 10 Albertans struggle with literacy? The centre imagines an Alberta where everyone can read. In 2019, more than 8,000 individuals were served by their programs, services and training which comprises of adult programs as well as child developmental programs.

## Angel Dresses

*Their Angel Gown program provides comfort for bereaved families through the gift of a beautiful custom-made gown for final photos and for burial services.*

*November* Hearts of Blue made a donation of sewing supplies to Angel Dresses. Some of the supplies donated included straight and colored pins, rotary cutting knives, rotary blades and olfa mats.

## AdaptAbilities

*AdaptAbilities is an Edmonton-based, not-for-profit organization that helps individuals with special needs develop the essential life skills they need to grow, succeed and belong.*

*October* Hearts of Blue donated 12 Fitbits to AdaptAbilities. The Fitbits will be used by participants of the new outdoor walking program that is part of the Community Connect day program for adults with developmental disabilities. The Community Connect program covers a wide range of activities, including teaching essential life skills and, where feasible, volunteering or employment. Recreation is a key feature of the program to help keep participants active and healthy. Since the donation we have heard that the Fitbits "have provided the group with a device that has changed the daily lives of our participants in a multitude of ways."

**This donation has provided opportunities for meaningful days and helped our participants to celebrate their hearts and their bodies. Thank you for supporting our participants to grow, succeed and belong!**

—AdaptAbilities volunteer

## Nina Haggerty Centre

*Located in Edmonton's inner city, the Nina Haggerty Centre is a supportive art studio where adults with developmental disabilities such as Down's Syndrome, autism or Asperger's can develop their full potential and establish themselves as artists. The centre also provides free programs to underprivileged children and newcomers to Canada.*

*October* Hearts of Blue donated a new smart TV to the Nina Haggerty Centre. The TV will be mounted at the Nina Haggerty Centre's entrance to present information for program participants and visitors including COVID-19 health reminders, upcoming events, showcasing artist work and partner recognition. Both donations were presented by Brian Geislinger of the Hearts of Blue Committee.

## Miywasin Friendship Centre

*Both the Miywasin Friendship Centre and the Miywasin Society of Aboriginal Services target the needs of the indigenous community in the Medicine Hat area, developing and maintaining services to meet those needs.*

*November* Hearts of Blue made a delivery to the Miywasin Friendship Centre in Medicine Hat on November 4, 2020. The donation included skincare essentials and gift cards to Walmart so that other items such as food, clothing and toiletries may be purchased. Miywasin offers a variety of programs to the community at large, including Elder and youth programming, aboriginal parenting and education programs, cultural events, housing and counseling supports. Indigenous cultural activities and ceremony are woven into all of their programs. The Miywasin Friendship Centre has been a client of Alberta Blue Cross for 23 years and has been instrumental in helping fight against suicides, which are so prevalent in the Medicine Hat area.





“ We can’t thank you enough for this donation, we’re so excited to be able to give away these amazing items to our caregivers. Thank you so much for putting all of this together for us, we truly appreciate it! —Tristyn Wilm, Caregivers Alberta ”

## Caregivers Alberta

*Caregivers Alberta is an organization of caregivers, for caregivers. They focus on caregivers as individuals, helping them to maintain their personal well-being by providing group and one-on-one supports that help caregivers connect with others, navigate the system and look after themselves while providing care to others.*

*November* Hearts of Blue made a donation to Caregivers Alberta, including items for self-care kits such as mugs, tea, bubble bath, adult coloring books and pencil crayons.

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On behalf of the directors and volunteers of Cinderella’s Closet we would like to thank you all the wonderful, kind people who helped to goodies to our students this year. Even through COVID-19 we have dressed seven schools and four more teachers are coming Tuesday to pick up their orders. Many, many thank yous. —Anne Miller Royds

”

## Cinderella’s Closet

*Cinderella’s Closet helps young girls’ dreams come true by providing beautiful dresses at no cost for graduation to those that cannot afford to purchase their own.*

On Behalf of the  
Directors & Volunteers  
of Cinderella’s Closet  
we would like  
to thank all the wonderful  
kind people who helped  
donate the goodies to  
our students this year.  
Even though covid  
we have dressed 7  
schools already,  
and 4 more teachers  
are coming Tuesday  
to pick up their orders.

Hi Mirella

A special note  
of thanks to tell you  
how very much  
your thoughtfulness meant.

Many Many  
Thank yous

Annie Miller Royds.

## Compassion House

*Sorrentino's Compassion House is a haven for women battling cancer who live outside the city. The women pay a small fee to stay there for the duration of their cancer treatments. Warm, inviting and modern, guests discover a safe and quiet place where they can come together and focus on what matters most.*

*June* Lindsay Best-Fott, Mirella Nardi and Ashley Bolduc planted flowers at The Sorrentino's Compassion House (while practicing safe social distancing of course). Alberta Blue Cross has a long history with Compassion House. We sponsor Fashion With Compassion to help raise money for the house and employees volunteer and donate through Hearts of Blue. Our vice-president of Government, Dianne Balon, is the incoming chair of their board of directors and is proud to be part of the amazing team and community that helps ensure the lives of the women who visit the house can be as good as possible during such a difficult time.

*October* We were proud to once again sponsor the annual Fashion With Compassion event—this year with a 2020 twist as Sorrentino's Compassion House held their first-ever Fashion With Compassion at Home. On October 8, nearly 900 people tuned in to the live streamed event, which raised \$155,000 to support Sorrentino's Compassion House and the Compassion House Foundation. Several special models were featured at the Fashion With Compassion at Home event—women who have undergone treatment at the house and shared their stories.



**I have seen countless friends and family touched by cancer, including immediate family members. When I see the difference between how those in the city versus rural communities have to deal with their treatments and the challenges of living far away from their families and support networks—my heart breaks. Living the impact of this with my family has heightened my awareness even more of the special role Sorrentino's Compassion House plays in the lives of women fighting cancer. Volunteering my time is a personal commitment that I make to ensure I can help improve the health and wellness of others in our community. And a big thank you to Alberta Blue Cross for our commitment to this cause and all of the others that we do through Hearts of Blue and our Foundation. I feel truly blessed to be a part of both of these wonderful organizations.—Dianne**

**”**



## SEASON OF GIVING

2020 is one holiday season we will probably never forget. For many of us, it meant finding ways to adapt old traditions or invent new ones to fit COVID-19 rules and restrictions. One thing that didn't change was Hearts of Blue volunteers' spirit of giving as they spread holiday cheer to a number of organizations through both their time and donations.



**AdaptAbilities**  
1 hr · 🌐

Shout out to **Alberta Blue Cross** Hearts of Blue for donating 12 Fitbits to our new Walking Club at the Orange Hub! These devices will provide adults with special needs extra motivation (and fun!) to exercise, develop teamwork (they have group distance goals!), & learn about cardiovascular health. Thank you! Photo: Sarah Hutchison, Program Supervisor (left) and Brian Geislinger, VP Corporate Relations, Alberta Blue Cross.



THANK YOU  
**ALBERTA BLUE CROSS**

105 People Reached    11 Engagements    [Boost Post](#)

**AUTISM ASPERGERS FRIENDSHIP SOCIETY of Calgary**



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CROCKPOT  
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CalgaryWomensShelter.co



**Calgary Women's Emergency Shelter**

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Together, we can build a community FREE of violence and abuse

**FOOD BANK**

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WE SUPPORT THE  
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**CALGARY FOOD BANK**  
PLEASE RING THE BELL



**Keeping families close™**

Donate today at [rmhcalberta.org](http://rmhcalberta.org)

#KeepingFamiliesClose



## The Salvation Army

*As the largest non-governmental direct provider of social services in Canada, The Salvation Army provides support and services to society's most vulnerable.*

*November* Hearts of Blue made a delivery to the Calgary Salvation Army toy hamper. The donation included toys for babies and toddlers, games, puzzles, Lego, books for children of all ages and lots of creative kits to keep kids occupied for hours! The Salvation Army believes that every child deserves to have a happy, memorable Christmas. Unfortunately, each year many families struggle to have gifts under the tree. The Christmas toy hamper program seeks to support these families by providing new, unwrapped, age-appropriate gifts for each child.



## Red Deer Christmas Bureau

*The Red Deer Christmas Bureau Society has been helping children and families in need enjoy Christmas for 60 Years!*

*November* Hearts of Blue made a donation to the Red Deer Christmas bureau, providing them with toys and gifts for their Christmas hampers, as well as much-needed items like mittens, batteries, infant supplies and toiletries.

## Delton School

*Delton school is a kindergarten to grade six school located in Edmonton.*

*December* In early December, Hearts of Blue dropped off Christmas gifts for grade one students at Delton School, an elementary school in an economically disenfranchised area of Edmonton. Each child received a personal note, hoodie, pajamas and socks this year. The students were so excited to open their gifts and they loved them.



## Sacred Heart Church

*The Sacred Heart Church is a unique community where first peoples pray using symbols, music and rituals that are meaningful to their Native and Métis culture.*

*December* Hearts of Blue dropped off an assortment of food items at the Sacred Heart Church of the First Peoples for their annual food hampers that they distribute to those in need. They were very happy to receive our donation as it kick-started their collection of food to fill more than 500 hampers which are delivered to residents that don't qualify for the Christmas Bureau food hamper.

This has been a challenging year for Sacred Heart Church as they were unable to have their annual Christmas wrapping event that Hearts of Blue volunteers usually participate in. The church building also caught fire this past summer, so they have been working out of a school and have limited space. They are lucky to have a partner church in St. Albert to assist them with their food hamper collection, sorting and delivery.

## Sage Seniors Association

*Sage is a senior-serving organization that collaborates with partners who have one goal in mind: helping seniors to live their best lives possible.*

*December* Hearts of Blue made a donation of Christmas gifts and Tim Horton's gift cards for the seniors staying at the Sage Seniors Association's Seniors' Safe House, which provides temporary housing for seniors who have experienced any form of elder abuse. A special thank you to Rebecca Smillie, who hand wrote out a personalized card for each one of these seniors to make their Christmas a bit more special.



## The Mustard Seed

*The Mustard Seed is a safe and supportive place where individuals experiencing barriers associated with poverty and homelessness can have their physical needs met and begin the process to heal and grow mentally, emotionally, and spiritually for a better life down the road.*

*December* Hearts of Blue dropped off an assortment of toys for the Mustard Seed's Family Gift Centre. The centre helps families experience the gift of giving each Christmas, providing community members with the opportunity to shop for gifts for their children for only \$2.00. Adrienne Fudge, the organizer for the Family Gift Centre at the Mustard Seed, says that "this experience provides community members with a feeling of accomplishment and pride for being able to purchase gifts for their kids."







## Corporate Support 2019 | Statement of Account

JANUARY 1, 2019 TO DECEMBER 31, 2019

*Hearts of Blue would like to acknowledge Foster Park Brokers for graciously covering the cost of liability insurance premiums for our Hearts of Blue charity. This kind donation furthers our ability to ensure our dollars are invested in supporting our communities.*