

# COMMUNITY INVESTMENT PROFILE



Institute for  
Community Prosperity

## ENMAX

### Powering Through Disaster

## Background

**Industry:** Energy/ Utilities

**Founded:** 1904

**Headquarters:** Calgary

**Legal Structure:** Private Company (former public utilities company)

**Customer:** Business to consumer and business to business

**Owned:** Canadian owned

**Years dedicated to Community Investment (C.I.):** 15+

**Region of Focus:** Calgary

**Investees/ Partners include:**

- Aspen Family and Community Network society
- The Distress Centre
- Habitat for Humanity
- The United Way
- Calgary Homeless Foundation
- Calgary Stampede

## Community investment Strategy:

Over the past 15 years, the Community Investment and Sponsorship team at ENMAX has been dedicated to supporting programs tied to energy, the core of their business. In the beginning, ENMAX's community investment strategy was focused on brand awareness across Alberta by supporting rodeos and lighting up pond hockey rinks. However, in 2012 their strategy shifted to help create positive social change by aligning their strengths and core values by refining and improving neighbourhoods across Alberta.<sup>1</sup>

ENMAX corporation's community investment strategy focusses on four key areas; Powering Partners, Powering Tomorrow, Powering Alberta, and Powering Employees. Powering Partners supports organizations aiding Albertans in crisis situations. Powering Tomorrow focusses on educating school age children through electricity literacy and safety programs. Powering Alberta helps grassroots organizations by supporting energy related projects. The fourth pillar, Powering Employees empowers staff to contribute to the community by supporting them in their volunteer endeavors.

**CI Dashboard:** This dashboard is one way to illustrate how companies invest in community, providing a tool to compare across different company CI profiles. It is important to note that no category is privileged over another.

### Geographic scope



**CI staff ratio** (Presented as percentage of total staff)

$$\frac{7}{1900} = 0.4\%$$

### Granting or sponsorship approach

**Responsive**

CI responds to existing or emerging needs and opportunities articulated by the community

**Strategic**

CI approach is intentional, driven by the company's interests and/or theory of change

**Flexible**

CI is not tied to the company's core business

**Aligned**

CI approach is integrated or in line with the company's core business

# FOCUS Investment: Rebuilding from the Flood

## Issue:

The floods of 2013 took a major psychological and financial toll on Albertans, leaving many displaced or without essential services such as power. Even after the water receded there was an increased need for mental health support and calls to The Distress Centre rose 38% post flood.<sup>2</sup> Another problem ENMAX identified are the many vulnerable Albertans who cannot reliably afford homes or power and need to rely on resources such as the Aspen Family and Community Network Society.

## Solution:

The flood of 2013 was a hectic time for many people in Alberta, but ENMAX employees stepped up by working to restore power and volunteering to repair communities. Their efforts didn't stop there, beginning in 2013 ENMAX committed \$150,000 over three years to both Distress Centre and Aspen Family and Community Network Society (AFCNS) to help Albertans affected by the floods.<sup>3</sup>

These funds go towards training volunteers at Distress Centre's 24 hour crisis line as well as the emergency financial assistance program. Equipped with well trained volunteers, the Distress Centre is better prepared to support and refer Calgarians dealing with crisis. Aspen Family and Community Network Society is using the donation to help Albertans deal with their immediate financial needs as well as any underlying issues they may face. The money is also used to fund an energy specialist to help vulnerable families better manage their energy costs and improve their energy literacy. ENMAX has worked with AFCNS for many years, supporting their Winter Breather Program which gives families financial support to help pay for the high utility costs typical during cold Calgary winters. Working collectively with Distress Centre and Aspen Family and Community Network Society, ENMAX is helping Albertans recover from the flood and aid vulnerable families in managing their long-term energy needs. To further help its partners, many of ENMAX's volunteer and fundraising initiatives are directed towards AFCNS and Distress Centre.

Though not directly related to flood relief, another contribution to the Calgary community is ENMAX Park. The park is being built along the banks of the Elbow River, one of the hardest hit areas during the flood. Scheduled to open in 2016, ENMAX Park will serve as an outdoor classroom and museum, a space for people gather and learn about Alberta's history including the Treaty 7 First Nation.

## Impact and Evaluation:

ENMAX's Community investments come in many forms; cash, in-kind, and impact work. Measurement and evaluation of community impact can be difficult, particularly getting accurate data from multiple investees. To value these contributions, they use an external company, London Benchmarking Group. Monetizing non-cash donations gives the community a dollar valuation of total contributions. According to LBG's evaluation, ENMAX invested 3.6 million into the community in 2014.<sup>4</sup>

As an Imagine Canada caring company, ENMAX is committed to investing 1% of its pre-tax profits into the Alberta community. According to Imagine Canada, ENMAX went over and above the 1% commitment, investing 1.82% in 2014. This commitment keeps ENMAX accountable for how it contributes to the community.

## Endnotes

1. Wong, Interview.
2. ENMAX, "ENMAX commits \$300,000 to the Distress Centre and Aspen Family and Community Network Society to help flood-affected and vulnerable Albertans", para.1, ENMAX corporation, July 17, 2013, [https://www.enmax.com/news-events/news/enmax-commits-\\$300-000-to-the-distress-centre](https://www.enmax.com/news-events/news/enmax-commits-$300-000-to-the-distress-centre).
3. ENMAX, "ENMAX commits \$300,000 to the Distress Centre and Aspen Family and Community Network Society to help flood-affected and vulnerable Albertans", para. 2, ENMAX corporation, July 17, 2013, [https://www.enmax.com/news-events/news/enmax-commits-\\$300-000-to-the-distress-centre#](https://www.enmax.com/news-events/news/enmax-commits-$300-000-to-the-distress-centre#).
4. ENMAX, "Our Community Investment and Sponsorship", para. 3, ENMAX corporation, last modified 2015, <https://www.enmax.com/about-us/corporate-responsibility/cr-and-community/community-investment>.