



Dear Friend

As we enter the holiday season, and with it the year end close for 2020, I know many of us are hoping for a different 2021 and a brighter future for everyone across the world. A future where good health is in abundance, livelihoods are stable and where families and friends can be together. Living through a global pandemic with restrictions impacting the economy, we all have experienced unimaginable lifestyle changes.

Today, I ask you to think about the changes our city's children and young people, who remain at risk for getting involved in crime and becoming a victim of it, have experienced over the last few months. Now I ask you to think about their future.

As the Board Chair for the Calgary Police Youth Foundation, a registered charity that funds child and youth crime prevention, education and intervention Programming, we are very proud that we can support over 9000 children and youth every year. The Programs offered by the CPS and funded by the CPYF, can help show children proper ways to obtain the things they need so they will not use crime and violence to obtain what they want. The Programs are designed to influence children to stay on the right track and to enable access to positive role models and trusted adults. This is what makes the CPYF funded Programs unique, as all Programs prioritize building positive relationships between children and police officers.

That said, for many of the children and youth who access the Programs, we know they continue to be burdened by complex threats in the world around them; including substance abuse, gangs, unemployment, poverty, peer pressure, unsafe environments and broken homes to name only a few. The challenges currently facing Calgary's vulnerable children and youth are greater today than most people can comprehend.

Therefore, I am compelled to appeal to you once more for help.

This year has brought multiple cancellations of planned events, campaigns and community initiatives. As a charity completely reliant on voluntary fundraising support and with almost 100% of our income generated from fundraising alone, we need your help. I appeal to all of you to please do what you can to help us ensure our future stability.

By responding to this appeal, you have an opportunity to improve the lives of children and youth today and all of those coming into this world in the years to come. Collective action is needed to keep children and youth safe, a shared vision for a better future and empathy will go a long way to improving the well-being and security of children everywhere. We want our children to be courageous, focused, determined, hopeful and most of all empowered to live the best life they can. With your help this is possible. One gift, one act of kindness, one child at a time and we can together change the future for everyone.

Please consider donating today at www.YCYouthFoundation.ca or contact CPYF@CalgaryPolice.ca for more information.

Brian Ferguson, Chair of the Board
Calgary Police Youth Foundation

