



**2025**  
**ANNUAL**  
**REPORT**

# A MESSAGE FROM OUR LEADERSHIP

When the AMA Community Foundation was established in 2023 out of the former AMA Foundation for Traffic Safety, it was built on a simple but powerful idea: when communities are supported, opportunity expands and lasting change becomes possible. This inaugural annual report marks an important milestone for our organization. It is our first opportunity to reflect on the impact we are beginning to make together.

2025 was a year of listening, learning, and laying the groundwork for the future. We focused on building a strong organizational foundation — establishing our mission, strengthening partnerships, and identifying the needs of the communities we aim to serve. While our work is just beginning, our purpose is clear: to support initiatives that create access, promote well-being, and invest in community-driven solutions that lead to meaningful, long-term outcomes — particularly among Alberta's youth.

This year was about more than raising funds — it has been about building trust. We have engaged with partners, supporters, and community leaders who share our belief that progress happens when people come together around shared values and a shared commitment to service. Their insight and collaboration continue to shape our direction and ensure that our work remains grounded in real needs and real impact.

Because this is our first annual report, it represents both a reflection and an invitation. It captures the early steps of a new organization with bold aspirations, and it invites you to be part of what comes next. The challenges facing our communities are complex, but they are not insurmountable when met with collective action, thoughtful investment, and sustained support.

As we look ahead, we are energized by the possibilities before us. With your partnership, the AMA Community Foundation can continue to grow its reach, deepen its impact, and support initiatives that strengthen communities today and for generations to come. Whether you are a donor, partner, volunteer, or advocate, your involvement plays a vital role in shaping our future.

Thank you for believing in our work at its very beginning. We are grateful for your trust and support, and we look forward to building something lasting — together.

With appreciation,

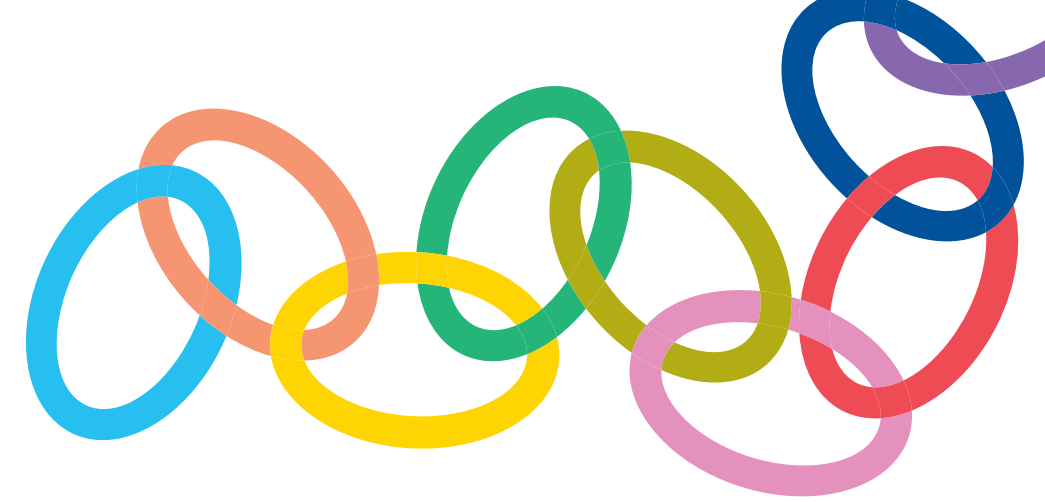


**Karina Dixon**  
*Executive Director*



**Wade Doris**  
*Board Chair*

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# VISION STATEMENT

We inspire Albertans through initiatives that help create and nourish a future where our youth can thrive in safe, healthy and sustainable communities.

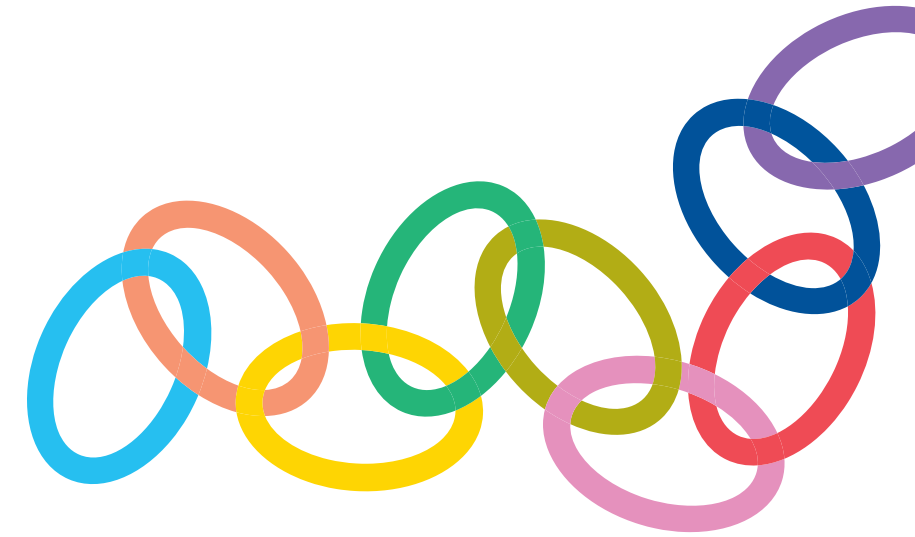
# MISSION STATEMENT

We champion and support programs that help the leaders of tomorrow feel empowered and confident. With a focus on food security, climate good, safe communities, and childhood well-being, we're passionate about making Alberta youth more self-sufficient, capable and resilient.



# 2025 OVERVIEW

In 2025, the **AMA Community Foundation** generated \$659,002 in community impact across Alberta, including \$634,011 disbursed directly through Foundation bursaries, grants, and donations, along with additional direct support to food banks at community events. This was made possible thanks to the generosity of the AMA community.



## Climate good in action

AMA Community Foundation funding helped bring a vacant lot back to its natural state with 8,600 trees being planted to create a space for community and reflection at the Ma Matow Sakow Healing Forest in Wetaskiwin.

## Fill a plate, fuel a future

The Foundation's Fill Our Fleet campaign raised a record \$371,451 in 2025 to support 22 food banks across the province. From urban centres to rural towns, donations helped ensure equitable access to food—including gas cards for clients in remote areas who must travel significant distances for support.

## Investing in the next generation

The School Garden Studio Bursary Program awarded 91 bursaries totaling \$186,455 to schools across Alberta. Students across the province are learning how to grow food to help fight food insecurity, and are enjoying the fruits of their labour, turning the results of their work into meals they can share with their friends and family. Since the program's launch, 122 bursaries have been awarded, totaling \$251,344.

# HOW NATURE HEALS

## ONE TREE (AND BEE) AT A TIME

In 2025, the AMA Community Foundation advanced its commitment to the environment and Albertans by partnering with Project Forest to support the creation of the Ma Matow Sakow Healing Forest. Made possible by generous community support, funds were raised through the Foundation's Adopt-a-Bee campaign and other community activations, transforming shared values into lasting impact on the land and in the community.

Located in Wetaskiwin, the Ma Matow Sakow Healing Forest project represents more than just rewilding. Situated on a former landfill site, the project site is being revitalized with 8,600 trees with a view to restoring the native ecosystem, creating habitat for pollinators, and fostering a place where people can reconnect with the land and each other.

Honouring Indigenous leadership and cultural significance, the project was developed by Project Forest in collaboration with the City of Wetaskiwin (through former city councillor Gabrielle Blatz) and Elder Ivy Raine. This partnership is creating a space grounded in reconciliation and shared purpose, inviting reflection, engagement, and intergenerational connection.

The trees in the Healing Forest aren't just trees; they're pollinator magnets, serving as critical habitat for bees and other insects essential to Alberta's ecosystems. By adopting bees, and supporting the AMA Community Foundation, donors contributed directly to both forest restoration and pollinator health, reinforcing biodiversity and environmental resilience. In this way, small acts, whether planting a tree or adopting a bee, combine to produce a meaningful impact on the land and on local communities.



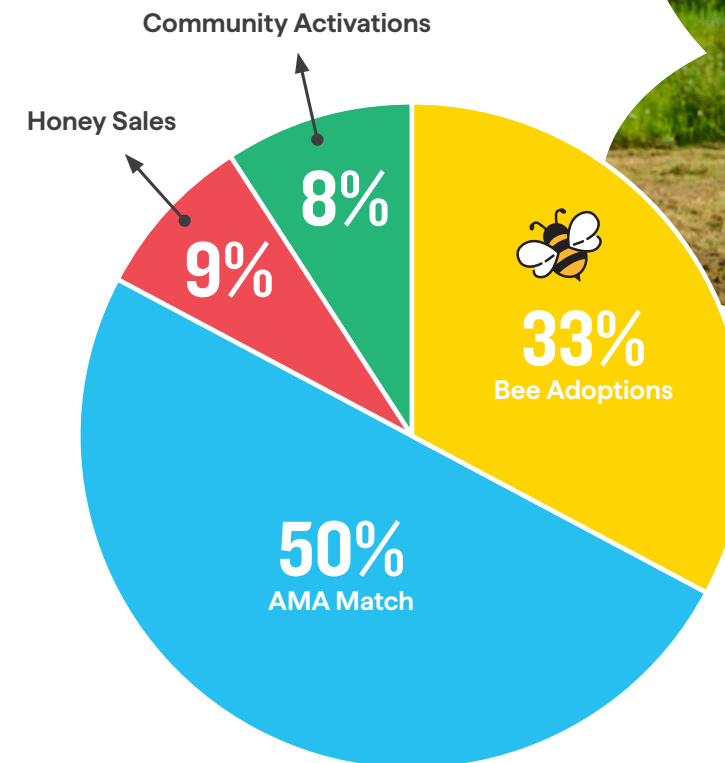
The Ma Matow Sakow Healing Forest stands as a living testament to the power of community, nature, and purposeful partnership to heal both land and spirit. As Albertans continue to invest in climate good and ecological stewardship, initiatives like this remind us that healing—for people and for the planet—can start with something as simple as one tree and one bee at a time.



### Thanks

to the leadership and support of AMA, who made a \$50,000 matching commitment, community support was amplified, allowing the Foundation to fulfill its \$100,000 commitment to this undertaking.

### How we reached our goal



# FILL OUR FLEET

## DRIVING RECORD SUPPORT FOR ALBERTA FAMILIES



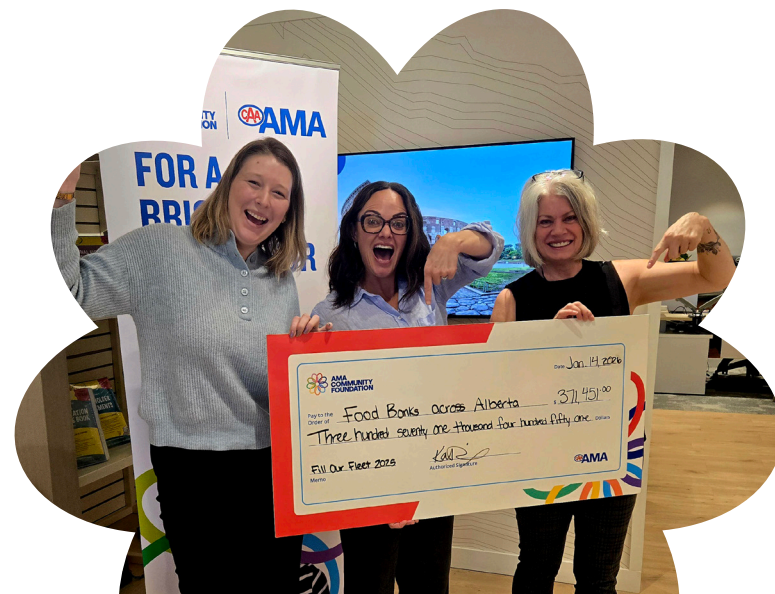
As food insecurity continues to challenge communities across Alberta, Fill Our Fleet demonstrates how coordinated, community-driven action can translate into real, measurable impact.

Food banks in Alberta and across Canada have reached unprecedented levels of demand. It's difficult to imagine, but food bank use in Alberta has increased 134% since 2019 with 210,541 visits every month. This reality is one of the many reasons the AMA Community Foundation continues to lead the annual Fill Our Fleet campaign, in partnership with AMA.

When AMA members heard the call for donations, they responded, resulting in the highest single-year total since the start of the campaign in 2009. A grand total of \$371,451 was raised in 2025 in support of food banks across the province.

AMA members play a vital role in this campaign, whether they're making a donation at a Shredding or Car Care event, topping up their transactions at the register, or making contributions online. All of it adds up and makes a difference. When AMA announced that it would be matching donations up to \$100,000 this year, members responded with unprecedented support, and because of that, AMA committed an additional \$25,000 in matching funds.

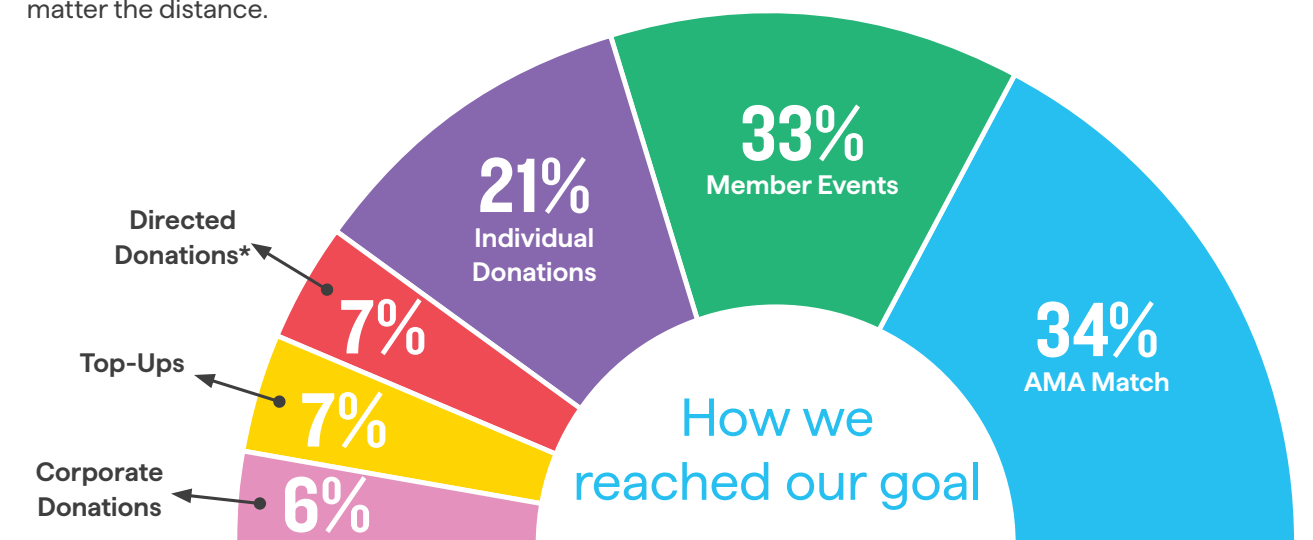
What makes Fill Our Fleet powerful is its scale. In 2025, the program supported 22 food banks across Alberta, from large urban centres to small and rural communities. Collectively, these food banks serve hundreds of thousands of Albertans every year. AMA started this campaign in 2009, with the Foundation taking the lead in 2023. Since its inception, Fill Our Fleet has contributed more than \$1.9 million and over 425,000 pounds of food to Alberta food banks!



### Access starts with a full tank

The Vulcan & District Food Bank supports residents of Vulcan, Vulcan County, Brant, Arrowwood, Milo, Lomond, Champion, and Carmangay. As a rural food bank, most of their clients live in communities that are a 30-minute drive away. Like many other food banks in Alberta, they are experiencing a steady increase in demand and need to ensure not only that they have food on their shelves, but that there are no additional barriers to accessing their services.

Funding from the 2025 Fill Our Fleet campaign is helping the food bank provide gas gift cards to clients who are in need, providing equal access to their food hamper program throughout their service area, no matter the distance.



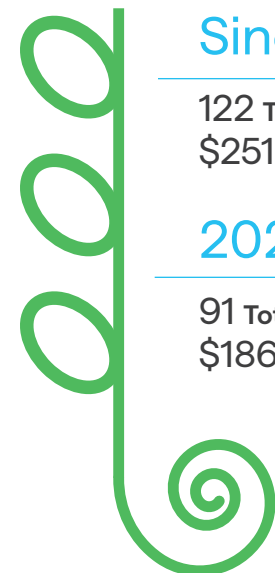
\*Includes donations that went directly to Food Banks at member events or through payroll deduction

# GROWING SUCCESS

## ONE SCHOOL AT A TIME

The School Garden Studio Bursary is bringing gardening into classrooms across Alberta, both indoors and out. The bursary is about more than gardens; it is about investing in young people, teaching them about food security, and creating a connection to the land.

Through bursaries of up to \$2,500, teachers can purchase the supplies they need to start or expand their classroom gardens. Students are involved at every stage of the process, from planning what to plant to sharing the harvest. Along the way, they learn responsibility, collaboration, and the power of small actions to make a meaningful difference. What begins as a garden quickly becomes a living classroom, where lessons in science, nutrition, sustainability, and teamwork grow side by side.



### Since 2024

122 Total Bursaries Awarded  
\$251,344 Total Funds Awarded

### 2025

91 Total Bursaries Awarded  
\$186,455 Total Funds Awarded

“Indoor gardens can create a small bridge, increasing that connection and awareness”

...says Jonathan Luckhurst, owner and operator of School Garden Studio partner organization Sea to Sky Botanics.

“In urban centres, we’re so cut off from the natural environment around us”



“Without the support of [the bursary], there’s no way we could have a program like this in our school”

...says Natalie Varga, a teacher at D.H. Dawe School, one of the schools involved in the program.

Teachers consistently report that garden studios spark curiosity and engagement, especially for students who thrive with hands-on learning.

The School Garden Studio Bursary reflects the AMA Community Foundation’s broader commitment to climate good and food security across Alberta. Each funded garden becomes a place where students build empathy, confidence, and a deeper understanding of how caring for the land connects to caring for one another.

### Featured School: Dr. Martha Cohen School



At Dr. Martha Cohen School, an under-utilized outdoor garden space has been transformed into a vibrant hub of student leadership and learning. A bursary recipient in 2024, teachers and students worked together to bring the garden back to life.

The bursary allowed the school to purchase mini greenhouses, seeding supplies, tools, gloves, trowels, and storage bins — everything students needed to independently maintain and grow their garden. The impact was immediate and tangible.

The harvest didn’t stop at the garden gate: tomatoes grown in the garden were turned into marinara sauce that garden club teachers and students could take home, extending the impact of the program into family kitchens and conversations about food, effort, and pride.

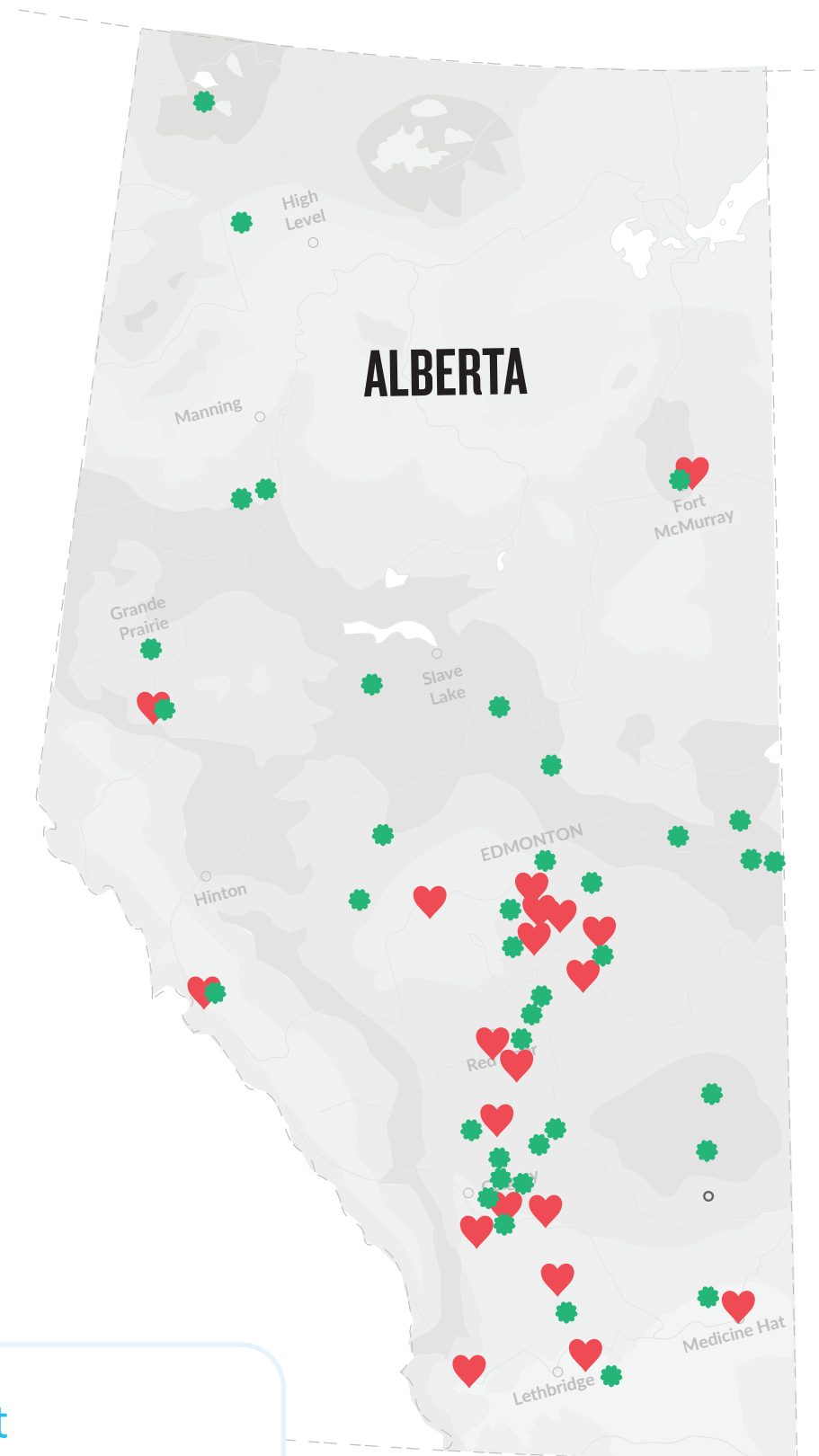
The success at Dr. Martha Cohen School is a powerful example of what’s possible when young people are given the tools, trust, and opportunity to lead.

# DISBURSEMENT MAP

Because of the diversity of our donors and the people we serve, community support isn't confined to one location, it reaches every corner of Alberta. This map shows how generosity from the AMA community is transformed into real-world impact, supporting food banks and school garden programs in urban centres, rural towns, and Indigenous communities across the province.

♥ Fill our Fleet

🌿 School Garden Bursary

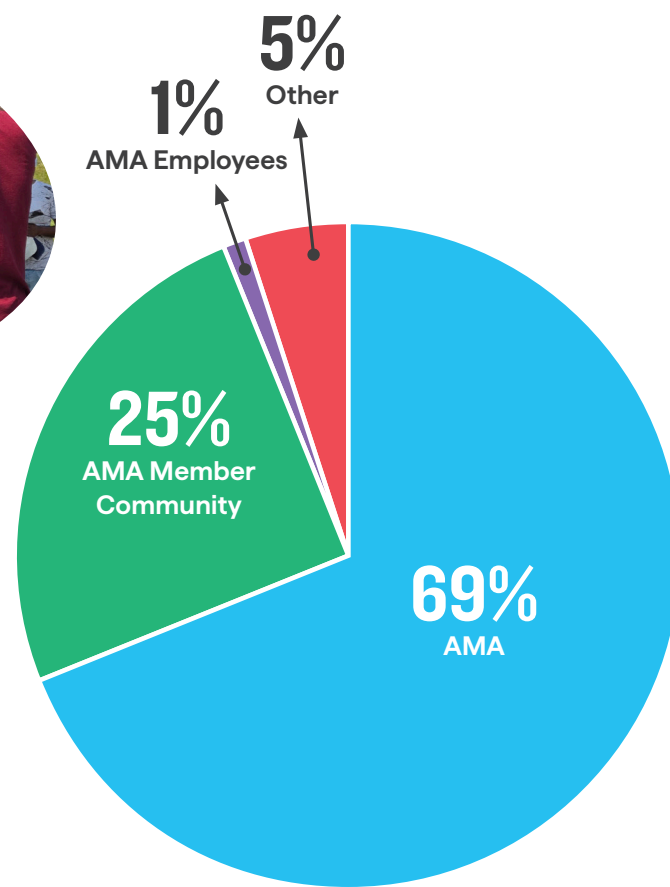


# THANK YOU TO OUR GENEROUS SUPPORTERS!

The AMA Community Foundation is funded through the generosity of AMA and its members, community donors, and partners who choose to give back in ways that feel meaningful to them. From individual donations and community campaigns like Adopt-a-Bee and Fill Our Fleet, to member giving at events and matching support from AMA, every contribution helps to create a better world for the next generation of Albertans.



### 2025 Funding Breakdown



# WHAT'S NEXT?

We're inviting people across Alberta to be part of something that truly grows — ideas, connection, and community care.

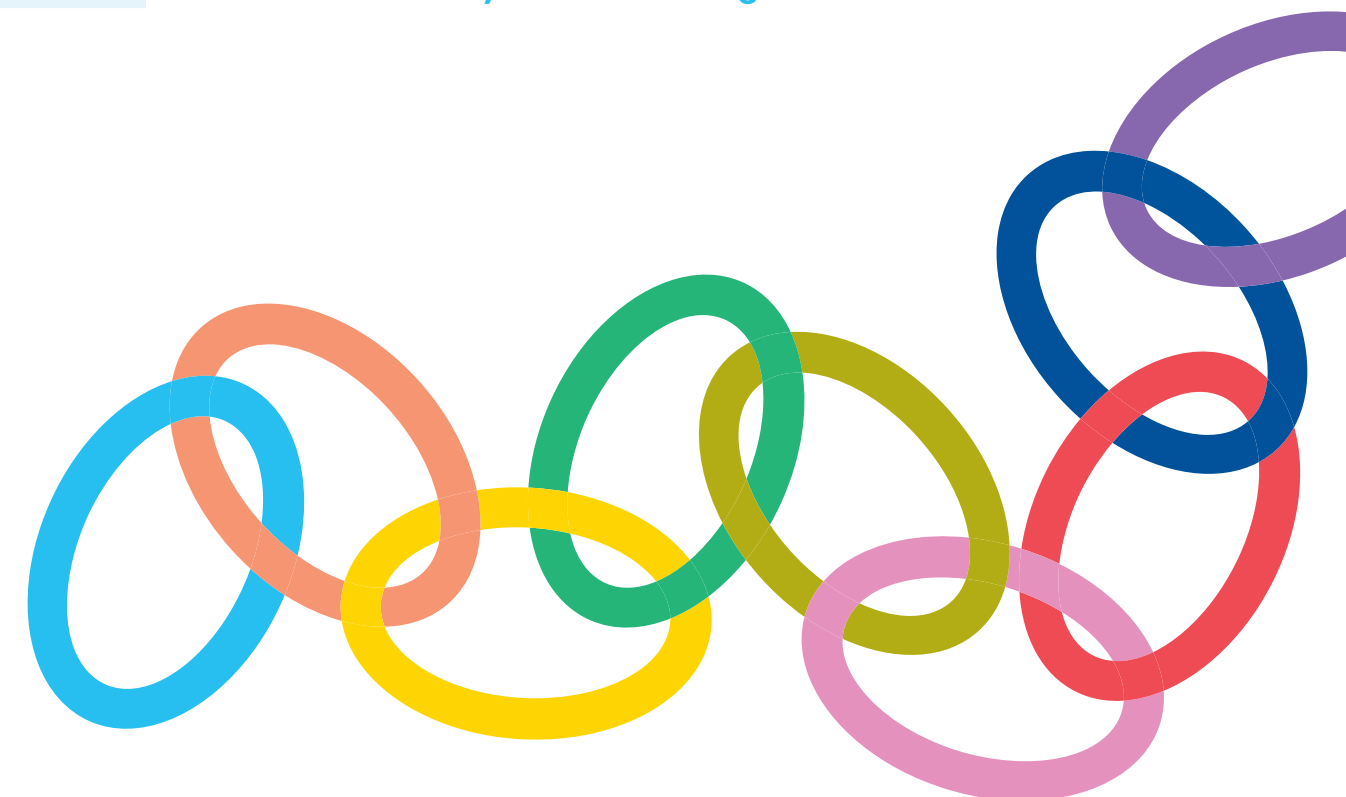
From helping students get their hands in the soil and learn where food comes from, to simple, meaningful ways to give back like adopting a bee or donating to the Fill Our Fleet campaign, there are many ways to make a difference.

Whether you give, participate, or share our story, you're helping build a healthier, more connected future!



We invite you to learn more and get involved by visiting the AMA Community Foundation website to keep up to date on what's next.

[AMACommunityFoundation.org](https://AMACommunityFoundation.org)



# 2025 FINANCIALS

For the period ended December 31, 2025

	2025	2024
<b>Revenue</b>		
Coporate Donations	698,195	252,097
Individual Donations	249,380	73,219
<b>Total Revenue</b>	<b>947,575</b>	<b>325,316</b>
<b>Expenses</b>		
Administration Costs	4,039	2,700
Disbursements	634,011	317,842
<b>Total Expenses</b>	<b>638,050</b>	<b>320,542</b>
<b>Excess Revenue over Expenses</b>	<b>\$309,525</b>	<b>\$4,774</b>



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