



View Engage online at: <http://www.tamarackcommunity.ca/newsletter/engage.htm!>

Engage!

Profit for a Purpose - Corporations shift towards community

The bond between communities and corporations is getting stronger. They have a reciprocal relationship, as both sectors strive to create and sustain their health and prosperity. This growth has been a learning process, but Masters of Business Administration students are applying their expertise as part of the Community Experience Initiative (CEI).

The CEI is a program that places MBA students in full-time and summer positions with non-profit and socially responsibly organizations.

Seeking to fill the gap between communities and corporations, CEI's founders took a grassroots approach to the voluntary sector and management education in 2000. Their goal was to strengthen the ability of national voluntary organizations to respond to new demands and opportunities, especially concerning social responsibility, environmental sustainability and community development.

The corporate, community and student responses have been phenomenal. As tomorrow's business leaders gain the skills they need to thrive, they are working to build and strengthen the capacity of Canada's community sector.

 [Visit CEI online for details](#)

Related Links:

- [CEI in the News](#)
- [Meet the 2006 Interns](#)
- [Canadian Centre for Social Entrepreneurship](#)

By: Rachel Veira

Engage to go!

Tamarack is offering a brand new way to learn and engage with new ideas – on the go! Today we're launching *Engage to go!* podcasts.

Now you can listen to audio interviews featuring experts on movements for change, engaging government, developing policy from the ground up, and social justice grant-making – anytime and anywhere – on your MP3 player!

A podcast is an audio file you can download onto your computer and listen to whenever you want. You can download specific Tamarack podcasts or subscribe to a podcast series, like our Movements for Change series, so that it automatically downloads onto your computer whenever a new podcast is available.

Once the podcast is on your computer, you can listen to it using your favourite media player, or transfer it onto your MP3 player to listen to it while on the go. It's that easy!



Take Engage to go!

Related Links:

- [Want to know how to get the Tamarack podcasts onto your computer? Click here.](#)
- [What's a "podcast" anyway?](#)

By: Louise Kearney

Making a Living in Calgary - Living wages for the bottom line

Vibrant Communities Calgary (VCC) has a very simple belief – people who work full-time should not live in poverty.

According to VCC's Living Wage Action Team, individuals need to be paid at least \$10 per hour in order to meet basic needs, maintain a safe, decent standard of living, and save for the future. Yet in 2005, 13% of employed Calgarians earned less than \$10 per hour.

The Living Wage Action Team works collaboratively with employers from several key sectors to create, implement and sustain living wage initiatives and policies. The Team is dedicated to showing employers that paying adequate wages and providing benefits is not only socially responsible, it's good for the bottom line.

You can help participate in the dialogue on living wage in Alberta through one of VCC's partners, Public Interest Alberta. Visit www.pialberta.org and fill in the survey on *Making a Living: Defining a Living Wage for Alberta*.



Learn about VCC's Living Wage Initiative. [Click here!](#)

Related Links:

- [Street Talk May 2006. Living Wage Initiative: Low Wage Stats](#)
- [Vibrant Communities Calgary](#)

By: Susan Curwood & Jessica Leech

Vibrant Communities Update

B.C.'s Capital Region – The Quality of Life CHALLENGE has a new and improved website, donated by Number 41 media. Check it out [here](#).

Calgary, AB – Vibrant Communities Calgary has its own column in Street Talk, a monthly newspaper published by the Calgary Urban Project Society (CUPS). Click [here](#) to access the online version of Street Talk.

Asset Building

A positive approach to a problem is more likely to yield positive results.

The asset approach is based on the belief that communities have skills, networks, resources and energy that can be used to tackle local problems and improve the community's quality of life. In turn, it strengthens the effectiveness of people and organizations working to find solutions to problems within the community.

The Asset-Based Community Development Institute, established in 1995 at Northwestern University, focuses on developing community assets rather than concentrating on its deficits.

There are five steps in developing community assets.

1. Mapping the capacities and assets of individuals, citizens' associations and local institutions.
2. Building relationships among local assets for mutually beneficial problem-solving.
3. Mobilizing the community's assets for economic development and information sharing.
4. Convening a broadly representative group to build a community vision and plan.
5. Leveraging activities, investments and resources outside the community to support asset-based, locally-defined development.



[extensive resources on asset building](#)

Related Links:

- [The Asset-Based Community Development Institute](#)
- [Discovering Community Power: A Guide to Mobilizing Local Assets and Your Organization's Capacity](#)
- [The New American Asset Building Foundation](#)

By: Rachel Veira

Fresh & Fabulous

Summer is here – it's time to head to the Farmers' Market! Every Saturday morning, my husband and I pile in the car with our dog to head for the market to replenish our supply of garden-fresh goodies.

A trip to the Farmers' Market means buying fresh apple fritters from our favourite vendor, sitting in the outdoor picnic area to catch up on the latest gossip and, of course, exchanging recipes for the best ways to eat our tasty produce. It's rare that we visit the market without running into friends and neighbours.

Farmers' Market goodies can be the perfect gift year round. I love to buy bunches of fresh basil for an enormous batch of homemade pesto, which I freeze in one-cup containers. Pesto has far more uses than simply a pasta sauce – it is great as a topping for fish or chicken, as a sandwich spread, or just smeared liberally on some fresh, crusty Italian bread.



[Get Susan's recipe here!](#)

Related Links:

- [St. Jacob's Farmers' Market](#)
- [A great site for fun food facts and recipes](#)

By: Susan Eckerle Curwood