



LEAVING A LEGACY





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As we draw closer to our 2026 centennial, I'm often asked about AMA's legacy. After nearly 100 years serving this province, what's the mark we'll collectively leave behind? But maybe the better question is this: how will we build a strong foundation for what's ahead? In thinking about that unknown future and its endless possibilities, I believe there's no greater gift we can provide than an environment where our children—and their children—can thrive.

For us, that means taking action now to protect our planet, create safer communities, nurture childhood well-being, and ensure every Albertan has access to healthy food.

The obstacles can feel enormous: climate change is already reshaping the land we love, and a historic number of Canadian families are struggling with food insecurity. At the same time, cultivating safe, equitable, and supportive spaces for kids to grow remains a significant challenge. As an organization, and as fellow Albertans, there's still a lot we're trying to figure out—and we won't get it right every time. But looking back on 2024, I feel optimistic .

The recent successes we've shared as a membership family prove that big change can happen in small ways. From a new bursary program for Alberta teachers, to our food bank fundraising, to reduced idling time across our fleet operations, 2024 was a year every AMA member can be proud of. I hope that in reading our third annual Impact Report, you feel as inspired as we do.

A better tomorrow is built on the choices we make today. And with the power of a million members behind us, I'm confident our legacy of sustainability, safety and community will be felt for generations to come.

Michelle Chimko
President and CEO





OUR CORPORATE PURPOSE

It's been an exciting, challenging and, at times, daring few years for AMA as we continue to build out our corporate responsibility programs. From the beginning, we knew we were opening a door for our members; what we didn't know was whether they'd walk through it. I couldn't be happier to share that they did—and they brought their friends and neighbours with them.

In 2024, we were thrilled to see the community's response to our efforts to contribute to a more sustainable and vibrant future for Alberta. From our partnership with Project Forest, to our year-round commitment to local food banks, to teachers taking advantage of our School Garden Studio bursary, the amount of positive feedback and participation has been overwhelming.

Members have been especially enthusiastic about our Pollinator Program, with bee adoptions and honey sales empowering them to support a shared commitment to biodiversity, food security, and healthy ecosystems.

Our suite of EV services has also struck a chord in a major way. From roadside assistance to driver education, our members love having greener options, and the peace of mind that AMA is there for them regardless of what they drive. It's pretty inspiring to see how many Albertans are making the switch to EVs and encouraging others to consider cleaner alternatives.

This report shares a lot of facts and numbers; these are a big part of being transparent and accountable. But we're also telling an important story: one of AMA and our members taking meaningful action, making change, and rallying around a brighter future. It shows how much we all care about making Alberta a better place for generations to come.

And for anyone looking to join us, the door is always open.

Jane Flower

Vice President, Corporate Purpose





ADVOCACY

As an Alberta leader in consumer protection, AMA helps keep members safe year-round with resources that address auto theft, catalytic converter theft, safe driving, home safety, predatory towing and more. From signature programs like **Lock It Or Lose It** to **Tag Your Cat**, learn how we're making an impact on crime in the province.



Watch the Video



GET BACK IN THE HABIT

Every year in Alberta, there are more than 100,000 collisions—and nearly all of them are entirely preventable. So, in summer 2024, we launched a provincewide campaign to encourage drivers to reflect on their own behaviour behind the wheel and Get Back in the Habit of safe driving.

The campaign is informed by the leading causes of collisions in Alberta, along with an AMA survey showing a significant gap between the risky behaviours that drivers witness on our roads and what they'll admit to doing themselves.

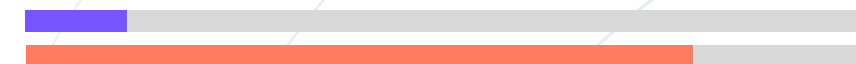
STOP SIGNS

7% of Albertans admit they roll through, but **48% say they frequently witness this behaviour.**



SPEEDING

12% say they speed, but fully **79% frequently witness speeding.**



IMPROPER TURNS

1% admit they do this, but **29% frequently witness it.**



TAILGATING

Only 1% say they do this, but **58% frequently see it occur.**



Source: AMA survey of 1,882 Albertans



KNOW BEFORE THE TOW

While Alberta’s tow industry is highly reputable, the behaviour of a minority of unscrupulous “accident chasers” is resulting in huge headaches—and even bigger costs—for unsuspecting motorists. As a leading consumer protection advocate, we knew that the best way for Albertans to stay safe was to know their rights. So, in late 2024, we created [Know Before the Tow](#): an awareness campaign to help motorists feel confident in refusing aggressive or unsolicited tow services.

We also worked with government to advocate for increased protections for motorists in these roadside situations. Heading into 2025, we hope to see changes that prohibit uninvited tow operators from approaching an incident zone, among other consumer safeguards.



CRIME PREVENTION

Auto theft and theft-from-vehicles are ongoing concerns in Alberta. AMA continues to lead the way in tackling these crimes through advocacy, awareness, and education. Across our various prevention campaigns, the core of this work is a message to be proactive and remain vigilant.

Recognizing that theft is often a crime of opportunity, AMA’s [Lock It Or Lose It](#) program—which began in 2018—reminds Albertans that the power of prevention is in their hands. And our [Tag Your Cat](#) program, active since 2023, provides members with an easy and affordable way to fight catalytic converter theft.

Alongside other stakeholder efforts, our target impact is to help reduce automotive and property-related theft across the province. Whether it’s the holiday shopping season or a summer long-weekend, we support members and Albertans year-round with ways to keep their homes, vehicles, and communities safe.



PEOPLE

Explore AMA's efforts to create and nurture more connected communities across Alberta. From supporting newcomers through HelloAlberta to fostering volunteerism with HumanKind and driving sustainable change with the AMA Community Foundation, we're helping build stronger, more inclusive spaces for all Albertans.



HELLOALBERTA

HelloAlberta is a special membership for newcomers to Canada—one that supports them with critical registry services, driver education, and discounts on essentials. But more than that, it's the cornerstone of what it means to be part of the AMA family: having the peace of mind that someone always has your back.

The impact is clear. Since this unique program was launched, we've helped more than 9,800 new Albertans feel at home in our province, with a 98% increase in 2024 alone. We've done this by partnering with more than 40 trusted organizations, connecting with new Canadians as soon as they arrive.

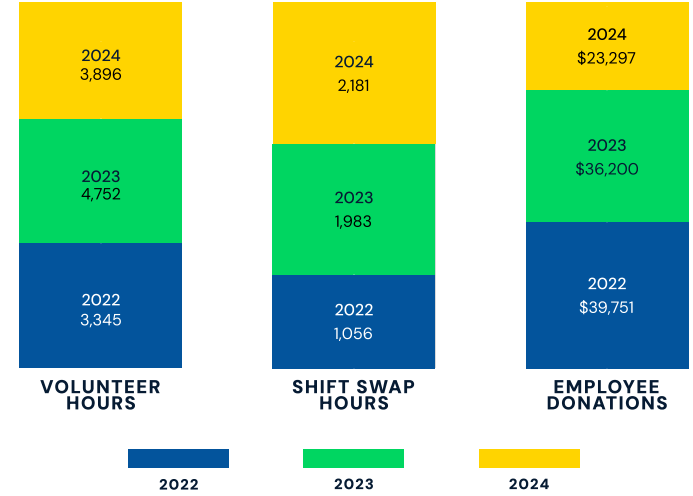
In 2024, we also introduced a HelloAlberta community on the AMA Mobile App. In its first nine months, the online group attracted more than 1,200 members, helping us better connect with newcomers and helping newcomers better connect with each other.

Albertans caring for Albertans—no matter where in the world their journey began.



HUMANKIND

At AMA, we talk a lot about living and working with purpose. At the heart of that commitment is giving back to our community—not just as an organization but as individuals. HumanKind, our online giving program, is one of the ways we support our staff in doing that. It empowers our employees to share the causes they care about, lead fundraising efforts, identify volunteering opportunities, and track their philanthropic efforts across the year.



In 2024, the energy was contagious—sparking ideas, initiatives, and movements that spread throughout our community. Each effort was a testament to our shared belief that change isn’t something to wait for—it’s something we create together. These included:

- **Shift Swaps:** employees set aside their day-to-day responsibilities to support members in everything from fraud prevention (Shredding events) to vehicle maintenance (Car Care events) to waste reduction (Electronics Recycling events).
- **Volunteer Days:** every employee gets 7.5 hours of paid time each year to support a cause that tugs on their heart.
- **Personal Donations:** our employees love to give where they live. In 2024, this included more than 80 diverse causes—from Jasper wildfire-relief efforts to Alberta food banks to cancer research.



AMA COMMUNITY FOUNDATION

The [AMA Community Foundation](#) was introduced in late 2023 to create meaningful, sustainable change for future generations of Albertans. It reflects our belief in the power of small, individual actions will lead to big, collective impact. With a focus on food security, climate good, safe communities, and childhood well-being, the Foundation’s fundraising efforts in 2024 provided support for programming that helps Alberta youth thrive in strong, healthy communities.



CLIMATE GOOD

Watch the Video



Learn about AMA's climate commitment through sustainable initiatives that include a partnership with Project Forest, use of geothermal and solar energy, and recycling programs. We're reducing idling time, conserving resources, and helping to build a greener future for Alberta.

OUR CLIMATE COMMITMENT

We feel incredibly lucky to call this province home—and as an organization started by Albertans, for Albertans, our pulses race at the opportunities for its environmental protection. AMA's commitment to climate good is multi-pronged, inspired, and mobilized throughout the Association. From our energy use to our printing practices, every year brings a new chance to do better and ultimately reduce our footprint on this remarkable and precious landscape.

FOREVER FORESTS

Rewilding Alberta is one of our biggest, and certainly most rewarding, projects in the climate space. It's our 100-hectare investment in natural carbon capture, biodiverse forests, and creating protected outdoor spaces for future generations to enjoy.

In 2024, we passed the halfway mark of our "forever forests" commitment, which will see the planting of 200,000 trees—about 247 football fields' worth—in partnership with Project Forest. Two of our six forests were officially unveiled in 2024: Benoit, in Lamont County, and Flatbush, in northern Alberta. Over their lifetime, Project Forest estimates these two forests are expected to capture 33,814 metric tonnes of carbon.



We were also honoured to support the planting of critical trees and plants in the new Wihnemne School Forest on Paul First Nation. As a proud partner of the endeavour, we worked with Project Forest to create a food and medicine forest for the young students of the K-9 school. The forest features nearly 600 seedlings, including culturally significant plants that will be tended by local youth. Guided by Paul First Nation, this project supports the exchange of traditional knowledge between students, teachers and three generations of elders. We love knowing that as the trees grow, so too will the children's experience with nature.



ALTERNATIVE ENERGY

AMA’s alternative energy journey began in 2009 with our Kingsway centre in Edmonton. From Day 1, the unique building has relied on the earth’s core for heating and cooling, ultimately requiring less fossil fuel.

Consider this: if you compare a building similar in size with no geothermal system, the Kingsway building consumes nearly six times less natural gas in a year! It’s pretty special nowadays, but was truly amazing for its time, as geothermal wasn’t commonly considered back then.



Unfortunately, Kingsway’s heat pumps—which are among the main components of the geothermal system—carry high electricity demand. So, in 2024, we began the engineering and procurement process to install solar panels on the main roof and parkade. Thanks to these solar arrays, which will be installed in early 2025, we anticipate offsetting 18% of our electrical consumption at the centre—the equivalent of producing approximately 32 homes’ electricity for an entire year! It’s an exciting example of how heat pumps and renewable energy can create energy-efficient and sustainable buildings.

In sunny Medicine Hat, where we’ve initiated plans for a similar solar array, we expect to offset as much as 90% of electrical consumption. At this smaller AMA centre, that’s the equivalent of producing approximately eight homes’ electricity for a year!

ANTICIPATED OFFSET

We anticipate offsetting **18% of our electrical consumption** at the Kingsway centre and up to **90% of our electrical consumption** at the Medicine Hat centre for a combined total of the equivalent of approximately 40 homes’ electricity for an entire year!



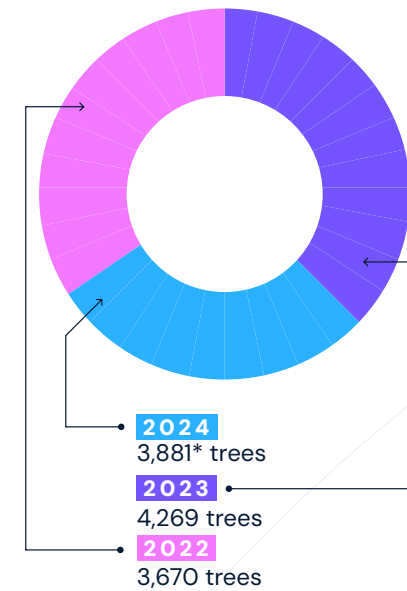


RECYCLING EVENTS

Every year, our member-exclusive Shredding and Electronics Recycling events are key parts of our climate commitment. These programs empower members to divert waste from landfills, save trees, reduce greenhouse gas emissions, and recover such resources as metals, glass and plastic to make new products—all while helping protect their data and guard against identity theft.

Trees Saved via Shredding

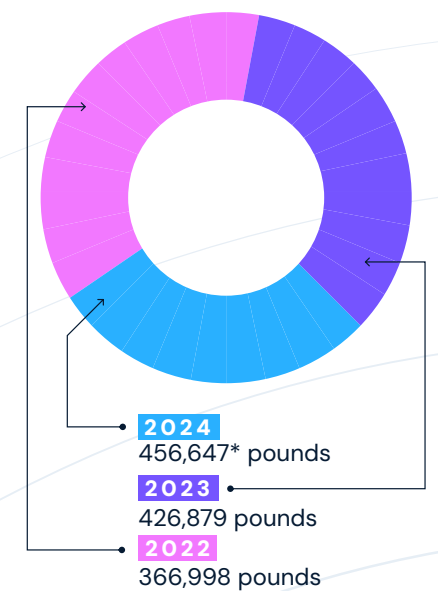
2022–2024
11,820
TREES



*Source: EnviroShred

Pounds of Recycled Paper

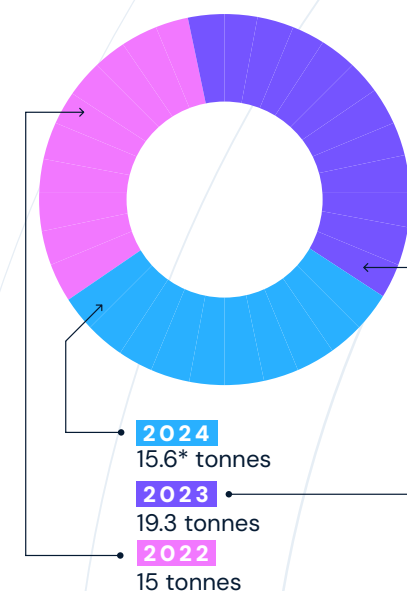
2022–2024
1,250,254
POUNDS



*Source: EnviroShred

GHGs eliminated through electronics recycling

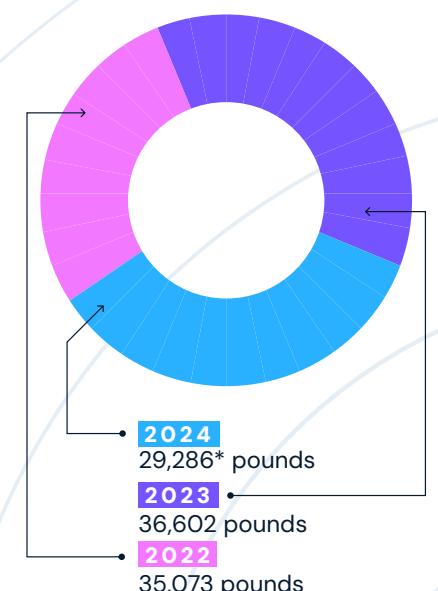
2022–2024
49.9
TONNES



*Source: Quantum

Pounds of recovered resources through electronics recycling

2022–2024
100,961
POUNDS



*Source: Quantum



From an impact perspective, it's about doing our part to reduce deforestation, lower greenhouse gas emissions, and decrease the water and energy usage associated with paper production.

AMA Insurance is a strong example of these efforts. As of November 2024, the department has moved 25.5% of payments to Electronic Funds Transfer—up from just 8% in 2022. And DocuSign, which saves an average of 15 sheets of paper per agreement, was used 4,406 times, which is more than double its use versus 2022.

Since 2022, AMA has additionally used PrintReleaf Exchange to mitigate our Association-wide paper consumption through reforestation. Between January and December 2024, we consumed 17,367 lbs of paper, which is equivalent to 71 metric tonnes of CO₂e. Thanks to this program, our impact on the environment was mitigated by the planting of 209 new trees.

PAPER REDUCTION

Like many large organizations, we've been guilty of too much printing, too few digital alternatives, and too neutral a stance on paper use. But we've been working hard to change that, both through offsets, process changes, and more sustainable practices around printed materials.

MOVE TO EFT
25.5%

As of November 2024, AMA Insurance has moved 25.5% of payments to Electronic Funds Transfer—up from just 8% in 2022.

DOCUSIGN USE
4,406

DocuSign, which saves an average of 15 sheets of paper per agreement, was used 4,406 times in 2024, which is more than double its use versus 2022.

TREES PLANTED
209

Thanks to the PrintReleaf Exchange program, our impact on the environment was mitigated by the planting of 209 new trees.

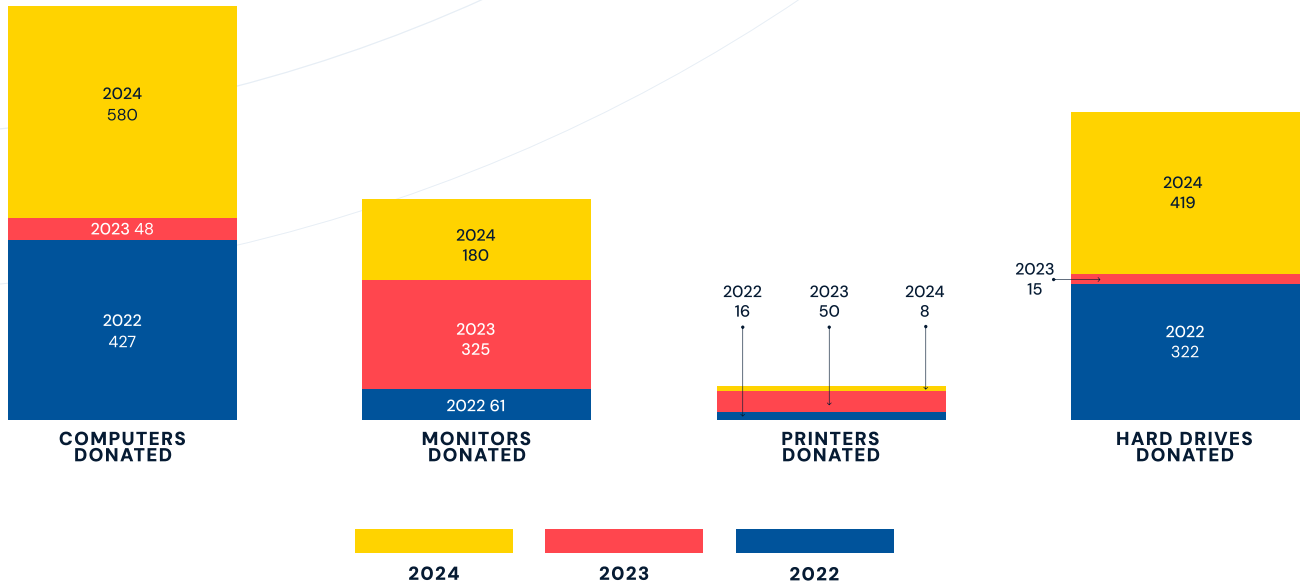


REHOMING COMPUTERS

Our evergreening program ensures that every retired desktop, laptop, monitor and printer at AMA is sustainably recycled, refurbished or rehomed. It's about keeping electronics out of landfills, while helping put much-needed equipment into the hands of Albertans who need it.

Throughout the year, retired AMA machines and

accessories are meticulously wiped clean by our IT team and donated to Computers for Schools (CFS), a not-for-profit organization that supports youth, Indigenous communities, new Canadians, low-income parents, libraries, and not-for-profit organizations. Because we believe every Albertan deserves equal access to these critical learning and development tools.



FLEET EMISSIONS

Conscious consumption is a powerful tool for environmental change—especially in areas with a heavier carbon footprint. By taking a mindful approach to everything from idling times to the types of vehicles used in our fleet, we hope to empower our team to be part of the solution. It's about driving the buy-in for sustainable practices and supporting climate good.

In late 2022, Roadside Assistance set a target to reduce fleet idling time from 40% to 20% by 2025. A new "conscious idling" policy was created and, as of November 2024, our average idle time had already dropped to 15.92%.

Adding four electric vehicles to our Roadside and Driver Education fleets has made a smaller impact, comparatively, but one we'll see grow as we bring on more EVs. In 2024, the vehicles collectively reduced AMA's greenhouse gas emissions by 52 metric tonnes of CO₂e, which is the equivalent of saving 2,389 propane cylinders for your barbecue!



FOOD SECURITY

Discover how AMA is fighting food insecurity in Alberta through school garden programs, urban farming, food-bank drives, and pollinator conservation. Together, we're growing a more sustainable and equitable future for the next generation.



SCHOOL GARDEN STUDIO

Just a seed of an idea in late 2022, the AMA School Garden Studio has blossomed into a trusted resource for more than 200 Junior High teachers across the province—a milestone reached in late 2024.



With insight from our stakeholders, we identified a hole in the food security space and dreamed up a way to make it easy and accessible for educators to teach children how to grow their own food. With partnership from likeminded organizations, we assembled best-in-class resources and equipment to make it easier for teachers to leverage the wonder of growing to inspire confidence and self-sufficiency in their students.

With the support of our team, we built a bursary program that helps provide equitable access to this important hands-on learning. And with a reach that now includes thousands of Alberta students, the Studio is building strong roots in the fight against food insecurity.

We encourage you to watch the video above to learn more. While the full impact of the Studio may not be visible today, we know it will have powerful ripples for Alberta children's tomorrows.



FILL OUR FLEET

After a few challenging economic years, the food banking system is dangerously close to its limit. In fact, the national rate of demand over the past five years far surpasses anything the network has ever experienced. It means that many Albertans can't give in the ways they used to, and some are now on the receiving end of the support they once provided.

But in a province as strong as ours, the heart to help remains strong. So, in 2024, we adjusted our annual Fill Our Fleet campaign in support of community food banks. This included an expanded financial commitment from AMA, as well as creating new ways for members to participate, according to their circumstances. Because we know that great change can come from small, personal actions.

To make monetary gifts go further, we pledged to match every campaign donation—up to \$100,000—between Oct. 11 and Dec. 31. We also launched “micro donation” opportunities through the AMA Community Foundation, including transaction top-

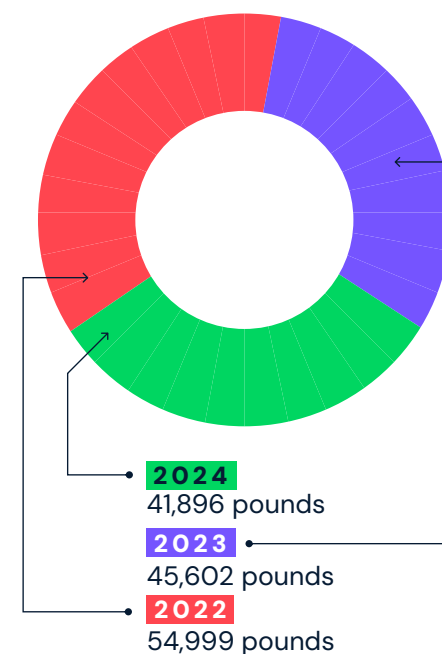
ups and the chance to use novelty parking meters to make gifts of small change.

Other ways to contribute included a virtual food drive, online donations, in-person donations, and booking a free Community Mobilization Kit with all the tools needed to host a food drive. We also provided giving opportunities throughout the year, such as donation collection at AMA signature events like Car Care and Shredding.

With our members' generous support, 2024 saw us lift Fill Our Fleet's historical totals to a combined \$1,471,638.43 and 385,951.34 lbs of food for Albertans in need.

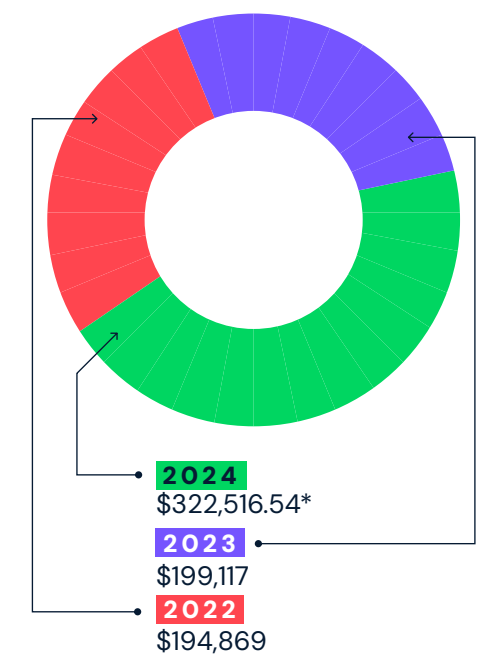
Food Donated

2022–2024
142,497
POUNDS



Monetary Donations

2022–2024
\$716,502.54



*Includes \$100,000 in AMA matching



HARVESTING HOPE

A record number of Canadians don't have enough to eat—and in Alberta alone, children represent a distressing 36% of food bank visits. To improve access to nutritious, fresh produce, we partnered with MicroHabitat to install an urban farm on the roof of AMA Edmonton South in summer 2024. Our small garden yielded 225 lbs of food, which supported Edmonton's Food Bank, in addition to helping provide 60 meals to The Breakfast Club of Canada.

To empower our members with the same opportunity to give back, we created Harvesting Hope. Operated through the AMA Community Foundation, the initiative invited people to share their home-grown root vegetables with vulnerable Albertans. We provided free burlap sacks that could be filled and returned to AMA, then worked with community food banks to get that fresh food onto the tables of people in need.

Harvesting Hope inspired the donation of 70 bags of vegetables provincially, totalling 1,390 lbs of food for Albertans facing food insecurity.



OUR GARDEN 225 LBS

Our small garden yielded 225 lbs of food, which supported Edmonton's Food Bank

PROVINCEWIDE DONATIONS 1,390 LBS

Harvesting Hope inspired the donation of 70 bags of vegetables provincially, totalling 1,390 lbs of food for Albertans facing food insecurity.



POLLINATOR PROGRAM

One out of every three bites we eat is linked to a pollinator. Knowing the huge impact that these tiny creatures have on our food system, we developed a comprehensive Pollinator Program to engage and educate Albertans about their importance. We want Albertans to fall in love with nature, from the bees to the trees.

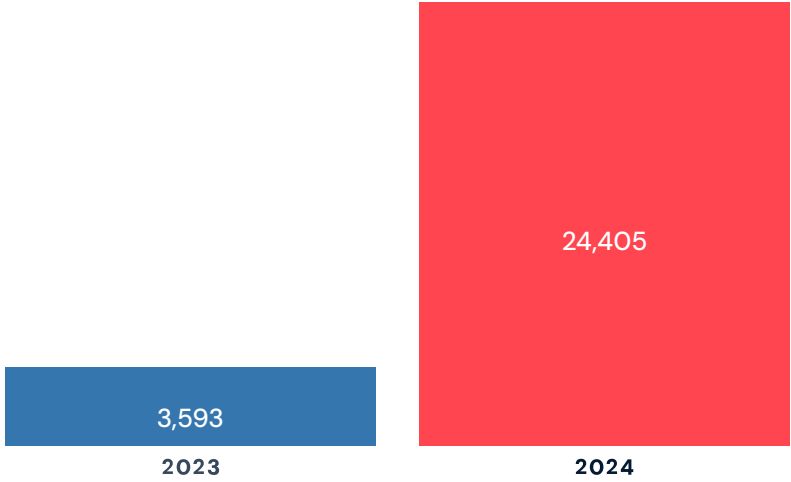
In 2024, we not only welcomed our millionth “AMA bee” but also made strides in education, fundraising, and support of Alberta’s native bee population. We installed our final 10 beehives, along with six bumblebee boxes; added pollinator-friendly landscaping to select centres; gave away seed packets to support native bees; and offered members, staff and School Garden Studio teachers more workshops to learn about the huge role these tiny creatures have in food security.

In its second year, our adopt-a-bee initiative also made meaningful inroads to supporting the AMA Community Foundation. Our \$1/bee offer was a big hit with Albertans, with adoptions growing by five-and-half times what we saw the previous year. As of Dec. 1, 2024, this initiative has raised \$31,202 in funds that will be funnelled back into the community through the Foundation.

Finally, we brought back our popular honey jars for the holidays, with proceeds supporting the Foundation. Made by our resident bees, the honey was sold with the dual purpose of fundraising and promoting awareness about AMA’s food security commitment. Fully 2,000 jars were made, 200 of which were donated to Edmonton’s Food Bank.

While the scale of these initiatives may seem small, their impact is significant when spread across a million members. It’s a touching example of the power of individual acts to make a difference for an entire community—and indeed an entire ecosystem.

Bees Adopted



CHILDHOOD SAFETY



We're passionate about keeping kids safe—on the road, at school, and beyond. From the AMA School Safety Patrol to free reflective armbands, to Kids Go Free roadside assistance, we're committed to protecting future generations of Alberta leaders.

PROTECTING FUTURE GENERATIONS

Every child's future is precious. It's why we're deeply committed to protecting the things that matter most to their well-being. Alongside our members and community partners, we're working hard to ensure the air young Albertans breathe is cleaner, the roads they travel with loved ones are safer, and the food they eat is more sustainable.

Protecting children's tomorrow starts with what we do today. Together, we can empower the next generation—not just to safely navigate the world but to thrive in it, knowing they're supported every step of the way.



Watch the Video

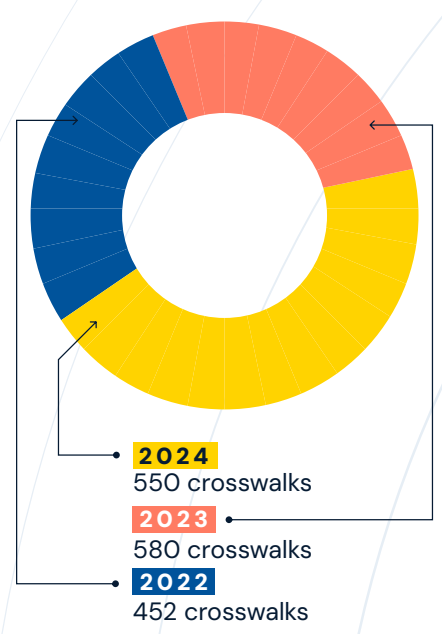


SCHOOL SAFETY PATROL

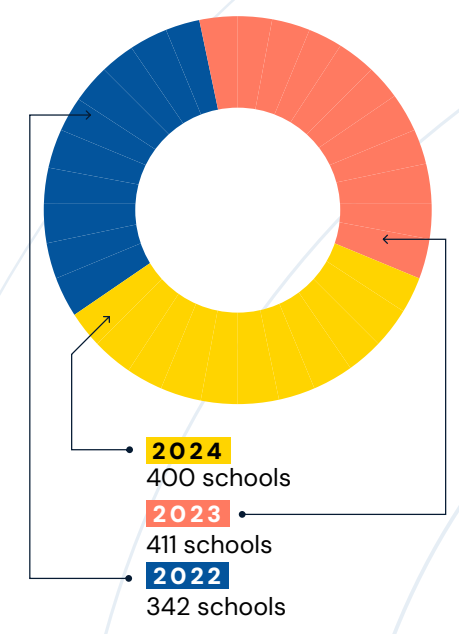
The AMA School Safety Patrol, operating since 1938, provides leadership skills that can last Alberta children a lifetime. But to continue that legacy, the Patrol needs to deliver a modern, convenient experience that meets kids and teachers where they're at. So, in 2024, we "gamified" crosswalk safety lessons with a one-of-a-kind Roblox game that supplements our in-person training and allows kids to sharpen their skills at home. Scan the QR code above to learn more.



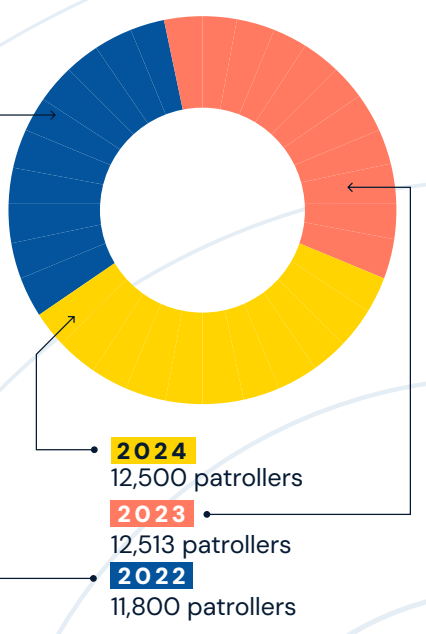
Crosswalks Patrolled



Participating Schools



Student Patrollers

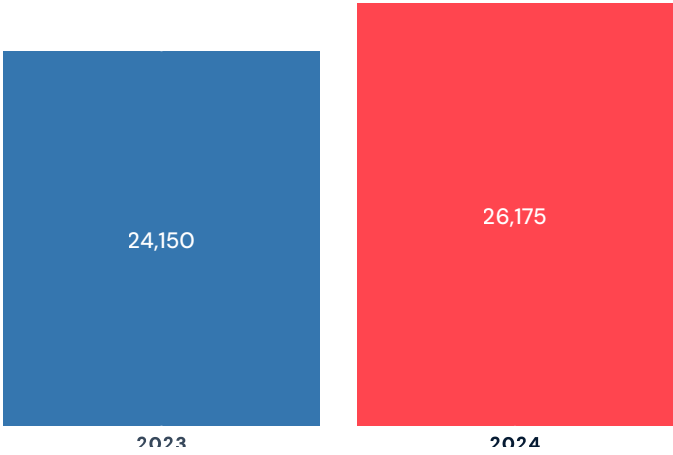




KEEPING KIDS VISIBLE

Children are Alberta’s most vulnerable road users—and it takes the heart of a community to look out for them. That’s why, every October, AMA provides free reflective armbands to improve children’s visibility while trick-or-treating. We love mobilizing our members, friends and neighbours around this initiative, which has become a glowing mainstay of our commitment to help kids be seen.

Reflective Armbands Distributed



In 2024, thousands of AMA members and nearly 80 community groups took advantage of this safety offering, including the Girl Guides of Canada, the Edmonton Association of the Deaf, Devon Citizens on Patrol Society, local fire stations, preschools, hockey clubs, community leagues and more. Based on their positive feedback, and the fact we “sold” out of every band in 2024, we’re looking forward to bringing this free offering back for future Halloweens.

ROADSIDE SAFETY

Every parent profoundly feels the saying that having a child is like having your heart go walking around outside your body. So, 10 years ago, we created a special Kids Go Free membership to bring some peace of mind. Available for Plus and Premier members, this complimentary offering ensures that children under 16 have 24/7 access to Roadside Assistance when they aren’t with a parent or guardian. So, whether the carpool vehicle breaks down or Nana gets a flat while taking the grandchildren for ice cream, Kids Go Free has their backs.

2022
58,609

Kids Go Free members

2023
59,361

Kids Go Free members

2024
60,283

Kids Go Free members





DRIVER EDUCATION IN SCHOOLS

Having offered driver training since 1938, we know the program has an enormous community impact. Skilled, confident drivers make the roads a safer place for everyone—including our children. That's why, in partnership with Alberta high schools, we're working to ensure students from every background can learn the safe driving habits that parents, and future employers, want to see behind the wheel.

In 2024, we initiated a pilot program with McNally High School and Red Deer Catholic High Schools to bring AMA Driver Education to classrooms. Our New Driver (Class 5) training materials align with the objectives of CALM 20, making it a natural fit for high schools.

We're proud to help give students a head-start on the practical life skills that lead to qualified drivers, safer roads, and smoother career paths. For the 2024/2025 school year, this critical driver training is expected to be expanded to include roughly 40 Alberta schools.

FROM ALL OF US AT AMA,

THANK YOU





Alberta Motor Association

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See this report online



impact.ama.ab.ca

