Canadians’ giving spirit

Generosity is at the heart of all social change, and on November 15, fundraisers are putting the spotlight on the importance of giving – and asking.

The Association of Fundraising Professionals (AFP) is marking its annual National Philanthropy Day promise to be an exciting one, with events held across the country. Speakers in the lead include Dr. Samantha Nutt, co-founder and executive director of War Child Canada, and host Lucy van Oldenbarneveld, who is bringing awareness to breast cancer.

So if AFP wants a single message to be taken home from all the activities, it’s that philanthropy goes far beyond responding to emergencies, it’s that philanthropy goes beyond volunteering time, it’s that philanthropy goes beyond giving – and asking.

“In keeping with AFP’s mandate, established in 1960, to advance ethical and effective philanthropy, we’re world leaders in how to efficiently and effectively encourage Canadians to give in times of need,” says Ms. Eustace.

All this is in keeping with the AFP Foundation for Philanthropy – Canada supports many programs and services designed to help fundraisers both individuals and philanthropists, both individuals and organizations,” says Ms. Eustace. “Our goal is to help change the world – its 33,000 members raising more than $115-billion annually.

The whole idea of National Philanthropy Day is for our chapters to celebrate regional volunteers and philanthropists, both individuals and corporations.”

In Canada, AFP has 31 chapters from coast to coast and 3,000 members, all of them currently preparing for National Philanthropy Day. One measure of the organization’s success is that the federal government officially recognized the event as National Philanthropy Day in 2012, setting a new model for other countries to emulate. “The whole idea of National Philanthropy Day is to celebrate regional volunteers and philanthropists, both individuals and organizations,” says Ms. Eustace.

A 2013 Statistics Canada survey provides a snapshot on Canadians’ volunteer activities and giving. The General Social Survey gathers data on six themes.

28% of Canadians made financial donations to a charitable or non-profit organization.

$12.8-billion The total amount donated by Canadians to charitable or non-profit organizations between 2010 and 2013 (an increase of 14% to charitable or non-profit organizations in 2012).

$5.2-billion (4%) went to RELIGIOUS organizations

$1.7-billion (13%) went to HEALTH-RELATED organizations

$1.6-billion (5%) went to SOCIAL SERVICES

66% of all Canadians aged 15 to 19 did volunteer work

48% of all Canadians aged 25 to 34 did volunteer work

A 2013 Statistics Canada survey provides a snapshot on Canadians’ volunteer activities and giving. The General Social Survey gathers data on six themes.

SOURCE: STATSCAN.GC.CA
Collaboration builds capacity for change in our communities

OPINION

THE RIPPLE REFUGEE PROJECT

Making a difference, one family at a time

Rebecca Davies says the journey of sponsoring and settling a family of Syrian refugees is logarithmically daunting, extremely time-consuming, enormously exhausting and difficult.

A fundraiser by profession and a passionate advocate for good works, Toronto-based Ms. Davies and 16 other passionate advocates for giving back, including Ms. Davies, formed the Ripple Refugee Project. With a fundraising goal that initially netted over $600,000, the group pooled resources toward the AbuDabbab family to Canada.

“Making a difference, one family at a time,” she always says. “On top of that, there’s also arranging their health care, finding them a home, furnishing and outfitting their new home, setting up their kitchen, finding utilities, helping them find employment and early child care, finding them school uniforms and quality under-care,” Ms. Davies says. “Raising funds was crucial to their success, and while an email campaign yielded impressive results, Ms. Daviessingle out University Health Network’s emergency doctors for kickstarting the fundraising drive and Ms. Davies’ friends and personal donors.”

The group was formed with Ms. Davies’ first cousin in Syria, Ahmed Al-Amin, who was shot in the leg and amputated. “At the Syrian border, I saw a woman whose leg was being amputated and witnessed first-hand the turmoil in Syria,” Ms. Davies says. “This is what it’s all about: new beginnings.”

As our federal government moves to accept a more substantial number of Syrian refugees, the potential impact the group in September 2015 saying it would sponsor at least three other families to Canada, the group in September 2015 saying it would sponsor at least three other families to Canada. By the time Lifeline Syria phoned Ms. Davies, meanwhile, the group had raised some $40,000 in 30 days.

As for the Abdallahs, they are anticipating a special arrival this Christmas. “In December, they’ll welcome their first Canadian baby into the world,” Ms. Davies says. “This is what it’s all about: new beginnings.”

“Ms. Davies, meanwhile, will continue to use her position as a journalist in the world to have this wonderful Syrian refugee settlement in Canada live, one family at a time. And in this powerful way, together, we are possibility.”

T ORONTO FOUNDATION

Foundation expands issue-focused philanthropy

T he non-profit sector recognizes the importance of aligning the interests of its donors with the strategic priorities of the organizations they support. For T oronto Foundation, this means engaging in the desire of growing numbers of philanthropists to see their charitable gift-address help address complex community challenges. More donors want to be ‘city-builders’ who can work collaboratively with the communities of T oronto to build a stronger, more diverse and more prosperous city. Yet, many donors do not have the time to engage in a foundational way to solve complex community challenges.

The T onario Nonprofit Leadership Survey found that 57 per cent of philanthropists are interested in philanthropy as a career and 50 per cent are interested in philanthropy as a second career.

T oronto Foundation, a community foundation, is one example that helps us to come together and play a critical role in creating the conditions for our communities to thrive. We know that philanthropy is often seen as a family endeavor, a professional endeavor or a personal endeavor. Many donors want to ‘change the world’ and to find creative solutions to improve the quality of life in their communities. Many donors want to work alongside others to improve our communities. Together, we are possibility.

NATIONAL PHILANTHROPY DAY

Visit globemailand.com/ad/ontariophilanthropyday2016

Sharon Avey (left), president and CEO of Toronto Foundation, in conversation with philanthropist Claire Duboc and Toronto Life editor Sarah Fulford on Toronto’s Vital Signs and the role of philanthropy in city-building.

The Ripple Refugee Project’s Rebecca Davies (right) welcomes the Abdallah family to Canada.

Poverty isn’t always easy to see. Especially during the holidays.

Please give generously at SalvationArmy.ca
For further information please call 1-800-SAL-ARMY
Giving Hope Today

PATRONS CAN SET UP VARIOUS TYPES OF GIFTS TO BENEFIT COMMUNITIES NOW AND IN THE FUTURE.

Patrons can set up various types of gifts to benefit communities now and in the future. For example, you can set up a bequest, which will provide income for many years while the principal amount remains intact or a charitable gift annuity, which will provide income for many years while the principal amount is reduced.

Take the issue of child poverty in Canada’s elementary schools, which has hovered around 30 per cent for over 20 years. Now, imagine the impact of giving safe, warm, and well-nourished children better opportunities.

Research shows that housing is the number one catalyst out of poverty. For the same time, we see that the same is true for affordable health care. As our city is growing, the kind of knowledge we need to engage and build an informed, engaged public. Together, we can develop solutions with our community partners for our work. In this way, we work together, we leave no one behind.

Indeed, the value of this work is expanded in very tangible ways. For example, if you choose to support affordable health care, your gift through the program in the pocket for a bright future.

And, no matter what issue faces us, what sector of the economy we represent, or what community across Canada we live in, one thing is certain: when all sectors face the common challenge, together, we are possibility.

BY THE NUMBERS

Foundation expands issue-focused philanthropy

**The Vital T oronto Fund is the organization’s community endowment, which funds a broad range of initiatives that support a wide range of organizations that are addressing issues facing these issues.**

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And, no matter what issue faces us, what sector of the economy we represent, or what community across Canada we live in, one thing is certain: when all sectors face the common challenge, together, we are possibility.
Where some perceive only obstacles, visionary philanthropists recognize possibility. Peter and Melanie Munk’s vision, commitment and generosity have made the Peter Munk Cardiac Centre and the Munk School of Global Affairs a reality. These world-renowned centres promote the excellence and innovation in health care, higher education and public policy that are critical to well-being, prosperity and quality of life in Canada and across the globe.

Since 1992, Peter and Melanie have contributed more than $180 million to charities and public institutions in Canada and abroad, establishing them among the country’s most generous philanthropists.

Toronto General & Western Hospital Foundation and the University of Toronto are delighted to congratulate Peter and Melanie Munk as 2016 recipients of the Outstanding Philanthropist Award from the Greater Toronto Chapter of the Association of Fundraising Professionals (AFP).
NATIONAL PHILANTHROPY DAY

Technology is a growth sector in the giving community

As more people choose to engage online and on their mobile devices, charities need to adapt accordingly

Mark Banbury is chief information and constituent services officer at the Heart and Stroke Foundation of Canada.

Donors boost ROM accessibility initiatives

We need city-building philanthropists to help us create a resilient city. Start a charitable fund and help Toronto grow strong.

ROYAL ONTARIO MUSEUM

WHAT'S YOUR PLAN FOR TORONTO?

We need city-building philanthropists to help us create a resilient city. Start a charitable fund and help Toronto grow strong.

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**POLICY**

**Donors drive innovation in health-care systems**

By Barbara Grantham, CEO of VGH & UBC Hospital Foundation, and Derek Fraser, Calgary-based president of iDophilanthropy and co-founder of Purpose Philanthropy, supra. "As we approach the November 15 celebrations, I’m impressed yet again by the countless children and adults who exhibit the philanthropic spirit, whether it’s a volunteer week or fundraising for charity," he says. "Young people love to see something and try to do that and feel effective. That’s why philanthropy is especially important in the current state of play. We can’t afford to lose this market."

This elaborate network of donors, volunteers, causes and fundraisers is certainly willing to walk the journey with them," says Ms. Grantham. "It’s just a change in how we engage each other. Marjorie Payce, whose name is synonymous with Vancouver Coastal Health, had many conversations with potential donors who also believed strongly in giving nurses more one-on-one time with patients.

Ms. Grantham. “And VGH & UBC Hospital Foundation is certainly willing to walk that road with them, to find those solutions that meet their goals and give better options to everyone.”

**FROM AFP 1**

**Spirit:** Agents for social change

She adds. “What is especially fulfilling to me is the celebration of ground volunteers: they really are the backbone of the philanthropy community. People are already inclined to give back, to do even more for their community. Derek Fraser. Calgary-based president of iDophilanthropy and co-founder of Purpose Philanthropy, supra. "As we approach the November 15 celebrations, I’m impressed yet again by the countless children and adults who exhibit the philanthropic spirit, whatever it’s a volunteer week or fundraising for charity,” he says. "Young people love to see something and try to do that and feel effective. That’s why philanthropy is especially important in the current state of play. We can’t afford to lose this market."

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**Visit globemailand.com/ad/nationalphilanthropyday2016**

**Help your clients leave their mark**

The McKenzie Charitable Giving Program is a convenient solution that enhances your value and helps your clients incorporate charitable giving into their financial plans.

Helping your clients leave their mark is critical to their legacy plans. The McKenzie Charitable Giving Program can help make their wishes a reality.

**Donors drive innovation in health-care systems**

Barbara Grantham, CEO of VGH & UBC Hospital Foundation, has incentivized the philanthropic sector for over 20 years. In that time, she’s noticed a major shift in the expectation of and roles of major-gift donors. "Everyone always says they’re starting tomorrow, but they never do," says Ms. Grantham. "They might have purchased useful diagnostic equipment, built surgical theatres or stocked a neonatal unit until the bill is paid, off the top of their head, or, if they are low on time commitments."

"Now, donors are keenly aware of the broader public policy challenges facing the health-care system in this country. They want to take part in helping this system become more nimble, more adaptable and more innovative. Different decisions in Canadian hospitals happen independently, with different people passing up and down the chain of command to develop projects that exist on the ward. A British program, Releasing Time for Improvement, aims at removing the barriers to change the current system by enabling nimble, safer development and safer discharge, and higher levels of patient and employee satisfaction, which has become the new standard."

"It’s not bright and shiny," says Ms. Grantham. “And VGH & UBC Hospital Foundation has certainly willing to walk that road with them, to find those solutions that meet their goals and give better options to everyone.”

**Winning work through the VGH & UBC Hospital Foundation, a donor enabled the development of a new nursing model.**

Designing, executing and assessing a new process to provincial satisfaction took nearly two years. This donor family, explains Mr. Grantham, stayed involved throughout discussions, even paying for the pilot project in UBC, BC. Two years, he notes. The model, which showed lower patient load, faster recovery and improved outcomes for complete program details, including fees and expenses, before donating.

AfP 5

Spending, saving and investing is a convenient solution that enhances your value and helps your clients incorporate charitable giving into their financial plans.

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NATIONAL PHILANTHROPY DAY

PETER AND MELANIE MUNK

Visionary philanthropists boost Canada's role on the world stage

Peter and Melanie Munk's transformative giving demonstrates their passion for higher learning and health-care excellence.

Peter Munk and his wife Melanie Munk have been one of the world’s most influential philanthropists. Through their generosity, they have played a significant role in elevating the profile of Canada in the global arena, focusing on excellence in clinical care, research, innovation and teaching. The state-of-the-art Peter Munk Cardiac Centre (PMCC) at the University Health Network (UHN) helped usher advances in medical science that are now trickling down to numerous excellence in global health and cardiovascular care. There are just two examples of how the Munks' financial support have contributed to UHN.

Since 1992, Peter and Melanie have contributed significantly to health-related charities and public institutions in Canada and around the world. Their contributions have been a hallmark of our country's sesquicentennial next year, I want to thank you and look forward to even greater things over the next 150 years.

The innovation fund has created a medical version of CBC’s popular Dragons’ Den, where reality show entrepreneurs are pitched to a panel of venture capital investors who have the power to decide the fate of a start-up. The Munks have gone beyond simply giving financial support to evaluation of promising projects, providing the Munks immediately supported the idea with a generous donation.

As we near our country’s 150th anniversary, I want to thank you and look forward to even greater things over the next 150 years.

To date, the Peter and Melanie Munk Foundation has contributed more than $200 million to support 25 major initiatives (PMCC) and its award-winning staff at UHN.

"Philanthropy is the perfect way to achieve all the things that I find critical, paying back to a country that has given me so much." - Peter Munk

The Munk School of Global Affairs has been in operation for nearly 15 years. According to University of Toronto President and Vice-Chancellor David Farrar, the Munks have set the bar for philanthropy.

Leah Eskin, Chief Development Officer for Philanthropy – Canada

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Philanthropy is the perfect way to achieve all the things I find critical, paying back to a country that has given me so much.

The Munks made a landmark donation of $35-million in 2010 to create the Munk School of Global Affairs. The newly created Faculty of Public Policy, Leadership, and Governance at the University of Toronto has been renamed the Peter Munk School of Global Affairs.

People have been helping one another (and people around the world) for even longer. Generosity is the hallmark of our civilization, and it all begins with you.

By Leah Eskin, Chief Development Officer for Philanthropy – Canada

The fundraising sector is committed to improving donors' experience

While the world is focused on the evolving role in the world – one of which Canada is a critical player – the role of philanthropy has become more prominent in recent years, focusing on excellence in clinical care, research, innovation and teaching. The state-of-the-art facility has eight dedicated operating rooms, 2,000 cardiovascular and vascular procedures, 25 heart transplants and 6,000 cardiac catheterization labs. The PMCC has ten operating rooms, the country's only coronary care operating suites, and a nearly $51-million, including a landmark donation of $30-million from PMCC. The Peter and Melanie Munk Foundation has contributed more than $200 million to support 25 major initiatives.

Statistics Canada's most recent General Social Survey on Giving, Volunteering and Participating (GSPV) report found that Canadians have been helping one another (and people around the world) for even longer. Generosity is the hallmark of our civilization, and it all begins with you.

For more information, visit the Peter Munk Cardiac Centre (PMCC) or the Peter and Melanie Munk Charitable Foundation.

PHILANTHROPY simply can't occur without involvement that makes our community strong.

There are areas in which charities need to improve, no doubt. But it’s important to remember that philanthropy is a crucial part of a larger process that leads to a better future for all. At the beginning of the month, we were reminded of this when it comes to telephone fundraising and street canvassing.

We are listening to you, and the sector is committed to improving the donor experience whenever you decide to make a gift to a charitable organization. If you feel your experience is not as you expect it to be, you initiate that charities are still able and willing to engage in conversation, but the changing landscape is driven by the increasing number of people who are choosing to limit how much time they spend on the phone, including when it comes to telephone fundraising and street canvassing.

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MENTORSHIP

Developing the next generation of fundraisers

The Association of Fundraising Professionals (AFP) Greater Toronto Chapter recently created a new young professional position on its board of directors—a reflection of its desire to support young fundraisers to prepare for leadership in an ever-changing and dynamic sector.

This new board member is Sarah Midanik, a Métis professional who is passionate about building capacity within the indigenous community. Ms. Midanik, the executive director of the Native Women’s Resource Centre of Toronto, is excited about her new role at AFP. “It is very important for charities to engage with the next generation of fundraisers and properly provide the supports, the mentorship and the resources to set up fundraisers for success,” she says. “Role models are particularly important. We really want to facilitate connections between people in the earlier stages of their careers and mentors who can guide them.”

Professional development for fundraisers of all levels is a major focus of the organization’s Congress 2016, to be held in Toronto from November 21 to 23, 2016. With the theme of “lead from where you stand,” the conference will include presentations and workshops on fundraising best practices, as well as an overview of the state of the fundraising sector—Preparing emerging and mid-career fundraisers for leadership roles is an important strategic focus for AFP Greater Toronto, according to the president of the chapter, Krishan Mehta, who is a fundraiser at Ryerson University. “We’re developing a vision for the future of fundraising,” says Dr. Mehta. “Much of this work is based on what we have been hearing from senior leaders in the sector, many of whom are thinking about succession planning and nurturing the next crop of fundraisers.”

“We have to prepare fundraisers with knowledge and experience in both tried and true and emerging fundraising practices because the sector is transforming in significant ways,” he adds. “Today’s fundraiser needs to know a lot more than how to solicit donations. Charities are also looking for people who know how to manage volunteers, collaborate with other charities, use social media effectively and employ newer forms of giving, just to name a few,” according to Dr. Mehta. He adds that the chapter is beginning to explore how new partnerships between professional fundraising associations and post-secondary programs can provide this knowledge and training.

The chapter’s Diversity and Inclusion Fellows are receiving customized training and mentorship in fundraising leadership and inclusion education. As emerging donor groups begin investing in causes that matter most to them, they should be able to seek guidance from fundraisers within their own community. “As emerging donor groups begin investing in causes that matter most to them, they should be able to seek guidance from fundraisers within their own community. Having a diverse fundraising board is really critical to the success of our sector,” Dr. Mehta is co-chair of the Inclusive Giving Fellowship Program, run by the AFP Foundation for Philanthropy –Canada, with the support of the Ontario government. The 70 Fellows who went through the education and mentorship program came from various underrepresented backgrounds. Ms. Midanik was among them. “Going through the program has helped us become ambassadors for inclusion,” she says. “We are now able to share many innovative ideas about how to solicit donations. Charities are also looking for people who know how to manage volunteers, collaborate with other charities, use social media effectively and employ newer forms of giving, just to name a few,” according to Dr. Mehta. He adds that the chapter is beginning to explore how new partnerships between professional fundraising associations and post-secondary programs can provide this knowledge and training.

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MOE LAVERTY
SALVATION ARMY

Building hope and a chance for a better life

**Salvation Army**

When people have hope they have a chance for a better life.”

Lois Flemming is territorial director of major gifts and planned giving at The Salvation Army.

A home-away-from-home when it’s needed most

One of the suites for families who need to travel to Vancouver for emergency medical treatment.

T here are no words for the appreciation we carry in our hearts for the Burn (Fund) Centre. Our son’s accident has been a life-changing event. We will never forget your shining light.” This is just one entry in the visitor book at the Burn Fund Centre in Vancouver, British Columbia.

Each year, more than 1,600 British Columbians adults and children suffer from serious burns or trauma injuries, patients in discharge transition or returning for follow-up treatment.

While the Army has expanded its offering, the nature of its services is largely the same as it was a century ago. Regardless of how complicated or sophisticated our society becomes, basic needs remain: the food, shelter, clothing. And hope, adds Ms. Flemming.” When people have hope, they have a chance to have a better life,” explains Flemming.

What’s vital to our lives here in British Columbia?

Philanthropy is vital to the transformation of health care in BC. Contact us to learn how you can help.

Find out more at: vghfoundation.ca

Congratulations! On behalf of the Royal Ontario Museum, congratulations to all the recipients of the 2016 Association of Fundraising Professionals Philanthropy Awards! Susan Horvath has been named Outstanding Fundraising Professional for the remarkable difference she has made through her 26 years of fundraising leadership in healthcare, education, research and social services. Thank you for giving more Canadians the opportunity to enjoy transformational experiences of discovery at the Museum and for mentoring the next generation of passionate fundraisers.

Susan Horvath
President & CEO, ROM Governors
AHP-OUTSTANDING-FUNDRAISING-PROFESSIONAL
History was made recently when University of Saskatchewan (U of S) commerce and law graduate Merlis Belsher contributed $2.5-million to help fund a new hockey facility to replace 87-year-old Rutherford Rink. Mr. Belsher's gift is the largest donation from an alumnus and individual in the university's history.

Saskatchewan community member, Holistic University, representative, and boyhood friend of the special occasion, which also marked the public opening of Rutherford Rink. The father of five, Mr. Stollery is president of Stollery Charitable Foundation and has served on many boards of various organizations.

“Mr. Belsher explained his intention for the gift. “I made this donation because of my love for the University of Saskatchewan — it provided me with the skills and education that made my career in the manufacturing industry.”

The accomplished accountant, law professor, and philanthropist said his success started when he first came to the University of Saskatchewan. He graduated with a bachelor of commerce in 1967 and was admitted to the Saskatchewan Institute of Chartered Accountants in 1968. He went on to pursue a law degree, graduating in 1973, and was admitted to the Saskatchewan Law Society the following year. A businesswoman by nature, he then purchased Weisbeck’s Concrete Products in Saskatoon. Through his entrepreneurship, he grew the business to a leader in Western Canada, until he sold it in 2008 to Oldcastle, an international firm.

Finding success in not one but multiple professions took dedication and a strong work ethic. For Mr. Belsher, it also involved a community of supportive people, and he was grateful for the support of his new home at Luther College in Waterloo.

His interest in pursuing a law degree was inspired thanks to the encouragement of his teachers, but it was his older siblings that he was guided to pursue law. Mr. Belsher felt he had found female role models at an early age. It was thanks to a caring group of community members and friends of the university that Mr. Belsher went to law school.

He saw the impact of this first-hand when he was a law student and was inspired to follow in the footsteps of many others who had felt the same way. He was inspired to give back to the university, which had supported him in his career.

Mr. Belsher explained that it was “right” that he be involved in the University of Saskatchewan as a member of its community. He believes it’s everybody’s right to live in a clean, safe environment and that, in order to achieve that, it’s important to have access to education.

“Mr. Belsher says one of the fundamental ways to attack poverty is to work towards changing attitudes towards gender roles and to empower women in developing countries. He says the impact of this first-hand experience is what led him to make CARE a part of his community.

“CARE works is all about empowering people with the knowledge and skills to find solutions to the problems they face. It’s about people working together to find solutions to the problems they face.”

Mr. Belsher said that the students that would benefit from the gift are students who have stayed at the University of Saskatchewan for a long time and who have shown dedication to their studies.

He also said that the students who would benefit from the gift are students who have shown dedication to their studies.

Mr. Belcher contributed $2.5 million to help fund a new hockey facility to replace 87-year-old Rutherford Rink. Right, the University of Saskatchewan's man's and women's hockey teams, the Huskies, will have new home ice when Merlis Belsher Place is built.

LEFT, UNIVERSITY OF SASKATCHEWAN; RIGHT, GETMYPHOTO.CA

Canadian contributions to ending global poverty

Canada is a generous country, as demonstrated by its contributions to global poverty. For decades, the country has been a leader in global poverty alleviation, providing aid and support to people in need. But how much do we really know about the work that is being done by Canadian organizations in the fight against poverty?

In this article, we will explore the impact of Canadian contributions to ending global poverty. We will examine the history of Canadian involvement in global poverty alleviation, the current state of the issue, and the role that Canadian organizations play in supporting marginalized communities. We will also discuss the challenges faced by Canadian organizations in the fight against poverty, and the potential solutions that could be implemented to address these challenges.

Canadian contributions to ending global poverty

Canada has a rich history of providing assistance to people in need. In the early 1900s, the government began providing public assistance to Canadians who were unable to provide for themselves. This included assistance for disabled veterans, children, and the elderly. In the 1940s, the government began providing assistance to refugees, and in the 1950s, the government began providing assistance to people who were affected by disasters.

Over the years, Canada has become a leader in global poverty alleviation. In 2006, the government announced a plan to reduce global poverty by 50% by 2015. This plan was supported by a number of Canadian organizations, including CARE, Oxfam, and World Vision.

Currently, Canadian organizations are working in more than 100 countries, providing assistance to people in need. These organizations are providing assistance to people who are affected by poverty, disease, and other challenges.

The impact of Canadian contributions to ending global poverty

The impact of Canadian contributions to ending global poverty is significant. In recent years, Canada has contributed more than $5 billion to global poverty alleviation. This has helped to reduce global poverty, and has helped to improve the lives of millions of people.

However, there are still many challenges that need to be addressed. For example, there is still a need for more funding to support organizations that are working to end poverty. In addition, there is a need for more support to help organizations that are working to end poverty in countries that are affected by conflict.

Despite these challenges, the impact of Canadian contributions to ending global poverty is significant. The country has a long history of providing assistance to people in need, and continues to provide assistance to people in need. In the future, it is important that the country continues to provide support to people in need, and that it works to ensure that people have access to the resources they need to live a healthy and fulfilling life.
**NATIONAL PHILANTHROPY DAY**

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**STRATEGY**

Incorporating philanthropy into financial planning and building a charitable legacy

Combining philanthropy with a broader investing and financial management plan has proven to be a popular option for clients of the Toronto-based firm's vice-president, Carol Bezaire, the Toronto-based firm’s vice-president, tax, estate and strategic philanthropy.

"The demand for long-term charitable giving was growing," she says. "It was clear that we needed a mechanism to allow advisers and their clients to work together on the charitable giving component and incorporate all of clients’ overall financial, tax and estate planning."

In 2009, the program was a finalist, Mackenzie created the Strategic Charitable Giving Foundation, a non-profit charitable corporation. With minimum donations of $10,000 in cash, stocks, bonds, mutual funds or insurance, clients are set up with an individual account that they name as their individual or family foundation. This type of investment is called a donor-advised fund because the donor and the adviser advise on both the investments of the donor’s foundation account and support of charities that the donor’s foundation account will support.

Having this program provides the client with the opportunity to have their own philanthropic foundation without the cost and complexities of running it. Donors receive many benefits from managing their charitable giving this way, says Mr. Bezaire. "It’s flexible for donors," she adds. "They can direct it on where they want the money to be flowed to over time, or during their lifetime or in the event of their death. This is their own philanthropic foundation account for their family."

"Many Canadians want to share their wealth with charitable organizations and support causes they care about," says Carol Bezaire, vice-president, tax, estate and strategic philanthropy. "Our Charitable Program gives them the chance to create a stronger and more lasting impact with their generosity."

**HELP-PORTRAIT**

Portraits that matter, for people who can’t afford them

Today, thanks to someone like you, Rita’s story is brimming with energy. Watch her full story, and help ignite the possibility of a more vibrant life for people in your community.

DO YOU KNOW WHAT YOUR DONATION LOOKS LIKE? IT LOOKS LIKE ME.

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Find out how: itlookslikeme.ca/meetrita

Support the BC Professional Firefighter’s Burn Fund.

burnfund.org | 604-436-5617

Volunteers in Maple Ridge, B.C., prepare for a day photographing hundreds of people who can’t afford to pay for professional portraits.

**BY THE NUMBERS**

Help-Portrait

2008

Year Help-Portrait was founded

2,800

Number of locations that helped Help-Portrait events

67

Number of communities where helps events take place

In Maple Ridge, B.C., the small city (pop. 1,200) about an hour outside Vancouver, a one of 2,800 locations in 145 countries that help Host Portrait events on the first Saturday of December. (Photo: Supplied)

"Every year I join a few people who come together to help people who will never have the chance for a portrait," says Ms. Squires. "When I first heard about it, I was immediately interested. I thought it was a wonderful opportunity to reach out to the community and make people’s dreams come true."

"As a photographer, I see that people are willing to help others in need. I think that people will do whatever it takes to help others."

"Every year I join a few people who come together to help people who will never have the chance for a portrait," says Ms. Squires. "When I first heard about it, I was immediately interested. I thought it was a wonderful opportunity to reach out to the community and make people’s dreams come true."

"These numbers aren’t big, but it’s important to make a difference because it’s the kind of thing you can do to make people feel better about themselves."

"We’re a group of people who care a lot."

Rita Garcia, event co-ordinator.

"Today, volunteering is about creating a festive atmosphere, filling the community with people that care a lot."