

# NATIONAL PHILANTHROPY DAY



THE GLOBE AND MAIL

TUESDAY, NOVEMBER 15, 2016

SECTION AFP

## Canadians' giving spirit

**G**enerosity 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) 30th annual National Philanthropy Day promises to be an exciting one, with events held across the country. Speakers in the east include Ottawa-based CBC TV host Lucy van Oldenbarneveld, who is waging a battle against breast cancer. Dr. Samantha Nutt, co-founder and executive director of War Child Canada, will be one of the keynote speakers for western audiences.

But if AFP wants a single message to be taken home from all the activities, it's that philanthropy goes far beyond responding to emergencies and disasters. "Of course we encourage Canadians to help in times of crisis, but we also want to foster the

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

**Leah Eustace** is chair of the AFP Foundation for Philanthropy – Canada



### ABOUT

National Philanthropy Day (NPD) is being celebrated in many communities across North America, including every major metropolitan area in Canada. As the main sponsor of NPD, the Association of Fundraising Professionals (AFP) takes this opportunity to acknowledge the generosity and dedication of the many Canadians who have made a contribution.

Check out the NPD website – [www.npdlove.com](http://www.npdlove.com) – or connect with your local AFP chapter ([www.afpnet.org](http://www.afpnet.org)) to learn how you can join in.

philanthropic spirit that is in all of us, so that the term 'giving back' is a constant impulse," says Leah Eustace, chair of the AFP Foundation for Philanthropy – Canada.

As the philanthropic arm of AFP, the AFP Foundation for Philanthropy – Canada supports many programs and services designed to help fundraisers better reach out to donors and encourage Canadians to give effectively and

wisely to charitable causes across the country.

All this is in keeping with AFP's mandate, established in 1960, to advance ethical and effective philanthropy. As the world's largest network of fundraisers, AFP works with charities, donors, volunteers and others to help change the world – its 33,000 members raising more than \$115-billion annually.

In Canada, AFP has 21 chapters from coast to coast and 3,800 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 once-grassroots event 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. "Companies like Telus, Bell Canada and The Calgary Herald have been recognized internationally for their philanthropy."

**Spirit, Page AFP 5**

This content was produced by Randall Anthony Communications, in partnership with The Globe and Mail's advertising department. The Globe's editorial department was not involved in its creation.

**82%**

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%)

**\$5.2-billion**

(41%) went to RELIGIOUS organizations

**\$1.7-billion**

(13%) went to HEALTH-RELATED organizations

**\$1.6-billion**

(12%) went to SOCIAL SERVICES

**66%**

of Canadians aged 15 to 19 did volunteer work

**48%**

of Canadians aged 35 to 44 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: STATCAN.GC.CA

Online? Visit [globeandmail.com/adv/nationalphilanthropyday2016](http://globeandmail.com/adv/nationalphilanthropyday2016) for more information.

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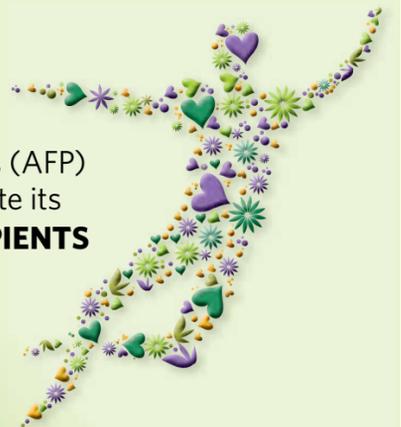
New rink celebrates U of S alumnus  
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## PHILANTHROPY AWARDS 2016



Celebrating Our Champions

Association of Fundraising Professionals (AFP) Greater Toronto Chapter will congratulate its **2016 PHILANTHROPY AWARD RECIPIENTS** on Wednesday, November 23, 2016.



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Outstanding Philanthropists



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**HSBC BANK CANADA**  
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NATIONAL PHILANTHROPY DAY



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OPINION

# Collaboration builds capacity for change in our communities



Dr. Jacline Nyman, President & CEO of United Way Centraide Canada

Through these conversations, I have come to realize the power of United Way. Of what it means to be a movement for social change. And I am reminded of the great value of collaboration – between government, labour, non-profits, philanthropists, business and all Canadians – in creating the best living conditions possible for all of us. I have learned how we can multiply our efforts by working together, and how we can innovate to build our collective capacity to change lives in our communities.

As president & CEO of United Way Centraide Canada, I have the tremendous privilege of speaking with non-profit leaders across our country every day. I hear about the issues facing our communities – poverty, youth unemployment, a lack of affordable housing. And I know that these big issues affect us all, from coast to coast, in each local city, town and neighbourhood.

As our federal government moves toward growing the middle class through ambitious social change, such as a National Poverty Reduction Strategy, this commitment to collaboration between Canadians, their government, and the corporate and non-profit organizations that serve them is critical to our nation's success. With close to 15 per

cent of Canadians living in poverty, we must maximize our efforts by working together to address these key issues.

A key example of this collective strategy in action can be found in the National Housing Collaborative, in which United Way has been a key participant. United in the belief that all Canadians should have access to affordable and adequate housing, this group of stakeholders from across the housing system – public, private and non-profit – have come together to develop transformative and innovative policy solutions to Canada's housing problem.

The group pooled resources toward the achievement of one common goal – changing the landscape for the 3.3 million Canadians who cannot access housing they need at a cost they can afford. Speaking with one voice has allowed for more coherent and comprehensive research and policy development, and will

facilitate continued dialogue between the non-profit sector and government, business and community leaders as we work together toward this goal.

Collaboration also manifests itself every day at the local level. When we, as Canadians, come together to invest in creating the conditions for social change, everyone benefits. Creating a great country starts with each of us, and our work towards a common goal

of improving lives and building better communities for everyone. When we work together, we leave no one behind.

Indeed, the value of this work is evidenced in very human ways. We see it in the renewed energy of a widow who accesses a seniors' program that connects to her community. In the strength of a young woman who is lifted out of homelessness and into a meaningful job. In the growing confidence of a child who gains new skills thanks to a local music program. And in the restored hope of a man who leaves addiction in the past to plan for a bright future.

And so, no matter what issue faces us, what sector of the economy we represent, or what community across Canada we live in, one thing is for certain. Together, we can ignite social change. Together, we are possibility.

**ABOUT**

Priority populations supported by United Way Centraide:

- Homeless people
- Single parents
- People with disabilities
- Aboriginal people
- New immigrants

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 logistically daunting, extremely time-consuming, downright exhausting – and profoundly uplifting.

A fundraiser by profession and a passionate advocate for giving back, Toronto-based Ms. Davies and 16 other concerned private citizens form The Ripple Refugee Project. With a fundraising drive that initially netted over \$40,000, they welcomed the eight-member Abdallah family to Canada in December 2015.

To date, Ripple has raised more than \$120,000, and the group has applied to sponsor at least three other families from the war-torn region.

In her former capacity as fundraising director for MSF/Doctors Without Borders Canada, Ms. Davies has witnessed first-hand the turmoil in Syria. "At the Syrian border, I saw a woman whose leg was being amputated just 90 minutes after her house was shelled," she recalls. "I felt outrage, and a strong sense that she could

easily be any one of us."

Ms. Davies (who credits her first job in fundraising at Toronto's Women's College Hospital for triggering her altruistic streak) and her friends lost no time going through the process to qualify under Canada's Private Sponsorship of Refugees Program. "We formed Ripple because you need to be a five-member group at minimum with a fiduciary duty to help a family



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

for an entire year," she says. "On top of that, there's also arranging their health care, finding them a home, furnishing it, helping them become employable and proficient in English, and ensuring they have a budget they can live on."

Raising funds was crucial to their success, and while an email campaign yielded impressive results, Ms. Davies singles out University Health Network emergency doctors for kickstarting the cause with more than \$40,000 in personal donations.

By the time Lifeline Syria phoned the group in September 2015 saying it had a family in desperate need of a home, Ms. Davies and her friends had spent months preparing. And when the Abdallahs finally appeared at the arrivals gate at Toronto Pearson International Airport, "I blew the grandmother a kiss, and she blew one back," Ms. Davies recalls. "It was an extraordinary moment of connection."

Ms. Davies is equally humbled by the fact that her story is hardly unique: "There are hundreds of groups like us, and thousands of Canadians eager

to help." To that end, the veteran fundraiser and the Ripple group are chronicling through their blog the myriad steps necessary to qualify as a refugee sponsor, to guide those willing and able to make the commitment.

As for the Abdallahs, they are anticipating a special arrival this Christmas. "In December, they'll welcome their

first Canadian baby into the world," says Ms. Davies. "This is what it's all about: new beginnings."

Ms. Davies, meanwhile, will continue settling families in grave humanitarian need: "Canada is the only country in the world to have this wonderful private sponsorship model. How can I not respond?"

TORONTO FOUNDATION

## Foundation expands issue-focused philanthropy

The non-profit sector recognizes it needs to keep pace with the aspirations of its donors. For Toronto Foundation, that means responding to the desire of growing numbers of philanthropists to see their charitable gifts help address complex community challenges.

More donors want to be 'city-builders' who feel confident their gifts will deliver real impact for their communities, says Sharon Avery, president and CEO of Toronto Foundation, one of 191 community foundations operating across Canada. The organization has taken steps to expand opportunities for a relatively new type of strategic giving known as issue-focused philanthropy. "We're finding that philanthropists increasingly want to go beyond a one-off donation to a single organization," says Ms. Avery. "They want to be engaged in solving challenging problems in our city – problems that are being tackled by multiple stakeholders across the community."

Community foundations pool philanthropic dollars and facilitate charitable donations to benefit their cities. Toronto Foundation manages more than 500 individual, family and organizational funds, with assets valued at more than \$400-million. In 2015-16, it distributed \$14.4-million to more than 800 charitable organizations.

"Our foundation is a great option for donors who want to support change around community issues," she says. "Through us, you can pool your money

with that of other donors and see your gift dispersed among a number of organizations that are addressing those issues."

Patrons can set up various types of funds to support a wide range of causes. For example, on October 13, 2016, Gord Downie of the Tragically Hip and his partners set up The Gord Downie & Chanie Wenjack Fund through the Toronto Foundation. This fund is to support efforts to enhance relationships between indigenous and non-indigenous peoples in Canada.

The Vital Toronto Fund is the organization's community endowment, which is focused on tackling the city's most pressing issues. Much of the information to guide community solutions comes from the annual Toronto's Vital Signs Report, containing data on key economic, social and other metrics of quality of life.

"Take the issue of child poverty in Toronto, which has hovered around 25 to 30 per cent for the last 20 years. How do we move the needle on this issue when it is related to many different factors and no single institution can solve it?" she asks.

"Research shows that housing is the number one catalyst out of poverty. At the same time, we see that the wait list for affordable housing in the city is increasing. This kind of knowledge is one example that helps us to come together to develop solutions with impact – and to raise the bar for civic engagement and city-building."



Sharon Avery (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 for philanthropy in city-building. SUPPLIED



BY THE NUMBERS

**5,148**  
Public foundations in Canada in 2015

**5,376**  
Private foundations

**75,727**  
Charitable organizations

**\$27-billion**  
Public foundation assets in 2014

**\$34.5-billion**  
Private foundation assets

**\$3.9-billion**  
Public foundation grants in 2014

Source: Philanthropic Foundations Canada

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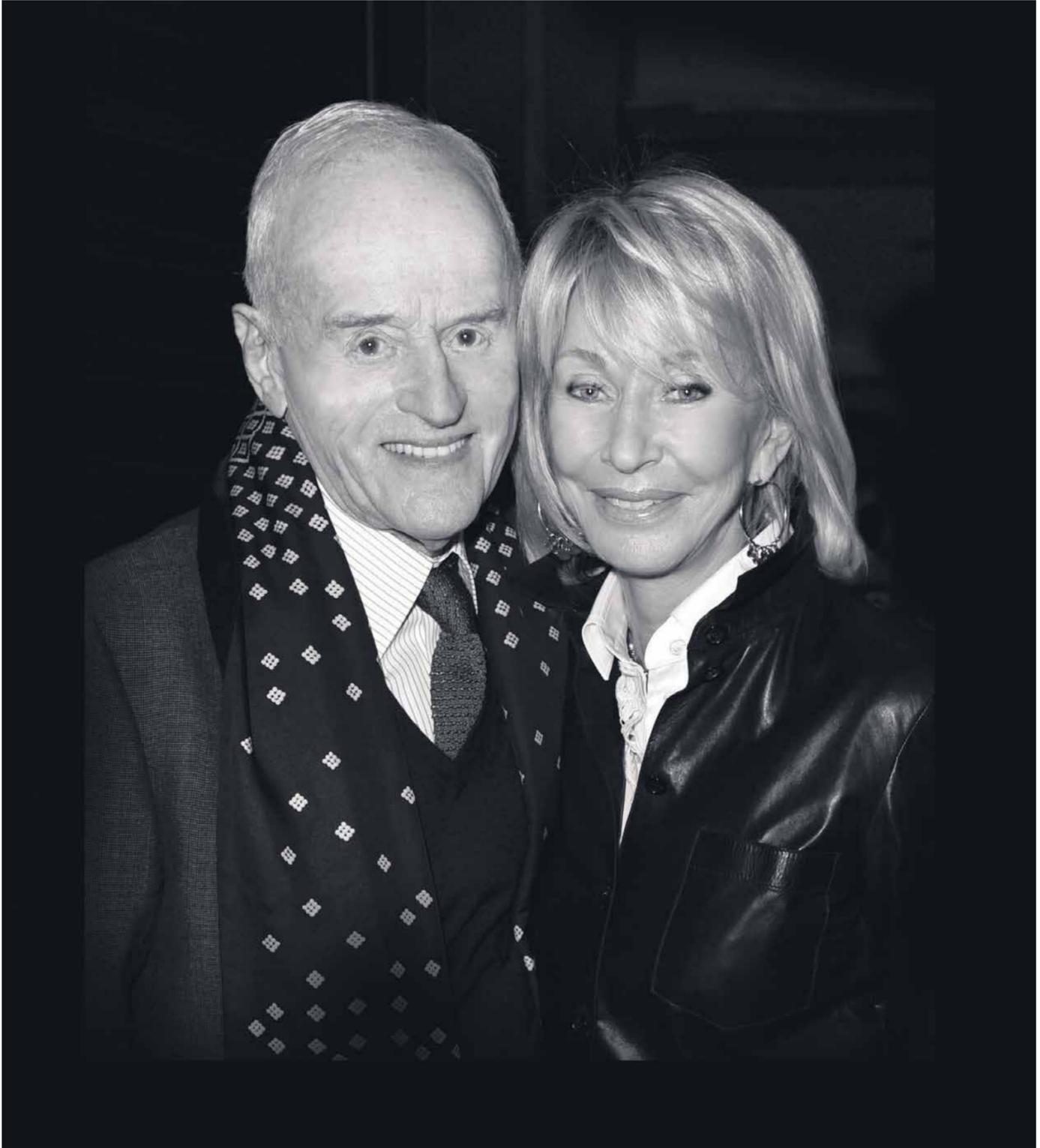
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# VISIONARY LEADERS SEE POSSIBILITY

## PETER AND MELANIE MUNK ARE AFP'S OUTSTANDING PHILANTHROPISTS FOR 2016

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



## ADAPTATION

# Technology is a growth sector in the giving community

It takes a lot of generous souls to support philanthropic organizations and the good work they do. These days, in the age of ubiquitous Internet, social media and mobile communications, it also takes the right technology.

"A lot of people think that charities today are still roll-up-your-sleeves, not very sophisticated operations," says Mark Banbury, chief information and constituent services officer at the Heart and Stroke Foundation of Canada. "But given the highly competitive landscape for charities, it's very important for organizations to differentiate themselves and to find ways to work more efficiently. Technology helps us do that."

Technology has certainly become an integral part of life for most Canadians. According to data analytics firm comScore Inc., Canadians are the most prolific and engaged Internet users in the world, on average visiting 80 sites and spending more than 36 hours online each month. A large percentage of that time is spent on social networking platforms such as Facebook, Instagram and Twitter.

Canadians are also increasingly using technology on the go. Recent numbers from the Canadian Radio-television and Telecommunications Commission point to Canadians' growing reliance on mobile communications, with close to 70 per cent equipped with a smartphone and almost half owning a tablet computer.

For charities and fundraisers, this all translates to greater opportunities to reach and move their target audiences to action.

"Technology really is the growth sector within giving," says Kevin McDearis, executive vice president, product management, research, delivery and operations at Blackbaud Inc., a Charleston, S.C., provider of software and services for the global philanthropic community. "In fact, it is growing much faster than the offline, more traditional methods of giving."

Most philanthropic organizations have, for years, used customer rela-



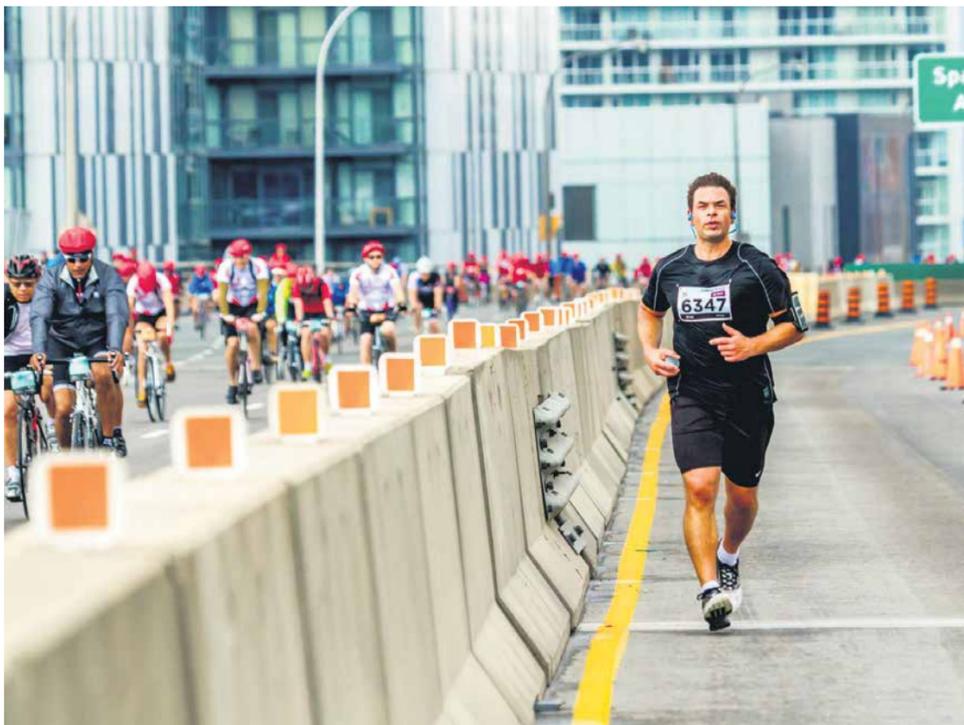
**"As more people choose to engage online and on their mobile devices, charities need to adapt accordingly."**

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



**With highly targeted fundraising, charities can even run smaller and potentially more cost-effective but high-yielding campaigns**

**Kevin McDearis** is executive vice president, product management, research, delivery and operations at Blackbaud Inc.



Website and mobile technology are key to help manage over 20,000 walkers, runners and riders in the annual Beceel Heart&Stroke Ride for Heart event. SUPPLIED

tionship management software to aggregate information about donors and volunteers. Today, however, advances in data analytics make it possible to parse this information to uncover details that can help finetune fundraising efforts.

At Blackbaud, for instance, proprietary social science algorithms allow charities to understand the wealth and giving capacity of donors, and what type of causes they care about.

"So you can use that intelligence to identify which donors to contact at specific times," says Mr. McDearis. "It's really about trying to build in a level of predictive monitoring and helping charities understand in the moment

that an individual has a capacity to do something, whether that's giving or volunteering."

As an example of how predictive data analytics can advance fundraising, Mr. McDearis points to a non-profit organization that upgraded recently to Blackbaud's Raiser's Edge NXT software, which has predictive capabilities.

"Within 10 minutes of logging into the system, the non-profit identified about 1,000 people who had a higher likelihood of giving \$1,000 more than they ask, so they contacted all of them and collected donations that added up to \$1-million," says Mr. McDearis.

With highly targeted fundraising, charities can even run smaller and

potentially more cost-effective but high-yielding campaigns, says Mr. McDearis.

Mr. Banbury says integrating technology into virtually every critical function at the Heart and Stroke Foundation – from fundraising and payment processing to health promotion and community engagement – has helped the organization manage its operations and campaigns more efficiently and, ultimately, advance its mission.

"Charities today have to be savvy in connecting with their constituents," he says. "As more people choose to engage online and on their mobile devices, charities need to adapt accordingly."

## ROYAL ONTARIO MUSEUM

## Donors boost ROM accessibility initiatives

How do we include more sensory experiences in a museum? How can we bring programs and exhibitions alive for everyone? These are questions Cheryl Blackman loves asking in her audience-development role

at the Royal Ontario Museum (ROM). With operating budgets covering only the basics, answers to these fun questions usually start with a generous gift from a donor who's equally passionate about accessibility initiatives.

"Donor support is vital to our work at the ROM – it helps us deliver things that are a bit out there, or take a step that's a little risky," she explains. "Without it, we are limited."

'Out there' might include taking

pieces of the planet Mars to Boys and Girls Clubs across the city, 3-D printing parts of a whale to show what one feels like, and including a bustling marketplace in the Pompeii exhibit.

"Suddenly an exhibition like Pompeii comes alive in a way that people don't anticipate. This wouldn't have happened had we not already been thinking about making the experience as inclusive as possible. Having a donor for the accessibility part means we can actually create a range of elements, which in fact become a family space, an accessible space, a try-on space," says Ms. Blackman.

Inclusive designs take accessibility beyond the goal of meeting standard requirements, and instead bring new kinds of energy to the relationship between artists and all audiences.

"It's new ground, even for artists and people who are developing exhibitions – how not to compromise their work, but still make it accessible," says Ms. Blackman. "In fact, we're aiming to get a broader range

of people excited about the work."

Clearly the motivation is there for artists and other creators, but then you'd expect these visionary types to be on board with any challenge to the norm. However, are these passions rippling out to the wider community and to potential donors? Or is there still a lingering idea that government grants should widen the doorways? It's a concern that Ms. Blackman takes very seriously.

"Attitudes are changing, but we still need the conversation to continue. We – the ROM, artists, donors and corporate partners – have to be agents of change."

"It's our job to show how this conversation is in fact tied to all the aspirations that someone might have for funding a project," she adds. "It's such an important role and something a prospective donor should really feel proud about, the way that their support allows us to engage with the diverse communities and execute projects that are going to have the greatest impact."



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 **TORONTO FOUNDATION**  
GROWING STRONG.



Top, many Syrian newcomers toured ROM as part of an initiative between ROM and Ahlan Canada. Bottom, up close and personal with a dinosaur, futalognkosaurus, near the Michael-Lee Chin visitor entrance. SUPPLIED

Visit [globeandmail.com/adv/nationalphilanthropyday2016](http://globeandmail.com/adv/nationalphilanthropyday2016)

## POLICY

# Donors drive innovation in health-care systems

Barbara Grantham, CEO of VGH & UBC Hospital Foundation, has worked in the philanthropic sector for over 20 years. In that time, she's noticed a major shift in the expectations and roles of major-gift donors.

"It used to be people cut a cheque and got on with their day," says Ms. Grantham. That money might have purchased useful diagnostic equipment, built surgical theatres or stocked a neonatal unit to the hilt. All good stuff, of course, but low on time commitment.

"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 the system become more nimble, more adaptable and more innovative," she says.

Here's an example: Traditionally, decisions in Canadian hospitals happen hierarchically, with suggestions slowly passing up and down the chain of command before making it into action on the ward. A British program, Releasing Time to Care, tried empowering nurses at the unit level to improve efficiency. Changes were minor – stocking certain supplies closer to beds – but greatly increased the time nurses could spend with each patient.

Canadian administrators and nurses tried the concept, but provincial funding covers the system as-is. It doesn't stretch far enough to cover trial and error. Here's where a major-gift giver with patience and foresight was essential.

The VGH & UBC Hospital Foundation, which raises money for Vancouver Coastal Health, had many conversations with a potential donor who also believed strongly in giving nurses more one-on-one time with patients.



Working through the VGH & UBC Hospital Foundation, a donor enabled the development of a new nursing model. SUPPLIED

Designing, executing and assessing a new process to provincial satisfaction took nearly two years. This donor family, explains Ms. Grantham, stayed

involved throughout discussions, eventually paying for the project to pilot in 15 B.C. sites. Two years later, this model, which showed fewer patient falls, faster

and safer discharge, and higher levels of patient and employee satisfaction, has become the new standard. "It's not bright and shiny," says Ms.

Grantham. "It's just a change in how health authorities deliver care. But without those funds, it would take a very long time for the taxpayer-funded system to enable that kind of change."

Great ideas are born all the time, from the direct experiences of nurses and doctors or from the experiences of patients and their families. But with governments challenged to find money for unproven methods, those ideas and experiences tend to stay anecdotal. Philanthropists can provide that breathing room to try, without putting the current model at risk.

And despite everyone's belief that a better style of care is possible, exactly what that might be is tough to specify. It often boils down to a feeling that something could have gone better.

"Major-gift donors are looking for charitable organizations willing to have those very thoughtful, interesting conversations with them," says 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 young volunteers: they really are the backbone of the philanthropy community, and they tend to inspire adults, who 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, agrees. "As we work toward the November 15 celebrations, I'm impressed yet again by the countless children and youth who exhibit the philanthropic spirit, whether it's volunteer work or fundraising for charity," he says. "Young people love to see something and try to fix it, and that's infectious." That's why Mr. Fraser is especially interested in this year's We Are the Future Conference. "The event is organized by a past recipient of the Youth Philanthropist Award, and it's our way of reaching out to those at the senior high school and university level," he explains. "It's the perfect accompaniment to events such as Generosity of Spirit, which will honour seven individuals and businesses that have demonstrated outstanding philanthropy in our community."

However, even though AFP seeks to encourage the low-key, constant flow of altruism that is the lifeblood of any healthy community, Mr. Fraser doesn't want to ignore the spectacular examples of giving back that inevitably occur during times of crisis. "Alberta has had its fair share of disasters of late, as anyone in Fort McMurray can attest," he says.

Indeed, the wildfire that destroyed 590,000 hectares of land, razed 2,400 buildings and caused the evacuation of 90,000 residents in May of this year also brought out the best in people, from those who sheltered the displaced in their own homes to businesses that provided free prescriptions, food and furniture (reportedly, over \$67-million was donated to the Red Cross alone).

Mr. Fraser cites another crisis that continues to involve Canada. "As everyone knows, the events in Syria have displaced thousands of families, and since Ottawa has increased the number of privately sponsored refugees into our country, it's well within our capabilities to step up to the plate and help them start new lives," he says.

Even though she's focused on the buildup to National Philanthropy Day, Ms. Eustace touches on another topic that AFP wants the public to know: fundraisers are committed to connecting donors to causes. She explains "Fundraisers are agents of social change – the engine that drives philanthropy. We are committed to helping donors make a difference and see their money used ethically and effectively."

"This elaborate network of donors, volunteers, causes and fundraisers is the core of Canadian philanthropy. It's what we celebrate on National Philanthropy Day, November 15 and I encourage everyone to get involved."

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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 share a bold vision for Canada's evolving role in the world – one of the nation playing a more prominent role in global affairs, influencing issues like innovation and cyber security while also pushing new frontiers in health care.

True to form, the Munks don't just dream big. As two of the country's foremost philanthropists, they are well known for backing important causes.

Their support for the University of Toronto (U of T) and the University Health Network (UHN) helped create world-renowned Canadian centres of excellence in global affairs and cardiovascular care. These are just two examples of how the Munks' financial support and influence have not only enriched Toronto, but also the nation and the world.

Already the recipients of numerous awards for their philanthropic work, the couple recently won the Outstanding Philanthropist Award from the Greater Toronto Chapter of the Association of Fundraising Professionals (AFP).

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.

Keenly interested in international affairs and health care, Mr. Munk says, "Philanthropy is the perfect way to achieve all the things that I find are critical, paying back to a country that has given me all."

He traces his philanthropic inspiration to 1947 when he arrived in Canada as a young man, having fled to Switzerland from Hungary when the Nazis invaded in 1944. At the time, he spoke neither English nor French and did not know anyone. But he soon discovered none of that mattered.

"This is a country that does not ask about your origins, it only concerns itself with your destiny," he says.

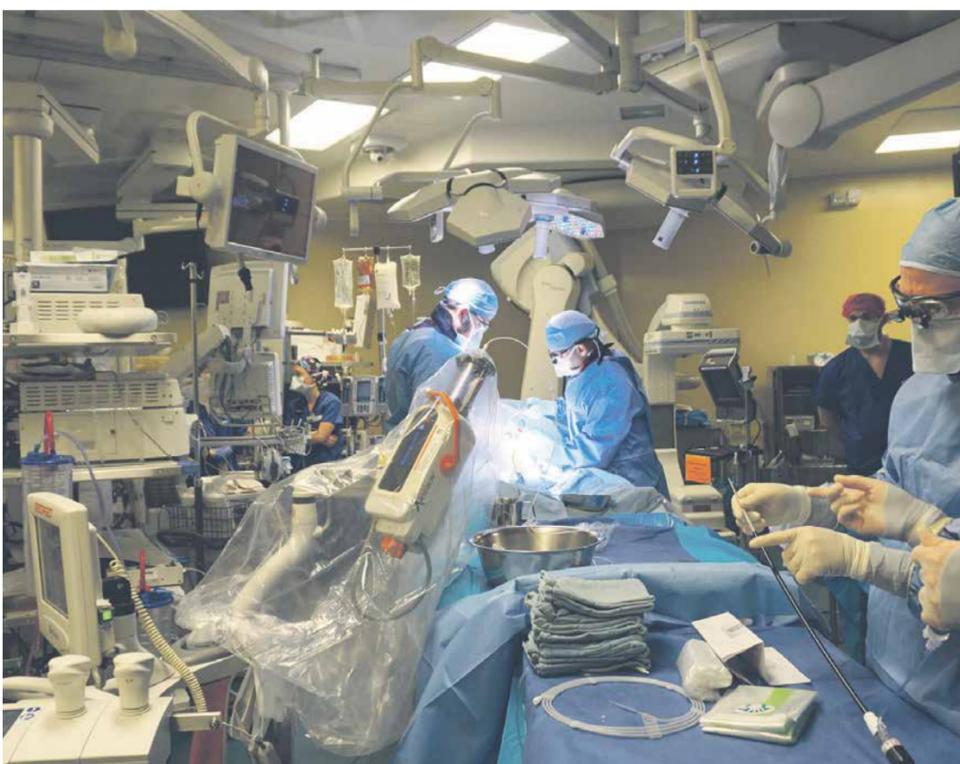
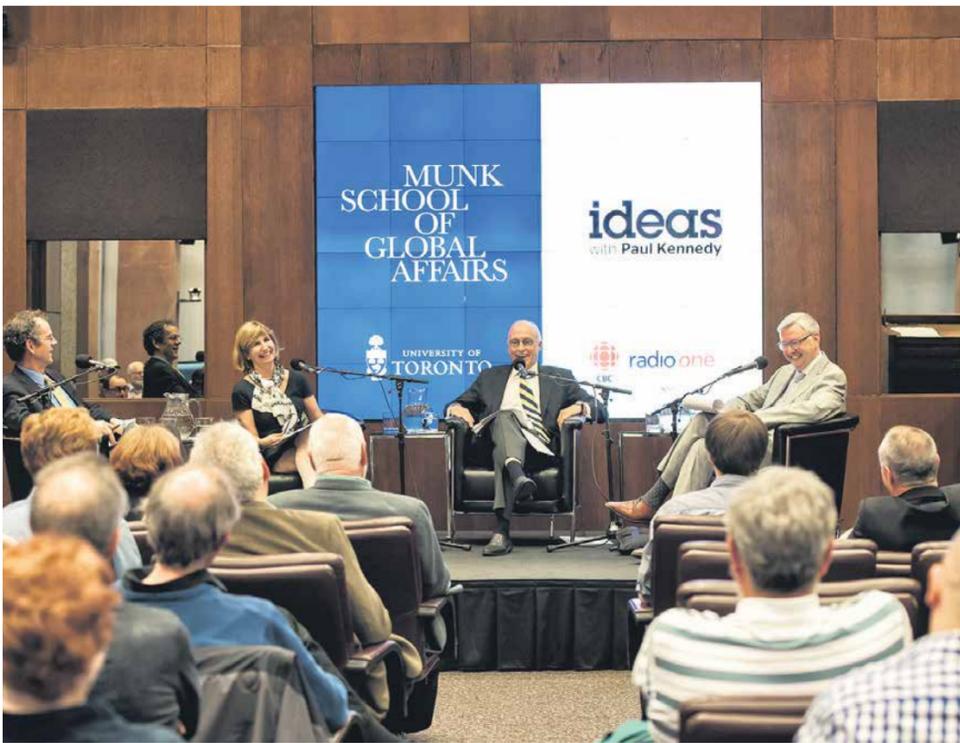
A year later, in 1948, Mr. Munk began his long relationship with U of T when he enrolled to study electrical engineering at the university's post-war campus in Ajax. He later transferred to the St. George campus and graduated in 1952.

While he may have built Barrick Gold, the world's largest gold mining company, in many ways Mr. Munk's heart has remained anchored to his time as a student in Toronto.

"U of T is what made me a Canadian." This is how Peter Munk describes his affinity to his alma mater. I could not imagine a more poetic accolade," says Professor Meric Gertler, president of U of T. "Peter's entrepreneurial spirit and commitment to excellence exemplify what we stand for as a university, and we are immensely proud of everything he has accomplished as one of our graduates."

The Munks have also given back to Canada through their ongoing support for UHN.

To date, the Peter and Melanie Munk Charitable Foundation has contributed more than \$75-million to support the Peter Munk Cardiac Centre (PMCC) and its award-winning staff at UHN.



Top, the Munks made a landmark donation of \$35-million in 2010 to create the Munk School of Global Affairs. Below, a surgical procedure takes place in an operating room at the Peter Munk Cardiac Centre (PMCC). The Peter and Melanie Munk Charitable Foundation has contributed more than \$75-million to support PMCC. SUPPLIED

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

Peter Munk

As a visionary, Mr. Munk has always appreciated the value of innovative foresight, so when PMCC medical director Dr. Barry Rubin proposed the idea of an Innovation Fund that would offer financial support to evaluate new ways of providing care, the Munks immediately supported the idea with a generous donation and encouraged other like-minded philanthropists to do the same.

The Innovation Fund functions like a medical version of CBC's popular *Dragons' Den*, a reality show where ideas are pitched to a panel of venture capitalists. Similarly, Innovation Fund proposals are reviewed and funds granted quarterly by a committee comprised of 14 clinicians and business leaders.

The PMCC houses one of the largest multidisciplinary programs of its kind

in the world, focusing on excellence in clinical care, research, innovation and teaching. The state-of-the-art facility has eight dedicated operating rooms, six imaging units (CT and MRI) and six cardiac catheterization labs. The PMCC's 2015 statistics – more than 2,000 cardiovascular and vascular surgeries, over 7,800 interventional procedures, 25 heart transplants and 34 left ventricular assist devices, or mechanical heart supports – make it a high-volume centre that cares for patients with the most complex cardiovascular disease in North America.

"Peter's tenacity and focus and his drive to innovate are reflected in the way the PMCC operates," says Dr. Rubin. "Philanthropic leadership from Peter and Melanie has propelled the centre onto the world stage, and has enabled our clinicians and researchers to have a meaningful impact on cardiovascular care around the globe."

That leadership is also evident in the Munks' support for U of T and their passionate belief that young Canadians need to be global citizens and the country needs to play a more significant role internationally.

The Munks' generosity to U of T exceeds \$51-million, including a landmark donation in 2010 of \$35-million – the largest single gift from an individual in the university's history at the time – to create the Munk School of Global Affairs. Made in the wake of the economic crisis of 2008, the donation was a decisive gesture that signalled the return of visionary philanthropy in Canada.

"At the Munk School of Global Affairs, students learn from the best scholars and policy experts how to shape and enlarge Canada's unique role in the world," says Professor Stephen Toope, director of the Munk School of Global Affairs. "Our leading-edge research helps Canadians navigate worldwide issues that affect our lives – from innovation policy to the role of global cities."

But the school was not the Munks' first contribution to nurturing Canada's broader worldview. In 1997, the Munk Foundation donated \$6.4-million to the U of T to start the Munk Centre for International Studies, which established the university as Canada's leading hub for the interdisciplinary examination of global issues.

The Munk Centre became the Munk School of Global Affairs, which offers an integrated academic and professional graduate degree, the Master of Global Affairs.

The Munks are also the driving force behind the Munk Debates, one of the world's most prestigious public debating forums. The debates, which take place in Toronto, have elevated public discourse on critical issues such as the global refugee crisis, state surveillance, the future of Europe, religion in the public sphere and climate change.

U of T chancellor Michael Wilson says the couple has set the bar for philanthropy in Canada. "Generations of Munk School of Global Affairs experts will speak for Canada on the world stage, and I can think of no greater tribute to a couple who care so deeply about the future of this country."

## OPINION

## The fundraising sector is committed to improving donors' experience



By Leah Eustace,  
Chair of the AFP Foundation for  
Philanthropy – Canada

Canada has an extraordinary tradition of philanthropy, and is by many measures one of the most charitable countries in the world. The World Giving Index, which looks at total giving, volunteering and how often a citizen helped a stranger, ranked Canada in 2015 as the fourth most generous country, and we were ranked second as recently as 2013. Canadians give nearly \$13-billion in gifts and almost two billion hours in volunteer time annually, according to Statistics Canada's most recent General Social Survey on Giving, Volunteering and Participating. It should come as no surprise that Canada was the first country in the world to permanently recognize and celebrate National Philanthropy Day on November 15 of every year.

As we near our country's 150th an-

Charities have been serving our country for more than a century, and Canadians have been helping one another (and people around the world) for even longer. Generosity is the hallmark of our country, and it all starts with you.

niversary in 2017, it's a good time to celebrate everything that philanthropy has helped to accomplish. It's also a moment to look at where the charitable sector is now, the challenges our charities and our society face, and what it will take to continue to make an impact on our world.

The success of Canada's charities is based on one thing: you. Your giving. Your volunteering. Your ideas. Your involvement that makes our communities and our country a better, fairer, more just and more humane place. Philanthropy simply can't occur without you getting involved.

So it's critical that charities know what you want – what matters to you. It's one of the reasons the Association of Fundraising Professionals Foundation for Philanthropy – Canada works with Ipsos Canada to publish a biannual survey called What Canadian Donors Want. Its goal is to see what you like about charities and their fundraising, how you want to be communicated with, and what you want to accomplish with your generosity.

From the results of the survey, what stands out is your confidence in the sector, with almost three-quarters (73 per cent) of Canadians being very or somewhat confident – higher than

the private and public sectors (63 and 62 per cent, respectively). Public trust in Canadian charities has increased by six percentage points since the 2011 survey, and large majorities also believe that charities act responsibly with the donations they receive and that they are well managed.

These figures are incredibly important for Canada's charities because trust is the foundation on which philanthropy is built. Without your trust and confidence in the sector, charities cannot perform their missions. We are proud of this level of trust, but also know that the sector has to keep working at it, continually showing that we are worthy of your gifts and commitment.

One key way we demonstrate our trustworthiness is communicating to you about what we do with your money. A growing number of donors – now more than eight in 10 (83 per cent) – say it is important that they receive information on how their donation has made a difference. And close to half of you (44 per cent) proactively seek out information about a cause or a charity, and will often contact organizations on your own to make a gift. Most of you access charity information online (72 per cent), while one-third look to

family, friends and coworkers for ideas on which causes and organizations to support.

There are areas in which charities need to improve, too. It's clear that the sector needs to be clearer with donors when communicating about program and administrative costs. And half of you indicate that charities are still asking for money too often (though this figure is down six percentage points from previous studies), especially when it comes to telephone fundraising and street canvassing.

We are listening to you, and the sector is committed to improving your experience whenever you decide to make a gift to a charitable cause, because it matters what you think. You – the donor and volunteer – are the heart of philanthropy.

Charities have been serving our country for more than a century, and Canadians have been helping one another (and people around the world) for even longer. Generosity is the hallmark of our country, and it all starts with you. As we celebrate National Philanthropy Day this year, and contemplate our country's sesquicentennial next year, I want to thank you and look forward to even greater things over the next 150 years.

Visit [globeandmail.com/adv/nationalphilanthropyday2016](http://globeandmail.com/adv/nationalphilanthropyday2016)

## 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 new 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



**"As emerging donor groups begin investing in causes that matter most to them, they should be able to seek guidance from fundraisers from within their own community."**

**Dr. Krishan Mehta** is co-chair of the Inclusive Giving Fellowship Program



The current group of AFP's Diversity and Inclusion Fellows are receiving customized training and mentorship in fundraising leadership and inclusion education. MOE LAVERTY

and workshops on fundraising best practices, as well as an overview of the state of the fundraising sector – today and tomorrow.

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

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.

Another imperative is to continue to recruit representatives of different ethnic and cultural groups to the fundraising talent pool, in light of the growing diversity of the donor community.

"As emerging donor groups begin investing in causes that matter most to them, they should be able to seek guidance from fundraisers from within their own community. Having a diverse fundraising force 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 facilitate broader conversations within our organizations and communities, and fulfill our roles as change makers."

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NATIONAL PHILANTHROPY DAY



SALVATION ARMY

# Building hope and a chance for a better life

Since its earliest inception, The Salvation Army has provided the basic necessities of life – food, clothing and shelter – to those struggling with hardship. Its founding philosophy in fact was “Soap, soup, salvation” – in that order, said founder William Booth, since hungry people can’t pay attention to salvation.

The registered charity has been operating in Canada for 134 years,



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

**Lois Fleming** is territorial director of major gifts and planned giving at The Salvation Army

making it not only one of the longest running, but also the largest social service agency in Canada after the government, serving more than 1.9 million people last year.

From Christmas hampers to job retraining and (increasingly) food banks, these services are dependent on donations from citizens. Some are spur of the moment – coins dropped into red Christmas kettles or purchases at the local Sally Ann store. More and more, planned gifts – money designated for a future donation, usually after death – are making a huge difference to struggling families.

“Planned gifts are vitally important to the work we do,” says Lois Fleming, territorial director of major gifts and planned giving. “Last year, for example, approximately 23 per cent of our annual charitable donation revenue came from legacy gifts. The majority of those were bequests made in donors’ wills.”



A Community and Family Services volunteer at a Salvation Army food bank. SCOTT STREBLE

Leaving a bequest is easier than most people realize, says Ms. Fleming. Everyone should have a will and update it on a regular basis. Bequests can easily be changed or removed if circumstances change during the do-

nor’s lifetime, and Ms. Fleming says even people with modest incomes can make significant donations since planned gifts are often made from people’s assets. For example, homes purchased many years ago may yield greatly appreciated value once they are no longer needed. Supporters are increasingly bequeathing securities rather than cash proceeds from their estates because securities gifted directly to a charity are exempt from capital gains tax.

“The key is that your future gift is really going to create a brighter future for somebody,” says Ms. Fleming. “And the Army will use the funds wisely as it strives to operate its services in the most cost-effective way possible.”

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 same: food, shelter, clothing. And hope, adds Ms. Fleming.

“When people have hope, they have a chance for a better life,” explains Ms. Fleming.

“One of the comments made most often by donors that were clients or knew a client is that the Salvation Army never really gave up on them. It stayed and provided the support they needed to build that hope until they were strong enough to help themselves.”

OPERATION SMILE



Operation Smile is an international humanitarian medical charity that provides free surgeries for children and young adults in developing countries who are born with cleft lip, palate or other facial deformities.

In 2015, Operation Smile:

- Provided more than 15,000 surgeries;
- Conducted 161 medical missions across 112 sites in 29 countries;
- Had 73 per cent of its medical volunteers coming from low- to middle-income countries;
- Continued to train, educate and empower local communities to build sustainable health-care systems; and
- Benefited from 364,932 hours of medical volunteer time.

Operation Smile is focused on delivering immediate results today and creating a lasting impact for tomorrow.

Visit [www.operationssmile.ca](http://www.operationssmile.ca) to learn more.

BURN FUND CENTRE

## 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. SUPPLIED

“There 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 smiling faces.” 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 Columbian adults and children suffer-

ing from serious burns or trauma are admitted to the BC Professional Fire Fighters’ Burn, Plastic and High Acuity Unit at Vancouver General Hospital (VGH) or BC Children’s Hospital.

In March 2016, the Professional Fire Fighters’ Burn Fund opened the Burn Fund Centre, conveniently located a short drive from VGH and BC Children’s Hospital. The centre provides eight short-term accommodation

suites, a home-away-from-home for British Columbians who need to travel to Vancouver for emergency medical treatment due to burn and major trauma injuries, patients in discharge transition or returning for follow-up treatment.

Since opening earlier this year, the centre has maintained almost 100 per cent capacity. Some guests have only stayed a few days and others have stayed over a month. Another family says, “Our family has been so fortunate to have had the opportunity to stay at the Burn [Fund] Centre. These beautiful accommodations made it a comfortable and affordable stay to give our family the love and support during a time of need.”

The campaign to build the \$13.1-million centre began 10 years ago and was funded through the support of Fire Fighter Locals from around B.C., municipal and provincial governments, individual donors and corporate sponsors.

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SUSAN HORVATH  
PRESIDENT & CEO, ROM GOVERNORS  
AFP OUTSTANDING FUNDRAISING PROFESSIONAL

## 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.



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MERLIS BELSHER

## For the love of the game

History was made recently when University of Saskatchewan (U of S) commerce and law graduate Merlis Belsher contributed \$12.25-million to help fund a new twin-pad ice 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.

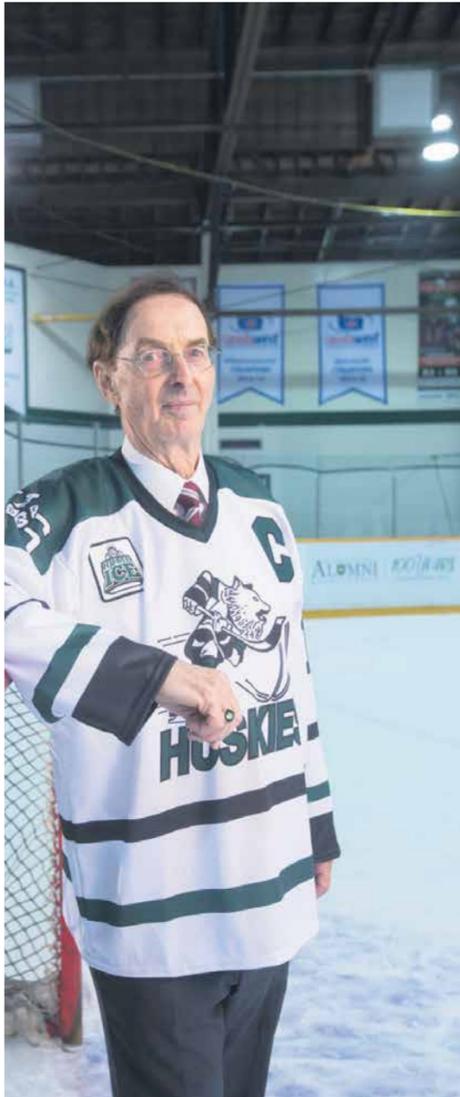
Saskatoon community members, Huskie athletes, university representatives and hockey aficionados gathered for the special occasion, which also marked the public launch of the Home Ice Campaign. Led by alumnus and hockey legend Dave King, the university, minor league hockey and community volunteers will ask the public to raise \$7-million to fund the new facility.

Mr. Belsher explained his intention for the gift. "I made this donation because of my gratitude for the University of Saskatchewan – it provided me with confidence and education in two professions. That was my doorway to a satisfying career in the manufacturing industry."

The accomplished accountant, lawyer, entrepreneur and philanthropist said his success started when he first came to the U of S. He graduated with a bachelor of commerce in 1957 and was admitted to the Saskatchewan Institute of Chartered Accountants in 1960. He returned to pursue a law degree, graduating in 1963, and was admitted to the Law Society of Saskatchewan the following year. A businessman by nature, he then purchased Weldon's Concrete Products in Saskatoon. Through acquisitions and expansion, he grew the business to be a leader in Western Canada, eventually selling 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 required a community of support. When he was just 15 years old, both his parents died tragically in a blizzard near their homestead. As a result, Mr. Belsher found himself alone at an early age.

It was thanks to a caring group of community members and two older siblings that he was guided to his new home at Luther College in Regina, Sask., to finish high school. His interest in pursuing a university education deepened thanks to the encouragement of his teachers, but it was his mother – an elementary school teacher – to whom he gives the most credit. She instilled the im-



Left, Merlis Belsher contributed \$12.25-million to help fund a new ice facility to replace 87-year-old Rutherford Rink. Right, the University of Saskatchewan's men'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

"I made this donation because of my gratitude for the University of Saskatchewan."

**Merlis Belsher**

contributed \$12.25-million to help fund a new twin-pad ice facility at the University of Saskatchewan

portance of education and hard work in him from an early age; now he's reaped the rewards of those values.

"I've been very fortunate in my life," he explained. "If I had one wish, it would be that my mother could see how much education has helped me."

Education has since become a major focus in Mr. Belsher's philanthropic and volunteer efforts; he's

served his alma mater in commerce and law advisory roles, and has been giving back for decades to support students.

An avid sports fan and a former athlete and hockey coach, Mr. Belsher can also relate to the importance of athletics in youth life. He's most excited that his donation will help increase the amount of ice time available for minor league hockey players and

U of S recreation and varsity teams.

Although the new ice facility will be named after him – Merlis Belsher Place – Mr. Belsher remains humble and says he did not make the contribution for the recognition. He made it to help university students.

"This is about the university, not me," he says. "If you see a good cause, you get fulfilled by getting involved."

### CARE CANADA



Top left, a woman in Niger proudly holds the lockbox for a savings group, which CARE started back in 1991; Right, a meeting of a CARE initiated village savings and loan association in Ethiopia; Bottom left, Douglas Stollery meeting with villagers in Ethiopia. MICHAEL TSEGAYE/CARE

## Canadians contribute to ending global poverty

Canadians are generous people and care for one another, says Sylvie Madely, CARE Canada's vice president of fundraising, marketing and partnerships.

"But more and more, we're a people of the world. People travel a lot, see a lot and are exposed to what goes on in the world. We're part of a global village," she adds.

This awareness and willingness to tackle international challenges supports CARE Canada's work to provide humanitarian aid in times of crises, and its mission to end poverty, says Ms. Madely.

More than 760 million people

around the world earn less than US\$2 a day and are categorized as living in extreme poverty, but there are solutions, says Douglas Stollery, a member of CARE Canada's board of directors.

"As citizens of the world, Canadians have a role to play. We can make a difference," he adds.

Mr. Stollery says one the fundamental ways to attack poverty is to work towards changing attitudes to gender equality and to empower women and girls in developing countries.

He saw the impact of this first-hand during a visit to Ethiopia in 2014 where he met with CARE staff and with people in the villages where the organization

was active.

One of the CARE initiatives Mr. Stollery observed in action was micro financing in the form of village savings and loan associations managed by women.

A CARE invention, these savings groups offer women, in particular, a safe way to save money and access loans. No outside capital is needed. Only a lockbox, three keys held by different members and some basic financial training.

"The women may save a dollar a week and the funds are kept by a woman chosen by the group," he says. "The women then consider ap-

plications from the members of the association. For example, a woman may use a loan to buy a second goat for the family. The result is the family has a second goat, and the sale of its milk is a significant source of income."

This improvement in the family's finances has a direct impact on the status of women in the family and in the broader community.

"Their ability to contribute to family finances has an impact on their ability to take part in family decisions, including decisions on family planning," says Mr. Stollery.

Since CARE introduced village savings and loan associations in 1991, the

organization has formed more than 200,000 groups with an estimated five million members across Africa and other parts of the globe.

He recalls speaking with a man who told him through an interpreter that prior to his wife's involvement with the savings and loans association, he would not have agreed that money could be used for his wife's health. However, once she began making a financial contribution to the family he believed it was "right" that she be involved in decisions about the family's finances, the family's health and her own health.

Mr. Stollery says this is a powerful example of how one small step can change attitudes in a community and have a long-term impact on the individual and the community.

Ms. Madely agrees. "It starts with one person at a time. The way CARE works is all about empowering people to do for themselves," she says. "We don't just come to a region with band-aid solutions. We work very closely with people locally to find solutions and to empower them to do for themselves."

CARE gives them the tools, knowledge and learnings to improve their own lives and to multiply the impacts, she says.

"For example, in Zimbabwe we visited a region in Masvingo where CARE worked with gardeners and farmers and distributed seeds. Those people are now helping villagers in other regions."

Canada also continues to make an impact on global health issues like HIV/AIDS, says Mr. Stollery, who recently attended the 21st International AIDS Conference (AIDS 2016) in South Africa.

"Canada was lauded for its contribution to the issues related to HIV/AIDS at a time when many other countries have reduced their budgets," he adds.

Ms. Madely praises those donors who support international philanthropy.

"They're giving to people they have never seen in their lives. They want to make the world a better place and believe it's everybody's right to live in dignity, and that poverty is an injustice. We all have a responsibility to alleviate that," she says.

*CARE was established in 1945 to send CARE Packages to people in need after the Second World War. It is now one of the world's largest non-governmental humanitarian and development organizations.*

## NATIONAL PHILANTHROPY DAY

Visit [globeandmail.com/adv/nationalphilanthropyday2016](http://globeandmail.com/adv/nationalphilanthropyday2016)

## 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 Mackenzie Investments. Since the creation of the Mackenzie Charitable Giving Program 10 years ago, the number of donor accounts has risen to more than 1,000 and the value of the charitable assets managed by the program has grown to \$100-million.

Mackenzie launched the program to respond to the growing number of clients who sought financial advice on how to manage their charitable donations and on how they could implement a long-term philanthropy strategy, says 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



"Many Canadians want to share their wealth with charitable organizations and support causes they care about. Our Charitable Giving Program gives them the chance to make a stronger and more lasting impact with their generosity."

**Carol Bezaire** is vice-president, tax, estate and strategic philanthropy

charitable giving component and incorporate all of that into clients' overall financial, tax and estate planning."

To put the program into effect, Mackenzie created the Strategic Charitable Giving Foundation, a non-profit charitable corporation. With a minimum donation of \$25,000 in cash, stocks, bonds, mutual funds or insurance, clients are set up with an individual account that they can 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 used for the donated funds and the 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 giv-

ing this way, says Ms. Bezaire.

"It is flexible for donors," she adds. "They can direct us on where they want the money to be flowed every year – and they can choose one or multiple charities."

Other client benefits include the fact that Mackenzie handles all administrative matters, including record-keeping, tax reporting and issuing cheques. In addition, participants can get immediate tax savings with one donation receipt.

Having this support simplifies the charitable giving process for those who find it onerous, Ms. Bezaire says. "It is very helpful for many of our older clients who have been philanthropic all their life," she explains. "One client was writing 23 cheques a year to various charities that she and her late husband had long supported. After we opened a foundation account for her, we took over that task and granted out the money to those 23 charities, writing all the cheques for her."

Investors can make regular giving a part of their financial plan and watch their philanthropic assets grow over time, as their donations are invested in any of 15 Mackenzie funds. The program lets donors give to a charity and enjoy tax savings now, while also setting up disbursement of funds to their favoured charities over time. They may also want to continue the donations through future generations as part of their estate planning – creating a philanthropic legacy.

Mackenzie expects demand for this type of investment to continue to grow, as the most senior Canadians transfer their wealth to baby boomers.

"Many Canadians want to share their wealth with charitable organizations and support causes they care about," Ms. Bezaire says. "Our Charitable Giving Program gives them the chance to make a stronger and more lasting impact with their generosity."

## HELP-PORTRAIT

## Portraits that matter, for people who can't afford them

It's common practice for many people to get an annual family portrait, or for graduating teens and others celebrating milestones to sit for a professional photograph. But when budgets are tight, photographs don't make the cut. Increasing numbers of people in cities and small towns across Canada are struggling with basics such as food and shelter. Help-Portrait offers people of limited means a professional photo session, complete with hair and make-up. Afterward, attendees leave with a beautiful printed photo.

"Being a small community, we don't have the level of corporate sponsorship that they may have in Vancouver," says Maria Squires, fundraising co-ordinator for the event

"Lots of people come in with their hearts on their sleeves. We're a group of people that care a lot."

**Maria Squires** fundraising co-ordinator for the Help-Portrait event in Maple Ridge, B.C.

in Maple Ridge, B.C. The small city (pop. 70,000), about an hour outside Vancouver, is one of 2,800 locations in 67 countries that host Help-Portrait events on the first Saturday of December. (Vancouver's takes place the last Saturday in November.)

"Every year I drop off my letters with people in the community that I've given business to over 27 years of living here, and just ask for some support back," says Ms. Squires.

The letters tell a tale increasingly common outside Canada's big cities: 70 per cent of Salvation Army users in the community are not homeless or living in a shelter; 14 per cent of Maple Ridge residents live below the poverty line. And because it's a community issue, explains Ms. Squires,

other community-building fundraisers, such as an annual pub night that raised \$3,000 last year, and this year's inaugural city-wide scavenger hunt that raised \$800, are effective both at raising funds and spreading awareness.

"These numbers aren't big, but they make a huge difference to the kind of welcoming, non-judgmental experience we can offer our more vulnerable neighbours," says Brenda Garcia, event co-ordinator.

On picture day, volunteers strive to create a festive atmosphere, filling the

Golden Ears United Church Hall with live music, a daycare for small children and delicious food. Photographers, editors, hair stylists, make-up artists and other volunteers bustle about, helping attendees navigate to the services they need. At the end of the day, 250 to 300 participants receive first-class treatment, leaving with increased confidence and self-worth.

"Lots of people come in with their hearts on their sleeves," says Ms. Squires. "We're a group of people that care a lot."



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

## BY THE NUMBERS

Help-Portrait

**2008**  
Year Help-Portrait was founded

**2,800**  
Number of locations that host Help-Portrait events

**67**  
Number of countries where Help-Portrait events take place

DO YOU KNOW  
WHAT YOUR DONATION  
LOOKS LIKE?

IT LOOKS LIKE ME.



**Rita**  
Retreating from life?  
More like fully embracing it.

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.

Find out how: [itlookslkeme.ca/meetrita](http://itlookslkeme.ca/meetrita)

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