Applying Canadian co-operatives success around the world

Co-operatives have been instrumental in building Canada’s economy. They operate in virtually every sector and industry, and have a track record proving their excellence. "When we see the kind of success in Canada, it makes sense to apply the same model to address economic and social needs in other parts of the world," says Terry J. Parkin, chair of the Co-operative Development Foundation of Canada (CDF). "Co-operatives mobilize the existing resources of a group, whether they are financial, intellectual or cultural, to generate outcomes that individuals are not able to achieve by themselves," she explains. "And when the profit goes back to the members of the co-op, it benefits the people and the communities in which they operate."

An example of the impact of such a collaborative effort is the Rwanda Co-operative Agricultural Growth project. The Rwanda Co-operative Agricultural Growth project was a $4.5-million, five-year project (2012-2017) that assisted 15 producer co-operatives in the southern and eastern provinces of Rwanda to improve their production, processing, marketing and storage of coffee, tea and sugar cane. 

"This mobilized a total investment of $900,000, says Ms. Fischer. "That's twice as many families as the government (about $1.5-million) and the Rwandan Co-operative Alliance (about $1.1-million), the Rwandan government and CGI (about $4.5-million) and members in Canada," she adds. "That's twice as many families that are food secure."

"Part of CGI’s work in Rwanda is focusing on reducing harvest losses and waste by improving technologies and creating infrastructure like flour mills and maize dryers. "When maize is hung up in a small covered structure, it is protected from the rain and dried by circulating airflows," says Ms. Fischer. "With these dryers, co-operators were able to get good harvest dryness, much lower dust in the mill, which means that the flour cannot be trampled, and the economics gain from the first maize dryers, which are only handled from the ground to human hands." 

The objective, says Mr. Deckert, is to highlight the philanthropic activities that make the Philanthropy-Canada Board of the many Canadians who have made a contribution. "The celebration will build pride in our city and help people feel more appreciated and hopefully help them recognize that their generosity and compassion are very important to us "

"Philanthropy is very important to Canada. It has advanced a better quality of life for people in need, enriched the lives of volunteers and had a positive impact on all of us." says Roger A. Allard, chair of the AFP Foundation for Philanthropy-Canada Board.

"For AFP in particular, National Philanthropy Day highlights the work done by us as chapters in Canada. It allows us to engage with our local communities and celebrate the latest and passion of our members, volunteers, and donors," he says. "It’s also a day for Canadians in general to reflect on what philanthropy means to each of them and to the country as a whole, adds Ms. Ali.

"Philanthropy is very important to Canada. It is a reflection of the kindness of the people who have made it possible," says Ms. Fischer. "It’s a day to reflect on our history as one of the three most charitable cities in Alberta, a good example."

"The people and companies in Lethbridge work hard to show care and pride for our country. They demonstrate what philanthropy does in all these areas of life," she says.

Mr. Lee says Lethbridge, which was recently recognized as one of the three most charitable cities in Alberta, is a good example.

"What we need in Lethbridge is to leverage our philanthropy and to get people more aware of the love of humankind," she says.

This year’s NPD celebrations in Lethbridge will include lights on the city hall reflecting the blue and yellow colours that represent philanthropy; listening to the narratives with electronic messages of thanks; social media stories and NPD flags.

"The thought behind a city-wide celebration is that it creates an atmosphere of appreciation and helps people feel pride in what they have accomplished," says Ms. Lee. "When people are given the opportunity to make this world a better place, they are encouraged to do so." 

"Part of CDF’s work in Rwanda is focusing on reducing harvest losses and waste by improving technologies and creating infrastructure like flour mills and maize dryers. When maize is hung up in a simple covered structure, it is protected from the rain and dried by circulating air flows," says Ms. Fischer. "With these dryers, co-operators were able to get good harvest dryness, much lower dust in the mill, which means that the flour cannot be trampled, and the economics gain from the first maize dryers, which are only handled from the ground to human hands." 

The co-operatives were able to build trust in the communities and demonstrate their business acumen, says Ms. Fischer, who adds that to further stabilize communities, CDF actively encouraged women to participate. "We know that women are likely to invest their income back into the community, and even if this means losing money, they are more vulnerable in general."

"Yet women are disadvantaged in agriculture in many ways. Even if some of them are farming, they are more likely to participate. We know that our co-operatives have a positive impact on all of us," he says. "When people are given the opportunity to make this world a better place, they are encouraged to do so." 

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"What we need in Lethbridge is to leverage our philanthropy and to get people more aware of the love of humankind," she says.
B alancing the needs of benef- dicators and the necessity to retain professional fundraising staff is becoming an increasingly common challenge, especially for organizations that have experienced growth and success, says Scott Decksheimer, chair of the Association of Fundraising Professionals Canada (AFP Canada), says staff retention and recruitment are becoming major issues that charities need strong support from volunteers, the board and the CEO or executive director.

Organizations like AFP Canada are looking at how they can grow more leadership and fundraising for what Mr. Decksheimer describes as “the initial pool.”

“We are looking at how we can better support CEOs and boards rather than just a professional fundraiser. We want to help create the literacy in an organization that will support its growth and success,” he says.

He points out that in some smaller non-profits the professional fundraiser is the only person responsible for making sure that the organization’s goals are met. It is not having need strong support from volunteers, the board and the CEO or executive director.

“I am more sustainable practice would be for non-profits to retain talent by creating a work environment that is conducive to building loyalty and openly demonstrating opportunities for career advancement,”

Scott Decksheimer, chair of the Association of Fundraising Professionals Canada who is also founder and CEO of Toronto-based fundraising firm AGENTSC.

However, he believes there are solu- tions to the challenge. He points to the importance of organizations prioritizing non-profit sustainability. In the meantime, if managers of non-profits can’t justify individual training and development costs for all staff, they could consider in-house team training as a solution.

“For example, through our work at AGENTSC, we have seen the benefits of team training on how to build effective donor relationships. Not only is this approach more financially viable and customizable, but it helps to cultivate and retain talent,” he says.

A legacy gift provides new tomorrows for children, families and communities.

A more sustainable practice would be for non-profits to create a work environment that is conducive to building loyalty and openly demonstrating opportunities for career advancement.”

Mide Akerewusi, a member of the board of the Greater Toronto chapter of the Association of Fundraising Professionals: Toronto Chapter.

“Smaller non-profit organizations often hire people in the earlier years of their careers who are willing to be trained, but keeping them can be a challenge.”

Scott Decksheimer

“I knew the transfusions were working when I completed an entire season of 100 blood transfusions. Since being a donor often means a long road,” says Mr. Akerewusi.

Scott Decksheimer

“charities with no option but to hire less-skilled, less-experienced and less-competent people to do the job.”

Mr. Akerewusil says that now outstrips supply, leading to a demand for qualified fundraising talent which now outstrips supply, leading to a demand for qualified fundraising talent.

“Over the past decade, the number of non-profits has created demand for qualified fundraising talent that new entrants supply, leading to a high-staff turnover and keeping some charities with no option but to hire less-skilled, less-experienced and less-competent people to do the job,” says Mr. Akerewusi.

“A more sustainable practice would be for non-profits to retain talent by creating a work environment that is conducive to building loyalty and openly providing opportunities for career advancement,” says Mr. Akerewusi.

He points out that in government and the corporate world, professional development is seen as an important and necessary investment in staff. However, many non-profits don’t understand the way they can use donor dollars to invest in staff development. Staff development costs for all staff, they could consider in-house team training as a solution.

“It’s so hard seeing someone you care about go through something like this,” says Mr. Decksheimer. “If you think about needing blood in emergencies and working with people with ongoing conditions.”

Mr. Sadegh makes a point that many non-profits can’t justify individual training and development costs for all staff, they could consider in-house team training as a solution.

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Charles Ofori-Attah (right) and his best friend Farzad Rafsanjani Sadeghi.

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Charles Ofori-Attah (right) and his best friend Farzad Rafsanjani Sadeghi.
University Health Network (UHN) and the University of Toronto congratulate John and Myrna Daniels, recipients of the Association of Fundraising Professionals Greater Toronto Chapter’s Outstanding Philanthropists Award for 2017.

Their long legacy of philanthropic leadership has led to transformational gifts at UHN to support life-saving cardiac catheterization labs, neurosurgery operating suites and transplant research; and at U of T to create the Daniels Building, an extraordinary new home for the John H. Daniels Faculty of Architecture, Landscape, and Design at One Spadina Crescent, and to establish The John and Myrna Daniels Scholars award.

By making generosity their way of life for decades—through their philanthropy and their commitment to building affordable housing—John and Myrna Daniels have changed the landscape of giving in Canada, inspiring others to follow their lead.
John and Myrna Daniels

Toronto philanthropists honored for building communities and improving lives.

NATIONAL PHILANTHROPY DAY

T

ough a combination of busi-
ness leadership and social
conscience, John and Myrna
Daniels have impacted the lives
and causes of people in Greater
Toronto and around the world as
the third generation of the Daniels
family to play an important role
in philanthropy, their philanthropy
has been of life,” they said. “Our
foundation is proud to make this
substantial donation to help advance
the face of health care in our
local community, in Canada and
around the globe.”

Above left: John and Myrna Daniels’ most recent gift to UHN will support a number of areas, including redeveloping the operating rooms at Toronto Western Hospital. Right: John and Myrna Daniels with dean Richard Sommer and recipients of the John and Myrna Daniels Scholarship.

powerful force for good in our
communities and trusted
organizations are helping
to meet the needs of the
greater good, they tend
to be a good match for
people who are interested in
making a difference, and
that’s why ethical fundraising
is really powerful,” he says.

“People who may be typically
timized to support and encourage
people’s sense of giving back, whether
it’s a small amount or it’s
something that they want to do that has a
big impact,” he says. “This is important
because for fit
lings with Revenue Canada indicate
that there has been a decline in
Canadians’ charitable giving over
the past decade.’ It is enhancing
the Daniels building at One
University Crescent.”

The Daniels Spectrum, a 60,000-square
foot cultural hub in Regent Park, and the
1971 Bell Lightbox.

White Mr. Daniels has achieved
considerable success as an architect
and real estate developer, his life in
Canada has always been busy. The
Daniels family grew up in the Netherlands
and moved to Canada when Mr. Daniels
was 12, just six months before
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However, Mr. Daniels is best
remembered for his philanthropy
and his dedication to the
promotion of medical research.

In 1991, Mr. Daniels made a
$50 million donation to the
Toronto General Hospital Foundation,
which supported the
construction of the
Daniels Building,

Funding for the university
program was initially
matched by a gift
from the Greater
Toronto Area.

At the time, he didn’t speak a word of
English. As a young boy, he attended a
public school in Toronto’s
North End. His parents were
never able to find
him a place in
an English
school.

The Daniels family
founded the
Daniel’s
Development
Corporation,
which
worked on landmark
Toronto projects
like the Eaton Centre,
Toronto Eaton Centre
and the Mississauga
community of Erin Mills,
and has built social
housing and condominiums across the
Greater Toronto Area.

But it’s philanthropy that build
communities and encourages people
to do more.”

In his fourth year of a Bachelor of
Arts degree in Architecture, says Mr. and
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Common planks for a stronger national housing strategy

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

In a few days, the federal government will unveil the long-awaited National Housing Strategy. Not only is the federal government re-entering the housing arena in a substantial way for the first time in a quarter-century—$11.2 billion has been budgeted, with more seemingly poised to come—but the process itself offers tremendous hope that the investments will spur transformation. This time, however, the federal retreat from affordable housing, which began in the tight-spending 1990s, continued until the current government came to office, promising to end the neglect with a much more united group of stakeholders, which should free the government to chart the course to greater justice and economic security for all Canadians.

The federal leadership is essential to transforming national housing strategy: well-intended, but better suited for placation than for transformation. The result was a multiplicity of opinions but very little progress. The federal retreat from affordable housing, which began in the tight-spending 1990s, continued until the current government came to office, promising to end the neglect with a much more united group of stakeholders, which should free the government to chart the course to greater justice and economic security for all Canadians.

Lasting change to these persistent problems requires better policy and a clear strategy that delivers real improvement in housing affordability. The federal retreat from affordable housing, which began in the tight-spending 1990s, continued until the current government came to office, promising to end the neglect with a much more united group of stakeholders, which should free the government to chart the course to greater justice and economic security for all Canadians.

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The NHC is just part of this conversation, of course. The federal government must work with provincial, municipal and Indigenous governments and other stakeholders to implement its policy goals. Because of this newfound unity, Canada is much closer to such a national housing strategy—and much closer to transformative change that will chart the course to greater justice and economic security for all Canadians.

Every year, Daily Bread Food Bank donors help provide healthy and fresh food to 120,000 people, just like Angela and her children.

Together, we are changing lives.

Daily Bread Food Bank
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Because of you, my kids never go hungry. You have no idea what a relief that is.”

- Angela, food bank client

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Food distribution is complemented by services to build skills, confidence and community.

Our goal is to have the food bank become a place where clients are able to participate more fully. Here, people can build skills, confidence, friendship and community while giving back and applying their own knowledge, expertise and passion—and that’s a powerful thing.”

Diana Greaves is information and referral services coordinator at Daily Bread Food Bank.

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When Al and Irene Hildebrandt married 43 years ago, they began a tradition they continue to this day. They sponsored a needy child overseas, through World Vision. As their family grew, the couple added to their sponsorships, supporting one child for each of their three kids. Since then, they financial commitment to changing lives through sponsorship has remained unbroken. The Hildebrandts' care for children in desperate need continues today, through World Vision's Sponsor a Child initiative.

While sponsoring children has remained a constant for decades, the couple has responded to many other calls for help, including several with World Vision. They’ve also supported the annual Kelowna Cops for Kids ride – Mr. Hildebrandt worked as a police officer in Calgary – and also mental health services in their current hometown of Kelowna, British Columbia.

“We have always seen philanthropy as an opportunity to support projects that are meaningful to us,” says Mr. Hildebrandt. “But we need to know that the organization is credible and delivers what they say they will deliver.”

Mr. Hildebrandt did due diligence on World Vision before committing to several large-scale projects through the organization in recent years. His research included reviewing a report from Charity Intelligence and confirming that 81 per cent of the money World Vision raises goes directly to programs helping children and communities in need.

While the sponsorship of individual children helps break the cycle of poverty, it doesn’t solve the problems of hunger, lack of clean water, education and health care that are so prevalent in countries where World Vision works.

“When you invest a larger amount, you want it to be meaningful and make a difference,” he says. “I know that World Vision can do more with the money than we can do as individuals.”

In recent years, the couple has supported micro-finance programs in Guatemala, health-care clinics as well as clean water and sanitation projects in Kenya and Tanzania, and child protection initiatives in Cambodia and China.

“We have always seen philanthropy as an opportunity to support projects that are meaningful to us. But we need to know that the organization is credible, and delivers what they say they will deliver.”

Al Hildebrandt is a long-time World Vision sponsor and donor.

“We have always seen philanthropy as an opportunity to support projects that are meaningful to us. But we need to know that the organization is credible, and delivers what they say they will deliver.”


Visit TGAM.ca/philanthropyday2017

Canada gives!
Award ceremonies showcase youth engaged with charities

If you are worried about the future of Canada, don’t be! More and more young people – some starting at ages five or six – are engaging with charities across the country, supporting causes that help Canadians and communities in so many different ways.

Every year, the Association of Fundraising Professionals and its chapters across Canada recognize some of these amazing young individuals through its National Philanthropy Day awards ceremonies on National Philanthropy Day. We have gathered just a few of these amazing individuals here to recognize them for their efforts and hopefully inspire others to follow in their footsteps.

**AFP HONOREES**

Do you know what your donation looks like? It looks like me.

At 19, Maimoona was living in a shelter and feeling hopeless about her future. Thanks to someone like you, she is now reaching new dreams. Watch her full story, and help ignite the possibility of a better life for people in your community.

unitedway.ca/possibility

#WeArePossibility

I was two years old when I came to Canada as a refugee. They provided a safe place for me to grow and be active. The support I received inspired me to pay it forward to young people who may need a helping hand today.”

— Roger

**SHARED IN NEW YORK**

Co-Founder, United Way of New York City

The support we receive inspires us to give back.

Donate to the YMCA today.

ymca.ca/it starts here

**AFP HONOREES**

**Djammy Charles and Raphaële Maltais**

Montreal, Québec

Djammy Charles and Raphaële Maltais worked to inspire their fellow students, parents of students and others for the Roots Exchange’s Youth Reconciliation Initiative, the Indigenous Circle of Empowerment and the Peguis Youth Initiative, the Indigenous Circle of Empowerment and the Peguis Youth Initiative, the Indigenous Circle of Empowerment and the Peguis Youth Initiative, the Indigenous Circle of Empowerment and the Peguis Youth Initiative.

**Chelsey Meade**

Victoria, British Columbia

Chelsey has hosted five meetings, with Samantha Mundell. To date, 100 Girls Victoria has donated over $500,000. Weider helped kickstart the SleepOUT initiative for the Youth Services Bureau, an annual event. Her efforts have contributed over $50,000 since 2012.

**Mia Bakker, Ellie Strayer, Lily Coté and Samantha Mandell**

Victoria, British Columbia

The creator of the Ladybug Foundation, combatting homelessness. She is the creator of the Ladybug Foundation, combatting homelessness. She is the creator of the Ladybug Foundation, combatting homelessness. She is the creator of the Ladybug Foundation, combatting homelessness. She is the creator of the Ladybug Foundation, combatting homelessness. She is the creator of the Ladybug Foundation, combatting homelessness.

**Cole Byers**

Edmonton, Alberta

Diagnosed with Type 1 Diabetes (T1D) when he was 14 months old, Cole Byers has dedicated countless hours to giving back and helped raise nearly $10,000 for Covenant House Vancouver through his “ تكونات for Teens” campaign.

**Andrew Teel**

Vancouver, British Columbia

Andrew Teel spent his early childhood in many different foster homes, but found his “forever family” at the age of six. Now 15, Andrew is committed to raising awareness and funds for celebrating a cure. In 2017, he created an online fundraising campaign to raise $10,000 for the Diabetes Research Institute Foundation Canada.
Bridging arts, culture and the natural world to engage global citizens

Call to invest in mental health community programs

The earlier we intervene, the better the outcomes and the less likelihood that people are going to get those more expensive services.

—Patrick Smith, CEO of the Canadian Mental Health Association

We must act now to ensure that everyone who needs mental health support gets it, and that this support is evidence-based and tailored to the needs of the individual. Without this, we risk leaving people behind and further exacerbating mental health challenges.

—Dr. Burton Richter, President of the Movement for Canadian Mental Health

The CMHC relies on donations to fund lifesaving programs that are critical to the health and well-being of Canadians. Without these programs, the outcomes for individuals with mental health issues can be significantly worsened.

—Dr. Patrick Smith, CEO of the Canadian Mental Health Association

In Canada, 1 in 5 adults or 3 in 10 children struggle with mental health issues. These issues can range from mild to severe, and can affect every aspect of life. To address these challenges, we must invest in evidence-based programs and support systems that are tailored to the needs of each individual.

—Dr. Burton Richter, President of the Movement for Canadian Mental Health

Without sufficient funding, these programs and support systems cannot be sustained, and the outcomes for Canadians with mental health issues will continue to decline. Together, we can make a difference and ensure that everyone has access to the care and support they need.

—Dr. Patrick Smith, CEO of the Canadian Mental Health Association
Program aims to meet the needs of children in First Nations communities during emergencies

A team from Save the Children’s Building Resilience with Indigenous Children and Families program working with First Nations children in Peguis, Manitoba. SUPPLIED

New initiative to tackle intergenerational poverty

A Salvation Army case worker helps guide Sherry Glen to the most appropriate resources. TIMOTHY CHEN

Supplied, Marko Kokic

Canadian Red Cross

Red Cross mobilizes the power of humanity to help vulnerable people

H ere in Canada and overseas, the Red Cross stand ready to help people affected by disasters and emergencies. Our volunteers, staff and partners are engaged around the world to help people in need — whether affected by disasters, having to flee their homes, or coping with illness and disease.

These statistics illustrate the work we are doing around the world:

• Every three hours, the Red Cross helps the Canadian Red Cross after a disaster. In cities and towns from coast to coast, these disasters are called the scope of disaster. Not to an extent, but it is caused by Sudden Canadian turning to the Red Cross are responsible for the situation.

• The Red Cross response to a disaster affects the entire community. In the average age, the Red Cross provides critical help to more than 40,000 Canadian in disaster situations.

• Red Cross volunteers are available to people who need them, no matter how severe the disaster, no matter where they are.

Not a single day goes by without a disaster happening somewhere in the world. The Canadian Red Cross is actively working with people to move forward from a disaster and to build more resilient communities around the world.

The Red Cross Emergency Response Unit and Field Hospital can be deployed anywhere in the world within 72 hours of a disaster occurring. The Canadian Red Cross can provide support a day or a month after the event, helping to build back stronger communities for the future.

The Red Cross is active in 189 countries around the world. Internationally, the Red Cross is active in the world as it helps vulnerable people around the world.

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Focus on helping Canadians reach their goals

The YMCA has been helping Canadians improve their lives for nearly 150 years. In 1851, the YMCA was founded in Montreal and has since expanded to serve communities in Canada and around the globe. In addition to helping millions of people, the YMCA is committed to ensuring healthy lives for all ages, building healthy communities across the country. The YMCA provides programs and services to support individuals of all ages, building healthy communities across the country.

By giving to the YMCA, you can help to create a better world for your community. Your contribution will support programs and services that help Canadians reach their goals.

Join us in supporting the YMCA and make a difference in the lives of Canadians.

For more information, visit YMCA.ca.
Innovation keeps Kids Help Phone relevant to young people

‘Part of what I think makes us so unique is that we’re one of the few places that young people can call and not need their parents’ permission. They can either need health care or be talking about their problems. No one should feel nervous about calling us.’

Alicia Simon, vice president of counselling services and programs at Kids Help Phone

Emergency medical care costs stretch resources at BC SPCA

‘We’re there for them because they have the tools to speak out when they need it.’

Mr. Chortyk

MAKE A DINOSAUR-SIZED IMPACT

ROM paleontologists just introduced the world to Zuul crurivastator, a NEW species of armored dinosaur. Zuul is a landmark fossil, and the most complete skeleton of an armoured dinosaur ever found. ROM experts are eager to clean Zuul’s 75-million-year-old bones and prepare it for public viewing very soon. For more information, visit ROM.on.ca/ZUUL-PROJECT or call 416.586.5555 today!

This fossil was acquired with generous support of the Louise Hawley Chocolate Trust.