

NATIONAL PHILANTHROPY DAY

Raising awareness, enabling knowledge sharing and celebrating volunteers



\$14-BILLION

The amount Canadians give annually to registered charities

86,000

The number of registered charities in Canada¹

8.1%

is the charitable and non-profit sectors' contribution to Canada's GDP

44%

of Canadians volunteer their time to charities and non-profits

75%

of donations go to four sectors: religion; health; social sciences; and international organizations

¹ Government of Canada. All other statistics: Imagine Canada, imaginecanada.ca

PHILANTHROPY: THE TRUE HEART OF CANADIAN CULTURE

IT'S BEEN FIVE YEARS SINCE CANADA BECAME THE FIRST AND, SO FAR, ONLY COUNTRY IN THE WORLD to enshrine National Philanthropy Day (NPD) in legislation, proclaiming November 15 as the official day to celebrate the generosity of Canadians and the amazing impact they have on communities from coast to coast.

The Association of Fundraising Professionals (AFP) views NPD as far more than just a celebration. It's also a grassroots movement to increase public interest in and awareness of

the importance of philanthropy, and to share knowledge on giving, volunteering and engagement so people can practise effective philanthropy.

Ken Mayhew, president and CEO of the William Osler Health System Foundation in Ontario, says while Canadians are inherently generous and caring and understand the importance of being there for others, they are also quite humble and modest.

"Each and every day, Canadians perform hundreds of acts of kindness. Many of them involve making a financial contribution to help some-

one else out, and it's important to take a moment to acknowledge that and to say thank you," he says.

The intent of the gift and the desire to make an impact is more important than the size of the donation, adds Mr. Mayhew. Giving is contagious, and stories encourage and motivate others to become involved or remain committed to philanthropy – which might mean giving, but also volunteering one's time or other way to support a cause.

While those stories are important, statistics also have a tale to tell about

Canada's charitable sector. There are more than 170,000 charitable and non-profit organizations in Canada, of which 85,000 are registered charities recognized by the Canada Revenue Agency. Many of these organizations are very small but have huge impacts on the people they serve across the country.

According to Imagine Canada, the Canadian charitable and non-profit sector is the second largest in the world in relative terms. Data from tax filings show that charities reported \$21.49-billion in fundraising revenue

from all sources in 2014, and 82 per cent of Canadians said they gave to a charity in 2013.

Delphine Haslé, development manager at the Perley and Rideau Veterans' Health Centre Foundation in Ottawa, agrees that a national day to celebrate philanthropy is important.

"We often celebrate a very large gift, but smaller gifts are coming in all the time. NPD is an opportunity to celebrate all gifts, because they matter, small or large," she says. **See Canadian Culture on APF4**

EQUITY IN THE NON-PROFIT AND CHARITABLE SECTOR

At a time when women are increasingly making their voices heard in society at large, the Greater Toronto chapter of the Association of Fundraising Professionals (AFP) – the largest chapter in the worldwide organization – has launched a study to investigate the barriers women experience in the non-profit and charitable sector.

This research is in addition to the recently launched Women's Impact Initiative (WII), a project of AFP. WII will address and highlight the specific issues and challenges that women in the fundraising profession face.

Caroline Riseboro, chair of the



Caroline Riseboro (left), chair of the Greater Toronto chapter of the AFP, and Jennifer Bernard, recently named one of the 25 Most Influential Women for 2018. SUPPLIED



Greater Toronto chapter of the AFP, says the issues related to equity in the philanthropy sector are twofold: the disparities women experience working in the sector; and the increasingly important role of women donors.

Ms. Riseboro says industry estimates are that women fill approximately 75 per cent of the positions in the fundraising sector. However, men occupy the upper echelon of leadership positions. This disproportion also has an impact on the changing donor base: as women become more influential, they want to see equity in the organizations

they are supporting.

While some reports estimate about 800,000 women in Canada could give to charities at significant levels, transformational philanthropy is still often focused on men, says Ms. Riseboro, also CEO of Plan International Canada.

"As an example, if one looks at buildings around Toronto, Vancouver or Montreal, a lot of them are named after men – you might have a man and his spouse," she says.

So unusual was the recent naming of Concordia University's engineering faculty for Gina Cody, a prominent **See Equity on APF4**

INSIDE



Care: West Park's new hospital. **AFP4**



Impact: Investing in youth leadership. **AFP6**



Inclusion: The need for more services. **AFP10**



Early Life: New gallery at the ROM. **AFP14**



One in three Canadians are affected by a brain injury, disease or nervous system dysfunction in their lifetime. When you need it most you deserve the best, high quality care, to ensure a swift and complete recovery.

You are vital to brain health in BC

Third grade teacher Veronique was rushed to Vancouver General Hospital (VGH) after a series of debilitating seizures. With a sequence of MRI scans, radiologists were able to identify two clusters of abnormal blood vessels in her brain and performed a lifesaving surgery.

VGH & UBC Hospital Foundation is raising funds for a new, cutting-edge 3T MRI machine that will enable our teams to better serve patients like Veronique and improve diagnosis and treatment.

With your help, we will be placing the most advanced medical imaging tools into the hands of our talented medical teams at the forefront of brain research, treatment and care.

Donate today and be part of the change that will impact thousands of patients across British Columbia.

Join us.
Find out more at:
vghfoundation.ca/brain



FOCUS ON YOUNG FAMILIES

The Salvation Army takes a holistic approach to improving family well-being



THE SALVATION ARMY'S BETHANY HOPE CENTRE HAS BEEN PROVIDING SOCIAL SERVICES IN OTTAWA FOR MORE THAN 100 YEARS, first serving young, single mothers and then, over time, adapting its programs to support emerging needs. In recent years, it has developed a holistic approach to improve the overall well-being of young families in the city.

"Serving the needs of the whole family also means an increased focus on recognizing the importance of fathers in the context of family and of raising children," says Naomi Praamsma, the Centre's executive director.

Historically, Bethany Hope Centre staff worked with young women, and very often the father wasn't involved.

"From what we know about child development and attachment, if we

can have dad involved in the first two years in a meaningful way, then there is an increase in the potential for him to stay involved with his child in the long term," says Ms. Praamsma.

While the family unit itself may break down, if both parents are stronger as individuals, then they are positioned to make decisions in the best interest of the child, she says.

However, there are many aspects that need to be addressed to improve the overall well-being of young families. In addition to its services around parenting, the Centre also offers pre- and post-natal support and health and nutrition, housing, life skills, spiritual care, education, high school completion, employment and entrepreneurship programs.

Responding to recent research, the Centre adjusted the age require-

ment – from 26 to 29 years – for people accessing its programs. Brain development research indicates that adolescence is extended, and that young people are often making real change around the age of 25, when there's full brain development, says Ms. Praamsma.

"We were missing an opportunity. We have seen really improved outcomes by being able to work with people that little bit longer. They weren't quite ready to leave the programs. By the time our young people hit 30, they are in a different place in life. They really are much better positioned. Most of them have finished school, or gone on to post-secondary, or they've found employment – they're just more ready at that point," she says.

The Centre's wide range of programming underpins its holistic approach. Ms. Praamsma says many

times a young person will come to the Centre for one reason – often for help with education – and then discover the range of services such as the health clinic, parenting classes and a play group for children.

"Their engagement with the program increases, and we see a lot of really well-rounded growth that happens because we're able to impact so many different aspects of that young person's life. That's

when we see them moving towards their potential," she says.

"Even when people leave The Salvation Army program, they often retain some links to the Centre through initiatives such as the once-a-month alumni afternoon. This addresses the feeling that people were losing a part of their 'family' when they left, and it's also an opportunity for them to come back and tell us about their successes," adds Ms. Praamsma.



The Salvation Army's Bethany Hope Centre has a wide range of programming designed to impact many different aspects of young people's lives. **THE SALVATION ARMY**

CANADIAN BLOOD SERVICES THE CONNECTION THAT KEEPS CANADIANS LIVING

At age 13, Everad Tilokee was diagnosed with heart failure. While waiting for a life-saving transplant, he had a heart attack, a mini-stroke and needed a defibrillator to keep his heart beating.

In 2014, he was admitted to the hospital waiting for the call that would save his life. That May, a selfless 46-year-old man who had registered to donate his organs saved Mr. Tilokee's life and the lives of several others.

At any given moment, approximately 4,500 Canadians are waiting for organ transplants. A single organ donor can save up to eight lives, but each year, hundreds will die waiting for the right match.

"It's simple – without people like you, I would not be here today. Whether it's a financial gift, or a donation of blood, plasma, stem cells, organs or tissues – the impact



After receiving a heart transplant, Everad Tilokee now works for Canadian Blood Services, an organization that played a role in saving his life. **SUPPLIED**

that donors like you can have on people like me is immeasurable," says Mr. Tilokee.

Financial gifts support Canadian Blood Services in leading national collaborative work strengthening the organ and tissue donation and transplantation system in Canada. From donors to recipients and all the people that bring them together, we can each be the reason – the connection – that keeps Canadians living.

Today, Mr. Tilokee works as a coordinator with Canadian Blood Services Centre for Innovation.

"For me, it's about giving back. I chose to work at Canadian Blood Services because it allows me to be a part of an organization that plays a role in the medical community that saved my life."

Be part of the connection at give.blood.ca.

World Vision

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CONGRATULATIONS JIM LEECH

on being this year's AFP Outstanding Volunteer Award recipient!

You have been at the helm of Toronto General & Western Hospital Foundation through many milestones and achievements, and we cannot think of anyone more deserving of this commendation.

We're honoured to have such a great Canadian in our midst – your dedication and support is making lives better.

Thank you.

IMPROVING THE CARE EXPERIENCE

West Park Healthcare’s new hospital will match the quality of its people with its infrastructure

WEST PARK HEALTHCARE CENTRE’S SCENIC 27-ACRE CAMPUS ON THE HUMBER RIVER IN TORONTO is one of the facility’s most treasured amenities for its patients. But the park-like setting isn’t what Tim Casarin recalls when

he was first rolled into the hospital on a stretcher. “I remember looking at the ceiling and although I had no idea what was ahead of me, I felt safe and secure,” says the Mississauga firefighter who was transferred to West Park to recover from injuries sustained when a cinder block wall collapsed on him and two other firefighters when a warehouse exploded. Although he knew his recovery would be long and hard – four years later he has had 27 surgeries – the

father of three wasn’t daunted and was determined to return to the job he loves. Today, speaking from the firehall, it’s not the West Park building and the facilities he recalls, rather he reminisces about the people. “They were very good at giving me just the right amount of work and knowing when to pull in the reins. I’m a motivated person, but if I had a bad day, they made me feel it was normal and okay,” he says. West Park has a long history: first as a sanitarium for the treatment of tuberculosis in the early 20th century, and now as a nationally recognized leader in rehabilitation and complex care. “The hospital may be a little worn, but I never paid much attention to it; it’s the people I remember. They’re engaged and thoughtful every step of the way. I felt like they wanted me to succeed as much as I wanted to succeed,” says Mr. Casarin. “Now we are preparing to align the quality of our infrastructure with the excellence of our people,” says Shelley Ditty, West Park’s VP, campus development and support services, referring to the new state-of-the-art hospital building and expanded indoor and outdoor therapy space that will be built on the site. As shovels went into the ground just a few weeks ago, West Park Foundation continues its commitment to the Get Your Life Back Campaign to raise \$80-million toward the cost of the new hospital. “The design focuses on patients and families,” says Ms. Ditty. “It’s about pulling the services to the patients, bringing related expertise together in one area, enhancing collaboration and integrating research with clinical care. Ultimately it’s about better outcomes for patients.” The new hospital will have 20 per cent more beds than the current facility and a significantly expanded outpatient area. “This will enable us to care for the growing number of people who need our specialized services and will incorporate evidence-based design features that will make the care experience better for patients like Tim Casarin and their families,” she says. As Mr. Casarin reflects on his time at the facility, he recalls the physical and emotional stress he endured as he regained his strength and learned to walk again. “On my worst days, they said, ‘Don’t worry, we’ve got this.’ They always had my back. When I was at my lowest and having my worst days, they were at their best,” he says, adding world-class staff deserve to work in a world-class facility. The new hospital is scheduled to be completed in 2023.

TIM SERVES HUNDREDS. BUT CAN'T FEED HIS TWO KIDS.

POVERTY ISN'T ALWAYS EASY TO SEE.



PLEASE DONATE AT [SALVATIONARMY.CA](https://www.salvationarmy.ca)



Giving Hope Today



After 27 surgeries and extensive rehabilitation, Mississauga firefighter Tim Casarin was able to return to the job he loves. **SUPPLIED**

FROM PAGE 1 CANADIAN CULTURE: DONORS ARE INFORMED

While AFP chapters across North America have organized more than 100 NPD events this year involving approximately 50,000 people, Ms. Haslé says it’s not necessary to attend an event to mark NPD. “A simple act of kindness or a meaningful discussion with a younger person or a new Canadian to inspire them to become involved in philanthropy would be a good way to celebrate as an individual,” she adds. Mr. Mayhew says NPD is also an opportunity for charities and AFP chapters to recognize the contributions of individuals or groups that don’t necessarily attract the high-profile attention of large gifts. “It could be a youth award, or the recognition of a local family or a business for contributions, large and small, to causes that are popular and less popular,” he says. “It’s a time to take a moment to shut out the busy background noise of our lives and reflect with gratitude on the people who have invested time and funds to improve the lives of others.” Ms. Haslé believes recognition of philanthropic contributions is also important to maintain the momentum of charitable giving. “Canadians are very generous, but the need is also great, and it keeps growing. On top of that, we see new giving patterns as the makeup of the population changes. Each generation has a different way of giving,” she says. “The challenge

for charities is to understand the differences and adapt to them.” Mr. Mayhew agrees, pointing out that philanthropy is constantly changing. “The change in our demographics, our immigration, our aging population and technology have all had an impact on philanthropy,” he says. “Donors are more informed, have higher expectations, seek to co-create and have proof of impact from the causes they support. They are no longer interested in being just passive investors.” Engaged, passionate donors are a good thing. The outlook for the sector has never been brighter, adds Mr. Mayhew. “Philanthropy is the engine through which change happens in society,” he says. “Everyone involved, be they donors, charities or fundraisers, contributes in a profound way. We bring about social change each and every day, and every dollar counts, no matter what the size of the gift.” At the end of the day, says AFP, philanthropy is simply about getting involved, no matter whether it’s giving, volunteering or other type of engagement. So many charities, large and small, are making a huge difference. Charities are thankful for all Canadians who give and volunteer and encourage others to take just a simple step: make the decision to get involved in a cause that matters to them.

FROM PAGE 1 EQUITY: BE VISIBLE AND VOCAL

woman business leader, immigrant and alumna who donated \$15-million to the Montreal university, that it grabbed many headlines and was featured in TV news programming across the country. “We all wish for the day that it wasn’t news because it was a woman and an immigrant,” says Jennifer Bernard, president and CEO of Women’s College Hospital Foundation and recently named as one of the Top 25 Most Influential Women for 2018. She expects to see more women make transformational gifts. “As women catch up on pay equity and earn the same salaries as men, they are commanding the entrepreneurial space where they can make those decisions because

they have acquired the wealth to do so,” she adds. Women and men give differently too, says Ms. Riseboro. “Men often support education and health care, but we find that women’s giving tends to be more socially conscious in the sense that they give to some of the most vulnerable in society. They may give more to international development, the social services sector or poverty alleviation,” she says. To break down the barriers, Ms. Bernard says women in senior positions need to be visible and vocal. “First we have to name it before we can actually do something about it. We have to talk about it and make sure that it’s not one of those quiet, hidden secrets,” she says.





Tomorrow is being created today.

Join us in creating safe spaces where youth can find their voices, be themselves and thrive in a supportive community.

Together, we can create a future where everyone belongs.

Donate to the YMCA today.

[ymca.ca/donate](https://www.ymca.ca/donate)

RISING DEMAND FOR MRIs

New technology will increase capacity and accuracy of diagnoses



WHEN SOMETHING GOES WRONG WITH OUR BRAIN, WE FIND OURSELVES IN A FIGHT FOR THE LIFE WE KNOW. Too many of us will experience this first-hand as one in three Canadians will be affected by brain disease, traumatic brain injury or neurological dysfunction.

Because of the hard work of clinicians and researchers, and the generosity of donors, no one in B.C. has to go into that fight alone. Vancouver General Hospital (VGH), UBC Hospital and GF Strong work together to ensure those affected get the help they need, and donors are one of the most vital components in these efforts, says Barbara Grantham, president and CEO of VGH & UBC Hospital Foundation.

“Investment in technology like 3T MRI will increase both the capacity and accuracy of diagnoses of many kinds of conditions,” she says. “This is particularly important in light of B.C.’s aging population and the urgency of expanding care for age-related neurodegenerative diseases and for those who have been affected by cancer and stroke.”



Left, Barbara Grantham, president and CEO, VGH & UBC Hospital Foundation. Right, Investment in technology will expand the hospital's capacity for conducting MRIs. SUPPLIED



Acquiring a new, cutting-edge 3T MRI machine will allow VGH to meet rising demand for imaging and provide British Columbians with access to the highest level of diagnostic accuracy. Magnetic resonance imaging (MRI) is a non-invasive technique used for diagnosis without exposing the patient to radiation.

“Unlike the existing 1.5T MRI

machines, the 3T MRI has greater performance power and can assess tissue changes, such as those in the minute folds of the brain,” says Ms. Grantham. “With this extra power, clinicians have the capacity to view the smallest changes with a level of clarity that far surpasses any other image. For example, this means tumours are found earlier, diagnoses are more ac-

curate and prognoses are better.”

A new 3T MRI machine at VGH will expand the hospital’s capacity for conducting MRIs, she adds. “This shortens the journey to the right treatment, lessening the worry patients and their families must endure at a difficult time in their lives. It ensures that help is there for us all when it’s needed.”

In order to provide more accurate diagnoses, accelerate research and innovation, and improve quality of life for those with brain injury or disease, donations are vital. That is why VGH & UBC Hospital Foundation invites donors like you to be catalysts to help provide the best care possible care for the people of B.C.

Hunger is close to home.

1 in every 8 households in Toronto doesn't know where their next meal will come from.



Daily Bread Food Bank donors are a lifeline to thousands of people experiencing hunger.

Thank you for providing hope and nourishment to our neighbours.

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Daily Bread Food Bank proudly recognizes the generous support of our donors

For the year ending June 30, 2018.

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SMALL COMMUNITIES – BIG CHALLENGES

Animal North Network supports animal well-being in northern Ontario

AFTER LIVING AND TEACHING IN NORTHERN ONTARIO FOR 42 YEARS, IN NORTHERN ONTARIO, Judy Decicco knows first-hand the animal welfare challenges experienced by dog and cat owners in small and isolated communities:

no access to veterinary services, no animal wellness programs and high pet food costs. As a board director and a northern representative of the Ontario SPCA, she has made it her mission to raise awareness of animal welfare issues

and advance the work of the Animal North Network (ANN), in partnership with northern communities, to improve the lives of animals. The ANN comprises SPCAs, humane societies, animal welfare organizations, corporate sponsors,

educators, communities and dedicated volunteers who partner with northern communities to support animal well-being.

One of the most successful initiatives is the Year of the Northern Dog, an Ontario SPCA program providing dog transfers, animal wellness, spay/neuter services and community animal management support in partnership with Indigenous communities in northern Ontario.

Ms. Decicco says there have been several successful ANN projects including transferring at-large dogs to SPCAs and humane societies in central and southern Ontario where they are made available for adoption.

A recent transfer of 40 dogs was carried out by a team of volunteers including the owner of a large equestrian facility in Sudbury area who volunteered his time and the


use of his horse trailer to transport the dogs. “The dogs from the north are special – anyone who has adopted one will tell you that. I have adopted several myself. They are friendly, get on well with other dogs and people, and make lovely pets,” says Ms. Decicco. Other ANN programs include: the Winter Woofs Project, providing winter dog housing kits to be built as community initiatives in northern Ontario; a program to develop pet food security for Indigenous communities where pet food is both limited and expensive; and Tele-Animal Health, connecting pet owners with veterinarians through technology, giving pet owners with limited resources access to veterinary medicine. For more about the ANN, visit northerndog.com.



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United Way
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Board director and a northern representative of the Ontario SPCA Judy Decicco (front) with OSPCA chair Catherine MacNeill. SUPPLIED



YMCA INVESTING IN YOUTH LEADERSHIP CREATES LASTING IMPACT


If you’ve ever wondered whether investing in youth really makes a difference, look no further than Katherine Dziedzic’s experience, part of a ripple effect created by a legacy gift from Kenneth Coward. Mr. Coward was a philanthropist who believed in the power of youth and education. His connection to the YMCA mission developed during his time at Sir George Williams University in Montreal (founded by the YMCA and now known as Concordia University). The bi-annual award his gift created is named in honour of his parents and recognizes outstanding youth leadership aligned with the YMCA’s commitment to fostering a sense of belonging for all. In recognition of her leadership efforts in building healthier and more inclusive communities, Ms. Dziedzic was awarded the inaugural Helene and George Coward YMCA Young Leader Award. The award includes an international education opportunity, and Ms. Dziedzic says she gained valuable insights during her leadership development experience in Kenya earlier this year. “Having a chance to see different ways of engaging youth has informed my approach back at home.” As supervisor, Camp & Youth Engagement at the YMCA, Ms.

Dziedzic believes young people are among the most versatile and resourceful individuals in our society. She says, “The biggest challenge is not getting them into the room, but in ensuring they feel confident that their voices will be heard and respected.” When youth are empowered to use their voices and become involved in decision-making, they bring passion and a dedication to creative innovation. Creating opportunities for youth to develop leadership skills inspires meaningful action, suggests Ms. Dziedzic. She believes this to be true from personal experience, as she has held roles of increasing responsibility at the YMCA since she started at 19 years old and now manages multiple programs throughout the year, positively impacting thousands of children, youth and families. “My hope is that people understand the value of young people and the importance of offering support and opportunities for development, partnership, mentoring and engagement,” says Ms. Dziedzic. Surely Mr. Coward would agree. An investment in the future – on bridging generations – is at the heart of Mr. Coward’s legacy gift, which will continue to create opportunities for future generations of community leaders across the country.



Katherine Dziedzic is the winner of the inaugural Helene and George Coward YMCA Young Leader Award. SUPPLIED





Casey House
congratulates
Mark S. Bonham
on being named
AFP Greater
Toronto Chapter’s
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Your transformational support continues to help Casey House, Canada’s only stand-alone specialty HIV/AIDS hospital provide innovative care that saves lives.

AN AMBITIOUS VISION

Hunger: hardly seen, rarely spoken of and on the rise



BOTH IN TORONTO AND THE GTA, FOOD INSECURITY ENDURES, AND SHIFTING DEMOGRAPHICS MAKE IT TOUGH TO PINPOINT WHERE HUNGER WILL LINGER NEXT.

But Daily Bread Food Bank – with the help of committed donors – is taking on an ambitious goal: to boost access to food by 20 per cent to 20 priority neighbourhoods across this city.

It’s no secret that housing costs continue to rise in the city core. To keep up, many have moved to the outer suburbs where community programs are scarce and grocery stores are often not within walking distance. In these communities – primarily Etobicoke and Scarborough – hunger has begun to flourish.

“With our network of front-line agencies and food banks across the city, Daily Bread is uniquely positioned to support those 20 neighbourhoods to address the immediate needs of their most vulnerable residents,” says Neil Hetherington, CEO of Daily Bread Food Bank. “We’ve set out an ambitious goal, but it’s not an impossible one. With the help our partners, I have no doubt that we can make a tangible impact,” he adds.

That is where Daily Bread’s Farm to Food Bank program steps in to lend a hand. Daily Bread has partnered with local farms across Ontario, picking up truckloads of donated fruit and vegetables that are then made available at food banks and meal programs across Toronto year-round.

“I appreciate the selection and choice of vegetables and fruit,” says Carlo, who regularly visits a food bank in Etobicoke. “When I come to the food bank, I can get basic produce like potatoes, onions, cucumbers and tomatoes, and a variety of fruit. The options here keep a healthy diet in mind.”

Dominion Farm Produce, a farm located in Bradford, Ontario, began donating their ‘perfectly imperfect’ produce more than 10 years ago, and last year alone supplied more than 380,000 pounds of vegetables.

“We are so happy to share our good fortune by donating vegetables that are not perfect looking, but perfectly nutritious,” says Tony Tomizza, general manager of Dominion Farm Produce. “It’s a win-win. By donating the vegetables, we are making a difference and helping hungry people, and at the same time, keeping the seconds out of the landfill.”

This combination of social and environmental good is something that the Walmart Foundation is also proud to support.

As part of its \$19-million commitment to prevent food waste and support food banks, the Walmart Foundation announced in January that it would devote \$889,000 in support of Daily Bread’s Farm to Food Bank program.

“The Walmart Foundation is excited to support the work of Daily Bread Food Bank to help better understand and fight food waste,” says Kathleen McLaughlin, president of the Walmart Foundation and chief sustainability officer for Walmart.

“For over 10 years, Walmart has been working to reduce food waste and strengthen charitable programs to get food to those who need it most. We hope this grant will catalyze collective action to reduce food waste all along the food chain, from farm to fork.”

Fresh produce from the Farm to Food Bank program keeps healthy eating at the forefront.

But the buck doesn’t stop there.

Daily Bread Food Bank relies on committed volunteers and generous donors to keep food banks and meal programs up and running. Food banks in this city see up to one million visits a year. And their service won’t stop until the need does.

“To those who have stepped up when it was needed most – both donors and volunteers alike – thank you. Fighting hunger is a communal effort, and the generosity shown by our closest partners illustrates just that,” says Mr. Hetherington. “To those looking to give back: now is the perfect time to get involved. The demand is high, the need is there, and our doors are open.”



Farm to Food Bank, an initiative of the Daily Bread Food Bank ensures fresh produce is available for clients. SUPPLIED

“
To those looking to give back: now is the perfect time to get involved. The demand is high, the need is there, and our doors are open.

Neil Hetherington
Daily Bread Food Bank CEO



Philanthropy Comes to Life

The Royal Ontario Museum (ROM) is grateful to Jeff Willner for his generous gift of \$5 million to establish the future **Willner Madge Gallery, Dawn of Life**—a new permanent palaeontology gallery at the Museum that will tell the fascinating story of how life began on Earth.

Jeff joins a dedicated group of community supporters that is enabling the ROM to share one of the world’s greatest collections of early life fossils with the public.

THANK YOU TO ALL SUPPORTERS, INCLUDING LEADERSHIP DONORS RICHARD M. IVEY & FAMILY, ELINOR GILL RATCLIFFE, AND THE SALAMANDER FOUNDATION.



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Photo: Josh Basseches, ROM Director & CEO, Jeff Willner, and Susan Horvath, President & CEO, ROM Governors.

NEW LEADERSHIP, SAME PASSION

Toronto General & Western Hospital Foundation board tackles philanthropy’s changing landscape

AFTER FIVE YEARS AT THE HELM OF THE TORONTO GENERAL & WESTERN HOSPITAL FOUNDATION (TGWHF) board and having overseen the implementation of an ambitious strategic plan that included the \$1-billion *What Knowledge Can Do* fundraising campaign, Jim Leech has passed the torch to Raj Kothari, who will lead the Foundation into its next phase of growth.

As he looks to the future, Mr. Kothari says TGWHF acknowledges that philanthropy is undergoing a transformation.

“We need to consider how the demographics in our country are changing and how we can engage millennials and demonstrate that they can have an impact, and how we include new Canadians and provide opportunities for them to make a difference,” he says.

Mr. Leech, who joined TGWHF’s board in 1996, was instrumental in recruiting Mr. Kothari in 2005 when they were both members of an arts-related board.

When he took over as chair in 2013, Mr. Leech’s objective was to move the Foundation’s fundraising goal to \$100-million a year on a consistent and sustainable basis.

“Now we’ve done that and the five-year plan is completed, it’s a good time for someone to come in and have a fresh start,” he says.

One of the highlights of his term



After five years as chair of Toronto General & Western Hospital Foundation, Jim Leech (left) has passed the torch to Raj Kothari (right). **SUPPLIED**

was the interest and dedication of his fellow board members.

“I thought it would be a challenge getting everyone to the meetings, but the board members are really driven and want to be part of the breakthroughs in knowledge,” he says.

Guided by the Foundation’s creed – *Knowledge. It empowers us to make lives better* – every board meeting starts with a presentation by a scientist.

“It is always so fascinating, no-one is ever late,” says Mr. Leech, adding that the board has a 95 per cent attendance record.

Collaboration is one of the cornerstones of the Foundation’s success.

“I’ve seen foundations where they operate separately from the hospital and are not really connected. The real key to the success of the TGWHF is the special relationship between the staff of the Foundation, the board and the scientists and doctors,” he says.

This connection ensures the Foundation is alert to the needs of the scientists and the medical community: there is nobody who can tell the story in a more compelling way than the scientists themselves. It’s an incredibly powerful relationship, adds Mr. Leech.

Mr. Kothari says this interaction has also had a profound impact on him.

“The people around you have such a depth of knowledge. As a first-generation immigrant to Canada, it was also an eye opener for me to see first-hand the role of public-private partnerships and why foundations, such as TGWHF, are essential to advance research and share knowledge and, in so doing, provide innovative treatments for patients,” he says.

While corporate philanthropy plays a significant role in the charitable sector, Mr. Kothari says private philanthropy is even more important.

“Corporate philanthropy itself is changing; corporations have to consider their charitable giving from the perspective of their shareholders,

their objectives and what value it will add to the corporation. This makes personal philanthropy hugely important; people are giving to a cause they believe in, and that doesn’t change,” says Mr. Kothari.

One of the challenges he and the board will be reflecting on is the best way to foster the spirit of inclusion.

“We must include new Canadians and provide opportunities for them to give back – and it’s not only money; it’s also time and skills,” he says.

Mr. Kothari acted on this concern several years ago when he began chairing the committee to organize the annual *Diwali – A Night to Shine Gala*, an event that celebrates India’s culture, traditions and legacy.

“Half the people who attend are not South Asian,” he says of the event that has raised more than \$6-million since its inception in 2011.

“It’s a great opportunity for people to enjoy themselves in a social setting and find out about one another’s culture.”

However, the 2019 Diwali gala will be his last. Like everything, there needs to be innovation – someone else needs to reinvent it, he says.

“I hope in my time as chair I can follow the path that Jim and others before him have made and continue the work of TGWHF to encourage philanthropic support for research, education and the enhancement of patient care at Toronto General and Toronto Western hospitals.”

CASEY HOUSE A COMPASSIONATE APPROACH TO CARE

When Casey House, Canada’s only standalone hospital for people with HIV/AIDS, opened its doors in 1988, its first patient was brought in by medics in hazmat suits, such was the fear and stigma surrounding the disease at the time.

While a lot has changed since then in treatment of people with HIV/AIDS, it’s still a serious health threat, and the stigma remains a huge issue for people living with HIV, says Casey House CEO Joanne Simons.

She points out that two to three Ontarians are diagnosed with HIV every day, and not everyone has access to the care they deserve.

“At Casey House, we are working to bring attention to the judgment and misconceptions surrounding HIV, felt not just by our clients, but by everyone who lives with HIV,” says Ms. Simons. “Our goal is to make the humanity of our clients more visible than their disease.”

Last year, Casey House opened a new home, marking the final step in its evolution from a hospice founded in 1988 to a specialty hospital and global leader in HIV/AIDS care. That journey would not have been possible without a donation of \$2.5-million in 2000 by the As-

“
Casey House’s reputation and skills are recognized worldwide, so it made sense to support the experts in this area.

Mark S. Bonham
the Association of Fundraising Professionals’ Outstanding Philanthropist of the Year for 2018



Casey House, a specialty hospital and global leader in HIV/AIDS care. **SUPPLIED**

sociation of Fundraising Professionals’ Outstanding Philanthropist of the Year for 2018, Toronto businessman Mark S. Bonham.

“That level of support was unheard of within the HIV/AIDS community at the time,” says Ms. Simons. “Mark was the lead donor of our first ever capital campaign to build the new facility. His gift launched the transformation of our entire organization.”

Mr. Bonham says he wanted his donation to go directly to the care of individuals with AIDS and HIV.


“Casey House’s reputation and skills are recognized worldwide, so it made sense to support the experts in this area,” he says.


The transformation that Mr. Bonham’s donation enabled at Casey House included the creation of an outpatient day health program that bridges the continuum between

community-based care and inpatient services and addresses gaps in HIV care.

As a sub-acute hospital, Casey House also has an inpatient program for those who need 24-hour care and provides community care and outreach, including in-home nursing, social work and case management for people unable to travel to the hospital.

The size of Casey House and the scope of its services may have changed since 1988, but its compassionate approach to care has not.





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STRENGTHENING CANADIAN PHILANTHROPY

The goal of the AFP Foundation for Philanthropy – Canada, according to chair Roger Ali, is simple but comprehensive: to strengthen giving and volunteering across our country.

The Foundation approaches that critical goal in a variety of ways, including supporting research like *What Canadian Donors Want*, the premier study on how Canadians give to charity, and the Fellowship in Inclusion and Philanthropy, funded from a grant through Canadian Heritage, which builds the capacity of emerging fundraising leaders that reflect the diversity of our communities.

“Philanthropy is very important to Canada,” says Mr. Ali. “It has done so much for so many Canadians in communities across our country. But philanthropy doesn’t happen automatically – it needs bright, able, and trained fundraisers who can inspire Canadians to get involved, as well as knowledgeable donors and volunteers who understand social needs and how they can best make an impact.”

The Foundation works to support all those who want to get involved in philanthropy. Fundraisers, donors and volunteers can learn more at afpcanadafoundation.org.

FOCUS ON GENDER EQUITY

World Vision ramps up support to women and girls



TENS OF MILLIONS OF WOMEN AND GIRLS AROUND THE WORLD face challenges that are unimaginable to most Canadians. Gender-based violence and discrimination, injustice, poverty and denial of basic human rights are part of their daily existence, and there’s little hope of change without help.

World Vision Canada believes it’s time to ramp up our support to women and girls, and yesterday in Toronto launched the Power of Her initiative to do just that.

“Building on the organization’s enhanced focus on gender equity and the needs of women and girls, the new initiative’s first major project will be to support girls’ education in the Democratic Republic of Congo, where 34 per cent of women are not literate,” says Janice Moro, director of philanthropy at World Vision Canada.

While Power of Her is positioned specifically as a women in philanthropy initiative, men and boys are a big part of the picture, and it’s important to ensure all voices are heard on gender equality, she says.

This was the approach in developing the program, which included facilitated discussions with groups of both men and women in four major cities across Canada.

“We believe that if we are truly going to transform the world for all our girls and boys, we must begin by intentionally addressing the barriers of gender injustice – both at home and abroad,” says Ms. Moro. “For these reasons, we calculate the myriad of factors working against women and girls, and then apply an integrated approach to gender equality and mainstream women’s and girls’ perspectives across all our projects.”

To highlight the need for action and the decision to focus the first major campaign on the Democratic Republic of Congo, Ms. Moro points out that nine of the top 10 most difficult countries for girls to be educated in are in sub-Saharan Africa.

“**Societies with greater gender equality enjoy more sustainable development, faster economic growth and better prospects for their children. Yet in many places, discrimination and violence against girls and women is still rampant.**

Janice Moro
World Vision Canada director of philanthropy



World Vision’s first major campaign under the Power of Her initiative is an educational project in the Democratic Republic of the Congo. **WORLD VISION**

But it’s not just an African problem. UNESCO estimates that 130 million girls between the ages of six and 17 are out of school and

15 million primary school-aged girls will likely never enter a classroom in their lifetime. “We believe girls are born

with the same inherent rights as boys, and that needs to matter everywhere in the world,” says Ms. Moro. “Societies with greater gender equality enjoy more sustainable development, faster economic growth and better prospects for their children. Yet in many places, discrimination and violence against girls and women is still rampant.”

Toronto businesswoman and philanthropist Joan Kelley Walker is a long-time supporter of World Vision Canada and is enthusiastic about Power of Her. She believes the initiative will help engage Canadians, particularly women and girls, more actively in World Vision’s gender equality work.

“While gender equality is nothing new for World Vision – they’ve been doing it for about six decades – this new initiative will bring it into focus within Canada because it’s really important and timely,” adds Ms. Walker, whose work with World Vision Canada began 20 years ago.

“I had an immediate sense of trust because the staff were so heart-felt and genuine,” she says.

What followed were visits with her husband, Donald Walker, to World Vision projects they were supporting in different parts of the world.

“I know a lot of people aren’t able to do that, but we wanted to see how the funding was supporting real tangible outcomes,” says Ms. Walker. “And the more involved we got, the more information that we had, the more we realized that not only is World Vision strategic, but it’s also effective and making a huge, positive impact on so many people around the world.”

Recent projects that support girls’ education have seen significant impact. For example, in India, where toilets have been constructed in 20 schools impacting over 1,000 girls and motivating them to stay in school; and in Jordan, where 28 classrooms have been constructed and furnished now hosting 690 Jordanian and Syrian students with 14 of these classrooms directly benefiting girls.

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SUPPORTING CANADA’S SENIORS

Philanthropy is a key partner in Red Cross health initiatives for Canada’s vulnerable populations

FOR MANY CANADIANS, MENTION OF THE RED CROSS CONJURES UP IMAGES OF AID WORKERS ON TELEVISION SCREENS HELPING VICTIMS IN DISASTER ZONES AROUND THE WORLD. While that’s one of the organization’s key roles globally, other less heralded efforts to help society’s most vulnerable are equally important.

In Canada for example, the Red Cross is investing in health innovation and risk reduction to support Canada’s aging population.

“This work is deeply grounded in research-based initiatives that focus on distinct groups of vulnerable Canadians,” says Tanya Elliott, vice president of the Red Cross in Ontario. “As is our mission, we are taking steps to understand the needs of these individuals and help them access the supports and activities that can improve their overall health and wellness.”

The program is supported by partners in academia, community organizations and the private sector, which allows the Red Cross to combine its unique understanding and expertise in supporting vulnerable people with the mobilization of technology and volunteers, adds Ms. Elliott.

“Canadians look to us where capacity is needed to bring hope and a way forward for people in need,” she says. “Our work with our aging population is no different. For example, we can alleviate social

isolation and loneliness through our network of volunteers who can play a vital role in supporting Canada’s seniors.”

Activities can be as simple as a friendly visit or telephone check-in or connecting individuals with community supports structures. Pilot programs are well underway thanks to the investment of donor partners, says Ms. Elliott.

“Our services are focused on promoting health and wellness, and we strive to look holistically at not only the needs of our clients, but also their family and caregivers,” says Ms. Elliott.

One example is the innovative community health program the Red Cross operates in northern Ontario called Priority Assistance to Transition Home (PATH) that assists seniors in making the transition from hospital to home safely and comfortably.

Launched in 2013 in partnership with the North East Local Health Integration Network in 25 hospitals in northern Ontario, the program has since expanded to more hospitals and reached more clients in those communities.

Following a client’s return home from hospital, trained workers help to remove barriers that would prevent the client from continuing to live independently at home, which decreases the likelihood of visits to the emergency department. In addition to escorted transportation home, services may include obtaining and education around



In Canada, the Red Cross is working to support the country’s aging population. SUPPLIED

prescriptions, providing a light meal, arranging for snow removal, groceries, follow up the next day, and connections to other community resources.

PATH workers act as community connectors, often going above and beyond to identify and address

any barriers that could potentially prevent a client from returning home. The Red Cross works with the clients, their caregivers, the hospital discharge team, as well as other community organizations to ensure a quick discharge from hospital and a successful stay at home.

“We are evaluating our outcomes and learnings from projects that are underway,” says Ms. Elliott, noting that philanthropy can play a key role in expanding their reach. “There are exciting opportunities ahead as we look to bring these solutions to even more communities across Canada.”

CENTENNIAL INFANT AND CHILD CENTRE PLAY, LEARN, LAUGH

Centennial needs a larger building to respond to the need for services

Centennial Infant and Child Centre’s (CICC) integrated preschool in Toronto is a happy place. Children with developmental challenges play, learn and laugh alongside friends with typical development as they all discover the world in their own way, at their own pace.

Three of Laura Dottori-Attanasio’s four children attended Centennial. Her introduction to the organization was through a home visit by a member of the Centre’s Early Intervention program about six months after she brought her twins – a daughter, and a son with Down Syndrome – home from hospital. Later, the twins and their younger

sister attended the preschool.

“Many people are not aware that for every three non-typically developing children, Centennial welcomes one typically developing child,” says Ms. Dottori-Attanasio. “The program is wonderful, and not only my son but also my two daughters gained a tremendous amount from their experience there. Being in an environment with so many children of various abilities made my children better little people. They are so much more accepting of people’s differences than they would have been if they had not been exposed to an organization like Centennial,” she says.

While her children have completed their preschool years at Centennial and moved on to other schools, Ms. Dottori-Attanasio maintains her links with the organization.

“I still reach out to them if I need advice; they are so incredibly thoughtful and supportive,” she says, adding that the Centre’s goal to move to a larger, more convenient location will help meet demand in the community.

“As wonderful as CICC is, they are lacking the space and accessibility for what they can offer,” she says.

While Debra Bond-Gorr, chief development officer for the CICC

Foundation, is proud that Toronto has a facility like Centennial, she acknowledges the building only provides half the space the organization needs, limiting their capacity to respond to the need for services.

CICC has launched a \$10-million Campaign for Centennial Kids to enable a move to a new site. Ms. Bond-Gorr says CICC needs a new purpose-designed building with enough property to allow for an outdoor therapeutic recreational area, safe drop-off zone and parking. The building will be designed to be fully accessible to accommodate all aspects of the preschool program on the main floor, with training, meeting, Early Intervention program and administrative space on the second level as well as appropriate storage space.

Ms. Dottori-Attanasio and her husband made a substantial commitment to support the campaign, and CIBC, her employer, has been a long-time supporter since 1995 through its Children’s Foundation.

CICC also fulfills a broader role in the community, says Ms. Dottori-Attanasio. “I’m a big believer in



Centennial Infant and Child Centre operates an integrated preschool. SUPPLIED

inclusion, and when we are able to include everyone in our society and accept them, we see the possibilities in everyone. It broadens our horizons, gives us new perspectives and new ways to look at things. Overall it makes us better people.”



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A PHILANTHROPIC JOURNEY

A Calgary couple’s passion for multi-sector initiatives



AS LONG-TIME SUPPORTERS OF THEIR LOCAL UNITED WAY, BILL AND SHARON SIEBENS HAVE POSITIVELY IMPACTED THOUSANDS OF CALGARIANS’ LIVES. Their generosity recently earned them a seat at United Way’s Ten Million Dollar Roundtable, a group of international philanthropists who have made investments of \$10-million or more over their lifetime. The Siebens are the first Canadians to join the roundtable.

Their philanthropic journey began about 15 years ago when Ms. Siebens began volunteering with United Way of Calgary and Area and saw first-hand the needs in their community.

“Bill and I like to think of ourselves as well-informed about the issues in our community,” says Ms. Siebens. “But the truth is, we can’t ever completely understand what’s happening in our city unless we look to an organization like United Way to show us the way.”

Since then, the couple has worked closely with United Way to identify philanthropic opportunities for multi-sector collaborations, such as the Financial Empowerment and Children and Youth Mental Health initiatives, both pioneered by the Siebens.

Financial Empowerment helps raise individuals and families out of poverty by supporting them to reduce debt, grow savings and build assets.

Initially established as the Financial Stability Initiative by the Siebens and five other families, it has since evolved into a major citywide collaborative.

Since its implementation, the collaborative has put tens of millions of dollars back in the pockets of Calgarians living on low income by helping them access financial supports like

“**Not a day goes by that we aren’t reminded of the mental health crisis we are dealing with; more and more children suffering from depression and the loss of young lives through suicide.**”

Bill Siebens
United Way



Bill and Sharon Siebens invest in programs that have the power to make a real impact in their community. **UNITED WAY WORLDWIDE**

tax refunds and benefits.

This passion for multi-sector initiatives also led to their investment in The Social Impact Lab, an experimental innovation space where United Way agency partners, donors, government and community members come together to develop new solutions to Calgary’s most pressing social issues. The Siebens’ investment is helping fund the first

project going through the Lab – the Children and Youth Mental Health Initiative – which is addressing gaps in the systems that make it difficult for children and youth to receive vital mental health support.

“Not a day goes by that we aren’t reminded of the mental health crisis we are dealing with; more and more children suffering from depression and the loss of young lives through

suicide,” says Ms. Siebens.

Though grateful for United Way’s Roundtable recognition, the Siebens hope more than anything that their story will inspire others to give back to their community.

“For us, it’s not about the accolades; it’s about investing in programs that have the power to make a real impact in the community,” says Mr. Siebens.



When Audrey Brown sold her home, she realized she could leave a substantial legacy gift to Lions Gate Hospital Foundation. **CLAUDETTE CARRACEDO**

LIONS GATE HOSPITAL FOUNDATION THE OPPORTUNITY OF A LIFETIME

Like a lot of North Vancouver, British Columbia, residents who bought their homes decades ago, it wasn’t until she put her house on the market that Audrey Brown discovered just how much

it had appreciated in value over the years. Suddenly, her plan to leave a substantial legacy gift to Lions Gate Hospital Foundation in thanks for the care she and her husband have received became

even easier than expected.

Born and raised in North Vancouver, and a lifelong resident of the North Shore, Ms. Brown served with the Vancouver Police Department for 28 years. After

her retirement from the force in 2003, she and her husband of 22 years, David, happily spent the next three years travelling the world. However, in 2006, a new journey began when Mr. Brown was diagnosed with advanced esophageal cancer.

While Ms. Brown says the couple had always known Lions Gate Hospital (LGH) was there for them, it wasn’t until his illness that they came to appreciate the quality and scope of the medical care being delivered at the hospital.

“We received nothing but the best of care and treatment at LGH,” says Ms. Brown, but sadly, Mr. Brown passed away at the end of May 2007.

After his death, Ms. Brown honoured his memory by making two donations to Lions Gate Hospital Foundation – one in her late husband’s name and one in her own. It’s something she’s done every year for the past decade and will continue to do.

“I do it because I really want to; I think it’s really important,” she says, adding that three years ago

she became even more engaged with LGH when she joined the Auxiliary.

She says that working with the LGH Auxiliary has given her special insight into the Foundation and its transformative projects, like The HOpe Centre and the new Medical and Surgical Care Centre. “As a former police officer, I know how important having a mental health centre is for the community, and I fully expect that once it’s built, the new medical and surgical centre will have the same kind of impact on medical care for our community.”

Ms. Brown says she’s inspired every day by what she sees at LGH, which is why she took the extraordinary step a few years ago of joining the Foundation’s Legacy Society. “I’m a widow without children, and my estate, which is suddenly greater than I originally thought thanks to the sale of my house, has to go somewhere,” says Ms. Brown. “I want a big part of it to go where I know it’s going to make a difference, and for me that’s Lions Gate Hospital.”



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COMMUNITY CONNECTIONS

The Vancouver Foundation celebrates its 75th anniversary

ON SEPTEMBER 14, A SOCIAL EVENT OF UNPRECEDENTED MAGNITUDE BEGAN IN COMMUNITIES THROUGHOUT BRITISH COLUMBIA: over three days, around 4,500 people came together around 361 tables to break bread, make new social connections and talk about what was on their mind.

The catalyst was the Vancouver Foundation’s On the Table campaign, which invited British Columbians to host events, small and large, to bring others together. The foundation provided tools and tips, but the food served, locations chosen and people invited were entirely up to the hosts. Afterward, participants were asked to fill out short surveys, giving the foundation insight into table talk around the province.

“We know that we need to create opportunities to bridge across sectors of society, to create a greater sense of understanding and empathy, to build that sense of trust,” says Craig Hikida, vice president, donor services. “When people are connected and have a greater sense of belonging, there is greater involvement in civic life.”

Celebrating its 75th anniversary this year, the Vancouver Foundation was launched in 1943 because Alice Mackay, a secretary, had managed to save \$1,000 and wanted to make a difference in the lives of homeless women. She convinced Whitford VanDusen to join her; he added \$10,000 to the fund and convinced nine of his friends to do the same. Since then, the foundation has awarded more than \$1-billion in grants, in amounts large and small, to strengthen communities in Vancouver and the province.

It would be hard to overstate the magnitude of the foundation’s impact, and that of similar organizations across Canada. A 2014 report by Imagine Canada and Philanthropic Foundations Canada found that the largest 150 grant-making foundations gave over \$1-billion each year to Canadian charities.

For donors concerned with optimizing the effects of their gifts, organizations like the Vancouver



The Vancouver Foundation’s On the Table initiative gave the organization insights into the topics British Columbians discuss while enjoying a meal. **ISTOCK.COM**

Foundation offer an impressive historical track record.

“What donors can count on when they give to the Vancouver Foundation is long-term relevance,” says Mr. Hikida. “When Alice Mackay and Whitford VanDusen set up the foundation in 1943, would they have predicted that we’d now be in the midst of an opioid crisis or would have just experienced the worst wildfire season on record? I don’t know.”

But fast forward 75 years from now, he adds, and donors can be

confident that the foundation will be well positioned to address whatever the issues of the time might be. “We also know that those original gifts, and those from everyone who has given since, will still be at work.”

While the word “foundation” is often associated with the uber-wealthy, community foundations like the Vancouver Foundation harness the collective energy of the communities they serve, Mr. Hikida stresses. “Small bits of money add up to have a real impact.”



PAUL DARROW/DARROW MULTIMEDIA

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PHILANTHROPY AWARDS 2018

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INSPIRING NEXT-GEN ARTISTS

Performing arts college equips creators, performers and communities



FOR ABOUT 75 FORTUNATE STUDENTS EACH YEAR, THE CANADIAN COLLEGE OF PERFORMING ARTS (CCPA) in Victoria, British Columbia, provides equal exposure to acting, voice and dance through individualized curriculums. Along with rigorous studies, students perform in public events with professionals that have included the Victoria Symphony, David Foster and Josh Groban.

More than 650 students have graduated since the college's launch in 1998, including singer-songwriter Carly Rae Jepsen, who describes her time there as among "the best memories of my life."

Many graduates have performed on Broadway and been featured in major productions that include the *Stratford* and *Shaw festivals*, *Jesus Christ Superstar*, *Miss Saigon* and *Mamma Mia*.

The generous contributions of donors subsidize 50 per cent of tuition and make it possible for the college to deliver many outreach programs. "We believe that theatre and the arts should be accessible to all, especially those who want to dedicate their lives to it," says managing artistic director Caleb Marshall. "We want to ensure our students have more freedom when they enter the



A scene from Broadway Lights, one of the recent shows presented by the Canadian College of Performing Arts. SUPPLIED

profession, without shouldering a substantial financial burden." This in turn provides more opportunity for graduates to give back to their communities, he notes. "Volunteerism is at our core, because to live life as an artist, we have to first live truthfully as people. We instill this in our students so that

their work also gives voice to the under-represented in our society. We're creating the next cultural leaders; versatile performers who can not only participate but actively contribute."

The college's mission is preparing students to be motivated, self-employed businesses as well as inspired, confident artists who illuminate the human condition, he adds.

The TELUS Victoria Community Board is one of the college's community giving supporters. Chair Mel Cooper says, "TELUS wants to help young people prepare for their future careers. For a career in theatre, television and other media, CCPA provides a rare opportunity. You walk into the college and the people there are just so upbeat – it's clear how much they love what they're doing."

Among many other initiatives, TELUS donations have financed the preparation of professional audition materials for graduating students seeking managers to launch their careers. "CCPA has a record of success," says Mr. Cooper. "The quality of the teaching is so high that 80 per cent of students are working professionally within one year of graduation. I call it a job creator as well as a college."

IMAGINE CANADA CORPORATE CANADA SPEARHEADS COMMUNITY INVESTMENT

Canada's leading corporations widely recognize the business opportunity in putting their brands and resources behind worthy causes, according to the 2017 Corporate Community Investment Leadership study issued by Imagine Canada and LBG (London Benchmarking Group) Canada.

The 56 companies in the study invested \$468-million in communities in 2016. Forty-four per cent indicated their community investments would increase in the next 12 months while 26 per cent predicted a decrease.

The study found that many corporations linked community investment with innovation, with almost 60 per cent reporting community investment activities in at least one key area of the Federal Government Innovation Plan. Education-related community projects were the most common innovation focus.

In 2016, companies in the study reported 1.8 million hours of employee time volunteered with an average of 31 hours per employee. Of reported hours, 13 per cent occurred during working hours at an estimated value of \$8.24-million.

Companies are leveraging long-term partnerships with charities and community organizations, with 87 per cent reporting multi-year projects within their giving strategy.

Community footprints are also being deepened by regularly engaging stakeholders (employees, customers, suppliers and government partners) in community investment activities. Most companies (86 per cent) reported leveraging employee contributions as a part of their strategy.

"This report profiles Canada's leaders in corporate community investment," says Bruce MacDonald, president and CEO of Imagine Canada. "It's a snapshot of approaches businesses of all sizes and levels of charitable giving can leverage for their community investment. Our hope is that the study is widely used by companies as they pursue their community aspirations."

Companies participating in the study are Imagine Canada Caring Companies and the LBG Canada network of companies. Since 2007, companies within the LBG Canada network have invested more than \$3-billion in their communities – more than \$4-billion if employee and other stakeholder contributions are considered, according to Stephanie Robertson, president and CEO of SiMPACT Strategy Group and founder of LBG Canada.

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THE FASCINATING STORY OF EARLY LIFE ON EARTH

Transformative gifts to the Royal Ontario Museum enable plans for the much-anticipated Willner Madge Dawn of Life Gallery to move ahead

BEFORE TOO LONG, DR. JEAN-BERNARD CARON, RICHARD M. IVEY CURATOR OF INVERTEBRATE PALAEOLOGY AT THE ROYAL ONTARIO MUSEUM (ROM), hopes names of fossils like *Tiktaalik*, *Fractofusus* and *Anomalocaris* will roll off young visitors' tongues as easily as those of their favourite dinosaurs *Tyrannosaurus*, *Brachiosaurus* and *Triceratops*.

Hundreds of specimens from the ROM's early life collections – one of the world's largest and most significant representing close to 3.5 billion years of time, from the origin of life itself to the origin of dinosaurs and mammals about 200 million years ago – will be showcased in the new 10,000-square-foot Willner Madge Dawn of Life Gallery on the museum's second level.

The new gallery will connect the ROM's natural history collections by bridging the Teck Suite of Galleries: Earth's Treasures and the James and Louise Temerty Galleries of the Age of Dinosaurs.

While the Dawn of Life Gallery has been anticipated for some time, a recent \$5-million gift from Toronto philanthropist and ROM governor Jeff Willner is enabling the project to move ahead, and plans are underway to create interactive displays using the latest multimedia technology to give visitors an immersive experience as they look back in time.

"Jeff Willner and other donors like the Ivey family, the Salamander Foundation and Elinor Ratcliffe recognize the importance of this story, the narrative of early life on Earth. They understand that with their transformational philanthropy they are making a difference both in the ROM and in the world," says Josh Basseches, ROM director and CEO.

Ms. Ratcliffe first became intrigued with the concept of the gallery when she discovered that Mistaken Point, a UNESCO World Heritage site in her home province of Newfoundland and Labrador, is one of four major Canadian sites to be represented in the gallery. At 570 million years, Mistaken Point preserves the first large and complex multicellular organisms and is the world's oldest known Ediacaran fossil beds.

"I went to the ROM to meet with Dr. Caron, intending to tour all the galleries to see the context of the Dawn of Life Gallery. But I was so fascinated by his stories about the fossils and seeing the 3-D images that I didn't get any further," she says. After going home and doing some research, she followed up the visit with a donation to help make the gallery a reality.

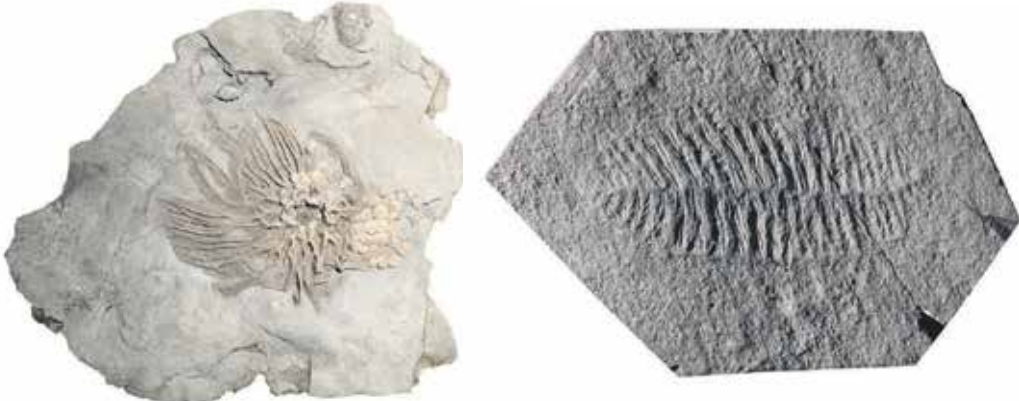
Canada has a very rich geological history, and Dr. Caron says much of the story of early life on Earth will be told thanks to fossils found in Canada.

In addition to Mistaken Point, the gallery will feature fossils from three other Canadian UNESCO World Heritage sites: the 508-million-year-old Canadian Rocky Mountain Parks' Burgess Shale in British Columbia yields one of the oldest and best-preserved marine animal communities on our planet dating back to the Cambrian period, the 375-million-year-old Miguasha National Park site in Quebec is the most diverse fossil fish locality in the world during the Devonian period, and the 320-million-year-old Joggins Fossil Cliffs in Nova Scotia is an area that contains the world's best example of a Carboniferous coal swamp, with rare remains of the earliest land-dwelling, egg-laying reptiles.



“
This is a story for all people, told from a uniquely Canadian perspective. It's going to be an amazing journey, and I'm so glad to be a part of it.”

Jeff Willner
Toronto philanthropist and ROM governor



Top: Conceptual renderings of the future Willner Madge Gallery, Dawn of Life. Above left: *Archaeocrinus maraensis*, found at Lake Simcoe, Ontario; above right: *Fractofusus misrai*, found at Mistaken Point in Newfoundland and Labrador. **SUPPLIED**

Dr. Caron, who studies the origin of animals, is particularly excited by the prospect of seeing many Burgess Shale fossils on exhibit for the first time in this new gallery, many of which he collected and published with the rest of his team.

The ROM holds the world's largest and most extensive collection of Burgess Shale fossils (about 150,000 specimens) on behalf of Parks Canada, and most specimens selected for this new gallery, including the Burgess Shale, have never been seen by the public.

Dr. Caron will continue his research trips to the Burgess Shale and, along with other scientific studies in paleontology that advance our understanding of early life, the gallery will be continuously updated with new information and specimens.

While the gallery will be a dream come true for Dr. Caron, he believes it will inspire others to dream too.

"It will be like a time machine; visitors will travel through time," he says, adding that this new gallery will put the other ROM fossil galleries, including the James and Louise Temerty Galleries of the Age of Dinosaurs, into a broader evolutionary perspective.

"The story of life on Earth is a long one – I think it's going to be a vehicle for dreams. After people have seen the creatures, the myriad forms we are going to display and the changes

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"The story of life on Earth is a long one – I think it's going to be a vehicle for dreams. After people have seen the creatures, the myriad forms we are going to display and the changes

that have happened on Earth over time, I'm pretty sure they're going to dream about it. People will see the world in a new light," says Dr. Caron.

Mr. Basseches says in addition to its presence in Toronto, ROM experts carry out research across the country and around the world. "What we are aspiring to do is something crucial for the people of Canada, but also to break new ground in how the story of early life is told for a global audience and a global research community," he adds.

"This is a story for all people, told from a uniquely Canadian perspective," says Mr. Willner. "It's going to be an amazing journey, and I'm so glad to be a part of it."

OPINION

THE FUTURE OF PHILANTHROPY IN A HYPER-CONNECTED WORLD



**BY DAN CLEMENT
PRESIDENT AND CEO (INTERIM)
UNITED WAY CENTRAIDE CANADA**

Today, on National Philanthropy Day, we honour the desire and action taken by Canadians to strengthen the communities they call home. More than ever, this desire to contribute is essential to building a strong Canada. Global socio-economic, political and environmental forces are driving new social challenges and entrenching old ones, bringing higher levels of inequality that negatively impact our local communities.

In our hyper-connected world, digital technology is changing the

The future of philanthropy has arrived. It's about engaging, giving and sharing our experience, knowledge and influence to shape a brighter future.

nature of philanthropy and how people expect to contribute and participate in social change. New platforms are empowering people to express their benevolence and take action in different ways.

While this challenges the traditional structures of charitable giving, there has never been a greater opportunity for people, companies and charities to work together to innovate and solve the challenges of poverty and inequality in our communities.

We all benefit when everyone has the opportunity to reach their full potential.

For United Way Centraide, philanthropy is essential to sustain the critical community services that millions of Canadians depend upon every day. The future of philanthropy is equally about co-creating solutions to our most challenging social issues through the engaged participation and leadership of corporations, their employees, community service agencies and the lived experience of people in local communities.

Announced earlier this year, the federal government's commitments to the United Nations' Sustainable Development Goals (SDGs) and a national poverty reduction strategy provides a powerful shared framework with the potential to bring new energy, alignment and a higher level of engagement from community organizations, governments, businesses and individuals – all of whom want to contribute to building a sustainable future for our communities.

At United Way Centraide, we have been entering into new partnerships to empower our community-building efforts and engage with our supporters in a whole new way.

At the global level, we have entered into a partnership with Salesforce to develop a next-generation employee engagement platform that will connect and empower people to advance their philanthropic passions and link them back to the SDGs. Our local United Ways and Centraides are actively

investing in social innovation and strategic partnerships to develop collective impact strategies and incubate new solutions for their local communities.

In this spirit of co-creation, this fall we partnered with the Pantone Colour Institute to launch our first-ever national public awareness campaign.

Together, we created Unignorable – a colour developed specifically to highlight local social issues and bring attention to the millions of Canadians impacted by them. This colour cuts through the clutter of our busy lives, draws our attention and compels us to act. It's a colour that sparks a conversation we need to have. It's an invitation to be part of the change by showing love for the places we call home and people who live there.

The future of philanthropy has arrived. It's about engaging, giving and sharing our experience, knowledge and influence to shape a brighter future.

MAINTAINING TRUST WITH STAKEHOLDERS

Donor Bill of Rights outlines expectations



NOTHING IS MORE IMPORTANT TO A CHARITY THAN THE TRUST OF THE PEOPLE AND ORGANIZATIONS THAT SUPPORT THEM. Maintaining that trust is at the forefront of everything they do, says Krista Thompson, executive director of Covenant House, a safe haven for homeless and at-risk youth in Vancouver.

“We know that donors only give to organizations they trust – organizations that do what they say they will do with donors’ money,” she says. “The three most important things we can do to maintain trust is to be accountable to all stakeholders for our actions, provide easy access to detailed financial information and provide performance metrics that show we are delivering on our mission.”

Ms. Thompson says in her experience the top three questions donors want answered when it comes to a charity’s ethical behaviour are:

- What impact is your organization having on the issues I care about?
- What evidence can you provide that you are achieving your mission?
- How will my donation be used to further the mission of the organization?

“We build and preserve public trust by being able to answer those questions to donors’ satisfaction,” she adds. “Too often, the issue of ethics only comes up in a negative light, such as when there’s a controversy. But trust is exactly what makes

“**We celebrate ethics – and the trust that allows us to create connections with donors, which in turn leads to inspiration and impact.”**

Krista Thompson
Executive director of Covenant House



philanthropy possible. We celebrate ethics – and the trust that allows us to create connections with donors, which in turn leads to inspiration and impact.”

Charities and fundraisers who belong to the Association of Fundraising Professionals (AFP) are expected to abide by the Association’s Code of Ethics. Adopted in 1964, the Code encompasses 25 professional standards that protect the interests of donors and the organizations they support.

Although AFP membership is voluntary and not all charities are members, membership is a strong indication to donors that a charity is committed to specific standards and practices and that unethical behaviour can have serious consequences.

“As members of AFP, fundraisers agree to be bound by the Code. Its enforcement procedures are integral to its core principals. Violation of the standards will subject a member to disciplinary sanctions, suspension of

membership or permanent expulsion from AFP,” says Ms. Thompson.

In addition, AFP, with the help of other organizations, has created the Donor Bill of Rights, which lists 10 expectations that a donor should have when making a gift to an organization. The document can be found on the AFP website (afpglobal.org, under Ethics), and donors should compare their experiences to the bill of rights and ensure they are being treated appropriately and ethically.

DUKE OF EDINBURGH’S INTERNATIONAL AWARD INSPIRING YOUNG PEOPLE TO REACH THEIR POTENTIAL

Available to all 14- to 24-year-olds across Canada and in more than 140 countries, the Duke of Edinburgh’s International Award inspires young people to reach their full potential. Originally launched in England 60 years ago, the organization now relies fully on donor support to fund its efforts.

Goals that include skills development, physical activity, volunteering and adventurous journeys in nature are facilitated by healthy peer support, mentorship and community engagement.

Focused on personal challenge rather than on competing against others, the program asks young people of all backgrounds and abilities to set their own goals. The result is a growing sense of independence, belonging, resilience, empathy, connectedness and confidence as well as experience and new abilities. When their goals are reached, participants are also rewarded with prestigious awards.



Aishwarya Roshan receives her Gold award from the former Governor General of Canada, David Johnston. SUPPLIED

PEACEBUILDERS CANADA FOCUS TO DIVERT CHILDREN OUT OF THE JUSTICE SYSTEM

Peacebuilders Canada is a Toronto-based charity that supports the city’s most vulnerable young people. Youth in conflict with the law are diverted out of the justice system and re-directed back to school and other productive activities.

By the end of 2018, Peacebuilders will have diverted over 1,000 young people out of the justice system before trial. The organization also runs its Peacebuilding programs within the Toronto District School Board. All programs are based on a restorative philosophy centred on positive values such as respect, empathy, honesty, integrity

and responsibility.

Peacebuilders’ mission is to increase the capacity of youth, schools, communities and the justice system to communicate and manage conflict through Peacebuilding Dialogues. To achieve this, the Toronto-based programs offer both prevention and intervention options for young people in conflict.

In support of United Nations Sustainable Development Goal #16: “Peace, Justice and Strong Institutions,” Peacebuilders’ programs promote access to justice for youth in schools, the justice system and within the community.

where the program really shines is among those who may not yet have that kind of support. There’s a focus now on bringing it to youth with diverse disabilities, Indigenous Canadian youth, youth within the criminal justice system, and low-income and at-risk youth.”

Young people applying to university or for a job face a lot of competition, and the awards are a valuable means of demonstrating a well-rounded, self-motivated approach to life, he notes: “Award achievers don’t measure themselves by the pin [award] they wear but by the person they have become in earning that award. It’s a defining experience that stays with you forever, changing who you are and how you see and impact your community.

Aishwarya Roshan, also a Bronze, Silver and Gold Award achiever, was recently named one of the Top 25 under 25 Young Environmentalists in Canada. She is studying medicine at the University of British Columbia.

Ms. Roshan credits the awards with increasing her ability to reach all of her life goals. “Due to the diversity of activities, you learn quickly that the only way to keep up is through inspired motivation and hard work. That makes it possible to be better as a student, as an athlete and as a human being,” she explains.

“I believe the program is designed to help young people become the best versions of themselves,” says Ms. Roshan. “It’s brilliant, and something in which I think all students and youth should have the opportunity to participate.”



Peacebuilders Canada’s programs aim to divert youth out of the justice system and redirect them back to school and other activities. SUPPLIED

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CREATING A STRONGER CHARITY-GOVERNMENT PARTNERSHIP

Charities and government approach problems and services in different ways



**BY SCOTT DECKSHEIMER
CHAIR, AFP CANADA
PRESIDENT AND CEO,
THE VITREO GROUP
AND
ANDREA MCMANUS
PAST CHAIR, AFP
INTERNATIONAL
PARTNER, THE VITREO
GROUP**

There’s often this sense in our country that government and the charitable sector work in opposition, each trying to occupy the same space.

From AFP’s What Canadian Donors Want survey, we find some four in 10 Canadians believe (11 per cent strongly/32 per cent somewhat) it’s appropriate for municipalities to reduce their spending in areas like homeless shelters that are already partly funded and managed by charitable organizations.

Similarly, more than half agree (14 per cent strongly/40 per cent somewhat) they will be much more hesitant to donate to charities that receive relatively large funding from government.

This sense that government and charities can’t work together on similar issues is incredibly misguided. Funding for social problems can’t be a zero-sum game where government funding drops if charities are addressing a certain issue.

Charities and government often approach problems and provide services in different ways, so working together on the same social issues is positive for Canada. In addition, many of the issues challenging our country are massive and comprehensive



The potential of social media to raise large sums of money online is one of the topics Scott Decksheimer and Andrea McManus discussed during a meeting with Canadian senators. [ISTOCK.COM](#)

We are confident that government is very interested in charity and philanthropy and wants to determine the best ways to encourage Canadians to help other Canadians.

and need support from more than just one source. They require a collaborative approach with support, solutions and innovation coming from government, the charitable sector and elsewhere.

Fortunately, the federal government is recognizing the need to collaborate with and support charities in their work. The Senate of Canada has created the Special Committee on the Charitable Sector to study

how government’s approach to regulation of the non-profit sector can help charities overcome challenges like funding gaps, staff and volunteer retention, and changing demographics and technology,

We both had the honour of appearing before the committee recently to give our views on how government could best support and strengthen the charitable sector. We came away very impressed by the breadth

and depth of questions that were asked of us, and the intense interest that senators had in building a strong charitable sector.

During the hour-long panel session, we spoke and answered questions from senators about the challenges and opportunities that charities face and how government can be an active, supportive partner with our sector.

We discussed the potential of social media and the immense amounts of money that can be raised online; the ways to encourage giving by all Canadians; the impact of smaller charities in balance with the work of larger organizations; how charities can build trust with donors and the public and ensure charities are business-like in their practices but philanthropic in their work; and the impact of immigrants on Canadian philanthropy and how charities need to reach out to diverse groups and cultures so we can better serve people across the country.

We are confident that government is very interested in charity and philanthropy and wants to determine the best ways to encourage Canadians to help other Canadians. That’s what philanthropy is all about.

Government at all levels has huge, untapped potential to positively shift the public mindset about the value of the charitable sector. At their cores, government and charities are partners, each in their own way seeking to improve the quality of life for Canadians.

“Government has an important role to play in ensuring charities and non-profits can be as effective as possible,” said Senator Terry Mercer, chair of the committee.

We couldn’t agree more, Senator, and we look forward to the outcome of the committees in support of the efforts of the charitable sector across Canada.

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day®

On National Philanthropy Day, the Association of Fundraising Professionals (AFP) thanks all charities—large and small, addressing every issue across Canada—and their donors and volunteers for the incredible impact they make in their communities.

AFP doesn’t change the world. We help **YOU**—fundraisers, charities, donors and volunteers—change the world and advance social good by empowering nonprofits, engaging decision makers, inspiring donors and funders, and mobilizing networks of people.

To learn more about AFP Canada, visit our new website:

afpcanada.org/GM

