

NATIONAL PHILANTHROPY DAY

Canadian fundraisers – effective, efficient and ethical



+2 million

The number of people employed by the charitable and non-profit sector²

170,000

The number of charitable and non-profit organizations in Canada²

\$169-billion

The annual contribution of the non-profit sector to the Canadian economy¹

42%

The percentage of the total donation amount tax filers age 65 and older contribute¹

CANADA GIVES

Sources: 1. Statistics Canada 2017; 2. Catalyst for Change: A roadmap to a stronger charitable sector – the report of the Special Senate Committee on the Charitable Sector, June 2019

FUNDRAISING FACILITATES CHANGE

The real value of fundraising is bringing donors together with the causes they care about

WHAT DO YOU THINK OF WHEN YOU HEAR THE WORD ‘FUNDRAISING’?

If you’re like most people, you probably have some mixed reactions. You might get anxious, nervous, irritated or even annoyed at the thought of being asked to give money. But at the same time, like most people, you probably think that charities need money in order to support worthwhile causes and help people in the community.

But what if we have been looking at fundraising in the wrong way? What if fundraising isn’t really about the dollars that people give, but about the change they make and the values they express when making a contribution?

The value of fundraisers is often assessed in terms of the dollars they raise, says Jennifer Johnstone, president and CEO of Vancouver’s Central City Foundation. But what the Association of Fundraising Professionals (AFP) wants to help people understand is that the real value of fundraising is the change in the world that fundraisers help to facilitate by bringing donors together with the causes they care about.

“**We understand our role in facilitating voluntary action for public good, which is at the heart of philanthropy.**

Jennifer Johnstone
president and CEO of Vancouver’s Central City Foundation



AFP is launching what it calls a “new narrative” around Canadian fundraising and philanthropy, positioning fundraisers as the voice of the causes and issues that matter to Canadians, and as the people who play an important role in enabling positive change in Canada and globally.

Researched and written by Ian MacQuillin of Rogare, a fundraising think tank, and commissioned by AFP Canada, the new narrative project was led by Ms. Johnstone.

“We wanted to illustrate the contribution of professional fundraisers in Canada ... where we talk about the value of charities and fundraising and get other people to value those things too,” she says.

Juniper Lociento, director of development for Community Food Centres Canada in Toronto, was a member of the working group that formulated the new narrative. She says the narrative will give fundraisers the opportunity to see their roles in a slightly different way.

“For the past 15 years, the buzzword has been donor-centred fundraising, putting the donor at the centre of everything,” she says.

“But we also have to think about the beneficiaries who are served by our work. It’s not enough to just get the dollars in the door; we must be able to demonstrate the impact of donor support.”

Ms. Johnstone says Canadian charities have a long history of making a positive impact through their work, but to do that work they require resources, and the most effective and efficient way to generate those resources is through professional fundraising.

“What we want to do with the new narrative is show that fundraising is all about change – that’s what donors want, in whatever form it takes,” says Paula Attfield, chair of AFP Canada and president of

Stephen Thomas Ltd. in Toronto.

“But we can’t have that change without resources, and that means raising funds. Fundraising isn’t just a nice thing to do – it’s a moral imperative.”

Research shows that people don’t typically contribute to charity unless they are asked, adds Ms. Attfield. “So charities have to raise funds to change the world, and our role at AFP is to ensure they raise those funds in an ethical and effective way.”

Ms. Lociento says the new narrative will also help fundraisers show donors the impact they are having on the causes they are committed to.

See Fundraising on AFPI0

ABOUT NATIONAL PHILANTHROPY DAY

National Philanthropy Day (NPD) is today, November 15. As the main sponsor of NPD, the Association of Fundraising Professionals (AFP) takes this opportunity to acknowledge the generosity and dedication of the many Canadians who have made a contribution. AFP represents more than 3,700 Canadian fundraisers and charities, and more than 31,000 around the world, partnering with donors and volunteers to change the world through ethical and effective fundraising.

INSIDE

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UNIVERSITY HEALTH NETWORK GLOBAL HONOUR FOR TORONTO GENERAL HOSPITAL

Toronto General Hospital (TGH) finds itself in remarkable company as it celebrates being named one of the top 10 hospitals in the world alongside other renowned institutions such as the Mayo Clinic, the Cleveland Clinic, Johns Hopkins Hospital and Charité in Berlin.

As a member of University Health Network (UHN), Canada’s largest health sciences research and education hospital, TGH is particularly proud of the honour considering it operates in a universal access system, says Dr. Kevin Smith, president and CEO of UHN.

Cited for leading transplant research and innovation in its Soham & Shaila Ajmera Family Transplant Centre, and for cardiovascular care at its Peter Munk Cardiac Centre, Dr. Smith says that working on the principle that patients’ needs always come first – and any Canadian who comes through the door gets treatment – is something TGH is especially proud of.

The ranking references 1,000 institutions and is managed by a global market research company in partnership with *Newsweek* magazine. The list was finalized by a panel of doctors, medical professionals and administrators across four continents, and ranks TGH as the best hospital in Canada.

“This recognition is a testament to our staff, board, volunteers and donors,” says Dr. Smith. “None of this would be possible without the support of our foundations and donors who support our drive to excellence.”

“**None of this would be possible without the support of our foundations and donors who support our drive to excellence.**

Dr. Kevin Smith
president and CEO of UHN



Many world firsts have been recorded at Toronto General Hospital, contributing to its global reputation for excellence. PHOTO BY CAVOUK

While the hospital appreciates large, transformational gifts, the combination of big and small donations through Toronto General & Western Hospital Foundation helps to support research, acquire equipment that might otherwise not be available and enable participation in the international research community.

Staff work hard to combine great clinical care with education and research, says Dr. Smith. Philanthropy fuels the discoveries that translate into patient care at TGH and around the world. From funding the groundbreaking Ex Vivo Lung Perfusion System, which has doubled the

number of donor lungs available for transplant, to establishing Canada’s largest Mechanical Heart Program at the Peter Munk Cardiac Centre, which is now completely government funded, donors are the ones who make the new gold standards in care possible.

In addition to the quaternary programs, excellence is built on the strong foundations in internal medicine, surgery, emergency medicine and mental health – to name a few. It takes the whole team to be a top 10 player.

“We’ve come this far because of the generosity of our donors,” he says.

While the top 10 ranking will add to TGH’s enviable reputation and enhance its own search for world-class talent, it also makes TGH a target for recruiters.

“People say: ‘That institution, those programs, are pretty remarkable, and we need to think about whether there are people there we can recruit.’ That keeps us on our toes to keep the environment as good as it can be for retention and for future recruitment,” says Dr. Smith.

But he points out the health-care system is very stretched.

See Toronto General on APF8

BILLION BEE INITIATIVE TAKES FLIGHT IN KENYA

Beekeeping gives men a purpose while also increasing pollinator populations



Philanthropist Dave Richardson’s concern for societal upheaval and the global decline in pollinating insects has led him to launch the Billion Bee Initiative with WE Charity.

While economic prosperity for women in Kenya is on the rise, the prospects for young men and tribal elders lag behind.

In rural Kenya, the Billion Bee Initiative has provided more than 400 hives to community members, including former Maasai warriors, so they can become beekeepers and honey producers, instead of feeling aimless and purposeless because they no longer hunt lions or other game for food.

Mr. Richardson, who is president and CEO of Vancouver-based Octaform Systems Inc., a director of the GreenPower Bus, and serves on other philanthropic boards, is now expanding the Billion Bee program with WE Charity to support farmers in Ecuador, Ethiopia and Haiti.

“My objective is to help give men a purpose and profession to help shield them from depression and the anxiety of not being able to provide for their families,” he says.

The idea for his initiative came when Mr. Richardson, along with his wife Pamela and son Colby, visited WE Charity’s development projects in rural Kenya. “As we travelled the dusty roads, visited the villages or went into the high schools, I could see the girls in their uniforms, smiling and proud, going to class. They dream of being dentists, accountants, lawyers and airline pilots,” he recalls, “while the boys were barefoot with sticks in hand, herding goats or sitting along the side of the road.”

The local women were part of economic collectives where they pooled their resources to start small businesses. WE Charity had also built them the Women’s Empowerment Centre, where they “walked around with their heads held high.” Meanwhile, Mr. Richardson saw old men sitting in the grass using rusty machetes to do woodwork. “They were the once fierce and feared Maasai warriors, and I thought that something is really wrong with this picture.”

After helping build an all-boys high school with WE Charity in the area, he devised a plan to help local boys and men, bringing together two of his passions. Mr. Richardson has long been worried about the decline in bee and other



WE Charity’s Billion Bee Initiative has so far provided more than 400 hives, training and other support to community members in Kenya, including former Maasai warriors, to help them find purpose and gainful employment as beekeepers and honey producers. Conceptualized and spurred by Canadian philanthropist Dave Richardson, the program is now expanding to support farmers in Ecuador, Ethiopia and Haiti, and includes bee education materials for Canadian schools. **SUPPLIED**

“
My objective is to help give men a purpose and profession to help shield them from depression and the anxiety of not being able to provide for their families.

Dave Richardson
philanthropist and president and CEO of Octaform Systems Inc.

pollinator populations. He actively works to support pollinators on his own properties and through other initiatives, including his service as a director emeritus of Ducks Unlimited.

With his support, WE Charity has since brought beekeeping to hundreds of men and men’s groups throughout rural Kenya. Mr. Richardson hopes “Maasai Warrior Honey” can eventually be sold in Kenya and globally.

Marc Kielburger, co-founder of WE, says, “We are so grateful for Dave’s passion and support. He is working to find solutions for the global decline of billions of bees. He wants to foster engagement around this topic in Canada so young people understand the issue.”

In partnership with Mr. Richardson, WE Schools will create curriculum materials about the decline in pollinators, including bees, and the dire impact it is expected to have on the world’s food supply. These

resources will enable Canadian students to learn about and take action on the issue.

“Helping young people here in Canada understand and take action

on this issue will be Dave’s greatest gift,” says Mr. Kielburger. “In Dave’s words, ‘No bees, no food’ is a profound warning about the fragile status of our global environment.”

ORIGIN CAPITAL IMPACT INVESTING CAN TRANSFORM COMMUNITIES

It only takes a small loan – sometimes \$2,000, sometimes \$10,000 – for an entrepreneur in a developing country to create a business that has the potential to transform a community.

The Small and Growing Business (SGB) program, run by Origin Capital, World Vision Canada’s impact investing arm, and VisionFund International, the NGO’s microfinance arm, does exactly this. It was created in partnership with Kerry and Mandy Shapansky of the Shapansky Foundation.

While there are millions of people accessing microfinance, there is no pathway for their businesses to become larger and graduate to a conventional banking relationship.

SGB’s model is to select those people who have received microfinancing and who demonstrate the potential to scale up and increase the size of their businesses. In partnership with VisionFund, Origin Capital provides loans (of up to \$25,000) to these entrepreneurs and coaches them on business fundamentals. The program’s investors in Canada receive a three per cent annual return over a three-year term.

“By selecting maybe one or two per cent of those people, our goal is to enable sustainable change through providing capital and coaching. And when they move to a conventional banking relationship, we can recycle that money back into the program,” says Mandy Shapansky.

“The secret sauce is identifying the right clients with an entrepreneurial mindset and a willingness to be coached – those are the ingredients that make this program successful and capable of being leveraged,” says Mandy Shapansky, former CEO of Xerox Canada, who formed the family foundation with her husband, Kerry Shapansky, a self-described serial entrepreneur who has started, sold and bought 15 companies during his career.

“When I was a young boy, my mother said, ‘Some people are born with small gifts and they have a small requirement to give back to the world. You have large gifts and you have a large requirement to give back,’” recalls Mr. Shapansky.

At the time he thought he was singled out, but later learned his mother had given that same guidance to his siblings. That early motivation resulted in many opportunities to give back, including through the Shapansky Foundation, culminating in the partnership with World Vision.

Since its inception, the SGB program has supported more than 1,000 businesses in Africa, Asia and Latin America.

“As we have visited the field many times to provide training and operational support, we have had the opportunity to witness the growth and development of these businesses and their transformative impact on surrounding communities,” say the husband and wife duo.

“We are committed to the expansion and development of the program and excited about the long-term impact,” they say, noting that as businesses in developing countries grow, they provide employment, spawn other businesses and bring much-needed infrastructure to vulnerable communities.

“We loved the idea of combining a business return and a social impact return – it seemed right up our alley. We had the opportunity to see the work of World Vision in the field and its global reach. We were impressed with the resources, the leadership and the strong relationships in the community where they work,” says Mr. Shapansky.

For those investors considering the SGB program, Mr. Shapansky says: “When we think of charity and impact, we tend to lead with the heart, and in business we lead with the head. Impact investment is a fusion of the two.”



Investing in the fight against inequality

Origin Capital’s* mission is to develop high-impact investments that allow Canadians to build wealth responsibly while also tackling the root causes of global inequality. For an example of our work, see “Impact Investing Can Transform Communities”.

Join us in the fight against inequality. Contact a member of our team at info@origincapital.co today.

www.origincapital.co



Mandy and Kerry Shapansky. **SUPPLIED**

*Trademark of World Vision Canada. Origin Capital is a part of World Vision Canada.

Toronto General
Hospital  **UHN**

KNOWLEDGE LIVES HERE.



Top 10 in the world.

Best in Canada.

Out of 1,000 hospitals worldwide, medical professionals across four continents ranked Toronto General Hospital #7.

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Toronto General & Western
Hospital Foundation  **UHN**

GIVING HOPE TO YOUTH IN POVERTY-STRICKEN CITIES

An inspirational gift is changing future prospects for vulnerable youth

Bob Barrett has witnessed first-hand the tough and dangerous environment in regions like San Pedro Sula, Honduras, and knows the Barrett Family Foundation's (BFF) gift of \$25-million to World Vision Canada (WVC) can help change the future prospects for youth living in several poverty-stricken Central American cities.

The inspirational gift, WVC's largest private donation and one of the largest-ever private philanthropic gifts to an international NGO in Canada, supports the charity's existing youth initiatives in El Salvador and Honduras and the expansion of the program into neighbouring Guatemala, Peru, Colombia, Ecuador and Bolivia.

The BFF first supported the Vision for Vulnerable Youth Initiative in 2016 with an initial gift of \$5-million. The project has positively impacted the lives of nearly 3,000 youth in Honduras and El Salvador, and funding for phase two will support the goal to reach an additional 9,000 vulnerable adolescents and youth in seven neighbouring countries.

A leader in pursuing education and enhancing opportunities for young people, BFF researched organizations that were aligned with its own goals before choosing to support the work of WVC.

Inspired by his father's generosity, Mr. Barrett, president and CEO of Polyainers Inc., a leading plastic packaging manufacturer, has been



Left, Bob Barrett (second from left) visited cities in Honduras with the World Vision team to see first-hand the impact of the Vision for Vulnerable Youth Initiative. Right, Bob and Francine Barrett. WORLD VISION CANADA



Visiting Honduras solidified their support for WVC's endeavours in the region.

"Seeing it for ourselves made us feel good about the work that is being done and led to us making the longer-term commitment so World Vision can sink its teeth into the project," says Mr. Barrett, who says the NGO's diligent reporting and documentation on its projects reassures donors their investments are being well spent and having an impact.

The Vision for Vulnerable Youth program has two phases. In the first phase, participants are trained on the Youth Ready modules that have been culturally contextualized by the field staff and a consultant from each country.

The youth engage in activities such as learning crucial life skills and preparing to re-enter the formal school system.

In phase two, participants build on their learnings and sharpen the focus of their long-term aspirations. They decide whether they want to learn technical and vocational skills, return to school, begin a formal degree or intern with businesses. Throughout this phase, all the youth receive mentoring to ensure they have the best chance of succeeding in their personal and professional goals.

"I'm grateful that my lifetime of working hard can make it possible to enable others to achieve some of their dreams," says Mr. Barrett.

committed to philanthropy throughout his working years, but describes his previous approach as 'shot-gun.'

Mr. Barrett, his wife Francine Rouleau Barrett, and their daughters Kim Barrett McKenna and Rebecca Barrett established the family foundation in 2013.

BFF's objective is to work with qualified organizations that impact education, environmental sustainability and humanitarian well-being.

"It is important to us to support initiatives and projects that could not be pursued without the founda-

tion's input," says Mr. Barrett.

This more focused approach has also resulted in other major undertakings such as BFF's investment at Humber College that attracted matching funds and led to the establishment of the Barrett Centre for Technology Innovation.

Mr. Barrett, along with his daughter Kim Barrett McKenna, board member Mark Cullen and Michael Messenger, president of WVC, visited Honduras for a week in 2018 and met with students who were enrolled in the Jovenes Super Pilas

or Youth Ready program, an initiative to transform the lives of thousands of young people in Honduras and El Salvador and empower them with skills to build a better future for themselves.

Ms. Rouleau Barrett believes there should be a more compassionate approach to people trying to flee danger in their own countries.

"What they need is help. We think it is important to support them with education and training so that they can see a future in their country," she says.

CANUCK PLACE MILESTONES AND MEMORIES ARE THE PRIORITY

When a life is destined to be short, doing whatever it takes to create memories is a priority – even if it means celebrating Christmas early.

A photo with Santa is one of those significant events, says Audrey Doyle, whose wish for the traditional photo of Father Christmas with daughter Rosalind came true at Canuck Place, a children's hospice with two provincial locations in Vancouver and Abbotsford, British Columbia.

Mike and Audrey Doyle's daughter Roz was born with Trisomy 18, a genetic condition also called

Edwards Syndrome, and lived for just 29 days.

"We realized we wanted Roz to meet Santa so that we could have that classic photo, but we didn't know how much time we would have," says Ms. Doyle.

After mentioning it to a nurse on a Friday, the family was told that Santa would be visiting on Sunday.

"The great room was decorated, there was a Christmas village, a tree and stockings on a decorated mantle, and Santa handed out small gifts," Ms. Doyle recalls.

Close family also attended the

November event where the precious photo was taken. One week later, Roz passed away.

Living at Canuck Place enabled the family, including Roz's two brothers Seth and Chase, to spend time with the baby while Canuck Place staff provided medical care and took care of meals.

"If we hadn't had that support, we wouldn't have as many positive memories, and it would have been a lot harder and lot scarier, and we would likely have been in and out of hospital," says Ms. Doyle. "We can't say enough about Canuck Place;

although we have a caring and supportive extended family, the empathy of staff was very humbling."

Canuck Place provides support to families like the Doyles at no cost. In addition to in-hospice clinical care, Canuck Place also provides pain and symptom management, 24-hour

phone consultation support, music, art and recreation therapy, education, bereavement counselling, as well as end-of-life care. Donors contribute 60 per cent of the organization's annual operating costs.

Learn more: canuckplace.org



Christmas came early to Canuck Place so that the Doyle family could capture a photograph of their baby daughter Roz with Santa. SUPPLIED

A large, illuminated red sign with the words "THE SALVATION ARMY" in white, set against a dark, snowy background with debris on the ground.

On the coldest nights,
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Brain Breakthroughs

It's about time

A medical professional in a white coat looking at multiple computer monitors displaying brain scan images.

TOGETHER WE CAN ACCELERATE
DISCOVERIES AND CHANGE LIVES.

vghfoundation.ca/brain

**VGH+
UBC** hospital foundation

SUPPORT ENABLES YOUNG PARENTS TO ACHIEVE THEIR DREAMS



The Salvation Army’s Grace Haven helps young women connect with the community

The Salvation Army assisted more than 1.6 million people across Canada last year, but the statistics hardly reflect the real story of how the country’s largest non-governmental provider of social services changes lives and helps people build brighter futures.

At 17, Robin wasn’t making good choices and didn’t compete high school. A year later, she became pregnant, and after her son was born, she realized that her lack of education could impact the rest of their lives. She returned to school but quit when combining studying and caring for a newborn became too much for the young mother.

In 2018, Robin was directed to The Salvation Army’s Grace Haven in Hamilton, Ontario, and participated in a program to support



The Salvation Army’s Grace Haven has helped Robin, seen here with her son Silas, build a better future. SUPPLIED

pregnant and parenting youth with education and parenting skills.

“The Salvation Army is the biggest part of my support system, hands down,” says Robin, who graduated high school with honours and is now enrolled in college to study social sciences and aiming to become an addictions counsellor.

“At Grace Haven, I completed my high school education while [my son] Silas attended the on-site child minding program,” she says, adding that knowing Silas was safe and well cared for allowed her to focus on school.

Grace Haven helped her make healthy choices, says Robin, who had previously used drugs to cope. In addition to emotional support, there was also practical assistance such as diapers and formula.

“I get really emotional when I think about it, because The Salvation Army has helped me so much,” she says.

Major June Newbury, executive director of Grace Haven, says pregnancy and being a single parent doesn’t mean it is impossible for young women to do well in school or build on their parenting skills.

“With lots of support, they can achieve their educational dreams, improve their parenting skills, connect with community and work towards providing financial stability and a future for their children,” she says.

“I want Silas to look back one day and be proud of me for what I did,” says Robin. “Grace Haven has left me feeling empowered, loved and capable.”

VGH & UBC HOSPITAL FOUNDATION CAMPAIGN AIMS TO SOLVE CHALLENGES IN BRAIN HEALTH

An aging population and an increasing incidence of brain injuries and conditions – one in three Canadians will be affected in their lifetime – are the impetus behind VGH & UBC Hospital Foundation’s initiative to raise \$35-million for its Brain Breakthroughs campaign.

“The brain defines us as individuals – how we think, feel and function. When something goes wrong with your brain, it shatters not only your own sense of being, but the sense of who you are for all the people around you,” says Barbara Grantham, president and CEO of VGH & UBC Hospital Foundation.

“Brain disorders impact the essence of who we are in a very different way from other diseases,” she adds. “That’s why early diagnosis and faster treatment are essential to provide patients with a path to

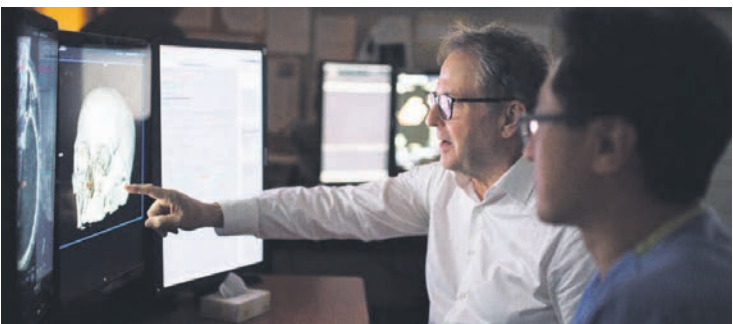
rehabilitation. You cannot transplant or replace your brain.”

British Columbians with a major brain disorder or injury will likely be treated at Vancouver General Hospital, UBC Hospital, G.F. Strong Rehabilitation Centre – or a combination of the three.

Many of the physicians and health-care professionals at these centres are also researchers and teachers of the next generation of doctors and health-care professionals.

“Our Brain Breakthroughs campaign will invest in already-assembled teams of experts who have made it their mission to solve the most difficult challenges in brain health,” says Ms. Grantham.

“Support from VGH & UBC Hospital Foundation plays an important role in attracting clinical and research talent to Vancouver Coastal Health, ensur-



Left, Dr. Philip Teal, head of Neurology at Vancouver Coastal Health, is the clinical lead for the Brain Breakthroughs campaign. Right, Barbara Grantham, president and CEO of VGH & UBC Hospital Foundation. SUPPLIED



ing the best health care for all British Columbians,” she says, noting that philanthropic investment is vital.

“Connecting the power of philanthropy with the power of health-

care innovation enables us to go beyond the limits of public funding to achieve things that would otherwise not be possible. And our Brain Breakthroughs campaign will

invest in research that can be readily translatable into better clinical care,” concludes Ms. Grantham.

Learn more: VGHfoundation.ca/brain

Building Readiness Together

Last year, cousins Derian and Keyston were evacuated from Pauingassi First Nation in Manitoba due to wildfires.

The Canadian Red Cross has worked with Indigenous Communities during natural disasters and through disaster risk reduction activities as well.

This wouldn’t be possible without your support.

Thank you to our philanthropic partners for working hand in hand with Indigenous Communities to create a safer future.

redcross.ca

ENHANCING CAPACITY FOR DISASTER RESPONSE IN REMOTE COMMUNITIES

The success of the project is paving the way for more meaningful engagement in the future

Natural disasters such as floods, forest fires and tornadoes can hit remote Indigenous communities every year, compounding the impact over time. With a generous contribution from The Sprott Foundation, the Red Cross is working with these communities to enhance their capacity in responding to disasters, including risks related to health and safety.

Originally focused on Manitoba and Saskatchewan – and with the long-term goal of extending the approach to support disaster risk reduction efforts across the country – the philanthropy-driven initiative relies on each community identifying the risks it considers most important.

“For many, natural disasters are the main threat, but some communities may identify risks like mental health issues,” says Shawn Feely, the Canadian Red Cross vice president for Manitoba and Nunavut.

“Many Indigenous communities are in places that put them at greater risk than many other communities,” he adds. “They are often in lower-lying areas, closer to the oceans, in or near forests and on the open prairies. Disasters often force families to separate as they evacuate their homes, a situation that undermines the communities’ sense of security and stability.”

While the Canadian Red Cross has been working with Indigenous communities in Manitoba for many years with the support of the federal government and other partners, a transformational gift by The Sprott Foundation in 2016 enabled the humanitarian organization to develop new ways, alongside Indigenous



The Canadian Red Cross provides disaster relief during times of crisis. SUPPLIED

communities, to address risks including a decline in volunteer numbers.

“The very generous gift from The Sprott Foundation allowed us to build a unique program that strengthens these communities from within,” says Mr. Feely.

“First Nations communities already have a lot of strength and knowledge on how to deal with disasters. The Canadian Red Cross is collaborating with communities to build on those strengths and enhance their capacity to address the risks.”

Identifying preparedness activities depends on the community’s needs and often includes first-aid training, emergency social services training, and search-and-rescue with wilder-

ness first-aid training.

“We heard from many communities that they wanted to increase their first-aid training at the basic level for their general community members, and at a more advanced level for their responders who in turn can also help support the local health system,” says Mr. Feely.

Working with the community,

the Canadian Red Cross develops a disaster plan and tests it in a tabletop exercise.

“There’s trust that we will support the leadership of the community when they need to evacuate to a host community. The leadership of the community is in charge [during a disaster response], and we support them by providing emergency social services and other assistance,” he says.

The project has proved successful on several levels, including paving the way for more meaningful engagement in the future. In Saskatchewan, a collaboration agreement was signed with the Prince Albert Grand Council (covering 22 First Nations in northern Saskatchewan), and in Manitoba, the Canadian Red Cross expanded its work in more than 40 Indigenous communities, building skills and resources to address a range of disaster risks.

The project has enabled the Canadian Red Cross to develop and test a national Community Engagement Strategy, which is transforming the way it works with Indigenous communities, says Mr. Feely.

Reflecting on the project, he feels grateful for the generosity and vision of the Sprott family and what the gift through their foundation has made possible.

“As an organization, we’re gaining so much from working with Indigenous communities – the partnerships we have gained, and the trust we have built. We learn from each other and come from a place of respect to move the needle on issues that are important.”

ONTARIO SPCA AND HUMANE SOCIETY DELIVERING ANIMAL CARE WHERE IT’S NEEDED MOST

For many pet owners in Ontario, basic animal wellness services are not an option for their animals. Financial barriers, a lack of transportation and a lack of available care in many communities leaves pets in limbo. The Ontario SPCA and Humane Society is changing that with a new mobile unit.

Providing wellness services for pets in under-served communities acknowledges how important they are to their owners and strengthens the family unit as a whole, says Daryl

Vaillancourt, chief, Humane Programs & Community Outreach, Ontario SPCA and Humane Society.

To deliver care where it’s needed most, the Ontario SPCA launched its SPCA Mobile Animal Wellness Services unit, a 38-foot trailer made possible by a grant from the Pet Valu family of stores through its Giving Back Project. The trailer features two surgical tables where 20 to 30 spay/neuter procedures can be completed each day. It also delivers wellness

examinations, including vaccinations and microchipping.

“We’re trying to get service as close as possible to where people and their pets live,” says Mr. Vaillancourt.

While the Ontario SPCA has been offering high-volume spay/neuter services for 10 years at two sites in Stouffville and Barrie, the mobile unit takes those services on the road.

“Ontario is a very big province, and some communities live hours



The Ontario SPCA and Humane Society delivers services to pets in under-served communities. SUPPLIED

and hours away from their nearest veterinary service,” says Mr. Vaillancourt. “By working with our animal wellness partners at the Niagara SPCA and Humane Society, which also operates a mobile unit, we hope to cover much of the province.”

Since launching in June, the Ontario SPCA’s mobile unit has already performed over 300 spay/neuter procedures, preventing over 13,000 potentially unwanted kittens and puppies.

Operating on a break-even basis, the mobile unit depends on donations to keep it stocked with medical supplies and cover operating costs.

“We want to ensure pets in under-served areas live long, healthy, happy lives with their families,” says Mr. Vaillancourt. “It’s good for pets, it’s good for their people, and it’s good for our communities.”

More information: ontariospca.ca/mobileservices



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West Park Healthcare Centre has a long history of helping people recovering from serious injury and illness get back to their homes, back to their families and back to doing what they love most. Now, we are preparing to meet the challenges ahead. We are raising \$80 million through the *Get Your Life Back Campaign* to help build our new hospital so that we can continue providing the very best care for the growing number of people who need it.

Please visit westpark.org to find out how you can support West Park’s transformation into a world-class centre of rehabilitative care.



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PHILANTHROPY IMPACTS THE FUTURE OF HEALTH CARE

Donors are instrumental in supporting Sunnybrook Health Sciences’ research initiatives



Dr. Jon Dellandrea, president and CEO of Sunnybrook Foundation, oversees a \$75-million annual advancement effort that supports Sunnybrook Health Sciences Centre, one of Canada’s busiest, largest and most complex hospitals. So when he says the hospital’s ability to touch lives is enhanced by philanthropy – the simple but powerful act of giving – it’s not to be taken lightly.

“We live in a country where we’re blessed with an exceptional standard of health care, but there are serious concerns about the affordability of highest-quality health care, and only so much can be funded on the tax dollar,” says Dr. Dellandrea. “Philanthropy plays an exceptionally important role in making possible the special things that happen in places like Sunnybrook.”

Impactful change for both the short and long term is part of Sunnybrook’s mission to invent the future of health care. Canadians have played a key role, through philanthropy, in supporting the hospital’s research and growth. According to Dr. Dellandrea, individual philanthropic donations to Sunnybrook’s Schulich Heart Program have led directly to the preservation of lives over the past decade.

“For 10 years, our minimally invasive structural heart program was supported entirely through philanthropic contributions. That means there are over 200 people alive and walking the streets today who, to put it bluntly, absent of those procedures would no longer be with us,” says Dr. Dellandrea, adding that such procedures are now paid for by the government.

Donors have also been instrumental in supporting Sunnybrook’s research initiatives.

“We’re living in a time of unprecedented advances in technology and science, but the only way we can reach patients on a widespread basis is through philanthropy,” he

“
For 10 years, our minimally invasive structural heart program was supported entirely through philanthropic contributions. That means there are over 200 people alive and walking the streets today who, to put it bluntly, absent of those procedures would no longer be with us.

Dr. Jon Dellandrea
president and CEO of Sunnybrook Foundation



From the heart, for the heart: For over 10 years the Schulich Heart Centre’s minimally-invasive structural heart program at Sunnybrook was supported by philanthropic support saving hundreds of lives. [ISTOCK.COM](#)

says. “With ever-evolving technology, there’s never been a time in which the impact of philanthropy in health and medical sciences has been greater.”

National Philanthropy Day presents a chance to recognize the contributions of Canadians, but everyone at Sunnybrook is adamant that the medical community takes philanthropic support seriously every single day. And it’s not only large donations that make a difference – every dollar from every donor helps.

In Sunnybrook’s donor-supported Cancer Ablation Therapy Program, for example, state-of-the-art technology has reduced the number of treatments needed for a patient with cancer from 25 to sometimes as few as five courses. When faced with the emotional trauma, discomfort and inconvenience of cancer treatment,

these technological innovations have the potential to profoundly impact the hundreds of Canadians diagnosed with cancer each day.

“We’re developing much more precise diagnostic treatments and MRI screenings that are being done instead of invasive biopsy imaging, which means significant degrees of human discomfort are eliminated,” explains Dr. Dellandrea. “The challenge is that this absolutely essential technology costs a lot of money. Without those philanthropic dollars, the technology is otherwise unavailable, and that’s just how it is.”

Sunnybrook sees a range of philanthropic donations, from seven figures to two figures, and takes pains to emphasize how much every single contribution is appreciated. The philanthropic community isn’t a rarefied space reserved for only the super wealthy. In fact, it’s the sum of

every single donation that allows Sunnybrook to do its life-saving work.

After all, health care is something everyone can agree on, says Dr. Dellandrea. People may not have the same opinion on specifics, but our health is something that’s top of mind for Canadians from all walks of life. And when there’s an opportunity to give back to an organization dedicated to helping sick and injured people, being able to lend a hand can have profound meaning.

“We say it often, and my favourite words in the English language are, ‘thank you,’” says Dr. Dellandrea. “The reality is that every single person who commits to Sunnybrook is part of a philanthropic community that has a remarkable impact on inventing the future of health care.”



Give today and save moms and babies.

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TRANSFORMING WEST PARK

A new hospital will enable the delivery of the very best rehabilitative care

When Joycey Romeo was diagnosed with synovial sarcoma, a rare cancer that affects soft tissue, her doctors told her she would need to have her right leg amputated up to her hip to stop the cancer spreading to her pelvis.

The mother of six arrived at West Park Healthcare Centre a week after her surgery feeling scared and alone. But once she was in her room in the in-patient amputee rehabilitation unit, she was immediately greeted by a nurse who took great care to make her feel safe and welcome.

“Everybody went above and beyond to make sure that I was doing well,” says Ms. Romeo. “You feel embarrassed because you have no dignity in the beginning, but these nurses were my light, my family. They gave me strength.”

Ms. Romeo told her occupational

“**Everybody went above and beyond to make sure that I was doing well. You feel embarrassed because you have no dignity in the beginning, but these nurses were my light, my family. They gave me strength.**”

Joycey Romeo

therapist her goals – to cook for her family and play with her two-year-old son – and she learned how to get around with one leg and then with her new prosthetic leg. Her nurses introduced her to other patients at different stages of recovery, and they shared their inspiring stories that Ms. Romeo believes helped build her resilience.

“It is great to have the amputee unit because we are all in the same boat with the same struggles,” she says. “It is nice knowing you are not alone.”

West Park has been helping patients like Ms. Romeo recover from severe health challenges for more than 100 years. The hospital is now preparing to grow and innovate to meet the challenges ahead by building a world-class hospital that will bring the very best in rehabilitative care to Ontario.

West Park Foundation’s \$80-million *Get Your Life Back Campaign* is helping to fuel this transformation, which will include a newly designed Prosthetics and Orthotics Centre that will accommodate innovative new technologies, such as



At West Park Healthcare Centre, a physiotherapist guides Joycey Romeo as she learns to walk with her prosthetic leg. SUPPLIED

3D printing to build prosthetic devices faster, and expanded outdoor therapy courtyards that will prepare patients for a range of real-world conditions.

Each day, Ms. Romeo is getting stronger and more independent.

“I’m back in the kitchen making

homemade pizza and lasagna for my kids,” she says. “I’ve been a hairdresser for 25 years, and I am back to working with clients part-time.

“I am walking slowly, but I am walking.”

Learn more: westpark.org

FROM PAGE 1 TORONTO GENERAL: THE IMPACT OF TECHNOLOGY

“We have to be careful that we are able to strike a balance between the great demand for clinical care and not let our work in research and education, and increasingly innovation, falter,” he says.

While the majority of the care at TGH is directed toward Ontarians and Canadians, UHN’s vision is to contribute globally.

“When we think about a healthier world, the trainees from 78 countries who are going back to their home environments and improving the level of care and the level of knowledge, is one contribution – plus the research that is literally changing how [medical] people practise around the world every day. A healthier world is very much a part of our agenda,” he says.

Looking ahead, Dr. Smith says artificial intelligence, big data

and mini robotics will change the way health care is delivered. UHN, through donor support, has invested in simulation laboratories to ensure existing and new staff are trained and ready to use new technology.

Innovation is also changing how the medical community interacts with patients as access to information through devices like smartphones becomes the norm.

Patients will increasingly be part of the care team and the decision-making about their process of care. With that access comes the risk that people may go online and find inaccurate information.

“It allows us to ensure that the patient is informed, and much more engaged and satisfied, so they can have a better outcome,” says Dr. Smith.

YOUVILLE CENTRE SUPPORT FOR YOUNG MOMS’ GOALS

Youville Centre in Ottawa is a non-profit registered charity and accredited Child and Youth Mental Health Agency working to support parenting youth.

Several adolescents accessing services at Youville participated in a recent Children’s Hospital of Eastern Ontario (CHEO) research study with a focus on understanding how pregnant and parenting youth experience health care engagement, says the organization’s executive director Bev MacKillop. The study found many adolescents, in particular pregnant and parenting youth, do not access health-care services for fear of judgment.



Youville Centre’s programs help parenting youth access their strengths and achieve their goals. ISTOCK.COM

The CHEO study also highlighted mental health risk factors such as trauma, substance use, housing, transportation, nutrition and lack of family support.

At Youville, mothers participate in parenting programs to promote secure attachment. “We give young moms the courage to utilize their strengths and achieve their treatment, academic and parenting goals,” says Ms. MacKillop.

“With support, we can break the cycles of abuse, violence and poverty to help moms build a brighter future for themselves and their children.”

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Association of Fundraising Professionals Greater Toronto Chapter

AFP is an international association of more than 33,000 members working together to advance philanthropy and ethical fundraising through education, advocacy and research.

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FROM DATA TO CULTURE TO ACTION

How to foster a stronger culture of giving in Canada



**BY TERESA MARQUES, MA, CFRE
CEO, RIDEAU HALL
FOUNDATION
PRESIDENT,
AFP OTTAWA CHAPTER**

Undeniably, civic engagement is a hot topic across Canada this fall. One week prior to the federal election, Elections Canada data indicated a record 29 per cent increase in advance voting compared to rates in 2015. While this suggests a growing concern for democratic action, it’s worth remembering that the very idea of social cohesion depends on civic participation – which goes beyond voting – and should be prioritized and encouraged year-round.

Rates of charitable giving and volunteerism are important signals of community health. In 2018, the Rideau Hall Foundation, in partnership with Imagine Canada, released a landmark study, 30 Years of Giving. By analyzing individual tax filer data and survey results on giving and volunteerism, we found that donation rates are dropping across all age groups. The decline is particularly acute among younger Canadians. The pool of older Canadians on whom the sector depends for revenue growth is also shrinking, which means charities and non-profits are chasing an ever-decreasing group of aging, affluent donors.



The Association of Fundraising Professionals has chapters across Canada. Seen here are (from left): Esther Jang, senior associate Global Philanthropic Inc. (Canada); Martha Lou Henley, previous Vancouver Chapter Outstanding Philanthropist honouree and David Love, CFRE, president of the AFP Greater Vancouver Chapter. [ISTOCK.COM](#)

Compounding this situation, or perhaps driving it, are fluctuating rates of trust in the non-governmental (NGO) sector. The Canadian arm of Edelman’s 2018 Trust Barometer revealed a surprising shift with trust in NGOs declining by 9 points and only half of the general population saying they trust NGOs.

Rates did increase in 2019, but still, only 54 per cent of respondents in the mass population category said they trust the four key institutions: NGOs, business, government and media.

Canada’s charities, non-profits and voluntary organizations play a pivotal role in strengthening and

enriching our society. The impact of the sector (and its millions of volunteers) cannot be overstated, whether it’s by bolstering scientific research or enhancing health care, safeguarding our environment, or enriching our communities through arts and culture. The strength of Canada’s charitable

sector is a remarkable asset for our country.

What can the charitable and non-profit sector do to foster a stronger culture of giving in our country?

- Place greater value on building the capacity of charities and the non-profit sector to innovate. This will involve investing in infrastructure, capacity and talent.
- More clearly communicate with donors and tell the stories of impact of the sector – how are lives changing for the better? What wouldn’t be possible without a thriving culture of giving and volunteerism in Canada?
- Reinforce the importance of giving as core to our national fabric. We need to do more to celebrate and honour those Canadians engaged with our sector; people who give more than just money, but time and talent as well.

Both leaders and supporters of Canada’s non-profit and charitable sector have a key role to play in increasing trust in our institutions. We can bring people together through important causes and the desire to better serve and strengthen our communities. We can shine a light on the positives – on people helping other people and on the importance of cultivating empathy, not only in ourselves, but in our institutions. Paying more attention to giving patterns stands to benefit not only vital causes and organizations across Canada, but will also strengthen our civic core in an enduring way far beyond a four-year election cycle.

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TORONTO’S GAINS OFFSET BY GROWING PAINS

New voices are needed to fight inequality, says Toronto Foundation

Toronto gained an additional 77,000 residents last year, making it the fastest growing city in North America. But along with the population gain came community

pain, according to the 17th edition of Toronto’s *Vital Signs* report released recently by the Toronto Foundation, an organization that aims to connect philanthropy to community needs

and opportunities. The report reveals the harsh realities of a city facing increasingly entrenched inequality despite massive growth. Youth, newcomers and racialized communities

are experiencing significantly worse outcomes when compared with white, long-time residents across the 10 issues areas examined by the report.

Toronto Foundation president and CEO Sharon Avery says in spite of the way many Torontonians see themselves, the city doesn’t work for everyone.

“In fact, for a growing majority, life in the city poses a serious struggle, and the trend lines suggest things will get worse before they get better,” she says. “For those who think that things are no tougher today, Toronto’s *Vital Signs* is a wake-up call. We’ve compiled more data than ever before, and the evidence is clear: inequality is the new normal.”

While the city’s GDP grew by 3.2 per cent annually between 2011 and 2016 – almost twice the national growth rate – income and wealth disparity widened, exacerbated by the stagnant incomes of racialized populations, newcomers and young people who have had no inflation-adjusted increases over the last 30 years. In contrast, Canadian-born, white residents have seen their incomes rise by as much as 60 per cent, according to the report.

“The report confirms that the old ways aren’t working. New voices and new actors are needed at the table to fight inequality,” says Ms. Avery.

“Many small and mid-sized charities in Toronto are doing the tough work to fight inequality, but need more financial support to scale up their successes,” says Ms. Avery. “That’s why we’ve launched the Toronto’s *Vital Signs* Grants, which will recognize 25 Toronto community leaders and organizations for their visionary work tackling quality of life issues in the city each year.”

“We want to build a culture of reciprocity in this city,” she says.

Other key finding in the report that illustrate the divide include:

- Toronto is regularly listed as one of the best places to live, but housing prices have grown four times faster than income.
 - While there have been new investments in transit, two-thirds of unemployed residents live in parts of the city with low access to transit, making it harder for people without jobs to find jobs.
 - More people are feeling a sense of connection and belonging to the city but are volunteering less of their time, and those earning less are contributing a higher percentage of their income.
 - Torontonians are physically healthier and have a higher life expectancy than other Canadians, but the city is also one of the least happy cities in Canada with a growing youth mental health crisis and low life satisfaction.
 - Toronto is among the most educated cities in the world, but high school students in the lowest income groups are three times more likely to drop out than those in the highest income groups.
 - After a decade of decreasing crime rates, major crimes have been increasing in Toronto and the rest of Canada, although it is still far lower than 15 years ago. However, Toronto’s highest crime neighbourhoods have more than 50 times the rate of crime as the lowest.
- The report was reviewed by 25 of the city’s grassroots leaders who provided their feedback. It also reflects the feedback from scores of individuals and includes policy recommendations from experts in the sector.

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At the Toronto Foundation’s *Vital Signs* report launch event (from left) Jay Pitter, award-winning placemaker and author, and grassroots leaders Bri Gardner and Mussarat Ejaz. SUPPLIED

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afpcanada.org



FROM PAGE 1

FUNDRAISING: EARNING PUBLIC TRUST

“Fundraising is a positive action, and we need to change the way fundraising is understood by the public by using positive language to explain what we do,” she says, adding that fundraisers often shy away from telling people what they do because they believe it is in some way shameful.

Ms. Attfield agrees, adding that AFP wants fundraisers and donors to see giving as joyful and powerful and a way for people to express themselves. “When people give, they’re showing how they want the world to be and what they believe in. Our gifts of time and money are an extension of ourselves, and that should be celebrated. At the same time, there needs to be trust in order for giving to occur.”

Ms. Johnstone says earning public trust requires professional fundraisers to show they are well trained and ethical – AFP’s two key pillars.

“We are committed to an ethical approach where we focus on financial and social accountability, and we understand our role in facilitating voluntary action for public good, which is at the heart of philanthropy,” she says.

While research shows that people generally don’t give to charities unless they are asked, Ms. Johnstone says any fundraising that makes people feel pressured is counter-productive and will fail to build the kind of lifelong relationships essential to successful fundraising.

Ms. Lociento says fundraisers ask people for money so that chari-



It’s not enough to just get the dollars in the door; we must be able to demonstrate the impact of donor support.

Juniper Lociento

director of development for Community Food Centres Canada in Toronto



ties have the resources to support a range of causes from health care to social services, the arts and the environment.

“The simple fact is that some people come into this world with more resources and more opportunities than others,” she says.

“Fundraisers create opportunities for those who have a little more in life to give to those who have a little less. That’s what touched me when I first heard the word ‘philanthropy,’ and it’s what drew me into the profession of fundraising.”

TRAINING THE NEXT GENERATION OF MIDWIVES

The battle to cut the maternal and newborn mortality rate in four African countries



The numbers are staggering: each year an estimated 289,000 women worldwide die during pregnancy and childbirth, and 2.6 million suffer stillbirths. With 50 per cent of the maternal mortality rate reported from just six countries, Canadian international development organization Cuso International is focusing its Midwives Save Lives (MSL) initiative in four of these countries: Benin, Democratic Republic of the Congo (DRC), Ethiopia and Tanzania.

The four-year initiative to reduce maternal and newborn mortality by improving the supply of and demand for health services and strengthening the work of midwives' associations is led by Cuso in partnership with the Canadian Association of Midwives (CAM) and local midwifery associations.

The scale of the challenges facing women in these countries is enormous. More than 80 per cent of women in the DRC don't have access to health professionals, and if care is available it's often avoided because of the fear of disrespect and abuse encountered in facility-based maternity care, which can be a more powerful deterrent than cost or distance.

MSL is building capacity in these countries by upgrading the skills of in-service midwives and giving health-care workers the tools to not only save lives themselves, but also train the next generation of midwives.

In DRC, this training was co-developed by CAM, the Société Congolaise de la Pratique Sage-Femme and the Ministry of Health with the support of Cuso. In keeping with Cuso's own priorities to advance gender equality and empower women and girls, the training emphasizes the role that midwives



Cuso's Midwives Saves Lives program is having a positive impact in four African countries where it is building a bridge between the community and the local health system. SUPPLIED

“
We motivate each other, and when we see that we've saved a woman's or a baby's life, that's very strong motivation.

Hélène Bombula Liema
midwife

can play in advancing seven fundamental rights of women: A woman must not be subjected to abuse or mistreatment; She must be able to give informed consent; She has a right to privacy; She has a right to dignity; She has a right to equitable care; She has a right to the highest available level of care; and She has a right to give birth without coercion or other violations of her bodily autonomy.

“We really worked hard to build a bridge between the community and health system by encouraging greater collaboration between the midwives and the community health

workers,” says Astrid Bucio, Cuso's health and technical advisor for international programs.

The results so far are rewarding. Cuso has recorded more than 350 months of Canadian volunteering in the four target countries, the initiative has touched more than three million lives and more than 1,000 midwives have been trained.

Hélène Bombula Liema became a midwife after a medical mystery had a devastating impact on her family. “My mother's younger sister died in childbirth. She was having convulsions, and we sent her to the hospital because we didn't know what to do. I was in my second year of high school, and I decided to become a midwife, so one day I would understand what happened. Back then, people thought witchcraft had killed her, but years later, I learned that she had died from eclampsia. We motivate each other, and when we see that we've saved a woman's or a baby's life, that's very strong motivation.”

One mother who noticed a difference is Bénédicte Lekulangay.

Speaking in a maternity ward at a hospital in Kinshasa, DRC, she says when she gave birth at the hospital for the first time two years ago, she wasn't treated with respect.

“This time, there have been big changes,” says the mother of two. “They take care of us and tell us to eat when we're hungry. We really admire the efforts they're making.”

Dr. Mamisa Kachelewa, who works at the Clinique Mère-Enfant de Bahumbu in DRC, says this rights-based approach has had a direct effect on patient care.

“We are really feeling the impact of this training,” she says. “The midwives are much more patient when they're caring for the mothers.”

For Laurie Buske, Cuso's director of resource development, visiting the program has been a life-changing experience.

“Seeing the impact and the change that is happening due to Cuso's efforts and training – not just a one-mom model, but throughout the community – is really rewarding,” she says.

CANADAHELPS HOW TO HARNESS THE POWER OF YOUTH



MARINA GLOGOVAC
PRESIDENT & CEO
CanadaHelps

You have noted in the past that young people have different relationships to and expectations of charities than generations before. Why is that?

Research shows that younger generations are giving less in financial donations to charities than older generations, despite making up a larger portion of the population.

At the same time, we are seeing that young people demand more corporate social responsibility from the places they work, the rise of B Corps that prioritize more than profit, and an increasing number of consumer goods and brands that are committed to “doing good.”

This is a passionate generation that cares deeply about social justice and making the world a better place, but they do it differently than their parents.

They are committed to causes – they want to support gender equality or clean water and the fight against climate change, but they don't have the same attachments to individual organizations that older generations did. Perhaps in part because trust in authority and institutions has been weakened, this highly connected generation also views things like volunteering, petitions, and sharing fundraisers, activism and cause-based information to be as valuable as financial donations.

There is also a sense that change can be made by individuals and collectives, and old-world institutions may actually be a barrier to change.

Youth-led initiatives globally are demonstrating young people's commitment to social change. What message is that sending to Canadian fundraisers and how should they respond?

Fundraisers need to meet youth where they are at and recognize that old ways of doing things like sending direct mail is not going to be successful with this group.

Young people need to see the impact of the work an organization is doing and feel connected with the cause. They want to feel inspired and have their voices heard. We've seen this with the climate strikes around the world – youth are fed up with perceived inaction by older



Youth are committed to causes, but they don't have the same attachments to individual organizations that older generations did. ISTOCK.COM

generations. Some organizations have found success in engaging youth by offering lower investment ways to get involved in the beginning, such as being asked to share or sign a petition, or to sign-up for updates. They also likely need multiple points of engagement before they give financially, so fundraisers need to think about harnessing the power of stories to connect with young people and share them in channels young people access, and clearly demonstrate the impact of the donor's money.

What can Canadian charities do in a digital age to engage with younger people who have never known a world without the internet?

The way donors and supporters expect to engage with organizations is completely different than it was 10 years ago, and this will only

continue to evolve.

Digital transformation is a pressing issue in all industries, but especially in charities because their constrained resources have limited adoption of new technologies and investment in digital skills and digitally literate staff. Adopting technologies like online fundraising tools, email engagement and mobile-optimized websites is certainly part of the solution, but charities first must develop a strong digital strategy rooted in good overall strategy, and they must focus on the cultural changes needed to enable its success. Without a deep cultural change, all efforts toward a sustainable transformation into a digital economy will, at best, be suboptimal. Charities must see this as a priority, and their supporters, boards, and stakeholders must be willing to support it and help resource it.



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CALL TO ARMS FOR THE NON-PROFIT AND CHARITABLE SECTOR

Senate report calls for law and policy reform and a renewed relationship with the federal government



The Canadian charitable sector employs about two million people and is responsible for more than seven per cent of the country's gross domestic product

(GDP), but it has no 'home' in the federal government championing its interests or furthering policies, regulations and legislation to support innovation or strategic growth in the

sector to meet the growing needs of Canadians. Ken Mayhew, president and CEO of the William Osler Health System Foundation and a member of the

Association of Fundraising Professionals Canada (AFP) board of directors, notes that while the Canada Revenue Agency (CRA) regulates the sector, there is no government agency to enhance the work of the estimated 86,000 registered charities and 85,000 non-profit organizations across the country.

Juniper Lociento, director of development for Community Food Centres Canada and VP, Public Affairs for the Association of Fundraising Professionals Greater Toronto Chapter, agrees.

"If one considers other sectors such as small business, there would be policy initiatives and programs to foster growth, but there isn't anything comparable for the charitable sector – no plan on how to help strengthen it or help it innovate," she says, adding that many people are surprised to learn the size and scope of Canada's non-profit and charitable sector.

But that could change if the recommendations of the Special Senate Committee on the Charitable Sector's recently released report are implemented.

"To continue its good work, the sector needs meaningful law and policy reform, as well as a renewed relationship with the federal government," according to the report.

As one of 42 recommendations in the June 2019 report, *Catalyst for Change: A roadmap to a stronger charitable sector*, the committee recommends the Minister of Innovation, Science and Economic Development create a secretariat to convene meetings with appropriate groups and publish an annual report on the state of the sector including an overview of its economic and social health.

The implementation of the recommendations can't come soon enough, says Ms. Lociento.

Often referred as the 'third sector,' the charitable sector picks up the slack when there is a need that is not being filled by government or the private sector, she says.

"But it's getting to a point where the resources are too stretched, and there are policies that actually work against the efficiency of Canadian charities and non-profits," says Ms. Lociento.

She says projections from Imagine Canada point to a social deficit in Canada of \$25-billion in the next 10 years.

Mr. Mayhew agrees the sector is in jeopardy.

"Many of the things that make our nation so extraordinary, be it building capacity, addressing issues, inequities and supporting the social fabric, come from the [non-profit and charitable] sector," he says.



Many of the things that make our nation so extraordinary, be it building capacity, addressing issues, inequities and supporting the social fabric, come from the [non-profit and charitable] sector.

Ken Mayhew

president and CEO of the William Osler Health System Foundation and a member of the Association of Fundraising Professionals Canada (AFP) board of directors



But society is changing, and data shows that fewer Canadians are supporting the causes they care about by giving and volunteering. While some donors are giving more generously, the number of Canadians who make charitable donations continues to decline. This trend is expected to continue as baby boomers age.

He says the Senate report is a loud and clear call to arms to government for assistance.

"There's never been a time when change has been more urgently needed, nor, thanks to the depth and clarity of the Report's recommendations, a greater opportunity through which to achieve that change," adds Mr. Mayhew.

The report has been largely well received, says Ms. Lociento, and the sector is exploring ways to advance the recommendations, including making use of a report by the think-tank Mowat NFP at the Munk School of Global Affairs and Public Policy at the University of Toronto that prioritizes the recommendations and suggests who should be responsible for their implementation.

"By enabling the sector's potential rather than limiting it, charities and non-profits can be an important ally to the federal government in tackling the most complex issues facing Canada today," according to the Mowat NFP report.



Kim and Charlie

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MORE KIDS' WISHES ON THE WAY

The recent merger of Children's Wish Foundation of Canada and Make-A-Wish Foundation of Canada to form Make-A-Wish Canada means 25 per cent more wishes can now be granted to children with life-threatening illnesses. The goal of the new organization is to grant the wish of every eligible child across Canada.

Michele Augert, chair of the inaugural board of Make-A-Wish Canada, applauded the vision and leadership of both legacy organizations for taking the step to unite into a strong team ready to revolutionize and grow wish-granting in Canada.

"This is a significant and exciting time as our two organizations join forces on a quest to bring every eligible child's wish to life," he added.

Both organizations have long operated independently, but with similar guiding missions, visions and values, and every year have provided hundreds of children with life-threatening illnesses the opportunity to realize their most heartfelt wish, giving them the strength to endure their treatments and build resilience.

The integration will be phased in over the next 12 to 24 months. Make-A-Wish Canada aims to grant approximately 2,600 wishes in 2022, which is approximately 1,000 more wishes than granted independently by the legacy organizations in 2018.

"We are bringing together our collective best practices, relationships and strengths, making us stronger than ever and able to serve even more children and their families," said Chris Kotsopoulos, co-CEO of the new combined organization.

Co-CEO Jennifer Klotz-Ritter added that with up to 6,000 children in Canada facing a critical illness and complex medical needs each year, uniting the two organizations is an important step toward their goal of ensuring every eligible child's life-changing wish is granted.