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

If you’re like most people, you probably think of cold, hard reactions: You might get anxious, nervous, or even excited at the thought of being asked to give money. But for those of us, like most people, you probably think that the real value of fundraising is bringing donors together with the causes they care about.

What many people don’t realize is that donors also value the role of fundraisers. After all, it is the fundraisers who ensure that the support of these donors is available to the causes and organizations they care about.

In fact, a study by the Giving Institute found that donors are most likely to support an organization if they feel that the organization is using their contributions wisely and effectively. And, they are more likely to continue giving to an organization if they feel that their contributions are making a difference.

The value of fundraisers is not just in the money they raise. They also play an important role in building relationships with donors. A study by the Association of Fundraising Professionals found that donors who feel respected and valued are more likely to give again.

So, the next time you hear the word ‘fundraising’, think about the real value it brings to the causes and organizations that need your support. And, remember that your contribution can make a real difference.

**About the Author:**

Jennifer Johnstone is the President and CEO of Vancouver’s Central City Foundation. She is also a member of the working group that formulated the new narrative. She says that the narrative will give fundraisers an opportunity to see their role in a new light.

**Source:**

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

While economic prosperity for women in rural Kenya is on the rise, the same cannot be said for men. “Most Kenyan men today live lonely lives,” Richardson says.

In rural Kenya, the Billion Bee Initiative has provided more than 400 families to date with income-generating activity, including former Maasai warriors, so they can become beekeepers and honey producers, instead of being armed and impoverished because they so often hurt others or other game for food.

Mr. Richardson, who is president and CEO of Vancouver-based OceanBore Systems Inc., a director of Ducks Unlimited, and on various boards, is expanding the Billion Bee program with WE Charity to help bring pollinators back to Africa in Ecuador, Ethiopia and Haiti.

“My objective is to help give men a purpose and a profession to help them shed their 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 Karen and Scott Gilchrist, founded WE Charity, a development projects to help young Canadians experience the power of self-empowerment. Through the years, the organization has helped over a million students work together in gardens, libraries andaptorious poverty in rural communities. However, Mr. Richardson says, “I can’t sit idly by, knowing that millions of people around the world are living in the same circumstances.”

As a result, Mr. Richardson has been working closely with the United Nations and countries like Kenya to bring pollinators back to Africa. He has encouraged his program to expand to the region, and he is now expanding to support farmers in Ecuador, Ethiopia and Haiti, and includes two education scholars to Canada’s
domestic resources.

“Helping young people here in Canada understand and take action on this issue will be Dave’s greatest gift,” says Mr. Gilchrist. “InDave’s words, ‘We’ve both roof a profound warning about the fragile state of our global environment.’”

Billion Bee Initiative Takes Flight in Kenya

Beekeeping gives menapurpose while also increasing pollinator populations.

Mr. Richardson’s Billion Bee Initiative has so far provided more than 400 families to date, training and assisting community members, including former Maasai warriors, to become beekeepers and honey producers, instead of being armed and impoverished because they so often hurt others or other game for food.

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domestic resources.
Top 10 in the world.

Best in Canada.

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

We couldn’t be more proud.

We’ve come this far fuelled by the generosity of our donors. Together we’ll inspire, invent and deliver tomorrow’s care, today. Let’s build a healthier world.

Support us at tgwhf.ca/top10 or 416-603-5300.
 BREAKTHROUGHS

TOGETHER WE CAN ACCELERATE DISCOVERIES AND CHANGE LIVES.
vhqfoundation.ca/brain

It’s about time


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 children in regions like San Pedro Sula, Honduras, and 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.

When a life is destined to be short, doing something memorable is a priority—even if it means forgoing Christmas. Audrey Doyle, whose wedding the heart was experiencing, attended Christmas Eve with Santa and Rosie's who was one of the first events. Edwards Syndrome, and her son for 25 years.

We needed a special events that was for their family to recognize Santa with their baby daughter was true at Canuck Place, a children's hospice organization that provides care to children with life-threatening illnesses and their families.

Mike and Audrey Doyle’s daughter was born with Thuy 18, a genetic condition also called Edwards Syndrome, and spent her last years at Canuck Place.
The Salvation Army assisted more than 1.6 million 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 education could impact the rest of their lives. She returned to school but quit when combining studying and caring for an newborn became too much for the young mother.

In 2018, Robin was directed to The Salvation Army’s Grace Haven in Hamilton, Ontario, and she enrolled in a program to support 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 is aiming to become a social worker.

“At Grace Haven, I completed my high school education while my son Silas attended the on-site child-minding program,” she says. “Knowing Silas was safe and well cared for allowed me to focus on school. Grace Haven helped me 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’s impossible for young women to achieve educational goals and 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 a rising incidence of brain injuries and conditions— one in three Canadians faces the impacts behind VGH & UBC Hospital Foundation’s initiative to raise $35 million for its Brain Breakthrough campaign.

“The brain defines us as individuals— how we think, feel and function. Where something goes wrong with your brain, it affects 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 way we perform our daily tasks and often way from other diseases,” she adds. “That’s why early diagnosis and faster treatment are essential to provide patients with a youth 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, Li Ka Shing Rehabilitation Centre and a combination of the three.

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

“On Brain Breakthrough 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, ensuring the best care for all British Columbians,” she says. "Connecting the power of philanthropy with the power of health care innovation enables us to go beyond the limits of public funding to allow things that would otherwise not be possible. And our Brain Breakthrough campaign will.

“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.”

Last year, cousins Derian and Keiyan 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.

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

Natural disasters such as floods, forest fires and hurricanes can have devastating impacts on Indigenous communities every year, compromising their impact outreach. With a generous gift from The Spall Foundation, the Red Cross is working with these communities to enhance their capacity to deliver vital services on their own terms, strengthening the resilience of the communities and improving the health and safety of Indigenous family units as a whole, says Daryl Cross.

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

“First Nations communities typically have a lot of strength and knowledge on how to deal with disasters. The Red Cross is collaborating with communities to enhance their capacity to address these issues.”

Identifying pervasive challenges, such as lack of available care, is a key to improving the lives of Indigenous communities.

The project has received support from several levels, including funding under the way for meaningful engagement in the future. In Saskatchewan, a federal-provincial agreement was signed with the Prince Albert Indian Band Council (serving 32 First Nations) in northern Saskatchewan, and in Manitoba, the Canadian Red Cross is working with more than 40 Indigenous communities.

Mr. Feely adds, “We're seeing a genuine desire for a range of disaster risks. The project has helped the Canadian Red Cross to develop and scale Community Engagement Strategy, which is transferring the way it works with Indigenous communities, says Mr. Feely.

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

“Working with the communities, to deliver care where it's needed most,” says Mr. Cross.

The Ontario SPCA and Humane Society

Delivering Animal Care Where It’s Needed Most

For many pet owners in Ontario, it’s an anxious time for their families. For many communities, leaves pets in need of care.

While the Ontario SPCA has been working with Indigenous communities in Manitoba for many years with the support of the federal government and other partners, a transformational gift from the Pet Valu Foundation in 2016 enabled the organization to develop new ways, alongside Indigenous communities, to address risks and deliver a level of care in northern Ontario.

The Ontario SPCA and Humane Society has already performed 300 spay/neuter procedures, preventing over 1000 puppies and kittens to enter the system.

The Ontario SPCA and Humane Society launched their SPCA Spall Mobile Animal Wellness Services unit, a 38-foot trailer made possible by a grant from the Pet Valu Foundation. With the help of local partners, the unit is taking wellness services to the communities, delivering mobile services and helping to build community capacity.

Ontario is a very big province, and there are many varying communities within it. The Ontario SPCA is working with Indigenous communities – the partners we have gained, and the trust we have built from each other and come from a place of respect to create the needle on issues that are important.”

• Wellness checks and vaccinations

• Microchips

• Neuter procedures, preventing over 1000 puppies and kittens to enter the system.

• 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 underserved areas live long, healthy, happy lives with their families,” says Mr. Vaillancourt. “It’s good for pets, it’s good for people, and it’s good for our communities.”

More information: ontariospca.ca/mobileservices

Together we will create healthier communities for pets and people.

ONTARIO SPCA AND HUMANE SOCIETY

DELIVERING ANIMAL CARE WHERE IT’S NEEDED MOST

By: Daryl Cross, chief human programs & community outreach, Ontario SPCA and Humane Society.

Learn more at ontariospca.ca/mobileservices

ONTARIO SPCA AND HUMANE SOCIETY

To help deliver animal care services and wellness where it’s needed most, the Ontario SPCA and Humane Society collaborated with the Pet Valu family of stores through its Going Back Project for providing a grant to make our SPCA Mobile Animal Wellness Services unit possible.

Services include:
• Spay & neuter surgeries for dogs and cats
• Microchips
• Wellness checks and vaccinations

Learn more at ontariospca.ca/mobileservices

FROM YOU’RE GOING TO BE OK TO YOU’RE GOING TO RUN 5K

West Park Healthcare Centre has a long history of helping people recovering from serious illness and ill services back to their homes, back to their families and back to doing what they love. Now, we are preparing to meet the challenges ahead. We are raising $80 million through the Go West Park 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.

The Canadian Red Cross provides disaster relief during times of crisis. For more information, visit spallfoundation.org.
Donors are instrumental in supporting Sunnybrook Health Sciences’ research initiatives

**For 10 years, our minimally invasive structural heart program was supported entirely through philanthropic contributions. That means there are over 200 people 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

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

Dr. Jon Dellandrea

“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 the philanthropic community isn’t a super wealthy. In fact, it’s the sum of every single donor that allows Sunnybrook to do its life-saving work.”

**Give today and save moms and babies.**

cusointernational.org/savelives
TRANSFORMING WEST PARK

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

When Joycey Romeo was diagnosed with spinal sarcoma, a rare cancer that affects soft tissue, her doctors told her she would need to walk for 25 years and jump up and down to stop the cancer spreading to her hip.

The mother of six arrived at West Park Healthcare Centre one week after surgery feeling scared and alone.

But once she was in her room in the rehabilitation unit, she was immediately greeted by a nurse who took care to make her feel safe and welcome.

“Thank you,” she thought to herself. “They have recognized you have no dignity in the beginning, but these nurses were my light, my family.”

Romeo believes helped build her resilience.

“I am back in the kitchen making homemade pizza and laser cutting for my kids,” she says. “I’ve been a hairdresser for 25 years, and I am back to work. I am walking slowly, but I am walking.”

FROM PAGE 1

TORONTO GENERAL: THE IMPACT OF TECHNOLOGY

“...people are getting back to their homes and environments and improving the level of care and the level of knowledge, it is one contributes – plus the research that is likely changing how mental health is delivered on a day-to-day basis.”

A health world is very much a part of our agenda,” he says. Looking ahead, Dr. Smith says the OHD study also highlighted mental health risk factors such as trauma, victimization, housing, transportation, nutrition and lack of family support. Dr. Youville, mothers participate in parenting programs to promote sexual orientation. “We give young moms the courage to utilize their strengths and achieve their treatment, academic and parenting skills,” says Dr. Smith.

The CHD study also highlighted mental health risk factors such as trauma, victimization, housing, transportation, nutrition and lack of family support at Youville, mothers participate in parenting programs to promote sexual orientation. “We give young moms the courage to utilize their strengths and achieve their treatment, academic and parenting skills,” says Dr. Smith.

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FROM DATA TO CULTURE TO ACTION
How to foster a stronger culture of giving in Canada

BY TEREZA MARKOVA, MA, CFRE
CED, RIDEAU HALL FOUNDATION

The Association of Fundraising Professionals has chapters across Canada. 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.

FROM DATATO CULTURE TO ACTION
How to foster a stronger culture of giving in Canada

Undoubtedly, civic engagement is a hot topic across Canada this fall. One week prior to the federal election, Elections Canada data indicated a record 20 per cent increase in advance voting compared to rates in 2015. While this suggests a growing consensus for democratic action, it’s worth remembering that the very idea of social cohesion depends on one participation – which goes beyond voting – and that rates of philanthropy 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 end of the year is a critical time for the sector to ask for support and it is the perfect opportunity for leaders and supporters of Canada’s non-profit and charitable sector to play a key role 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 others and on the importance of cultivating empathy, not only in ourselves, but in our institutions. Paying more attention to giving patterns stand 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.

Sunnybrook
Visit impossibleneedsyou.ca to read more of Myla’s story.

Myla brought us unconscious and unresponsive. A sudden brain aneurysm 36 weeks pregnant. Myla brought us her worst And we gave her our best. 14 specialized doctors 2 complex surgeries at once Saved not one life, but three.

The impact of the sector (and its reliance on volunteerism) cannot be overstated, whether it’s by bolstering scientific research or enhancing healthcare, safeguarding our environment, or enriching our communities through arts and culture. The strength of Canada’s charitable sector is a valuable 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 asset.

• Actively communicate with donors and tell the stories of impact of the sector – how you have been changing for the better.

• What could not 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.

• Undeniably, civic engagement is a hot topic across Canada this fall. One week prior to the federal election, Elections Canada data indicated a record 20 per cent increase in advance voting compared to rates in 2015. While this suggests a growing consensus for democratic action, it’s worth remembering that the very idea of social cohesion depends on one participation – which goes beyond voting – and that rates of philanthropy 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 end of the year is a critical time for the sector to ask for support and it is the perfect opportunity for leaders and supporters of Canada’s non-profit and charitable sector to play a key role 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 others and on the importance of cultivating empathy, not only in ourselves, but in our institutions. Paying more attention to giving patterns stand 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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Myla brought us her worst And we gave her our best. 14 specialized doctors 2 complex surgeries at once Saved not one life, but three.

Where Impossible Becomes I’m Possible
The Duke of Edinburgh's International Award inspires young people aged 15 to 24 from diverse backgrounds to pursue their goals. Your donation will help us help these achievers and even more young Canadians succeed.

DONATE NOW AND INSPIRE YOUTH

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.

GROWING PAINS

At the Toronto Foundation’s Vital Signs report launch event (from left) Jay Pitter, award-winning playwright and author, and guest speakers Juniper Locilento and Mussarat Ejaz.

TORONTO'S GAINS OFFSET BY GROWING PAINS

New voices are needed to fight inequality, says Toronto Foundation president.

“Many small and mid-sized charities here in Toronto are doing the tough work to fight inequality, but need more financial support to scale up their successes,” says Ms. Averys. “Worried small and mid-sized charities are seeing the widespread impacts of the stagnant incomes of racialized populations, newcomers and young people who have had no inflation-adjusted increases over the last 10 years. In contrast, Canadian-born, white, long-time residents across the city are experiencing significantly worse 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 handiwork of a city being increasingly entrenched inequality despite massive growth. Toronto's gains are offset by growing pains.

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Hélène Bombula Liemba includes...

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

The numbers are staggering: each year an estimated 280,000 women worldwide die in childbirth, and 2.2 million suffer stillbirths. With 50 percent of the maternal mortality rate reported from just six countries, Canadian fundraisers are focusing on building a bridge between the community and local health systems.

The scale of the challenge facing women in these countries is enormous. While a large portion of the women in the DRC don’t have access to health services, and if care is available it’s often afforded because of the fear of death and exposure in the first place, more than 50 percent of women are transferred for care at home due to a lack of power, cost or distance. This is building capacity in these countries to expand the skills of midwives and giving birth to a generation of health-care workers that will also lead the care for the next generation of mothers.

In DRC, this training was co-developed with Dr. Cyriaque M solidarity and Consultat de Prélage-Sage femme Technique et de l’Etat pour le soutien de la Soins dans le BUT. In keeping with Cuso’s mission to advance gender equality and empower women, this project emphasizes the role that midwives can play in advancing fundamental rights of women. A woman must not be subjected to abuse or mistreatment. She must be able to give informed consent. She has the right to health-care services free from discrimination. She has the right to be free of violence and abuse. She has access to health services that are available at a level of care, and has the right to give birth without coercion or other violations of her bodily autonomy.

“We really wanted to build a bridge between the community and health system by encouraging greater collaboration between the midwives and the community health workers.”” says Astrid Boiss, Cuso’s health and technical advisor for international programs.

The results so far are rewarding. Cuso has recorded more than 250 maternal deaths, and the reduction in maternal mortality in the four target countries, the initiative has reduced more than 300 million lives and more than 1,300 women have been trained. Hélène Bombula Liemba 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 surgery, and she didn’t make it to the hospital because we didn’t know how to do surgery. She had a lot of medical training, which was quite difficult. Then one day, people thought she would have her life, but for years, I witnessed how the sad and terrible impact that she had died when we were kids. We’re not only training midwives, but we see that we’re saving a woman’s life in a life-threatening experience. We motivate each other, and when we see that we’ve saved a woman’s life, that’s something very strong.

One mother who noticed a difference was the same age as her mother and was not treated with the same respect. A midwife at Cuso’s Midwives Saves Lives program in training a generation impact in four African countries to where it is building a bridge between the community and the local health systems.

Canucks help make communities a better place for people with Down syndrome.

Digital transformation is a pressing issue for everyone, but especially in charities because their constrained resources mean they have to adapt quickly and to the pace of change. In the digital age, funding models, the way people give, digital infrastructure, the way we track the impact of the work, the organization as a whole, everything is changing, and it is an exciting time for charities.

The way donors and supporters engage with charities first must develop as strong digital strategy and a digital roadmap that includes digital fundraising tools, virtual engagement and mobile-optimized websites. In a digital economy, they don’t have to worry about their website, technology, email engagement, social media or any of the other elements of the digital strategy; the strategy must be focused on building a strong digital strategy. It is a new way of doing business, it has to be done right, and it has to be done now.

To monitor the impact and the change that is happening due to Cuso’s efforts and training – not just on our own model, but in a digital economy – is really rewarding,” she says.

You’re encouraged to cause, but you don’t have the same attachments to individual organizations from older generations. The younger generations have found success in engaging with other forms of investment, which has given rise to the creation of new ways to give to their causes. The digital landscape is constantly changing, and it is an exciting time for charities.

The motivation is there, the motivation to give and the motivation to give to causes that are meaningful. But to motivate people, we need to understand what motivates them. The younger generations are motivated to give to causes that are meaningful. But to motivate people, we need to understand what motivates them.

Youth-led initiatives globally are giving less in financial donations. They also likely need multiple ways to get involved in the beginning, such as being asked to sign a petition, or sign up for updates. They also likely need more updates. They also likely need more updates.

There is also a sense that change is happening due to social media and the rise of digital media. Some organizations are committed to causes, but they don’t have the same attachments to individual organizations from older generations. Some organizations have found success in engaging with youth by offering lower investment ways to get involved in the beginning. Some are asking people to share the news on their social media channels. They also likely need more updates. They also likely need more updates.

We motivate each other, and when we see that we’ve saved a woman’s life, that’s something very strong...

Hélène Bombula Liemba includes...
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 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 has an “arm’s length” relationship with the federal government. It is time to do whatever it takes.

For 60 years, CF Canada has been funding world-leading research, resulting in exciting advances in medications. With your support we can continue to fund breakthrough research, put new advances to work and ultimately change the lives of all people living with CF.

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. The goal of the new organization is to grant the wish of every eligible child across Canada.

“If this is a significant and exciting time as we are two organizations join forces on a quest to bring every eligible child their wish,” said Chris Kotsopoulos, co-CEO of the new organization.

But society is changing, and data from Canada’s leading charities are showing a growing need for innovation or strategic growth in the sector – not being filled by government or philanthropy. While some donors are giving more of their portfolios to Canada’s charities, many are responsible for the charitable sector, not the government.

Ms. Locilento, the sector needs meaningful law and policy reform and a renewed relationship with the federal government – something that makes the charitable sector shine.

Ken Mayhew, president and CEO of The William Osler Health System Foundation and chairman of the Association of Fundraising Professionals Canada’s (AFP) board of directors, says it is time for CF Canada and Make-A-Wish Canada to join forces.

The integration will be phased in over the next 12 to 24 months. Make-A-Wish Canada is expected to continue as baby boomers age.

A recent overview of its economic and social health. The implementation of the recommendations of the Special Senate Committee on the Charitable Sector’s recently released report are implemented.

Ken Mayhew agrees the sector is facing a critical illness and complex medical needs each year, 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 presents recommendations which NGOs should be responsible for their implementation.

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