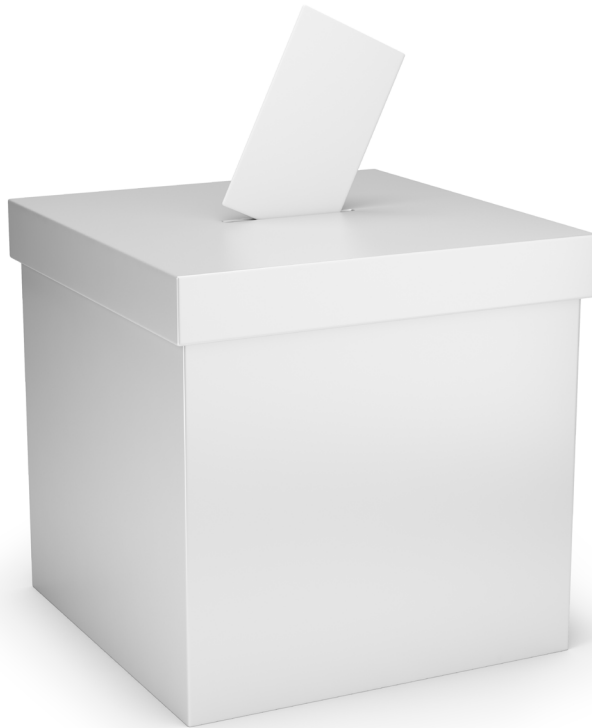


Association of Fundraising Professionals Canada 2021 Election Toolkit

Tools for members and colleagues in the nonprofit sector for 2021 Federal Election



Context

As leaders in the charitable sector, AFP members and chapters have a responsibility to raise the profile of the issues faced by our sector. The upcoming federal election provides a unique opportunity to be heard by those wishing to represent us.



This short toolkit offers tools to raise the profile of the fundraising profession and the nonprofit and charitable sector among candidates. We encourage you to take a few moments to peruse this document. We invite you to consider how you can advocate for our sector and those we serve when you attend a debate in your riding, share posts on social media or speak with a candidate when they knock on our door.

You have an opportunity to raise the profile of our important work and impact during this election. We hope you'll join us and help to strengthen our sector and profession. Thank you!

How to use this toolkit

Each decision made by our federal politicians can impact the efforts of everyone in our sector who makes the lives of Canadians better.

To ensure our politicians understand the importance of those decisions on the charitable and nonprofit sector, AFP Canada developed this toolkit for AFP members, AFP chapters, and other fundraisers and nonprofit professionals to use in the 2021 federal election campaign.

We encourage you to advocate on behalf of our sector by using these tools when meeting your local candidates, attending local or regional debates, or commenting on social media about the election. We also invite you to share this toolkit with your peers and colleagues.

AFP Canada's priorities for the 2021 federal election:

1. Establish a home in government for the charitable and nonprofit sector.
2. Ensure an equitable recovery from the COVID-19 pandemic.



You can make a difference

Every Canadian can and should make their voice heard in a federal election. You can advocate on behalf of the nonprofit and charitable sector about the issues we face in serving Canadians. This toolkit was designed to help.



How you can make a difference:

- **Engage** with **local candidates** when they knock on your door or when you see them at community events:
 - ask about their experience with charities;
 - encourage them to learn more about nonprofits and charities in their community; and
 - ask where they stand on our priorities.
- **Attend** candidates' **debates** and ask questions—we have prepared some for you.
- **Share** responses to questions on social media using hashtag **#fundraisersvote**.
- **Vote**—and encourage others to vote. To find your voting location, go to www.elections.ca.

Background

Our sector

This federal election is a critical event for Canada and for Canadian charities and nonprofits. There are **170,000 charitable** and nonprofit organizations in Canada, and over 86,000¹ of these are registered charities. The sector generates **\$176 billion in income, employs nearly 2 million people and accounts for over 8.4%² of Canada's GDP** (more than the oil and gas or financial sectors).

170,000 charitable and nonprofit organizations in Canada, over 86,000 are charities

Approximately \$18.5 billion in donations received by Canadian charities annually³

Contributes over 8.4% of Canada's GDP

Despite its contribution to Canada's GDP, the charitable and nonprofit sector does not have distinct ministerial, regulatory, or organizational administration in the federal government. By comparison, the industries with similar contribution percentages to Canada's GDP (construction, finance, and mining, oil, and gas extraction) all have federal ministers, secretariats, or entire government departments dedicated to their sector or industry.⁴

AFP

The Association of Fundraising Professionals' mission is to stimulate a world of generosity and positive social good through fundraising best practices. Since 1960, AFP has been the standard bearer for professionalism in fundraising. The association works to advance effective and ethical philanthropy by providing advocacy, research, education, mentoring, collaboration and technology opportunities for the world's largest network of professional fundraisers. AFP's 26,000 members in more than 240 chapters raise over \$100 billion annually for a wide variety of charitable organizations and causes across the globe. **AFP has inspired global change and supported efforts that have generated over \$1 trillion.**



AFP Canada, a nonprofit formed in 2017, was created to bring a Canadian perspective to AFP's government relations and communications. As part of the broader AFP Global network, AFP Canada serves as the voice of the fundraising profession. AFP Canada represents 3,200 fundraising leaders based in 21 chapters across the country working to support causes and missions that help Canadians from coast to coast to coast.

We focus on national government relations and communications initiatives targeted to demonstrate the profound impact that professional fundraising has for the causes we serve, whether

before government, in the media, with regulatory entities, boards, donors or even within charities. Highlighting this impact is the core of AFP Canada's work.

Learn more about [AFP Canada](#), [our policy priorities](#) and the [impact](#) of our work.

AFP Canada's government relations work is focused on advocating for an environment that strengthens effective and ethical fundraising to encourage giving. Our vision is that more asking will lead to more giving and greater impact for the causes we serve.

AFP Canada policy priorities for the 2021 election

1. Establish a home in government for the charitable and nonprofit sector. Advantages of this priority include:

- The government benefits from the impact of and connections to our sector beyond the current tax legislation and regulation by Canada Revenue Agency.
- Government programs include the charitable sector which amplifies their benefit to Canadians.
- AFP members and nonprofit leaders have relevant data to understand giving trends, sector specific research, charity informed decision making and shared research with helpful outcomes.

2. Ensure an equitable recovery from the COVID-19 pandemic by investing in equity-seeking charitable organizations and those serving disadvantaged and marginalized communities. Advantages of this priority include:

- Long-term plans to build resilience in the charitable sector to continue to respond to the increased demands on the community due to COVID-19.
- Specific funding programs to address:
 - organizations that have had catastrophic reductions in revenues due to government mandated lockdowns; and
 - organizations that are seeing unprecedented service demands due to the pandemic.
- Donors encouraged to continue support for charities knowing there is less risk of closure of charities and nonprofits.

Our priorities have been selected to benefit charities and nonprofits now and in the future. What is good for the charitable sector is undeniably good for all Canadians. Become informed. Act now for Canada.



PRINT THIS PAGE TO KEEP BY YOUR DOOR OR TO TAKE TO A FORUM

Questions to ask the candidate at the door:

1. What will you do to help ensure that local charities get the support from government they need to respond to expanded service demands due to COVID-19?
2. What experience do you have volunteering at or leading a charity in our community? Specifically, how will this shape your priorities if you are elected to represent me in the House of Commons?
3. How will you engage government on behalf of charities if you are elected?

Suggested questions to ask at a forum/debate (in-person, or copy into Q & A for online events):

1. Can each of the candidates provide their detailed volunteer efforts with charities and nonprofits in the last five years? And, how will this experience help if they are elected to serve in the House of Commons?
2. COVID-19 has been catastrophic for many charities and those who depend on them. How will you work to ensure that charities have the funds needed to continue offering important services in our communities?
3. The nonprofit sector generates \$176 billion in income, employs nearly 2 million people and accounts for over 8.4% of the Canada's GDP. That's more than the oil and gas or financial sectors. But those sectors have their own secretariats, ministers and even entire federal departments devoted to their work. The nonprofit does not. Do you think that's fair for a sector that affects so many Canadians across the country, and what would you do to change that?

Follow-up example to show how charities are treated differently from other sectors:

Through Statistics Canada we can find out about the number of asphalt shingles produced every 35 days, but it takes years to produce data on giving trends and rates. The most recent data on tax filer donations is from 2019. At this rate, we won't learn about pandemic impacts until 2023, which is unacceptable for a sector that positively affects Canadians' lives. What will you do to help the charitable sector have more timely information?

Share your experience and candidates' responses

Are you attending a debate, talking to a candidate, or have some election news to share that affects our work in the sector? Share it using AFP Canada's election 2021 hashtag: **#fundraisersvote**

Sample Tweets or Social media:

An equitable recovery means supports across the charitable sector. Let's help ensure every Canadian is more resilient. **#fundraisersvote**

The Canadian nonprofit sector is as large as the oil and gas & finance sectors. But it doesn't have its own department or minister. It's time to change that NOW! **#fundraisersvote**



- ¹ Canadian Charity Law (2018). Key statistics on Canada's charity and non-profit sector; https://www.canadiancharitylaw.ca/blog/key_statistics_on_canadas_charity_and_non_profit_sector/
- ² Statistics Canada (2021). The Daily—Non-profit institutions and volunteering: Economic contribution, first quarter 2021; <https://www150.statcan.gc.ca/n1/daily-quotidien/210628/dq210628c-eng.htm>
- ³ Rideau Hall Foundation (2018). 30 years of giving in Canada; <https://rhf-frh.ca/our-initiatives/giving/thirty-years-of-giving-in-canada/>
- ⁴ Government of Canada (2021). List of federally regulated industries and workplaces; <https://www.canada.ca/en/services/jobs/workplace/federally-regulated-industries.html>

Appendix 1: AFP Canada’s 2021 election priorities—detailed information:

POLICY PRIORITY 1: ESTABLISH A HOME IN GOVERNMENT

Despite contributing 8.4% to Canada’s GDP, the charitable and nonprofit sector does not have distinct ministerial, regulatory, or organizational administration in the federal government. By comparison, industries with similar contribution percentages to Canada’s GDP (construction, finance, and mining, oil, and gas extraction) all have federal ministers, secretariats, or entire government departments dedicated to the sector or industry.⁵

The most significant thing that the government could do to ensure charities’ ability to meet the wide-ranging needs of Canadians today and in the future would be to designate a home in government for the sector.

The pandemic has shown how acutely needed a home for our sector is. The lack of coordination—which results from not having one central place in government—hinders the sector in trying to create a unified response, promulgate best practices and ensure all nonprofits have access to government tools and resources. For example, with no department considering our sector (or serving as a point of contact for us), the charitable sector was ignored by the Canada Emergency Wage Subsidy (CEWS) and other emergency support programs. The sector was only added after our omission was brought forward by the sector itself!

The Special Senate Committee on the Charitable Sector’s report, “Catalyst for Change: A Roadmap to a Stronger Charitable Sector,” included among its recommendations that the government create a secretariat on the charitable and nonprofit sector.⁶ A home would provide a stronger framework to develop data-driven, charity informed policies that would foster a stronger sector and result in increased programs and services for Canadians.



⁵ Government of Canada (2021). List of federally regulated industries and workplaces; <https://www.canada.ca/en/services/jobs/workplace/federally-regulated-industries.html>

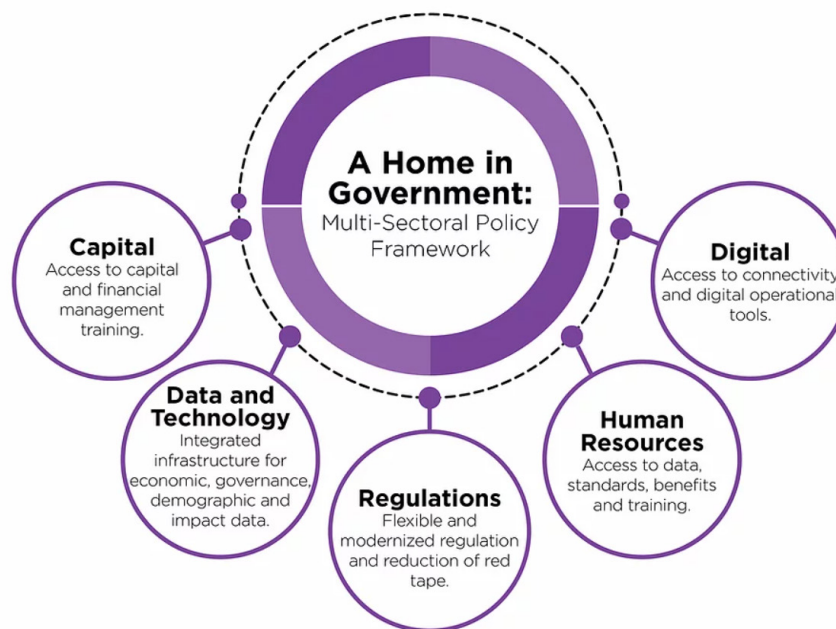
⁶ Senate of Canada, Special Senate Committee on the Charitable Sector (2019). Catalyst for Change: A Roadmap to a Stronger Charitable Sector; <https://sencanada.ca/en/info-page/parl-42-1/cssb-catalyst-for-change/>

In March 2021, the government released its response to that report in which it indicated that it “supports the creation of a single-window into government for the charitable sector.” However, it did not offer details or a timeline for implementation. The time is now for the government to prioritize the charitable sector and to move forward with this essential proposal.

Numerous benefits would flow from being housed in one agency that has the mandate to promote the sector. Issues such as modernization and data collection, which have hampered the sector’s progress in the past, would occur in a collaborative environment with consistency in actors and process.

What difference will it make?

- The sector will be a higher priority and allowed to access government incentive programs (such as the [Mitacs](#) funding for national research initiatives, where the sector couldn’t apply before 2014).
- The sector could be eligible for such initiatives as the [Small Business Hiring Credit](#) and tax based economic incentives with amendments that make sense for non-taxable entities (i.e.: not have to fight to participate in COVID-19 relief efforts, such as [the Canada Emergency Wage Subsidy \(CEWS\) program](#)).
- When competing for government granting programs, the sector will be eligible like all other sectors to account for administrative and overhead investments.



Source: The Nonprofit Coalition (2021). <https://www.nonprofitcoalition.ca/>

POLICY PRIORITY 2: ENSURE AN EQUITABLE RECOVERY FROM THE COVID-19 PANDEMIC.

On January 15, 2021, Prime Minister Justin Trudeau issued a supplementary mandate letter to the Minister of Families, Children, and Social Development which included the direction to “continue to work across government to ensure that charities and non-profits have the tools they need to modernize as they emerge from the pandemic to support the government’s overall agenda in a manner that responds to the need of Canadians in every region.”

The pandemic has laid bare the inequities faced by low-income and racialized communities in Canada. Ensuring an equitable recovery is paramount to our country’s future prosperity. Given its proximity to equity-seeking groups, the charitable sector will play a key role in that recovery.

AFP’s recent study *What Canadian Donors Want* found that 71% of Canadian donors and 62% of non-donors agree that the government should support charities financially to help them recover post-COVID-19. AFP applauds the federal government’s targeted investments in Black communities as part of Budget 2021, specifically the \$200 million to establish a new Black-led Philanthropic Endowment Fund and \$100 million for Supporting Black Canadian Communities Initiatives which helps support capacity building in the community, including Black-led nonprofits.

However, while these investments were positive steps, they cannot fully address the needs of equity-seeking groups which have been historically underfunded. For example, Black-led organizations in Canada receive \$0.07 for every hundred dollars granted by Canadian philanthropic organizations, according to Unfunded: Black Communities Overlooked by Canadians.⁷ And recent research shows that “even though Indigenous people are about 4.9% of the population, Indigenous Groups received just over one half a percent of gifted funds.... Indigenous Groups are getting about \$1 for every \$178 given to non-indigenous groups.”⁸

AFP urges the federal government to specifically invest in equity-seeking charitable organizations—both because they are best positioned to understand and respond to the needs of their local communities and because they have been historically underfunded and thus limited in their ability to build capacity to attract private philanthropy. AFP also urges the federal government to extend the Canada Emergency Wage Subsidy through the pandemic recovery. This program has been a significant factor in preventing closures of charities and nonprofits.

Extending COVID-19 relief will help charities become more resilient, further encourage investment from donors and funders, and strengthen the charitable sector’s capacity to meet needs in communities across Canada.

⁷ Carleton University (2020). *Unfunded: Black Communities Overlooked by Canadian Philanthropy*; <https://www.forblackcommunities.org/assets/docs/Unfunded-Report.pdf>

⁸ Canadian Charity Law (2021). *Canadian Charities giving to Indigenous charities and qualified donees—2018*; <https://www.canadiancharitylaw.ca/blog/canadian-charities-giving-to-indigenous-charities-and-qualified-donees-2018/>

Appendix 2: General guidelines for charities during federal elections in Canada

Organizations can be a powerful voice for legislative and regulatory change in Canada. Because most of our members are employed by registered charities, AFP Canada recommends following these guidelines before and during an election:

- Generally, all activities of your organization during the election period must be focused on policy or legislation, and NOT the candidates or political parties.
- Charitable organizations, and representatives speaking on behalf of organizations, **cannot publicly endorse or oppose a specific candidate or a specific political party.**
- In general, **candidates from each of the three major federal political parties must be given the same opportunity** (time, visibility, exposure) to participate in any event that hosted by a charity.
- If you invite one candidate to visit your organization (e.g., a meeting, a tour, etc.), **you must invite the other candidates from each of the major federal political parties.** The visits do not need to happen at the same time, and not all candidates need to accept your invitations, but candidates from all major parties must be invited.
- Though you are not required to do this, you may wish to include candidates from other political parties (e.g., Bloc Québécois, Green Party of Canada) in your activities.
- Your organization cannot post messages (online or at your location) or issue public statements in support of or in opposition to a specific candidate or a specific political party.
- Individuals associated with your organization (employees, board of directors, volunteers, etc.) **can assist political candidates or parties in a personal capacity.** However, they cannot link this work to the work of your organization in any way.
- When a political party or candidate supports a policy that is also supported by your organization, **you may promote the policy but cannot directly or indirectly support the political party or candidate.**

For further information:

- Elections Canada: <https://www.elections.ca>
- Canada votes: Election 2021 (Imagine Canada): <https://imaginecanada.ca/en/covid19-advocacy>

