Charities and nonprofits change lives
Creating a secretariat would enable the sector to be stronger and more effective

The charitable sector plays a critical role in the lives of millions of Canadians every day. There’s a lot more the government could be doing to support the success of the sector.

Aaron Sanderson
Board Member and Chair, AFP
Government Relations Committee; Board Member and Chair, AFP’s Development Officer, Kids Help Phone

The 3,000 AFP members in Canada are leaders in the charitable sector – a sector that contributes over 8 per cent to Canada’s GDP annually. They raise funds for organizations large and small. They support arts, culture, shelters, emergency services, health care, education and social justice. Their fundraising efforts help fight poverty, hunger, climate change and inequalities in Canada and around the world.

That’s why, alongside our friends at the Association of Fundraising Professionals Canada, The Globe’s Editorial Department was not involved.
The intersection of philanthropy and investment
Flow-through shares fund charities and mineral exploration

The conversation is always how much can I give away and how much can I give in a tax effective way? We are an enabling for generous people who want to give away their money.

Ron Bemberud, Founder and CEO, PearTree Canada

considered during policy decisions and before legislation and regulations are developed.

Cindy Boll, a member of AFP’s government relations committee and director of philanthropy at Waypoint Care Centre for Mental Health Care, says a tax effective way for residents of British Columbia to give away their money is to establish a foundation.

A critical part of charitable giving is conveying the message that giving in an effective way is possible and that it can highlight the impact that money can have on improving the quality of life for those in need.

The tax war has a critical role in the lives of millions of Canadians every day. You think about the impact that the government could be doing to support the charitable sector, you think about the potential to build the sector to be more effective in communications and fundraising, to build the sector to be more effective in communicating the impact that giving can have on improving the quality of life for those in need.

A critical part of charitable giving is conveying the message that giving in an effective way is possible and that it can highlight the impact that money can have on improving the quality of life for those in need.

The war things that have some great conservation to reinforce the importance of giving to those people who are suffering, those people who are in need, and those people who are in pain. We really need the charitable sector to be engaged with those people who are suffering and those people who are in need.

People deeply appreciate the charities they’re engaged with, and that’s one of the reasons why people have a deep appreciation of the average Canadian, and that’s where a home in the country helps to reinforce the importance of the sector.

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Member, AFP’s Government Relations Committee, Director of Philanthropy, Waypoint Centre for Mental Health Care

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Mineral exploration plays a crucial role in the economy of Northern and Canada, providing jobs and investment that help communities combat an economic environment that offers little hope of the same financial caliber. But the sector also provides a significant benefit that few Canadians know about. Mineral exploration and development play a significant role in providing purchasing dollars to charities and nonprofits across the country through flow-through shares donated by wealthy mineral exploration companies.

Toronto-based PearTree Canada launched the first flow-through share donation platform to enable donors to access the tax benefits that accrue from subscribing to these donating flow-through shares, thus providing socially

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Mineral exploration plays a crucial role in the economy...
CAWST is tackling the world’s water crisis by making water knowledge common knowledge.

Progress is impossible without water.
Hand pumps break down.
Wells dry up.
But knowledge endures.

How we do it

1. Technology needs to be simple and affordable
   We help organizations identify simple, affordable and sustainable technological solutions they can implement themselves.

2. Skills and knowledge must reside locally
   For technology to succeed, it needs people behind it with the right knowledge and skills. CAWST provides education and support online and in-person to build the capability of people who are passionate about helping their communities.

3. Relationships are key
   CAWST is active in more than 100 countries. When someone comes to CAWST for help they join our expansive global network, connecting them to others from across the world to share ideas. Together, we can reach more people faster with better water and sanitation.

To learn more about CAWST’s work in-action, please read about Anil’s story here: cawst.org

CAWST is addressing one of humanity’s most challenging issues. I had the privilege of seeing the enormous leverage of this small, but mighty charity when I visited East Africa with them in 2017. I witnessed how effective and scalable CAWST’s model is. CAWST is on a trajectory to make an even greater contribution and what it needs now is fellow philanthropists to come together and support its goal of helping 100 million people by 2030.

David P. O’Brien, O.C.
Board Chairman and Major Donor
Tackling the global water crisis

Helping communities solve water, sanitation and hygiene challenges

When a person has safe, water, their world changes. It’s essential for a child to grow up, be healthy and go to school, and for parents to earn a living and contributing members of their security. Water has the power to change everything.

Shana Curry (CEO, Centre for Affordable Water and Sanitation Technology) says: "I’ve been in the field for 15 years and I can tell you..."

Margarita Bustos de la Sierra: "They broke the束缚 of Philippius Village, Nagap, Amapa, Brazil."
Accelerate Your Charitable Giving

Servicing donors and charities from coast to coast to coast.

Discover how our unique flow-through share donation platform reduces your after-tax cost of giving.

peartreecanada.com  peartreecanada
Collaboration is key for the new Peel Memorial
Improving health care access and equity and building hospital capacity in Brampton, Ontario

In 1954, community members and volunteers came together to build the original Peel Memorial Hospital. Fast forward nearly 60 years and collaborations at all levels ensure a vision of a new hospital campus.

The new Peel Memorial will be a game-changer for the diverse and growing community, says Ken Mayhew, president and CEO, William Osler Health System Foundation (Osler Foundation).

"In the heart of the city, Peel Memorial will bring together the outpatient clinics, day surgery, imaging, surgery and other life-changing health services already operating on the current site. This is the beginning of a new chapter in the lives of people in Brampton. We have been meeting with friends and supporters – both new to our cause and some who have been with us for generations – and we are seeing a lot of pride and excitement for the plans for the next phase of Peel Memorial and for William Osler Health System," says Mr. Mayhew.

While the community is most excited to build a brighter future for health care, more than 80 per cent of people do not realize that community fund has not per cent of necessary equipment and in per cent of the hospital is in Brampton, or Osler, he says, adding that this is known as "true value.

"We want people to know that their contributions – regardless of the amount – will make a meaningful difference," he says, noting that even small donors show those who care give larger or transformational amounts that there is a tradition of support and belief in the project.

"Every gift matters, and modest donations often provide the proof of concept that inspires others to give," says Mr. Mayhew, adding that "Peel Memorial is a responsible and sustainable investment for Brampton-City Council has committed $5.6 million toward the required local share for Peel Memorial, while W.O. Bateman's, Osler Foundation will sell fundraising, Hoskins night in Brampton, raised more than $5.6 million for the new hospital last year.

Support from service clubs – the Brampton and District Osler Foundation – and businesses represents a meaningful contribution of Peel Memorial – and businesses of all sizes are stepping up to ensure the success of the hospital.

"We are pleased to partner with the Peel Memorial Centre for integrated health and well-being, we are all in this together," says Ken Mayhew, President and CEO, William Osler Health System.

DONATE WITH CONFIDENCE

"I am very pleased that the will of my friend, Robert, has been fully respected and that his legacy has been used to provide the maximum well-being to those he wanted to help."

Maison du Père Foundation is privileged to have the support of thousands of loyal donors who take to heart the dignity of those who find themselves in situations of homelessness or great precariousness.

Ken Mayhew, President and CEO, William Osler Health System

VETERANS NEED YEAR-ROUND SUPPORT

Veterans are most other of need on Remembrance Day in November when Canadian honors those who have served – and currently serves – in the Canadian Armed Forces and the RCMP but veterans need support all every day of the year, says Samantha Laprade, director, Dementia, Legacies National Association (GNA).

Mr. Laprade says veterans face many challenges including brokenness, mental health and wellness, financial struggles and transitioning from the military to civilian life.

Founders say our charitable organizations operating at any length from the Royal Canadian Legion, the UNF funds programs and activities that support returning military veterans and help those who may not have access to the support they require.

"We are encouraging people to think about how they can give as a way to support our four pillars: Veterans’ Health and Wellness, Scholarships and Bursaries, Memorialize of Remembrance, and Remembrance Contests for Children to encourage the tradition of remembrance through visual arts, writing and music."

learn more - maisondupere.org

LEAVE A LEGACY OF SIGHT AND HOPE
Learn more about leaving a charitable gift in your will, and other planned giving options.

Toll-free 1-800-585-8265

"We have been meeting with friends and supporters – both new to our cause and some who have been with us for generations – and we are seeing a lot of pride and excitement for the plans for the next phase of Peel Memorial and for William Osler Health System,

Ken Mayhew

President and CEO, William Osler Health System
New hope for pancreatic cancer treatments

Marathon of Hope Cancer Centres Network supports clinical trial to increase personalized treatment based on an individual’s cancer genetics

In 2023, approximately 3,400 Canadians are diagnosed with pancreatic cancer. For many, the future is bleak: with a five-year survival rate of just 8 or 9 per cent, pancreatic cancer is one of the deadliest cancers.

The Terry Fox Research Institute (TFRI), through its Marathon of Hope Cancer Centres Network (MOHCCN), is aiming to change those statistics by funding a new clinical trial that uses personalized sequencing to help match patients to appropriate treatments, individualized therapies.

Dr. Erica Tsang, a medical oncologist at the Princess Margaret Cancer Centre and assistant professor at the University of Toronto, is one of three researchers co-lead the “Marathon of Hope Geno-Name Sequencing to Inform Novel Treatments Portfolio (MAGNETO) trial,” along with Dr. David Reznik (BC Cancer) and George Zoghaby (LJI/Rock Institute of The McGill University).

She says that advancing personalized therapies for pancreatic cancer is needed if we want to improve outcomes for patients diagnosed with these deadly cancers.

“We have some targeted therapies for pancreatic cancer, but these options are not available for the majority of our patients,” she says. “The MOHCCN has the vision to create a national network where Canadian patients have access to different genetic sequencing. The MAGNETO trial takes the sequencing information to the next step — offering patients new and innovative options for care based on the hope of improving survival and quality of life.”

The next generation of clinical trials where one-size-fits-all personalized treatment based on an individual’s cancer genetics, rather than a one-size-fits-all approach.”

Dr. Tsang emphasizes the trial, which will take place at ten hospitals across the country, but hopes to expand beyond that, could start within the next year.

These clinical collaborations are a key aspect of the MOHCCN, which brings together hospitals, research universities and health authorities to accelerate precision oncology. The MAGNETO trial is partially funded through the network’s Pan-Canadian Projects Program and is an evolution of a TFRI research program, sharing the importance of long-term funding to find new and effective cancer treatments.

Dr. André Adlibi, the MOHCCN’s executive director and director of the Molecular Oncology Research Unit at the Montreal Clinical Research Institute and professor of medicine at the University of Montreal, says that by supporting the development of the innovative trial, patients will have a chance to be part of a possible new front in treating the disease.

Evolved by the Government of Canada with Banting Fund since 2005, MOHCCN aims to create Canada’s largest cancer research centre — the Gold-CoHr — initiating 5,000 cancer genomics with individual data. This data is key to accelerating precision cancer medicine that targets the unique genetic and biological characteristics of each patient’s cancer.

The MOHCCN and its partners are committed to developing the Gold CoHr to keeping ahead of cancer care evolution.

“If a project everyone believes in,” he says. “It’s a result, the rapidity with which we’re accruing the cases and analysing at 1,500 to 1,500 per year. Hopefully we’ll be able to reach 4,000 within the next couple of years.”

He acknowledges the success of MOHCCN for several factors. He notes TFRI support, the good will of Terry Fox, which I think inspires patients, and the support of his colleagues, leaders in the field.

The MOHCCN is also supported by the federal government and provincial governments through funding from the Canadian Institutes of Health Research. A leading multi-institution research network, it brings together cancer research and patient care across Canada. We have a fantastic chance to be able to have a huge impact.

Dr. Morrice recognizes the impact of early detection and the cancer care system’s own treatment. Diagnosed with pancreatic cancer in 2019, Morrice says genetic sequencing and the work of the MOHCCN has changed his life.

“I don’t know what my future holds, but I know the MOHCCN is making a difference for patients like me and others living with pancreatic cancer.”

With these treatments, I have a hope. Hope is relative, in my case, it is not that I have got some good quality of life. For others, it means there’s hope for the next generation of people for five or six or 10 years from now. And then I just have the hope that maybe we’ll be onto something new, and hope makes you feel good,” he says.

“It would be an underestimation for us to say that we’re grateful for the Terry Fox Foundation that made this all happen.”

Support research. It is changing my life in a significant way and, just can’t thank people that have the wherewithal to do it enough, to essentially with pancreatic cancers. To know that this kind of support behind the research really does make a difference,” he says.

Learn more marathonofhopecanaccents.ca. terryfox.org.ca

INVESTING IN BASIC BRAIN RESEARCH

Brain Canada, Kembell Health Initiatives, and the Women’s Brain Health Initiative, with the support of The Elka lions Foundation and Hewie Frofton of Canada, will live by providing 950,000 dollars a year over the next four years to a new brain health research program.

Each researcher will receive 118,000 from Brain Canada’s focus on investigating mental health condition including depression, anxiety, and post-traumatic depression, with a significant emphasis on sex-specific factors in differences.

The three Canadian researchers and their teams are: Lisa Gables at Centre for Addict and Mental Health, Dr. Scott George at University of Toronto, and Dr. Stephanie Bellodi at University of Calgary. With the support of their brain health research program funds basic research that will provide insight into the cause, onset and course of mental health condition, explore the role of sex and gender in mental health.

Learn more braincanada.ca
Parents of children with thalassemia major in Canada and elsewhere are con-
tinuing to advocate for the needs of their children. This includes a campaign to pro-
bably fund treatment, research, and support for children with thalassemia major. In
Canada, one such organization, the Thalassemia Therapy Foundation, has been
working to raise awareness and funds for thalassemia research and treatment.

We’ve been caring for our community since 1925.

Now, we are building the new
Peel Memorial Hospital
to transform health care in Brampton.
We are proud to continue our legacy
alongside our growing, vibrant city.

Happy 50th Birthday, Brampton!
Finding a cure for kidney disease is a driving force with our work, and Canadians’ generosity powers the research that can one day create a world without kidney disease.

Elizabeth Myers
National Executive Director, The Kidney Foundation

By itself, Operation Eyesight Universal, founded in Calgary, Alta., over six years ago, is aiming to restore eyesight to a rural village in South Asia and Africa affordable price-free. But reaching that goal will require support from governments, businesses, and private donors, says Myers. Under the international organization’s ‘secrets sauce’ is the ‘secret sauce’ that enables the charity to continue in global eye health mission to prevent blindness and restore sight. The need is as great as 1 billion people in the world are living with avoidable or treatable blindness and 39 percent of the world’s blind are women and children. Elizabeth Myers, National Executive Director of Operation Eyesight Universal, has been a key driver in making Operation Eyesight a success. Elizabeth Myers
National Executive Director, Operation Eyesight Universal

Operation Eyesight’s ‘secrets sauce’

Long-term donors crucial to charity’s global eye health mission

Let Terry’s legacy inspire yours

Terry left an enduring legacy and example for us all: to show compassion, to give back, to make a difference.

Consider a legacy of hope. Become a Founding Member of the Terry Fox Legacy Circle today.

terryfox.org/legacy | 1 888 836 9786

Working toward a world without kidney disease

The Kidney Foundation celebrates its 60th anniversary

As it celebrates its 60th anniversary, The Kidney Foundation of Canada is reflecting on the tremendous strides in kidney care that have been achieved with the decades, while also focusing on more research breakthroughs, outreach programs and advocacy efforts to make treatments more accessible for people affected by kidney disease.

When the Kidney Foundation was founded in 1954, people living with kidney disease had few treatment options, if any, for financial and emotional support. says National Executive Director Elizabeth Myers.

Today, beyond advocacy and research, The Kidney Foundation also works closely with key stakeholders to ensure the dual goal of improving the lives of people with kidney disease and prevent the disease.

As the leading charity connected to eliminating the burden of kidney disease, the organization has funded groundbreaking research that has helped improve treatments and care awareness about kidney disease, organ donation and transplantaion, says Myers. Myers, an internationally recognized researcher and leader in the field of kidney disease, is also the chairman of the board of directors of the Kidney Foundation’s Research Council. Dr. Walter Nieschlag supports the organization by guiding investments into nutritious research aimed at finding new treatments and helping patients experiencing kidney disease to live fuller outcomes.

“With a role I take very seriously, not least because our mission is to help restore sight to people who are blind with cost-free, transformative funding from The Kidney Foundation,” he says. “The organization is part of a team of donors who have brought forward a more sensitive cross-discipline approach to treat people suffering from kidney disease, he says, while inviting contributions from fellow Canadians to help the organization work toward a cure and a lifetime quality of life for people now and in the future.

“Finding a cure for kidney disease is a driving force with our work, and Canadians’ generosity powers the research that can one day create a world without kidney disease,” says Myers.

Learn more by donating today.

An Operation Eyesight Universal community health worker teaches eye health in a village in West Bengal, India. Community health education is one way Operation Eyesight works to eliminate avoidable vision loss, impaired
In the aftermath of Yellowknife’s evacuation last summer due to the threat of wildfires, the Adventist Development and Relief Agency (ADRA Canada) supported the returning community. This process provided the agency with insights into the challenges faced by the population, leading to a new initiative to build resilience and address food security in the Northwest Territories capital.

ADRA is the global humanitarian arm of the Seventh-day Adventist Church. It delivers relief and development assistance to people in over 100 countries—regardless of ethnicity, political affiliation or religious association.

ADRA Canada was working on designing a wildfire response plan as part of its emergency preparedness strategy, says Ray Fankhauser, the NGC’s senior national program manager. However, given the speed of the evacuation and how widely the population dispersed, ADRA instead focused on the immediate needs of the returning residents, using funding secured from the GC Agency for International Development. The agency reached people who required assistance through local radio, print media and social media, says Ray Fankhauser.

“We created an electronic process whereby people could submit requests for assistance. Once their identity and residency were validated, we provided direct electronic transfer of funds,” he says, adding several hundred families were assisted through that process.

Building on the goodwill generated from this financial assistance program for returning residents, ADRA, in coordination with local challenges and demographics, engaged in international arms to conduct a needs assessment and to design a program focused on resilience, specifically addressing the limited accessibility of healthy food due to soil contamination from mining and the costs associated with transporting both produce to the area.

The result is the Seeds of Change project, which provides local residents with healthy seeds to grow potatoes for their return to Yellowknife residents.

Mr. Fankhauser notes the project also aims to address the psychological impact of the unprecedented созд. “Even if you clean up the soil, people will not accept that it is ‘safe,’” he says. “So, we designed a project where we would bring in topsoil from Quebec.” He further explains that some people will place the planter boxes on large balconies, while others might use them in their basements in a way similar to cardboard gardening. The community identified priority demographics – seniors, low-income, refugees and those who are most vulnerable during which ADRA is providing seeds. The aim is to eventually establish a greenhouse in a community garden, enabling people without access to private property the opportunity to grow food.

“We are also providing small pots for children. They can decorate them and have a sense of ownership, and by participating they will also be encouraged to grow food,” says Mr. Fankhauser. During the second week of this initiative, ADRA distributed 1,900 planters to local residents with seeds, fertilizer, tools and approximately 1,000 potato sets. The response was enthusiastic.

“Ray Fankhauser and some of the gardening equipment. Yellowknife residents requested participation in the potato seed distribution because they were interested in reconnecting with the land and reconnecting with their communities. Many people said this was one of the best things ADRA had done for the community since the evacuation. Participants expressed gratitude that ADRA was still thinking about them after the storm,” he says.

“On the ground, we saw people with tears in their eyes. We saw families planting together,” says Mr. Fankhauser. “We also observed a strong community response. The children were excited and eager to participate. It was a beautiful moment for all of us.”

On the strength of this great volunteer and community response, ADRA is now organizing emergency preparedness groups which will also regularly engage in environmental cleanup activities. Ray Fankhauser, Senior National Program Manager, Adventist Development and Relief Agency

Canuck Place provides palliative care for over 920 children with complex life-threatening illnesses and the families who love them. You can give short lives the gift of great days. Don’t wait. Donate.