

# GIVINGTUESDAY

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## Giving back in cash and kind

GivingTuesday celebrates and unlocks generosity to inspire positive change

With the dust of Black Friday and Cyber Monday now starting to settle, Canadians are being urged not to close their wallets just yet and remember that today is GivingTuesday, a time to give back in cash and in kind and celebrate generosity with communities in 80 countries around the world.

Founded 11 years ago in the U.S., GivingTuesday encourages everyday acts of generosity ranging from donations of money and goods to displays of kindness that can be as simple as a smile.

GivingTuesday is now the largest global movement celebrating and unlocking generosity to inspire positive change in communities around the world, says Jane Ricciardelli, chief operating officer and acting CEO at CanadaHelps, one of the founding partners that brought GivingTuesday to Canada in 2013.

And just as Black Friday marks the start of the Christmas shopping season, GivingTuesday signals the start of the Christmas giving season, she adds.

"As Canada's largest platform for online donating and fundraising, our team was inspired by the concept and wanted to bring GivingTuesday north," says Ms. Ricciardelli. "Since then, the movement hasn't stopped growing, and over the last 10 years, an estimated six million Canadians have participated."

On GivingTuesday last year, Canadians donated \$43.6-million on platforms that kept track of their giving, including \$11.4-million through CanadaHelps.

Unlike most other days dedicated to specific philanthropic causes, GivingTuesday is an open-ended movement that provides a platform for all charitable groups to participate, says Ms. Ricciardelli.



GivingTuesday inspires community movements to rally charities, schools, local government, businesses and others to support causes they care about. ISTOCK.COM

“GivingTuesday is now the largest global movement celebrating and unlocking generosity to inspire positive change in communities around the world.”

**Jane Ricciardelli**  
Chief Operating Officer and acting CEO at CanadaHelps



"For example, GivingTuesday Spark encourages youth to get involved in giving, and #GivingEveryTuesday aims to get people giving year-round," she says.

Other charities and non-profits have also used GivingTuesday to create their own creative campaigns, such as #GivingZooDay, which has been used by zoos to raise funds for the animals they care for, or #GivingShoeDay, which was used to collect gently used shoes for people in need.

In Canada, GivingTuesday has brought together more than 40 community movements led by volunteers who rally charities, schools, local government, businesses and others to get involved in the movement and celebrate locally or around a specific cause, adds Ms. Ricciardelli.

The movement is not only focused on financial giving.

"GivingTuesday is the world's largest generosity movement and encourages people to give in creative

ways to help others," she says. "Whether it's making someone smile or helping a stranger, every act of generosity counts, and everyone has something to give."

The ongoing impact of COVID-19 and the rising cost of living means GivingTuesday this year is even more important for many Canadian families who are struggling to make ends meet.

"Many charities are seeing a significant increase in demand for their services, declining donations, fewer volunteers and staff burnout after two and a half long years of adapting and operating in a global pandemic," says Ms. Ricciardelli. "It's imperative that Canadians give what they can this holiday season."

While the money donated to charities on GivingTuesday is important, other acts of kindness also make an impact. For example, last year in Waterloo 3,000 stockings were stuffed with gifts for kids and

seniors, 464 scouts participated in acts of kindness across Canada, 24 turkeys were donated to families in need in Edmonton, and 51 puppies and dogs were rescued in Collingwood.

"GivingTuesday is a day dedicated to giving in all forms," says Ms. Ricciardelli. "I encourage all Canadians to join millions across the country and around the world who are performing an act of kindness, volunteering, fundraising, donating or supporting their favourite cause or charity in another way."

GivingTuesday is also a reminder of the impact made by everyone involved in philanthropy, says Lisa Davey, vice president of the Association of Fundraising Professionals Canada and a GivingTuesday founding partner.

"On this day dedicated to giving, AFP wishes to thank you – charities, donors, volunteers and professional fundraisers – for all that you do to make the world a better place," adds Ms. Davey.

Teresa Marques, president and CEO of the Rideau Hall Foundation, a national charity that brings together ideas, people and resources to enhance the impact of the Office of Governor General, and a supporter of GivingTuesday, says everyone has something to give and every act of generosity counts.

"Whether it's helping a neighbour or a stranger, volunteering for your favourite organization or supporting causes through donations, GivingTuesday is an opportunity for people around the world to stand together in unity (and) to use their individual power of generosity to remain connected and come together to build a kinder and more caring community, country and world for all," says Ms. Marques.

## DONOR SUPPORT HELPS BGC OKANAGAN BUILD STRONG FUTURES FOR YOUTH

"BGC Okanagan is grounded in the power of collaboration and co-operation to achieve a common purpose, and we are grateful this GivingTuesday will have an even bigger impact to our non-profit organization thanks to the Stober Foundation's commitment to match all funds raised," says BGC Okanagan CEO Jeremy Welder.

BGC Okanagan along with the YMCA of Southern Interior B.C., two charities that support thousands of children, youth and families every day, have been named the Stober Foundation's charities of choice for this year's Tree of Hope campaign,



BGC Okanagan provides young people opportunities to have new experiences. ISTOCK.COM

meaning every dollar donated will help twice as many children and families access services for their health and well-being.

Mr. Welder says the generous donors who care about building strong futures for young people enables BGC Okanagan to provide young people opportunities to have new experiences, discover and achieve their dreams, and grow up to be healthy, successful and active participants in society.

Clubs provide before and after school care, daycare, recreation and youth and family support programs and services that help all young people discover who they are, what they can do and how they can get there. They focus on growth and development, food security for children and their families, offering a safe, barrier-

free place where everyone belongs and are supported in areas of mental wellness and guidance to be the best they can be, says Mr. Welder.

"A great deal of our work also focuses on youth and the risks they face while navigating life's challenges. Through collaboration with other community-based organizations they help prevent, rather than react to, school disengagement and youth homelessness through the Upstream Kelowna program," says Mr. Welder.

"We run the only youth shelter in the Okanagan Valley. With more funding, we hope to expand the Upstream program to other communities and vision a future where the shelter doesn't have to exist," says Mr. Welder.

Information: [bgco.ca](http://bgco.ca)

# GIVINGTUESDAY

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SCAN TO GIVE

**MS** Multiple Sclerosis Society of Canada





# More questions than answers

With the support of donors and partner organizations, Brain Canada is funding bold science to improve brain health

Our brains determine who we are, how we think, our emotions and interactions with people and places as well as movement and the function of the body's organs. But science is only just uncovering the surface understanding of how the brain functions, says Dr. David Park, a Brain Canada board member and chair of the organization's research committee.

The complexity of the brain, with its more than 80 billion neurons and other cells, has influenced Brain Canada's "one brain" approach that supports funding projects across the spectrum of research beyond neuroscience to include, for example, genetics, chemistry, engineering and the social sciences.

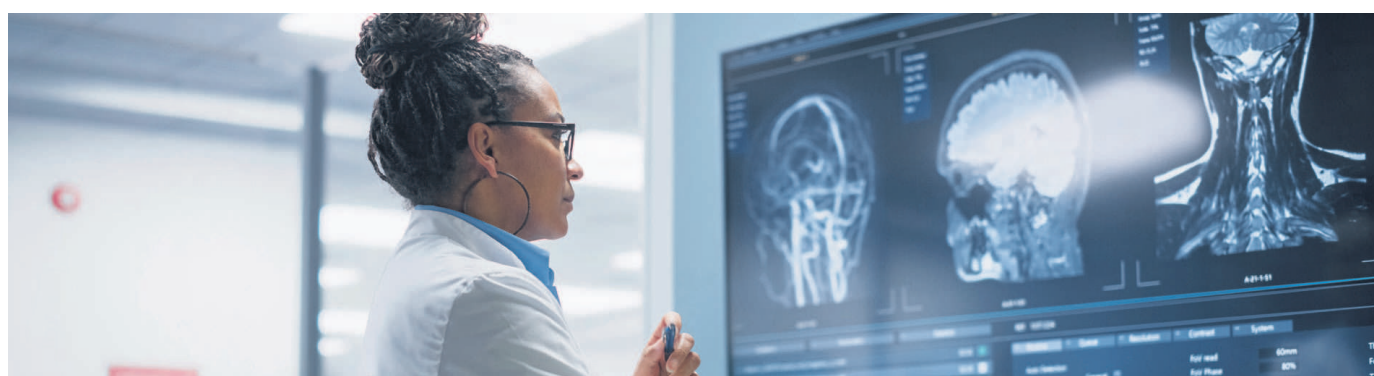
The organization has been instrumental in making the case for the brain as a single, complex system and emphasizes the need for increased collaboration across disciplines and institutions.

Brain research is crucial for understanding the normal function of the brain and then developing strategies to deal with the issues that arise when the brain misfires, says Dr. Park.

"When something is not quite right with the brain, the consequences are dramatic. Whether it's neurodegeneration, epilepsy, mental health or one of many other disorders, it's incredibly important to understand normal brain functions to be able to treat the condition."

He says foundational knowledge – like answering questions such as, 'what is memory' – is critically important to advance that understanding, and Brain Canada plays a major role in building support and connecting the brain research community.

"There are lots of incredible organizations in this complex arena,



Our brains determine who we are and how we think – but science has a long way to go in understanding how the brain functions. Brain Canada builds support and connections in the brain research community. ISTOCK.COM

“ Brain research is crucial for understanding the normal function of the brain and then developing strategies to deal with the issues that arise when the brain misfires.

**Dr. David Park**

Brain Canada board member and chair of the organization's research committee



and Brain Canada is the glue that brings people together to talk to one another," he says.

Brain research is resource intensive, says Dr. Park, and the organization plays an important role raising funds because it can leverage support from many different sources including the federal government, universities, philanthropists, charities and foundations.

That ability to pool resources and secure matching funds attracts individual and corporate donors and private family foundations like the Henry and Berenice Kaufmann Foundation, says Janis Lee Levine, the foundation's president and executive officer.

The Henry and Berenice Kaufmann Foundation is the legacy of Ms. Levine's great aunt and uncle.

"We come from a medical family and recognize the critical importance of research, particularly in the areas of chronic pain, dementia and neurodegenerative diseases like Parkinson's," says Ms. Levine, noting that, like many other donors, the fam-

ily has personal connections to these health conditions.

"People very often give because they have a personal connection – there's someone in their network or family that is impacted by a particular disease. There's a thread that pulls people in to do what they can," she says.

Ms. Levine says seeing headlines that celebrate multimillion-dollar donations can be intimidating.

"That's out of the ballpark for most people. I hope everyone realizes that giving \$10, \$20 or \$50 makes a difference because all those donations become part of the pool of funds that can support ground-breaking research," she says.

The foundation also values how Brain Canada communicates with its donors.

"They are very open and share information," says Ms. Levine, adding the organization's support for teams with researchers based in different areas of the country also appeals to them as does Brain Canada's funding for young scientists through its Brain

Canada Rising Stars Trainee Awards program.

"We want to support innovation through our funding and encourage others to get others involved. The brain is critical in all aspects of human health and development," says Ms. Levine. "Looking across Canada, and internationally, the most important thing is for organizations to share knowledge and work together for the common good."

"GivingTuesday extends beyond the act of making a donation. It is part of a broader movement, one that encourages us to reflect on the way we give to ensure we have the biggest impact possible. It is about taking action in a meaningful way to address the most pressing needs," says Dr. Viviane Poupon, Brain Canada president and CEO.

"We still have so many questions to answer about the brain. But, with the support of our generous donors and dedicated partners, Brain Canada is funding bold science for brain health and getting one step closer to improving the well-being of all."

## NEW WAYS TO VOLUNTEER TIME AND TALENT

Generosity, the foundation of the GivingTuesday movement, can be demonstrated in many ways – through a financial donation or by giving time and talent as a volunteer to strengthen communities and contribute to the social sector.

Last year, Statistics Canada released a study based on the 2018 *General Social Survey on Giving, Volunteering and Participating*, which found that 79 per cent of Canadians aged 15 years and older reported volunteering.

But the COVID-19 pandemic has led to a significant decline in volunteering in organizations across the country, says Volunteer Canada's president and CEO Dr. Megan Conway. "It's a pretty worrisome trend that we are looking at addressing at the national level," she says.

"During the pandemic, we saw a greater upswing in informal volunteering: neighbours supporting neighbours, hyper local support, mutual aid, folks really rethinking how they were giving of their time and their energy to more immediate and close-at-hand challenges or issues within their community," says Dr. Conway.

However, many organizations were forced to reduce their workforces, including volunteer engagement managers and staff who sup-

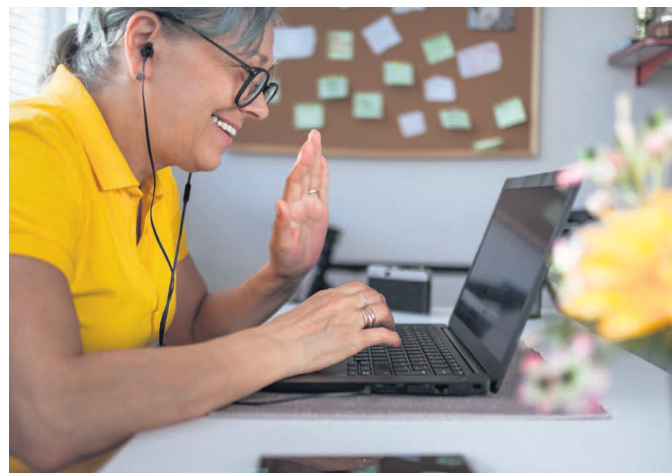
ported connections with volunteers, says Dr. Conway, explaining the decline in "traditional" volunteering as charities and non-profits across the country continue to adapt and find ways of engaging their volunteers, especially being mindful of health and safety regulations.

Seniors, who have historically given the greatest number of volunteer hours, are also the group that is most cautious about health and safety protocols as they consider rejoining the organizations where they previously volunteered. A survey by Volunteer Victoria found that while respondents' commitment to volunteering remains strong, there is a shift in how older volunteers plan to use their voices and spend their time, says Dr. Conway.

"They will not be returning to the status quo," she adds.

GivingTuesday is an opportunity for people who have volunteered in the past to reach out and reconnect with those organizations or causes they felt really strongly about.

"Depending on your circumstances, there could be opportunities to get involved through virtual volunteering with causes across the country. You don't necessarily have to volunteer in a physical space. There are diverse ways of participating that I think are every bit as



There are opportunities to get involved through virtual volunteering. ISTOCK.COM

meaningful," says Dr. Conway.

For people who may be considering volunteering for the first time, she suggests reflecting on the things that motivate you and that you are interested in seeing changed, and then finding organizations where there is a match with that cause. If you are not sure where to start, try connecting with the local volunteer centre in your community.

Volunteering doesn't necessarily require big blocks of time – such

as four-hour shifts – there are also micro-volunteering opportunities where, if you only have an hour, you can find an organization that only needs an hour of your time.

"Organizations are getting really savvy as to how they engage volunteers through skills-based volunteering or through other models. There are opportunities to give your talent and energy in all sorts of ways; do your research, reflect and then reach out," says Dr. Conway.

Companies are also creatively re-imagining their commitments. Volunteer Canada hosts a Corporate Community Engagement Council of more than 20 national corporations that are leading corporate community engagement work through their employee base.

Throughout the pandemic, Volunteer Canada facilitated several virtual volunteer programs for employee volunteers in its bid to help employees gain more knowledge and contribute to their communities. One example is an Accessibility in Action program with the StopGap Foundation where volunteers help to map accessibility challenges in communities.

Some of the other initiatives where Volunteer Canada provides national leadership in the sector include a Volunteer Centre Council that connects local volunteer centres from across Canada to facilitate advocacy and research into the issues facing volunteering and strengthen Canada's volunteer infrastructure.

The organization is also currently the host of the Canadian Knowledge Hub on Giving and Volunteering, a source of information for individuals and organizations around patterns and trends in giving, volunteering and participation.

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# New first-of-its kind centre to address inequities in mature women's health care

Expanding clinical capacity, research, education and advocacy for women as they age



There are glaring inequities and misconceptions around women's health issues as they age, says Dr. Wendy Wolfman, director of the Menopause and Premature Ovarian Insufficiency Clinics and holder of the Carol Mitchell Chair in Menopause at Mount Sinai Hospital. SUPPLIED

A new Centre for Mature Women's Health at Sinai Health in Toronto, Ont., will act as a "one-stop-shop" to address the spectrum of health challenges that women face as they age. The new centre, located at Mount Sinai Hospital, will double the number of patients that specialists at Mount Sinai Hospital can see every year.

The Sinai Health Foundation has launched a campaign to raise \$50-million to expand the hospital's internationally recognized program in mature women's health and bring together all clinical specialties in a single space to improve access to care and break down silos, says Maxine Granovsky Gluskin, co-chair of the Sinai Health Foundation Board.

Currently the hospital's Mature

Women's Health Program provides care to more than 2,500 women a year from across Ontario and is a national referral centre for some specialized areas of care such as women experiencing premature menopause.

"We provide excellent care, but some of the clinics have wait lists of more than a year," says Ms. Granovsky Gluskin.

"Our unprecedented focus to raise funds for a new Centre for Mature Women's Health is a direct response to the urgent need to expand and accelerate our efforts on all fronts, including clinical capacity, research, education and advocacy for women as they age," says Ms. Granovsky Gluskin.

"Not only will this ensure that we are providing the best evidence-based care possible, but through

research, education and advocacy, we hope to drive advancements in how care is provided beyond our centre, both provincially and nationally. And by educating the next generation of physicians via our fellowship and elective programs, we can extend our reach internationally," says Louis de Melo, CEO, Sinai Health Foundation.

Dr. Wendy Wolfman, director of the Menopause and Premature Ovarian Insufficiency Clinics and holder of the Carol Mitchell Chair in Menopause at Mount Sinai Hospital, says there are glaring inequities and misconceptions around women's health issues as they age.

"From perimenopause through menopause and post-menopause, mature women's health issues are under-represented in care and

research," she says. "We are only beginning to have open and honest conversations about the health challenges that many women encounter as they get older. It is critical that we send the message that help is available for women with symptoms, but we must also build capacity and expertise in the health-care system."

Dr. Wolfman adds that a myriad of health symptoms brought on by menopause affect up to half of Canada's population at the worst possible time in their lives – when they're at the peak of their careers and often caring for other family members including parents and children.

The vision for the centre will be realized over three phases. Phase one will raise \$15-million to address the most urgent needs including securing leadership for the centre, increasing immediate capacity for clinical care, advancing fellowship training, and leading advocacy and public education.

Phase two will focus on investing in state-of-the-art equipment, mobilizing research efforts, adapting medical education and cultivating future leaders, while phase three will support core research operations, lay the foundation for long-term collaboration and establishing first-of-their-kind Chairs in emerging fields related to mature women's health.

Implementation of phase one priorities will begin when the foundation has secured the necessary philanthropic commitments.

"The first priorities will be appointing a director for the centre, sustaining a fellowship program to expand clinical capacity and train clinicians, and developing a public education program," says Mr. Louis de Melo, adding that during this time fundraising will continue for the subsequent phases.

To learn more about the new Centre for Mature Women's Health: [maturewomenshealth.ca](http://maturewomenshealth.ca)

## SURVEY STATISTICS

A recent Nanos Research survey commissioned by Sinai Health Foundation of more than 1,200 women across Canada, 40 years of age or older, found:

- Sixty per cent of respondents reported having experienced at least one symptom of perimenopause or menopause, yet half said they have not consulted a health-care practitioner about symptoms of perimenopause, menopause or pelvic floor disorders. This is largely because they believe what they are experiencing is normal or don't know what normal is.
- Concerningly, nearly half of respondents have not heard of pelvic floor disorders, yet 50 per cent of women over the age of 50 will suffer from one.
- Approximately 50 per cent of respondents reported experiencing symptoms like night sweats, sleep problems, weight gain and fatigue; however, just under one in 10 associated each of those symptoms with perimenopause.
- About 90 per cent of respondents said they are comfortable talking about their perimenopause symptoms with a doctor, yet less than half have actually spoken with a physician about their symptoms.
- More than a third of respondents were not aware that treatment options exist for menopause and perimenopause. Only half of the respondents who had consulted their doctor about menopause, perimenopause and pelvic floor disorders were prescribed treatment.

## There are more than 1,000 brain diseases and disorders out there.

## It only takes 1 reason to support research.

## What's yours?



[braincanada.ca/donate](http://braincanada.ca/donate)

Janelle Drouin-Ouellet is a Brain Canada-funded researcher studying the effects of aging on the brain, providing insights into new treatments for diseases like Parkinson's and Alzheimer's.

