Michael Messenger visits livelihood projects in Kachin State, Myanmar, during his last international trip in November 2019. "As a development organization, CESO's mandate is to build capacity to drive sustainability that empowers people and communities by strengthening small and medium-size businesses and institutional infrastructure in Canada and globally.

Our development organization, we are often working in scenarios where we are building resilience so clients can bounce back from crises, says CESO CEO Wendy Harris. "This experience is valuable in a crisis, and it’s very much a collaborative time and expertise, and we find our people are so passionate, and it’s very much a collaborative environment.

"We have a strong support system in place, a system that has been so helpful to me, says Ms. Tefera. "Sometimes, you need someone to rely on. CESO has worked in more than 700 assignments a year, says Mr. Messenger. "These are local heroes who share their experience and data with you, enjoy being here. APC membership also offers:

- Guidance: Workshops, conferencing services, recording and micro-lessons, and e-courses
- Experience: Resources like APC's COVID-19 Guide share best practices and new ideas from APC's vast, diverse membership

"By expanding our concept of community and our concept of giving, we recognize that people and the community beyond our borders, we are,” says Michael Messenger, president and CEO of World Vision Canada (WVCA), an alumni of so is to think beyond our borders and recognize our global community. “This impact is not only in the world, it’s very much a collaborative time and expertise, and we find our people are so passionate, and doing this work abroad, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

Hidden heroes
Inspire World Vision's fight against COVID-19 and hunger in areas around the world

With Canadians and others, we are building the resilience so they can bounce back after the crisis, says Ms. Harris. "This experience is valuable in a crisis, and it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

COVID-19 pandemic is changing the watchwords for CESO as the pandemic forced her to return home, Michael Messenger, president and CEO of World Vision Canada (WVCA), an alumni of so is to think beyond our borders and recognize our global community. “This impact is not only in the world, it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work abroad, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

Hidden heroes
Inspire World Vision's fight against COVID-19 and hunger in areas around the world

With Canadians and others, we are building the resilience so they can bounce back after the crisis, says Ms. Harris. "This experience is valuable in a crisis, and it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

COVID-19 pandemic is changing the watchwords for CESO as the pandemic forced her to return home, Michael Messenger, president and CEO of World Vision Canada (WVCA), an alumni of so is to think beyond our borders and recognize our global community. “This impact is not only in the world, it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

Hidden heroes
Inspire World Vision's fight against COVID-19 and hunger in areas around the world

With Canadians and others, we are building the resilience so they can bounce back after the crisis, says Ms. Harris. "This experience is valuable in a crisis, and it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

COVID-19 pandemic is changing the watchwords for CESO as the pandemic forced her to return home, Michael Messenger, president and CEO of World Vision Canada (WVCA), an alumni of so is to think beyond our borders and recognize our global community. “This impact is not only in the world, it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

Hidden heroes
Inspire World Vision's fight against COVID-19 and hunger in areas around the world

With Canadians and others, we are building the resilience so they can bounce back after the crisis, says Ms. Harris. "This experience is valuable in a crisis, and it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

COVID-19 pandemic is changing the watchwords for CESO as the pandemic forced her to return home, Michael Messenger, president and CEO of World Vision Canada (WVCA), an alumni of so is to think beyond our borders and recognize our global community. “This impact is not only in the world, it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

Hidden heroes
Inspire World Vision's fight against COVID-19 and hunger in areas around the world

With Canadians and others, we are building the resilience so they can bounce back after the crisis, says Ms. Harris. "This experience is valuable in a crisis, and it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.

COVID-19 pandemic is changing the watchwords for CESO as the pandemic forced her to return home, Michael Messenger, president and CEO of World Vision Canada (WVCA), an alumni of so is to think beyond our borders and recognize our global community. “This impact is not only in the world, it’s very much a collaborative time and expertise, and we find our people are so passionate, doing this work around the world, and the world around us, are affected, we can make connections and understand the pain and challenges people are going through. I think it will be a wonderful testament to our country if we recognize that together we can make a difference at home and abroad and extend our arms to embrace a closer community outside our borders,” says Mr. Messenger.
SURVEY SHOWS FUNDRAISING HIT HARD BY COVID-19

Seventy per cent of fundraisers expect their charities to raise less money this year compared to 2019. The response is from 160 charities across Canada and is based on the Association of Fundraising Professionals (AFP) 10 in May.

More than 100 fundraisers from charities across Canada were surveyed about the impact of the coronavirus on their organization’s fundraising and asked if their organization was being forced to lay off staff or cut pay cuts.

“From the moment the pandemic was declared, we knew there was a major impact on our capacity to raise funds, and this survey confirms what we expected to happen,” says Ken Kruger, Chair of AFP Canada. “World markets took a nosedive, meaning that corporations and wealthy Canadians would likely have less money to make their charitable contributions, and further, traditional face-to-face methods of fundraising have been curtailed.

As revenues have decreased, the need for charitable services has increased as a result of the effects of the virus. As Canadians lose their jobs, key charity needs have increased and organizations are exploring new revenue streams. Organizations are questioning how to best serve the impact to our sector and our society.”

Charities saw mixed returns in the first quarter of the year, with approximately 40 per cent of respondents seeing reductions in giving compared to the previous year.

But fundraisers think the second quarter – and the rest of the year – will be more challenging. More than 80 per cent (72 per cent) think they will raise less in the second quarter of 2020, and for the year, 75 per cent think that charities will raise less money in 2020 compared to 2019.

While expecting drops in giving, almost half (47 per cent) of the organizations surveyed continued fundraising programs to include initiatives such as donor stewardship, compelling them to get more involved – social media, online fundraising and creating virtual events.

“Our work is more important than ever, and we have advised our members to continue their vital fundraising efforts,” adds Ms. Attfield.

Not surprisingly, charities are turning away from in-person events for the foreseeable future, with 99 per cent of respondents indicating they would reduce the number of such events during 2020. More than 90 in 100 organizations (92 per cent) have already postponed special events, and 84 per cent have cancelled five or more events.

“I look only a month following its launch in April for The Frontline Fund to raise more than $100 million to sup- port Canadian healthcare workers fighting the COVID-19 pandemic. Replicating more than 800 hospital foundations across Canada, money raised by the fund is being used to purchase supplies and support for frontline workers and researchers.”

“World marketstookanosedive, meaningthatcorporationsand wealthyCanadianswouldlikelyhave lessmoneytomaketheircharitable contributions,andfurther,traditional face-to-face methodsof fundraising have been curtailed. As revenues have decreased, the need for charitable services has increased as a result of the effects of the virus. As Canadians lose their jobs, key charity needs have increased and organizations are exploring new revenue streams. Organizations are questioning how to best serve the

“With the advancement of technology, we expect to see a rise in digital fundraising. Donor behavior is evolving, so organizations need to be flexible in communicating with different segments,” says Ms. Attfield. “We’re asking all Canadians to please donate to your favourite charity if you can. There is a new normal in place, and we need your support more than ever.”

The decrease in giving due to the coronavirus has had additional effects on charities throughout Canada. They have had to scale back, but another 40 per cent had to lay off staff, while an equal percentage have had to cut back temporarily in other areas. As well, a cent of organizations have initiated pay cuts or staff reductions.

“The good news is the Canadians continue to be incredibly generous,” says Ms. Attfield. “We’re asking all Canadians to please donate to your favourite charity if you can. There is a new normal in place, and we need your support more than ever.”

More than ever, charities and non-profits need support.

“Donors and event volunteers want to help and appreciate how their support is needed more than ever, even as events virtual,” Fundraising has been made par- ticularly challenging on fundraisers and other staff have been working from home. Nearly 90 per cent of organizations had enforced work-from-home policies. While they were working from home, not having the ability to access resources of someone or of being able to touch base with donors has been “a huge problem,” says Ms. Attfield.

As fundraisers move forward, they must focus on the impact to our sector and our society.

Paula Attfield
Chair of AFP Canada

For 70 years, World Vision has been behind the scenes championing change for children. Every child deserves the same chance. Through unconditional fierce love, we bring hope, care and change to the people and places where we work.