

# NATIONAL PHILANTHROPY DAY

Philanthropy in a pandemic – how charities and non-profits are responding to unprecedented challenges

Friday, November 13, 2020 PRODUCED BY RANDALL ANTHONY COMMUNICATIONS. THE GLOBE'S EDITORIAL DEPARTMENT WAS NOT INVOLVED IN ITS CREATION.



## Why fundraising matters now, more than ever

ISTOCK.COM

The non-profit sector calls on the federal government to create a stabilization fund to help charities weather the pandemic

At a time when their services are needed more than ever, many Canadian charitable organizations are facing an uphill financial battle for survival as the COVID-19 pandemic continues to erode the economy and disrupt fundraising activities.

But the Association of Fundraising Professionals Canada (AFP) says fundraising and the professionals who support it have never been more needed.

Rickesh Lakhani executive director, Future Possibilities for Kids, a Greater Toronto Area charity that focuses on building leaders, agrees.

"In a world facing a pandemic amidst high racial tension, health concerns, climate issues and an

Combining public generosity with the relationships, knowledge and approach of social purpose organizations is a powerful formula to strengthen our recovery.

**Rickesh Lakhani**  
Executive director, Future Possibilities for Kids



increasing divide between people with wealth and people living with poverty, the need to support worthy causes has never been more acute," he says.

But AFP notes that some Canadian charities have already been forced to close down or curtail services, including the YMCA in Yarmouth, Nova Scotia, which closed for good after 162 years. In addition, as many as 124 Royal Canadian Legion branches across the country may not have the resources to reopen.

Nevertheless, Mr. Lakhani believes the spirit of giving remains alive and well in Canada as evidenced by increased donations to a wide variety of organizations including food banks, hospital foundations and his own – Future Possibilities for Kids – since the start of the pandemic.

"People are looking for meaning in these times of great stress and concern," he says. "Ultimately, they want to make a difference, and giving to charities to make an impact is one of the most direct routes possible."

However, while Canadians are giving, it is also important for them to do their research on charities and non-profits that ask for their support, says Mr. Lakhani.

"The value of giving is often oversimplified to only focus on

supporting organizations that have the lowest administrative expenses. Instead, donors should look at tangible impact – in the form of programs, services, research and on-the-ground benefits – that affects real people," he adds.

Mr. Lakhani believes Canada needs "a strong and healthy backbone" of accessible services and supports to meet the spike in demand that is only beginning to show itself.

"Giving is one way to ensure that happens. Combining public generosity with the relationships, knowledge and approach of social purpose organizations is a powerful formula to strengthen our recovery," he says.

Angela Chapman, president and CEO, VGH & UBC Hospital Foundation in Vancouver, says providing financial support is not the only way to help charities.

"If you must cut expenses by reducing charitable giving, think of ways that you might encourage your friends and contacts to support a cause you care about. It's amazing how a small gift from one person can inspire others to support a cause. Or give of your time in a socially distanced world. Volunteering may be more complicated, but lots of charities and non-profits need your time and abilities as well," she adds.

**Continued on page AFP2**

### ABOUT

The Association of Fundraising Professionals (AFP) represents more than 3,000 Canadian fundraisers and charities, and over 28,000 around the world, partnering with donors and volunteers to change the world through ethical and effective fundraising.

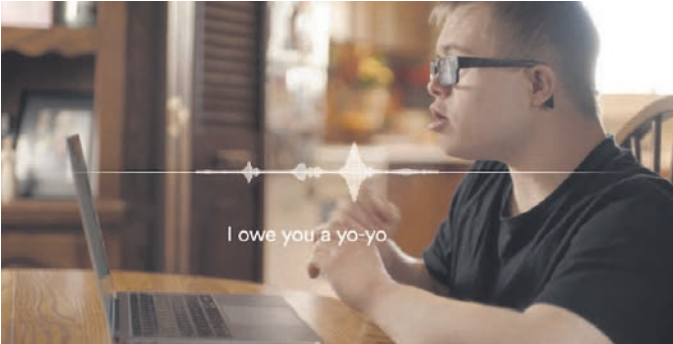
AFP helps its members raise more than \$100-billion annually for a wide variety of causes through advocacy, research, education, mentoring and the most rigorous code of ethics in the profession.



## MAKING THEIR VOICES UNDERSTOOD

Project Understood, a partnership between the Canadian Down Syndrome Society (CDSS) and Google, is an initiative to improve voice technology that currently doesn't always understand people with Down syndrome.

Interacting with technology in the future – when voice recognition is expected to largely replace keyboards – will require devices to be accessible to those with non-standard speech patterns, such as people with Down syndrome, says Ed Casagrande, chair of the CDSS board.



Josh is one of the many members of the Down syndrome community who has donated a voice sample for Project Understood. **SUPPLIED**

While Google brings its expertise to the project, CDSS is helping to collect voice samples from the adult Down syndrome community to

create a database that can help train Google's technology to better understand people with non-standard speech patterns.

But Google needs many more voice samples for the project, says Mr. Casagrande, adding the only criteria for volunteers is that they are over 18 years of age and speak English.

Mr. Casagrande knows first-hand the frustrations for individuals who have difficulty being understood by voice technology.

"We have a Google unit at home, and my seven-year-old daughter, like her brothers, likes to ask it questions or use it to turn on the TV – many times it can't understand what she is saying," he explains. "Today, voice technology is used for lots of fun activities, but in the future – when it helps you connect with everything from your refrigerator to your car – it will be a great equalizer for people with Down syndrome," he says.

By partnering with Google on Project Understood, CDSS is ensuring the Down syndrome community is included in the assistive technology of the future and will be able to take advantage of voice technology as it becomes a bigger part of how we engage with computers, he says.

"This is just one of many projects that CDSS is a part of to create supports for every life stage for individuals with Down syndrome. Donors' financial support helps to advance our mission."

**For more about Project Understood and how to contribute to the voice database: [projectunderstood.ca](https://projectunderstood.ca)**

**To support CDSS, visit [CDSS.ca/donate](https://CDSS.ca/donate)**

### INSIDE



Innovation on the frontlines  
**AFP2**



Kettle campaign's big goal  
**AFP5**



Red Cross provides diverse services  
**AFP6**

CHANGE THE WORLD WITH A GIVING HEART



### 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, especially during the COVID-19 pandemic.

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.

To learn more about AFP Canada, visit:  
**[afpcanada.org](https://afpcanada.org)**





# Innovation on the front lines of the pandemic

UHN is uniquely positioned in Canada to advance research education and clinical care



**Q&A WITH DR. SAM SABBABH,**  
DIRECTOR OF EMERGENCY  
MEDICINE AT UHN

Care, research and education are at the core of University Health Network’s (UHN) guiding philosophy. The network includes Toronto General and Toronto Western hospitals, whose emergency departments care for some of the sickest and most complex patients in the country and have been on the front line of the COVID-19 pandemic since day one.

In this Q&A, Dr. Sam Sabbah, medical director of emergency medicine at UHN, reflects on the role philanthropy has played during the pandemic.

**Why does UHN need philanthropic support during the pandemic?**

Research and innovation don’t stop during a pandemic – if anything, the need increases.

We needed to innovate fast – some of the immediate challenges were dealing with personal protective equipment (PPE) shortages and how to minimize the number of people with a patient while keeping the rest of the department updated on their condition. We had to try different therapeutics to see what works and what doesn’t. Thanks to the generosity of our donors, we were able to gather this information about what is working to manage COVID-19 symptoms and use it to benefit patients.

With Toronto’s booming population, we needed more space before COVID-19, and we need it even more



Dr. Winnie Li, resident in the Emergency Department at Toronto Western Hospital, during the COVID-19 pandemic. SUPPLIED

now. The physical distancing and isolation requirements are decreasing hospital capacity – we can no longer put people in waiting rooms, and we also need to expand emergency rooms and invest in physical infrastructure.

The pandemic has also opened the door to different models of care that we would not have been able to develop at such short notice without

donor support. Now, not every visit is an in-person visit and not every follow-up will be in person, with a shift towards virtual care. Philanthropy will help us continue to innovate these new models of care.

**How is the community supporting UHN?**

We appreciate that donors continue to support us in so many ways

during these uncertain times. We are seeing gifts to frontline staff that we have never seen before – ensuring staff wellness and providing frontline workers with accommodation if they were exposed to patients with COVID-19 and needed to self isolate to protect their families. This is the kind of community support that was extremely appreciated and helpful during the first wave of the pan-

demical and what could be needed, and helpful, in the second wave.

The pandemic has also shown society the value of essential workers, and health-care workers are part of that group. Driving to work and seeing a sign that says ‘Thank you essential workers’ has helped us feel appreciated. It makes a big difference when times are tough, and it reminds you why you do what you do.

FROM PAGE 1

## SECTOR’S ROLE IN CANADA’S POST-PANDEMIC RECOVERY

She notes that Canada’s charitable and non-profit sector fills many needs that hold our communities and society together through a vast array of social services and environmental causes.

“Charity is required in these times to lessen the impact on those in greatest need; and thoughtful, impactful philanthropy is also needed to help redress long-standing socio and economic disparities and the health and well-being of individuals, families and communities,” she says.

“Now is a time to be more, not less, charitable and philanthropic, whether giving of your time, your abilities or your funds.”

To help bolster the sector, AFP and other non-profits have asked the federal government to create a stabilization fund to help charities weather the pandemic and maintain as many of their services as possible until the pandemic passes.

The reasons for the appeal are clear: reduced donor support is

“If you must cut expenses by reducing charitable giving, think of ways that you might encourage your friends and contacts to support a cause you care about.”

**Angela Chapman**  
President and CEO, VGH & UBC Hospital Foundation



expected to be much more severe than during the 2008 global economic recession when giving declined by approximately \$1- to \$2-billion and did not return to 2007 levels until 2014.

A new report by Imagine Canada noted that the charitable sector’s revenue has declined by almost 31 per cent since the onset of the pandemic, with 69 per cent of charities reporting decreased revenues. While the full impact is not yet known, 45 per cent of charities believe their financial condition will be even worse in the next three to six months.

A recent survey by AFP revealed that 70 per cent of Canadian fundraisers believe their charities will raise less funds in 2020 than in 2019, and 68 per cent believe giving in 2021 will be lower than in a typical year.

That’s an unwelcome prospect for the non-profit sector at a time of high unemployment, record levels of national debt and high levels of social, health and economic distress,

all of which means the need for charities will be higher than ever.

A decline in the charitable sector is also bad news for Canada’s economy as a whole. While the country’s estimated 170,000 charities and non-profits provide essential services and support to Canadians in need, they also contribute \$150-billion to the economy, account for 8 per cent of GDP and employ two million people, according to government figures.

But the inherent strength of the sector means it can play an important role in Canada’s post-pandemic recovery. Fundraisers and charities serve as a bridge to connecting donors with needs in the community and ensuring that donors know their gifts are being used appropriately and ethically.

For information about  
AFP Canada:  
[afpglobal.org/afp-canada](http://afpglobal.org/afp-canada)

**How can donors help as UHN continues to navigate the pandemic?**

UHN is uniquely positioned in Canada to advance research education and clinical care in ways very few other hospitals can, and that’s in great part due to the generosity of our donors, who we need now more than ever. The pandemic is challenging Canada and the world in ways that we could never have foreseen. We need new models of care, effective treatments and a vaccine, and without accelerating research, there is no end in sight to the pandemic. So, if you want to be part of the solution to beat COVID-19 and help get us get back to normal, contributing to UHN will be a big help.

**How does UHN manage donations?**

Every donation, big or small, is handled with the utmost care and respect – people give us their hard-earned money and that comes with huge responsibility. We spend a lot of time ensuring the donations we receive are used to support what the donor has intended.

**You can help support UHN through the pandemic at**  
[tgwhf.ca/helpnow](http://tgwhf.ca/helpnow)

## THE SHOW MUST GO ON

When the unpredictable strikes, it helps to be led and supported by some of the nation’s most creative humans.

At least, that’s the experience of students at Victoria’s Canadian College of Performing Arts (CCPA), which virtually reinvented itself and its programs for the 2020-21 season.

While most arts colleges have yet to return to in-person instruction, CCPA will present six productions this season, in livestream digital and as part of live, small-capacity, socially distanced theatrical experiences, with priority seating for subscribers. (The generous support of donors has allowed CCPA to offer subscriptions at reduced rates.)

The Studio Ensemble series, featuring the work of third-year students, illuminates the pandemic experience by reflecting themes of isolation, passion, frustration, free will and adaptation.

After the COVID-19 shutdown derailed last year’s program, the college quickly pivoted to a live-streamed variation of Newsies. But the challenges were just beginning, admits managing artistic director Caleb Marshall. “We then turned to adapting our policies, studios and technology to ensure safety, but also to continue refining and enhancing our programs to remain current to our shifting industry and society.”

None of that could have happened without the support of donors, who responded generously to the CCPA’s

“The monumental work of making the college safe for students, staff and faculty to return to this fall was made possible through the generous support of donors, funders and government programs.”

**Barbara Greeniaus**  
Board chairperson, Canadian College of Performing Arts



A scene from a 2019 Canadian College of Performing Arts production set during the Spanish flu pandemic. SUPPLIED

“Distanced but Not Disconnected” campaign, which helped fund new education initiatives, technological upgrades, construction of a large studio for socially distanced training and counselling for students. To make its programs even more accessible and impactful, the college also formed a Cultural Safety Working Group.

“The monumental work of making the college safe for students, staff and faculty to return to this fall was made possible through

the generous support of donors, funders and government programs,” says Barbara Greeniaus, the CCPA board’s chairperson. “We are incredibly grateful for all the ways the community has supported the college this year.”

Despite these successes, the college continues to navigate uncharted territory, says Mr. Marshall.

“Normally, as a not-for-profit institution, we are very fiscally responsible. At this point, still in the midst of a pandemic, we’re invest-

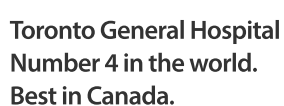
ing in absolutely everything that we need for safety, knowing this will result in an extremely challenging year financially. With the support of our donors, we hope to address the financial implications of COVID-19 in the future. For now, it’s all about our students’ safety, and ensuring they get the highest calibre performing arts education.”

For more information:  
[ccpacanada.com](http://ccpacanada.com)



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# Breaking barriers to education

Generous Canadians support Children Believe’s pandemic-related work in six countries

The big-heartedness of Canadians and their deep concern for the welfare of less privileged people around the world has once again come to the forefront in the midst of the COVID-19 pandemic. This is according to a new opinion survey commissioned by Children Believe, a Markham, Ontario-based charity that works globally to help the world’s most vulnerable children overcome barriers to education and achieve their dreams.

The national online survey, conducted by Angus Reid Forum, shows 88 per cent of more than 1,500 respondents recognize the increased threat COVID-19 poses to vulnerable communities around the world, and 72 per cent say they are willing to support vulnerable communities globally, not just in Canada.

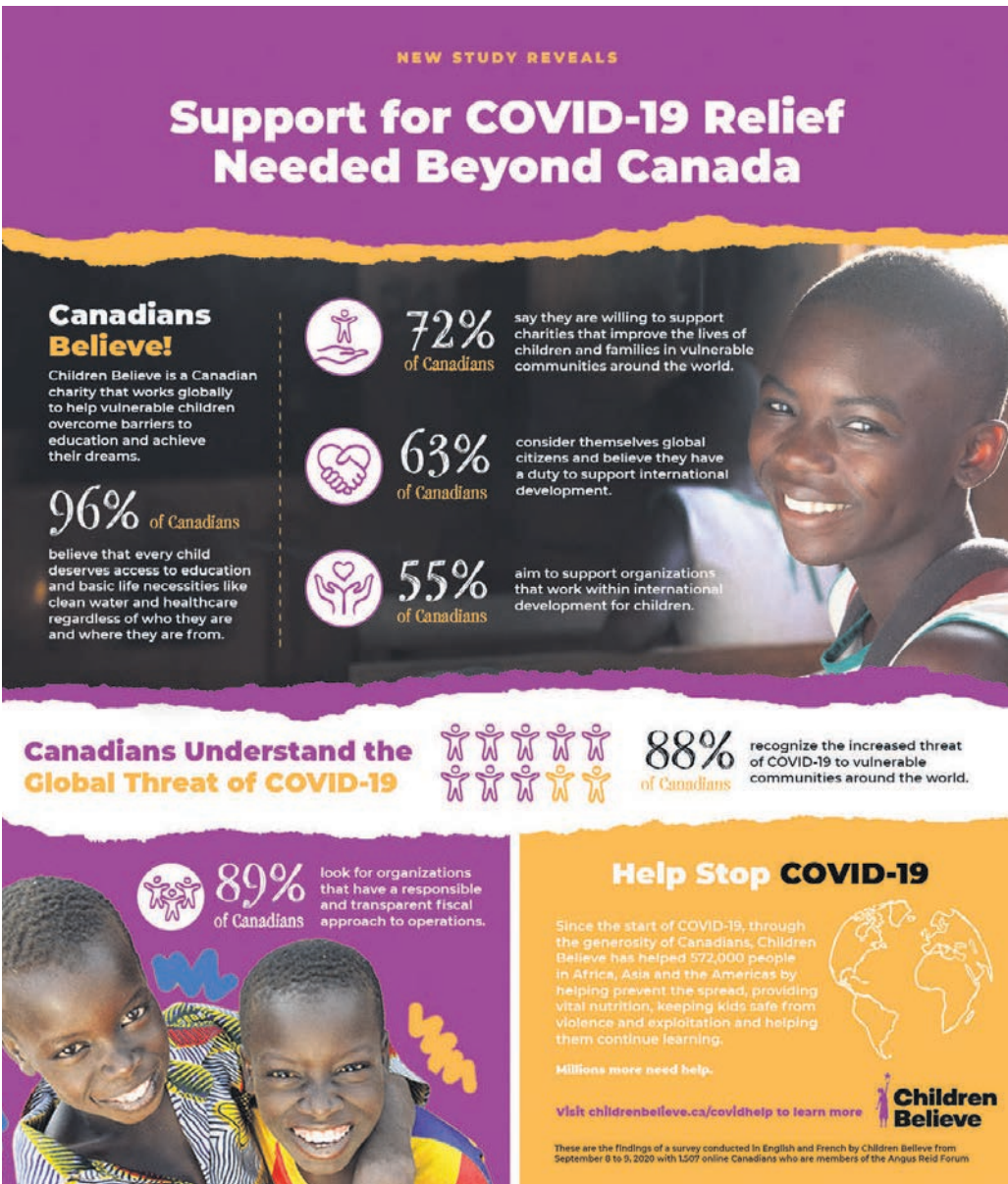
Fred Witteveen, CEO, Children Believe, says the organization’s efforts to break barriers to education hinges on the health, well-being and safety of children, particularly during COVID-19.

“Through the generosity of Canadians, we have been able to support 572,000 people thus far during the pandemic in six of the countries where we work – Burkina Faso, Ethiopia, Ghana, India, Nicaragua and Paraguay,” he says.

Children Believe is addressing four key areas in its COVID-19 relief efforts: helping to stop the spread of the virus; ensuring children are nourished; keeping children safe from violence and exploitation; and helping children continue learning.

“We know what’s happening in vulnerable communities around the world,” says Mr. Witteveen. “We are there on the ground, and we’re doing what’s necessary – we are agile, and we are helping through positive action.”

In India, one of the countries hardest hit by COVID-19, Children Believe quickly identified a need for mental health support, social supports and mentorship. In response, they launched an online program



to build a team of professionals to counsel community members. Nancy Anabel, Children Believe’s country director, India, says more than 200 community members

from villages where the organization works have accessed counselling services so far. “Counsellors are helping people cope with COVID-19 anxiety, fear

and depression; education-related stress and fear of exams; child-protection issues, such as child marriage, child labour and abuse; depression due to economic loss;

as well as family issues, domestic violence and alcoholism,” she says.

Ms. Anabel notes that even before COVID-19 the Indian government recognized the need for mental health support, and the pandemic has exacerbated the situation.

“COVID-19 trampled the very foundation on which the people we help depend, closing off vital community resources,” she says. “It is raising levels of fear, anxiety and depression as the vulnerable feel more rejected and alone.”

Mr. Witteveen says the work being done by Children Believe in India and elsewhere is the result of the kindness and generosity of Canadians willing to help.

“As COVID-19 pushes millions of children into deeper poverty, heightening the risk of abuse and causing learning losses at an unprecedented scale, we are extraordinarily grateful to Canadians helping us take action to protect those most vulnerable around the world,” he says.

Children Believe works globally in more than 160 communities helping empower children to live and dream fearlessly, stand up for what they believe in and be heard.

“For 60 years, Children Believe has brought together brave young dreamers, caring supporters and partners, and unabashed idealists,” says Mr. Witteveen. “We have a shared belief that creating access to education – inside and outside of classrooms – is the most powerful tool children can use to change their world.”

Children Believe is a member of ChildFund Alliance, a global network of 11 child-focused development organizations working in more than 60 countries around the world. ChildFund Alliance helps nearly 16 million children and their families overcome poverty and achieve their rights.

**To learn more:**  
[childrenbelieve.ca/covidhelp](https://childrenbelieve.ca/covidhelp)

## MAKING MENTAL HEALTH CARE EASIER TO ACCESS

The COVID-19 pandemic is taking a toll on the mental health of Canadians, intensifying a mental health and addiction crisis that was already in progress. Mental health teams are responding to this critical need, adapting programs and fast-tracking the development of online tools. One such initiative is Waypoint Centre for

Mental Health Care’s research study on virtual mindfulness programs for youth and frontline workers; two populations at a heightened risk during the pandemic.

In collaboration with Georgian College, Mindfulness without Borders, and Youth Wellness Hubs Ontario, this body of research is underway

at the Waypoint Research Institute in Penetanguishene, Ontario. This rural community on Georgian Bay is home to a world-renowned mental health research facility and 301-bed specialty mental health and addictions hospital.

Waypoint first offered the mindfulness program to frontline workers

in the region. The response was so positive the hospital secured funding to measure its impact and develop the virtual program, making it transferable to benefit people everywhere, says Dr. Soyeon Kim, Waypoint research scientist and clinical

epidemiologist.

“The goal is to make mental health care easier to access during the pandemic and into the future, adding additional focus on immediate needs of those at greatest risk,” says Dr. Kim.



# Moorelands Kids

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John Shelly, Board Chair and Chair, Planned Giving,  
**[John@Moorelands.ca](mailto:John@Moorelands.ca)**



Andrew is one of Waypoint Centre for Mental Health Care’s advocates for mental health and addictions care. SUPPLIED

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# Planning for joy amidst the pandemic

The Christmas Kettle Campaign is The Salvation Army's largest annual fundraiser

Christmas is traditionally a time to put aside the ups and downs of the year and gather family and friends to celebrate the holiday season. But even in good years, it's a struggle for the most vulnerable people in society and those living in poverty to serve up a special meal and have a few gifts for children to open on Christmas morning.

"Christmas is one of the hardest times ever, and this has been one of the most difficult years for me," says Kathy Jones\*, a single mother of three who is also studying part-time. "When you don't have the money to do things for your kids, it's a struggle."

Fortunately, Ms. Jones is one of the 233,000 people across Canada The Salvation Army has assisted with Christmas food hampers and toys for children.

"People have their pride; they don't want others to think they can't take care of their kids or afford to buy them things. I was one of those people, but I want others to know they should not be ashamed to ask for help – at The Salvation Army there is no judgment, and they make you feel so comfortable from the minute you walk in the door.

"No matter your situation, they say: If you need help, we're going to help you – they see you struggling and in need of a helping hand, and they're willing to give it to you," she says.

The Christmas Kettle Campaign, The Salvation Army's largest fundraising drive of the year, supports people like Ms. Jones and her children. The familiar kettles and kettle workers (or bell ringers) are seen in more than 2,000 locations across Canada, and she hopes people who may not have contributed to the kettles in the past will do so this year.

"This year, the people we serve are struggling like never before. We refuse to let the pandemic steal their Christmas joy. That's why The Salvation Army is providing food, shelter and other essentials. Your donation will ensure everyone has a merry Christmas," says Lt-Colonel John P. Murray, territorial secretary for communications.



The Salvation Army's familiar kettles and bell ringers are in more than 2,000 locations across Canada. SUPPLIED

“This year, the people we serve are struggling like never before. We refuse to let the pandemic steal their Christmas joy.”

**Lt-Colonel John P. Murray**  
Territorial secretary for communications, The Salvation Army

While the campaign has a national goal of \$23-million, every donation to a Christmas kettle remains in the community in which it was given to help local people in need.

"Have an open heart and support the generosity [of The Salvation Army]. They do amazing work – look at it as a positive thing you can do in 2020," says Ms. Jones.

She was first introduced to The Salvation Army by a friend who told her about the organization's Christmas programs.

"The help was so appreciated," she says, as she recalls receiving a food hamper, a gift certificate to use at a grocery store and the opportunity

to choose gifts, stocking fillers and an outfit for each child.

Her experience with the Christmas programs has also connected her to other available support.

"When I have discussed challenges, they have given me information about other community organizations and services and helped me connect with them," she says.

To reach its \$23-million fundraising goal this year, The Salvation Army is making it easy for anyone to donate. Even if you don't have cash on hand individuals can donate online at [fillthekettle.com](https://fillthekettle.com).

\*Not her real name.

## BY THE NUMBERS

Money raised through donations made at The Salvation Army's Christmas kettles, together with other sources of funds, help provide service to over 1.9 million people in Canada every year. As one of the largest direct providers of social services in Canada, the organization's annual report shows that in the last year:

**233,000**

people were helped at Christmas with food hampers and toys

**1.32 million**

people were assisted with food, clothing or practical assistance

**3.3 million**

free meals were served at shelters and in feeding programs

**169,000**

meals were served in school breakfast programs

**7,600**

vulnerable youth were helped in 46 community youth programs

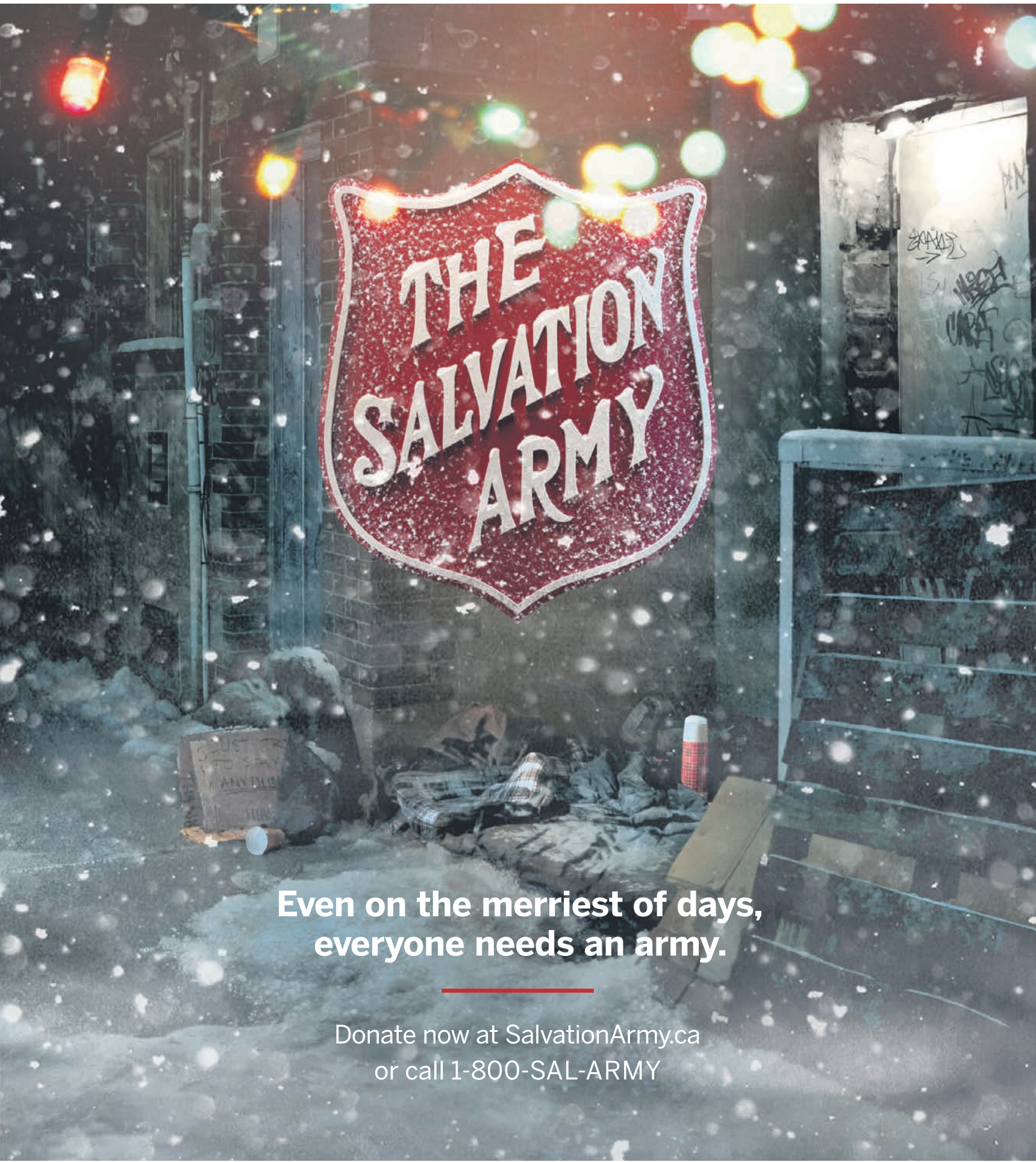
**5,500**

shelter, addictions, detox and mental health beds were provided each night

**5,160**

children went to The Salvation Army camps

Source: The Salvation Army Annual Report, 2019/20



Even on the merriest of days,  
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Donate now at [SalvationArmy.ca](https://SalvationArmy.ca)  
or call 1-800-SAL-ARMY



# Answering the call for help

Canadian Red Cross responds to unprecedented requests for assistance

While the Canadian Red Cross (CRC) is used to working in disruptive situations and in disaster zones – such as the fire in Fort McMurray that saw more than 80,000 people displaced, or welcoming 25,000 Syrian refugees at short notice – the scale of the COVID-19 pandemic has created a new environment in which the organization’s 120-plus years of experience is needed.

The role of the CRC is to provide “surge” services to communities across Canada and act as a bridge to help stabilize crisis situations, says Melanie Soler, CRC’s vice president of emergency management. However, the COVID-19 pandemic has seen the organization provide an ongoing range of services to support seniors’ long-term care facilities, communities, isolated individuals and families, and health authorities across the country’s provinces and territories.

The diverse range of services is evident in CRC’s pandemic-related statistics – from three deployments of components of its field hospital to providing epidemic prevention and control services at 110 long-term care homes, supplying more than 67,000 pieces of personal protective equipment to community organizations and establishing the Indigenous Help Desk to serve 200 Indigenous communities.

Describing the unprecedented requests for assistance, Ms. Soler says the CRC has made its international emergency response unit (field hospital) and health professionals, who are experts in epidemic prevention,



The Canadian Red Cross is providing a range of services across the country as part of its response to the COVID-19 pandemic. CANADIAN RED CROSS

available domestically.

The organization has been able to provide the services the country needs due to support from the federal government and generous donors. CRC anticipates maintaining the services it is currently providing and is preparing to deliver more, she adds.

“One of the biggest takeaways from the pandemic is that we can be dynamic and resilient in the way

we work together and the way we support one another, even with the added element of physical distancing,” she adds. “We have learned that we can provide support remotely – and use technology more robustly. Communicating with communities and households by implementing technology has become more accepted, through necessity, than ever before.”

However, the psychosocial impacts

of isolation, compounded by the additional stressors related to the pandemic, have made people who may have normally managed well to become vulnerable.

“It’s OK for those people to reach out for support – the Red Cross is here to help,” says Ms. Soler.

For more on the CRC and its COVID-19 response: [redcross.ca](https://www.redcross.ca)

## BY THE NUMBERS

**24,700+**  
friendly phone calls made to vulnerable individuals and families across the country

**3**  
deployments of field hospital components to support health authorities

**6,100+**  
Canadians provided with psychosocial support as well as health safety and wellness tips

**3,000+**  
Canadian travellers supported during their quarantine or self-isolation period

**200**  
Indigenous communities across the country supported through the Indigenous Help Desk

## INNOVATION SPURS NEW SOURCES OF FUNDING

Like most charities, Cystic Fibrosis Canada (CFC) has been financially impacted by COVID-19, with revenues down 40 per cent and many of the in-person fundraising events the organization’s volunteers and partners host across the country shifted to virtual formats, including its annual 65 Roses gala reimaged as the 6 Feet Away Soirée.

“The 6 Feet Away Soirée is an example of how our tireless

volunteers took a beloved gala tradition and transformed it into a fresh virtual experience complete with wine tastings and a performance by two-time Juno award winner Dan Mangan,” says Kelly Grover, president and CEO of Cystic Fibrosis Canada. “Events like these are important fundraising initiatives, but also opportunities to bring the community together under the banner of hope and possibility.”

When COVID-19 hit, the cystic fibrosis community demonstrated its tenacity, quickly refocusing on how it could still deliver a meaningful experience to donors while raising important funds.

“This soirée is evidence that grit and a sense of community can outshine even the toughest of circumstances,” adds Ms. Grover.

CFC has also introduced new ideas such as Quest4CF, a socially distanced scavenger hunt by car, to ensure it can reach its community and provide experiences that inspire and raise funds.

“As we look ahead, we will continue to be innovative, to also look for new sources of funding and to stay laser-focused on the needs of our community and how we can be there for them,” she says.

But Ms. Grover notes COVID-19 has been especially difficult for those living with cystic fibrosis (CF),

who are at a particular risk for serious lung infections and who need regular access to CF clinics and life-sustaining medications. CFC quickly adapted to the new and changing priorities for people living with CF and has been rapidly developing programs and resources to help the CF community during this health crisis. These include:

- The creation of new resources to connect the thousands of people in Canada affected by CF to key government supports, resources for physical and emotional health, caregiver resources, and a COVID-19 Q&A.
- The co-ordination and sharing of information on changes to clinic operations across Canada so CF patients know how and where they can receive essential regular care.
- Keeping the information hotline open in English and French to provide one-on-one support to anyone

living with CF who needs help.

- The continued implementation of a new Ask the Experts Webinar Series where CF experts answer the most pressing questions on COVID-19 and CF.

COVID-19 has, in some ways, allowed many to experience what someone with cystic fibrosis lives with every day – physical distancing, meticulous hand hygiene and the very real possibility of getting very sick, says Ms. Grover.

“On this National Philanthropy Day, we are thankful to our community who inspires us everyday to remain hopeful and to never stop pushing to lengthen lifespans and improve lives of those living with cystic fibrosis,” she says.

For more about CFC and the 6 Feet Away Soirée: [cysticfibrosis.ca](https://www.cysticfibrosis.ca)



This baby is receiving a nebulizer medicine through a mask, often part of the daily routine for people with cystic fibrosis. SUPPLIED

## NEW CANADIANS EMBRACE CHARITABLE GIVING IN CASH AND KIND

Newcomers to Canada and second-generation Canadians are highly motivated to support charitable causes, according to a new survey from Imagine Canada, Ethnicity Matters and a coalition of charities and non-profits.

The 2020, Multicultural and Newcomer Charitable Giving Study is one of the first in Canada to explore the influence of ethnicity on supporting charities. The study’s key conclusion is that the communities surveyed – South Asian, Chinese, Filipino, Black (Afro-Caribbean/African), Arab and Iranian – share a strong willingness to embrace community service.

Three-quarters of those surveyed say giving is the right thing to do, while seven in 10 believe it is very

important to pass on these values by teaching their children about the importance of charitable giving.

Bruce MacDonald, president and CEO of Imagine Canada, says the survey shows that generosity is thriving in multicultural communities across Canada.

“The experience of settling in a new country has given newcomers and second-generation Canadians a highly compassionate perspective on taking care of others,” he says. “Charities and non-profits are on the front line of providing services when people arrive in this country, so their first experiences reflect a caring society. These groups are highly aware of the goodness created when people help each other.”

Imagine Canada says the study

also underscores the enormous potential for charities and non-profits to engage multicultural Canadians in their respective causes that would include participation as donors. For example, the survey found that 58 per cent of donors believe they can give more, and only a third are happy with the amount they give.

Findings related to the willingness and ability to give, coupled with census data, indicate that the newcomer groups surveyed have the financial capacity to provide charities with nearly \$1.7-billion in new funding annually, according to the charity.

Bobby Sahni, partner and co-founder of Ethnicity Matters, says the study should serve as a call to action for all Canadian CEOs and stakeholders in the charitable sector to understand and capitalize on the importance and generosity of ethnic communities.

Other key findings of the survey include:

- On average, newcomers and second-generation Canadians give \$857 per year in donations.
- 82 per cent have either donated or volunteered in the past year.
- 75 per cent support charities because “It’s the right thing to do.”
- 70 per cent believe even helping a little is always worthwhile.
- 59 per cent have a higher regard for businesses that donate to charitable causes compared to those that do not.
- 54 per cent would like to do more for charities by volunteering more of their time.
- 39 per cent would support more charities if they were asked more often.
- 39 per cent would like to support more charities but do not know how.

The full study is available online at [imaginecanada.ca](https://www.imaginecanada.ca)



Canadian Down Syndrome Society

Société canadienne de la trisomie 21

We are putting donor dollars to work where they have the largest impact on our community. Your gift helps us continue to focus upon human rights, health, social participation, inclusive education and employment for those with Down syndrome.

Thank you for your support.

CDSS wishes you the best throughout this holiday season.

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# A small charity making a big difference

Children’s mental health is as important as food security

While Moorelands Kids has doubled the number of children and youth it works with in the past six years to over 2,000 kids, the fact that there are still 10,000 in Toronto’s Neighbourhood Improvement Areas (NIAs) who need help to set them up for successful lives is a disturbing statistic, says the charity’s executive director, Lynda Tilley.

Moorelands has been working with Toronto-area children since 1912, guided by the philosophy that every child has the right to succeed in life, regardless of their financial situation.

The Toronto, Ontario, charity’s programs give kids the opportunity to develop self-awareness, confidence, leadership and accountability while building positive connections with their peers and caring adult role models, says Ms. Tilley.

“They take part in active pursuits – such as our after-school programs and summer camps – where they can learn and practise valuable life and leadership skills that they can take beyond the Moorelands setting,” she adds.

Delivering service to NIAs where the average family income is below the poverty line and many of the residents are visible minorities, Ms. Tilley says the events of 2020 have resulted in a focus on systemic levels of inequality.

She notes that research shows that low-income individuals and families experience worse health outcomes and lower high school graduation rates, adding that for the first time in decades Moorelands is providing



Moorelands’ campers make the most of their annual visit to the organization’s camp on the shores of Kawagama Lake. SUPPLIED

food security support.

“We are trying to stabilize our children because many can’t access school lunch or breakfast programs during the pandemic,” she says.

While food security is considered an emergency, children’s mental health is as important.

“All our program work pre-COVID has been about building resiliency

and giving children and youth the opportunity to develop character skills, leadership skills and resiliency. Their mental health depends on keeping them engaged, connected and strong, when our society is asking them to socially isolate,” says Ms. Tilley.

During its more than 100 years of transforming the lives of kids from

Toronto’s financially marginalized neighbourhoods, Moorelands has experienced how planned gifts and legacy giving have contributed to the charity’s financial stability.

To ensure Moorelands Kids can continue to operate in good times and bad, Moorelands has reinitiated a planned giving program.

“This is an immediate and concrete

step to really help children,” says Ms. Tilley. “Many thought it was a gesture only for the very wealthy, but the reality is anybody can make a legacy gift, and it often has benefits for the estate in terms of taxes. It also ensures that support goes to the causes you believed in most strongly during your lifetime.”

And while potential donors consider the planned giving initiative, Ms. Tilley reflects on Moorelands’ mission to ensure children and youth have the tools they need to succeed and live healthy, positive lives as engaged citizens willing to make strong contributions to their communities.

“As a small charity making a huge difference, you can have a transformative impact – you can shape a child’s future with a legacy gift,” she adds.

For more information or to make your own legacy wishes known, please contact Lynda Tilley or Maureen Lewis at [legacy@moorelands.ca](mailto:legacy@moorelands.ca)

## SUPPORT FOR LONG-TERM CARE IMPROVEMENT PROGRAM

“The impact of COVID-19 on Canada’s seniors living in long-term care and retirement homes is tragic. We must do better at keeping residents and caregivers safe,” says Allison Seymour, president of the Canadian Medical Association Foundation.

The CMA Foundation’s grant to the Canadian Foundation for Healthcare Improvement (CFHI) for LTC+ *Acting on Pandemic Learning Together*, a

program designed to drive improvements in long-term care and retirement homes across Canada, will provide access to critical resources and improve practices in long-term care and retirement homes, she says.

The LTC+ program focuses on supporting improvements to pandemic preparedness in long-term care and retirement homes in six key areas: preparation, prevention, people in the

workforce, pandemic response and surge capacity, planning for COVID-19 and non-COVID-19 care, and the presence of family.

The program was developed by CFHI and the Canadian Patient Safety Institute (CPSI) following a report that explored lessons learned from homes that experienced COVID-19 outbreaks between March and June 2020.

“We owe it to those affected by

early outbreaks of COVID-19 in long-term care to learn from their experiences and hard-won lessons. The collaboration with the CMA Foundation will enable more long-term care and retirement homes to join efforts to accelerate adoption of promising practices that can strengthen pandemic preparedness and high-quality care,” says Jennifer Zelmer, CFHI president and CEO.

# COVID-19 is a global crisis. And thanks to your support, we are ready.

We will continue to help Canadians from coast to coast to coast as new challenges come our way and COVID-19 changes our lives. Expert medical care, community organization, and support for the vulnerable is our mission. We won't stop until this crisis is over.

Thank you to our donors for making this possible.

We are here for you; thank you for being there for others.

[redcross.ca](http://redcross.ca)



# Investing in Canadian youth is critical

Preparing youth for life, work and to play a constructive role in society

**BY STEPHEN DE-WINT,**  
NATIONAL EXECUTIVE  
DIRECTOR, THE DUKE OF  
EDINBURGH’S INTERNATIONAL  
AWARD CANADA

Empowering young people with the resilience, determination and confidence to develop their full potential and succeed in life starts with the philanthropic generosity of Canadians from coast to coast to coast. Today, with youth facing the added stresses of COVID-19, that support is needed more than ever.

Canadians everywhere are feeling the fatigue of COVID-19. People are Zoomed out, burnt out and in the midst of what health experts are calling the pandemic’s “second wave.”

On National Philanthropy Day, it is important to recognize the impact COVID-19 is having on young Canadians and why investing in them matters. We all have young people in our lives; they may be our children, grandchildren, nieces, nephews or friends. We also share an opportunity to ensure that young people gain the skills that will ensure they are “world ready” – equipped with diverse abilities and experiences to make them well-rounded and capable adults.

In Canada, The Duke of Edinburgh’s International Award has been helping philanthropists invest in our nation’s future since 1963. This past June, our survey of young Canadians found some startling results including 88 per cent of respondents reporting their lives have been significantly impacted by COVID-19.



The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario (front row, centre), presented Gold Awards to Duke of Edinburgh International Award achievers from across Canada during a ceremony held at Queen’s Park in Toronto in 2019. While the Award attracts youth from highly diverse backgrounds, expanding its reach even further through public schools, community groups and other partnerships is among the Award’s top priorities. **SUPPLIED**

Other findings from the study included:

- 59 per cent of young people feel lonelier than ever during quarantine;
- 64 per cent are concerned about the impact COVID-19 is having on their mental health and well-being;
- 72 per cent are concerned about their academic knowledge and skills.

With more than 60 years’ experience equipping young people to be world ready, The Duke of Edinburgh’s International Award offers youth aged 14 to 24 years old mentorship and access to a global framework that empowers them to

learn and grow through non-formal education, all while working towards a globally recognized accreditation.

By setting and achieving their own challenging goals in four areas – skills development, community giving, engagement in nature and physical activity – Award participants build emotional intelligence and resilience; they develop leadership and problem-solving capacity as well as community connections. Ultimately, they earn valuable recognition for their accomplishments, validating that their actions matter.

The Award framework helps foster ‘soft’ skills and other essential characteristics needed to navigate

change and build positive habits, preparing participants for life, work and to play a constructive role in society. We believe today’s young people are strong, inspired and dedicated. Given the right tools they can – and will – create new opportunities even in the midst of today’s fierce challenges.

**INVESTING IN OUR YOUNG PEOPLE, OUR COMMUNITIES AND OUR FUTURE STARTS WITH YOU**

In the face of COVID-19, the Award has established three goals: increase our capacity to reach and serve more Canadian youth; engage a diverse range of partners, Award

Leaders and brands that care about the future of young people; and increase access to the Award by deepening our connections in public school systems, youth groups and communities nationwide to ensure all Canadian youth can pursue the Award and realize its benefits.

Reaching these goals will require the philanthropic generosity of Canadians who believe the development of young people is an investment that is not only critical but also socially and economically valuable to our nation’s future.

PricewaterhouseCoopers (PwC) determined that in 2019 alone the Award created \$11-million of immediate social value in Canada. Further, PwC estimated \$51-million in future social value due to the habits and behaviours Award achievers developed in 2019, and which they will continue to practise through their lifetimes. Considering the future value of the impact of physical activity on earnings potential alone, PwC also concluded that future benefit of increased earnings for Award holders who completed an Award in 2019 is \$1,758,000.

The Duke of Edinburgh’s International Award has direct, positive financial and non-financial impacts on the people and communities it touches. By supporting the Award, together we can build a stronger Canada and, most importantly, help young people become the best version of themselves at a time when that best version is most needed.

To learn more: [dukeofed.org](https://dukeofed.org)

## PROTECTING B.C.’S OLD-GROWTH FORESTS

Thirty years after the War in the Woods at Clayoquot Sound, British Columbia is facing an ecological crisis, says Sierra Club BC. Only three per cent of old-growth forests with very big trees remain, and the vast majority of those forests have no permanent protection.

Last year, the B.C. government commissioned an Old Growth Review

Panel (OGRP) to report on the status of old growth in the province. The report was publicly released along with the government’s response. The provincial government’s latest move to defer some old-growth logging for two years was welcomed by Sierra Club BC, but the organization says even more should be done to save the

few remaining stands of giant trees.

“While we welcome these first steps, what’s missing from today’s announcement is a commitment to implement all the [Old Growth Review Panel] report’s recommendations with full funding. We look forward to engaging with the province and Indigenous governments to make the

full recommendations a reality,” says senior forest and climate campaigner Jens Wieting.

Sierra Club BC believes the OGRP’s recommendations provide a blueprint for addressing the twin crises of global mass extinction and climate change, all while protecting some of Canada’s most iconic scenery.

“You could not engineer a better device, that holds water and soil on the land base, that sequesters carbon, that literally cools the air around you, than a tree,” explains coastal projects lead Mark Worthing. “What we do today will provide a safe haven for future generations and whatever they might be up against next.”

# COVID-19 emergency appeal

## Lack of resources placing vulnerable children at greater risk

Emergency food pack \$50

Child-safety pack \$75

Maternity hygiene kits \$75

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