

# NATIONAL PHILANTHROPY DAY



Exceptional support from individuals and organizations makes a positive impact

Friday, November 15, 2024

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## Donor trust crucial to fundraising efforts



AMPHOTOGRAPHY VIA GETTY IMAGES

Revised Code of Ethical Standards addresses social justice, racism and equity

The proliferation of misinformation and deception on the internet and elsewhere makes it "absolutely essential" for fundraising professionals to be able to show donors that they adhere to a strict and enforceable code of ethics, says Jennifer Johnstone, chair of the board of directors of the Association of Fundraising Professionals Canada.



Jennifer Johnstone is chair of the board of directors of the Association of Fundraising Professionals Canada. SUPPLIED

"Earlier this year, Policy Horizons Canada produced a report on the disruptions that we can expect to see in the future, and the number one disruption they identified and the greatest threat to democracy in our country is that people can no longer tell what's true and what's not," she says. "Being able to trust that what you're hearing is true has become essential."

Fortunately, Canada's charitable sector is currently still trusted by a strong majority of people. An opinion poll conducted by Imagine Canada earlier this year showed that seven in 10 Canadians say they trust charities generally.

The highest trust is in Quebec (74 per cent) and the lowest in the Prairie provinces (62 per cent). Gen Xers born between 1966 and 1980 are least likely to trust charities (62 per cent).

With trust and integrity in general becoming a significant social issue, AFP Global published a revised Code

of Ethical Standards last month to help professional fundraisers through what has become a minefield of misinformation and lack of trust. The Code provides adequate structure and guidance regarding social justice, anti-racism and equity.

"It's important for donors to know that our members are bound by a Code of Ethics that commits them to telling the truth and keeping their promises," says Ms. Johnstone. "While there's a lot more to the Code, trust and truth, for me, are fundamental elements."

Roger Ali, chair-elect of the board of directors of AFP Global – the second Canadian to lead the international organization – participated in board discussions around the Code revision.

A task force of the AFP Ethics Committee was formed to review, refresh or revise the Code. A subcommittee of the task force completed a sector-wide values review, which identified and differentiated those values that were believed to

be essential to the Code and the profession. It focused only on values that are unique to the Code, and not those that already exist in AFP's mission, vision, values and purpose statement.

At the conclusion of the analysis and discussion, seven values were selected: adherence, accountability, courage, trust, honesty, integrity and transparency.

See TRUST on page AFP2

### ABOUT

Today is National Philanthropy Day – an opportunity to celebrate and honour Canada's social sector.

The Association of Fundraising Professionals (AFP) represents more than 26,000 fundraisers around the globe, 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.

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.

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## IMPROVING CARE FOR RHEUMATOLOGICAL DISEASES

New foundation will enable rheumatologists to be leaders in research, education and advocacy

In response to the care needs of six million Canadians who have arthritis and other rheumatic diseases, the Canadian Rheumatology Association recently established the Canadian Rheumatology Association Foundation (CRAF) to raise funds to enable rheumatologists to be leaders in research, education and patient advocacy.

The foundation's executive director, Dr. Ahmad M. Zbib, says the CRAF was created to give Canadians the opportunity to be part of the solution.

"This is about serving the public

... it's so important for us to build an endowment that can perpetually fund research.

**Dr. Ahmad M. Zbib**  
Executive Director, Canadian Rheumatology Association



and getting people with means, interest, time and ability involved so we can fund and support the next generation of researchers and doctors."

Dr. Zbib says while a rheumatological disease is not a death sentence, it is a life sentence.

"While we do have therapies that work for some rheumatic diseases, we do not have a single cure," he says, adding that some conditions even lack long-term treatment options. "We want to be able to give Canadians the coverage they need in terms of

access to care – that's why it's so important for us to build an endowment that can perpetually fund research," he says.

Dr. Zbib says rheumatology is a relatively low-profile medical specialty despite the high prevalence of conditions like osteoarthritis and inflammatory arthritis, and he emphasizes the need to attract more medical students to rheumatology and provide funding opportunities for research and training.

Learn more: [crafoundation.ca](http://crafoundation.ca)

### BY THE NUMBERS

**6 million**  
Number of Canadians who suffer from arthritis

**9 million**  
Number of Canadians who it is estimated will have arthritis by 2040

**40%**  
of people with arthritis have pain that limits activities

Source: Canadian Rheumatology Association Foundation



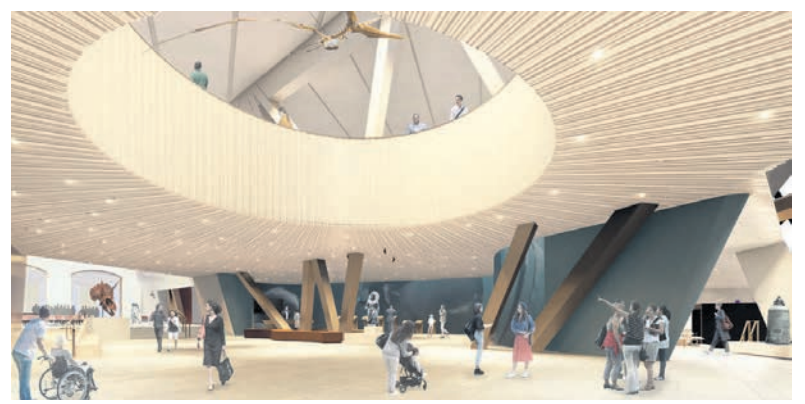
# INVEST IN FUNDRAISING EXCELLENCE



AFP offers unparalleled learning and networking opportunities to advance effective, ethical fundraising. Learn more at [afpglobal.org](http://afpglobal.org)

# OpenROM will deepen connection to Toronto

Transformation of museum will create new, vibrant public gathering spaces, encouraging congregation and conversations



Renderings of OpenROM give a glimpse into the plans to revitalize the Royal Ontario Museum (ROM) with an architectural transformation of the core of the Museum and a newly designed Bloor Street entrance that links to the neighbourhood. The project was catalyzed by a \$50-million donation from the Hennick Family Foundation – the largest cash gift of its kind in ROM’s history. SUPPLIED

It’s been a busy few months at the Royal Ontario Museum (ROM) as construction on the Museum’s exciting OpenROM project continues to transform the building into an even more thriving cultural and civic hub in the heart of Toronto.

Catalyzed by a \$50-million donation from the Hennick Family Foundation and fully funded by philanthropy, OpenROM will introduce a sweeping architectural transformation of the Museum’s main floor, more than 6,000 square feet of new gallery space, and a reimagined Bloor Street entrance that will deepen ROM’s connection to the city.

“OpenROM is more than a physical transformation; it is a major leap forward in the Museum’s ongoing evolution to becoming an even more welcoming and accessible space,” says ROM director and CEO Josh Basseches. “This is an opportunity to truly throw the doors of the Museum open, both literally and figuratively, and invite more people in to experience all ROM has to offer. We want people from down the block and around the world to feel like this is a place for them, where they are inspired and belong.”

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**Josh Basseches**  
Director and CEO, Royal Ontario Museum

When building work is completed, OpenROM will introduce ongoing free access to the Museum’s main floor, building on the success of ROM’s summer Free Main Floor pilot program, generously supported by the Temerty Foundation. ROM will remain open to the public throughout the construction period, which is scheduled to conclude in 2027.

OpenROM will create new, vibrant public gathering spaces, encouraging congregation and conversations to counter a global crisis of social isolation that has been recognized as an epidemic by the World Health Organization. “The Toronto Foundation’s 2023 Vital Signs Report found that more frequent visitation to cultural institutions is associated with greater well-being, more social connections, more social trust and more civic participation, which is precisely what OpenROM aims to achieve,” says Mr. Basseches.

Janice Price, the newly appointed president and CEO of ROM Governors, the foundation responsible for philanthropic ac-

tivities in support of the Museum’s mission, says OpenROM would not be possible without the support of generous donors, like the Hennick Family Foundation.

“I’m proud to join ROM Governors at a time that will allow me to play a role in working alongside the Museum to bring its inspired vision and mission to life, especially

through OpenROM. Through this project, ROM will create dramatic change in the world, respond to an evolving public, bolster communities and act as the central gathering place that our city and province deserve,” says Ms. Price.

[Learn more: rom.on.ca](http://rom.on.ca)

## FROM PAGE 1

### TRUST: THE UPDATED CODE WILL SERVE AS THE GUIDE FOR PROFESSIONAL FUNDRAISERS

The Code’s standards of practice – public trust and transparency; conflicts of interest; solicitation and stewardship of philanthropic funds; donor privacy; and fair, equitable and transparent compensation practices – were clarified and modified after focus groups and listening sessions.

“The Code review revealed the need for statements of how we treat each other as ethical professionals as well as the need to effectively communicate the ‘why.’ That’s an important piece because it describes more of what you should and should not be doing,” says Mr. Ali.

The updated Code will serve as the guide for professional fundraisers who agree to adhere to it when they join AFP or renew their membership.

“It will help them serve their organizations more effectively by making ethical decisions in today’s challenging environment, and it will help ensure individuals are more equitable in the way they view others and in their interactions with others,” says Mr. Ali.

Ms. Johnstone says building and maintaining personal relationships with donors is important in establishing trust.

“We encourage our members to communicate with their donors and make their AFP membership and our Code of Ethical Standards visible as part of the relationship-building process,” she says. “We also encourage fundraising organizations to post the Code on their websites or make it known in other communications with donors. Our goal is to support the development and practice of excellent and ethical fundraising.”

Ms. Johnstone says membership of AFP and adherence to the Code of Ethics is validation of the integrity of professional fundraisers.

“It tells donors that not only are you telling the truth and keeping your promises, but also, unlike some other organizations, you face penalties if you don’t through an AFP enforcement arm that investigates allegations of unethical behaviour and, if necessary, takes disciplinary action; anything from a letter of reprimand through to permanent expulsion from AFP,” she says.

Mr. Ali says ethical challenges professional fundraisers might face could include a misalignment with the values and objectives of a donor who may want to fund something that the fundraiser feels is not aligned with the mission and purpose of the fundraiser’s organization.

The pervasive use of artificial intelligence could also become an

“The Code review revealed the need for statements of how we treat each other as ethical professionals as well as the need to effectively communicate the ‘why.’

**Roger Ali**  
Chair-elect of the Board of Directors, AFP Global



ethical challenge when presenting or assessing information, he adds.


Training and guidance are important in helping fundraisers understand and cope with the ethical challenges they might face, says Ms. Johnstone.

“There are education programs online and at AFP gatherings, whether it’s the international conference, the leadership conference, local chapters, or publications and online communities,” she says. “In addition, as a condition of membership, everyone who joins or renews membership of AFP must review and sign off on the Code of Ethical Standards; and October is designated ethics month at AFP, so there’s usually additional education then as well.”

Maintaining and increasing trust in Canada’s charitable sector remains crucial to its role of making a difference in the lives of beneficiaries, says Ms. Johnstone.

“All across our sector, whether we’re talking about health or social services or higher education, the funds raised by professional fundraisers go towards the mission of those organizations and ultimately to making a positive difference in the world and improving lives,” she says. “In order to deliver on those missions, organizations need to be able to invest in their programs, their capacity and their professional fundraisers, and ensure that effective, efficient and ethical fundraising is being conducted and that the funds are being used for the purpose for which they were intended.”


[Learn more: afpglobal.org](http://afpglobal.org)



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JUDITH ELSON  
RN - Unit Coordinator  
General Internal Medicine

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OUR GRIT MAKES  
GREATNESS.

With our tenacity and your support,  
we've come a long way.

But there is still so much more to do.

We treat over 196,000 patients in emergency  
departments built for less than half.

We perform over 335,000 imaging tests in  
65-year-old facilities.

We do more than anyone thought possible,  
with less than anyone could imagine.

With your support, imagine what we  
could do with more.

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This National Philanthropy Day, donate to  
Scarborough Health Network and together  
we can innovate and expand our care for  
all of Scarborough.

**Your donation will be generously matched  
having 2X the impact for Scarborough.**

Donate today at [LoveScarborough.ca/Donate](https://LoveScarborough.ca/Donate)



Love,  
Scarborough



# Donations that really do make a difference

The Canadian Red Cross's holiday campaign raises funds to help people experiencing emergencies

For most Canadians, this year's holiday season will be much like it always is, a time to celebrate and spend time with friends and family.

But for some, like the people of Jasper, Alberta, whose homes were destroyed in a wildfire in July, this holiday season may look a little different. Many lost their homes and belongings, and some have returned to the community to start their road to recovery.

It's at times like this that the Canadian Red Cross steps in to help and support people impacted by disasters, says Angela Hill, a Canadian Red Cross communications delegate who was in Jasper this past summer.

"As Canadians reflect on the holiday season this year, we hope people will consider giving to the Canadian Red Cross's annual holiday campaign to help people experiencing emergencies in Canada and around the world. This support can make a meaningful difference in the lives of people who may be in vulnerable situations," says Ms. Hill.

In Jasper, for example, the Red Cross provided emergency financial assistance to people who evacuated due to the fires.

"One woman told us that in the stress of leaving she didn't pack necessities such as toiletries or a change of clothing. Others had huge fuel costs when the evacuation route moved them through British Columbia. They needed financial help to cover the cost, and that financial help came from donations by fellow Canadians. They are what makes it possible," says Ms. Hill.

When there's an emergency, the Canadian Red Cross works with the community to help guide people as they face the immediate response, and also helps lead them towards recovery by connecting them to the



Top: Craig McCarthy and Tiffany Toussaint with their puppy Zissou, in a moment of joy after returning to their home in Jasper after being evacuated due to a wildfire. Above (left): The Canadian Red Cross supported a Re-entry Support Centre to provide residents who had been evacuated with information and supplies as they returned to Jasper. Above (right): Natalia Shaporenko, facilitator at the Ukrainian Red Cross child-friendly space in Mykolaiv, is ready to help Alina Vasylychenko with art project. ANGELA HILL, CANADIAN RED CROSS; ANGELA HILL, IFC

services and supports they need.

"In Jasper, for example, we set up a re-entry support centre in partnership with the municipality and other community partners, which became a community hub for people who needed services or wanted to reconnect with other members of the

community," says Ms. Hill.

Internationally, the Canadian Red Cross is a member of the International Red Cross and Red Crescent movement and works alongside national societies to provide assistance to people impacted by emergencies and humanitarian crises. In the past

year, Ms. Hill travelled to Ukraine to provide assistance to people in support of the Ukrainian Red Cross Society.

"In Ukraine, the Canadian Red Cross is addressing needs caused by damage to infrastructure such as heating systems and is supporting

the Ukrainian Red Cross to provide centres where people can visit and have access to heat and power," Ms. Hill says. "Health-care facilities have been damaged, so the Canadian Red Cross is supporting mobile medical health units that travel to rural and remote areas. We see a lot of elderly people still living in rural and remote communities near the areas of conflict. Doctors with the mobile health units provide care for people who are unable to travel into a city or whose local facilities have been damaged."

Another important focus for the Canadian Red Cross in Ukraine is helping children impacted by the conflict.

"Times like this are really difficult for children, so we support the Ukrainian Red Cross in what we call child-friendly spaces, which are places where kids can get together and be kids. I visited one of these spaces and it was amazing. The kids were from four to seven years old. They were doing crafts, playing, dancing and singing," says Ms. Hill.

To mitigate stress and anxiety when air raid sirens sound, the staff created a welcome and friendly environment where children felt safe, she adds.

"These are the types of programs that are made possible by the generous support from people living in Canada who donate to the Red Cross," says Ms. Hill. "Several people I spoke with this summer in Jasper said they had donated to the Red Cross in the past, but never thought they would need Red Cross services. Their message was that donations really do make a difference and allow us all to be part of the caring cycle."

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

## MANY OF MONTREAL'S HOMELESS PEOPLE ARE ELDERLY

Make a larger impact with the same investment by donating stocks

For more than 50 years, Maison du Père (MDP) has been supporting people experiencing homelessness in Montreal. However, times are changing and the challenges the organization is seeing now are unprecedented.

"We are seeing men who are ending up on the streets for the first time at a much later stage in their lives, many after previously living a very stable life. It's very far from the image many people have of those experiencing homelessness," says

Lizette Flores, executive director, Maison du Père Foundation.

"Elderly people – some in their 80s – are getting evicted, many have no social network, no pension, are living with health issues, and it's happening during a pretty difficult economic time," she says. "The money we are raising is to enable us to afford the social programs that aim to bring men off the street."

Nevertheless, MDP can't do it alone, she says, noting the importance of community investment and

the impact it can have on people's lives.

In addition to addressing homelessness, MDP also works to build a community founded on empathy, compassion and solidarity, she says, emphasizing that support for the foundation and investing in services and programs for men in need of a safe environment and affordable housing results in social returns for the whole community.

One of the ways to support the foundation, which was created in

2005 to fund MDP's work and to ensure its sustainability, is to donate stocks.

"It's the smart way to donate," says Ms. Flores, adding that it is a misconception that donating stocks is only an option for wealthy people. She notes that it works well for a range of individuals and businesses.

One of the major advantages is the elimination of capital gains tax on the appreciated value of the stocks. While donors could sell the stocks and give the cash, they would have to pay the tax on the capital gain.

"But when you donate the stock directly to a charity like ours, most

donors can avoid those taxes and also receive a charitable donation receipt for the full market value of the stocks," she says. "This means donors can make a larger impact with the same investment, so it works for them, and it works for the MDP Foundation."

Thanking current and past donors for their loyalty to the organization, Ms. Flores invites new donors to support MDP's mission to raise awareness and provide support services for the city's homeless men.

Learn more: [maisondupere.org](http://maisondupere.org)

## ROSES CAN'T SPEAK ROSES CAN'T ACT BUT YOU CAN

Lay a rose in remembrance, but do not stay silent like a rose.

Roses are often seen as symbols of beauty and remembrance, but imagine if they could do more. What if these silent symbols could unlock real action, break the silence, and demand meaningful change?

Together, let's ensure that every rose represents not just grief, but an action that will be taken towards creating a safer, more equitable world for all women, girls, and gender diverse individuals.



Maison du Père has been providing support to homeless people in Montreal for more than 50 years. SUPPLIED

## A ROSE THAT TRANSFORMS INTO ACTION

A digital rose from YWCA Canada demonstrates your support of national initiatives aimed at ending gender-based violence. At YWCA Canada, we view the rose as a symbol of both sorrow and a pledge to protect future lives.

Thank you for laying a rose and supporting YWCA Canada.

**Ways to donate:**  
Scan our QR Code  
Text 🌹 or ROSE to 20222  
Visit [www.ywacacanada.ca](http://www.ywacacanada.ca)



Your gift will generate a tax receipt.

## ROYAL COLUMBIAN HOSPITAL'S REDEVELOPMENT

New Jim Pattison Acute Care Tower to open in 2025

From its humble beginnings in 1862, with just 30 beds and one doctor, Royal Columbian Hospital (RCH) in New Westminster grew to become British Columbia's indispensable leader in critical care, serving close

to two million residents.

Today, with one of the most ambitious hospital redevelopment projects in Canadian history, Royal Columbian is poised to play an even more robust role. Critical care will be revolutionized when the new Jim Pattison Acute Care Tower opens in late 2025 – when the multi-year project is complete, RCH will be fully transformed and ready to cope with the needs of a fast-growing, dramatically aging and increasingly diverse 21st-century population.

Royal Columbian Hospital Foundation is dedicated to advancing health-care excellence at RCH and beyond.



Royal Columbian Hospital in New Westminster, B.C., serves close to two million people. SUPPLIED

Learn more: [rchfoundation.com](http://rchfoundation.com)

# When paying rent means skipping meals

More families than ever are turning to the Salvation Army for support

When Shirley McDougall's husband was injured at work in the 1990s and they needed a little extra help to feed their seven children and buy them new clothes for school while waiting on his workers' compensation, she turned to the Warton, Ont., Salvation Army for help.

Now, living on a small widow's pension that's often not enough to cover all her basic needs, McDougall says The Salvation Army has again been helping her make ends meet. She's turned to the food bank when her pension hasn't stretched far enough to cover rent, bills and groceries; and her Salvation Army caseworker has helped her negotiate a back rent payment plan with the Bruce County housing provider and provided financial support to help her purchase a new pair of glasses.

"I don't know what I would do without them," says McDougall. "Right now, my rent's paid and my bills are mostly paid, but that's what most of my money goes towards."

Major Mary Millar, pastor and corps officer for The Salvation Army in Warton, says the public often makes unrealistic assumptions about people who need support from a food bank or shelter.

"It's not people who are not trying," she says. "I'll talk to people who are making minimum wage and pull me aside with tears in their eyes to say, 'Could I get some help because my mom is sick, and we've been driving her down to London and the costs have been significant.' Or people who aren't getting paid when they're not working and have been off sick for 10 days with no income."

Even though inflation has slowed, and the Bank of Canada has started to cut interest rates, many Canadians are still struggling with cost-of-living pressures, according to a recent Salvation Army survey of more than 1,500 Canadians. One in four respondents said they were extremely concerned about having enough income to cover their basic needs.

Three quarters said they faced challenges with food security. While purchasing discounted food items or shopping at discount retailers was the most common coping strategy,



Lesley Oliver works at the Salvation Army's food bank in Warton, Ont., one of the many social services the organization offers, which includes thrift stores, shelters, substance-use rehabilitation, after-school programs and camps and school nutrition programs.

a notable 44 per cent were cutting back on their groceries to pay other bills and stretch their money for the month, and 26 per cent said they were skipping or reducing the size of meals – up from 21 per cent in October 2023. One quarter also said they were eating less so their children or other family members could eat.

"It's no secret that many Canadians are feeling increasingly squeezed by factors beyond their control," says Lt.-Col. John Murray, territorial secretary for communications at

The Salvation Army. "We have more families seeking assistance than ever before, and we're acutely aware of the impossible choices they're having to make."

There has also been a "significant shift" in the types of clients seeking out The Salvation Army's services since the pandemic, Lt.-Col. Murray says, with a far greater share of first-time users, particularly families and single parents.

The Salvation Army is one of Canada's largest direct providers of social services. Last year, alone, it provided more than 5,500 shelter beds and distributed 3.2 million meals across

## BY THE NUMBERS: 2023 NATIONAL STATISTICS

**3 million** visits made to The Salvation Army in Canada and Bermuda for assistance

**112,000** school meals provided

**3.2 million** community meals were distributed

**1.1 million** visits to community and family services for food and non-food services such as school supplies and baby products

\*Source: The Salvation Army

**438,000** visits for Christmas assistance including food hampers and toys

**170,952** nutritional snacks and other food items provided

**5,500** shelter, addictions, detox, and mental health beds provided each night

**1,158** long-term care and supportive housing beds provided



the 400 communities in which it operates. It also helped 2.1 million Canadians with essentials, including food and clothing.

By the time people show up at The Salvation Army, they've often already had to make "impossible choices" to stretch their limited resources, and some are dealing with the "very real

possibility of being made homeless," all of which take a major toll on their physical and mental health, Lt.-Col. Murray says.

He says The Salvation Army is working to reduce poverty through programs that help people overcome barriers to employment and stable housing.



We have more families seeking assistance than ever before, and we're acutely aware of the impossible choices they're having to make.

**Lt.-Col. John Murray,**

Territorial secretary for communications, Salvation Army

In addition to its food banks, thrift store and shelter services, The Salvation Army runs a wide range of social services programs, including substance-use rehabilitation, after-school programs and camps, school nutrition programs, life skills and more.

Its Pathway of Hope program provides support from a dedicated case worker to Canadians trying to achieve goals like getting their driver's license, finding stable housing, earning their high school diploma, enrolling in a college or university program, or regaining custody of a child. Graduates of the program are paired with a mentor who can continue to support them.

"We see people are making steps and we help them continue up that ladder. It's been smashingly successful," says Major Millar. She notes that many people who turn to the organization feel ashamed of their circumstances and of needing help, and staff work to make them feel welcome, valued and supported.

Support from philanthropic partners has been crucial to The Salvation Army's work, Lt.-Col. Murray says. In Warton, grants, donations and partnerships with other agencies have powered crucial social services, including a dental clinic, back-to-school backpack program for children, food hampers for families, summer camps and literacy programs for children and the organization's community garden.

"We have some amazing partners," Major Millar says. "It's one of the reasons we can do as much as we do."

# SKIP CHRISTMAS OR SKIP RENT?

When poverty gives someone an impossible choice.

**Your donation is their answer.**



Donate now at [SalvationArmy.ca](https://SalvationArmy.ca)

# Love did find a way

Scarborough Health Network Foundation's successful campaign boosts donations



Staff gather in the Diagnostic Imaging Department at Scarborough Health Network's General Hospital. SUPPLIED

If love can move mountains, then why can't it also move a community to raise a mountain of money? That's what fundraisers at Scarborough Health Network (SHN) Foundation asked when considering how to raise \$200-million for long-overdue improvements to health-care facilities in the region.

What emerged was the *Love, Scarborough* campaign, which has so far raised \$172-million of its target

— a feat that would not have been possible without the campaign, says SHN president and CEO David Graham.

"It was a huge turning point for us. It was a message that reached across Toronto and brought attention to the fact that we've been left behind here at SHN for decades and were not seeing anywhere near the level of donations that other hospitals were getting," he says.

A big chunk of the funds will go towards the new Northpine Diagnostic Imaging Department at SHN's General Hospital, scheduled to open and be operational in early winter next year. The Northpine Foundation contributed \$20-million to the *Love, Scarborough* campaign specifically for the new diagnostic unit and helped SHN Foundation leverage other donations.

"The Northpine Diagnostic Imaging Department is a really important project for our community because it will bring all our imaging systems together in one space at our General Hospital, which is the oldest hospital in our group," says Mr. Graham. "For patients, that means there's no more going across multiple areas in the hospital for tests."

He adds that the new unit's contemporary design provides for the right privacy and culturally sensitive waiting and changing areas. It will have double the space for diagnostic imaging, which means it will be able to accommodate new state-of-the-art technology.

SHN performs more than 300,000 diagnostic imaging tests every year. This modern facility, featuring advanced technologies like a 3T MRI machine, will provide clearer images and streamline the diagnostic process, ultimately leading to more accurate and timely diagnoses for patients.

While a new diagnostic imaging unit has been in the cards for 25 years, it wasn't until the launch of

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**David Graham**  
President and CEO,  
Scarborough Health Network



“It's incredible to witness the tangible changes happening in Scarborough thanks to the generosity of donors. As our new facilities begin to take shape, we are turning our vision for a healthier community into reality.”

**Alicia Vandermeer**  
President and CEO,  
Scarborough Health Network  
Foundation



the *Love, Scarborough* campaign that fundraising gained the traction it needed to attract donors, both big and small.

"The campaign has allowed us to get much-needed attention in the community and attract historic and transformational donations that helped the diagnostic imaging unit project make it all the way to reality," says Mr. Graham. "We are also really fortunate to have a strong partner in the Ontario government that recognizes the importance of the unique health infrastructure needs in our community."

In 2022, the Ontario government announced a \$1.2-billion investment in SHN to finance building a new Birchmount Hospital, a new emergency department at Centenary Hospital, and other upgrades.

Mr. Graham notes that all Ontario hospitals are responsible for 10 per cent of their infrastructure costs and 100 per cent of equipment costs, which makes donors critical to the levels of service they can provide.

"For example, our SHN Community Mental Health Centre was 100 per cent paid for by donors. It's allowed us to open a community care centre for mental health in the community so that people can be treated where they are," he says. "Philanthropy has also allowed us to purchase the VELYS surgical robot, which performs robot-assisted knee and hip replacements for patients in our community."

Earlier this year, SHN became the first community hospital in Ontario to use VELYS technology for knee surgeries. Since then, more than 200 patients have benefited from this innovative approach, which provides greater precision and personalized surgical planning.

"It's incredible to witness the tangible changes happening in Scarborough thanks to the generosity of donors. As our new facilities begin to take shape, we are turning our vision for a healthier community into reality," says Alicia Vandermeer, president and CEO of SHN Foundation. "This National Philanthropy Day, I invite everyone to be part of the transformation and donate to SHN."

Learn more: [lovescarborough.ca](https://lovescarborough.ca)

## TAKING ACTION TO END FEMICIDE

YWCA programs and services help survivors flee gender-based violence

As Canadians reflect on the 35th anniversary of the mass femicide at École Polytechnique where 14 women lost their lives in 1989, it's a sobering reality that gender-based violence is still rampant.

According to the 2022 Canadian Femicide Observatory for Justice and Accountability, a woman or girl is killed every 48 hours in this country.

Aline Nizigama, national CEO of YWCA Canada, believes everyone can take action to end the violence, whether it's by calling attention to the issue or by donating to organizations like YWCA Canada that have put initiatives in place to save lives.

"We know the crisis in housing affordability is intimately connected to the rise of gender-based violence," she says, noting a lack of financial resources is one of the most common reasons survivors stay in abusive situations.

In response to this need, YWCA Canada, in partnership with 12 of its local YWCAs across Canada, offers a route to safety through the National Emergency Survivor Support Fund (the NESS Fund).

With a transformational multi-year gift from the Slight Family Foundation, the NESS Fund provides immediate financial support to women and their families fleeing unsafe living situations and enables them to begin rebuilding their lives, explains Ms. Nizigama.

This investment by the Slight Family Foundation reflects trust in YWCA programs and services and ability to reach those in urgent need. As Canada's largest provider of women's shelters, YWCAs have the necessary infrastructure and community pathways to save lives.

Ms. Nizigama encourages more philanthropists to invest in established, community-based



Aline Nizigama, national CEO of YWCA Canada. RYAN CHRISTOPHER WALSH

organizations like YWCA, emphasizing the importance of trust-based philanthropy that enhances and expands upon the vital services already available. "Through the NESS Fund, we've been able to help over 700 survivors flee gender-based violence," she says, adding "90 per cent of survivors surveyed reported that the NESS Fund was a primary reason they were able to escape."

YWCA Canada's annual Rose Campaign — a national advocacy initiative to end violence against women and girls, commemorating Canada's National Day of Remembrance and Action to End Violence Against Women (December 6) — is an opportunity for all Canadians to take action and end the violence.

Learn more: [ywcacanada.ca](https://ywcacanada.ca)

## DUKE OF EDINBURGH'S INTERNATIONAL AWARD INSPIRES YOUTH SELF-DEVELOPMENT

Teens and young adults are well known for seemingly boundless energy. The challenge, of course, is how to motivate youth to apply that zeal in ways that will cultivate and benefit their potential.

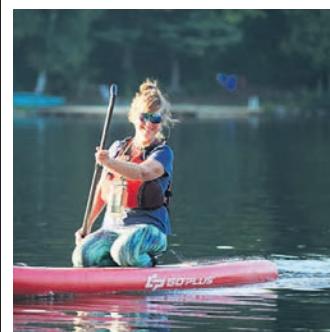
For young Canadians of all abilities, cultural heritage and walks of life, the Duke of Edinburgh's International Award offers an answer: self-determination.

For over 60 years, the Award has inspired more than 500,000 young Canadians to develop their character by challenging youth to set and pursue their own goals in four areas: physical activity, skills development, community service and adventurous journeys.

"In 2023, over 10,000 young people aged 14 to 19 took part in Award-related activities with the guidance of dedicated Award Leaders who mentored them through their pursuits," says Award Canada

CEO Stephen De-Wint.

The results are impressive. Beyond earning Bronze, Silver and Gold Awards for their achievements, with the latter accolade typically presented by a province or territory's



Physical activity is one of the areas where the Award inspires youth to set and pursue their own goals. SUPPLIED

Lieutenant Governor or other dignitary, program participants made other measurable strides.

For example, Mr. De-Wint says in a recent survey 72 per cent of participants reported having gained increased confidence in speaking or presenting, 90 per cent felt happier working co-operatively in groups, and 86 per cent gained confidence in considering different viewpoints. He adds, "Eighty-four per cent indicated they complete what they start, regardless of obstacles, and 79 per cent experienced increased confidence in thinking creatively."

Additionally, in 2023 alone, Award participants collectively contributed over 44,500 hours of service, demonstrating the Award's unique role in shaping engaged, community-focused citizens.

Learn more: [dukeofed.org](https://dukeofed.org)



A south-facing view of the future Hennick Commons.

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Show your support today, donate at:  
[achievingthedream.ca/why-donate](https://achievingthedream.ca/why-donate)



Achieving the Dream  
Through Education Charity

# Making students' dreams come true

Scholarships and bursaries help Matawa First Nations students further their education

Jasper Beaver of Nibinamik First Nation was not sure what her future held, what she could dare to dream about. Now, after being awarded two bursaries through the Achieving the Dream Through Education (ATDTE) charity, she is at college and has started the journey to become an Indigenous social worker.

"I had not thought much about my future education in the past. I only recently started thinking about my future when I realized these bursaries could help make it possible," says Ms. Beaver.

ATDTE provides scholarships, bursaries and awards to students in all nine of the Matawa First Nations communities in remote northern Ontario. ATDTE also supports many children and youth, as well as school-based initiatives, such as land-based learning and excursions throughout the year.

At the annual awards night held earlier this year, 18 students received 21 awards. Ms. Beaver was presented with the Colliers Project Leaders Scholarship and the Bonnie Moore and Blanche Swallow Bursary. Both awards support Matawa youth in realizing their dreams of post-secondary education.

Matawa First Nations students face many barriers, says Achieving the



From left: Jasper Beaver of Nibinamik First Nation plans to become a social worker; Jayla Troutlake was inspired to make a ribbon skirt; Students at Matawa Education and Care Centre in Thunder Bay participating in land-based learning activities. SUPPLIED

Dream Through Education board member and Aroland First Nation member Annamarie Majiskon.

"Imagine leaving your home, your family and everything you know at 14 so that you can complete high

school. That was my reality and is a reality for many Matawa youth. Some travel more than 500 kilometres – many from communities only accessible by air – to be able to finish high school," she says, adding

many have to live with relatives they may not know well, or even strangers, plus deal with systemic racism that can cause mental health challenges.

In response to the Seven Youth Inquest into the death of seven youth who died tragically while attending high school in Thunder Bay, recommendations were made to several named parties such as Matawa Education and Care Centre (MECC), the Province of Ontario and the federal government to prevent future deaths of First Nations youth living away from their communities to attend high school. Since the inquest, the MECC expanded its facility in the former Grandview Lodge long-term care home to provide students a safer, community-style, holistic living option with around-the-clock care including cultural, emotional, physical and academic supports.

The MECC enables youth to stay connected to their culture and traditions by including land-based learning; traditional hunting, trap line, camping and fishing expeditions; drum making; and lessons in traditional music and songs.

Teachers, students, parents and community partners assist in developing these programs and courses while encouraging each student to develop self-reliance, initiative, resourcefulness, creativity and responsibility, says Ms. Majiskon.

School Elders, who are seen to be at the heart of the program and the building, maintain close connections to community traditions all while providing a safe place for youth to go to for guidance especially when feeling homesickness. The Elders have a lounge in the centre of the school where students can visit them at any time during the school day.

"Our Elders listen to students' stories and provide them with traditional support," says Ms. Majiskon, adding traditional teachings and culture are incorporated across all subject areas. "When students graduate at MECC, they will be ready

to embark on the next phase of their educational journey, be it the workforce, skilled trades or post-secondary studies," she says.

Now a student at Confederation College in Thunder Bay, Ms. Beaver is grateful the bursaries were established to help students like herself.

"I would love to see more bursaries like these become available for others just like me. Seeing these being accessible really helped push me to create more goals for my future. I hope more people out there see this and realize that a bursary can go really far in encouraging students to work hard towards their future," she says.

While Ms. Beaver enjoys the college environment and the group work it involves, she has other goals beyond her education.

"The reason I want to be a social worker is to help others," she says.

As part of ATDTE's mission to nurture students' connection to culture and traditions, Jayla Troutlake from Neskantaga First Nation was awarded one of the 2024 Directors Awards.

Now a grade 8 student, Ms. Troutlake's bursary provided funding to purchase ribbon skirt materials so she could sew a skirt and host a presentation to work on her public-speaking skills and build self-confidence.

"I saw Elders make ribbon skirts at a powwow, and I always wanted to make one," she says.

The bursary enabled her to buy fabric and ribbon to create a skirt with brown, red, yellow, white and black colours, she says, adding she will be planning the workshop in the future.

Reflecting on the impact of the bursaries, Ms. Beaver says it has encouraged her to further her education.

"I encourage others to continue to fund these bursaries. It is appreciated and helpful towards achieving and creating new dreams," she says.

More: [achievingthedream.ca](http://achievingthedream.ca)

## YOUNG GIRL IS A WAR AMPS "CHAMP"

Seven-year-old Michaela Monsigneur is a double leg amputee, and a member of The War Amps Child Amputee (CHAMP) Program. As a Champ, she receives financial assistance for artificial limbs and specialized devices, peer support from other amputees "just like me," and the opportunity to attend regional seminars where Champs and their parents learn about amputation and access valuable resources.

Her parents Michael Monsigneur and Lyndsay MacDonald describe how The War Amps has supported their family.

"We attended our first CHAMP Seminar when Michaela was three months old. While there was a lot of information to take in, it was also very empowering. Seeing the older child amputees really showed us that everything would be OK and that Michaela would have a great childhood."

"Whenever we've reached out to The War Amps since then, they've always provided the help we need to make life a little bit easier for Michaela and our family. Michaela was one and



Michaela Monsigneur is a member of The War Amps Child Amputee (CHAMP) Program. SUPPLIED

a half years old when she started wearing artificial legs, and it didn't take her long to start walking with them. She has everyday legs that she wears to school and for playing sports, as well as water legs to keep her safe on wet, slippery surfaces. Her artificial limbs are costly and need to be replaced often as she grows."

The War Amps encourages Champs to develop a positive outlook on their amputation and to pursue any activity they desire. "Michaela's determination and enthusiasm for life inspire everyone around her," says Danita Chisholm, executive director of the CHAMP Program. "Thanks to the public's support of The War Amps Key Tag Service, we are helping young amputees achieve their goals."

The War Amps does not receive government grants. Its programs are made possible through the public's support of the Key Tag Service.

Learn more: [waramps.ca](http://waramps.ca)  
(call toll-free 1 800 250-3030)

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





# WHILE WE COUNT DOWN TO THE HOLIDAYS, THOUSANDS ARE COUNTING ON THE CANADIAN RED CROSS FOR SUPPORT.

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A few months ago, the nation came together to support our neighbours in Alberta. Devastating wildfires forced Jasper residents out of their homes. Generous donations turned into vital support. Yet still, many are left to wonder what the next few months, or years will look like.

This holiday season, we hope you can make the Canadian Red Cross a part of your traditions. **Can we count on your donation to make a difference in someone's life?**

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# Contemporary voices and perspectives on the past

Canadian Museum of History and the Canadian War Museum show how the past shapes the future

The Canadian Museum of History and the Canadian War Museum are as focused on the future as they are on the past, says Caroline Dromaguet, president and CEO of both museums.

While the Canadian War Museum (in Ottawa, Ontario) emphasizes the human experience of war and Canada's involvement in conflicts to help visitors understand current global issues and events, the Canadian Museum of History (in Gatineau, Quebec) looks at the events, experiences, people and objects that have shaped Canada's history and identity.

But history is not static, says Ms. Dromaguet, noting the museums' vision statement – Dare to inspire tomorrow's history – challenges people to think beyond the present while inspiring them to explore and understand the history of the country in a way that helps to shape Canadians' collective future.

She says that museums' researchers, historians and curators engage contemporary voices and perspectives to help tell these stories and explore the past.

A current research initiative in its development phase that blends history and contemporary insights focuses on the Arctic.

"It's a very contemporary topic. When we develop projects, we actively seek partners, work with communities, speak with experts in multiple fields and look beyond the immediate narrative, to include multiple voices including on environmental and social issues," she says.

Ms. Dromaguet hopes that when people visit exhibitions and experience the activities developed and hosted at the two museums, they have a holistic understanding of history and the contemporary issues it informs.

However, developing new projects is costly, and philanthropy and donor support play a crucial role in enabling the museums to undertake innovative projects and initiatives that go beyond their daily operations, such as the *In Their Own*



Clockwise from top left: the Canadian Museum of History (CMH); CMH's Canadian History Hall; the Canadian War Museum (CWM); the Cold War gallery at the CWM. SUPPLIED

“Our vision statement reflects our belief that history is an ongoing process, constantly evolving and changing as we learn more about the past.”

**Caroline Dromaguet**  
President and CEO of the Canadian Museum of History and the Canadian War Museum



Voices oral history project, a collection of new accounts of veterans' experiences that share the impact of military service and how it has shaped their lives, the lives of their families and Canada itself.

"It's always great to work with people who share that vision – it gives us wings, elevates our work and helps us reach outcomes that wouldn't otherwise be possible," says Ms. Dromaguet.

One of the projects that has benefited from philanthropy is the Museum of History's Canadian History Hall.

"Support from donors allowed us to tell history in a new, very diverse way," she says, adding the flagship exhibition is supported by learning programs and hands-on discovery boxes that are accessible to teachers.

"Our vision statement reflects our belief that history is an ongoing process, constantly evolving and changing as we learn more about the past. It reminds us that we have a responsibility to ensure that future generations have the knowledge and context they need

to understand the world around them, while also being inspired to shape a brighter future," says Ms. Dromaguet.

Learn more: [historymuseum.ca](http://historymuseum.ca)  
[warmuseum.ca](http://warmuseum.ca)

## NEW KNOX COUNSELLING CENTRE RAISES MENTAL HEALTH AWARENESS

Knox College is leveraging its leadership in theological education to raise mental health awareness by offering free virtual mental health support to University of Toronto (U of T) students. This initiative also provides valuable clinical experience for its Master of Psychospiri-

tual Studies (MPS) student interns. An affiliated college of U of T, Knox College offers this support and training through its newly launched Knox Counselling Centre. In addition to students, community members can access care on a sliding scale fee structure based on income, says

Rev. Dr. Mi-Weon Yang, assistant professor of Pastoral Theology and Intercultural Counselling, and director of the Knox Counselling Centre. MPS students have been trained to address both psychological and spiritual concerns, Dr. Yang explains, adding that after graduation, these

“MPS students have been trained to address both psychological and spiritual concerns.”

**Rev. Dr. Mi-Weon Yang**  
Director, Knox Counselling Centre



counsellors will work in various settings such as hospitals, the military, correctional facilities and private practice. The centre also plans to offer group counselling programs and workshops as part of its mission to raise mental health awareness.

The centre is unique in its approach, says Dr. Yang, citing an MPS student's observation that counselling often follows a medical model aimed at "fixing" problems – frequently through medication or surgery. At the centre, however, the focus is on healing and growth, fostering connection and discovering meaning together.

Learn more: [knoxcounsellingcentre.com](http://knoxcounsellingcentre.com)

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# Inspiring Canadians to make a difference

The 2024 Giving Report illustrates philanthropic giving trends and their impact on the charitable sector



For the 11th consecutive year, the number of Canadians making charitable donations has declined, according to the latest Giving Report published by CanadaHelps, Canada's largest platform for donating and fundraising online. This is taking place as an estimated one in five Canadians turned to charities for essential charitable services such as food and shelter last year.

In this Q&A, CanadaHelps president and CEO **DUKE CHANG** discusses the report.

**What is the goal of the report; how would you like to see the information you present used to benefit the social sector?**

The goal is to gain an understanding of philanthropic giving trends across the country and its impact on Canada's charitable sector. We hope that the 2024 Giving Report reminds Canadians of elevated levels of demand across the charitable sector and inspires them to make a difference by donating or giving to their community in any capacity. Charities can also leverage the report's findings to strengthen their fundraising efforts, better engage donors and address emerging trends.

**What is the overall state of the charitable sector in Canada today?**

There are a lot of great charities across Canada, but they all need resources in order to function, and the need for charitable services isn't going away. The 2024 Giving Report revealed significant declines in the number of Canadians donating to charities, while thousands of organizations struggle to meet heightened demand for their services. Due to inflation and the high cost of living, nearly a quarter of Canadians said last year that they intend to use charitable services for food and shelter. A high level of



While support for environmental charities lags, Canadians give generously to support services following natural disasters that can be tied to climate change. VLADTEODOR VIA GETTY IMAGES

“It is very important that charities modernize their digital capabilities, not only to support their ability to expand their impact, but also to protect themselves from increasing cybersecurity threats.

disconnection and isolation reported by Canadians is also changing giving patterns as individuals who reported having a greater number of close bonds among the family, friends and community around them gave at higher rates than Canadians with fewer close connections.

**What major challenges is the sector facing?**

The report's worrisome trends highlight the charitable sector's vulnerability. With the ability and willingness to continue to give decreasing among donors, there is a significant risk to the sustainability of charities in these times of sustained economic uncertainty.

Digital modernization is another barrier facing the charitable sector. CanadaHelps recognizes that a digital divide exists, which makes charitable organizations fall far behind for-profit comparisons. It is very important that charities modernize their digital capabilities, not only to support their ability to expand their impact, but also to protect themselves from increasing cybersecurity threats.

**How can the challenges be overcome?**

While there is not one easy solution to the challenges facing the charitable sector, inspiring Canadians to be generous and give to their communities is key. The good news is that there are endless ways they can do so, even by spending little to no money. Examples include volunteering with local charities, creating a fundraiser, giving a Charity Gift Card, giving a charitable gift, or simply engaging in an act of kindness.

**The report revealed a big disconnect between Canadians' concerns about climate change and the extent to which they are prepared to support environmental charities. Why do you think this is?**

The report's findings show a significant gap between expressed commitment and actual environmental actions. Only 1.5 per cent of donations made through CanadaHelps are directed to environmental charities, despite 32 per cent of Canadians saying climate change or protecting the environment is a top cause for

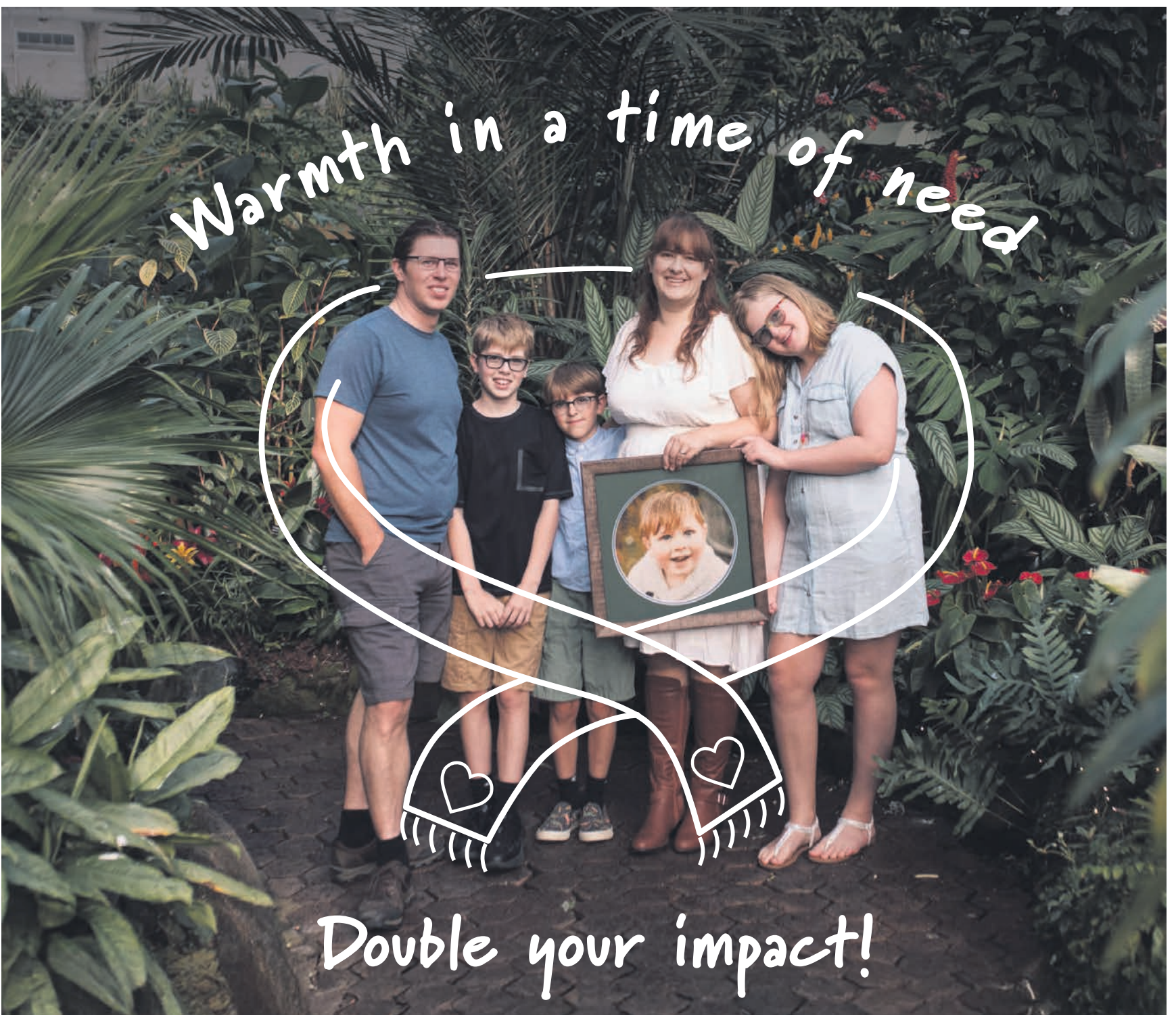
them. Additionally, almost half – 48 per cent – expressed anxiety about the effects of climate change on at least somewhat of a regular basis.

**Does this indicate that Canadians just don't care?**

At first glance, it might appear so. However, Eric Cambell from the Clean Economy Fund says in the report that he's heard from many who believe they don't have much of a role in making any difference in climate change, even though he has witnessed the work of foundations making critical progress on the issue.

However, there are climate and environmental causes to which Canadians give generously such as natural disasters that can be tied to climate change. For example, more than one in three donors donated in response to an environmental crisis in the last year, whether it be forest fires, flooding or extreme heat, which highlights how people seem to focus their funds on emergency crises.

Learn more: [canadahelps.org](https://canadahelps.org)



[canuckplace.org](https://canuckplace.org)



Donate now through December 31 and your gift will be matched.



Light a life

# Generosity leaves a legacy of hope and healing

Support for The Kidney Foundation will help ensure critical research continues

As one of four million Canadians with kidney disease, Tom Meade considers himself one of the lucky ones; he received a kidney transplant. "It gave me a second chance at life – a chance to experience moments I might never have had, to share in milestones with my family, and to dream about the future," he says.

Mr. Meade says he was fortunate to receive all the support he needed throughout his kidney journey from world-class medical care to educational resources that helped him understand his condition and navigate the transplant process.

For over 60 years, The Kidney Foundation of Canada has been the leading charity committed to eliminating the burden of kidney disease. The Foundation has funded groundbreaking research that has helped to dramatically improve treatments and raise



Tom Meade with two of his grandchildren, Frank and Laura. SUPPLIED

awareness about kidney disease, organ donation and transplants.

"The Kidney Foundation played an essential role, providing me with invaluable educational materials and guidance," says Mr. Meade, and while he didn't require financial assistance for travel to medical appointments or accommodation, he knows many patients struggle to afford those costs on their own.

"I knew I had to give back. It was no longer just about my journey – it was about ensuring that others walking the same path could find the help and hope they needed," Mr. Meade reflects, recalling he first started volunteering at his local Foundation chapter and later served on The Kidney Foundation of Canada National Board of Directors.

"This work has allowed me to witness first-hand the profound difference this organization makes in the lives of patients and their families, offering them not just

resources but a lifeline," he says.

Inspired to do more, a few years ago, he decided to leave a gift in his will to The Kidney Foundation.

"It was an easy decision and surprisingly simple to arrange, and it didn't affect my current lifestyle in any way. Knowing that this legacy will live on after I'm gone has filled me with a deep sense of peace and hope," he says.

Now, as a passionate patient advocate, he is inviting others to leave a legacy gift to The Kidney Foundation to help ensure that critical research continues, patients receive the best possible care, and public awareness of kidney disease grows.

"Imagine how your generosity today could leave a legacy of hope and healing for tomorrow," Mr. Meade points out.

More: [kidney.ca/planned-giving](https://kidney.ca/planned-giving)

## STRATEGIC GRANTS SUPPORT ANIMAL WELFARE

Long-term project funding creates lasting change

For animal lovers who have a challenging time choosing a charity worthy of support, the Animal Welfare Foundation of Canada (AWFC) has offered an impactful, multipurpose solution since 1965.

Instrumental in improving animal welfare across the country through strategic grants, AWFC supports

innovative projects that address the welfare of farm animals, companion animals, wildlife and even captive wild species.

"By offering grants to organizations ranging from the National Wildlife Centre to the Saskatchewan SPCA, we help improve welfare standards,

promote humane education and create collaborative frameworks among animal rescue organizations," says board president Dr. Giuliana Miguel-Pacheco.

Among the recent outstanding AWFC-funded projects, Dr. Miguel-Pacheco points to the organization's support for the Raincoast

Conservation Foundation's Raincoast Wolf Project.

"This research project explores the relationships involving British Columbia salmon, elk and wolves and aims to shift public perceptions of wolves and inform policymakers about non-lethal strategies for predator management," says Dr. Miguel-Pacheco.

Another significant example of AWFC's diverse work is its support for public education, such as its recent support for creating videos showcasing the sentience of farm animals, a project led by the Winnipeg Humane Society.

Through careful donation management, AWFC ensures that funds are used efficiently, allowing for long-term support of projects that create lasting change.

"Whether it is addressing issues like lead poisoning of wildlife or promoting cruelty-free lifestyles



The Animal Welfare Foundation of Canada supports projects that address the welfare of all animals, including non-lethal strategies for predator management. WILLY MOBILIO VIA GETTY IMAGES

in schools, our impact extends across multiple sectors, fostering compassion for animals in Canada," says Dr. Miguel-Pacheco.

Learn more: [awfc.ca](https://awfc.ca)

## ADVOCACY RESULTS IN ACCESS TO LIFE-SAVING DRUGS

Research and innovation are key in the battle against cystic fibrosis

Cystic Fibrosis Canada (CF Canada) has made major strides in 2023-24 and is determined to maximize that momentum to ensure all Canadians with cystic fibrosis can live longer, healthier lives.

Cystic fibrosis (CF) is a rare, life-threatening disease that affects over 4,400 children and adults across Canada. Causing severe damage to the lungs and other organs, CF makes daily life a constant challenge for those who live with it.

"The sad reality is that half of the Canadians who died with CF in 2022 didn't reach the age of 40," says Kelly Grover, president and CEO, CF Canada.

Some of the organization's successes since January 2023 include:

- Helping children aged two to five with the most common CF mutation gain access to the life-changing treatment, Trikafta, as a result of advocacy efforts;
- Supporting the mental health of people with CF and their caregivers by making new resources available;
- Establishing national clinician guidelines so that people with CF, no matter where they live in Canada, receive the same level of high-quality care;
- Investing nearly \$3-million in research that directly impacts treatment advancements and improved care.

While access to Trikafta is a sign of hope for many living with CF, it's not a cure, says Dr. Paul Eckford, chief scientific officer, CF Canada, adding the long-term benefits of the drug are unknown.



The Clair family fundraises for Cystic Fibrosis Canada to support groundbreaking research and access to vital treatments. "Witnessing the transformative impact of treatments like Orkambi and Trikafta on our son Andre's life has brought us hope." SUPPLIED

CF is in a state of change, and as a charitable organization, CF Canada is relying on donors more than ever to navigate today's needs and be ready for tomorrow. People who are living longer with CF are facing new challenges as a result of aging with the disease, and there are still many people with CF who cannot benefit from Trikafta and require new solutions.

Beyond advocacy efforts, resource development and facilitating connection within the CF community, continued research investment is one way CF Canada is responding to these needs, shares Dr. Eckford, with the goal of lessening the impact of CF on those most affected as quickly as possible.

One major project, led by Dr. Theo

Moraes at The Hospital for Sick Children in Toronto, aims to transform CF care and improve health outcomes by creating personalized treatment plans for people with CF based on their unique genetic makeup. CF Canada also remains dedicated to ensuring access to new treatments through its clinical trials network, CF CanACT. The network is crucial for those living with rare CF mutations who may not benefit from drugs like Trikafta.

"Our vision is clear," says Kelly Grover, president and CEO. "We want every Canadian with CF to live fully, beyond the limits of CF, and we won't stop until that's a reality."

Learn more: [give.cysticfibrosis.ca](https://give.cysticfibrosis.ca)

## PHILANTHROPY'S PROMISE

Delivering health care to those who need it most

We may talk about the rich world or the developing world, but we are all equally deserving of health and dignity.

"And if philanthropy is to make good on its promise, then the world has to include standards of health care that we would want for our own families, even in places where we've

wrongly assumed it isn't possible," says Mark Brender, national director of Partners In Health Canada (PIH).

As a global health and social justice organization, PIH strengthens health systems in some of the world's most underserved places, working with governments and communities to deliver high-quality care to those who need it most.

One such place is Sierra Leone, where maternal mortality remains tragically high. In 2020, the lifetime risk of a woman dying in pregnancy or childbirth was 1 in 52, compared to 1 in 6,500 in Canada.

To change that, PIH is building a 166-bed Maternal Center of Excellence that will provide an unprecedented level of care for Sierra Leonean families. It's a continuation of PIH's four decades of work, from maternal and child health to chronic and infectious disease and more, in pursuit of healthier, more prosperous communities.

"The generosity of Canadians and the courage of our local staff and patients are all critical pieces for delivering on health as a human right," says Mr. Brender.

Learn more: [pihcanada.org](https://pihcanada.org)



Kumba Sandy holds her newborn baby boy on the day they are being discharged to go home after giving birth at Koidu Government Hospital in Sierra Leone. SUPPLIED

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# Once lit, the light never goes out

Canuck Place: raising funds to support care for children with life-threatening illnesses and their families

Tristan Rempel was full of life. He loved adventures, playing video games with his brothers, board games with his sister and imitating things he found funny – like other people snoring.

When Tristan was 14 months old, he was diagnosed with ependymoma brain cancer. He died on his fifth birthday.

With support from Canuck Place Children's Hospice – B.C. and Yukon's only pediatric palliative care provider – Tristan was provided with complex medical care and the entire family was supported.

"Memories were created to carry him in our hearts for the rest of our lives because we weren't alone,"

says Tristan's mom, Jenn Rempel.

Jenn and the Rempel family – husband Matt, Tristan's sister Jordyn and brothers Liam and Caleb – live in a remote community 50 kilometres northeast of Williams Lake, B.C., over 500 kilometres from Vancouver.

However, their location wasn't a barrier to accessing support and services from Canuck Place, including community-based care at home, medical respite care, recreation therapy activities, counselling and end-of-life care at the Vancouver hospice.

The Rempels first met the Canuck Place nursing and physician team following the return of Tristan's cancer when he was three years old.

"We had a very positive first meeting with the Canuck Place team and walked away knowing we were in good hands," says Ms. Rempel. "The nurses asked us what our goals were as a family and shared how we could all work together to achieve them. They were on board with our desire to stay at home for as long as possible, and we were able to communicate easily by phone, email and video chat," says Ms. Rempel.

For the first 18 months of the family's relationship with Canuck Place, Tristan's medical needs were minimal. However, as his cancer progressed, Tristan needed more complex care.

"Canuck Place arranged for an in-home care nurse to come several times per week, to manage Tristan's medical appointments, organize his medications and to show me how to administer them. We were given the tools to keep Tristan home until he passed, and these were the goals we shared in that first meeting with the Canuck Place team," says Ms. Rempel.

The family also stayed in hospice for respite care. "It was a chance for Matt and me to get some rest while the kids were able to enjoy various activities," added Ms. Rempel. "With the support of Canuck Place, we created memories as a family, attending a Canucks game and a BC Lions game. Canuck Place

Canuck Place arranged for an in-home care nurse to come several times per week, to manage Tristan's medical appointments, organize his medications and to show me how to administer them. We were given the tools to keep Tristan home until he passed, and these were the goals we shared in that first meeting with the Canuck Place team.

Jenn Rempel

became our home away from home, and it provided a space where we could bond as a family without the stresses of everyday life. It was like a mini vacation for us. We were able to detach ourselves from home life and focus on making valuable memories as a family," says Ms. Rempel.

Complex care, respite care and all the programs at Canuck Place are made possible by a generous community of donors.

"Because of their donations, we were able to stay home and still have access to the same level of care we received while staying at Canuck Place," she says.

Canuck Place raises funds to support care for children with life-threatening illnesses and families through the annual Light a Life Holiday Campaign with the message: Every light is precious, no matter how long it shines.

"Tristan was such a light in the lives of those who met him, and he never let anything he was going through take away from his vigour for life," says Ms. Rempel. "He was genuine and pure. His light still shines bright even though he is gone. Matt and I feel privileged to be his parents, and he left a beautiful legacy of hope and love."

More: [canuckplace.org/donate](https://canuckplace.org/donate)

## BUTTERFLY BLITZ

Volunteers count monarchs as part of a community science initiative

The volunteer landscape is changing, and many charities note that the number of volunteers is declining, especially after the COVID-19 pandemic.

But one North America-wide initiative that recently attracted more than 5,000 volunteers – a record number – was this year's International Monarch Monitoring Blitz in support of monarch butterfly conservation efforts, according to Montreal-based Espace pour la vie, one of the participating organizations.

From July 26 to August 4, volunteers across Canada, Mexico and the United States reported more than 16,000 monarch sightings and 68,000 milkweed plants, which provide the nourishment the monarchs need to transform monarch caterpillars into butterflies.

James Pagé, Canadian Wildlife Federation's species at risk and biodiversity specialist, says Canada is home to the most northern populations of monarchs, meaning they also have the farthest distance to travel to and

from their Mexico wintering grounds.

Each year, monarch butterflies migrate up to 5,000 kilometres, facing multiple challenges along their journey, including habitat loss and impacts from climate change.

Data collected during the Blitz is published in the Trinational Monarch Knowledge Network, a repository of information that is available for anyone to consult and download. This snapshot of the monarch butterfly and its breeding locations helps scientists better understand how to protect and conserve one of North America's most iconic species.

"With observation, documentation and the understanding of nature at the heart of their approach, community science activities create a powerful connection between wonder, the acquisition of knowledge and a sense of contributing," says Maxim Larrivée, director of the Insectarium | Espace pour la vie.

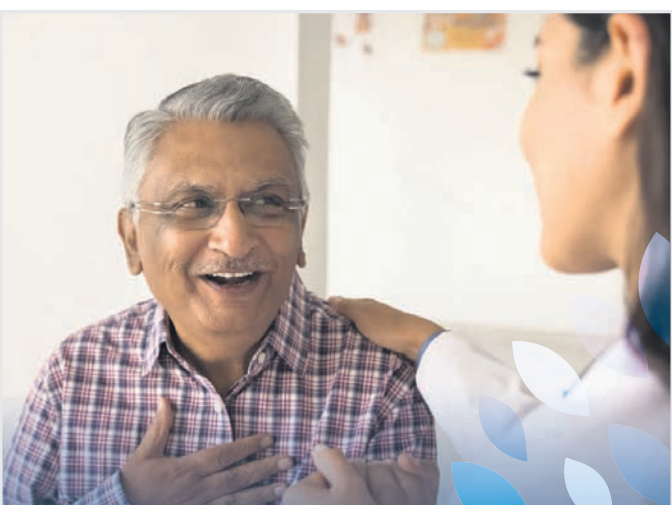
Learn more: [espacepourlavie.ca](https://espacepourlavie.ca)



The Rempel family light a candle in memory of Tristan Rempel as part of the annual Light a Life Holiday Campaign that raises funds for Canuck Place, B.C. and Yukon's only pediatric palliative care provider. SUPPLIED



Projects like the International Monarch Monitoring Blitz foster collaboration between the general public and scientists, help protect the environment and preserve biodiversity, says Maxim Larrivée, director of the Insectarium | Espace pour la vie. ESPACE POUR LA VIE: SYLVAIN LÉGARÉ; RIGHT, EHUIGUES VIA GETTY IMAGES



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# Anchors for generosity and stewardship

Philanthropic foundations are a critical part of the ever-evolving charitable ecosystem in Canada



By **DR. SHARILYN HALE**  
President, Watermark Philanthropic Counsel

Philanthropic foundations are a touch point for millions of Canadians each year through giving and grant making, fundraising activities, research and service delivery. In a recent report published by Philanthropic Foundations Canada and PhiLab, Dr. Michele Fugiel Gartner provides a glimpse into how foundations anchor the generosity of Canadians in form and function and steward resources for community benefit.

In *An Evolving Landscape: Reflecting Canada's Philanthropic Foundations*, Dr. Gartner notes that Canada's first foundation was established in response to tax exemptions introduced in Canada's Income Tax Act in 1917. Today, there are over 11,000 foundations that spend \$10-billion a year on charitable purposes.

In Canada, over 4,800 foundations are public, commonly funded by many donors. This includes fundraising foundations, close to 200 community foundations and other foundations that offer and hold donor-advised funds (DAFs). DAFs are like charitable accounts donors can use as an alternative to setting up their own foundation, and the number of donations in Canada directed to DAFs doubled from 2019 to 2021.

The other 6,200 foundations are private, commonly funded by a single donor or family, and often (but not always) as a result of a major financial transaction such as the sale of a business or the realization of an estate plan. Private foundations are mostly volunteer run, with less than 10 per cent having paid staff.

Public and private, the report demonstrates foundations are being used in various ways to create social benefit, and reflect the diversity of approaches and objectives organizations, philanthropists and families have. Traditionally, foundations were



Foundations in Canada hold more than \$136-billion in assets, and there is a close relationship between how foundations approach their giving and how they invest and steward their assets intended for community benefit. **MTSTOCKSTUDIO VIA GETTY IMAGES**

funded with endowed gifts, requiring capital be invested (forever) with only investment returns available for charitable purposes, while providing a consistent stream of income for granting over the long term.

Newer foundations are less restrained in their design, giving them greater flexibility in how they grant, invest and, in some cases, spend down their assets. Given rising inequality and the climate crisis, many in the charitable community have called for foundations to grant more (and more quickly). Foundations are also being used to flow-through funds on an as-needed basis, in response to a variety of charitable priorities. Canada needs all kinds of giving, and these variations help people engage in philanthropy in ways that are informed by their communities and their distinct circumstances.

There is a close relationship between how foundations approach their giving and how they invest and steward their assets, intended for community benefit. Foundations in Canada hold more than \$136-billion in assets and are legally required to disburse a minimum of 5 per cent of their assets annually on charitable purposes. When markets do well, foundations are able to do more.

As stewards of money, mission and the public trust, foundations are considering ways to more closely align their investment strategies with their values and charitable purposes, or at

the least, not be in conflict with them. While this may seem straightforward, it is harder than it sounds. Dr. Gartner identified robust interest in social finance, with some foundations moving a portion of their portfolios into impact investments. Although this type of investing continues to evolve, uptake is not yet widespread due to confusing terminology, few investment opportunities, and concerns about liquidity, net returns and risk.

An additional challenge is that foundation assets are primarily managed by firms that specialize in managing pension funds, not in advancing social impact. Fee-sensitive foundations tend to be offered pooled asset classes with no opportunity to influence the investments held in the pool. A segregated portfolio with mission-aligned investments simply costs

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In 2022, public and private foundations in Canada funded close to \$400-million in scholarships and research grants alone.

more. Foundation leaders report they are reviewing their fund manager relationships, pushing them to offer investment options with blended returns – financial and social – and negotiating fees. This will continue as newer generations of leaders in foundations come to the table.

The landscape report demonstrates foundations are a critical part of the ever-evolving charitable ecosystem in Canada. Canada's aging and more diverse population, and the generational transfer of wealth already underway, will see foundations continue to be anchors for generosity for years to come, and stewards of significant resources on behalf of, and for the benefit of, Canadians.

Learn more: [pfc.ca/](https://pfc.ca/)

## \$25-MILLION DONATION BOOSTS MENTAL HEALTH AND ADDICTIONS CARE IN THE MARITIMES

Mental health and addictions care for children and youth in the Maritimes recently received a massive boost when Myron and Berna Garron made a \$25-million donation – the single largest individual donation to health care in Atlantic Canada – to IWK Health (IWK) in Halifax, Nova Scotia.

This catalyst donation will support a therapeutic reimagined environment for IWK mental health and addictions intensive services in the community, the final component of an Ecosystem for Child & Adolescent Mental Health and Addictions (Mental Health and Addictions Ecosystem). According to available information, the Mental Health and Addictions Ecosystem is the first of its kind in the world.

“Our strong connection to the Maritimes and our long-standing history with IWK Health has made [this] investment in IWK mental health intensive services a natural continuation of what we proudly began 10 years ago with the opening of the Garron Centre for Child & Adolescent Mental Health (Garron Centre),” say Myron and Berna Garron.

IWK chief of psychiatry Dr. Alexa Bagnell says a lot has been learned a lot from the Garron Centre, where a

state-of-the-art environment has led to outstanding care and outcomes.

“We have the people and the wonderful teams to make intensive mental health and addictions services transformation possible. We now need to focus on our spaces to support the delivery of excellence in care for our children, youth and families who need more specialized and intensive treatment,” she says.

This reimagined environment will bring together intensive mental health and addictions services for those children and youth who are very sick but do not require inpatient care.

These patients may require intensive rehabilitative interventions, over longer periods of time, beyond what can be offered in an outpatient clinic. Currently, these intensive services are fragmented, spread out across the region and can be difficult to access.

Jennifer Gillivan, president and CEO, IWK Foundation, thanked the Garrons for once again believing in the IWK and for investing in the future of children and youth. This catalyst investment will save and change lives for years to come.

Learn more: [iwkfoundation.org](https://iwkfoundation.org)



Myron and Berna Garron's recent \$25-million donation to IWK Health in Halifax will support a reimagined space for the hospital's mental health and addictions services. **SUPPLIED**

## GRANTS FOR B.I.G. IDEAS

Supporting Black-led and Black-serving initiatives

Building on the success of last year's inaugural Black Ideas Grant (B.I.G.) that saw over \$9.1-million invested to empower 107 Black-led, Black-focused and Black-serving grassroots, nonprofit and charitable organizations across Canada, the Foundation for Black Communities (FFBC) is currently reviewing proposals for a second round of funding that will support critical, community-based and solution-oriented initiatives.

The FFBC is Canada's first-ever philanthropic foundation dedicated to investing in Black communities. It exists to ensure every Black person in Canada can thrive and all Black communities have agency in defining their own future. As a collaborative partner to the philanthropic sector and all levels of government, FFBC supports and addresses Black communities' priorities, including the equitable allocation and distribution of resources to Black people in Canada.

Chief operating officer Nneka Otogbolu says one of the standout projects funded through the first round of B.I.G. was Ottawa-based Ummah at Home, an initiative that addresses a critical gap in affordable and culturally relevant home care services for elderly Black Canadians.

“The project, led by Black women, aims to support seniors wishing to age in the comfort of their homes and communities,” says Ms. Otogbolu.

The initiative will be implemented in three phases: first, by hosting community engagement sessions and interviews with key health-care



Nneka Otogbolu, chief operating officer, Foundation for Black Communities. **SUPPLIED**

stakeholders, including Champlain Health Services, to understand the scope of need; second, by developing a feasibility study to identify best practices and address anti-Black racism in the home care sector; and finally, by piloting and launching home care support services focused on culturally appropriate care for Black Canadians in Ottawa.

Ms. Otogbolu says another notable recipient is the Black Boys Code Society in Vancouver, which has been empowering Black youth through computer science education for over eight years. With a presence in 11 cities across Canada, the organization provides coding workshops and technical training to youth aged eight to 17. “The funding from FFBC will en-

able Black Boys Code to expand its impact, develop a new curriculum that bridges coding workshops with engineering concepts, and equip Black youth with essential technical skills to thrive in today's digital world,” she adds.

A Yellowknife, NWT, grantee, The Enough Initiative is tackling poverty and inequality by empowering Black small business owners through its Blacktion Strategy and Digital Visibility Program.

“This initiative supports Black entrepreneurs with tools to grow their businesses sustainably, fosters economic growth strategies and promotes innovation in Black entrepreneurship, ultimately contributing to a healthier, more equitable community,” says Ms. Otogbolu.

While \$5.23-million of the \$9.5-million allocated to the second round of B.I.G. funding is being provided by the federal government, FFBC has successfully raised additional funds from a range of corporate donors and foundations.

“These organizations recognize the importance of supporting Black-led and Black-serving initiatives, and their contributions are crucial to expanding the reach and sustainability of the Black Ideas Grant,” says Ms. Otogbolu. “Through this collaborative effort, we are able to provide transformative opportunities to grassroots organizations that drive change and build resilient communities across Canada.”

More: [forblackcommunities.org](https://forblackcommunities.org)

## FUNDRAISING FOR UNIVERSITY HEALTH NETWORK'S LARGEST CAPITAL PROJECT TO DATE

Following the Ontario government's \$794-million investment in the University Health Network's (UHN) new tower at Toronto Western Hospital earlier this year, UHN Foundation has announced its campaign cabinet to help it raise \$300-million towards the \$1.1-billion capital project.

The campaign cabinet includes business leaders and philanthropists who will help UHN Foundation open doors to new prospective donors. The cabinet will be co-chaired by Laura Dottori-Attanasio, John MacIntyre, Darryl White and Cornell Wright.

Already under construction, the 15-storey tower is slated for completion in late 2028, and it is anticipated it will help increase UHN's surgical capacity by 20 per cent, a critical step in reducing wait times and clearing surgical backlog in Ontario.

The tower will include 82 private patient rooms, new critical care beds, and 20 state-of-the-art operating rooms equipped with the latest robotic equipment and real-time imaging technology.

“The creation of this new surgical tower is not just about upgrading facilities – it's about transforming the future of surgical care,” said the

co-chairs in a joint statement. “UHN's reputation as a leader in surgical care is a testament to the dedication of its staff and the support of our community. This project is an opportunity for all of us to contribute to something truly monumental, and we hope others will join us in our mission to reimagine health care in Toronto and beyond.”

“The project will completely revolutionize surgical care in Toronto and around the world,” says Julie Quenneville, CEO of UHN Foundation. “We are so grateful to our donors who have supported the campaign so far, and I have no doubt that with the help of our incredible group of volunteer leaders, we will meet our ambitious fundraising goal. Every dollar makes a huge difference.”

The new tower will allow expert teams to continue to lead the way in surgical innovation and training while allowing UHN to serve even more people in need of care – all while putting the needs of patients and their families first, says Dr. Kevin Smith, president and CEO of UHN.

Learn more: [uhnfoundation.ca](https://uhnfoundation.ca)



A rendering of the new state-of-the-art patient and surgical tower at University Health Network's Toronto Western Hospital. **CNW GROUP/UHN FOUNDATION**

# New research reveals high levels of social isolation

YMCA offers connection through community programs and services

New research commissioned by YMCA Canada and the YMCA of Greater Toronto reveals that six in 10 Canadians surveyed have little or no sense of community, a finding that is prompting the charity to highlight its programs and services to combat social isolation.

The survey, conducted among Angus Reid Forum members, reveals that 60 per cent of Canadians feel disconnected from their community, with 16 per cent reporting that they never feel a sense of community and 44 per cent experiencing it only sometimes.

The data shows that feelings of disconnection are particularly acute among Canadians under 55, with 68

per cent of 18- to 34-year-olds and 64 per cent of 25- to 54-year-olds feeling a lack of belonging. These feelings were most pronounced among the unemployed, with a striking 76 per cent feeling disconnected from their communities.

The survey also uncovered solutions and identified three key factors that contribute to a feeling of belonging:

- Spending less time on electronic devices.
- Engaging in extracurricular activities that foster community involvement.
- Interacting with others outside of work or school at least twice a week.

"The YMCA has long been a trusted community partner," says Peter Dinsdale, president and CEO, YMCA Canada. "In cities and towns across Canada, the YMCA is a lifeline for many. YMCAs provide inclusive spaces and programs where people, regardless of background or income, can find community, build relationships and shine. At a time when so many feel they don't always belong, the Y offers opportunities for people to make meaningful social connections."

The data also records that younger Canadians and children spend significant amounts of time on their phones – the average Canadian spends three hours a day on their phone, with younger Canadians (18-34) averaging nearly four hours. Findings also showed that feelings of isolation are exacerbated by phone activities such as media scrolling.

In response to research findings, the YMCA notes it offers programs for youth and families that focus on real-world skills, physical activity and social connections.

"Our charity is helping young people and families have important face-to-face interactions," says Lesley Davidson, president and CEO of the YMCA of Greater Toronto, one of 37 YMCA Member Associations across Canada.

"Through our diverse range of programs, whether through sports, our camp programs, youth leadership or finding work through our employment programs, we provide families with places to break away from screens and connect with each other in meaningful ways. A recent report from the Toronto Foundation showed that Toronto

YMCAs provide inclusive spaces and programs where people, regardless of background or income, can find community, build relationships and shine.

**Peter Dinsdale**  
President and CEO, YMCA Canada



It's this power of community that really goes a long way to addressing many of the issues people are facing.

**Lesley Davidson**  
President and CEO, YMCA of Greater Toronto



is the loneliest city in Canada, but we know this sense of isolation isn't unique to our city. At YMCAs across the country, you can see the potential that is unlocked when connections are made. It's this power of community that really goes a long way to addressing many of the issues people are facing."

In addition to age and screen time, the survey reveals that income also plays a significant role in maintaining social connections.

The YMCA's affordable programs, coupled with financial assistance, provide a crucial bridge for those facing economic barriers, ensuring everyone can engage with their community, regardless of their financial situation.

According to the survey, access to "third places" – community spaces outside home or work such as parks and outdoor areas – also contribute to people reporting higher levels of belonging and connection to their community.

Even those without a third place recognize its importance:

- 91 per cent say they help build strong communities.
- 89 per cent believe they boost well-being.
- 85 per cent feel they improve quality of life.
- 84 per cent agree they foster belonging.

As winter approaches, YMCA Centres of Community aim to fill this gap, providing welcoming spaces for connection and mental and physical health.

Learn more: [ymca.ca](http://ymca.ca)

## TACKLING HOMELESSNESS AND POVERTY

Many people are struggling every day to get their basic needs met

Cities and towns across Canada are grappling with the challenge of how to address homelessness, and as winter approaches, the dire situation in many areas could become life-threatening.

In September, the federal government announced that it would be taking steps to help end encampments and to address homelessness by matching funding provided by any province or territory to support communities facing the most pressure. Budget 2024 allocated \$250-million to address the urgent issue of encampments and unsheltered homelessness.

In making the announcement, Housing, Infrastructure and Communities Minister Sean Fraser said the harsh realities faced by those living without stable shelter do not reflect Canadians' values.

"This reality divides our communities and impacts us all. We must work together to help the country's most vulnerable find safe and affordable places to call home. We can and must do better," he added.

The Salvation Army is one of the charities stepping up to help those in crisis.

The Salvation Army's Lt-Colonel John Murray says in 2023 alone, the organization provided more than 5,500 shelter beds and distributed 3.2 million meals.

"We also helped 2.1 million people with essentials, such as food and

clothing. We're in 400 communities across Canada. In some communities, particularly in rural areas, we're the only source of non-governmental social services. We cover a lot of ground in the fight to reduce poverty, with food security being the common thread running through almost all our work with vulnerable people," he says.

"Poverty in Canada is complex and affects a wide range of people," says Lt-Colonel Murray. "Young people, especially children, Indigenous people, newcomers and refugees, the elderly, people living with disabilities, and single parents are most at risk. We see poverty in all the 400 communities in which we serve, whether they're rural and remote or big urban cities."

He notes that many people are struggling every day to get their basic needs met.

"We see people with deteriorating physical and mental health; we see people who are in desperate need of emotional and spiritual care. For example, a significant number of people, particularly single parents, are forced to skip meals or eat less to stretch their already limited resources. When being hungry and afraid becomes a way of life, each day feels like an uphill climb."

Lt-Colonel Murray says helping individuals and families overcome barriers to employment and stable housing is key to tackling poverty in Canada.

"The Salvation Army's Pathway of Hope program is doing just that by providing personalized support and promoting access to education, health care and job opportunities," he adds. "Our approach combines immediate relief with community-driven efforts to break the cycle of poverty and bring stability."

He says philanthropy is vital to The Salvation Army's work.

"We see the positive impacts of philanthropy in our work each day. Donor support and partnerships provide essential services, such as shelter, food and addictions support, directly impacting those in need. The continued generosity of Canadians, motivated by compassion and a desire to give back to their communities, ensures that The Salvation Army can effectively contribute to poverty reduction across the country," says Lt-Colonel Murray.

Learn more: [salvationarmy.ca](http://salvationarmy.ca)



Support services play a valuable role to help many people get their basic needs met. [MIXETTO VIA GETTY IMAGES](http://mixetto.com)



The YMCA provides spaces for connection and mental and physical health. [FATCAMERA VIA GETTY IMAGES](http://fatcamera.com)

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