

PHILANTHROPY IN CANADA

PART 1 OF 2: Read part 2 in tomorrow's Globe and Mail

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PRODUCED BY RANDALL ANTHONY COMMUNICATIONS WITH THE ASSOCIATION OF FUNDRAISING PROFESSIONALS CANADA. THE GLOBE'S EDITORIAL DEPARTMENT WAS NOT INVOLVED.



GETTY IMAGES

TIME FOR CHANGE

Fundraising professionals urge the creation of a single secretariat for the charitable sector

Canada's nonprofit sector makes up 8.4 per cent of GDP – more than oil and gas – and provides 2.7 million jobs, yet it continues to suffer from a Cinderella syndrome, unrecognized for its important place in the country's economy and lacking representation at the highest levels of government.

With an increasing number of Canadians turning to charities for help in the face of rising prices, high interest rates and stagnant incomes, the Association of Fundraising Professionals (AFP) Canada believes it's time for a change.

An Ipsos poll for CanadaHelps.org late last year showed that 22 per cent of respondents – 27 per cent of men and 18 per cent of women – said they would access charitable services within six months to meet their food, clothing and shelter needs.

AFP wants to raise awareness among Canadians of the importance of the nonprofit sector to the country's social and economic well-being and has urged the federal government to act on its 2021 statement of support and create a secretariat for the charitable sector within an existing government department. Responsibility for the sector is currently split between several government depart-

“Having a cabinet minister whose mandate would include advancement of the charitable sector would certainly help raise public awareness of the importance of the sector to Canada economically and socially.”

Dane Bland
Head of Development at Rainbow Railroad



ments, which can mean its interests are not adequately represented in policy decisions.

Dane Bland, Toronto-based head of development at Rainbow Railroad, a charity that helps LGBTQI+ people escape state-sponsored violence around the world, says a single secretariat would help raise the charitable sector to the level of national importance that it deserves.

“Having a cabinet minister whose mandate would include advancement of the charitable sector would certainly help raise public awareness of the importance of the sector to Canada economically and socially,” he says.

Vivian Smith, an independent nonprofit consultant and former AFP Global board member, agrees.

“The government seems to perceive the charitable sector as an afterthought rather than an important partner at the table along with industry and government representatives. That's why many Canadians regard the charitable sector as a distant cousin because they don't realize the important part it plays in society and the economy,” she says.

Ms. Smith adds that people recognize the roles of government and the private sector, but tend to see the

charitable sector as an optional piece rather than a serious player in the economy and in communities.

“The state of the economy is always attributed to the performance of the public or private sectors and not the charitable sector even though it's a vigorous part of the economy,” she says.

Mr. Bland says the sector also faces challenges in raising awareness because of the local nature of much of the charitable work in Canada and the narrow focus of many donors.

“People in need of our services often look for support in their local communities, and when our work is local it can be difficult for people to see the bigger picture. Many donors tend to support only one or two of

their favourite causes and may not be aware of how broad the sector is,” he says.




Changing demographics are another reason why the charitable sector needs to raise its public profile to engage younger generations of Canadians, adds Mr. Bland.

“As our population ages, we are seeing increasingly larger donations from an increasingly smaller number of people,” he says. “Eventually that population who are highly charitably engaged are going to age out, and we are going to have to face the fact that young people are less charitably engaged and charitably active than their older counterparts, and that's an awareness issue.”

See CHANGE on page AFP2



The Association of Fundraising Professionals (AFP) represents more than 3,000 Canadian fundraisers and charities, and more than 27,000 around the world, partnering with donors and volunteers to change the world through ethical and effective fundraising. AFP helps its members raise more than \$100-billion annually for a wide variety of causes through advocacy, research, education, mentoring and the most rigorous code of ethics in the profession.

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Nurturing climate heroes

Philanthropy and strategic partnerships ensure access to Let's Talk Science programs

Equipping children with the knowledge they need to become climate heroes and tech innovators will help them shape the future, says Bonnie Schmidt, president and founder of Let's Talk Science, a national charitable organization committed to inspiring and empowering Canadian children and youth to develop the skills they

need to thrive in a changing world. Let's Talk Science offers a comprehensive suite of science, technology, engineering and math (STEM) based programs to support youth, educators and volunteers across Canada. All programs are offered at no cost to participants. Funding comes from grants and donations. Donations from individuals,

foundations and corporations allow Let's Talk Science to operate without asking teachers, families or students for money. "In the past, we have found that often when fees are imposed it's the people who don't necessarily need us who will pay, or teachers who are super keen on a particular area and are willing to pay – often

out of their own pocket. "We also need to be engaging with educators who might not have a science background at all and might not be considering how STEM can be used to help foster the kinds of learning outcomes that they are trying to achieve in the classroom," says Dr. Schmidt. Philanthropy and strategic partnerships with organizations like the Canadian Child Care Federation and United for Literacy are absolutely critical for ensuring access to the Let's Talk Science programs, she adds.

"They are everything to us and will pay dividends for years to come."

Let's Talk Science programs provide Canadian children with the foundational STEM skills they will need to study further and participate actively in developing and working with the technology that will be needed to tackle big issues like climate change.

"Our world is rapidly changing, and STEM skills are in high demand in multiple disciplines," says Dr. Schmidt. "To drive the innovation needed to thrive, Canada needs creative people with deep technical skills as well as non-technical people who are enthusiastic and confident working in innovative science-based environments."

Let's Talk Science programs support school education, they do not replace it, and with 30 years of experience, the organization has established itself as a trusted national education partner by providing high-quality learning experiences and resources that engage youth, teachers and parents/caregivers in STEM in English and French, in-person and online, for schools, early years centres, community organizations and families in all regions of Canada, says Dr. Schmidt.

“

We will need more science and engineering for solutions to the challenges we face. STEM engagement and building an opportunity for kids to think about the jobs of the future is super important.

Bonnie Schmidt
President and founder of Let's Talk Science



"Technology is impacting everything," she says. "Whether or not you're going to be developing and deploying the technology or using it in the workplace, STEM literacy is increasingly important. We will need more science and engineering for solutions to the challenges we face. STEM engagement and building an opportunity for kids to think about the jobs of the future is super important."

But it's not only about the program content, she adds. "Using STEM as a learning platform and having meaningful, engaging opportunities to participate fosters curiosity. It helps to build resiliency when things don't work out and improves communication skills, teamwork and critical thinking."

More information: letstalkscience.ca



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FROM PAGE 1

CHANGE: USING TECHNOLOGY TO COMMUNICATE WITH DONORS IS ESSENTIAL

Ms. Smith says while younger people today face the same financial challenges as their parents and grandparents did, their attitude towards charitable giving is different and is based more on lifestyle than economic constraints.

"They don't join a service club and stay involved for 40 or 50 years," she says. "My experience with younger donors is that they will give quickly and immediately to something powerful like a disaster and then move on to something else. So charities are consistently and constantly needing to be in front of those younger donors to help build a pattern of philanthropy."

Cutting through the clutter of social media also presents a significant challenge to some charities aiming to raise their public profiles, says Mr. Bland.

"Trying to raise awareness amidst all of that noise is either very expensive or very challenging, and sometimes it's both," he says. "Promoting their causes through social media is not cheap, and many charities don't have the budget to do it."

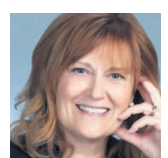
Ms. Smith says technology to communicate with donors is now essential.

"Technology is central to the way we work, live, play and communicate. If an organization doesn't have the financial capacity to invest in it, they

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The state of the economy is always attributed to the performance of the public or private sectors and not the charitable sector even though it's a vigorous part of the economy.

Vivian Smith
Independent nonprofit consultant and former AFP Global board member



are starting to be left behind," she says. "Donors have a certain level of expectation around how they will be communicated with and how personalized that communication will be. They want to have access to things like crowdfunding platforms, and if charities are not able to provide them, donors go elsewhere."

The backbone of ADRA Canada's operations

Volunteers fulfill a critical role in disaster response and development initiatives

When disasters strike – like the Fort McMurray fires, the floods in British Columbia's Fraser Valley and the COVID-19 pandemic – the Adventist Development and Relief Agency (ADRA Canada) is often one of the first support agencies to mobilize responses, drawing on the expertise of the approximately 10,000 volunteers it has trained to work in emergency situations.

Daniel Saugh, the Canadian programs manager for ADRA Canada, says volunteers are a critical factor in the agency's ability to deliver programs – from emergency responses to more than 30 pandemic-related support projects plus the many development initiatives it supports in Canada, and as part of the global ADRA network that works with communities to help them lift themselves out of poverty.

ADRA is the global humanitarian organization of the Seventh-day Adventist Church. ADRA delivers relief and development assistance to people in more than 130 countries – regardless of their ethnicity, political affiliation or religious association.

"Our volunteers are invaluable,"

“Our volunteers are invaluable. They are the backbone of the success of our organization and our operations. Volunteerism is alive and well – without them, many of our programs and initiatives would not be successful, so we place a premium value on our volunteers.”

Daniel Saugh
Canadian Programs Manager for ADRA Canada



Left: An ADRA team delivers supplies to refugees. Right: ADRA Canada volunteers work with youth from the Paul First Nation to build an eco-based community garden. SUPPLIED

says Mr. Saugh. "They are the backbone of the success of our organization and our operations. Volunteerism is alive and well – without them, many of our programs and initiatives would not be

successful, so we place a premium value on our volunteers."

He says ADRA Canada has a National Emergency Management Plan, and each province or territory has a customized provincial emer-

gency management plan.

"We can activate and deploy volunteers as needed to a particular location or region," he says, citing the organization's contribution during the 2021-22 wildfires in British Columbia when ADRA Canada took the lead in managing the warehouse of in-kind donations to co-ordinate all the goods and contributions that were sent from throughout the province.

While the emergency responses often grab the headlines, Mr. Saugh points out that volunteers are also involved in development projects.

"In northern Edmonton, we developed some eco-based community gardens in the Paul First Nation. We had over 25 youth volunteers who worked with Indigenous youth to build the gardens to produce fruit and vegetables, enabling community access to healthy food," says Mr. Saugh.

To prepare volunteers to operate appropriately in emergency response situations, ADRA Canada provides cultural sensitivity and competency training in addition to the ideals of humanitarian principles as well as familiarizing them with gender inclusion and child sexual exploitation policies.

More information: adra.ca

ENDLESS OPPORTUNITIES FOR ABEL, THANKS TO WAR AMPS

What began as an association to assist war amputee veterans returning from the First World War has expanded over the years from assisting war amputees – whom they still serve today – to all amputees, including children.

Eight-year-old Abel Walker was born missing the lower part of his left arm. Abel, a member of The War Amps Child Amputee (CHAMP) Program, receives financial assistance for artificial limbs and devices and also attends regional seminars where Champs and their parents learn about the latest in artificial limbs, dealing with teasing and staring, and parenting an amputee child.

His parents Cortney and Ryan Walker describe how The War Amps



Abel Walker is a member of The War Amps Child Amputee (CHAMP) Program. SUPPLIED

has supported their family.

"We enrolled Abel in the CHAMP Program and attended our first seminar when he was only a few weeks old. The support and strength of the CHAMP community was undeniable and truly heartwarming. We knew after that first seminar that everything was going to be OK," say the Walkers. "As he has grown up, being a part of CHAMP has helped him feel secure in himself and his abilities. His prosthetic arm and device that The War Amps funded allows him to do everyday tasks as well as play sports. For us, knowing that CHAMP will pay for the artificial limbs that he needs means fewer worries and that Abel can enjoy the same activities as other children."

The association encourages Champs to develop a positive attitude towards their amputation and try whatever activity they set their mind to. "Abel's determination and zest for life is an inspiration to all," said Danita Chisholm, executive director, CHAMP Program. "Thanks to the public's support of The War Amps Key Tag Service, we are able to help young amputees like Abel reach their goals."

The War Amps receives no government grants; its programs are made possible through public support of the Key Tag and Address Label Service.

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LEADERS IN PEDIATRIC CARE

Canuck Place Children's Hospice empowers families with lived experience

There may be nothing more disconcerting for the parents of a terminally ill child than to feel they are being left out of important decisions about their child's care and their own well-being at a very difficult time in their lives.

Pediatric clinicians will often simply tell families what's happening to their child and what the care plan will be without providing an opportunity for open, two-way communication.

It's a challenge that Canuck Place Children's Hospice recognized and has taken steps to address through the development and implementation of the Serious Illness Conversation Guide - Pediatrics (SICG-Peds) to train clinicians in the art of communication.

Camara van Breemen, a nurse practitioner and enhanced community care lead at Canuck Place, says it's absolutely essential for clinicians working with serious pediatric

“These are mothers who have had many challenging conversations in healthcare. Having them come on as faculty giving clinicians direct feedback was very powerful.”

Camara van Breemen
Nurse practitioner and enhanced community care lead at Canuck Place

illness to have competencies in communication.

“Complex communication is a skill and a competency that takes time, energy and investment by the clinician to master. We need to know how to communicate support and help parents and children make decisions about what is good care and what isn't good care,” says Ms. van Breemen.

The guide used at Canuck Place was adapted in 2018 from a tool developed by Ariadne Labs at Harvard University to guide clinicians in how to communicate with patients and families through a systematic approach to serious illness conversations by asking questions and listening.

“We want parents as partners and decision-makers with clinicians. But the art and the competencies around giving information and eliciting family values is a tricky landscape,” she adds. “Unless we enter into conversations with families that elicit their understanding of the condition

and explore how much information they want about what's ahead, we can miss the mark very easily.”

The keys to effective communication with parents is for clinicians to ask the right questions and listen more than talk so that parents feel heard and understood rather than feeling that they are little more than bystanders in their child's care.

“Novice physicians in particular find the guide very useful. First and foremost, it emphasizes permission and respect and outlines how to engage in a conversation, how to set it up, and how to assess understanding,” she says.

By asking questions, listening and avoiding condescension, clinicians are able to assess whether parents have an emerging understanding of where their child is at in their diagnosis and whether they are overestimating their child's wellness or underestimating it, says Ms. van Breemen.

Between 500 and 600 clinicians in Canada have been through the train-

ing Canuck Place provides since mid-2018, and it has been adapted for use in South Asia where they have trained more than 100 clinicians.

A year ago, Canuck Place added four Canuck Place parents to the SICG-Peds training team.
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INSIDE

A changemaker in global eye health
AFP2

Transforming cancer research
AFP3

Planned giving benefits future generations
AFP3



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A changemaker in global eye health

Operation Eyesight celebrates 60 years of tackling avoidable vision loss

A chance meeting more than 60 years ago between Calgary businessman Art Jenkyns and Dr. Ben Gullison, a physician who worked at a mission hospital in India, led to the founding of Operation Eyesight Universal, a charity that has developed into a changemaker in the global eye health sphere and prevented blindness and restored

sight for millions of people in South Asia and sub-Saharan Africa.

"We are proud that Operation Eyesight, established in 1963, is not just alive but growing and thriving," says president and CEO Kashinath Bhoosnurmath. "Over the past six decades we have evolved, and we will continue to grow as an international development organization as

we work to make avoidable vision loss a thing of the past."

The organization is celebrating its 60th anniversary in 2023. Mr. Bhoosnurmath attributes much of the charity's success and longevity to the philosophy instilled by Operation Eyesight's founders: to provide equal and non-discriminatory treatment to those with avoidable

blindness irrespective of their ability to pay; and to invest in capacity building among local health staff.

These principles enabled the organization to develop a unique model that empowers communities to look after their own eye health, says Mr. Bhoosnurmath, citing the declaration of 20 villages in Assam, India, avoidable blindness-free – that is free of all untreated vision loss – as one of its most recent successes.

"Operation Eyesight's history is a wonderful story," says Mr. Bhoosnurmath, who notes that training local surgeons, nurses and other medical staff and partnering with all levels of government ensures the sustainability of the organization's eye health programs. Similarly, he says that partnering with local health providers, hospitals and NGOs helps ensure the impact of projects is felt long after teams leave a project area.

One example of this strategy at work is the building of an eye unit at the new Kanyama General Hospital in Zambia, the result of a successful partnership with the Ministry of Health Zambia.

This approach aligns with the United Nations General Assembly Resolution: Vision for Everyone – Accelerating Action to Achieve the Sustainable Development Goals that commits the international community to eye care for the 1.1 billion people living with avoidable blindness by 2030.

Mr. Bhoosnurmath says the UN's resolution to tackle preventable sight loss adds weight to Operation Eyesight's initiatives to prioritize

eye health and pressure all levels of government to bridge any eye health gaps in their existing health programs.

While Operation Eyesight has previously focused its efforts in South Asia and sub-Saharan Africa, the organization's future will look a little different as it plans to extend its programmatic work to Canada to reach medically underserved groups including Indigenous Peoples and people experiencing homelessness.

"When it comes to developing programs in Canada, we are currently in a learning phase that involves relationship building, listening and internal capacity building," explains Mr. Bhoosnurmath. "We are engaging with communities to identify gaps in care and supports to improve access to eye health care. In working with Indigenous Peoples, our focus is to strengthen Indigenous-led initiatives and to support program development based on community-identified needs."

Mr. Bhoosnurmath says that the organization remains committed to ensuring that every gift has the most impact in its communities of work, so every dollar donated directly translates into lives changed.

"Donors know their generosity is helping to transform the lives of individuals and communities through the gift of sight. That's why they choose to partner with us," he says.

Operation Eyesight is a top-rated five-star charity and a Top 10 Impact Charity, according to Charity Intelligence Canada.

Information: operationeyesight.com



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Doibaki, an Operation Eyesight community health worker, conducts an eye health survey in a village in Assam, India. In addition to conducting vision screenings, community health workers also educate community members about immunization and other public health issues, as well as connect patients with their local health system. SUPPLIED

FROM PAGE 1

CARE: PARENTS CONTRIBUTE A PERSONAL PERSPECTIVE

"We wanted participation by parents who had had a seriously ill child and experienced the death of a child," says Ms. van Breemen. "These are mothers who have had many challenging conversations in health care. Having them come on as faculty giving clinicians direct feedback was very powerful."

Sarah Ho is one of the four Canuck Place parents. Her son Mitchell died in 2008. He was 11. Being part of the training team gives her the opportunity to contribute a personal perspective to the workshops.

"Doctors will often come in to see parents of a sick child when they are ready and when it suits their schedule. They don't ask permission, and they don't ask if it's a good time to talk. We are given the information they think we need to have. They tell us what needs to happen, and then they leave," says Mrs. Ho.

On the other hand, clinicians who follow the conversation guide make parents feel they are being heard, acknowledged and validated, and leaves them better equipped to make informed decisions about the care for their child.

The guide shifts the perception that clinicians hold all the power in the relationship, says Mrs. Ho.

"When someone takes the time to ask what's important to my family,

and wants to know a bit more about my son who is nearing the end of his life, all of a sudden that empowers me as a parent to have my voice heard and to speak out about what's important to me. It allows us to move forward in less of a stressful crisis management mode and develop a better care plan," she says.

One of the more surprising aspects of the SICG-Peds training for Ms. Ho is that clinicians with many years of experience are willing to participate in the workshops and learn new skills.

"I had a clinician in a workshop who was 30 years into his practice," she says. "He said he was there to hear from the families. That validated for me that my voice really matters."

Canuck Place allows families choices – not only in choice of care, but choice in how and when they are communicated with, says Ms. van Breemen.

The SICG-Peds training offered by Canuck Place aims to revolutionize the way clinicians interact with families going through the most unimaginable circumstances. When families are understood, consulted and validated, children with short lives are able to have the gift of great days, she says.

More information: canuckplace.org



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Canuck Place mother Sarah Ho with her son, Mitchell, who passed away in 2008 when he was 11 years old. Mrs. Ho is Family Faculty instructor for the Canuck Place Children's Hospice Serious Illness Conversation Guide - Pediatrics, which has educated over 700 clinicians globally. SUPPLIED

Transforming cancer research

Marathon of Hope Cancer Centres Network aims to advance scientific insights and patient care

For many Canadians, Terry Fox sparked not only awareness about cancer but also a desire to make a difference for those affected by a disease that is the leading cause of death in Canada, and the second leading cause of death globally. His vision now brings together fundraising and research teams under the umbrella of an innovative national network with the goal to advance scientific insights and patient care.

"I'm old enough to remember Terry's run across the country to inspire people to come together and cure cancer," says Cathrine Yuill, executive director

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In 1991, 215 people out of every 100,000 died from cancer every day. Fast forward to 2019, and this number dropped to 146, thanks largely to cancer research.

Dr. Miyo Yamashita
President and CEO, The Princess Margaret Cancer Foundation

of advancement, Dalhousie University's Faculty of Medicine. "We haven't gotten there yet, but our collaboration with the Marathon of Hope Cancer Centres Network (MOHCCN) is moving us closer to the finish line in the journey Terry started."

Led by The Terry Fox Research Institute and The Terry Fox Foundation, with support from dozens of Canada's best researchers and research institutions, hospitals and universities, MOHCCN inspires "a collaborative spirit on both the scientific and the philanthropic sides," she says. "We're joining together

to transform cancer research, bring down barriers and encourage the sharing of health research data."

With the goal of raising \$150-million by 2026, which will be matched by Health Canada for a total investment of \$300-million in cancer research, the network aims to "close the gap between research in the lab and patient care," says Dr. Miyo Yamashita, president and CEO, The Princess Margaret Cancer Foundation. "This partnership allows us to pool resources and expertise to advance cancer research – and translate it into better therapies, faster."

A key focus is precision medicine, notes Dr. Yamashita. "We believe all cancer patients should get world-class cancer care: care that is tailored to their individual genetic profile, cancer and circumstance."

The aim to improve the lives of all Canadians affected by cancer – no matter who they are or where they live – resonates widely, says Ms. Yuill, who believes that the wide range of research questions asked by multidisciplinary scientists associated with MOHCCN will provide new advances and understanding of cancer in areas of concern, such

as demographics with comparatively high incidence rates and poor outcomes.

"This collaborative network allows us to look at populations that may have been under-represented – and focus efforts where we can make the biggest difference," she says. "The goal is to cover the entire spectrum of cancer research, from better prevention and earlier diagnosis to more effective treatments."

With over 1.5 million Canadians living with and beyond cancer, "it can feel like we're not moving fast enough, but we've already made progress," says Dr. Yamashita.

"In 1991, 215 people out of every 100,000 died from cancer every day. Fast forward to 2019, and this number dropped to 146, thanks largely to cancer research.

"We're at a moment of huge opportunity in terms of our ability to understand cancer," she adds. "If we seize this moment collectively, we can bring about a future where people live longer and better lives, free from the fear of cancer."

More information:
marathonofhopecancercentres.ca

A BEQUEST TO A HOSPITAL WILL BENEFIT THOUSANDS OF PEOPLE

More and more people are choosing planned giving – such as leaving a gift in their will – to benefit future generations, says Shelagh Barry, vice president, development at William Osler Health System Foundation (Osler Foundation).

"Well over a million Canadians have already found that they can continue to make an impact on a cause they care deeply about, like local health care, by giving through their wills," she says.

All hospitals in Ontario, including William Osler Health System (Osler), rely on community support to fund equipment and a portion of construction costs for new spaces. Ms. Barry says leaving a gift in your will to your local hospital will impact thousands of people.

Over the course of a lifetime, 80 per cent of the medical care people receive will be at their community hospital, so a legacy gift that supports local health care can be a meaningful choice, says Ms. Barry. "For many of our donors, it isn't just about showing gratitude or making our health care workers feel appreciated; it's about making an impact on our community."

The most common way to leave a planned gift is through a bequest in

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A gift in your will is really about who you are; it reflects the life you lead, the values you uphold and the way you want to be remembered.

Shelagh Barry
Vice President, Development at William Osler Health System Foundation



your will. Two examples to consider include: a residual gift (after your wishes and obligations have been paid, you can allocate a percentage of the remainder of your estate to

your chosen charity. As the value of an estate can change and fluctuate over time, a residual gift ensures the designation remains in line with the value of the estate); or, you can stipulate a specific gift (a pre-determined amount of money to give).

"A planned gift can go to a specific area of health care within the Osler health system, or you can ask that your donation goes to the area of greatest need, and we'll put it to work to help the 1.3 million people and growing served by our dedicated health care teams," says Ms. Barry.

While some people think that giving through a will is only for the very wealthy, that is not the case.

"Anyone can leave a gift in their will," says Ms. Barry, noting that people may be surprised to find that leaving a small percentage to their chosen charities still enables them to provide more than enough for their family's needs.

"A gift in your will is really about who you are; it reflects the life you lead, the values you uphold and the way you want to be remembered," she says.

More information:
oslerfoundation.org



Terry Fox passed through Rosspoint, Northern Ontario, on his run across Canada to raise money and awareness for cancer research. ED LINKEWICH

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