

PHILANTHROPY IN CANADA

Friday, June 24, 2022

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

Canadian charities create greater impact by addressing systemic inequity

THE ROOTS OF PHILANTHROPY

Canadian charities do tremendous work in communities across the country by channelling donor funds into causes that make a critical difference to the lives of people in need and to our world.

Beyond their individual mission, charities all have an important role in helping redress the historical

societal imbalances within Canada related to inclusion, diversity, equity and access, or IDEA. And these are issues that charities must address both externally in the communities they serve and internally within their own infrastructure and programming.

For Jennifer Johnstone, incoming chair of AFP Canada's board

of directors, IDEA should be the underpinning of all aspects of a charity's activities, both internal and external.

"Philanthropy is critically important to understanding the inequities and inequalities in our communities and taking action to redress injustices," she says.

As president and CEO of the Central City Foundation in Vancouver, Ms. Johnstone has worked alongside others who are trying to change conditions in the community so that everyone has the opportunity to participate and contribute to building a community of belonging and dignity. She says many Canadian charities

have been leading the fight against injustice and raising awareness about systemic inequity and inequality.

"They are trying to make a change through a more equitable, diverse and inclusive approach and by looking at everything from their leadership, their governance, their

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THE POWER OF COMMUNITY SUPPORT FOR THOSE LIVING WITH AMPUTATION

A dare from a friend nudged Rob Larman's life into a new direction, one where he has made supporting and inspiring others part of a mission spanning nearly four decades.

When he was 14, an attempt to jump on a slow-moving freight train cost Mr. Larman his right leg, prompting struggles to accept the loss of a limb and questions about his life and career prospects. Then, a War Amps CHAMP seminar changed his outlook.

"I was in a dark place at the time," he recalls. "But when I saw so many children with various levels of amputations connecting with each other and having fun, I thought, 'Why can't I be like this?' That's when I started to accept my own amputation."

The War Amps has been part of Mr. Larman's life ever since. He deeply resonates with the motto of "amputees helping amputees" and has witnessed the power of commu-



Rob Larman with two of the young amputees he mentors. SUPPLIED

nity in supporting children and adults living with amputation.

"I started as a junior counselor when I was 17. By then, I had a positive outlook and I was able to reassure younger amputees that they were going to be okay," he says. "I've always loved helping to educate people and reduce the stigma associated with amputation and disability."

The War Amps was founded in 1918 by amputee veterans returning home from the First World War. In 1975 – as the urgency of serving war amputees from both world wars diminished – the organization expanded its focus by starting the Child Amputee (CHAMP) Program, says Mr. Larman. "The War Amps helps amputees in communities all across Canada to ensure they receive the level of support they need: from peer support to financial assistance for artificial limbs and adaptive devices."

While advancing technologies can bring substantial benefits for

amputees, they often come with significant costs, which the organization helps to cover with its signature key tag and address label mailings, he explains. "The War Amps doesn't receive government grants; our programs are funded by donations from the Canadian public."

Beyond advocacy and financial assistance, The War Amps offers moral

support through regional seminars, communications and "inspiration," says Mr. Larman. "Seeing amputees who don't allow their circumstances to hold them back inspired me – and it can be a source of hope for families and children that they, too, can overcome their challenges."

More information: waramps.ca.



The Association of Fundraising Professionals (AFP) represents more than 3,000 Canadian fundraisers and charities, and more than 26,000 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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A hospital for tomorrow

As innovation and research transform health care, The Ottawa Hospital Foundation's (TOHF) commitment to support funding for a new hospital campus will ensure the facility will be the most technologically advanced hospital of its kind in Canada and maintain its position as a global leader in areas such as data, neuromuscular disease, stem cells and biotherapeutics manufacturing.

TOHF recently launched its \$500-million Campaign to Create Tomorrow to contribute to the \$2.8-billion project that is slated to replace the current aging hospital, and to take their groundbreaking research to unprecedented heights.

"In terms of patient volumes, The Ottawa Hospital is the largest hospital in the country, and we're the third largest research institute in Canada. This campaign is not just about Ottawa. It happens to be in the nation's capital, but there's a lot happening here that influences care across the country and around the world," says Tim Kluge, TOHF's president and CEO.

"It became apparent a number of years ago that replacing this campus was critical to the vision of The Ottawa Hospital and the more than 1.5 million people we serve every year in our region," he says.

"If we think of the investment in capital, we're creating a 21st-century hospital that's purpose-built around the patient experience. We have the opportunity to take advantage of some of the best hospital designs in the world and incorporate those for the benefit of our patients," says Mr. Kluge.

Besides the physical building, there is a strong focus on innovation and technology. Well known for its leadership in data analytics, The Ottawa Hospital has assembled perhaps the largest hospital data warehouses in North America. "That has significant value for our physicians who use data to inform their decisions and also for our researchers to enable tremendous research," he says.

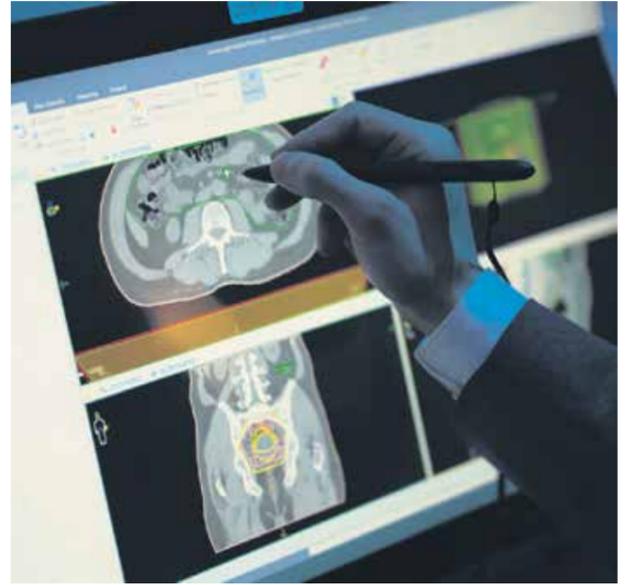
He believes the partnership between industry and the hospital, and the Ottawa Hospital Research Institute (OHRI) will drive change in how health care is delivered not only now but in the future.

One of the significant partnerships is with MDClone, a company that transforms patient data into synthetic data.

"One of the greatest assets the hospital has is its 'know-how.' Our hospital staff, physicians and scientists are being encouraged to partner with hospitals and companies around the world to create innovative solutions to health care's biggest challenges. When we combine this know-how with the power of data, then together



Top: An artist's impression of the planned new Ottawa Hospital seen from the Dow's Lake end. Above, Tim Kluge, The Ottawa Hospital Foundation's president and CEO, at the public launch of the \$500-million Campaign to Create Tomorrow. Top right: Examining a scan of a patient's brain in the radiation oncology department at The Ottawa Hospital. SUPPLIED



While the campaign is in its early phase, Mr. Kluge says TOHF is humbled by the support it has received. Acknowledging a \$25-million gift from the seven shareholders of the Minto Group – the largest health care donation in Ottawa's history – he urges the community to support the campaign.

"Whether it's through estate planning, workplace campaigns or monthly donors, we will need everyone pulling in the same direction for us to meet our \$500-million goal," he says. "It's an opportunity

for us to shape health care for future generations. I think future citizens will look back and realize that we understood the significance of this moment and the opportunity and put a plan in motion that's going to transform health care for generations to follow."

Scheduled to open in 2028, the new campus will provide 2.5 million square feet of hospital space, including more than 640 beds, on the 50-acre site.

Information: creatingtomorrow.ca

“Our hospital staff, physicians and scientists are being encouraged to partner with hospitals and companies around the world to create innovative solutions to health care's biggest challenges. When we combine this know-how with the power of data, then together we can truly change the world.”

Tim Kluge
The Ottawa Hospital Foundation's (TOHF) president and CEO

we can truly change the world. Our work with MDClone means we can use synthetic data to realize great benefit without compromising patient privacy. This is just one example of a global partnership," says Mr. Kluge.

Philanthropy is a cornerstone of funding for the new hospital and the ability to meet its "local share." Mr. Kluge explains when a hospital is built, approximately 25 per cent of the total cost is the responsibility of the local hospital and the community.

"Our local share is upwards of \$700-million, a large portion of which will be generated through our \$500-million philanthropic campaign," he says.

One irony is that 100 years ago, on the heels of the Spanish flu, the then mayor of Ottawa, Harold Fisher, and a group of city leaders set out to build a big-city hospital. The city and its community leaders rallied, says Mr. Kluge, and built the original hospital (known today as the Civic) at a cost of \$3.5-million.

"And here we are today with our own pandemic and our own opportunity to shape the future of our city. Through this ambitious campaign, I believe we have the power to transform. Here we are 100 years later, changing the course of health care for our city through philanthropy," he says.

PRIORITIZING PATIENT-ORIENTED RESEARCH

Donor support has helped The Kidney Foundation build capacity for world-class research

Innovations like improved portable dialysis machines, 3D printing technology, ways to keep donor kidneys healthy outside the body before a transplant, and stem cell research hold the promise of potential new treatment options for Canadians with kidney disease.

"While amazing discoveries are happening that will improve outcomes, there exists an urgent need to do more to enhance the quality of life for those impacted by kidney disease," says Elizabeth Myles, national executive director, The Kidney Foundation of Canada.

"We have to find better and more permanent solutions for people with kidney disease and kidney failure, especially in light of the significant impact on individuals and the cost to the health system."

The Kidney Foundation supports research focused on improving outcomes for people living with kidney disease – with the aspiration to find a cure, explains Ms. Myles. "As a pivotal funder of kidney research in Canada, our investments are made possible by generous individual and corporate donors. As the prevalence of kidney disease is on the rise, the need to fund innovative research is greater than ever."

Donor support has helped to build capacity for world-class kidney research, and the Foundation leverages additional research funding available from institutional partners to achieve an even greater impact for those living with kidney disease; a recent example of this is a \$1-million funding commitment towards diabetic kidney research.

"Research can provide data on trends and issues, giving us valuable information to advocate for systems change to improve kidney care through public policy," she says. "Our advocacy voice also helps us educate Canadians about the risks of kidney disease."

Greater awareness about kidney disease – and its link to other chronic conditions, including diabetes, high blood pressure and heart disease – can help to improve outcomes, believes Ms. Myles, who adds that

“Research can provide data on trends and issues, giving us valuable information to advocate for systems change to improve kidney care through public policy. Our advocacy voice also helps us educate Canadians about the risks of kidney disease.”

Elizabeth Myles
National executive director, The Kidney Foundation of Canada



people on dialysis currently have a five-year survival rate of 41 per cent, on average, a worse prognosis than many types of cancer.

"We prioritize patient-oriented research, where people with lived experience are part of the process every step of the way, from determining research priorities and study design to peer review and knowledge translation," she says.

Beyond advocacy and research, The Kidney Foundation also offers education and support with the dual goal of improving the lives of people with kidney disease as well as help to prevent the disease.

"We would like to see a world free of kidney disease, where people know about the important role of the kidneys and how to maintain kidney health," says Ms. Myles.

More information: kidney.ca



Photo by Gail Harvey

THE DAY HE STOPPED WAS THE DAY WE STARTED.

Join us on September 18, 2022 for the Terry Fox Run in support of cancer research.

terryfox.org/run



I'M NOT A QUITTER



The need to fund innovative research into kidney disease is greater than ever. ISTOCK.COM

OUTER SPACE | USA, Canada, Japan, Europe

Researchers at The Ottawa Hospital are leading a study on the International Space Station, which is providing world-first insights into how space travel affects astronaut bone marrow and blood cells.



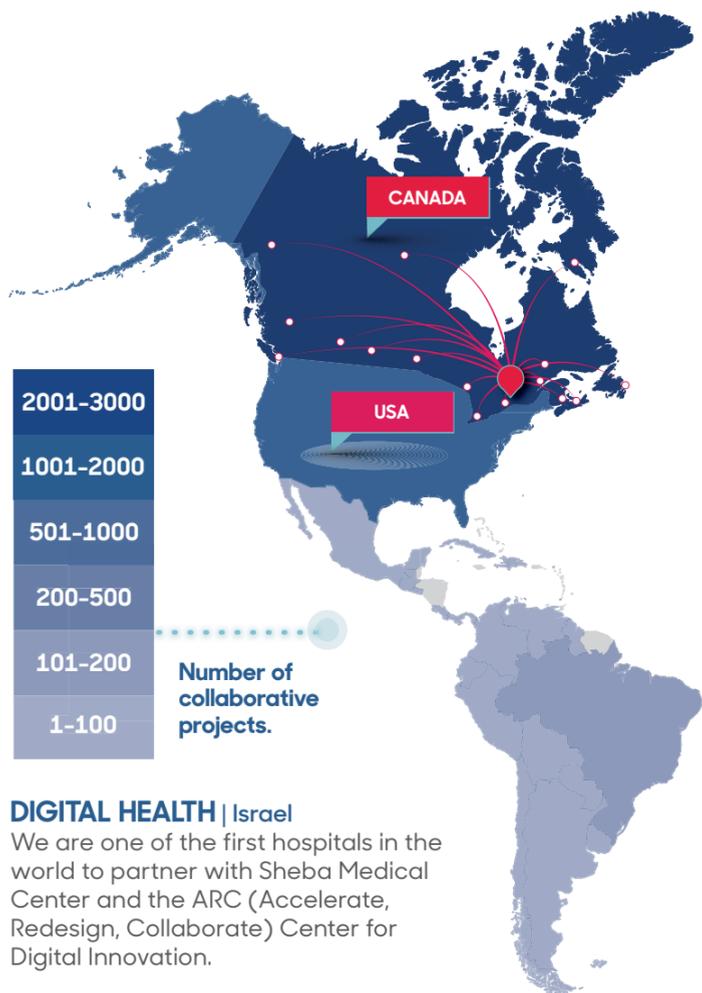
INTERNATIONAL SPACE STATION

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THANKS TO YOU.

At The Ottawa Hospital, we've pushed the boundaries of healthcare and research to earn recognition as one of the top research hospitals in Canada. In the last three years alone, our researchers have been actively involved in nearly 6,000 collaborative projects with partners in every Canadian province and territory and 151 countries. With your help, we're bringing life-changing research and care to patients not just in Ottawa but across Canada and around the world.

TAKING THE LEAD Just a glimpse of the ground-breaking research we're leading around the world



CAR-T IMMUNOTHERAPY

Vancouver, Victoria, Toronto, Winnipeg
In partnership with BC Cancer, we are leading the first made-in-Canada CAR-T cell research program and clinical trial. CAR-T therapy is a highly personalized form of cancer immunotherapy that is proving to be a game-changer. We are also home to Canada's Immunotherapy Network, BioCanRx.

REGENERATIVE MEDICINE | Across Canada

We are a global pioneer in using stem cell transplantation to "reset" the immune system in people with aggressive MS. This groundbreaking treatment is now being used in many countries around the world. We are also home to Canada's Stem Cell Network, the Sprott Centre for Stem Cell Research, and the Sinclair Centre for Regenerative Medicine.

VACCINE AND BIOMANUFACTURING

Across Canada, North America, Europe, Asia
Our Biotherapeutics Manufacturing Centre is the most experienced and successful facility of its kind. Products include vaccines, cancer-fighting viruses, gene therapies, stem cell therapies, and more.

DIGITAL HEALTH | Israel

We are one of the first hospitals in the world to partner with Sheba Medical Center and the ARC (Accelerate, Redesign, Collaborate) Center for Digital Innovation.

PARKINSON'S

Ontario, Alberta, Germany, Spain, France, Ireland, Czech Republic, Portugal, Italy

We are working with centres across Canada and Europe to pilot a personalized and sustainable approach for Parkinson's care.

PATIENT DECISION AIDS

Canada, USA, Denmark, Australia

The Ottawa Hospital is home to the largest repository and research program in the world of patient decision aids. These award-winning interactive tools help people weigh treatment and screening options.

USING BIG DATA TO HELP THE SMALLEST BABIES

Uganda, China, Philippines, Zambia, Bangladesh, Kenya, Zimbabwe, USA

We are working with colleagues around the world to develop a simple blood test and mathematical model to accurately identify preterm babies without ultrasound in low-resource countries.

TUBERCULOSIS | Nunavut

Our researchers are working with Nunavut Tunngavik and the Government of Nunavut on research projects to improve the prevention, diagnosis, and treatment of tuberculosis which is at least 300 times more common among Inuit in Nunavut compared to the rest of Canada.



BLOOD CLOTS | Across Canada, France, Netherlands, Australia

Researchers at The Ottawa Hospital co-lead the Canadian Venous Thromboembolism Research Network (CanVECTOR) together with colleagues in Montreal. This network brings 28 research centres across the country together to determine the best approaches for treatment and prevention of dangerous blood clots in the legs and lungs.



Learn more about the research philanthropy makes possible

CreatingTomorrow.ca



Inspiring donors through film

Putting a human face on health-care philanthropy

Engaging potential donors can be a big challenge for many charities. Explaining how their donations will be used typically requires an inspirational vision of the benefits they will bring. Transforming that vision into something tangible can be the difference between a good campaign and a truly great one.

The Saint John Regional Hospital Foundation believes its medical competition meets the criteria for a great campaign, having raised more than \$2.5-million since its inception four years ago. The event has funded several firsts including a Nobel Prize-winning super-resolution microscope and, most recently, the first 3-D Imaging Center in Atlantic Canada that allows clinicians to create a virtual copy of their patient's anatomy to plan and practise surgery – and all of which have had significant impact on improving New Brunswick health care.

Modelled on the popular Dragon's Den TV program, the campaign began in 2018 with a live pitch event where three teams of medical professionals competed for a \$500,000 prize. The event was judged by five business leaders from across Canada, who also donated the funds for the prize money. The judges listened to the pitches and selected the one they believed to be the most innovative idea for advancing patient care. The approach was a huge success, giving philanthropists a first-hand look at how their investment will make the greatest impact on the largest number of people. It also provides the five judges, who each donated \$100,000, an incredible experience of the immediacy of giving.

Fast forward to 2020, the COVID-19 pandemic necessitated a different approach and the Foundation shifted from the theatre to the screen, embracing a reality show format. Each team was paired with a local

“Our donor community was so moved by the film, for the first time in the event's history an additional \$748,628 was raised since the competition wrapped in September 2021, funding all three medical pitches, reaching thousands of patients across our province.”

Shannon Hunter
Vice president of the Saint John Regional Hospital Foundation



Three pitches for the Saint John Regional Hospital Foundation medical competition in 2021 were funded by the donor community. Seen above (from left): Dr. David Elias, physician, president and CEO of Canadian Health Solutions; Dr. Ian Maxwell, plastic surgeon, Saint John Regional Hospital (SJRH); Zach Kilburn, regional director of diagnostic, Horizon Health Network; Dr. Darren B. Ferguson, division head of Vascular and Interventional Radiology, SJRH; and Mike Webb, executive vice president and chief human resources and administrative officer, Nutrien. SUPPLIED

marketing professional to create a three-minute video pitch that became part of a 45-minute documentary capturing the entire journey, from concept to a virtual pitch filmed across Canada.

Shannon Hunter, vice president of the Saint John Regional Hospital Foundation, says the film concept was originally a way to safely bring the medical competition to life. It created a powerful tool that captured clinicians' passion and commitment to improving health care, bringing important topics to the table in a captivating way that engaged the community. It put a human face on

health-care philanthropy.

“The pandemic changed the face of philanthropy and philanthropic outreach completely, and for the Saint John Regional Hospital Foundation permanently for our largest fundraising event,” says Ms. Hunter.

Transforming the competition from a live event to a film enhanced fundraising opportunities because it engaged all areas of development, increased overall revenue and played an essential part in expanding the Foundation's brand profile by engaging a broader audience.

Ms. Hunter points out that more than 3,000 viewers had the chance

to hear from the medical professionals advocating for advancements in health care, see their passion and commitment to their patients, and learn about their progressive vision for their practices and departments.

“Our donor community was so moved by the film, for the first time in the event's history an additional \$748,628 was raised since the competition wrapped in September 2021, funding all three medical pitches, reaching thousands of patients across our province,” says Ms. Hunter.

More information: thegive.ca

CANADIANS URGED TO SUPPORT THE VISION OF A WORLD FREE OF MS



Q&A WITH BENJAMIN DAVIS,
SENIOR VICE PRESIDENT,
MISSION, MS SOCIETY OF
CANADA

Every day, 12 Canadians are diagnosed with multiple sclerosis (MS), adding to the more than 90,000 people across the country who live with the disease. In this Q&A, Benjamin Davis, senior vice president, Mission, MS Society of Canada, reflects on MS Awareness Month in May and discusses how philanthropy supports Canadians living with MS and the search for a cure.

Has research established why Canada has one of the highest rates of MS in the world?

Researchers believe MS is caused by a combination of genetics, lifestyle and environmental factors. In January, a publication from Harvard University provided the strongest evidence to date that the Epstein-Barr Virus (EBV) infection can play a role in triggering the onset of MS.

There continues to be significant questions around the exact cause of MS, which is why continued investment in MS research is critical, specifically research on MS prevention and therapeutic strategies targeting EBV, as we strive to find a cure for this disease.

In May you met virtually with 60 parliamentarians. What issues did you discuss?

As part of the MS Awareness Month activities, MS Society representatives met virtually with parliamentarians to discuss key priorities to the Canadian MS community and advocated for the federal government to implement the Canada Disability Benefit (Bill C-35), ensuring Canadians living with disabilities have adequate income support. The MS Society has advocated for the benefit's eligibility to specifically include episodic disabilities.

The MPs agreed with the request and unanimously supported a motion to introduce legislation to create a Canada Disability Benefit at the earliest opportunity.

How important is philanthropy to the MS Society, and what are some of the projects these funds will support?

The generosity of donors, event participants, sponsors and the MS community is fundamental and paramount to the work of the MS Society. Funds raised by the Society provide support for groundbreaking MS research dedicated to finding a cure for MS, and to services designed to improve the quality of life for all people affected by MS.

Since 1948, through the support of our donors, the MS Society has invested more than \$204-million towards MS research. This research

is dedicated to advancing treatment and care, enhancing well-being, understanding and halting disease progression, and most importantly, preventing MS.

Does the MS Society collaborate with international researchers?

The MS Society of Canada is a founding and managing member of the International Progressive MS Alliance. The Alliance is a global collaboration of MS organizations, researchers, health professionals, the pharmaceutical industry, companies, trusts, foundations, donors and people affected by progressive MS. Together, they are working to address the unmet needs of people with progressive MS, rallying the global community to find solutions.

What can Canadians do to support their fellow citizens who have MS?

With such high rates of MS in our country, MS impacts all Canadians, not just the people who live with MS. Their families, friends and community are all touched by this disease. The unpredictable and episodic yet progressive nature of MS makes it challenging to maintain financial security and navigate health and community support systems including access to treatments, care and appropriate housing.

We urge all Canadians to come together to understand and advocate for the urgency of the situation.

The MS Society of Canada and the MS community ask all Canadians to support our vision of a world free of MS by championing the mission of the MS Society. Every little step we take together as a nation is a giant leap in helping to build a tomorrow free of MS.

More information: mssociety.ca

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Families, friends and the community of people who have MS are all touched by the disease. ISTOCK.COM

SPONSOR CONTENT

ADVERTISING FEATURE PRODUCED BY GLOBE CONTENT STUDIO WITH THE SALVATION ARMY. THE GLOBE'S EDITORIAL DEPARTMENT WAS NOT INVOLVED

The Salvation Army offers help, hope and dignity, one person at a time

Initiative to address food scarcity in Kirkland Lake, Ont., just one example of the difference donations and volunteer efforts can make in the lives of others

In the small Northern Ontario community of Kirkland Lake, many families have been struggling to put food on their tables after using most of their scarce incomes to pay for a roof over their heads. It's a problem that weighs heavily on many Canadians, with one in seven unable to provide adequate food for themselves and their families.

Robbie Donaldson, auxiliary-captain with The Salvation Army, has witnessed the devastating impact of food scarcity on the people of Kirkland Lake for more than six years.

"It's a travesty," Donaldson says. "In the outlying communities there's just nothing there – no transport to get into town or convenience store to get fresh milk."

Inspired by The Salvation Army's values of hope, service, dignity and stewardship, Donaldson has been leading an innovative initiative in the community that offers food to those in need. "The major demographic here is people living on social benefits and seniors. It was important that we find a way to offer food and hope while overcoming the stigma associated with the traditional food bank concept," Donaldson says.

With funding from Agriculture Canada and the support of local volunteers, a model of a grocery store was created at The Salvation Army's existing food bank in the town, complete with shelves for food and necessities, and a glass-door fridge and freezer supplied by Feed Ontario. "We've replaced the pre-packed hampers and offer people the dignity of choice in a welcoming and supportive environment," Donaldson says.

The food bank is fully staffed by trained volunteers and patrons are asked to pre-book a 30-minute appointment and are encouraged to have a shopping list, budget and recipe plan prior to arriving.

"These appointments are important for us to be able to get to know them, build trust, and offer hope," Donaldson says. "We take the time to understand their goals and see



The Salvation Army is able to distribute much-needed food to millions of Canadians every year through the efforts of volunteers and generous donations. This summer, it is launching its HopeFULL Campaign in the hopes of reaching even more people in need. SUPPLIED

how we can help them achieve those goals. If we're not helping transform lives, we're failing."

The Salvation Army's work in Kirkland Lake is just one of many examples of the organization's mission to be a transforming influence in communities around the world. Founded in 1865, the international, faith-based organization is one of the largest direct providers of non-governmental social services in the country, assisting more than 400

communities across Canada and 132 countries around the globe.

With the help of donors and volunteers, The Salvation Army served 2.8 million meals at shelters and feeding programs in Canada and Bermuda between 2020 and 2021, with 84,000 meals served at school breakfast programs. More than 1.5 million people received help with food, clothing, and practical assistance. As the country reeled from the impacts of COVID-19, the organization

made it possible for 40,000 people to receive visits in hospitals, nursing homes, prisons, and daycares, and for 7,200 vulnerable youth to get help through one of its many community youth programs.

Despite its massive efforts, the reality of rising inflation, COVID-19 and a growing gap between social service benefits and the basic costs to live have created a perfect storm – driving an even greater need for The Salvation Army's vital programs and services. This summer's HopeFULL Campaign offers individuals the opportunity to be part of the solution and help improve the lives of thousands of people who are struggling with such basics as food and safe shelter by making a one-time or

monthly donation.

With a proven track record stretching back many decades, The Salvation Army offers donors across the country the confidence that their dollars are used by the organization to help offer vital programs and services while carefully managing and containing administrative and fundraising costs. From its network of popular thrift stores to its internationally recognized Kettle Campaign, The Salvation Army offers a variety of ways for Canadians to contribute financially, and every dollar helps.

For people who want to give their time and talent, volunteering with The Salvation Army offers a sense of community and connection with like-minded individuals who share a desire to bring understanding and compassion to those who feel lost or forgotten.

"We journey alongside these people," Donaldson says. "It's such a wonderful opportunity to roll up your sleeves, get involved and genuinely help people in service that is critical and life-changing."

He says it's been inspiring to see the feeling of community that has evolved in Kirkland Lake. "I meet clients in the grocery store or just walking the street and they know who I am. They will often ask me if there's anything the food bank needs this week," he says.

The support for The Salvation Army's thrift store, food bank and meal program has been nothing short of remarkable, he says, with residents of the town, whose population is less than 8,000 people, donating \$79,000 last year alone. "We went from providing meals to 85 family units to 130 family units per month. It really shows the power of community to make a difference," Donaldson says.

To learn more about how you can support the transformative work of The Salvation Army through its summer HopeFULL Campaign, visit salvationarmy.ca/hopefull.



Give Hope to Struggling Families this Summer

Donate Now at SalvationArmy.ca/Hopefull



Terry Fox's legacy endures

Participants in annual run are making a difference in funding cancer research

It's more than four decades since Terry Fox began his Marathon of Hope run across Canada to raise awareness and funds for cancer research, but the passing years has not dimmed his dream of a world without cancer. Indeed, the annual Terry Fox Run continues to attract tens of thousands of people with the shared goal to fundraise to conquer cancer.

The run is organized by The Terry Fox Foundation, which works to realize Terry Fox's dream of finding a cure for cancer through funding critical research in Canada.

Scheduled for September 18 this year, the run is an annual tradition in more than 650 communities across the country and also has strong support from corporate Canada.

Blake, Cassels & Graydon LLP (Blakes) first fielded a team in 1986, and the event is now embedded in the business law firm's culture, say team co-captains June Allison and Chris Hewat.

Mr. Hewat says the physical effort, fortitude and determination Terry Fox showed during his 1980 run, when it would have been easy to give up, continue to inspire participants.

"His story endures and resonates. His objective to raise funds for cancer research is one that is easy to support because so many people have faced the disease."

It's simple to register a team for

“His story endures and resonates. His objective to raise funds for cancer research is one that is easy to support because so many people have faced the disease.”

Chris Hewat
Co-captain of the Blakes team



Chris Hewat and June Allison are co-captains of the Blakes team. SUPPLIED

the run at terryfox.org/run, and the Blakes co-captains say people are excited to join the in-person event this September after two years of participating on a solitary basis during the pandemic.

Mr. Hewat says corporate teams require committed team captains who can reach out to colleagues and get them involved. At Blakes, one of the ways they motivated the participants was to set up internal

teams and encourage some friendly competition between the groups.

"This highlighted the event. When they became focused on it, they realized what a great cause – and well-run event – it is, and they told others about it," says Mr. Hewat.

But he notes the event itself is not a competition.

"Participation is the focus. It's great for families, and people can take part in any way; they can run, walk, roller blade or choose any other means to be involved – it's very inclusive."

Reflecting on their 36-year tenure as co-captains of the Blakes team, Ms. Allison and Mr. Hewat say the most rewarding aspect for them is knowing they are contributing to a worthy cause.

"Cancer is a horrible disease that affects far too many people. If we can help fund research to find new treatments, then it's great to be part of it," says Ms. Allison.

Mr. Hewat says he is inspired by the success of the Terry Fox Run.

"To be part of an event that has grown and is making a difference in funding cancer research is something we take a lot of pride in," he says.

Since 1986, Blakes' national team has supported Terry Fox Runs in several provinces and has raised \$720,000 for cancer research.

More information: terryfox.org

FROM PAGE 1

IMPACT: COMMITTED TO TRUTH AND RECONCILIATION

programs, and the people or the purpose they serve," adds Ms. Johnstone.

While new initiatives have emerged to address race and gender biases in philanthropy, it is important to keep in mind that still only about one per cent of philanthropic giving goes towards Indigenous-led organizations.

"Dismantling these colonial legacy systems and the embodied systemic and systematic inequity is going to take time and the efforts of everyone, and some charities have a longer road of adaptation and change than others," she says.

For some, adapting their activities to align more closely with IDEA will mean changing the way they have operated up to now.

"We need to reconstruct our organizations and our communities

to ensure belonging, which to me is a bit different than inclusion," says Ms. Johnstone. "We've spent many decades focusing on training or skills to help people fit in, but now we need to understand and accept that people should be able to show up just as they are to make their full contribution and to belong and be assured of their dignity and be respected and valued for who they are and what they contribute."

AFP Canada recently formed a joint task force with the AFP Foundation for Philanthropy - Canada to determine how best AFP can create an authentic path to truth and reconciliation with Indigenous Peoples in Canada.

"We are fundamentally committed to doing more than merely issuing statements of solidarity," says Ms. Johnstone

Tanya Rumble, AFP Canada board member and director of development at Toronto Metropolitan University, says AFP has strategically embedded IDEA in all the organization's activities, from marketing communications to show Canadians the value of fundraising, to government relations and professional development for members.

"The government relations work we do and the policies we advocate for at the federal level are reviewed through an equity lens. This same lens helps to guide how we advance all of our work at AFP," she says.

For Ms. Rumble, IDEA means a return to the roots of philanthropy and the charitable sector in general.

"If we don't respond and reflect the social challenges of oppression that many people in our society face, then we're not really living up to the

“They are trying to make a change through a more equitable, diverse and inclusive approach and by looking at everything from their leadership, their governance, their programs, and the people or the purpose they serve.”

Jennifer Johnstone
Incoming chair of AFP Canada's board of directors and president and CEO of the Central City Foundation in Vancouver



“Some large organizations are breaking wake for other small charities that are similarly willing to invest and engage in this work and be part of the dialogue and change fundamentally the culture of our sector by changing the culture of their organization.”

Tanya Rumble
AFP Canada board member and director of development at Toronto Metropolitan University



promise of what IDEA is all about," she says.

"Some large organizations are breaking wake for other small charities that are similarly willing to invest and engage in this work and be part of the dialogue and change fundamentally the culture of their organization," says Ms. Rumble.

"But it's a journey with no end point. I think it's intimidating and daunting for many organizations that responded initially to the social justice movements that happened in 2020 and 2021, but then didn't really know how to embed that energy and focus into their organizations, especially if they felt those topics were adjacent to their mission and didn't see them integrated into what they do as an organization."

She says the charities that have done well are those that have seen how IDEA relates to their mission, even if their mission is about climate or animal welfare. They look not only to diversify their donor base to avoid stagnating but also at staff composition, pay equity and elimination of inherent bias or oppression through policies that protect their staff, volunteers and donors.

Charities must also be willing to take risks, she adds.

"Inertia comes from a fear of saying the wrong thing because these topics are delicate and folks are scared to step into something and not have all the right answers," she says. "But it's important to acknowledge the realities that your staff and volunteers and beneficiaries and anyone connected to your organization are experiencing and to be intentional and empathetic to that. Say something and then do something, anything; we need to start somewhere."

Donors, particularly those giving mega-gifts, are also increasingly considering investments through the IDEA lens with some preferring to support causes and communities that have been left behind in the past," says Ms. Rumble.

"I think that a lot of folks who have built their wealth in Canada are examining their family histories and how they were able to build their wealth and having a bit of a personal reckoning around the fact that money, whether it was self-made or their family didn't come to Canada with a lot, the reality is that we all benefited from the subjugation of Indigenous communities and colonization," she says.

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Many Canadian charities have been leading the fight against injustice and raising awareness about systemic inequity and inequality. ISTOCK.COM

Fighting wildlife loss and climate change

Local projects are more flexible and impactful in uncertain times

When the COVID-19 pandemic took hold across Canada, many large-scale conservation projects dependent on travel and group work ground to a halt. But along a brook in New Brunswick, the Hammond River Angling Association kept going, planting native shrubs that produced important food for wildlife, strengthened banks against future floods, and over the long term, will sequester carbon in the soil.

Investing in community- and Indigenous-led conservation has always been a part of WWF-Canada's mission to conserve and restore nature to fight wildlife loss and climate change. But the pandemic emphasized how these local projects can be much more flexible and impactful in the face of uncertainty.

It was a surprising learning, says WWF-Canada president and CEO Megan Leslie – one that proved



Volunteers and staff with Credit Valley Conservation planted nearly 1,000 new trees and transformed 1.2 hectares of land for wildlife and climate in Halton Hills and Georgetown, ON, as part of WWF-Canada's Nature and Climate Grant Program.

WWF-CANADA/JUSTIN KIELY

itself repeatedly in work from coast to coast.

"We couldn't have predicted it, but it showed us how nimble and resilient local conservation work can be in the face of unexpected challenges," she says. "It's responsive to local needs, it's efficient, creates jobs, and gets the community engaged. More importantly, when done in partnership with Indigenous organizations, it's also a way for conservation to advance reconciliation."

With the support of donors and partners across the country, WWF-Canada was able to help overcome local funding, technology and training gaps, supporting Indigenous-led and local community projects that restored degraded habitats, and protected healthy ecosystems throughout the pandemic, says Ms. Leslie.

In the long term these actions will fight climate change and help Canada's shrinking populations of wildlife.

"If we're going to bring back wildlife, we need to give them what they need the most, and that's habitat. Places to live and eat and raise their young. And luckily, habitat also stores incredible amounts of carbon

in plants and soils. So if we are restoring habitat, then it's a win for wildlife, but it's also a win for combating climate change," she says.

The Hammond River Angling Association work was funded by the Nature and Climate Grant Program, which launched in 2021 as part of WWF-Canada's 10-year plan to Regenerate Canada.

Supported by a \$2-million contribution from leading insurance company Aviva Canada, the Nature and Climate grants cover a range of projects – restoring everything from wetlands to shorelines to scrubland. When completed the restoration work will store carbon, provide habitat, and make those sites more climate resilient, she says. "They are incredible accomplishments for any time, not just in the pandemic."

After an impressive first year of results, the grant program has now awarded a second round of multi-year grants and has been key to establishing an important model of conservation support – one that can withstand disruption and connects individual donors and partners to the regions and actions that will benefit wildlife and climate most.

More information: wwf.ca

UNITED WAY GREATER TORONTO LOOKS TO MEET URGENT COMMUNITY NEEDS

Looking to build on its 2021 Community Campaign that raised approximately \$100-million – plus an additional \$9-million for its emergency Local Love campaign – United Way Greater Toronto (UWGT) recently announced BMO Financial Group CEO Darryl White as chair of the 2022 Community Campaign.

Northlead Capital operating partner Paul J. Bradley will head up the Major Individual Giving Cabinet

Last year UWGT made record investments to support close to 300 agencies across Peel, Toronto and York Regions.

As the largest non-government funder of community services in the Greater Toronto Area UWGT tackled 13 core issues, including homelessness, food security, employment and mental health, and strengthened supports to Indigenous-, Black- and equity-led, focused and serving organizations.

"This year, we need to aim higher and raise more to meet the growing



Darryl White, recently announced chair of the United Way of Greater Toronto's 2022 Community Campaign. SUPPLIED

need. I am confident that, under their leadership, we will meet this challenge, as we work united with our donors, labour friends, volun-

teers, community partners and our regional network of agencies," says Daniele Zanotti, UWGT's president and CEO.

"Coming out of a pandemic that disproportionately impacted the most vulnerable, we are now facing a crisis of affordability that threatens to leave even more people, even further behind," he adds. "Recognizing urgent community needs to address poverty and inequality, and make long-term systems change across Peel, Toronto, and York Region, UWGT is committed to growing the campaign in the year ahead."

In March this year UWGT announced it was investing \$26-million to enable communities to build local solutions, says the organization. The grants will reach 75 new or expanded programs and 43 new organizations.

More information: unitedwaygt.org



Taking soil core measurements at a site with mature shrubs helps the Hammond River Angling Association understand the level of carbon storage for different stages of shrub maturity. WWF-CANADA/KIRSTEN STANLEY

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Sharing knowledge and expertise

Canuck Place is launching a global pediatric palliative care research and innovation hub

In the face of a growing need for pediatric palliative care (PPC) globally, the Canuck Place Children's Hospice clinical team in Vancouver, British Columbia, is committed to sharing knowledge and expertise with physicians from countries that currently lack adequate support and resources for children and families living with life-threatening conditions.

The rise in demand for PPC in Canada is a benchmark for how the need is increasing worldwide. "In the last six years, Canuck Place has seen a 34 per cent increase in the number of children and families requiring PPC," says Canuck Place physician Dr. Peter Louie. "We have also seen a 94 per cent increase in outpatient care including in-home, in-hospital and video/phone consultations."

Dr. Louie notes that knowledge sharing is an important part of care that will benefit not only children in B.C. but globally.

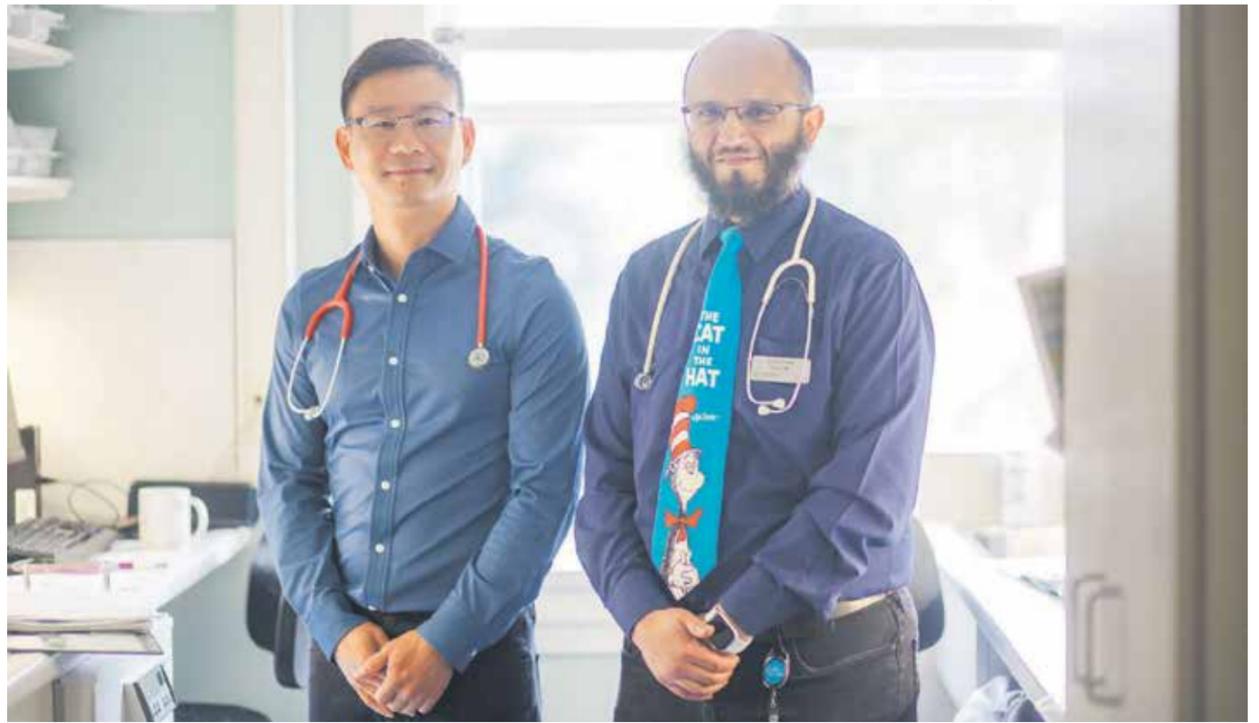
"Our physician, nursing and counselling teams are committed to ongoing knowledge acquisition, information sharing and training that will advance the practice of PPC with the aim of improving quality of life and complex care management for vulnerable children," he says.

As part of that commitment, Canuck Place has an ongoing physician training program that sees 19 clinical trainees, residents, fellows and physicians receiving intensive PPC training annually with the Canuck Place clinical team.

This year, Canuck Place is launching a global PPC research and innovation hub. The goal of the research initiative is to improve the quality of care for children, youth and their families living with life-threatening conditions by increasing the capacity of Canuck Place and clinicians to conduct and use PPC research.

Dr. Louie says Canuck Place's experienced inter-disciplinary team have an embedded culture of knowledge translation. This desire to share best practices makes Canuck Place an ideal program for training physicians from other parts of the world.

"Physicians come from countries that do not have PPC services or where palliative care services are limited," says Dr. Louie. "Our goal



Canuck Place physician, Dr. Peter Louie (left) and Dr. Qutiabah Alotaibi, a pediatric palliative fellow. SUPPLIED

“

Physicians come from countries that do not have PPC services or where palliative care services are limited. Our goal is for them to learn from our team and take this expertise and return to their home countries to establish programs of their own and advocate for PPC in order to reduce suffering and improve quality of life for children globally.

Dr. Peter Louie
Canuck Place physician

is for them to learn from our team and take this expertise and return to their home countries to establish programs of their own and advocate for PPC in order to reduce suffering and improve quality of life for children globally."

He points out that in countries with limited resources, the physician may play the role of many professionals such as counsellor, play therapist and bereavement care provider. They require knowledge of these roles to hire and train their team should they have the resources.

Learning to be better communicators appears to be one of the most useful skills visiting physicians acquire through their interaction with the Canuck Place team, says Dr. Louie.

"It is easier to learn the medical knowledge than to become an expert communicator," he adds. "The ability to listen, empathize, and be

curious and respectful are essential skills when supporting children and families living with medical complexity and uncertainty."

Dr. Qutiabah Alotaibi has been a pediatric palliative fellow at Canuck Place since October of 2021, rotating between the hospice, adult palliative care services and other subspecialties at BC Children's Hospital.

He became aware of Canuck Place when he met Karen Kooyman Gauthier, a clinical nurse at the hospice's Abbotsford location, while completing a palliative diploma course in Cardiff, Wales.

"Canuck Place had all that I needed – a well-established palliative care program that covers a large population of patients not limited to specific diagnoses, like oncology only, and the team is friendly and has a high interest in teaching," says Dr. Alotaibi.

He notes that pediatric palliative care is not well established in the Middle East.

"I started the first in-hospital palliative unit in Kuwait and tried to run the unit as a general pediatrician. However, it was difficult to advance my skills safely and meet patients' needs. The knowledge and experience from Canuck Place will help me not only practice competently in the field but also help me, hopefully, establish a program at a national level and assist others in the region as well," says Dr. Alotaibi.

As the number of children with medical complexity grows, Canuck Place's role is to teach physicians how to best care for this population of seriously ill patients and their families, says Dr. Louie.

"We believe this care, which relieves pain and suffering, is important not only for children in British Columbia but globally. This is achieved through research and knowledge sharing nationally and internationally," he adds.

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Building capacity to manufacture vaccines

Continued donor support will enable VIDO to expand its capabilities as Canada's Centre for Pandemic Research

In their home community of Saskatoon, Malcolm and Marilyn Leggett are well-known for their generosity.

"We believe you're judged for what you do – not what you own," says Mr. Leggett, the now retired co-founder of NSC Minerals, a provider of salt for de-icing, industrial and agricultural applications. "We want to enhance the lives of all those around us. That's what it is all about."

Together with his wife, a former teacher for Saskatoon public schools, Mr. Leggett has supported many charitable endeavours. Last year, the desire to achieve a substantial impact inspired the couple to donate \$1-million toward establishing the University of Saskatchewan's Vaccine and Infectious Disease Organization (VIDO) as Canada's Centre for Pandemic Research.

"VIDO has been around for nearly 50 years, and has developed a great number of vaccines," says Mr. Leggett. "It has been very successful in bringing substantial benefits for society. But with the coronavirus pandemic, it has become evident that we need to do more, especially when it comes to building capacity for manufacturing vaccines."

Support from the Leggetts – as well as other private donors and all levels of government – is helping to make a difference, says Volker Gerdts, VIDO director and CEO. "We greatly appreciate this extraordinary donation from Marilyn and Malcolm. Knowing we have this level of support from leaders in our community is critical to our organization and our vision for the future."

VIDO's focus is on rapidly responding to emerging human and animal diseases, and the past two years have served to highlight the importance of this work, Dr. Gerdts explains. "When the COVID-19 pandemic hit, our team was the first



Malcolm and Marilyn Leggett with Dr. Volker Gerdts (right), director and CEO of the University of Saskatchewan's Vaccine and Infectious Disease Organization (VIDO). The Leggetts donated \$1-million toward establishing VIDO as Canada's Centre for Pandemic Research. SUPPLIED

in Canada to isolate the SARS-CoV-2 virus from the first Canadian case in collaboration with Sunnybrook Hospital and Canada's National Microbiology Laboratory.

"We were also the first to establish an animal model of SARS-CoV-2 infection. And we were among the world's fastest in developing a vaccine candidate." VIDO's subunit vaccine, which contains purified viral proteins, will be tested in clinical trials in Canada soon – and will undergo evaluation as a booster in Canada.

Such achievements have brought the organization much recognition in Canada and beyond, notes Dr. Gerdts. "We already operate world-leading infrastructure for infectious disease research, including the largest high-containment facility. While this allowed us to quickly transition to studying COVID-19, the experience has also revealed gaps."

For many years, experts at VIDO have advocated for building more research and vaccine manufacturing capacity, and for training the highly skilled workers needed for such facilities, and Dr. Gerdts welcomes continued donor support that will allow VIDO to expand its capabilities as Canada's Centre for Pandemic Research.

"We are currently adding new animal housing and an in-house vaccine manufacturing facility. We will also upgrade key areas of our level 3 biosafety lab to containment level 4," he says. "This will effectively double Canada's capacity for level 4 research, which looks at the most severe and contagious diseases."

VIDO's goal is to enable Canada to be more self-sufficient in responding to new diseases as well as make a difference in pandemic preparedness globally, Dr. Gerdts says. "We've always been focused on developing solutions for humans and animal health to advance 'one health.' This is important as approxi-

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VIDO has been around for nearly 50 years, and has developed a great number of vaccines.

It has been very successful in bringing substantial benefits for society. But with the coronavirus pandemic, it has become evident that we need to do more, especially when it comes to building capacity for manufacturing vaccines.

Malcolm Leggett
Retired co-founder of NSC Minerals

mately 70 per cent of new human diseases come from animals."

This drive to muster a robust response to health challenges has attracted the attention of a number of partners from industry, government and academia, "and these collaborations serve us well when it comes to achieving a big impact," he explains. "We all realize that we need to continue funding our research and training facilities so we can be better prepared when the next disease comes along."

Donors like the Leggetts can be assured that their support will help to boost outcomes not only for Canadians but people around the world, adds Dr. Gerdts.

This vision resonates deeply with the personal aspirations of Mr. Leggett. "This is far bigger than one vaccine, and being part of the efforts at VIDO is so rewarding," he says. "This is our country; this is our world – and we need to take responsibility for it."

What's more, the couple regards the fact that this powerful potential can be realized in Saskatoon as a source of pride. "The university is such an asset for the country," says Mr. Leggett. "It brings researchers and students, and really adds to our culture and quality of life."

To join the Leggetts in supporting USask's VIDO, visit: vido.org

THE IMPACTS OF THE PANDEMIC AND INFLATION ARE DRIVING THE DEMAND FOR CHARITABLE SERVICES



Q&A WITH JANE RICCIARDELLI CHIEF OPERATING OFFICER AND ACTING CEO OF CANADAHHELPS

CanadaHelps, a public foundation advancing philanthropy through technology, recently released its fifth annual report on the charitable sector and the state of giving. The Giving Report 2022 highlights insights on generational giving trends, the impact of pandemic uncertainties on giving, and the strain on charities. In this Q&A chief operating officer and acting CEO Jane Ricciardelli discusses aspects of the report.

What was the most surprising or unexpected finding in The Giving Report 2022?

The most surprising and encouraging findings in The Giving Report 2022 relates to the preferences of younger Canadians. This group expressed a strong interest in charitable giving and even higher trust levels in charities than older generations; 71 per cent of Generation Z and 66 per cent of Millennials strongly agree that they trust charities and their services – this drops to 63 per cent and 64 per cent for Baby Boomers and Generation X respectively. While younger donors don't yet give at high rates, which our research attributes to their financial means, there is strong interest in giving when they can afford to.

You identified the "giving gap" in the report. What is the giving gap and how can it be countered?

The giving gap refers to the steady decline in the percentage of Canadians who donate to charities and the increased reliance on a smaller group of aging donors to fund the critical work of charities. Canadians claiming donations on their tax return declined from 25 per cent in 2006 to 19 per cent in 2019.

Engaging young donors and igniting an interest in charitable giving is essential to closing the giving gap.

In The Giving Report 2022, we found continued growth in giving in 2021 from new donors that are younger, urban, and diverse. These groups show an affinity to support social justice issues, suggesting that charities need to better understand

and appeal to the interests of emerging donors.

How can charities nurture this demographic to encourage a commitment to philanthropy in the future?

Younger generations expect charities to use the same data-driven approach and digitally savvy experiences that they have been accustomed to from interacting with other brands. Our report demonstrates that to attract younger Canadians, charities must invest in digital storytelling and engagement, and offer flexible giving options including cryptocurrency and securities donations.

Do you expect cryptocurrency will become an important factor in giving in the future?

Cryptocurrency is still new and emerging. KPMG reports that 13 per cent of Canadians, and 24 per cent of those aged 18-24, currently hold cryptocurrency. This could be transformative for the charitable sector if translated into gifts, and offering crypto donation options is an excellent way for charities to diversify their revenue streams and appeal to younger donors by providing them with the giving choices they expect.

How is inflation impacting charities?

More than two years since the start of the pandemic, the majority of charities continue to contend with unprecedented demand and revenue shortfalls. Rising inflation is further exacerbating these issues. Charities face all the same increasing costs as the general public, but they can't raise prices the way a business can.

Moreover, the impacts of the pandemic and inflationary concerns are driving the demand for charitable services, while also creating hesitancy among Canadians to give. One in four Canadians (26 per cent) expect to use or are already using charitable services in 2022, up from just 11 per cent in 2021. Additionally, one in four Canadians (25 per cent) expect to give less in 2022 than they did in 2021, which is making matters far worse.

Turning this around will require the dedication of Canadians, and the continued hard work of charities to tell their story. Taking part in campaigns, like June's Great Canadian Giving Challenge, is one way charities can boost their summer fundraising efforts and engage their supporters.

More information: canadahelps.org

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