

PHILANTHROPY IN CANADA

Advancing social justice, education and health



BY ANDREA McMANUS
AFP WOMEN'S IMPACT INITIATIVE TASK FORCE PARTNER, VITREO GROUP INC., CALGARY, ALBERTA

THE ASSOCIATION OF FUNDRAISING PROFESSIONALS' (AFP)/Globe and Mail special supplements on philanthropy

are among the most important publications for the charitable sector every year because they highlight the vital work charities perform every day throughout the country. By focusing on the generosity and dedication of donors, along with the impact of our country's charitable sector, we educate readers, thank donors and hopefully inspire many others to get involved.

In this edition – beyond celebrating philanthropy in Canada – we are also taking the opportunity to raise awareness of measures AFP is taking to address serious workplace concerns including women's equality and sexual harassment, which, as the #MeToo movement has shown, are

“To be clear: the vast majority of charities work tremendously hard on behalf of their cause in an ethical manner, and most donors act respectfully and are committed to the charities they support. Philanthropy is a critical and vibrant part of Canada's social fabric, and we should all celebrate its impact in our country.”

present in virtually all aspects of society. Sadly, this includes the charitable and professional fundraising sector.

Last year AFP created the Women's Impact Initiative (WII), an 18-month initiative to assess, address and highlight specific issues and challenges faced by women in the fundraising profession.

WII is today working to move people to action by building templates for respectful workplace policies and sharing them industry-wide. For instance, this includes teaching employees to come forward with their concerns, and urging management to respond promptly and compassionately.

WII has also conducted valuable research on harassment in fundraising and the gender salary gap, and created guidance on supporting women in the workplace and fostering male allyship. You can learn more at afp-idea.org/wii.

Among the highlights, recent AFP research revealed that:

- One-quarter of all women in the profession have been harassed in the workplace (as well as seven per cent of men), with a majority of the abusers (66 per cent) being donors.
- While women represent 70 per cent of the fundraising profession, they account for only 30 per cent of senior positions.
- Holding for all other factors, female fundraisers in general make 10 per cent less than their male counterparts.

These are shocking statistics with far-reaching consequences for the charitable sector and our country. The impact is also personal, affecting countless women and men who face these situations. They are often faced with a stark choice: tolerate inappro-

priate behaviour or reject a donation. Protect your dignity or protect your charity.

Many women and men from across the country have faced similar circumstances. Other colleagues harbour stories about being passed up time and again for a promotion, despite their significant experience, competency and proven success. Others still face the indignity of knowing that a male colleague with fewer years of experience earns a higher salary.

Our sector – and our country – can and must do better.

To be clear: the vast majority of charities work tremendously hard on behalf of their cause in an ethical manner, and most donors act respectfully and are committed to the charities they support. Philanthropy is a critical and vibrant part of Canada's social fabric, and we should all celebrate its impact in our country.

But, as WII illustrates, it's also apparent that we all need to look at our sector – not just for what we achieve, but how we conduct ourselves. When we see a problem – a co-worker being harassed, for example – we must embrace a responsibility to help them, as we would our friends, families and others in need. Or if we see a peer acting in an irresponsible or harmful manner, do we have the courage to say something? It is time to speak up, speak out and be a part of a positive change for a better world.

The Women's Impact Initiative is just one of many important projects happening in the charitable sector and across Canadian society to address these issues. We welcome others to join us in this important conversation and socially progressive movement.

ABOUT

The Association of Fundraising Professionals (AFP) represents more than 3,500 Canadian fundraisers and charities, and over 31,000 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.



INSIDE

Donors enable world-leading research. **AFP2**

A source of stability and hope. **AFP3**

Helping socially isolated women enter the workforce. **AFP4**

Support for stroke survivors. **AFP4**



Thérèse Takacs, St. Mary's University's VP Advancement, alongside the renovated wooden water tower, one of several designated provincial heritage buildings on the university's campus that dates to the early 1900s. Now painted in heritage-appropriate Canadian Pacific Railway red, the hexagon-shaped interior of the water tower was transformed into the Heritage Centre art gallery. SUPPLIED

ST. MARY'S UNIVERSITY CAPITAL PROJECTS DEPEND ON DONORS

Students, staff and faculty at St. Mary's University in Calgary, Alberta, are united in their common purpose to make a positive impact on their community and the world at large, says Thérèse Takacs, the university's vice president, Advancement.

This commitment builds on the original vision of the group who founded the university and inspired its focus on social justice more than 30 years ago.

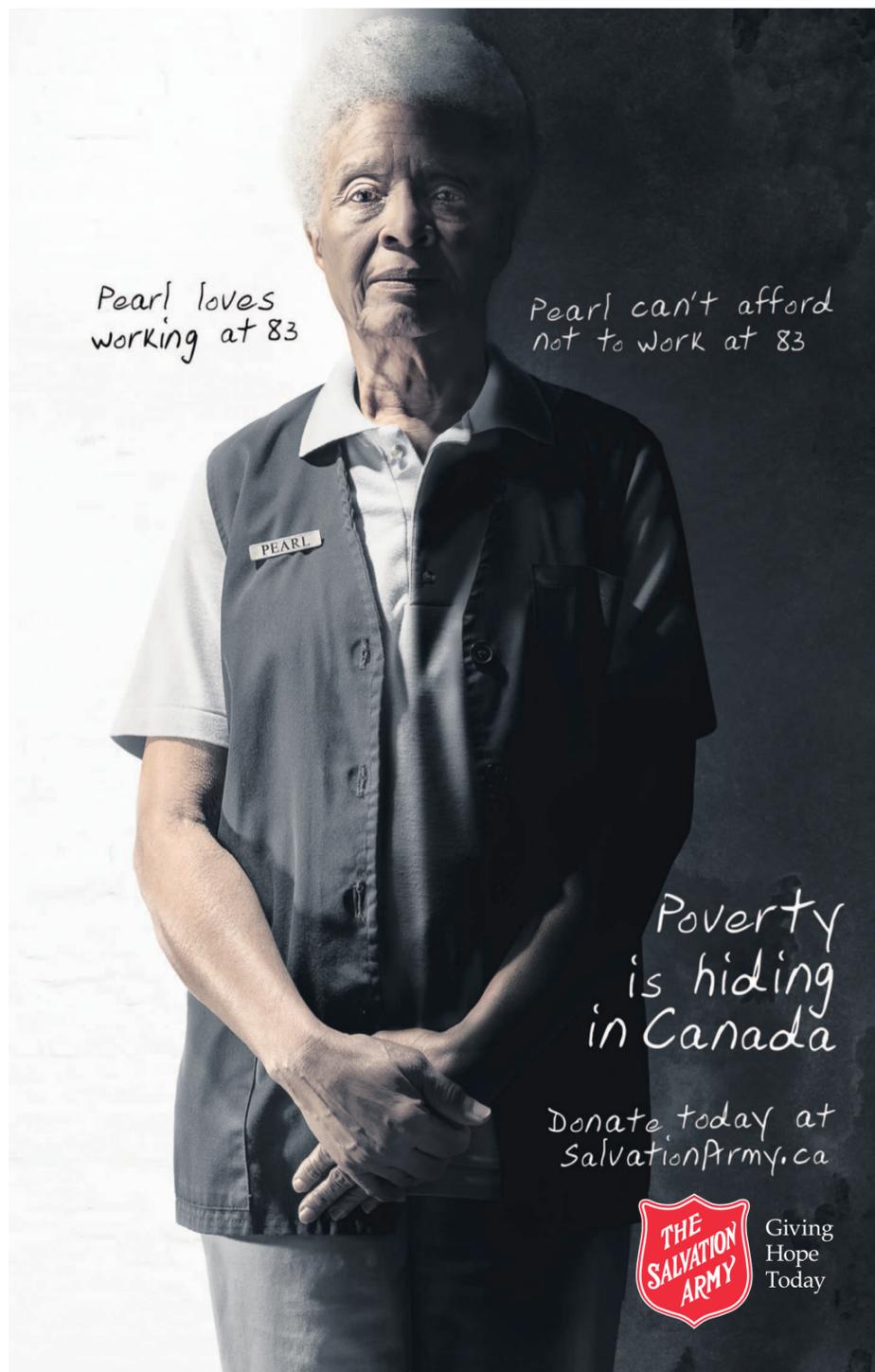
As an independent university, St. Mary's receives no government funds for capital projects and must finance these through philanthropy. In recent years, donors have enabled the university to add the Heritage Centre building – a dynamic facility of integrated areas, offering the flexibility and adaptability to create exceptional learning and teaching environments; two classrooms to accommodate a third cohort for St. Mary's very successful Bachelor of Education program; a rare collection room at the library and renovate a historic wooden water tower to create an art gallery.

St. Mary's student body has grown by 50 per cent in the last three years mainly due to its geographical position in southeast Calgary, where it is the only university serving communities like Okotoks and High River, plus its philosophy of small class sizes of up to 25 students, says Ms. Takacs.

“With an enrolment of just over 1,000, we're the right fit for students who may not want to go from high school straight to a lecture class of 300 students,” she says. “With the small class sizes, professors notice if someone is not doing well and can provide that extra bit of one-on-one attention that sometimes makes a world of difference,” she adds.

“At a school like St. Mary's, small, medium and large donations are all equally important; they are all parts of the puzzle” says Ms. Takacs, who adds the university currently aims to raise \$5.3-million a year. This donation target could change in a few years. As St. Mary's looks ahead, and with a vision to cap growth at 2,500 students and maintain the 25-student class size, two committees are working to assess the staff, faculty and space requirements for an expanded campus. That expansion will require a fundraising campaign and support from donors who share St. Mary's mission and mandate.

“If we look at giving trends, we know millennials and Gen Z want to know that what they're doing makes a difference. They want to be engaged and not only give, but also become involved. Parents and 55-plus donors are motivated to see a return on investment. Today, donors want transparency, and organizations like St. Mary's are responding to this need,” she says.



PHILANTHROPY: AN ESSENTIAL PIECE OF THE RESEARCH PUZZLE

Donors support reimagining health care at The Ottawa Hospital

Even the most talented scientists in the world can't do cutting-edge research without donors who help provide the necessary tools – the labs and state-of-the-art equipment. This is how Dr. Duncan Stewart, The

Ottawa Hospital's executive vice president Research, speaks about philanthropy as an essential piece of the research puzzle. "There's no gift that's too small. Every gift has an impact," says Dr.

Stewart. "Donors allow us to perform research that is leading to breakthroughs and better care for people in Ottawa, across Canada and indeed the world." In particular, Dr. Stewart notes the

groundbreaking effect of untargeted donations that can be applied to improve core research resources and equipment for the whole research team.

"A revolutionary piece of new equipment can catapult multiple research projects light years ahead," he says. "Similarly, having a team of world-class statisticians can catalyze the launch of dozens of clinical trials, each of which could represent a breakthrough for patients with a devastating disease, like cancer or multiple sclerosis."

Maybe it's not surprising that many of the best health researchers are already calling The Ottawa Hospital home – in part because of the hospital's access to the best technologies to enable research and its unique approach to the integration of research and clinical care.

Researchers and physicians are closely connected, which allows the hospital to take a new discovery and quickly move it into an innovative, first-in-human clinical trial, and then implement a successful result into everyday practice. This is what the hospital is doing for patients with septic shock. "Patients with septic shock are

fighting for their lives every day in intensive care units, and they are losing this battle almost half the time – a toss of a coin – and this hasn't changed in decades," says Dr. Stewart. "We've already completed a successful pilot clinical trial to use stem cells to improve healing times in these patients, and we're now moving into larger trials. This could be a complete game changer."

Another exciting research project being pioneered at The Ottawa Hospital involves genetically engineering a patient's own immune cells to track down and kill their cancer cells, called CART therapy. The effect of this treatment on previously incurable, end-stage leukemias and lymphomas could be dramatic.

"We have a tremendous amount to be proud of at The Ottawa Hospital," says Dr. Stewart. "We must always remember that we wouldn't be where we are in reimagining health care if it weren't for the incredible generosity of our community. They share our vision, and they too share our success."

For more on how your philanthropy has helped revolutionize health care, visit ohfoundation.ca.



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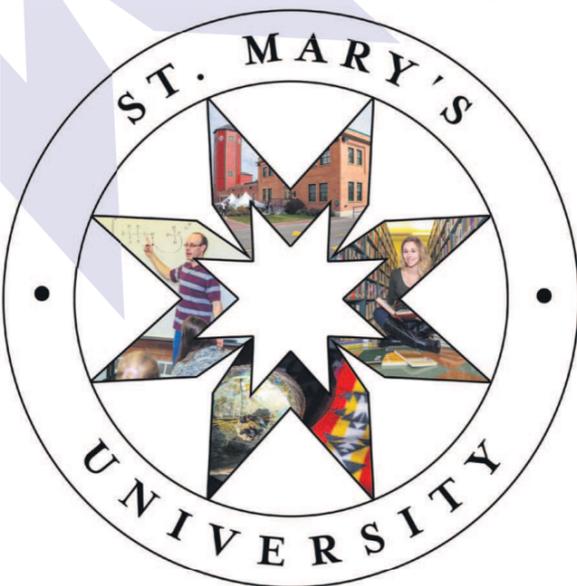
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The Ottawa Hospital has an annual budget of over \$1.2-billion: here, a patient has CT scan (top) and a medical team treats a trauma patient (above). SUPPLIED

CANADIAN LIVER FOUNDATION BRINGING LIVER RESEARCH TO LIFE

Since it was established 50 years ago as the world's first organization committed to finding cures for all types of liver disease, work done by the Canadian Liver Foundation (CLF) has led to breakthroughs in liver research, changes in health policy, the professional education of hepatologists, and free support services for patients and caregivers in need.

"The support from our funders has helped us reduce unnecessary suffering and death from liver disease among Canadians," says CLF president Gary Fagan. "Our successes have been built by donors, doctors, sponsors and volunteers who will take us through the next 50 years of bringing liver research to life – just like our mission statement suggests."

While the 50-year milestone is an opportunity to reflect on the CLF's impact on liver disease in Canada, it is also a good time to plan its future initiatives, says Mr. Fagan, who adds that supporting research projects that will lead to the prevention, diagnosis, treatment and cure of liver disease remains the top priority.

He points out that over seven million Canadian adults and children

may suffer from non-alcoholic fatty liver disease (NAFLD), the most common liver disease in Canada, a serious condition that can lead to liver cancer, the need for a liver transplant or even death.

"This is a disease that is projected to overtake hepatitis C as the number one cause for liver transplants, but it remains overlooked by the average person who may think alcohol is the liver's only threat," he says.

If NAFLD is not diagnosed or managed early enough, it can progress to non-alcoholic steatohepatitis (NASH), where fibrosis and cirrhosis (irreversible scarring) occurs, possibly leading to liver cancer or liver failure.

However, NAFLD can often be prevented or even reversed if it is detected before permanent liver damage has occurred. At least two and a half hours of exercise a week and a healthy diet low in animal fat and sugary drinks and high in fresh fruit and vegetables can help prevent the disease, according to the CLF.

For more information, visit www.liver.ca/50.



The Salvation Army's mobile kitchens and canteens are a familiar and comforting sight in emergency or disaster situations. While the service supports those people impacted by the disaster, it also provides meals and hydration for first responders. SUPPLIED

SUPPORT WHEN COMMUNITIES NEED IT

In emergencies, The Salvation Army's presence is a source of stability and hope

The Salvation Army has responded to disasters in Canada for more than a century. While the scale of devastation may vary with each event, the willingness of volunteers to help and the ability of communities to bounce back remains constant.

That's exactly what Glenn van Gulik, divisional secretary for public relations, Ontario Central East Division of The Salvation Army, experienced once again while helping support communities in eastern and central Canada impacted by

the spring floods. In Ottawa's western neighbourhoods for example – the same areas that were hit by floods in 2017 – more than 330 people had contributed more than 6,300 hours of volunteer service by May 20.

"Exhaustion is not even a word that can describe how people are feeling now; it's tough slogging," says Mr. van Gulik, adding that teams operating from the organization's mobile kitchens and canteens have provided meals, hot drinks, water and snacks, while its emotional and spiritual care teams supported residents and first responders.

"We realize we need to be the strength in these communities. The Salvation Army Red Shield is a source of stability and hope for people; we know that it is our responsibility, and we take it very seriously," he says. Serving meals is part of building relationships in the community, says Mr. van Gulik.

"We see the same members of the community every day, we know them by name and we share the experience of how they are feeling. They understand we are there with them and we're not leaving. We are there to walk alongside and journey through this experience with them," he adds.

Responding to disasters like the spring floods is an important part of The Salvation Army's mandate, says

Perron Goodyear, territorial director of emergency disaster services for The Salvation Army in Canada. The organization works with many of society's most vulnerable people, and it is crucial to ensure their needs are top of mind in a disaster or emergency, he says, adding that marginalized people tend to be more severely affected by disasters than those who have access to more resources.

The Salvation Army is a founding member of the Emergency Management NGOs Consortium of Canada, which helps co-ordinate responses at the national level.

"Even before a disaster happens, we are talking about what each of our capabilities are, what our capacities are, so that we know who's going to do what on the ground and also how we can support one another," explains Mr. Goodyear.

Training for emergency response volunteers – from basic to the leadership level – is consistent throughout North America, he says, which enables teams from Canada to provide support in the U.S. and for U.S. teams to deploy in Canada if necessary.

CANUCK PLACE CHILDREN'S HOSPICE SUPPORT FOR CHILDREN WITH LIFE-THREATENING DISEASES

No parent can imagine planning end-of-life care for their young child. For some, the unimaginable is their reality. As the Letcher family from Victoria, B.C., face the difficulties that come with their child's terminal illness, Canuck Place Children's Hospice is there to provide medical advice, guidance and the comfort of familiar surroundings.

Jordan and Kerena Letcher and their five sons – including their middle child Heston, who has Sanfilippo Syndrome (MPS IIIA), a regressive, terminal disease – were first introduced to Canuck Place about five years ago to access the pediatric palliative care provider's medical respite services.

For several years, the medical respite services at Canuck Place enabled the whole family to have



The Letcher family enjoying an outing in Vancouver during a respite at Canuck Place Children's Hospice. SUPPLIED

a break and enjoy some vacation time in Vancouver.

"At Canuck Place, we can go on outings to places like the Vancouver Aquarium and Science World with other families, plus the volunteers are always there to play Monopoly or shoot some hoops with the boys," says Ms. Letcher.

While the Canuck Place medical team meets Heston's complex care needs, the focus on the other children makes them feel valued, she adds.

"When you have a child with a terminal diagnosis, there are only so many hours of strength in a day. At Canuck Place, the daily chores like cooking and cleaning are looked after, and their medical care of Heston relieves some stress and gives us more strength for our other children."

Heston is one of more than 765 children with life-threatening illnesses and families who receive care from Canuck Place through outpatient programs and at two provincial hospice locations at Vancouver and Abbotsford. In

addition to medical respite and family support, Canuck Place also provides pain and symptom management, 24-hour phone consultation support and in-house clinical care, music, art and recreation therapy, education, grief, loss and bereavement counselling, as well as end-of-life care.

Heston's disease trajectory is advancing, and the Letchers recognize how important Canuck Place will be in the near future.

"We're not quite there yet, but we know when we look at end-of-life we can come here to a place that is familiar to us. That makes a huge difference; it's not an unknown or strange place – we know everyone here and they know us," says Ms. Letcher.

Canuck Place provides support to families like the Letchers at no cost. Donors contribute 60 per cent of the organization's annual operating costs

For more information, visit canuckplace.org.



The Ottawa Hospital

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BUILDING BRIDGES TO EMPLOYMENT

YWCA Canada supports women at all stages of their life

Challenges started to pile up when Sarah White lost her job due to missed work during her high-risk pregnancy. They seemed insurmountable when the single mother tried to re-enter the job market after her maternity leave. Participating in Step Ahead, an employment program at the YWCA Halifax, enabled Ms. White to secure permanent full-time employment – it also provided her with a new outlook on life.

"I no longer feel like I cannot succeed. I learned about who I am as a woman and mother and what my skill set is," she says. "I am now working full time. I am off income assistance and have recently been able to move into my own apartment with my son."

Over two-thirds of the participants of the YWCA Halifax's employment programs find permanent work, says Brigid Langill, the organization's director of philanthropy and communications. "The women's success is a testament to their determination," she says. "While each brings unique challenges, which can include mental health concerns, language and culture barriers, a lack of education, work experience and child care, the goal is the same – to improve her and her family's future."

The path to a desirable job, which many Canadians take for granted, can seem out of reach for community members at risk, says Maya Roy, CEO of YWCA Canada. "When people are socially isolated, perhaps because they are new to the country, living with addiction or in abusive relationships, they don't have the same network and support."

Philanthropy – and Canadian donors and volunteers – can help to



YWCA Canada's programs help women at risk take the necessary steps to enter the workforce. SUPPLIED

“For all Canadians to have a high quality of life, it is important to support our most vulnerable and marginalized community members ...”

Maya Roy
CEO of YWCA Canada

bridge the gaps and enable women to reach the next rung of the ladder that gets them closer to entering the workforce, explains Ms. Roy.

"Building bridges to employment is about facilitating the transition from surviving to thriving." Two initiatives, In Good Company

and Born to Be Bold, supported by the RBC Foundation and the federal government respectively, allow the YWCA to amplify its impact on advancing awareness and economic participation as well as to produce research on labour market inclusion. "For all Canadians to have a high quality of life, it is important to support our most vulnerable and marginalized community members and ensure they have access to the workforce," says Ms. Roy.

Its strong 149-year history of supporting women and their families allows the YWCA to take a holistic approach, says Donna Snair, director of programs at the YWCA Halifax. "As a multi-service agency, we are able to meet many of the women's needs, from housing and child care to peer support and mentoring," she says. "We support women at all stages of their life."

Ms. Roy adds, "We often talk about women leaning in, and we absolutely embrace that. But we also need the wrap-around support to ensure that when they do lean in, they are not going to fall."

MARCH OF DIMES CANADA EXPANDING SUPPORT FOR STROKE SURVIVORS

Every nine minutes in Canada someone has a stroke, and while expert medical treatment results in recovery for many survivors, others are left to cope with lasting changes.

But while stroke survivors themselves are dealing with life-changing disabilities, March of Dimes Canada's (MODC) statistics show that 70 per cent depend on daily support from informal caregivers (spouses, family members and friends) and 80 per cent of these caregivers suffer from burnout.

"March of Dimes' After Stroke Program helps bridge Canadians back into their homes and communities and supports informal caregivers," says Mary Lynne Stewart, the charity's national director of fund development and communications.

The program is designed to fill the space between hospital and home, says Ms. Stewart, and MODC has set its sights on raising \$300,000 to fund 38,200 extra caregiver support hours. This increase will benefit services such as the Peers Foster-

ing Hope hospital visiting program (based on a stroke survivor visiting a person who's recently had a stroke), establish five new peer groups, start six new caregiver groups and launch 10 new walking programs.

The program is also part of MODC's commitment to further develop community support to expand the quality of care for stroke survivors and their caregivers, and to enhance and strengthen partnerships with hospitals to improve transitions from hospital to home.

The organization is also concentrating on community re-engagement services for stroke survivors to enable their independence and encourage participation in the community.

While stroke is the leading cause of disability in Canada, MODC serves 75,000 Canadian children and adults of all ages who are living with a wide range of physical and other disabilities.

For more about the After Stroke Program, go to afterstroke.ca; for information about MODC, go to: marchofdimes.ca.

One day of Canuck Place care costs \$2,033. You can help.

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Stroke survivor Anna Bauer-Ross is thriving. In the years following the stroke, she graduated from George Brown College and trained and worked as a volunteer for March of Dimes Canada's Peers Fostering Hope Program. She is currently pursuing an undergraduate degree at Ryerson University. SUPPLIED

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Anna Bauer-Ross had a stroke at the age of 36. Through March of Dimes Canada's After Stroke program, Anna is enjoying life again with her two daughters.

MARCH OF DIMES CANADA

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Selene was born with brown eyes, her mother's smile, and liver disease.

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BY THE NUMBERS

8.5%
The percentage of Canada's Gross Domestic Product (GDP) charities and non-profits accounted for in 2017.

2.4 million
The number of people employed by charities and non-profits.

2 billion*
The number of hours volunteers contribute annually to organizations in the charity and non-profit sector.

Sources: * Imagine Canada; all others, Statistics Canada