

PHILANTHROPY IN CANADA

Thursday, June 24, 2021

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

CANADIAN DONORS CONTINUE STRONG SUPPORT OF CHARITIES

Confidence in the sector proves a key driver

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The COVID-19 pandemic has been a troubling time for all Canadians, including charities and nonprofits that have struggled to meet the needs of the most vulnerable in society – people coping with challenges ranging from finding a safe shelter for a night to the complexities of living with a terminal illness.

With many Canadians focused primarily on their own family's welfare in the face of job losses, economic uncertainty and fear for the safety of themselves and their loved ones, charitable donations were widely expected to drop during the pandemic and leave charities struggling.

While, on average, charities reported a 16 per cent decline in revenue over the past year, the recently released results of a Canada-wide survey conducted for the Association of Fundraising Professionals (AFP) Foundation for Philanthropy – Canada found that persistent support from Canadian donors helped

“Canada is a phenomenally, uniquely generous nation, and philanthropy, at its core, is about helping others and strengthening communities. So it's not surprising that for those that could give, they did – and generously.”

Susan Storey

Chair of the AFP Foundation for Philanthropy – Canada



the sector to continue making a crucial impact at a time of heightened need.

In fact, in the 12 months since March 2020 when the pandemic was declared, more than three-quarters of Canadians who had given previously to charity continued their

philanthropy and gave larger gifts than in past years.

Further, the 2021 *What Canadian Donors Want* survey found that the percentage of respondents giving to charity in 2020 jumped by six points from the 2017 survey – from 70 per cent to 76 per cent – and the average

size of the gifts was much higher – up from \$772 in 2017 to \$965 in 2020.

The survey results are a heartening sign, says Susan Storey, chair of the AFP Foundation for Philanthropy – Canada, which works to advance

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MORE THAN A MEAL

Food is important, but people are lonely too

In March 2020 when the COVID-19 pandemic was officially declared, everyone was asked to stay home. But what if you didn't have a home?

“Imagine if you spent your days at the local soup kitchen, the library or the park and your nights at a shelter or under a bridge? How could the homeless just stay home,” says Michelle Porter, co-founder and CEO of Souls Harbour Rescue Mission (SHRM) in Nova Scotia. “We knew immediately that our guests were going to need us more than ever. We couldn't just close up our doors and wait this out.”

The SHRM cut back on volunteers, closed its thrift store and switched to serving meals “to go” at all three of its drop-in locations in Halifax, Bridgewater and Truro. The result was increased costs per meal, but the real surprise was an



Chef Ryan in the kitchen at Souls Harbour Rescue Mission in Halifax where the charity has tripled the number of meals it serves every day. SUPPLIED

increase in the number of people who needed help.

“In Halifax alone, our numbers tripled. We went from serving 100 meals a day to 350. People who had never needed to use a soup kitchen before found themselves in unfamiliar territory. Seniors, families, immigrants, people with disabilities – they all found their way to our doors,” says Ms. Porter.

While food is important, the charity offers more than the meal itself.

“We look forward to the day when we can welcome back our volunteers. And there will be celebrations when we can reopen our dining rooms. People are lonely, and they need the comfort of dining together in a warm, inviting environment,” she says.

More information: soulsharbour.ca or call 902-405-4663



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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Throughout the pandemic, charities and nonprofits across Canada **expanded** their programs.

Increased their services.

Connected with those isolated and alone.

Supported families in crisis.

Kept our communities **strong**.

You saw their impact, and you **responded** with incredible generosity.

Thank you!

But much work remains to be done.

We ask you to continue your support of your favourite charity and **help those who have never stopped helping.**



For more information on giving and ethical fundraising, visit afpcanada.org

Is pandemic poverty next?

The Salvation Army meets the ever-changing challenges facing the communities it serves

The impact of the COVID-19 pandemic has been felt across Canada, but nowhere more so than in communities where childhood poverty and food insecurity were already a challenge. As a result, The Salvation Army has seen a 20 to 50 per cent year-on-year increase in the number of people accessing their help.

"Many of these people were first-time users of the food bank who had never anticipated they would need that kind of help," says Lieutenant-Colonel John Murray, The Salvation Army's territorial secretary for communications, noting that the organization had to respond quickly to meet the sudden increased demand for services across the country.

Bolstered by two grants totalling \$20-million from Agriculture and Agri-Food Canada, and \$10-million from the Rogers Foundation – the largest private donation the organization's Canadian arm has received in its 139-year existence – plus support from the Weston Family Foundation and McCain Foods, The Salvation Army is playing a pivotal role in providing support to people in need during the pandemic, including increasing capacity at food banks, delivering food to vulnerable families and providing opportunities for children to socialize through

“We know from our own statistics that about 35 per cent of food bank users are children. That is deeply concerning for us as an organization, so it's important to turn the spotlight on food insecurity and child poverty, especially in light of the stress and strain the pandemic has added to families.”

Lieutenant-Colonel John Murray
Territorial Secretary for Communications, The Salvation Army



A volunteer at one of the many food banks The Salvation Army operates across Canada. SUPPLIED

initiatives such as day camps. "We know from our own statistics that about 35 per cent of food bank users are children," says Lt.-Col. Murray. "That is deeply concerning for us as an organization, so it's important to turn the spotlight on food insecurity and child poverty, especially in light of the stress and strain the pandemic has added to families."

He points out that one in five children in Canada lives in poverty. "That's just unacceptable today. We live in a country rich in natural resources, rich in opportunity, and all Canadians should have that equal opportunity. We shouldn't see children living in poverty," he says.

While it's critical to continue to address food insecurity – The Salvation Army helped more than 2.8 million people with food support in the last year – the goal is to break the cycle of poverty.

Programs such as Pathway of Hope, which identifies root causes for people living in poverty and then provides targeted services to those who want to escape that cycle, are hugely important, says Lt.-Col. Murray.

But while The Salvation Army in Canada has 252 family services offices in 400 communities that offer practical counselling and opportunities to learn about such topics as budgeting and preparing healthy, nutritious meals, the reality is that it takes a community and multiple agencies to address the issue.

"There's strength in partnerships, and we believe in being an innovative partner and reaching out and connecting with other agencies in

the community to build bridges and support people – we believe we're stronger together," he says.

Tackling a complex subject like child poverty takes time, investment, energy, a commitment on

the part of parents, assistance from Salvation Army personnel, community support and the resources of The Salvation Army and its partners to effect real change, says Lt.-Col. Murray.

"You are changing one life at a time, but it's important to remember that by investing in one individual, if you look at the long game, you're changing the trajectory of the lives of future generations," he says.

Looking to the future as communities anticipate emerging from the threat of COVID-19, Lt.-Col. Murray believes the true impact of the coronavirus has yet to be realized.

"Not until we're out of it will we see the toll the pandemic has taken on so many. Will people get their jobs back with the same hours and salaries? How will people deal with rising interest rates and inflation? These are tough questions to answer right now, but The Salvation Army will continue to assess and analyze our current reality and impending trends so we can be best prepared to meet the ever-changing challenges facing the communities we serve," he concludes.

More information: SalvationArmy.ca



Thank You YOU HELPED OUR HOSPITALS AT A CRITICAL TIME

More than **4,000 donors** supported *It's Critical*, a **\$7 million** campaign to build Vancouver Island's first permanent High Acuity Unit.



The Foundation is deeply grateful to Seaspán Victoria Shipyards and the Dennis and Phyllis Washington Foundation for their transformational \$2.65 million gift.

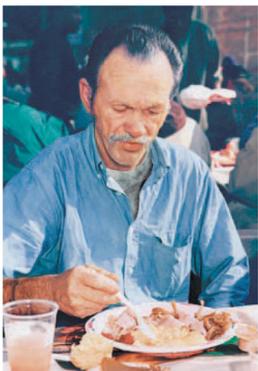
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Card # _____ Expiry MM/YY _____

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Signature _____

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SAGM21

RAINBOW RAILROAD HELPS LGBTQI+ PEOPLE AT RISK

As the only organization of its kind in the world that helps LGBTQI+ people suffering persecution relocate to countries of refuge, Rainbow Railroad has seen a sharp increase in demand in the last year as the COVID-19 pandemic exacerbates the situation in countries where LGBTQI+ people are criminalized, says the charity's executive director Kimahli Powell.

Mr. Powell estimates the global not-for-profit will receive approximately 4,000 requests for help in 2021, the highest number ever for the Toronto-based organization that helps LGBTQI+ people facing persecution that forces them to need to evacuate.

"We are facing an unprecedented crisis where 80 million people are displaced around world – the highest number since the Second World War – and there's a crisis of governments not being able to commit to resettling more of those refugees," says Mr. Powell. "Civil society has an important role to

play to help in alleviating this crisis, particularly for vulnerable populations like LGBTQI+."

Rainbow Railroad has helped nearly 150 people through emergency relocation during the pandemic, but also provided other forms of assistance, especially with restrictions on travel.

"We always provided services such as emergency relocation to safe houses, livelihood assistance and access to human rights defenders," says Mr. Powell. However, even though it currently receives no government funding and relies on community support, Rainbow Railroad was able to build on its existing programming to help more people.

In addition to the practical assistance Rainbow Railroad provides, it also works with a global network of activists and human rights defenders advocating for LGBTQI+ rights in countries around the world.

More information: rainbowrailroad.org

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Meeting the need for pediatric palliative care

Research and clinician training benefits children across Canada and globally

In the last six years, Canuck Place Children's Hospice has seen a 34 per cent increase in the number of children and families requiring pediatric palliative care (PPC) and a 94 per cent increase in outpatient care, says Dr. Hal Siden, medical director of British Columbia and Yukon's PPC provider for children with life-threatening illnesses.

Pediatric care in B.C. and Yukon is uniquely centralized, a strategy that enabled the organization to develop a globally recognized, integrated model that gives families choices where they would like to receive care – at home, in hospice or in hospital.

"But we can't make these choices available to families unless we continue to receive donor support," says Dr. Siden, noting that to care for the increasing number of patients on



Dr. Hal Siden with Heston, one of the children who receives care at Canuck Place. Children and hospice are two words that shouldn't go together. But sadly they do, and that's why Canuck Place exists. Caring for children and their families will always be at the heart of the mission of Canuck Place. With donor support, for over 25 years, Canuck Place has been providing world-class PPC that is sustainable, innovative and anticipates the needs of their current and future families. SUPPLIED

the program and a rising complexity of care, it is crucial to continue research and train more clinicians to deliver PPC.

Canuck Place is currently caring for infants and children suffering from one or more of 190 different diseases and conditions. "Some of these children are living longer due to advancement in medicine, so there are more children who need our care," says Dr. Siden. "One day we may solve rare pediatric diseases, but for now, these children need complex care, and their families need support that is not available unless Canuck Place is here."

Children spend an average of seven years on the Canuck Place program, and research has a direct impact on outcomes, says Dr. Siden, adding the physician, nursing and counselling teams are committed to research,

information sharing and training that will advance PPC and improve quality of life and complex care management for vulnerable children.

The results of ongoing research benefits children and their families across Canada and globally. Canuck Place clinicians developed a Pediatric Serious Illness Conversation Guide to use with parents of children with serious illness, while the organization's staff has also collaborated with other specialized programs in the country to develop national PPC nursing competencies that can be applied in any setting where children with life-threatening conditions and their families receive care.

Canuck Place has always been adept at providing virtual care to families by phone and outreach to clinicians across the province by video. That experience was especially valuable during the COVID-19 pandemic as the hospice continued to provide 24-hour support for parents with an ill child and increased virtual counselling care for families needing grief and bereavement counselling during the pandemic.

While Canuck Place teaches senior pediatrics residents, pediatric oncology fellows and adult palliative medicine trainees, knowledge and experience is also shared internationally. In 2019, two clinicians travelled to Hyderabad, India, to support the work of Two Worlds Cancer, and in the same year, Dr. Siden conducted Grand Rounds – the presentation of a patient's condition and its treatment to medical professionals – in Costa Rica.

Undaunted by the impact of the pandemic, in May 2020, Canuck Place hosted a virtual international conference with leading PPC clinicians from around the world, and three of the hospice's leading clinicians provided online training through six Zoom sessions to the Nepalese Association of Palliative Care.

"All of these are examples of global knowledge sharing during the pandemic and will continue post-COVID as they are effective means of sharing research so that children all over the world have access to best practices in PPC," says Dr. Siden.

NEW UNIT TO TREAT AND CARE FOR COVID-19 PATIENTS

Thanks to the generosity of more than 4,000 individual and corporate donors, it took just over a year for the Victoria Hospitals Foundation (VHF) to exceed its fundraising goal of \$7-million to help build Vancouver Island's first permanent High Acuity Unit (HAU) at Royal Jubilee Hospital in Victoria, B.C.

It's Critical was the foundation's COVID-19 response campaign. It equipped the hospital with an interim HAU to treat and care for COVID-19 and critical care patients as a much-needed addition to the existing unit the hospital operates, and will benefit the Greater Victoria community far into the future, says Avery Brohman, the foundation's executive director.

"We need to expand critical care capacity in local hospitals now and support future community health-care needs," she adds. "Our population is growing and aging and requires this investment to meet ever-increasing demand for critical care. This specialized unit will increase critical care by 73 per cent, and we have our community to thank for that."



Celebrating the successful campaign to raise funds for a High Acuity Unit (HAU) at Royal Jubilee Hospital are (from left) Tom Siemens, board chair, Victoria Hospitals Foundation; Avery Brohman, executive director, Victoria Hospitals Foundation; Joe O'Rourke, vice president and general manager, Seaspan Victoria Shipyards; Heather-Ann Heyd, clinical nursing lead for the HAU; Carrie Homuth, manager for the HAU; Dr. Omar Ahmad, department head, critical care and emergency medicine for Island Health. SUPPLIED

HAUs offer an intermediary level of care between intensive care and acute care for patients who are not quite ill enough for the ICU but still need specialized care and monitoring. They are also a vital resource to manage hospitalization surges due to influenza, a

pandemic or a mass casualty event, says Ms. Brohman. The permanent HAU will increase critical care capacity and support patients recovering from surgery, trauma, severe respiratory distress or other serious medical conditions like COVID-19.

"Our donors defined a moment in a worldwide crisis by showing how much they value the care our local hospital teams offer, and we are tremendously grateful for their giving spirit and commitment," says Ms. Brohman.

Major donations to the campaign included a \$2.65-million gift from Seaspan Victoria Shipyards and the Dennis and Phyllis Washington Foundation, a \$1-million gift from a local grandmother, and \$500,000 from the Wilson Lai Trust.

The foundation's next campaign will be focused on supporting equipment needs for the Mental Health & Substance Use Services team at Royal Jubilee Hospital. The foundation will also continue to fundraise for the greatest equipment needs across all areas of care.

"It's no secret COVID-19 has placed a significant stress on the system, and we will continue to work with our generous community to rebuild what was affected," Ms. Brohman reflects.

More information: victoriahf.ca

More information: canuckplace.org

Hungry Children Like Emily are Waiting for a Miracle.

Give now to provide nutritious food for hungry children.

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Solar-powered health care

Technology benefits maternal and child health in Mozambique

For people living in Canada it's hard – even impossible – to imagine how difficult it would be to deliver a baby by the light of a mouth-held cellphone. But that was a reality in Mozambique, until technology and the bright African sunshine provided a solution in the form of a unit known as a solar suitcase.

As part of a larger initiative to support maternal and child health in Mozambique's Nampula province, the Primate's World Relief and Development Fund (PWRDF) – the Anglican Church of Canada's agency for sustainable development and relief – worked with local agency EHALE and California-based We Care Solar to install the first solar suitcases to power a light source and other necessary equipment in 30 rural clinics in 2016.

The initiative was so successful that the three organizations are now working to install an additional 51

units (one is a demonstration unit at EHALE's main office). The "suitcase" is mounted to a wall inside the clinic and connected to solar panels on the roof. It opens to include a portable headlamp, phone charging ports and a fetal Doppler to monitor the baby's heartbeat, and now during the COVID-19 pandemic, a rechargeable no-contact thermometer.

But PWRDF's external funding manager Richard Librock says in addition to utilizing the equipment in the solar suitcases to reduce maternal and neo-natal mortality, positive experiences at the clinics often encourage mothers to access other services and be introduced to a more holistic approach to health care.

"Holistic care that can last for a lifetime often starts with a good experience in delivery," says Mr. Librock. "It's a great encouragement to the mother and her husband to visit the clinic for post-natal checkups where



The installation of this solar suitcase in a rural Mozambique clinic reduces maternal and neo-natal mortality. SUPPLIED

they can access a range of other services such as nutrition monitoring, vaccines for a range of diseases, and hygiene and sanitation advice that is particularly important in the area where cholera is present."

The clinics also provide information about family planning, empowering women to take control of their reproductive health, he adds.

Domingas Joaquim gave birth to three of her six children in a clinic after the installation of a solar suitcase.

"If it were not for the solar suitcase, one of my children would have died, or I would have died, because after childbirth the child needed to be resuscitated. Without lighting, it would not be possible," she says.

PWRDF is accepting funds to support the project – a single solar suitcase, installed, costs about \$5,800.

More information: PWRDF.org

FROM PAGE 1

CONFIDENCE: THE PHILANTHROPIC RESPONSE TO THE PANDEMIC HAS BEEN EXCEPTIONAL

philanthropy across the country. She says it would have been easy for Canadians to only look inward, but instead they remained sensitive to the needs of their neighbours and communities and have come together to help one another through these tough times.

"Canada is a phenomenally, uniquely generous nation, and philanthropy, at its core, is about helping others and strengthening communities," she says. "So, it's not surprising that for those that could give, they did – and generously."

AFP Canada, which represents the voice of charitable fundraisers across the country, has seen this play out with many organizations. AFP Canada volunteer Stewart Wong, vice president, communi-

ties, marketing and advocacy at Toronto's Holland Bloorview Kids Rehabilitation Hospital, attributes the dedication of the hospital foundation's fundraising team for a record-breaking year of donations.

"Through incredible diligence, mission-focus and innovation, our foundation connected with donors in new ways to have a record fundraising year," he says. "We were fortunate to have laid a strong digital fundraising framework over the last several years that allowed us to quickly transition to online fundraising and activities."

In addition to its online fundraising, the foundation moved its major fundraising events to virtual formats and in some cases attracted more donations than targeted for the event.

Both Mr. Wong and Ms. Storey agree that the challenge now is to maintain the momentum.

"We will carry forward the successes of the past year by building on our digital fundraising activities, using virtual activities to engage our donors in unexpected ways, creating fun video content to make events come alive and steward our donors, and continuing to amplify the experiences of the youth and families we serve to make our work come alive," says Mr. Wong.

Ms. Storey adds that the philanthropic response to the pandemic has been exceptional.

"The ideal would be that it inspires further engagement by caring Canadians on an enduring basis for the causes and organizations that make our communities thrive," she says.

A key driver in continued support is the confidence Canadian donors have in the charitable sector. The survey found that 87 per cent of respondents – the highest number ever – are confident in the sector, a nine-point increase over the 2017 survey finding.

"That so many donors remain confident in the work done by our sector is a testament to the daily dedication of charities and the immense impact they have across Canada," says Ms. Storey. "And it's not just the work they do, but how they do it as well. The increase in donor trust indicated in the survey about how charities use donations and how they are managed is very important."

While the survey found that only 23 per cent of respondents volunteered for work with charities in the year to March 2021 compared to 33 per cent in 2017, 57 per cent gave COVID-19 as the reason they decided not to volunteer.

However, John Gormally, chair of the AFP Foundation for Philanthropy – Canada Research Committee, says the finding that 25 per cent of Canadian donors still volunteered in 2020 is impressive and demonstrates the commitment that many Canadians have to helping others.

Holland Bloorview's volunteer team dropped from approximately 1,000 a year to just 265 volunteers

mainly due to pandemic-related restrictions to onsite programming and attendance.

Nevertheless, the volunteer culture at Holland Bloorview remains strong, says Mr. Wong.

"We were one of the first hospitals in Ontario to resume on-site volunteering in client programs and services, and we currently have one of the largest on-site volunteer programs in the province," he adds.

Mr. Wong says the pandemic highlighted the need for increased care.

"Even before the pandemic, 80,000 children were on waitlists for child development and rehabilitation services in Ontario. The health implications of delayed care go well beyond the pandemic," he says. "As a health-care system, we'll need focused attention to deal with this crisis."

AFP Canada and its Foundation for Philanthropy will continue to encourage Canadians to give and volunteer because their impact is so powerful and affects so many Canadians in every province.

Give the gift of
a memory.
Donate today.



Canuck Place Children's Hospice is BC & Yukon's only pediatric palliative care provider, caring for more than 800 children with life-threatening illnesses and their families in our hospices and in our patients' homes.

Canuck Place services include medical respite, pain and symptom management, 24-hour clinical care line, education, art, recreation, music and play therapy, end-of-life care, grief, loss, and bereavement counselling. All program services are provided at no cost to families.

At Canuck Place we remember the life lived by the ones we love, not the circumstances that took them from us.

Help us ensure that families can make lasting memories that are filled with joy after unforgettable loss.



Canuck Place
CHILDREN'S HOSPICE

canuckplace.org