

THE IMPACT OF CANADIAN PHILANTHROPY

At home and abroad, Canadian charities make a difference



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CANADIANS ARE MORE CONFIDENT THAN EVER IN THE COUNTRY’S CHARITABLE SECTOR and demonstrated their support with a significant increase last year in the number of people making donations, according to the *2018 What Canadian Donors Want Survey*. Conducted by the Association of Fundraising Professionals (AFP) Foundation for Philanthropy – Canada in partnership with Ipsos, the survey found that the number of people who gave to charity in 2017 jumped to 70 per cent, 4 points higher than 2015, with each donor giving an average of \$772. Although this was lower than the average donation of \$924 in 2015, it is in line with the typical amount AFP expects to see. The survey also found that 78 per cent of Canadians say they are confident in the organizations that comprise the charitable sector, the highest level ever and five points above the 2015 number. Roger Ali, chair of the AFP Foundation for Philanthropy – Canada, says the *What Canadian Donors Want Survey* is important because it both celebrates the power and impact of Canadian philanthropy and identifies better ways the charitable sector can inspire and engage donors in its missions. “The goal of the AFP Foundation is to strengthen giving and volunteering across our country, and I’m grateful to every Canadian who participated in this survey – and to all Canadians who support charity and philanthropy,” he says. Mary Bowyer, chair of the What Ca-

“**In each iteration of the survey, donors have told us that trust is built by charities that have dynamic strategic plans in place that drive their mission forward.**”

Mary Bowyer
chair of the *What Canadian Donors Want* working group



nadian Donors Want working group, says donor confidence is driven by charities moving away from simply asking for a donation, and embracing a closer, more engaged relationship where they work more closely with donors to support the organization’s mission. “Charities want to show the impact of what they’re doing, so we’re being more intentional about communicating what we do, how we do it, and how donors make the difference,” she says. “Donors aren’t just supporters, they’re partners, and I think that approach has made a real difference. In each iteration of the survey, donors have told us that trust is built by charities that have dynamic strategic plans in place that drive their mission forward.” The survey also indicated that donors are changing how they want to give and interact with charities, which means the sector needs to adapt. “It’s all about options,” says Ms. Bowyer. “Fundraisers are increasingly living by the maxim ‘People aren’t your donors. You are one of the charities they choose to support.’ The onus is on charities to provide different ways for donors to engage and support our causes, whether that’s through traditional means, or giving online, or running their own online fundraising campaign and getting their friends to give. We need to be as personal as we can with each donor, learn about how they want to give and what their priorities are, and then respond to them appropriately. To do this, charities need to invest in digital proficiency.”

She says the survey’s finding that there was a drop in volunteerism rates in 2017 compared to 2015 means the charitable sector will need to review and understand how people want to volunteer going forward. “Time is an expensive currency, and volunteers look for areas where they can engage in an impactful and meaningful way on their own terms,” adds Ms. Bowyer. “The survey did reveal a significant increase in volunteer hours in Alberta, as well as an overall increase in volunteer hours among those in the 35 to 54 age group and those with annual incomes between \$25,000 and \$60,000. We would need to see the next set of data before calling this a trend, but it would not surprise me to see that number bounce back in the next survey.” In the meantime, the sector needs to continue educating the public about how fundraising works and the role of the charitable sector. “We need to work on retaining donors and developing relationships with them, especially with different generations,” she says. “There are some very dramatic changes in generational outlook and preferences – some donors wanting to go online, others still preferring more traditional methods of giving. Donors are becoming more sophisticated and have greater expectations about how charities should operate and communicate. We will have to work harder and smarter, and be more innovative and flexible than ever before, incorporating different ways of fundraising into our campaigns.”

ABOUT

The Association of Fundraising Professionals (AFP) represents more than 3,000 Canadian fundraisers and charities, and more than 33,000 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

New contributors boost SickKids campaign. **AFP2**

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EVERY CHILD HAS THE RIGHT TO SMILE

A surgeon inspects the sutures he’s just finished sewing onto his tiny patient. They form a tight, zigzagging line from her nose to her lip – expert craftsmanship if one knows what to look for. Her cleft has disappeared.

Aryln, a three-year-old girl from a remote community in the Philippines, is Dr. Kevin Calder’s fourth patient of the day. At 13 hours, this is the longest day of the mission, and Dr. Calder will operate on one more child before it’s over.

The volunteer medical team, many of them local professionals who are here to learn, helps as many people as possible on this intensive three-day mission funded by Operation Smile. Hundreds of families have travelled to meet with the medical

team, many from villages that are hours, even days away. Operation Smile is their only hope: They could never afford what in Canada is a fairly routine surgery – through Operation Smile it is free.

Dr. Calder, a pediatric plastic surgeon from Alberta, was introduced to the organization by a mentor during his residency who was a long-time Operation Smile volunteer. “When I first met my mentor, he had a book on his coffee table in

Smile, see page AFP6



Willie Dalagan, and his family at VGH, recovering from a double lung transplant.

➤ **Thanks to philanthropy, Willie is back to being a husband and dad**

At one point, Willie Dalagan didn’t think he would have very much time with his family.

World class care deserves world class facilities. The *Future of Surgery* campaign is a commitment to build 16 new operating rooms (ORs) at the Jim Pattison Pavilion at VGH and to upgrade facilities at VGH’s sister site, UBC Hospital. This \$60-million fundraising campaign by VGH & UBC Hospital Foundation will ensure all British Columbians, like Willie, have the best possible outcomes.

Learn how philanthropy is vital to saving lives at:
vghfoundation.ca/surgery



CALL TO NEXT-GEN PHILANTHROPISTS TO HELP BUILD A HOSPITAL FOR THE FUTURE

Five-year campaign will reimagine SickKids campus in Toronto

At The Hospital for Sick Children (SickKids) in Toronto, 21st-century medicine is being held back by aging infrastructure. Now SickKids Foundation is calling on the next generation of philanthropists to help meet an ambitious goal of raising \$1.3-billion in five years to build a hospital for the future.

“Our vision includes design features for optimal family-centred care, state-of-the-art technology and best-in-class patient safety and infection control,” says Dr. Mike Apkon, president and CEO of SickKids.

The five-year SickKids VS Limits campaign will enable re-imagining the SickKids campus in Toronto, including building a new patient

care centre on University Avenue (\$600-million); continuing breakthrough paediatric health research (\$600-million); and establishing partnerships for better, coordinated patient care (\$100-million).

“It’s going to take all of us to achieve this ambitious goal – donors who give monthly, at their local retailer, at community events, through employee campaigns, you name it,” says Ted Garrard, CEO, SickKids Foundation.

Support from new contributors is an important part of the campaign, and three programs – SickKids Activators, SickKids Innovators and SickKids Warriors – are designed to attract emerging young philanthropists.



Funds raised by Brian Culbert (right) support the work of Dr. Isaac Odame (left). Mr. Culbert’s fundraising was inspired by his son Matthew (centre). SICKKIDS FOUNDATION



Didier Tovel’s non-traditional fundraiser engages millennials. SICKKIDS FOUNDATION

ACTIVATORS: DIDIER TOVEL’S MUSIC FOR MILLENNIALS

Inspired by the passion of people working at SickKids, Didier Tovel, founder of SNDWRx, the award-winning audio post-production company, tapped his own passion for sound and music to create Fundrager, a party with high-profile live-music acts, to raise money for SickKids Foundation.

He is one of a group of Activators who have committed to using their creativity to conceive and manage a fundraising event to raise a minimum of \$10,000.

To encourage the participation of

millennials, Mr. Tovel aimed for a non-traditional fundraiser. “I didn’t want an event aimed at established, wealthy individuals – the Fundrager is for young professionals in the advertising and creative industries. It’s a great way to introduce people to philanthropy and show that by getting together – and having a good time – individuals can make a difference,” he says.

“Everybody is associated with kids in one way or another. Millennials understand they have a responsibility [to contribute], and events like this show philanthropy is for everyone, not just the very wealthy,” he adds.

For more on this program and to get involved, please visit sickkidsfoundation.com/activators

WARRIORS: BRIAN CULBERT’S EXTREME CHALLENGES

“My ultra marathon started the day my son Matthew was born, I just didn’t realize I was in a race,” says Brian Culbert, a former pro-cyclist and endurance athlete who is inspiring his community to raise funds for the SickKids Warriors program, which encourages racing and endurance enthusiasts to fundraise for SickKids by participating in physical-

activity-based challenge events.

Through Racing4Lives, Mr. Culbert has raised more than \$300,000 toward his goal of \$500,000 by taking part in extreme events. He’s participated in a gruelling 24-hour mountain bike race, the 168-km Ultra-Trail du Mont Blanc and, most recently, the Fat Dog 120 ultramarathon through the Canadian Rockies.

“I’m grateful to Matthew, who was born with a genetic skin disorder, for opening my eyes to the experience of giving. When you do things solely for your own benefit, it’s like having too much sugar; af-

ter a while you can overdose on it. I’m happiest when I do something and see that the end result benefits someone else,” he says.

Mr. Culbert says supporting SickKids creates a legacy. “It doesn’t stop, so when you raise that dollar, there’s something tangible that will last through generations. Knowing you have done something towards creating that positive outcome is pretty special.”

For more on this program and to get involved, please visit sickkidsfoundation.com/warriors

INNOVATORS: COUSINS MAKE AN IMPACT

Lauren and Davida Petroff – cousins and best friends – know firsthand how important SickKids is to the community. Lauren was first diagnosed with stage IV Hodgkins lymphoma when she was 13 years old and following a relapse, she was treated with an autologous stem cell transplant – at the time an innovative procedure for the hospital. Davida was one of her biggest sources of support during this challenging time.

While personal experience is obviously a motivating factor, the Innovators program appeals to young professionals like the Petroff cousins on many levels.

“We can give back in a way that makes sense for our generation: a sum of money that is manageable, involvement in where the money goes and the extra information that influences how the funds are spent,” says Davida.

Supporters of the Innovators program commit a \$5,000 donation for two consecutive years. At the end of each calendar year, the Innovators come together as a group and vote (Dragons’ Den-style) on the fundraising priority project they’d like their funds to support.

“It’s empowering knowing you have input on how the money

is spent. It’s more than donating money; it’s understanding how it impacts the various areas of expertise at the hospital,” says Lauren.

As a member of the Innovators Advisory Council, Davida says contributing to strategy and plans for the group is particularly rewarding. “We are aiming to recruit more Innovators. If we have 100, that means we would have \$500,000 a year to make a difference at SickKids.”

For more on this program and to get involved, please visit sickkidsfoundation.com/innovators



Davida Petroff (left) and Lauren Petroff aim to recruit young professionals for the Innovators campaign. SICKKIDS FOUNDATION



“You are helping to keep me alive.”
–Charles

You can save a life too.

Patients like Charles need blood several times per year. As a financial donor, you’ll fund lifesaving programs that help recruit and retain the 100,000 new blood donors needed each year.

Save a life today.
Give.Blood.ca/donate


Canadian Blood Services
it’s in you to give

ADVOCATING FOR THE NEEDS OF STROKE SURVIVORS

Every year, more than 50,000 people in Canada have a stroke, and while some survivors regain all function, others are left with residual and permanent changes. For many, the greatest challenge is after they have been discharged from hospital.

“The goal of the March of Dimes Canada’s After Stroke Program is to assist people in that space between hospital and home,” says Mary Lynne Stewart, national director of Fund Development and Communications, March of Dimes Canada (MODC).

“When someone has a stroke, everything changes, not just for the stroke survivor but also for their family and caregivers,” she says.

MODC’s first contact with a stroke survivor is often when a trained volunteer visits a stroke survivor in hospital to provide hope, support and information.

This hospital visitation is one of several MODC programs designed to ease the transition from hospital to home. Others include the provision of information and education to aid the recovery process, such as self-management, caregiver support, wellness and prevention of secondary strokes.

Two parallel programs support a successful transition from home to community, says Ms. Stewart. The first focuses on supporting individuals to regain some function or develop strategies for managing the residual and permanent changes. These programs range from exercise and reading to aphasia camps and wellness retreats.

The second encourages community re-engagement and includes peer support, recreation, respite and AccessAbility services.

While MODC fulfills an important role in its practical support, it is also an advocate for the needs of stroke survivors and caregivers, as well as research, says Ms. Stewart.

“MODC brings attention to the lack of resources available to community-based services that support community re-engagement. We also support research through an investment in the University of Toronto March of Dimes Paul J.J. Martin Early Career Professorship,” she adds.

Find out more about the After Stroke Program by calling 1-800-263-3463 or visiting marchofdimes.ca



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Look for an Imagine Canada accredited organization when donating.

ACCREDITED ORGANIZATIONS

COMMUNITY PHILANTHROPY

Calgary Foundation
Community Foundation of Northwestern Alberta
Edmonton Community Foundation
Hamilton Community Foundation
Niagara Community Foundation
Sarnia Community Foundation
Sunshine Coast Community Foundation
United Way Centraide Windsor-Essex County
United Way Halton & Hamilton
United Way Elgin Middlesex
United Way of Fort McMurray
United Way of Greater Moncton and Southeastern New Brunswick Region
United Way Greater Toronto
United Way Thompson Nicola Cariboo
United Way Winnipeg
Vancouver Foundation
Victoria Foundation
West Island Community Shares

COMMUNITY SERVICES

Association for Workplace Tragedy Family Support - Threads of Life
CultureLink Settlement and Community Services
Distress Centre North Halton
Easter Seals Canada
Greater Moncton YMCA Foundation
Lions Foundation of Canada Dog Guides
LOFT Community Services
March of Dimes Canada
Milton Community Resource Centre
Multicultural Association of Wood Buffalo
Muslim Social Services Kitchener Waterloo
National Service Dogs
Oak Park Neighbourhood Centre
PLEA Community Services Society of BC
Visions of Independence
Whistler Community Services Society
YMCA Canada
YMCA of Brandon
YMCA of Brockville and Area
YMCA Calgary
YMCA of Central East Ontario
YMCA of Greater Moncton
YMCA of Greater Saint John
YMCA of Greater Toronto
YMCA of Greater Vancouver
YMCA of Hamilton/Burlington/Brantford
YMCA of Lethbridge
YMCA of Northern BC
YMCA of Oakville
YMCA of Okanagan
YMCA of Regina
YMCA of Simcoe/Muskoka
YMCAs across Southwestern Ontario
YMCAs of Québec
YWCA Lethbridge and District
YWCA Metro Vancouver

CULTURE & RECREATION

ArtHouse
Artspace
Aurora Cultural Centre
Canada Games Council
Canadian Sport Institute Pacific
Central Cariboo Arts and Culture Society
Manitoba Museum
Royal Ontario Museum Governors
Special Olympics Ontario
Sport Manitoba
Toronto Public Library Foundation

EDUCATION & JOB TRAINING

Fanshawe College Foundation
Fondation de l'Université du Québec à Trois-Rivières
Frontier College
iSisters Technology Mentoring
Junior Achievement of Central Ontario
JVS Toronto
Make A Change Canada
Pathways to Education Canada
Wilfrid Laurier University
The WorkPlace Group
Youth Science Canada

ENVIRONMENT & CONSERVATION

Bay Area Restoration Council
Ecojustice Canada
Essex Region Conservation Foundation
Greenest City

Lake Simcoe Conservation Foundation
Rideau Valley Conservation Foundation
Tides Canada
WWF-Canada

FAMILY & SENIOR SUPPORT

Acclaim Health
Bravestone Centre
Children's Wish Foundation of Canada
Cridge Centre for the Family
Good Neighbours Active Living Centre
Halton Women's Place
Healthy Families Healthy Futures
Little Brothers
Regina Transition House
Sage (Seniors Association of Greater Edmonton)
SOWINS (South Okanagan Women in Need Society)
St. Andrew's Residence, Chatham
The Teresa Group
Vanier Institute of the Family

HEALTH & WELLNESS

Alzheimer Society of British Columbia
Alzheimer Society of Manitoba
Alzheimer Society of Saskatchewan
Autism Canada
Canadian Hard of Hearing Association - Newfoundland and Labrador
Canadian Hemophilia Society
Canadian Mental Health Association (CMHA) - British Columbia Division
CMHA Cariboo Chilcotin Branch
CMHA Cowichan Valley Branch
CMHA Kelowna and District Branch
CMHA Mid Island Branch
CMHA North and West Vancouver Branch
CMHA Port Alberni Branch
CMHA Prince George Branch
CMHA Shuswap/Revelstoke Branch
CMHA South Cariboo Branch
CMHA South Okanagan Similkameen Branch
CMHA Vernon and District Branch
Diabetes Canada
Hospice Palliative Care Ontario
Hospice Wellington
The Lung Association - Alberta & NWT
The Lung Association - Ontario
Ovarian Cancer Canada
Parkinson Canada
Pulmonary Hypertension Association of Canada
Punjabi Community Health Services
Reh-Fit Centre
Reh-Fit Foundation
Rick Hansen Foundation
Rick Hansen Institute
Ronald McDonald House Charities Toronto
Spinal Cord Injury Ontario
Tourette Canada
Wellwood

HEALTH RESEARCH

ALS Canada
Arthritis Research Canada
Arthritis Society
BC Cancer Foundation
Cancer Research Society
Crohn's and Colitis Canada
Cystic Fibrosis Canada
Foundation Fighting Blindness
Multiple Sclerosis Society of Canada
Multiple Sclerosis Society of Canada (Québec Division)

HEALTHCARE FOUNDATIONS

Alberta Children's Hospital Foundation
Alexandra Marine & General Hospital Foundation
Calgary Health Trust
Cape Breton Regional Hospital Foundation
Children's Health Foundation
CHU Sainte-Justine Foundation
Hamilton Health Sciences Foundation
Jim Pattison Children's Hospital Foundation
Lakeridge Health Foundation
London Health Sciences Foundation
Northern Lights Health Foundation
Peace Arch Hospital and Community Health Foundation
Providence Healthcare Foundation
QEII Health Sciences Centre Foundation
Queensway Carleton Hospital Foundation
Royal Alexandra Hospital Foundation

Royal University Hospital Foundation
Saskatoon City Hospital Foundation
SickKids Foundation
Southlake Regional Health Centre Foundation
St. Boniface Hospital Foundation
St. Joseph's Health Care Foundation London
St. Joseph's Health Centre Foundation Guelph
St. Joseph's Healthcare Foundation Hamilton
St. Thomas Elgin General Hospital Foundation
Stollery Children's Hospital Foundation
University Hospital Foundation
University Hospitals Kingston Foundation
West Park Healthcare Centre Foundation
Women's College Hospital Foundation

INTERNATIONAL DEVELOPMENT

Canadian Feed The Children
CARE Canada
Christian Children's Fund of Canada
Cuso International
Graceland Africa Mission
Health Partners International of Canada
Help Lesotho
Humanitarian Coalition
The MATCH International Women's Fund
One Family Fund Canada
Oxfam Canada
Plan Canada
Primate's World Relief & Development Fund
Save a Child's Heart Canada
Save the Children Canada
SEMAFO Foundation
Seva Canada
Stephen Lewis Foundation
UNICEF Canada
WaterAid Canada
World Vision

LAW & LEGAL SUPPORT

Alberta Police Based Victim Services Association
Elizabeth Fry Society of Greater Vancouver
John Howard Society of Canada
John Howard Society of Ontario
John Howard Society of Waterloo-Wellington

POVERTY ALLEVIATION

Aspen Family and Community Network Society
Bissell Centre
Calgary Women's Emergency Shelter
Cambridge Shelter Corporation
Christmas Bureau of Edmonton
Daily Bread Food Bank
Edmonton Food Bank
Feed Nova Scotia
Food Bank of Waterloo Region
Food Banks Canada
Food for Life Canada Charitable Corporation
Fred Victor
Habitat for Humanity Canada
Habitat for Humanity Camrose
Habitat for Humanity Niagara
Habitat for Humanity Ontario Gateway North
Momentum Community Economic Development Society
Ottawa Mission Foundation
The Salvation Army in Canada
The Stop Community Food Centre
Ve'ahavta

PROTECTION & WELFARE OF ANIMALS

British Columbia SPCA
Jane Goodall Institute of Canada
Ottawa Humane Society

SECTOR PROMOTION

CanadaHelps
Capacity Canada
FuseSocial Wood Buffalo
Imagine Canada
Propellus
Vantage Point

YOUTH SERVICES

Boys and Girls Clubs of Canada
Boys and Girls Clubs Foundation of South Coast BC
Covenant House Toronto
Kids Help Phone
KidsAbility Foundation
Lighthouse Program for Grieving Children
Moorelands Community Services
Sarnia Lambton Rebound: A Program for Youth

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TO ENSURE SUSTAINABILITY, CHARITIES NEED TO BROADEN THEIR DONOR BASE

Demand for services will continue to rise

Canadians are compassionate and generous. These qualities especially come to the forefront when citizens rally in response to a disaster like the Fort McMurray wildfire in 2016, which prompted an outpouring of support and donations.

However, nearly two years later, local non-profit organizations are still dealing with the fallout of the event. They are looking to a disaster recovery analysis as well as the *30 Years of Giving in Canada* report by Imagine Canada and the Rideau Hall Foundation for valuable insights.

"Immediately after the wildfire, we saw an amazing generosity from Canada and around the world," says Bonnah Carey, chief social entrepreneur at FuseSocial in Wood Buffalo (Fort McMurray). Over the past 21 months, FuseSocial has surveyed the sector to gauge the state of recovery, and 95 agencies have offered insights. "Our research shows that timely access to unrestricted operational funding is vital," she says.

Cindy Amerongen, executive director of the Northern Lights Health Foundation serving communities in the Wood Buffalo region, says the disaster disrupted the regular fundraising activities of many non-profit organizations, impacting their capacity for providing essential services. In addition, they frequently heard, "We've already given," when they approached potential donors.

"Private donations made up 38 per cent and 43 per cent of new sources of income after six and nine months after the wildfire respectively," says Ms. Carey. "Now, 21 months later, giving from private individuals accounts for only 16 per cent."

Ms. Carey noticed a clear difference between how financial support for the business sector and the non-profit sector was provided. "The process and criteria were more restrictive and time-consuming for non-profits," she says. "It is important that funding is adaptive to strengthen the agencies as quickly as possible to ensure they are able to support the needs of the people who rely on their services. If our non-profits are not healthy, our communities are not healthy."



Canadians of all ages join events in support of many causes, for example, the Fort McMurray Timeraiser during National Volunteer Week (left and top right), the CMHA's Ride Don't Hide fundraiser (centre) and the Northern Lights Health Foundation's Smile Cookie Week (bottom right). A recent Imagine Canada report indicates that reaching donors belonging to different generations and demographics is becoming more and more important for the sustainability of Canada's non-profit sector. SUPPLIED

“
The ability to adapt will be crucial for maintaining a vibrant non-profit sector dedicated to the social good.
Bruce MacDonald
president and CEO of Imagine Canada



Bruce MacDonald, president and CEO of Imagine Canada, believes Canadians should not take the contributions of non-profit organizations for granted. "Many of us appreciate the ability to access mental health services, food banks, or arts and culture programs, but we also have to realize that we have to contribute, whether it's as donors, volunteers, board members or by getting directly involved in service delivery."

The recently released *30 Years of Giving in Canada* report shows "big shifts in giving," says Mr. MacDonald. "Our research suggests that demand for services will continue to rise and that the way those services are delivered will depend on the sustainability and financial health of the organizations providing them."

To ensure sustainability, Mr. MacDonald suggests that charities consider broadening their donor base. "Donors over 50 now account for 74 per cent of all donations, compared to 54 per cent in 1985," he says. "Organizations with a main donor pool that is moving into retire-

ment and beyond have to actively engage young people as well as new Canadians, because that's where donations will increasingly come from in the future."

An annual event that resonates with Canadians of different ages is the Ride Don't Hide fundraiser, says Bev Gutray, CEO of the Canadian Mental Health Association B.C. "The event's clear and strong message is part of its appeal and really speaks to the power of mission-based fundraising," she says. "It is easy to participate in and engages different communities, cultures and faiths at a time when mental health is an issue that is top of mind for Canadians."

Ms. Amerongen also reports multi-generational engagement. "Just about every weekend, there is some form of community fundraising going on, like walks, bike rides or pancake breakfasts for a cause where all ages are participating," she says. "All donations of \$2 in the tin or \$10 at the till add up and contribute to programs and services, but charitable organizations also require consistent,

planned donations to enable their long-term survival."

Mr. MacDonald encourages Canadians to follow their passion and give where they are inspired. He also suggests they do their homework due to the large number of organizations seeking support.

"FuseSocial, the Northern Lights Health Foundation and the Canadian Mental Health Association B.C. are examples of non-profit organizations that are committed to being strong and adaptive for their communities. They also share a desire to earn trust from their donors," says Mr. MacDonald. He adds that all three organizations have received accreditation from Imagine Canada's standards program, which awards accreditation to non-profits that demonstrate good governance, transparency and accountability.

"The Canadian donation landscape is changing along with our society's wealth distribution," he says. "The ability to adapt will be crucial for maintaining a vibrant non-profit sector dedicated to the social good."

CHANGE THE WORLD FOR A CHILD LIKE MARIA.

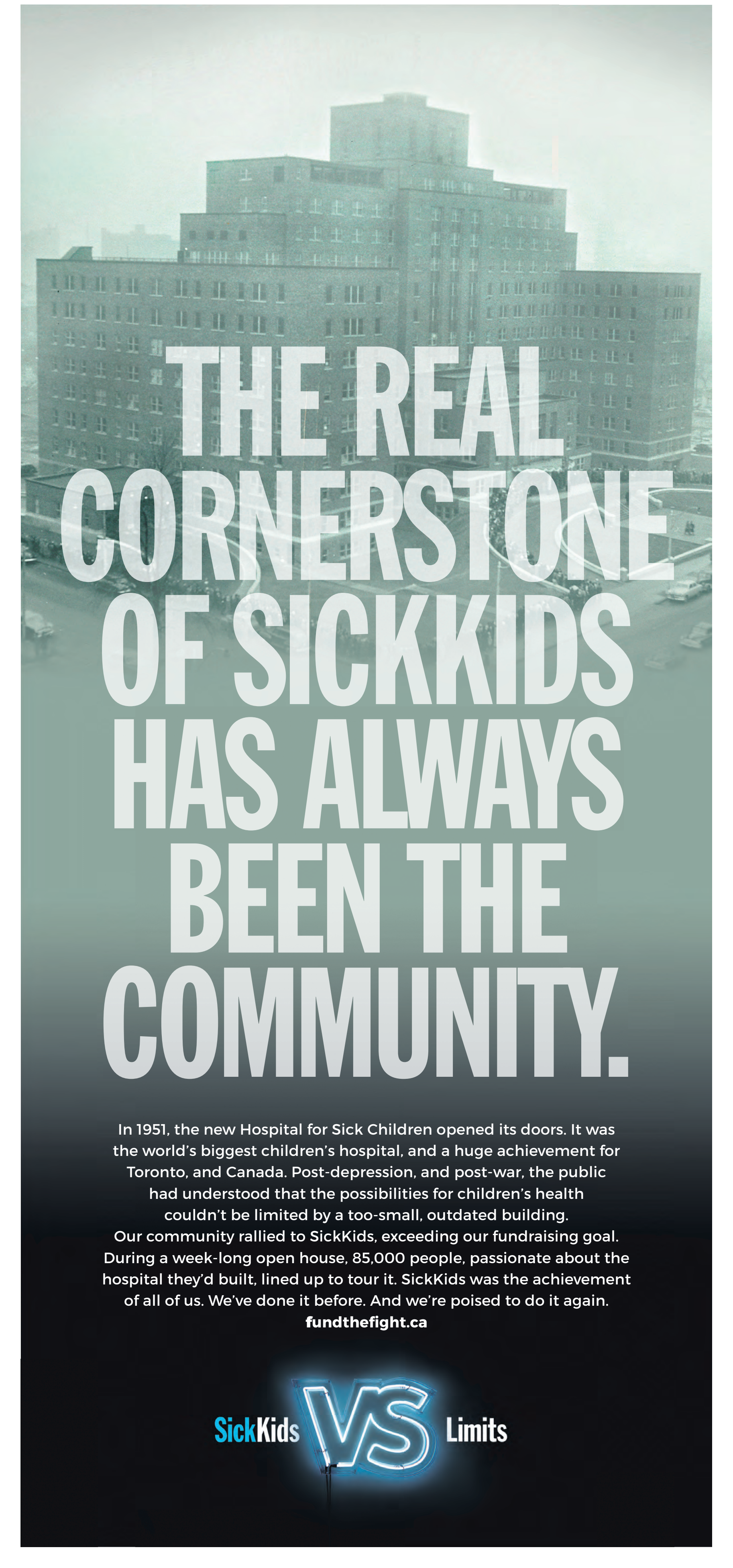
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Photo Credit: Operation Smile – Marc Ascher



THE REAL CORNERSTONE OF SICKKIDS HAS ALWAYS BEEN THE COMMUNITY.

In 1951, the new Hospital for Sick Children opened its doors. It was the world's biggest children's hospital, and a huge achievement for Toronto, and Canada. Post-depression, and post-war, the public had understood that the possibilities for children's health couldn't be limited by a too-small, outdated building.

Our community rallied to SickKids, exceeding our fundraising goal. During a week-long open house, 85,000 people, passionate about the hospital they'd built, lined up to tour it. SickKids was the achievement of all of us. We've done it before. And we're poised to do it again.

fundthefight.ca



REBUILDING LIVES

The Salvation Army helps smooth the transition for refugees

More than 40,000 Syrian refugees have come into Canada since 2015 and been welcomed into nearly 400 communities across the country, according to the federal government.

But escaping the trauma of war and displacement requires more than simply a place to settle, and that's where organizations like The Salvation Army mobilize resources to smooth the transition by helping with necessities, such as food and clothing, and help with housing and language training.

Refugees from Syria and other countries were among the 1.9 million people The Salvation Army helped in the past year, according to the organization's 2016-17 annual report.

Paula Marshall, The Salvation Army's immigrant and refugee ministries consultant, says services were provided in Winnipeg and Montreal to support refugee claimants crossing into Canada from the United States.

"They were provided temporary housing in our shelters when they first arrived," says Ms. Marshall.

Refugee claimants were also referred to The Salvation Army by police, government agencies, other settlement agencies and word of mouth, she adds.

The Salvation Army also prepared a welcome package, which includes information on how immigrants/ref-



Last year The Salvation Army assisted 1,326,000 people with food, clothing or other practical aid. SUPPLIED

ugees can access the organization's Community and Family Services, as well as receive clothing vouchers for use in Salvation Army Thrift Stores across the country.

In its bid to aid newcomers to Canada, 10,100 people received language training through The Salvation

Army's Immigration and Refugee Services and in some areas, such as Toronto, it partners with the Toronto District School Board to facilitate ESL classes.

"In other places we do conversation circles – a place for people to practise their English skills, so we're

not really teaching but providing a place where somebody who speaks English will sit down with the person and help them practise having a conversation," says Ms. Marshall.

"We also have community events and job fairs and offer programs where people can learn to cook using typical Canadian foods, or opportunities to simply meet one another informally," she adds.

Community-building is an important aspect of refugee and immigrant settlement.

"Many newcomers have left behind everything they knew, their whole family and their extended community, all their traditions. There's a sense of loss. Even though they wanted to come to Canada in some cases, they've left behind their community, so they need an opportunity to rebuild that part of their lives as well," says Ms. Marshall.

While her work focuses on immigrants and refugees, she notes The Salvation Army's philosophy is reflected in its 'Whosoever' approach.

"Whoever walks in our door will find acceptance, and help, and welcome. We want to make sure that no one feels like they can't come to The Salvation Army for any reason. Anyone who comes to us will be helped, and served, not just with food and clothing but by creating community and friendships," she says.

The impact of The Salvation Army in Canada and Bermuda is apparent in other statistics is noted in the annual report: 184,000 meals were served in school breakfast programs; 3.3 million free meals were served in shelters and feeding programs; and 1,326,000 people were assisted with food, clothing or other practical assistance.



Dr. Gary Redekop in an operating room at Vancouver General Hospital. VGH AND UBC HOSPITAL FOUNDATION

FUTURE OF SURGERY UPGRADES WILL ATTRACT LEADING PROFESSIONALS

Donors who contribute to the success of the Future of Surgery project will do more than provide state-of-the-art facilities for medical professionals, they will also ensure that Vancouver General Hospital (VGH) and UBC Hospital are able to recruit the next generation of leading medical professionals to continue to provide excellent care for the people of British Columbia, says Dr. Gary Redekop, head of the Department of

Surgery at VGH and UBC Hospital.

The Future of Surgery project, which includes a commitment to build 16 new operating rooms (ORs) at the Jim Pattison Pavilion at VGH and an upgrade at VGH's sister site, UBC Hospital, is the focus of a \$60-million fundraising campaign by the VGH and UBC Hospital Foundation.

It will also include a 40-bed unit for care before and after surgery,

new communication systems and upgraded infrastructure. At UBC Hospital, a high-acuity unit and enhanced inpatient units will be added.

"When you have the facilities that you need to provide the best possible care, people want to work there. It makes it easier for us to attract the best people, not just doctors, but nurses, therapists, technicians, specialists of every kind," says Dr. Redekop.

The hospitals currently have about 20 ORs of varying sizes.

"For the cases that require a lot of equipment, they can only be done in three of the ORs. It can be a logistical challenge to get those cases done," he adds.

VGH and UBC Hospital see 60 per cent of B.C.'s adult trauma cases, and this pressure on the hospitals often requires that some emergency cases and surgeries – like organ transplants – take place at night.

"That's hard on staff. It's hard on surgeons, anesthesiologists and nurses. It means we're running several operating rooms through the night," says Dr. Redekop. "With the addition of ORs, we can have more rooms running during the day to take care of the emergency cases. Instead of running four or five ORs between midnight and 7 a.m., we could just have one room running at that time. It's better for staff and better for patients. It will also avoid scheduled surgeries being delayed to free up ORs for emergencies."

Dr. Redekop says provision of the larger – and standardized – ORs will enable surgeons to operate in any of the new ORs. "Because different surgical specialties use specific equipment, we will have rooms that are generally equipped for some of those specialties, but the reality is that on any given day, by moving just a few pieces of equipment, we'll be able to do any case in any of the ORs," he says.

"The generosity of the community has been overwhelming," says Barbara Grantham, president and CEO of the VGH and UBC Hospital Foundation. "The Future of Surgery campaign is about strengthening the resources of both VGH and UBC Hospital to support a single, state-of-the-art, efficient, effective surgical program. We are in the final stretch of the campaign, with over \$46-million raised."



Dr. Kevin Calder, long-time Operation Smile volunteer, gets to know a patient and his mother prior to performing life-changing facial surgery. OPERATION SMILE/MARC ASCHER

FROM PAGE 1 SMILE: MEDICAL MISSIONS CHANGE LIVES

the waiting room – *World Journey of Smiles* – that recorded a 10-day effort to treat more than 4,000 children with cleft in celebration of Operation Smile's 25th anniversary," says Dr. Calder. "I flipped through the book and I was just amazed at the dramatic difference that Operation Smile makes in patients' lives by providing this surgery."

In that moment, Dr. Calder made the decision to join Operation Smile's global community of more than 6,000 volunteers including anesthesiologists, pediatricians, dentists, nurses, speech-language pathologists and child life specialists.

After three years of further training, Dr. Calder was offered the chance to be part of a medical mission to India.

"It was an incredible experience. It changes you – when you come back, you view your world differently," he says.

It's estimated that a child with a cleft lip or cleft palate is born every three minutes, or one in 500 to 750 births. Without surgery, a cleft can

create serious health issues. Babies can have trouble feeding, often leading to malnutrition and, in some cases, starvation.

Children with cleft can also suffer from debilitating bullying and social isolation. In many places, they are shunned by their communities and even abandoned by their parents.

For more than 35 years, Operation Smile's co-founders, Dr. Bill Magee and his wife Kathy, have committed their lives to providing free surgeries for children and young adults born with facial deformities. Their organization continues to grow, with Operation Smile Canada joining in 2011.

Aryln is one of the lucky ones. A few minutes later, she's waking up. Next is Dr. Calder's favourite part of the day.

"It's so moving to carry a patient out to their mother after surgery and see how overwhelmed with joy she is to see her baby's new smile," he says.

But after a grateful hug from Aryln's mother, he's pulled away to the next surgery. "I'm actually jealous of my colleagues who get to stay and chat with the families and get to know them personally," he admits. But his gratitude runs deep: "When I visit the post-op ward later in the day and see so many overjoyed families – so many smiles – I'm just incredibly grateful for the opportunity to be a part of it."

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World Vision Canada’s multicultural ambassadors: (from left) Edgar Gonzales, Joe Daniel, Manuel Arnaldo, Iqbal Ali, Cherian Thomas, Dr. Doaa Mohsen, Richard Chapman, Rose Tijam, Harry Dhaliwal, Lara Dewar, Jamie McIntosh, Abu Becker, Leo Liu, Tommy Tam, Raymond Chellapah. (Not seen here: Rafael Nebres, Caroline Nobuto, Aris Babikian and Joseph Tsang.) WORLD VISION CANADA

MULTICULTURAL AMBASSADORS DEVELOP LINKS WITH DIASPORA COMMUNITIES

Many of the issues that impact children around the world relate directly to poverty

For Edgardo Gonzales, life has come full circle. Growing up in Tondo, Manila, in the Philippines, he was a sponsored child and benefited from World Vision’s community development programming 40 years ago.

Now, as a philanthropy advisor for strategic fundraising initiatives for World Vision Canada, he is helping develop links with diaspora communities in Canada to help children and families around the world.

As chair of World Vision Canada’s Multicultural Council, Mr. Gonzales works with 12 multicultural council ambassadors (MCAs) to share the World Vision story with communities that make up the diverse population of this country. According to Statistics Canada’s 2016 census, about one in five people in Canada were born elsewhere.

“Our multicultural ambassadors bring to the table a unique perspective, and we are learning so much from it. In return, we offer the chance to stay closely connected to development work in countries for which they care deeply. Together we play

“**World Vision is full of love and care for communities around the world. It has a wealth of information to share.**

Dr. Doaa Mohsen
an ambassador to communities from the Middle East

an active and critical role in caring for the world’s most vulnerable children, through partnership,” says Eric Frans, vice president of Vision Partners, World Vision Canada.

“The MCAs are all leaders in their communities,” says Joe Daniel, vice-chair of the Multicultural Council and former MP for the Toronto riding of Don Valley East.

“We can tap into our own communities that are often an underutilized resource when it comes to tackling issues in the countries of our birth,” he adds.

Mr. Daniel notes that many of the issues that impact children around the world relate directly to poverty.

“We want to encourage the diverse communities to engage in the great programs World Vision Canada supports around the world – not just by providing food, but also helping children go to school and be educated,” he says.

“These children are the future, the next generation. If we can empower them to get out of poverty, they can contribute to the global community. For those of us who have come here from other countries and done well, it is our opportunity to pay back and help relieve poverty in countries around the world, many of the countries that we [immigrants] came from,” says Mr. Daniel.

As an MCA, Dr. Doaa Mohsen believes it is important to spread the charity’s mission as an organization that provides global relief, development and advocacy to empower children, families and their communities to overcome poverty and injustice.

“I’m passionate about it,” says Egyptian-born Dr. Mohsen, who is an ambassador to communities from the Middle East in addition to working with groups from other regions like South Asia and the Philippines.

“My contribution is connecting and bridging the gap between the Middle Eastern communities and World Vision Canada by raising awareness and explaining the role of the organization and the work it does around the world,” she says.

“Canada is blessed in terms of diversity, and the fabric of our society has many nationalities. It’s important for these communities to connect to World Vision and, so far, they have been receptive to learning more about the organization. But there is a lot more work to be done on the ground.”

She most wants to communicate World Vision’s philosophy.

“World Vision is full of love and care for communities around the world. It has a wealth of information to share. Let’s join hands with World Vision and give more to communities in need,” says Dr. Mohsen.



Aary has received more than 100 blood transfusions. SUPPLIED

‘LOOK MOM, HERE COMES THE BLOOD TRUCK!’

Twelve-year-old Aary gets more excited than most whenever he sees a Canadian Blood Services truck on the road. That’s because he knows that other kids like him will soon be getting the lifesaving blood they need.

Two years ago, Aary got an unexplained rash and his gums began to bleed. He was diagnosed with aplastic anemia, an incredibly rare blood disorder with no standard treatment protocols.

“When we brought Aary to the emergency room, they ran some tests and immediately gave him a blood transfusion,” said Jenny Dinh, Aary’s mom. “It was all such a blur for my husband and me.”

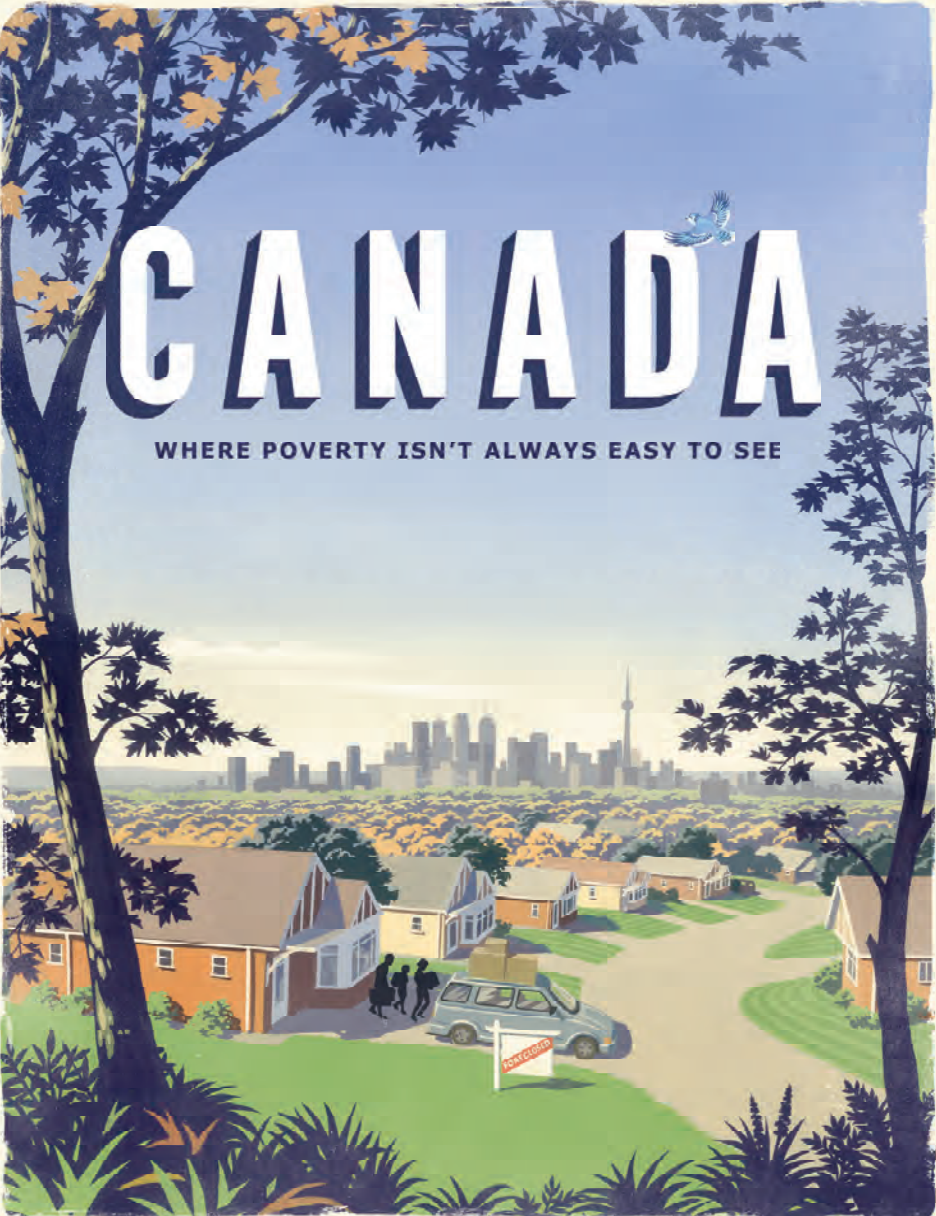
Since his diagnosis, Aary has received more than 100 blood transfusions, which is equivalent to nearly 4,000 individual blood donations. Although Aary has had a full response to drug therapy, it remains likely that blood transfusions will

still be necessary at other points throughout his life.

“Without support for the work that Canadian Blood Services does to make sure those blood products are available, Aary would not have been given the chance to survive,” Ms. Dinh said. “I will forever be grateful for everyone who has played a role in saving my son’s life.”

Each year, 100,000 new blood donors are needed to meet demand, yet only four per cent of Canadians donate. Financial donations help to educate and recruit the next generation of blood, stem cell and organ donors.

As a registered charity, Canadian Blood Services uses financial donations to help fund projects and initiatives in four areas: blood, stem cells, organs and tissues, and research and innovation. Through their generosity, financial donors are helping build a better blood system for patients like Aary.



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Giving Hope Today

PANGNIRTUNG’S CHAMPIONS

Exploring economic development opportunities in this Nunavut community

The Baffin Island settlement of Pangnirtung, 50 km south of the Arctic Circle, has its own superhero – Marvel Comics’ Amka Aliyak, a.k.a. Snowguard – but the Nunavut community’s real champions are members of the Inuit Ilagiit Society (IIS), a service organization serving the 1,500 residents.

The organization addresses issues of food security, economic and social security, and community and youth wellness in the village.

Members of the IIS worked with Canadian Executive Services Organization (CESO) volunteer advisers to explore economic development objectives in the small community. CESO hosted workshops for board members on their roles and responsibilities in governance and assisted in identifying opportunities to generate income and develop a business plan for a soup kitchen, youth centre, coffee shop, an online clothing store and a convention centre.

“Everything we do is about capacity building,” explains CESO CEO Wendy Harris. “CESO works in partnership with key people in

communities to help them build the skills and experience they need to develop their own business plans. This approach ensures there is a really strong sustainability element – after the volunteer adviser has left the field, the community retains the benefit.”

In Pangnirtung, the soup kitchen and youth centre opened in 2016. In addition to the 50 hot lunches it provides to the community three times a week, the new facilities have created four jobs for local residents.

CESO volunteers also worked with the IIS and the community to conduct health and wellness workshops and create an action plan to address suicide prevention and promote strength building, says Ms. Harris.

“The partnership between CESO volunteers and the Inuit Ilagiit Society strives to follow a holistic approach to community economic development. The workshop resulted in the creation of a five-year action plan that will be used to gain support from funders and potential partners in promoting healthy and sustainable communities,” says Ms. Harris.



Pangnirtung residents gather at the youth centre. SUPPLIED

In addition to its work in Canada, CESO’s 1,200 volunteer advisers also work in Africa, Latin America, and the Caribbean to strengthen economic infrastructure in both the private sector and public institutions.

The NGO’s work is funded by the government of Canada through Indigenous and Northern Affairs, Global Affairs Canada, private-sector partners, as well as individual donors. One of the organization’s key partners is the RBC Foundation, the program that enabled CESO to support IIS in Pangnirtung.

ONE IN FOUR CANADIANS SUFFERS FROM LIVER DISEASE

Unhealthy lifestyle choices are a major factor in the increase in the number of Canadians – an estimated eight million – suffering from liver disease. In just 10 years, the incidence of liver diseases in Canada has increased from one in 10 to one in four, according to the Canadian Liver Foundation (CLF).

“The reason we are seeing this increase in liver disease is partially due to lifestyle choices we don’t always associate with causing us a tremendous amount of harm,” says Gary Fagan, president of the CLF. “From supersizing your meal to binge-watching a television series, these ordinary activities can seriously compromise the well-being of your liver.”

The CLF points to an increased

prevalence of liver diseases including non-alcoholic fatty liver disease (NAFLD), chronic hepatitis B and C, and liver cancer as the reason for the escalation.

One in seven Canadians is obese, and 23 per cent of this group are at risk of developing serious liver damage from fatty liver disease, says the CLF. While there are more than 100 liver diseases, contrary to popular perception, only one liver disease – alcoholic liver disease – is directly caused by alcohol consumption. However, NAFLD is the most common liver disease in the country, affecting more than seven million people.

The CLF says the key to reducing the incidence of liver disease lies in research and sharing knowledge.



Enthusiastic supporters take part in Stroll for Liver, the annual fundraiser that takes place in locations across Canada. MITCH DOUCET

“The investment of research is a critical step in improving the prevention, diagnosis and treatment of these diseases,” says Mr. Fagan. “However, educating the general public without delay about the severity of liver disease and how one may avoid it can literally be the difference in a life or death situation.”

Established almost 50 years ago, the CLF has relied on donations that have provided over \$30-million in liver research funding. This research ranges from improved screening to medical breakthroughs, and results in earlier diagnosis, treatments with fewer negative side-effects, and more cures for people suffering from liver diseases.

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