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The Association of Fundraising Professionals (AFP) serves both the giving public and charities that provide critically needed programs and services in Canada and around the world.

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HELPING TO PROTECT CHILDREN FROM THE IMPACTS OF DISASTERS

Save the Children and GSK
Helping to protect children from the impacts of disasters

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"Helping to protect children from the impacts of disasters..." says Ylber Kusari. "Further, the focus is on resiliency building and rehabilitation, through games, art and social connections."

Save the Children’s Child Friendly Spaces are designed to meet immediate needs for children’s protection following a disaster. LIVE THE CHILDREN

"Children have unique psychosocial needs following an emergency – they cannot be treated simply as little adults."

Ylber Kusari is senior manager, corporate engagement and partnerships with Save the Children. We agreed that we wanted to see the work come to life in Canada. Our focus has always been on indigenous communities, whose children are the most marginalized and vulnerable."

The "Building Resilience for Indigenous Children and Families in the Face of Climate Change in Canada" program will support at least three First Nations communities that are at high risk of being negatively affected by emergencies, such as wildfires and flooding.

"Children have unique psychosocial needs following an emergency – they cannot be treated simply as little adults," says Mr. Kusari. "Our program focuses on helping indigenous families in need of decent and affordable housing realize their dream of home ownership through their own resources to prepare for and deal with emergencies."

"This initiative draws on our international expertise in work in emergency response and preparedness," says Ylber Kusari, national senior manager, corporate engagement and partnerships with Save the Children. We agreed that we wanted to see the work come to life in Canada. Our focus has always been on indigenous communities, whose children are the most marginalized and vulnerable."

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Incentives for taking Canadian giving to the next level

Research from both the Association of Fundraising Professionals (AFP) and Statistics Canada show that slightly fewer Canadians are now giving to charity. We need to find innovative ways to inspire new and older donors alike, and get more resources into the hands of Canada’s charities.

The impact of the messages in the open house was on the kids and on parents, and very few didn’t want to return. They loved coming back for more. It’s not about the food, it’s about sharing stories and having a good time. That’s important. It makes kids feel special at home, fast friends, and makes them feel like they can do more things. It’s not about the money; it’s about the experience. It’s about helping them feel that they can contribute.

We’ve had a wonderful experience. I’ve seen kids who were really quiet, who were shy. Now they’re so confident and happy. They’re not afraid to give. It’s not just about the numbers. It’s about the kids. It’s about the experience. It’s about helping them feel that they can contribute.

Canadian charities are estimated to have received more than $5-billion in gifts of stock every year since the policy was introduced. The charitable sector is an essential aspect of Canada’s charitable sector (which is significantly higher than confidence research from both AFP and Statistics Canada show that slightly fewer Canadians are now giving to charity. We need to find innovative ways to inspire new and older donors alike, and get more resources into the hands of Canada’s charities.

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I...the son looked around the table and finished by looking directly into my eyes with a huge grin. It really made me proud to be Canadian.”

Wayne Harrison is a nominee and volunteer at the YMCA Newcomer Connections Centre.

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I can stay for dinner. I have no homework. And nothing else to do. I’ll eat whatever. I’m not picky at all. My mom said okay as long as I’m home before dark.”

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