Since confederation 150 years ago, Canadians have earned a reputation for being caring, both at home and abroad. A landmark study by Statistics Canada in 2015 revealed that 80 per cent of Canadians consistently volunteer for charitable causes and just over 80 per cent consistently volunteer for charitable causes. It’s what they don’t dwell on: friendships, activities and experiences. It’s what they don’t dwell on: moments so special is not only what the children typically talk about: chemotherapy and blood transfusions, the med shed – as the treatment centre was not involved in its creation. They may be recovering from surgery and radiation, and immunosuppressed children often have further rounds of therapies ahead of them. “Children with cancer spend a lot of time in hospitals and with their parents or guardians are often many of the children who have made a contribution.”

Karen Willson is chair of the Association of Fundraising Professionals in Canada (AFP Canada), believes the modern philanthropic culture is evidenced in the record high $16.5 billion donated by individual Canadians in 2015.

“When the culture has evolved, and donors want to understand the impact of their gifts and expect accountability from the charities they support, but compassion remains the driving force,” says Karen Willson. “We at AFP Canada want 2017 to be a year for philanthropy when we celebrate Canada’s inclusivity and our country truly great,” he says. A rich tradition and legacy of philanthropy provides billions of dollars and thousands of volunteer hours for causes across the country. One of the ways we can showcase our nation as a caring country is to explore how we can celebrate the diversity of philanthropy in every aspect of life.”

Scott Duchakimer is chair of the Association of Fundraising Professionals in Canada (AFP Canada), believes today’s culture of caring is a combination of the legacy of thousands of years of indigenous communities assisting one another, and the systems entrenched in Canadian life by the first European settlers. “Indigenous communities, in what was to become Canada, had their own sophisticated culture of mutual support, giving and receiving, many thousands of years before the first Europeans arrived,” he says. “Life for many European immigrants was initially very difficult, so communities came together to share what they had simply to survive.”

One of the things that the Association of Fundraising Professionals in Canada (AFP) takes this opportunity to acknowledge the generosity and dedication of the many Canadians who have made a contribution. Check out the AFP website – www.afpnet.org – to learn how you can join in.

“Donors want to understand the impact of their gifts and expect accountability from the charities they support, but compassion remains the driving force.”

Karen Willson
is an Association of Fundraising Professionals in Canada board member. She agrees. “Canada became a country because we cared for one another. Outside of our First Nations citizens, we are a collection of immigrant families who came together to build communities.”

“We still share food, help provide shelter, education and medical equipment, and support families who have been devastated by natural disasters, such as the Fort McMurray fires for which $165 million was raised to support victims.”

It’s a theme that Governor General David Johnston developed at the recent Governor General’s Conference on Giving: Working Together for the Common Good of our Citizens in Ottawa.

“Philanthropy is the way we’ve come together to share what we had at a time when the need was greater than our ability,” says Scott Duchakimer, chair of Canadian Association of Fundraising Professionals. “We at AFP Canada want 2017 to be a year for philanthropy when we celebrate Canada’s inclusivity and our country truly great,” he says. A rich tradition and legacy of philanthropy provides billions of dollars and thousands of volunteer hours for causes across the country.

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Why be a fundraiser? The goal is to build relationships and work with donors to create real change.

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The Presbyterian Church of Canada

OPINION

FROM AFP 1

“Presbyterians have always been strongly committed to the idea of the church as an organism for social transformation and worship for the common good.”

But before one jumps in, Dana Adesman, CEO of the Heart & Stroke Foundation of Canada, says, “Fundraising is competitive and challenging. ’ ’

Children at Camp Ooch don’t dwell on living with cancer.

The Presbyterian Church wants to empower youth and strengthen families.

The Presbyterian Church works to empower youth and strengthen families.

AFP 1

Camp Ocho: A chance to socialize and make new friends

“Since we don’t receive government or hospital funding, what we call the ‘sweat equity’ happens only because of our amazing community of donors and volunteers.”

Together, Vancouver General Hospital (VGH) and UBC have invested in significant surgical excellence in this province. Whether we are dealing with tumours, traumas, or limited, they can miss out on milestone moments that are integral to a healthy and stronger community, notes Dr. Robert Robertson. “Since their chances to belong. Camp Ooch programs are an important part of the hospital experience for many patients, their families, and volunteers.”

You’re too sick to go to school,” says Ms. Robertson. “Since they’re able to connect with and make friends in these unique environments, they can miss out on important milestones that are integral to their healthy and stronger community. Camp Ooch changes that,” he adds. Fundraising helps families, doctors and nurses confirm that connecting with others also fosters social and emotional well-being. Since the early 1990s, fundraising has contributed to creating life-changing opportunities for at-risk youth. Giving as a way to give. But VGH’s operating rooms are small and they need to be expanded, and with these funds for, you’ll find your job very satisfying. If you want to help build a healthier and stronger community, and fundraising is a great way to do that.”

Fundraisers agree that if an event succeeds, the philanthropic effort to create a charitable sector is becoming an integral part of our country, and it’s a high demand for our services as government continues to cut back on budgets and spending and baby boomers leave the workforce,” says Scott Deschamps, chair of AFP Canada. “Fundraisers are in high demand, and a good professional will have many opportunities by move up and open new doors for herself or himself.”

The latest AFP Compensation and Benefits Study shows that the average salary for a fundraiser in Canada in 2016 was $73,529. Six in 10 fundraisers say their salaries haven’t risen from year to year.

The values of the church – like the values of democracy – are the same: “preserving the individual’s rights and freedom to pursue their values and strengths; understanding the role of the church in society; and empowering the church to be an active advocate for social justice.”

“I believe in changing lives, and that appeals to many fundraisers,” says Ms. Robertson. “The values of the church – like the values of democracy – are the same: ‘preserving the individual’s rights and freedom to pursue their values and strengths; understanding the role of the church in society; and empowering the church to be an active advocate for social justice.’

“Fundraising is competitive and challenging. “Fundraising doesn’t happen automatically. Cana- does are very generous people. We want to help one another. But most of us don’t wake up and just decide to give. We may or may not know the best way to give or which organization to support.”

That’s where a professional fundraiser comes in. As the individual responsible for generating funds and establishing relationships, a fundraiser is someone who just makes phone calls all day, every day. The goal of a fundraiser is not really about raising money, but creating relationships.

“Fundraising is about creating con-
Each night we provide accommodation to nearly 6,000 people,” he says. Providing support to those in need takes considerable resources, and The Salvation Army relies on volunteers and financial support from Canadians. One high-profile fundraiser is the annual Christmas Kettle initiative. This well-known campaign featuring bell ringers with their collection “kettles” continues a tradition that started in 1901, says Mr. McAlister, who believes it is one of the longest-running fundraisers in the world.

However, while the Kettle campaign is a constant, there are many other initiatives.

“We have lots of other ways that we do fundraising, whether it’s through our mail program, the thrift stores, monthly donors or those who support some of our local programs directly. We rely heavily on the support of the public to make sure that we can provide these programs,” he says.

With an eye on the future, Mr. McAlister says The Salvation Army will strengthen its partnerships with other community groups.

“The sense that one group or one organization can do things alone, I don’t think that’s the future in Canada. We’re certainly striving to engage with other community partners and try to see how we can all work together to really address this issue of poverty in Canada,” he says. As director of community relations, Mr. McAlister believes it is important to continue to respond to community needs.

“Because we’re a part of the community, we’re a part of the fabric of society. It’s not just us offering a service or a program, but it’s about us being in community and the relationship with others,” says Mr. McAlister.

Throughout the country, 1.9 million people were helped with basic needs, whether that’s food, clothing or shelter,” he says. Over the years, the work carried out by The Salvation Army has become more professional in its service delivery, adds Mr. McAlister: This is evident in the support it provides to people experiencing homelessness. The charity opened its first shelter in Toronto in 1890, and the program has developed into a significant service in major cities across Canada.

“T"he Salvation Army began helping Canadians in 1882, just 15 years after Confederation. Now active in 400 communities across the country, the organization is part of the fabric of Canadian society and continues to focus on those in need, says John McAlister, national director of marketing and communications for The Salvation Army.

In some ways [our history] is also a difficult story, that all these years later and in a country that’s so rich, so developed, there’s still one in 10 Canadians who is falling through the cracks of society, who still needs support, who is still struggling to put food on the table,” he says.

While some forms of poverty are obvious, such as those people who are homeless and living on the streets, most people don’t realize the extent of hidden poverty, adds Mr. McAlister. In 2016, The Salvation Army in Canada gave out 3.2 million free meals at shelters and in various feeding programs across the country.

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A gift to Canada:Lifting people out of poverty benefits us all

Dr. Jachie Nyman President & CEO
United Way Centra l Brandon

As a gift to Canada’s 150th anniversary, we must reflect on what things about our country that make us proud. I believe in our acceptance of diversity in all its forms, that our communities have grown to support our neighbors, and our provincial governments to create solutions to poverty in our local communities.

Our federal government has now made a concerted effort to develop an inclusive society with the development of Canada’s First Poverty Reduction Strategy. The strategy has been designed as a powerful tool to realize the vision of Canada as a country where no one is left behind.

At United Way, we believe it is great for the country for this legislation to be passed. Un tied Way believes that this strategy must address the needs of everyone, regardless of their race, income, and location. When all Canadians have the opportunity to contribute meaningfully to society, to feel included in the fabric of our communities and to achieve their dreams, our country becomes more prosperous.

We all share the benefits associated with improved health, well-being, and productivity. These benefits are critical to our proposal to lift people out of poverty.

Here are some ideas on how to leverage these opportunities. United Way has long been a vehicle for this generosity and collaboration resulting from these actions. It is critical that we work to rebuild trust, understanding and respect among all Canadians.

So what can we do to fuel this positive and sustainable change?

1. We can listen and learn from others.
2. We can connect and celebrate.
3. We can invest and innovate.
4. We can engage and expand.

We have the opportunity to support the development of new strategies, programs, and approaches to poverty reduction. We have the opportunity to support the development of new strategies, programs, and approaches to poverty reduction. We have the opportunity to support the development of new strategies, programs, and approaches to poverty reduction. We have the opportunity to support the development of new strategies, programs, and approaches to poverty reduction. We have the opportunity to support the development of new strategies, programs, and approaches to poverty reduction.

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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
PHILANTHROPY IN CANADA

WEST PARK FOUNDATION

Vision for a new West Park hospital taking shape

“Tuberculosis (TB) is an increasing challenge, and chronic conditions are driving plans to build a new state-of-the-art hospital building and expanded inpatient and outpatient therapy space at Toronto’s West Park Healthcare Centre.”

West Park, located on a scenic 27-acre campus on the Humber River in north Toronto, offers comprehensive rehabilitation services to those in need. The West Park Foundation is working to raise $80 million to support the capital costs of the new hospital.

As a specialized rehabilitation centre, not only do we provide rehabilitative services to individuals who have had an acute care admission and who need rehab in order to return to a community setting, we also offer direct access to rehabilitative services for individuals who are living in a community setting,” says West Park CEO Anne-Marie Malek.

“We treat the most COPD in-patient rehab cases in the province of Ontario. COPD is the third-leading cause of death worldwide, and we know that only about five per cent of COPD patients in Canada who could benefit from respiratory rehab actually have access to it.”

West Park Foundation

The United Church supports innovative outreach projects

The United Church of Canada and its initiatives. Through bequests and outright gifts, generous donors to the church and the foundation provide for the future of the church by creating trusts and endowments. The foundation’s grants help United Church organizations undertake new and innovative projects that fill the mission and vision of the church as well as fulfilling the wishes of donors who provided specific instructions on how their funds were to be used.

The funding will enable the congregation to work toward engaging the young adults through multiple strategies; including a robust online/social media engagement plan, a focused effort on cultivating deeper friendships and spiritual care relationships with millennials both inside and outside the congregation; the development of a millennial-specific spiritual formation track within the broader ministry programs of the church; and building and acts of charity/kindness throughfaithworks (TB), West Park retains its focus on respiratory health. The hospital still treats people with chronic obstructive pulmonary disease (COPD).”

“West Park Foundation has embarked on an ambitious campaign to raise $8.5 million to support the capital costs of the new hospital,” says Joanne Cole, CEO of the foundation. “It is a phased campaign, with the first phase seeking to raise $5.5 million by the end of 2019, the expected completion date of the new hospital.”

“We are committed to building and acts of charity/kindness through faithworks,” says Malek. “It is part of the foundation’s support for its New Minster initiative, which enables us to provide direct access to rehabilitative services for individuals who are living in a community setting. We believe that the expansion of our graduate services will help avoid acute care admission and help people remain in the community for as long as possible,” says Malek.

“We do not have a site expected to start in 2017 with completion scheduled for 2021 and a move-in date in 2024.”

At 19, Maimoona was living in a shelter and feeling hopeless about her future. Thanks to someone like you, she is now reaching for new dreams.

Watch her full story, and help ignite the possibility of a better life for people in your community.

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Philanthropists can impact how the health-care system functions

Innovation and technology are driving changes in the delivery of health-care services, and philanthropy is integral to how the health-care system functions, says Dr. Marcel Dvorak, Vancouver Coastal Health associate senior medical director.

“Philanthropists can impact how the health-care system functions, which includes a commitment to building new operating rooms,” says Dr. Dvorak, who is chair of the Future of Surgery campaign chair.

“The peacetime operating rooms we have here are not modern enough,” he says. “I think the philanthropic community is very interested. We can bring in really, really good technology and equipment.”

The Future of Surgery project, currently being done in the VGH ORs, and the new ORs will increase capacity at VGH, improve access to surgical services, and make the community aware of its vital work.

“Philanthropists are often businesspeople who have earned their money the hard way and are looking for return on investment. We have to be good stewards of their gifts, and there has to be a really solid return on that investment,” says Dr. Dvorak. That return will be evident in the Future of Surgery’s new way of providing surgical services.

“The kind of equipment that we can bring into the operating rooms may be radiology and CT scanning equipment — to make surgery safer,” says Dr. Dvorak.

“The volume of emergency work is on the rise. That’s currently being done in the VGH ORs. We would like to be able to handle emergency work more effectively and efficiently.”

The new ORs will achieve this by separating the emergency surgery from the emergency trauma. The only way we can really improve things is by actually separating the emergency surgery from the planned surgery, then we get the efficiencies in the scheduled elective work, and we still have the capacity to take care of the emergencies,” he says.

The Future of Surgery campaign will also provide critically needed programs and services in Canada and around the world.

“The March of Dimes Canada’s focus on Stroke Recovery Month in May shows how the charity has evolved from its beginnings in 1938 to the leading organization it is today,” says Ms. Stewart.

“The new ORs will increase our capacity for return on investment,” she says. “There has to be a really solid return on that investment.”

Focus on stroke survivors

The March of Dimes Canada’s focus on Stroke Recovery Month in May shows how the charity has evolved from its beginnings in 1938 to the leading organization it is today, says Ms. Stewart.

“Every 10 minutes, someone in Canada has a stroke,” says Mary Irene Stewart, March of Dimes Canada’s (MDC) national director of fund development and communications. MDC’s Stroke Recovery Canada (SRC) program helps stroke survivors and their families adjust to their “new normal,” says Ms. Stewart.

“I think the visitor brings a unique perspective when they meet survivors. They have experienced it themselves,” says Ms. Stewart.

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Vancouver Coastal Health
Campaign aims to keep SickKids at the forefront of pediatric health care

The Hospital for Sick Children in Toronto, which opened its doors in 1875, is one of the oldest hospitals in the world. It has always been at the forefront of medical research and innovation. The hospital’s dedication to providing the best possible care to children and their families has been a cornerstone of its success. In honor of its 50th anniversary, SickKids is launching a new fundraising campaign to build on its legacy and ensure that it remains at the forefront of pediatric care for decades to come.

The campaign, called “SickKids 2020,” aims to raise $1 billion over the next five years. The funds will be used to support the hospital’s mission to provide the best possible care to children and their families, and to advance medical research and innovation.

SickKids is a leader in many areas of pediatric care, including cancer, genetics, infectious diseases, and critical care. The hospital has also been at the forefront of developments in technology and telemedicine, and is exploring new ways to expand its reach to children who may not be able to come to the hospital.

“I think SickKids has always been at the forefront of pediatric health care, and that’s going to continue to be the case in the future,” said Dr. John Wright, the hospital’s chief executive officer. “This campaign is an opportunity for us to build on that legacy and continue to be leaders in our field.”

The funds raised through the campaign will be used to support a variety of initiatives, including the construction of new facilities, the expansion of existing ones, and the advancement of research. The hospital is also looking to expand its international footprint, with a focus on developing partnerships in regions where children’s health care is not as advanced.

“By raising funds for SickKids, you’re helping to ensure that the hospital remains at the forefront of pediatric care for years to come,” said Dr. Wright. “You’re helping to provide the best possible care to children, and you’re helping to advance medical research that will benefit children for generations to come.”

The campaign is expected to generate significant media coverage and support from a wide range of donors, including corporate partners, foundations, and individual philanthropists. The hospital is also exploring new ways to reach out to communities that may not have been able to contribute in the past.

“I think this campaign presents a unique opportunity to reach out to new communities and to engage new donors,” said Dr. Wright. “We’re excited to see how this campaign will evolve and what impact it will have.”

For more information about the SickKids 2020 campaign, please visit sickkids.ca/2020.