

ALL FOR COMMUNITY

SUPPORTING CANADIAN COMMUNITIES



FONDATIONS
COMMUNITY COMMUNAUTAIRES
FOUNDATIONS DU CANADA
OF CANADA **ensemble pour tous.**
all for community.

CFC's MISSION

To build stronger communities by enhancing the philanthropic leadership of community foundations.

OVERVIEW



Every day Canada's network of 171 community foundations reaches into cities, towns and rural areas across the country to make a difference in the lives of Canadians. As one of Canada's largest grantmakers, our work touches on every aspect of the community: from health to education, arts to sports, the young and old. Together we manage \$2.85 billion in assets and in 2009 contributed just over \$140 million to thousands of local charities – benefitting over two-thirds of Canada's population. In fact community foundations have granted over \$1 billion dollars in the last 10 years.

But the community foundation story is about much more than money. It's about connecting donors to community needs and opportunities. It's about helping our communities meet their most important challenges and take an active role in shaping their future. And it is about ensuring all citizens are able to benefit from the best a community can offer: the arts, recreation, health care, safe and inclusive neighborhoods and a healthy environment.

The economy has imposed some significant challenges on Canadian communities, and community foundations from coast to coast are ready to meet those challenges with hope, optimism and the support of donors who care about building strong and resilient places to live, work and play.



WHO WE ARE

Community Foundations of Canada (CFC) continues to set the pace for building vital communities. We support growth and innovation that increase a community's capacity to respond to local needs and there's no better time to join this exciting movement – to be part of something much bigger than ourselves. We are the national membership organization for Canada's community foundations and the network that provides hope and promise to Canadian communities through the thoughtful and innovative granting and community leadership of our members. Guided by the unique insight of community foundations, CFC helps support communities across the country to become stronger, more inclusive and resilient to unexpected challenges. Our Board of directors is made up of respected, national community leaders who stress a collaborative approach in all aspects of our work. Our areas of focus are:

- supporting established and developing community foundations in their endowment building and donor services, grantmaking and community leadership, and as accountable stewards of community assets
- promoting and advancing philanthropy and community foundations
- modeling philanthropic leadership in Canada and internationally



CFC provides tools, learning and networking that community foundations need to do the best possible work. We raise the profile of our movement and philanthropy and we link our local members to international learning and best practice.

As the heart of this national network of community foundations we continue to inspire and nurture a framework in which philanthropic acts can have their greatest impact. We have a reputation for forward thinking and thoughtful stewardship and are highly regarded by the philanthropic sector at both national and international levels.

WHAT WE DO

CFC is recognized around the world for its leadership, professionalism, and commitment to 'growing philanthropy' at home and abroad.

We have a strong track record of introducing and managing national programs that engage communities on issues that are critical to their vitality. Highlighted are just a few examples of how CFC provides leadership to community foundations as they address issues that are important to them. Your financial support can help continue all or some of these important programs – we encourage you to play a vital role in the health and sustainability of our communities from coast to coast to coast.



HOW WE DO IT

VITAL SIGNS – Informing Community Responses



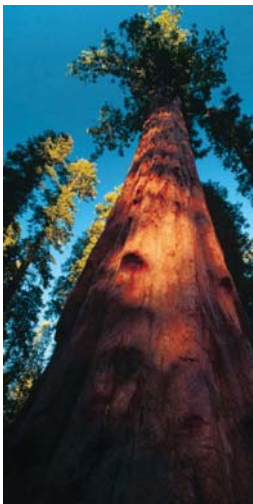
Vital Signs has become an agenda-setting national program since its inception in the late 1990s and acts as an annual check-up for Canadian communities – it monitors change and informs needed action and more importantly, it creates space to develop programs that have lasting impact.

It was one year ago when students in Victoria, B.C. at Oak Bay High School decided that something needed to be done to address the issue of homelessness and the shortage of basic hygiene supplies in their very own city. They were propelled to act based on information they read about in Victoria's 2008 Vital Signs report and so the students quickly set about working with local hotels and businesses to collect boxes of soap, shampoo and body wash which they assembled into kits for downtown shelters and street outreach programs. The catalyst for this civic action was Vital Signs.

Since its inception and in response to the interest on the part of its members, CFC has turned a local program into a national success story, adapting and replicating Toronto's innovative idea so that it could benefit communities across the country. We are proud to report that 17 community foundations across Canada will be producing Vital Signs reports this year which will lead to social change and development needed to make their communities stronger.

CFC has built on this momentum by partnering with The Globe and Mail to publish a national Vital Signs report, Canada's Vital Signs, on an annual basis to provide a country-wide perspective on the health and vitality of Canada's communities.

ENVIRONMENT – Promoting a Green Agenda Locally



CFC is increasing local environmental action in communities across Canada and has created local, regional and national projects that help community foundations work in partnership to tackle key environmental challenges.

We are happy to report that in 2005, as a result of our environmental work, community foundations had successfully established \$30 million in endowed funds for environmental philanthropy, thereby contributing \$6.2 million in environmental grants.

In 2007 The Community Foundation of Nova Scotia sponsored a film tour entitled "In the Same Boat" with the help of a local film producer and in partnership with the Bear River First Nation, the Ecology Action Centre and the Bay of Fundy Marine Resource Centre. The goal of the tour was to raise public awareness around sustainable community-based fisheries, encourage dialogue between First Nations and non-native communities that are fishing sustainably, and support community-based fisheries initiatives.

This film tour was made possible through CFC's Kick Start grant program which aims to initiate and grow the environmental focus of community foundations.

CFC is now in the process of collecting updated figures representing the size of current endowments held by community foundations to support environmental programs and look forward to the opportunities ahead to expand our work.

SOCIAL JUSTICE – Reaching Deep Into Our Communities



Community foundations are strong supporters of organizations that work to meet communities' most urgent needs, such as homeless shelters and food banks. But CFC also recognizes our responsibility to dig deeper, to consider the root causes of pressing problems like poverty.

For instance because of a community dialogue on poverty organized by the Fundy Community Foundation several years ago, many people from throughout Charlotte County met for the first time and discovered what poverty really meant to them and decided that the issue needed much more visibility. Together they realized a better understanding of the local barriers to people living on low income in Charlotte County, identified the gaps and the community resources that were available to address them, and finally, discussed community-based solutions for those issues on both short-term and long-term levels. Through this deep level of engagement with those who know the effect of poverty first-hand, the Fundy Community Foundation has seen great progress in building a stronger, more resilient community and has demonstrated this vitality through the creation of the Charlotte Dial-a-Ride program whereby a group of 20 volunteer drivers ensure that the most vulnerable within their community have transportation to where they need to go.

Community foundations are in a unique position to help tackle social injustice and economic inequality because of their very long term perspective, their high levels of social capital and legitimacy in the community and their reach into all of the community such as the business sector.

YOUTH IN PHILANTHROPY (YIP) – Involving a Younger Generation

“We are excited about the opportunity of bringing young people together in an environmental forum that isn't just educational, but encourages some kind of follow-up action on their part.”

Approximately 700 young people are involved in CFC's Youth in Philanthropy program which now covers more than 55 communities across the country with more than 50 Youth Advisory Committees (YACs) in place and many more in the planning stage. Youth in their teens and twenties have a lot of ideas and energy to bring to the table – they want to make a difference today and well into the future and CFC wants to help nurture this life-long commitment and dynamic engagement.

A few years ago, the Youth Advisory Council of the Hamilton Community Foundation ran a very successful conference called “Living the Environment” with the goal of introducing high school students to their Protecting Our Environment Together (POET) Youth grants program. The keynote address focused on highlighting the benefits of youth being involved in their communities and motivating the students to be part of what is happening in their surroundings. Students chose two out of eight workshops presented by local environmental experts and gathered ideas and resource material for projects in their neighbourhoods or schools. As a result, 21 applications for student-based projects were approved, and a total of \$13,260 was granted to area high schools to manage these projects.

This conference has become an annual event with the students raising consistently more money each year.

Linda Hughes, Adult Advisor,
Youth Advisory Committee
HAMILTON COMMUNITY
FOUNDATION



A NATIONAL VOICE – For Canada’s Community Foundation Movement



For close to 20 years, CFC has worked to help shape the work of community foundations in Canada and abroad and has helped position our national movement as one of great depth, experience and foresight. Resource materials developed by CFC have been adapted, translated and shared by philanthropic organizations all around the world and our community foundation members have gained knowledge and the value of lessons-learned from exposure to ideas from around the world. Indeed our local work is informed by our participation in a global movement and we have developed a strong network of allies upon whom we can call or to whom we can refer others.

Just last year, CFC and a host of leading corporate and philanthropic sponsors welcomed the world to Montreal for CFC’s 10th conference. This event was a premiere gathering within the philanthropic sector and attracted community foundations and speakers from around the world. The conference was one CFC’s biggest and most international to date with 700 participants from Canada, the U.S., Mexico, Europe, Africa, and Asia in attendance.

HOW YOU CAN HELP

While our members are generous in their financial support, the demand and appreciation for CFC’s programs and services and its ever-expanding leadership role at national and international levels means that we must seek additional support from a wider range of donors to ensure the continuation of our work.

With this in mind, we are committed to:

- Leveraging donor dollars against national and local opportunities to support the community foundation movement;
- Creating a sustainable funding base for all community foundations through the building of permanent community assets;
- Successfully linking donors to their philanthropic interests and
- Ensuring Canada’s community vitality through the dedication and financial support of people who care as much as we do

There’s no doubt that securing ongoing financial support tests CFC’s capacity and ingenuity however we recognize the exciting opportunities that continue to lie ahead for us. The community foundation movement has the ability to identify long-term needs and opportunities and invest in sustainable solutions, helping our communities become resilient, resourceful, and ready for the future they want.

CFC welcomes the opportunity to partner with you and to honour your generosity by eagerly acknowledging your support within our dynamic network of engaged Canadians. A partnership with CFC will provide valuable exposure to 171 community foundations with board members, volunteers, and donors who are active and committed to the philanthropic movement – a key target market for increased profile.

“We are proud partners in CFC’s national environmental initiative. Continually inspired by the clarity of its vision and professionalism, over the years we have welcomed opportunities to realize our goals through the work of CFC”.

Tim Brodhead, President
J.W. MCCONNELL
FAMILY FOUNDATION

We ask that you consider a gift to help support our work which is successfully leveraged against a broad range of projects that are managed by community foundations right across Canada – resulting in far-reaching potential and impact. We would be happy to discuss this proposal further either in person or by phone.

Thank you for your time and interest. Your expression of leadership today will help ensure a stable future for Community Foundations of Canada, for the Canadian community foundation movement overall and for our local communities – where it matters most.

CONTACT

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