

INSIDE THIS EDITION:	Letter from the President	1
	Grantmakers Roundup	2
	Interesting Reading	3
	PFC Family News and Events	4
	Other News and Events	5

LETTER FROM THE PRESIDENT

It's already December and I am sure that most of you are turning your thoughts to an end of year break after what has been a very hectic year. I know that many of you have been busy over the last few weeks with end of year board meetings and grant decisions so a break will be welcome. Before we leave 2011, and in this last newsletter of the year, it seems opportune to look back on some of the highlights of the year past. It has been a period of many positive and indeed exciting developments in the field of Canadian philanthropy, even in the face of what continues to be an uncertain financial and economic context.

What has been especially striking to me is the collaborative energy I now see in philanthropy. Some examples: the ongoing effort to build momentum around social finance in all its forms; the new and extraordinary collaboration among private funders to support aboriginal education; the ongoing effort among a key group of private funders to promote policy innovation in the field of early childhood; the renewed effort to build support for the development of public policy capacity in the sector; the many sectoral partnership initiatives being pursued by provincial governments across the country. I could go on. But the message is clear. Private philanthropy is exploiting the many possibilities offered by new knowledge, new tools and new circumstances to meet, to share, to engage and to advocate for positive social change.

The PFC Conference in October was a highlight of the year, showcasing new thinking and promising practice. Some great moments for me:

- Susan Raymond challenging us to imagine "where the puck will be" and to re-imagine the definition of philanthropy
- Tim Brodhead exhorting us all to remember PINJAM - Philanthropy Is Not Just About Money
- National Chief Shawn Atleo, with his eloquent appeal to a new partnership and his moving "sending forth" ceremony at the conclusion of the conference
- The constant buzz in the halls as people took in the ideas, the opinions and the opportunities presented to them.

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It was a thought-provoking, stimulating and hopeful event and one that I hope lent energy to all participants. We have tried to share some of that energy with the many conference video clips now posted on our web site. We have also tried to give you a feel for the substance of this conference in the very thoughtful conference summary written for us by Patrick Johnston, our colleague in the philanthropic field. It is posted on the site and if you haven't glanced at it, it could be good holiday reading!

This is our last newsletter of the year and we will be taking our usual January break in 2012 with the next issue of the newsletter coming to you in February 2012. Our very best wishes to all of you for a peaceful end of the year and a productive new year!



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GRANTMAKERS ROUNDUP

On Giving in Canada

There was some relatively good news on charitable giving in Canada. Statistics Canada has produced new information on Canadian donors and their activity in 2010. Canadian taxfilers reported making charitable donations of just under \$8.3 billion in 2010, up 6.5% from 2009. At the same time, the number of donors increased 2.2% to just over 5.7 million donors. The median donation was \$260 in 2010, up slightly from \$250 in 2009. **Read the report.** For more information on trends in giving read *Research Bulletin, Trends in Individual Donations 1984-2010* by Imagine Canada.

To put charitable giving into context as a source of financing for the charitable sector in Canada, you should read an excellent piece by David Lasby, senior researcher at Imagine Canada, in the most recent issue of *The Philanthropist*. In an article *What T3010 Data Tells Us About Charity Financing*, Lasby tells us how to read this data and the important differences in the financing of larger versus smaller charitable organizations

On The National Summit

Financing the charitable sector was one of the four major themes discussed during the late November *National Summit for the Charitable and Nonprofit Sector*. The Summit was a collaborative initiative of Imagine Canada in partnership with Philanthropic Foundations Canada, Community Foundations of Canada and United Way of Canada. For a description of the discussion and themes at the Summit, look at the Charity Village **special report on the Summit**.

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An Awareness Campaign for Charities?

During the National Summit, Imagine Canada and the Muttart Foundation launched *Students (Verb) Charities*, a contest that asks students enrolled in publicly funded post-secondary institutions to produce a public awareness campaign that talks about the depth, scope and reach of the sector as a whole. Contestants can submit campaigns in any form or medium. There is a total of \$100,000 in cash prizes including a \$50,000 first prize for the top entry, a second prize of \$25,000, and a third prize of \$10,000.

INTERESTING READING

On Early Childhood Learning in Canada

A group of eight PFC member foundations led by The Margaret and Wallace McCain Foundation have collaborated to sponsor a new report on the state of early childhood learning. *Early Years Study 3* is the third in a trio of reports that “together...argue that if we truly wish to provide our children with an equal opportunity to maximize their potential, it is vital that we do everything we can to enhance their early development.” *Early Years Study 3: Making decisions, taking action* documents the social, economic and scientific rationale for increased investments in early childhood education. It also introduces the Early Childhood Education Index to monitor the funding, policy, access and quality of early education programming across the provinces. “The index allows us to go beyond counting spaces and adding up dollars, to ask if public funding is being spent effectively to ensure the programs children attend are good,” says Kerry McCuaig, fellow in early childhood policy at the Atkinson Centre, Ontario Institute for Studies in Education and the third author on the report. EYS 3 and related documents are available in French at pointsurlapetiteenfance.org.

On Sustaining the Vitality of Nonprofit Leaders

The Dark Horse Conversation: Nonprofit Leaders Talk about Vocational, Organization and Civic Renewal, by Metcalf Foundation Innovation Fellow Patricia Thompson is now available on the Metcalf Foundation site. This paper is an exploration of the concept of renewal and the role of vocation in sustaining the vitality of nonprofit leaders. The paper illuminates the crucial role that reflective conversations can play in uncorking creativity and inoculating us from workplace stress. More than 150 leaders in the arts, environment, and community sectors responded to an invitation to talk about the sense of purpose that inspires and sustains their work. Pat Thompson has chronicled these conversations and reflected on what they reveal about the challenges and opportunities of vocational, organizational, and civic renewal.

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Looking Ahead in Philanthropy

Lucy Bernholz has released her latest forecast for the year ahead for philanthropy and social investment. *Philanthropy and Social Investing Blueprint 2012* is available through her website. Bernholz is a perceptive and well-informed commentator on philanthropy and her so-called “industry” forecast includes her views on “big shifts that matter”, her predictions for 2012, her “renovations” to previous forecasts, and her glimpses of the future. A 45-page set of stimulating thoughts about the changing landscape of philanthropy for reading over the Holiday break perhaps?

PFC FAMILY NEWS AND EVENTS

Welcome to new members! **Pierre L. Morrissette Family Foundation** of Oakville and the **TD Friends of the Environment Foundation** of Toronto.

The **PFC lunch & learn series** will resume in January 2012 with a member lunch in late January in Montreal. If you would like to share information on a project or discuss a particular topic with colleagues, please contact us at lgoulet@pfc.ca.

New on the PFC web site:

- The 2011 PFC Conference report *Signposts to the Future of Canadian Philanthropy* is now available
- November 21, Montreal, *Aging in Place*, The Drummond Foundation and J.W. McConnell Family Foundation. Presentations posted in Member Area

PFC Publications

An Annotated Guide to CRA's Charities and Giving Web Site, is available in the member area to help registered charitable foundations find what they need to know quickly and easily.

Member News

The Trico Charitable Foundation recently hosted the Enterprising Spirit Conference in Calgary Alberta. The full conference day, focused on planning, practicing and fine tuning social enterprise, was well attended by non-profit leaders of social enterprise, foundations and community investment professionals. The keynote was Tonya Surman from the Centre for Social Innovation and Mayor Nenshi addressed conference participants at the presentation of the Social EnterPrize. These awards are given to non-profits and leaders with established social enterprises across the country.

As part of its ongoing commitment to impact investing and program-related investments, the **Muttart Foundation** of Edmonton has agreed to purchase a \$1 million community housing bond being issued by YWCA Toronto to support the cost of its new residential facility in downtown Toronto for single low-income women, women with children, women

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with mental health issues and families of Aboriginal ancestry. The bond is being issued for a ten-year term and will pay interest of 4% annually.

Seven nonprofit social service agencies from across Canada were recognized as the best-run in the country and shared \$60,000 in prize money at the **Donner Canadian Foundation Awards** for Excellence in the Delivery of Social Services in November.

Congratulations to Judy Martin, Executive Director of the **Hylcan Foundation** of Montreal who was recognized for lifetime achievement by the Québec chapter of the Association of Fundraising Professionals for her work with Bathshaw Youth and Family Centres.

Congratulations to David Young of the **Michael Young Family Foundation** of Toronto; this PFC member was recognized as Outstanding Foundation by the AFP greater Toronto Chapter. During the last decade, \$17 million of the Foundation's money has funded, and prompted extra government support for important urban projects in Toronto such as the transformation of the historic Don Valley Brickworks (home of the Evergreen Foundation), the creation of the Young Centre for the Performing Arts in the Distillery District (home of the Soulpepper Theatre Company) and in future, the repurposing of Artscape's Shaw Street School Centre.

Comings and Goings

Farah Mohammed, President of the **Belinda Stronach Foundation**, has moved on to become the leader of the BSF-funded G(irls)20 Summit initiative. In the interim, the TBSF will seek a leader for its existing programs.

Robert Alain, Executive Director of the **EJLB Foundation** of Montreal, is retiring at the end of this year after over 20 years of outstanding service to the Foundation and to the community in Montreal and across Canada. He will be replaced as Executive Director by Mr. Kevin Leonard. We welcome Mr. Leonard to the PFC network!

OTHER NEWS AND EVENTS

Conferences:

- February 13-15, 2012, Miami, FL: Council on Foundations, 2012 Family Philanthropy Conference.
- March 12-14, 2012, Seattle WA: **Grantmakers for Effective Organizations (GEO) National Conference**.