

# 2020 YEAR IN REVIEW

## LEARNING, CONNECTING, INSPIRING, AND MOBILIZING

### MESSAGE FROM THE BOARD CHAIR AND PRESIDENT

2020 was a year of upheaval, not only for **Philanthropic Foundations Canada (PFC)** but especially for our not-for-profits and charitable partners serving Canadians across the country. The pandemic has put immense pressure on the “Common Good Economy” from cultural and sports organizations to social services and environment organizations like never before – partners struggling to stay afloat and fulfilling their mission. Their grant-making partners, many of them PFC members, stepped up in 2020: more unrestricted funding, greater flexibility on reporting and several new civil society partners, notably from racialized and indigenous communities. For PFC, this meant pivoting our activities to effectively address the rapidly evolving needs and concerns of our members while leading broader sector initiatives with colleagues and government stakeholders.

To ensure that all PFC members were well supported, we developed [COVID guiding principles](#) in collaboration with our colleagues at The Circle on Philanthropy and Aboriginal Peoples in Canada, Environment Funders Canada and Community Foundations of Canada. PFC significantly increased the number of curated publications, blogs, newsletters, issue briefs and webinar offerings. We launched a [Philanthropyresponds.ca](#) website to better share data on emerging practices and response from foundations. PFC also launched collaborative platforms to facilitate concerted response to the COVID pandemic in Quebec. At the international level, we contributed Canadian experiences and perspectives notably through the WINGS network. PFC also invited international philanthropic leaders for sharing their insights to Canadian foundations.

As the world struggles to emerge from the pandemic, the challenges of supporting the recovery remain. The path forward is uncertain. To better guide PFC and its members, we have reviewed [our purpose statement](#) which put serving the common good at the core of the philanthropic mission. As we look ahead, PFC remain strongly committed to better serving our members by supporting capacity building, facilitating collaboration and sharing curated resources about philanthropy impact and potential with the broader public and governments. These goals of enabling, catalyzing and excelling are outlined in [PFC 2021-2024 Strategic Plan](#).

In early 2021, PFC also established a new members-led Working Group that focused on re-evaluating regulations around the disbursement quota (DQ) mandated by *Income Tax Act*. In its April 2021 budget, the federal government announced a consultation on this issue. PFC looks forward to engaging with its members to support a data-driven and evidence-based approach to modernizing Canada’s charitable regime.

Many thanks to our members, sponsors and partners for your thoughtful ideas, generous contributions and continued support toward the philanthropic mission to serve the public good.



**Patty Faith**  
Board Chair



**Jean-Marc Mangin**  
President & CEO



# 2020 YEAR IN REVIEW

## TOP TAKEAWAYS

### 1 Your Voices Matter

Your feedback shaped our [2021–2024 Strategic Plan](#) and our new [purpose statement](#) released in early 2021:

We strengthen Canadian philanthropy—in all of its diversity and in its pursuit of a just, equitable, and sustainable world.

### 2 Peer-to-peer Learning and Support are Key

The global COVID-19 pandemic has challenged our members and their grantees like never before. PFC provided opportunities for members and sector leaders to come together in communities of practice to share knowledge and address common issues and challenges exacerbated by the pandemic. We supported formal and informal ways of connecting with each other through PFC-led affinity groups, weekly webinars as well as a CEO retreat and our first annual virtual conference. [Read more about our COVID learning series here.](#)

### 3 Data Continues to Inform Decisions during Times of Crisis

PFC collaborated with sector partners to collect data from funders to tell the story of how funders have adapted their activities and funding strategies to respond to COVID-19. Open data mapping efforts continue to spur collaboration among foundation and grantees as well as mobilize action to better support diverse communities. [Learn more about the Philanthropy Responds interactive data mapping project and reports here.](#)

This tool was developed in partnership with Community Foundations of Canada, Environment Funders Canada and The Circle on Philanthropy and Aboriginal Peoples in Canada.

### 4 Partnerships Promote Knowledge Mobilization

Partnering with foundations, universities, affinity groups and charities supported the collection of knowledge and sharing of lessons learned to better adapt to the impact of the pandemic on funders and their grantees. PFC developed relevant resources and provided support services to members. We led research to gather insights from sector leaders to share the prominent issues affecting the philanthropic sector and their grantees.

- [Learn more about the Carleton University Delphi research on the impact of COVID on the work of foundations;](#)
- [Read the PhiLab \(UQAM\) case studies on the effects of the pandemic on the philanthropic community.](#)

### 5 COVID Québec Philanthropic Consortium

Launched by a consortium of six private foundations in Québec and coordinated by PFC, the pooled funds of over \$10 Million enabled community organizations serving vulnerable populations in Greater Montréal to mobilize to support testing and vaccinations and distribute health protection supplies. This innovative initiative demonstrates the incredible ability of the philanthropic sector to respond to a historic crisis and to complement the Government response in reaching high-risk neighbourhoods. [Read more about this consortium here.](#)

*Members of the consortium: Molson Foundation, Mirella & Lino Saputo Foundation, Trottier Family Foundation and Jarislowsky Foundation. Chamandy Foundations and, The J.A. Bombardier Foundation also contributed funds. The funds are managed by the Foundation of Greater Montréal since January 2021.*

# LEARNING, CONNECTING, INSPIRING AND MOBILIZING PHILANTHROPIC ACTION

PFC quickly responded to the COVID-19 pandemic by increasing the frequency of our webinars and newsletters from a monthly to weekly basis which provided relevant content to members and the broader community.

## LEARNING

[A virtual annual 2020 gathering: Fast Forward: Harnessing the Power of Philanthropy to Build a Better Tomorrow conference;](#)

[4 publications](#) to support members:

- [Learning And Evaluation In A Time Of Crisis](#)
- [A Primer on Analyzing Financials of Charities and Nonprofits](#)
- [A Primer for Working with Non-Qualified Donees](#)
- [COVID-19, Social Inequalities and Foundations' Response](#)

[24 Webinar Wednesdays](#) (total of 1790 participants);

[28 blog posts](#) from thought leaders across the sector;

[6 One-on-one: PFC's Rapid Fire Q&A Series;](#)

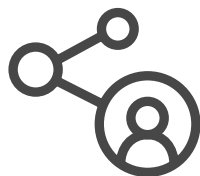
[38 Weekly Digests;](#)

Newly launched [COVID-19 Response resource page;](#)

[Convened several events and meetings](#) to discuss the challenges of addressing diversity, equity and inclusion in philanthropy and support for equity seeking philanthropic initiatives from the Black and Indigenous communities. Watch the webinars [Mind The Gap: The State of Philanthropy & the Black Community](#), [DEI from the Ground Up: Equity-Focused Grantees in Philanthropy](#), and the [Indigenous Peoples Resilience Fund \(IPRF\)](#). These efforts will continue, notably by launching a year-long [JEDI cohort](#) of PFC members learning together to better address justice, equity, diversity and inclusion through philanthropic action.

## COLLABORATING

- The Climate Collab was launched in 2020, gathering a core group of PFC members working together to advance climate action in Quebec;
- PFC collaborated with its members to advance towards a data strategy for funders — a report summarizing the findings and the way ahead is to be released in 2021.



# 435,409

CONNECTIONS



# 58

HOURS OF EXCHANGE

# PUBLIC POLICY FRONT AND CENTRE

2020 has been and, 2021 will continue to be, especially important in terms of public policy for the charitable sector. Some activities PFC has worked on and will continue through 2021:

- [PFC submission](#) in advance of the 2021 Federal Budget;
- Disbursement quota: PFC is working on an evidence-based response to the public discourse around increasing the DQ and in 2021 will participate in public consultations referred to in the 2021 Federal Budget;
- Charity sector reform: Key developments were addressed during a well-attended PFC [webinar on Charity Sector Reform](#) featuring thought leaders in Canadian philanthropy;
- Cross sector initiatives: Active participation in many initiatives, including the Coalition for a 21st Century Social Good Sector and [An Agenda for Equitable Recovery](#);
- A virtual event with The Circle on Philanthropy and Aboriginal Peoples during our November 2020 gathering.

For more info: <https://pfc.ca/resources/>



**9,503** VIEWS  
**435.9** HOURS OF WATCH TIME  
**105** SUBSCRIBERS  
(AN INCREASE OF 30%)



**611** TWEETS  
**538** NEW FOLLOWERS  
**2,680** FOLLOWERS  
(AN INCREASE OF 25%)



**580** FOLLOWERS  
**503** PAGE LIKES  
**242** POSTS  
**281** SHARES  
**3,156** TOTAL REACH



**4,890** VIEWS  
**1219** NEW FOLLOWERS  
**1,949** TOTAL FOLLOWERS

# OUR MEMBERS



**135**  
MEMBERS

**12**  
NEW MEMBERS IN 2020

**\$36**  
BILLION ASSETS<sup>1</sup>

**\$817**  
MILLION IN GRANTS

**\$411**  
MILLION SPENT ON CHARITABLE ACTIVITIES

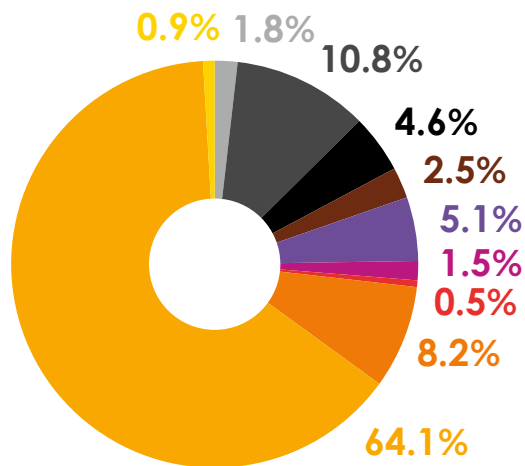
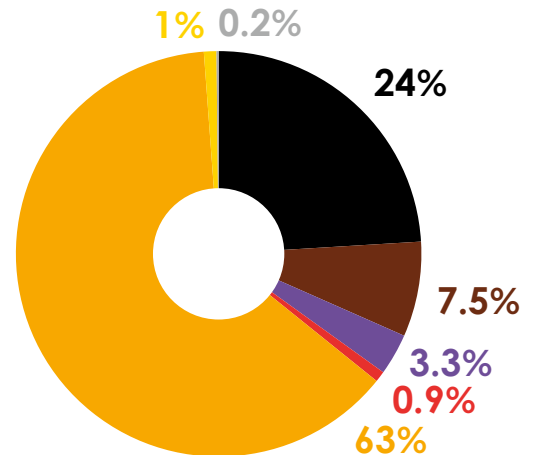
## 2020 SUMMARY OF REVENUES & EXPENSES

The summary financial statements below are derived from the financial statements for 2020, which were audited by Mongiat Bernucci LLP. PFC's full audited financial statements are available on request or on our website at our Annual Reports section.

### REVENUE

● Membership dues	\$845,818
● Special grants	\$266,720
● Donations	\$116,550
● Virtual event	\$30,186
● Québec COVID-19 consortium	\$2,218,600
● Collaborative/Climate project	\$35,120
● Other revenue	\$5,999

**TOTAL** **\$3,518,993**



### EXPENDITURES

Impact:

● Advocacy	\$62,727
● Learning & Knowledge Mobilization	\$373,465
● Strategic Communications	\$160,780
● Research	\$85,342
● Member Support	\$175,916
● Governance	\$52,832
● Accountability	\$18,305
● Office operations	\$284,450
● Québec COVID-19 consortium	\$2,222,377
● Collaborative/Climate project	\$31,843

**TOTAL** **\$3,468,037**

<sup>1</sup> 2018 data



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