

CONNECTING INSPIRING CREATING CHANGE



2018 YEAR IN REVIEW

We spent 2018 exploring themes of connection in the face of disruptive change. Our year culminated in a three-day conference in Toronto in October.

Conversations, blogs and tweets all pointed to the fact that philanthropy is not immune to the disruption felt by all aspects of society. So how does philanthropy respond? Can we continue doing our work as usual or do we need to embrace new ways of thinking and practice to create better social impact in our communities?

OUR TOP TAKEAWAYS AND ISSUES FROM 2018

1 **COLLABORATION AND CONNECTION ARE KEY**

Consistently, the number one reason members cite for joining PFC is the connection to peers: to feel part of a community, to know you are not alone and to feel validated in the effort to do more and better. Beyond connection, the role of philanthropy is amplified by collaboration, not only with other funders but also in cross-sectoral work with the private sector and with government. PFC will focus on cross-sectoral work at its 2019 symposium in Calgary.

2 **DIVERSITY, EQUITY AND INCLUSION CANNOT BE IGNORED**

Our society is ever more diverse and the need for inclusion is more pressing. In 2018, PFC started a conversation about diversity, equity and inclusion in Canadian philanthropy. We launched a new effort to examine the current state of policies and practices of Canadian foundations and to share examples of how to bring more diverse voices to philanthropic decision-making.

3 **POWER, RISK AND LEGITIMACY, OH MY!**

Foundations have power, not just in monetary terms but in brand, in connections, in ability to convene and to bring information to the table. So, what are our responsibilities in handling that power? How do we establish relations of trust with the people and communities with whom we work, given the power imbalance? We talked a lot about these questions at our 2018 conference in Toronto and the conversation continues in 2019.

4 **DATA – A FOUR LETTER WORD?**

Data matters to philanthropy. How do we know what we know? How do we decide what is working? How do we know who else is working on an issue? To focus on the importance of good data in philanthropic work, PFC created three new issue briefs in 2018 on data and evidence-based grantmaking and featured a plenary discussion on these questions at the conference.

5 **DEPLOYING OUR CAPITAL IN NEW WAYS**

In 2018 we saw a significant increase in new impact investment products, especially in clean energy technology, affordable housing and Indigenous investment opportunities. PFC worked with Community Foundations of Canada to distribute a guide to Impact Investing and plans to expand its learning opportunities around this topic in 2019.

CONNECTING, INSPIRING AND MOBILIZING PHILANTHROPIC ACTION.

PFC is a network that inspires by engaging members in collaboration, learning and sharing, and providing resources to support their work.

LEARNING AND KNOWLEDGE MOBILIZATION

Learning and knowledge mobilization build on the strengths of PFC members & on knowledge gained from interactions of PFC with policy-makers, researchers and practitioners, in Canada and abroad. LKMb work provides an opportunity to share knowledge and best practices and to strengthen or develop new relationships and partnerships for action.



1 NEW AFFINITY GROUP FOR PROGRAM STAFF, 2 MEETINGS

1 000+ CONNECTIONS



17 PEER- LEARNING OPPORTUNITIES

100+ HOURS OF EXCHANGE



26 AREAS OF FOCUS FOR DISCUSSION AMONG FUNDERS

30+ EVENTS

TORONTO CONFERENCE

OVER
300
LEADERS

WE GATHERED IN OCTOBER 2018 FOR PFC'S BIENNIAL CONFERENCE, CONNECT. CREATE. CHANGE.

The gathering sparked interesting discussions around diversity, equity and inclusion, evidence-based grantmaking and collaboration. The message coming out of the conference was clear, if Canadian foundations focus on participation, inclusion and engagement with community, philanthropy will be more impactful and more meaningful for everyone.

EFFECTIVE GIVING: USING DATA TO INFORM PHILANTHROPY



PFC published a series of learning materials on data and evidence-based grantmaking created in collaboration with Powered by Data. The first brief of our series sets the stage. Companion briefs do a deep dive into specific examples of how data infrastructure can transform philanthropy—and how funders can bring this into their own work.

AFFINITY GROUPS

Mobilizing philanthropic action around communities of practice.



In consultation with our members, PFC has committed to bring together communities of practice to increase collaboration and mobilize action. The Program and Grantmaking Staff Affinity Group (PGSAG) was officially launched in June of 2018.

PFC SUPPORTS THE SHARED VISION OF OUR MEMBERS

by communicating the value and impact of the work of organized philanthropy. PFC conducts strategic research and data collection to support and guide that work.

COMMUNICATIONS

Through blogs, social media, video and our newsletter, PFC shares the value and impact of organized philanthropy in our communities.



PFC has expanded its audience in 2018, doubling our newsletter subscriptions and **increasing our social media audience by over**

20%

10 000+
WORDS ON PHILANTHROPY

1 000+
POSTS, LIKE AND SHARES

10+
BLOGS POSTED

PFC PRODUCED SIX VIDEOS TO SHOW THE IMPORTANCE OF PHILANTHROPY



The content was obtained from interviews done at the annual conferences.

The videos have been shared through social media (on our YouTube channel) and on our website and viewed **740 times**

PHILANTHROPY IN ACTION

PFC highlights the important work of foundations across the country, not just in grantmaking but in convening, sharing information and expertise and creating important connections. We now have 10 stories on our website platform.

We launched a social media campaign that **increased the reach of the site by over**

200%



AN ADVOCATE FOR A MORE ENABLING PUBLIC POLICY ENVIRONMENT.

PFC is advocating for the modernization of the federal *Income Tax Act* and regulations because we know that this is needed to create a more enabling policy environment for charities and foundations.

In 2018, PFC was actively involved in the effort to change the federal definition of "political" activities of charities. The federal government made this change in the *ITA* in late 2018 and has adopted a much more encouraging approach to charities engaging in public policy dialogue and development activities.

- PFC submitted to the pre-budget consultations of the Standing Committee on Finance and appeared twice in the fall of 2018 before the Senate Special Committee on the Charitable Sector to discuss the need for further modernization of charitable regulations. The hearings of this Committee have featured a wide cross-section of witnesses and PFC anticipates that the Committee Report expected in mid-2019 will have some important recommendations.
- PFC continues to meet with CRA and Finance officials and federal Senators and MPs on a regular basis.

CREATING AN ORGANIZATION WITH DIVERSIFIED RESOURCES.

PFC is investing in its organizational capacity. In 2018, PFC reviewed its business model, clarified and improved its fee structure for the first time in 17 years, and implemented new financial and data management systems to support our growth and to attract new members.

ABOUT OUR MEMBERS

12
NEW
MEMBERS
IN 2018

OUR MEMBERS IN 2017

59%
OF ASSETS OF PRIVATE
FOUNDATIONS IN
CANADA

\$738
MILLION IN GRANTS

38%
OF THE 50 LARGEST
GRANTMAKERS IN THE
COUNTRY

\$365
MILLION SPENT ON
CHARITABLE ACTIVITIES

Find out more:

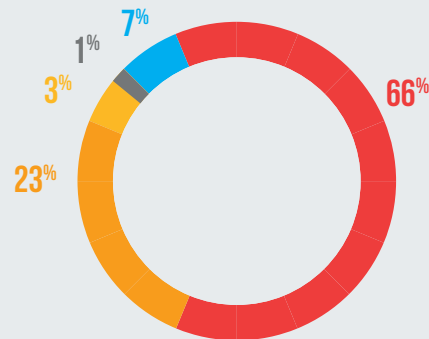
pfc.ca/about/our-members

2018 SUMMARY OF REVENUES AND EXPENSES

The summary financial statements below are derived from the financial statements for 2018, which were audited by Mongiat Bernucci LLP. PFC's full audited financial statements are available on request or on our website at our Annual Report section.

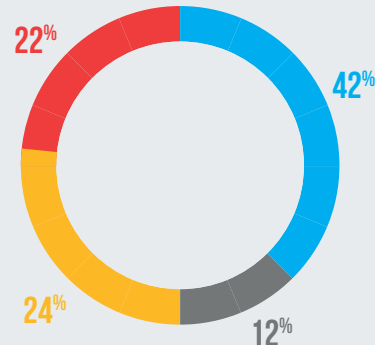
REVENUE:

Membership dues	\$822,412
Special grants	\$85,000
Program fees	\$10,857
Other revenue	\$40,784
Conference fees and sponsorships	\$290,718
TOTAL	\$1,249,771



EXPENDITURES:

Membership services	\$281,282
Salaries and benefits	\$525,108
Office operations	\$144,803
Conference	\$302,322
TOTAL	\$1,253,515



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