

In Partnership for a Just, Equitable, and Sustainable World



Philanthropic
Foundations
Canada

Fondations
Philanthropiques
Canada

Annual Report 2021





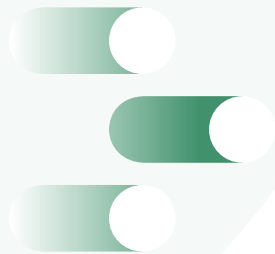
Who Are We?

Philanthropic Foundations Canada

is Canada's network for grantmakers. A registered charitable organization, we are an enabler for the common good, working in cooperation with civil society, the private sector, and governments.

For more than 20 years, we have been bringing grantmakers together to connect, learn, and advance the best solutions for change on the issues that matter most.

Strengthening Canadian Philanthropy



Our Purpose Statement

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

1. We are a **network** that activates the power of people to shape their communities and protect the natural environment.
2. We take a long view and stay engaged to have a **meaningful impact**.
3. We are pragmatic and responsive in creating space for foundations to **act and learn collaboratively**.
4. We share in the responsibility to **create an inclusive philanthropic community based on trust and respect**. Systemic racism and discrimination undermine our efforts. We work to strengthen relations with Indigenous Peoples and to promote racial justice and equity for all.
5. We are responsible stewards of wealth and other resources to support charitable and not-for-profit partners. **Our collective work serves the public good** in a non-partisan and transparent manner.
6. We are **continually learning** how to translate these commitments into our practices – creatively and constructively.



Message from the President & CEO and Board Chair

Dear Friends,

In 2021 we entered our second year of the global pandemic. While life under COVID-19 meant that we all faced deepening challenges, our members and wider network of partners stepped up in ways never before seen in PFC history. They shared their expertise, resources, and connections abundantly in a spirit of commitment and responsibility to the sector.

2021 was also our first full year with a new purpose statement. With a focus on advancing an inclusive network, members and partners large, and small engaged with us in remarkable and transformative ways. From our [Quebec COVID Consortium](#) initiative to the launch of the [JEDI Accelerator program Consortium](#) we were repeatedly moved by their robust enthusiasm and openness in exploring new approaches for impact.

We are also very proud of our staff team who responded to this demanding year with extraordinary thoughtfulness, creativity, and agility. They delivered an incredible number and array of events, supports, and programming. At the same time, they led the largest and most comprehensive engagement process with our membership and partners related to the disbursement quota.

Hand-in-hand with staff, our board and committee members were highly committed to helping PFC develop a position on the disbursement quota and build out a strong policy agenda for the organization into 2022. Their thoughtful and compelling insights not only enriched these activities, but underscored the ongoing importance of engaging more diverse leaders across our sector while providing more opportunities for our members and partners to connect to the issues that guide all of our work.

An important lesson from this past year is that we still have so much to learn—as a sector, as a network, as philanthropists, as charities, and as individuals. The pandemic has indisputably confirmed the importance of working together, the value of trust and building relationships, and the need to tackle power imbalances. We are heartened by the conversations that members and partners are having to enhance the impact of their work.

We know that there is much to be done and the priority for 2022 is to build the foundation for this next, (hopefully) post-pandemic era, working alongside our inspiring, diverse, and committed members. We look forward to continuing to engage with the PFC network to build on the strengths of Canadian philanthropy for a just, equitable, and sustainable world.

Warmest regards,



Jean-Marc Mangin

President & CEO



Patty Faith

Board Chair



Policy and Advocacy

Philanthropic Foundations Canada plays an active role in engaging governments, civil society partners, and influencers to create enabling environments for a more inclusive, resilient, sustainable, and prosperous Canada.

Driven by PFC's purpose to serve the common good, we work hard to align and amplify our efforts in public policy and advocacy based on insights from our research and programs as well as current affairs and external events.

Our current policy priorities are:

- **The disbursement quota**
- **Improving more equitable access to charitable funding by removing direction and control for non-qualified donees**
- **Increasing impact and mission-related investment**
- **Fixing the sector's data deficit**



PFC's Sara Krynitzki and colleagues from across the sector meet with MPs in Ottawa



Disbursement regulation is at the core of foundation management in Canada, and so when PFC learned about the government's interest in the disbursement quota in early 2021, we quickly sprang into action.

We began by striking a member-led working group to develop an evidence and values based position to recommend to our board of directors. We also partnered with research experts to conduct empirical analysis on the impacts of policy changes on the sector.

Overall, our efforts included surveys, workshops, a CEO retreat, interviews, and focus groups with members, along with dozens of one-on-one conversations with members and sector leaders and two public webinars.

In total, more than

70% of members

engaged on the issue with PFC

Together these efforts culminated in [our submission to the Government of Canada on its Boosting Charitable Spending in Communities](#) consultation.

A central finding was that raising the disbursement quota would be an inadequate measure to improve community access to funding because it does nothing to remedy the existing funding inequities in the sector.

Our position landed on supporting a disbursement quota increase to 5% and that the government should collaborate with the sector on three enabling conditions:

- **Improving more equitable access to charitable funding by removing direction and control for non-qualified donees**
- **Increasing impact and mission-related investment**
- **Fixing the sector's data deficit**

In the **Government of Canada's Budget 2022** and its supplementary information released in April 2022, we noted and welcomed announcements on several key priorities that PFC, our members, and our wider network have been advocating for – including a new disbursement quota of 5%, improvements in the collection of information from charities, and new rules that govern the way that charities are able to partner with and provide funds to non-charities. PFC will continue public engagement and government relations to ensure the details of new sector reforms advance the common good.

Partnerships and Collaboration

PFC 2022-2024 strategic directions has support for collaboration as a new pillar of programming. Below is a selection of two key initiatives that in 2021 we were engage in with our members and networks.



Canadian Philanthropy
Commitment on Climate Change

In collaboration with Community Foundations of Canada, Environment Funders Canada, and the Circle on Philanthropy and Aboriginal Peoples in Canada, we launched the [Canadian Philanthropy Commitment on Climate Change](#) in fall 2021. The pledge calls on Canadian foundations and other funders to commit to act on climate change regardless of their respective missions.

We know that if left unaddressed, the impacts of climate change can undo our work to advance equity, health, poverty alleviation, economic prosperity, Indigenous, and human rights, especially for those who will be disproportionately affected – and all issues and communities on which we hope to have a positive impact as philanthropic actors.

We work with all interested organizations to support their journeys and provide them with resources, networking, and learning opportunities.

To date, we have close to 50 signatories in Canada joining [a global community](#) under the **#PhilanthropyForClimate** movement of more than 500 philanthropic actors committing to act on climate.

550 foundations

have already committed to act on climate.



“

We need more funders and more funding dollars on climate change in order to meet the challenge we are called to take on. But we must also broaden what it means to fund climate change, and include building constituencies for action, and resilient communities.

”



Devika Shah
Executive Director
Environment
Fundors Canada





COVID-19 Consortium

The COVID Québec Consortium was created in March 2020 and was initially formed by the Jarislowsky, Molson, Saputo, and Trottier foundations and coordinated by PFC. It became a pillar in the fight against the pandemic in the Greater Montréal area and the Chaudière-Appalaches region.

By fall 2021 when the program sunset, **PFC helped 10 foundations** and multiple state actors mobilize **contributions totaling \$12.3M** to support Québec's most affected communities in mitigating the spread and impact of COVID-19.



As the pandemic was unfolding, PFC delivered in-depth analyses to guide the foundations' decisions and investments. PFC's coordination team provided the consortium with knowledge syntheses, analyses, and expert-based recommendations to ensure strategic and impactful investments.

PFC also played a critical role of liaison between the foundations, academia, public health authorities, government representatives at all levels, and more than **200 community organizations**.

Through the **27 community action plans** that it deployed over a territory with **3.3 million residents**, this initiative has been publicly recognized by health officials as playing a key role in stemming the 3rd wave of the pandemic and increasing vaccination in Montréal.



Capacity-building

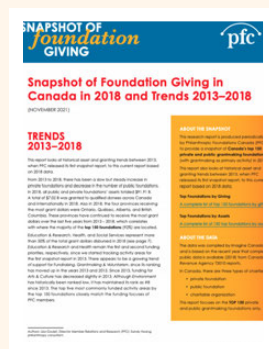
In the midst of the pandemic, PFC produced several guides and research reports to support, inform, and enhance grantmaking, while collaborating with universities and researchers to conduct empirical analyses on a range of issues of concern for foundations and the broader philanthropic sector.

Some of the key 2021 publications include:



[A Primer on Analyzing Financials of Charities and Nonprofits](#)

A basic tool to help funders understand and analyze financial statements for improved due diligence



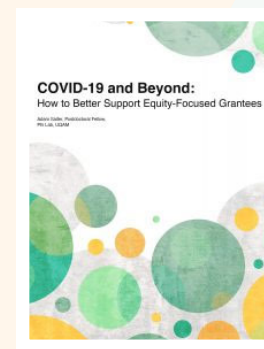
[Snapshot of Foundation Giving in Canada in 2018 and Trends 2013-2018](#)

details the granting trends of Canada's top 150 private and public grantmaking foundations



[Investment & Disbursement Survey 2018-2020](#)

presents members' experiences and perspectives on the management and changing profiles of investment portfolios and potential changes to the disbursement quota



[COVID-19 and Beyond - How to Better Support Equity-Focused Grantees](#)

focuses on the experiences of equity-seeking grantees during the initial months of the COVID-19 pandemic



PFC capacity building efforts also extends to its regular [Webinars](#) and to our annual conference. In addition, it includes peer learning.

If you missed any of our webinars they are all available on our YouTube Channel! Watch Now



JEDI Accelerator ✨

In the midst of the pandemic, PFC produced several guides and research reports to support, inform, and enhance grantmaking, while collaborating with universities and researchers to conduct empirical analyses on a range of issues of concern for foundations and the broader philanthropic sector.

“

Today really felt like a turning point with everyone being open with each other. Really looking forward for what's next.

JEDI Accelerator Participant
Survey Respondent

”

“

This has been an excellent program so far! Very organized and wonderful facilitation. It has been a wonderful group with top notch folks! Thanks so much for all your work.

JEDI Accelerator Participant Survey
Respondent

”

Over the course of 10 monthly sessions, we are learning together how to better understand the issues, develop and implement the necessary tools and action plans, and build a strong supportive peer cohort experience to strengthen effective grantmaking.

Throughout the year-long journey, participants gain a deep understanding and common language on JEDI, tools and resources specifically selected for unique needs, an action plan with supports for implementing key steps, and a strong peer cohort to draw on for the future.

PFC Members

PFC is a national network, with members from BC to Newfoundland. They come from small foundations with assets under \$1 million to very large foundations that are well over \$1 billion, granting to communities across Canada and internationally, in all sectors.

“

PFC helps foundations understand and unleash the power of all forms of their capital, to further their mission, vision, and values.

”



MJ Sinha
Director
Helderleigh
Foundation, Toronto



At the end of 2021 we had
135 members
including
14 new members



COLLECTIVELY
PFC members manage close
to **\$50B in assets**
which represented about half
of all assets managed by
foundations in Canada.



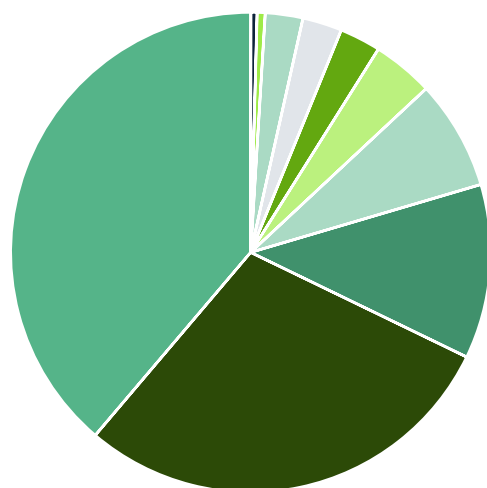
ALMOST
30% of the top
150 grantmakers
in Canada are PFC members



2021 Summary of Revenues and Expenses

The financial summary below is derived from PFC's 2021 audited financial statements.

[The full statements are available on our website.](#)

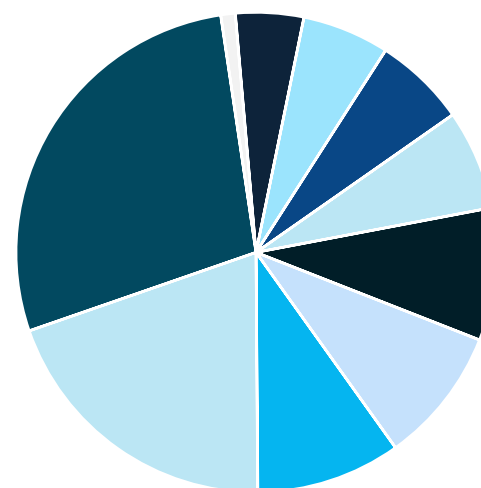


Revenues

Membership Fees	\$946,190
Quebec COVID-19 consortium	\$708,129
Donations	\$286,480
DQ consultations	\$180,000
Conference	\$100,528
Collaborative/Climate Project	\$67,444
Grants	\$65,000
Special Projects	\$61,710
Student Subsidies (MITACS)	\$13,037
Interest income	\$10,341

Total

\$2,438,859



Expenses

Quebec COVID-19 consortium	\$708,129
Advocacy & DQ consultations	\$502,232
Strategic Communications	\$247,214
Learning & Knowledge Mobilization	\$232,815
Operations	\$226,399
Conference	\$157,224
Member Support	\$149,017
Research	\$116,123
Collaborative/Climate project	\$70,329
Governance and Accountability	\$24,785

Total

\$2,434,267



Looking to learn more?

Check out the links below for more information about us online

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[Board](#)

[Programs and Initiatives](#)

[News and Insights](#)

Ready to join the PFC network?

Get in touch.



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