



## 2022 Annual Report

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### Who we are

Philanthropic Foundations Canada (PFC) is Canada's national philanthropic network, bringing foundations and grantmakers together in pursuit of a more just, equitable and sustainable world.

For over 20 years we have been strengthening Canadian philanthropy – in all of its diversity – to bring members and partners together to connect, learn, and advance the best solutions for change on the issues that matter most.

### **Our Approach & Strategy**

- PFC works with foundations to strengthen and broaden their governance, programming and relationships.
- We create open spaces for foundations to act collaboratively and to harness their collective wisdom and resources.
- We help to translate evidencebased learning into actionable practice and policy.

#### **Capacity-building**

Amplifying impact by enhancing the effectiveness of philanthropic organizations.

#### **Collaboration**

Providing opportunities for foundations to work together and with community and government partners in supporting meaningful, scalable change.

#### Advocacy and Public Policy

Improving regulation and the policy environment for philanthropy and the wider non-profit and charitable sector.







### Message from the President & CEO

Dear friends:

We're pleased to present to you our 2022 Annual Report.

In many ways, changing public policy was at the core of our efforts. It was also a year of renewed focus and reconnection, with COVID-19 finally becoming endemic. But it certainly left its marks. Inflation and interest rates remain historically high. Our civil society partners have yet to recover from the loss of income, volunteers and staff, and many are stretched by rapidly growing and changing needs.

The deep challenges facing the world also show little sign of abating. The climate crisis is deepening at an unprecedented rate. Authoritarianism, inequality and state failures are surging globally, and the war in Europe is now in its second year. In this zeitgeist of transition and uncertainty there is opportunity. It can lead to the transformation of lives, if the moment is met with responsiveness.

Our network has, in many ways, stepped up to the plate. Learning, change and incredible effort is happening across the sector. Many are heeding calls to engage and fund more diverse communities and initiatives, rethinking how to align their resources to meet evolving needs and toward more forward-thinking principles. We know that the world is changing, and so too must our approaches. But we are also learning from the past as we respond to the needs of today to ensure that we will continue to do so for many decades ahead. This dedication ensures that our work is non-partisan, evidence-based, and open-mannered, to have meaningful impact in serving the common good.

I am pleased to share the results of our dedicated work to support our growing network and strengthen our collective impact. 2022 saw our new brand and website, a successful national conference in Montreal, and growing collaboration initiatives, along with our growing engagement on policy issues that matter, and our thought leadership in the wider charitable sector.

Please learn more about what's we've been up to. Reach out with your questions. Tell us what's working for you, what you need support with, and where you think we should be heading. In late 2023, we will begin the development of our next strategic plan. We'll need your engagement, energy, and spirit to help us achieve our mission.

Warmest regards,

#### Jean-Marc Mangin

President & CEO Philanthropic Foundations Canada



Dear colleagues:

The growing complexity in the world continues to at times feel overwhelming. The uncertain economy, labour and volunteer shortages, and growing needs for more resources and responsive programming are continuing to create extreme demands on our sector, our partners, and the issues we care about most.

But as a network we are working together, collaborating and supporting each other like never before. The truth is that while change is happening around us, we are not without agency. We can lead change. And we are.

From historic regulatory changes and novel pathways for increased equity, to impactful growing platforms for greater philanthropic collaboration, to emerging research and resources for new and established funders alike, PFC is showing up, hand-in-hand, with our members.

Indeed, each member in the PFC network brings unique and valuable insights, relationships and perspectives to the table. As we grow as a network, the strength and vigor of our collective impact does too.



I have been honoured to serve as the PFC board Chair since 2020. As my term comes to an end, I can't help but reflect on the extraordinary practice of excellence that Philanthropic Foundations Canada has built, which I have had the pleasure of witnessing and participating in.

As members, we are fortunate to have fantastic leaders on our staff, board, and committees, both new and long-standing. Thanks to their dedication, PFC has been delivering on its purpose to strengthen Canadian philanthropy – in all of its diversity – in pursuit of a just, equitable, and sustainable world. I am so pleased to have been a part of it and look forward to continued engagement as an active member.

With gratitude,

#### Patty Faith

Chair, Board of Directors Chief Brand and Reputation Officer, Medavie

### Public Policy & Advocacy

2022 marked historic milestones regarding the regulation and policy environment for foundations and the wider non-profit and charitable sector in Canada. The enshrinement of a new disbursement quota of 5% and new legal framework for funding non-qualified donees was significant. Our leadership, member mobilization, cross-sectoral partnerships, and government relations were instrumental in informing and shepherding these changes, underpinned by the largest network consultation and engagement of PFC's history, bringing community together in an unprecedented way towards a common cause.



### Disbursement Quota Increase Made Law



Our unprecedented engagement, advocacy, and leadership efforts in 2021 and 2022 culminated with a historic regulatory change for the sector: the disbursement quota increase from 3.5% to 5% for assets over \$1M starting January 2023, was made law in December 2022, thanks to our instrumental mobilization. Following the largest network consultation in PFC's history – engaging over 70% of our membership – we stepped up to take an elevated leadership role in advocating for our sector's needs, bringing expertise, and negotiating a diversity of perspectives towards a balanced approach.

With the disbursement quota at 3.5% since 2004, and with increasing and compounded demands on the charitable sector, our most involved network consultation and research experts' empirical analysis landed us at a 5% increase recommendation, with periodic reviews – a position that balances concerns about increasing charitable spending and avoiding capital erosion. We are proud to have helped shepherd this change, bringing our community together towards a common cause, and were pleased to see several of our key priorities included in the new regulations.

Another key finding of our consultations was that raising the disbursement quota would be an inadequate measure to equalize community access to funding, as it does nothing to remedy the existing funding inequities in the sector. In addition to an increase in funding, we also advocated for mechanisms to encourage greater diversity of distribution, through three enabling conditions.

**70%** 

70% of PFC network engaged in consultation around disbursement quota

#### Funding non-qualified donees

We advocated for improving more equitable access to charitable funding by removing direction and control mechanisms in the regulatory system for partnerships with non-qualified donees, which was legislated in 2022 through the new qualifying disbursement regime

#### Data strategy roadmap

We are also working hard on advocating for increasing impact and missionrelated investment and fixing the sector's data deficit. Some estimates suggest □ that the new DQ could unlock \$300-\$500M in funding for the charitable sector, helping to alleviate the chronic underfunding to the 86,000+ registered charities, and many other non-profits and social purpose initiatives across Canada. This shift will have a significant impact in helping causes that advance the common good – from the climate crisis, Reconciliation, and funding equity-seeking communities, to health, education, the arts, and beyond. We will be tracking responses to these changes.



PFC is a key partner when it comes to ensuring that our regulatory frameworks support and empower the sector's work. We collaborate on initiatives regularly, because we value their expertise, commitment, and leadership on some of the most important issues facing the nonprofit sector.

> **Cathy Taylor** Executive Director - Ontario Non-profit Network

# New rules for granting to non-qualified donees

2022 marked a historic policy milestone with our mobilization to amend the Income Tax Act and create an unprecedented framework for directly funding non-qualified donees. Further, to ensure effective implementation, we engaged in a cross-sector mobilization in Ottawa and successfully lobbied the government to amend the first 2022 Budget Implementation Bill – a significant victory in steering policy in a better direction to meet the needs of our sector and the public benefiting from it.

One of the key findings from our historic member-wide consultation on the disbursement quota was that increasing funding to charities is an inadequate measure to equalizing community access to funding, as it does nothing to remedy the existing funding inequities in the sector. The confluence of the pandemic, effects of the climate crisis, and a renewed racial reckoning spurred by George Floyd's murder, all highlighted the unmet needs of Indigenous, Black, and other equity-seeking communities. It also highlighted the chronic underfunding of the organizations serving them, often led by leaders from those communities themselves. In addition to an increase in funding, we also advocated for more equitable distribution through several enabling conditions, including funding to non-qualified donees - grassroots and community groups working on the ground, with lived experience and often best positioned to identify and advance solutions for their own communities.

To push our recommendation and its implementation forward, we liaised regularly with Senator Ratna Omidvar, culminating in a Hill Day in May 2022 with a coalition of partners including organizer Imagine Canada, as well as Cooperation Canada, Ontario Nonprofit Network, Canadian Centre for Christian Charities, and other sector leaders. We also received grants from members and non-members to support this work. Amplifying our policy budget has elevated our capacity as leading experts and advocates in the sector. Our coalition worked tirelessly with Senator Omidvar to move the recommendations forward and ensure it stuck to its original intent. Directly as a result of our collective efforts, the historic amendments passed and were enshrined with Bill C-19, the Budget Implementation Act.

These changes create the potential to redistribute billions in charitable funding towards non-qualified donees, helping to level the playing field and open up greater access to charitable funds for innumerable grassroots and community initiatives typically underserved by philanthropy. This has the potential to increase and improve services for millions of Canadians, especially the most vulnerable. We will be tracking responses to these changes.



2022's first Budget Implementation Act, passed and included the essence of my Senate bill - S-216, the Effective and Accountable Charities Act. It included measures that changed 'direction and control' requirements that regulate charities who work with non-charities to provide a path to get rid of the deeply imbedded systemic racism that was contained in the Income Tax Act. In its place will be strong, accountable and effective partnerships based on mutual respect. Many thanks to the charitable sector who played an integral role in working together advocating for the changes, including groups such as Philanthropic Foundations Canada, Imagine Canada, Cooperation Canada, the Canadian Centre for Christian Charities, and the United Way of Canada. Good ideas, lots of hard work, persistence and above all, the voice and leadership of civil society was instrumental in creating change in the legislation.

#### Senator Ratna Omidvar

### Learning & Capacity-Building Initiatives

Our learning and capacity-building initiatives built significant momentum in 2022 across our network, with a focus on amplifying effectiveness in grantmaking, programming, and investing:

- National Conference
- JEDI Accelerator
- Investment Roundtable
- CEO Retreat
- Affinity Groups



### **National Conference**

2022's national conference, "Let's Reconnect!", was the first time our network met in person since the start of the pandemic. It was clear we felt, more than ever, the collective craving for reconnection. Over 330 members and friends from foundations, charities, and non-profits, as well as advisors, consultants, asset managers, and donors from across the country gathered for two days of peer learning, exchange, thought leadership, and connection.



This conference had our highest ever number of participants, speakers, and diversity all around – for over 50% of participants it was their first PFC event, and of the 80+ speakers, 62% self-identified as women and 38% as BIPOC (Black, Indigenous, Person of Colour). All 25 sessions touched on the undercurrent theme of "reconnection" from a range of angles, such as reconciliation, generational leadership, diversity, equity, inclusion, climate, impact investing, and public policy change. Speaking to one of the main lessons from the pandemic – that systems are always connected – the conference aimed to address how philanthropy's response to the pandemic can serve as a blueprint for future interconnected crises and challenges.

### The National Conference in numbers

**62%** 

50%

For over 50% of participants the conference was their first PFC event

62% of our 80+ speakers identified as women

**38%** of our 80+ speakers identified as BIPOC (Black,

Indigenous, Person of Colour)



Touched and impressed by the quality of First Nations leaders in the opening plenary session.

### **Conference attendee**

The opportunity to meet in person was phenomenal... I loved the Day 2 discussion on capacity-building and the fishbowl style that invited participation from the room. It allowed for a very engaging conversation and for expertise and knowledge to emerge from the room

### **JEDI** Accelerator

Building on the growing momentum around equity, driven by our community, in 2022 we ran Canada's first and only accelerator program for foundations to help strengthen capacity around JEDI (Justice, Equity, Diversity, Inclusion).



The first cohort brought together 10 foundation teams over 10 months – involving their boards, staff, and senior management – and guided them towards a deeper understanding and common language on JEDI. Beyond this, the program supported participants in turning these learnings into concrete action with tools, resources, and unique action plans for their foundations. The group also formed a strong peer cohort, which continues to collaborate as a community of practice in strengthening effective grantmaking. By the end of the program, its impact had already been felt internally amongst participating organizations. They identified, for example, improved internal cohesion, greater departmental synergies, and updated policies. Beyond this, with the program inspiring adjustments to grantmaking and investment practices, we are also seeing the broader impact on the charitable and non-profit sector. Participants are developing new, deeper, and more equitable partnerships with the organizations they support, and repositioning themselves and peers in how we contribute to the public good. This growing momentum and activation of JEDI practices has also dovetailed with our 2022 policy agenda, as the increase to the disbursement quota and new rules for granting to non-qualified donees both align with more equitable granting mechanisms. In turn, these regulatory changes are being integrated into the curriculum of our 2023 JEDI Accelerator.

### JEDI in numbers

### 87.5%

of survey respondents had started to undertake changes to advance JEDI by the end of the program of survey respondents had completed their JEDI Action Plan by the end of the

program, and another 25%

were almost or partially complete, with a plan to

complete it.

**50** %

### 100%

of survey respondents felt that participating in the JEDI Accelerator had been useful for their foundations.

### From the participants



When we saw the JEDI Accelerator Program being offered by PFC, we saw it as an opportunity to continue our journey of working towards being a more equitable organization alongside other foundations who shared some of the same specific challenges and opportunities within their operating contexts. What developed through the program was a beautiful community of support, encouragement, and idea sharing, from organizations at all points along their journeys that propelled us forward. The bringing together of staff and board members to undertake this work was ideal, creating a sense of collaboration within the foundation, and working toward a final, tangible JEDI action plan gave us a clear sense of accomplishment by the end of the program. Some of the actions are already in place, others are ones we're moving towards, but there's no doubt that the Rozsa Foundation is a stronger, more equitable organization thanks to our participation in PFC's JEDI Accelerator Program

#### Simon Mallett

Executive Director - Rosza Foundation

### Learning initiatives



### Investment Roundtable 回

As interest in intentional and sustainable investment strategies continues to grow, so too did our Investment Roundtable in 2022. Expanding to a more national level and engaging member investment committees for the first time, this roundtable has become a unique Canadian platform for practitioners and leaders to learn and exchange knowledge on emerging investment trends, and collectively strengthen investment capacity and practices across the sector.



The Roundtable has proved a valuable experience to share how investment portfolios are managed at different foundations, how managers are evaluated, what products are being considered, and various issues facing foundation Investment Committees as they seek to generate income and safeguard principal.

### **Tim Gardiner**

Vice-Chair of Board of Directors - Lawson Foundation



#### CEO Retreat

Canada's only annual gathering of philanthropic executives, our signature retreat continues to bring together CEOs for a co-designed program of peernetworking and learning, creating a space for open discussion around recent developments and concerns across Canada's philanthropic community. 2022 saw a diversification of participants and expanded representation across the country and types of member organizations, with a record 80 leaders participating in-person or online.



### Affinity Groups

Members gathered for continuous capacity-strengthening through our peerlearning groups. Our Program and Grantmaking Staff Affinity Group in particular saw renewed leadership, direction, and diversification in 2022, with an expanded steering committee and strengthened commitment to exploring Diversity, Equity, and Inclusion in grantmaking, making a real difference in enhancing effectiveness in grantmakng, programming, and administrative practices.



To me, the PGSAG represents a link to foundations and philanthropic practices to which I may not have had access otherwise. Being part of the steering committee has been a highlight in itself, for the always interesting conversations, the shared experience and the professional friendships

#### **Ode Belzile**

Director, Philanthropic Activities - Fondation J. Armand Bombardier



### **Research and Publications**

Responding to major shifts in society and reflected in philanthropy – including the pandemic, the ongoing racial justice movement, and climate change – PFC engaged in several collaborative research initiatives in 2022, to better understand the philanthropic sector and serve its evolving needs.

This resulted in several guides and research reports, as well as ongoing research projects:



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### 2022 Philanthropic Foundations Salary & Benefits Report

A unique PFC sector resource, providing a comprehensive review of pan-Canadian employee salary and benefits data from PFC member organizations. This report provides foundations across the country with benchmarks for trends and best practices in good governance and human resource management.



### <u>Grant-making Toolkit for the New Decade 🖻</u>

We partnered with Community Foundations of Canada to co-develop our first joint grantmaking guide. Revised from older PFC versions, it takes a modernized approach to address major shifts in philanthropy. With a lens adjusted for todays context vis-a-vis the pandemic, the current battle for racial justice, and the climate crisis, the guide is a community resource to facilitate good grantmaking practices and more effective and impactful philanthropy.



### Equity Benchmarking Survey

Since 2020 we have participated in the Equitable Recovery Collective, a group of non-profits and charities working to advance an equitable recovery from the pandemic and a strong non-profit sector. Last year one of the collective's working groups, which includes PFC, launched an ambitious research project to gain more of a baseline understanding of the non-profit sector's capacity in reference to a host of organization-level indicators on equity. The ongoing benchmark survey – collecting data from 1600+ organizations, including many PFC members – will help lay the groundwork for action-oriented awareness and capacity-building interventions across the sector for the years to come.

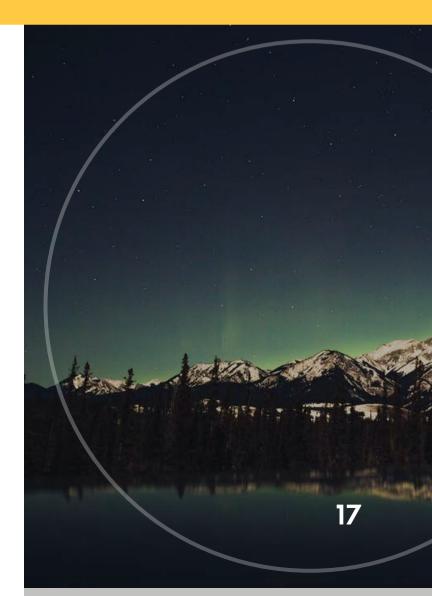
# Partnerships & Collaboration

By expanding and deepening our member and sector partnerships in 2022, we were able to facilitate systemslevel collaborative approaches to address some of Canada's most pressing problems, including the climate crisis, as well as more entrenched regulatory barriers, including data deficits impacting equitable fund distribution.



#### Data Strategy Roadmap

Anchored in our policy agenda to fix the sector's data deficit and its impact on equitable funding distribution, we launched a partnership with Ontario Trillium Foundation in late 2021 to explore a data strategy for the philanthropic sector. Over the last year we built up the partnership, convening key stakeholders and conducting initial research, in preparation for a second phase in 2023 to advance data equity in the context of a T3010 overhaul and beyond.



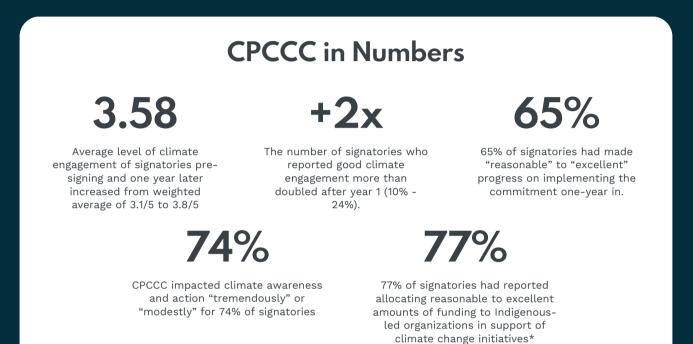
### Canadian Philanthropic Commitment on Climate Change (CPCCC)





Housed at PFC and jointly facilitated by PFC, Community Foundations of Canada, Environment Funders Canada, and The Circle on Philanthropy, CPCCC is a call on all funders in Canada to act on climate change, regardless of their respective missions. Launched in Fall 2021 and with 50+ signatories less than two years in, CPCCC punches well above its weight at almost 10% of the entire 600+ signatories under the <u>WINGS</u> #PhilanthropyForClimate global movement. The Canadian commitment is also the only one bringing an Indigenous lens to climate solutions, with The Circle on Philanthropy mobilizing an Indigenous Advisory committee.

Running its first year of programming in 2022, CPCCC has brought our partnership practices to the next level, catalyzing sector collaboration for a systems-level approach to address the climate crisis. Our year of capacity-building programming around the pledge involved convening signatories for regular learning opportunities to support their implementation journeys, leveraging collaboration and exchange across a wide variety of funders, from climate experts to climate novices. It has helped build each funder's muscles for integrating climate actions, as well as amplifying the sector's overall impact in addressing the climate crisis. Going into 2023, signatories' reported level of climate engagement had already increased by 28%. The momentum and reputation of the pledge has also led to invitations for PFC to speak at COP15 in Montreal (United Nations Biodiversity Conference), on behalf of the broader international commitment. It also led to consultation with one of our signatories in preparation for the World Economic Forum's Giving to Amplify Earth Action (GAEA) initiative in Davos, as well as their inclusion in the <u>declaration</u> to mobilize philanthropy to work on climate change.



\* This assessment is not based on specific dollar amounts, but rather a self-reflection on behalf of the respondent and their own evaluation of what these categories mean to them.

### From the CPCCC signatories



The CPCCC's resource guide and facilitated sessions have helped us develop our internal capacity-building efforts to ensure that our Board, investment committee, staff and stakeholders are informed about the systemic causes, impacts and solutions of climate change, and the implications for our work. The reporting process provided a welcome framework to take stock of and celebrate the progress we've made under our Climate Change strategy. We're grateful to PFC, EFC, CFC, and the Circle for this valuable collaboration.

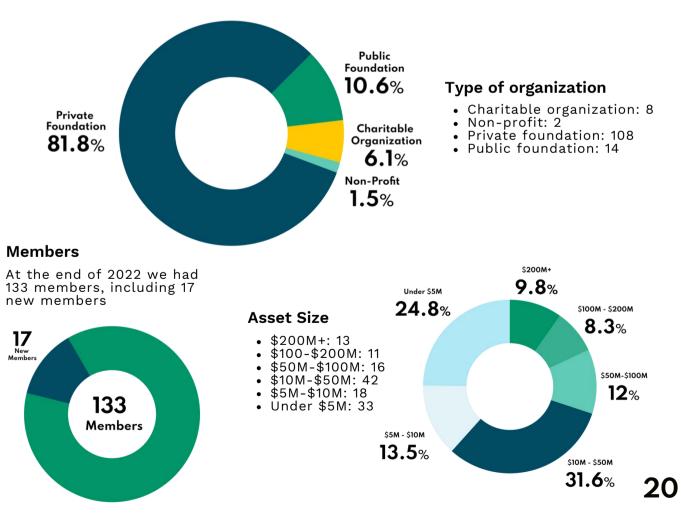
#### Stephanie Trussler

Executive Director - Peter Gilgan Foundation

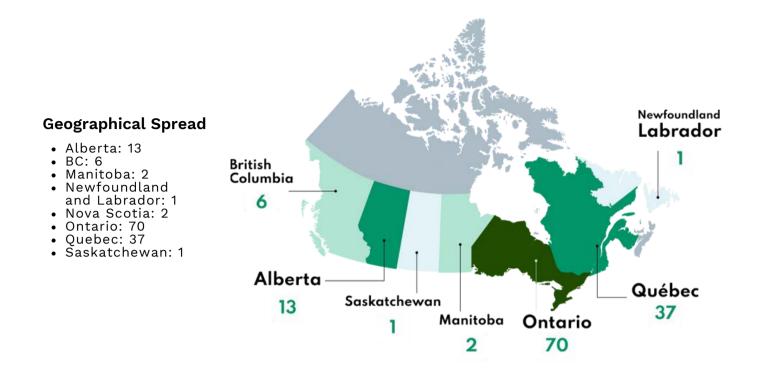
### **PFC Membership**

PFC is Canada's national network of grantmakers, with a diverse range of members from across the country. They vary in size from those with assets under \$1 million to large foundations that are over \$1 billion, and range from small family foundations to large public and community grantmakers.

They support an array of sectors, populations and issues. 2022 saw 17 new members from across the country join our network, and many of our longstanding members experienced significant milestones, highlights, and transitions in their work.



### PFC members in 2022



### Collective Assets and Grants

### \$54B in assets

Collectively managed by PFC members in 2020\* which represents about 44% of all assets managed by foundations in Canada that year

### \$1.4B in grants

Collectively disbursed by PFC members in 2020\*, which represents 18% of all grants disbursed by foundations in Canada that year

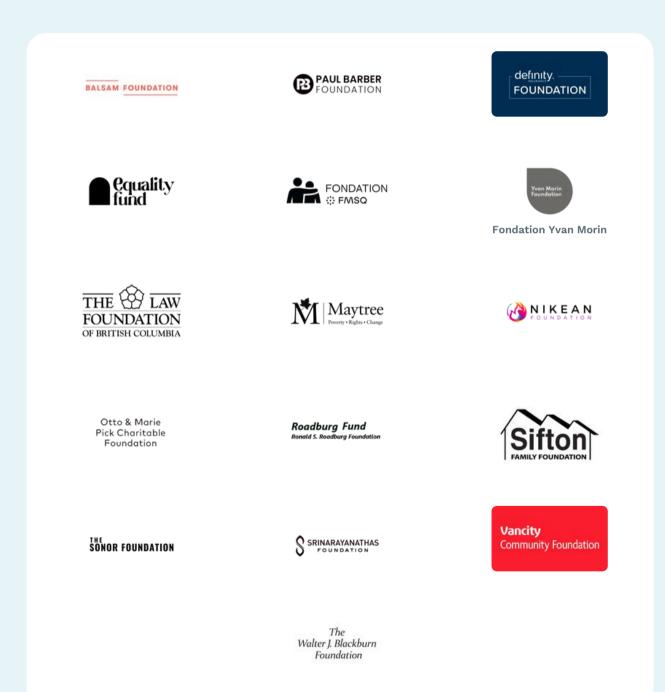
### 25% of the top 150

PFC members represented 25% of the top 150 grantmakers in Canada by asset size in 2022

\* 2020 being the most up-to-date T3010 data that year

### **New Members**

We welcomed 17 new members in 2022! Showcasing the diversity of our network, with representation across the country, as well as foundation type, size, and approach, each of our new members is doing unique and innovating work with positive impacts across a variety of sectors and regions in Canada and beyond.



### **Member Highlights**

Many of our members had transformative impact in 2022. Here are just a few big highlights and milestones from a few of our many exceptional members



#### **UKRAINE SUPPORT**

Many PFC members mobilized swiftly and significantly to support Ukrainian refugees and frontline relief following the Russian invasion in 2022. 30+ member foundations made a significant difference in the lives of Ukrainian refugees, the Canadian diasporic community, and direct aid on the ground.



#### **IVEY SUNSETTING**

They Ivey Foundation, Canada's sixth oldest private family foundation, announced that it will wind up operations by the end of 2027 and distribute its full \$100 million endowment over the next five years, beginning in 2023. The Foundation's board made this decision due to its commitment to benefit the current generation, at a time when their resources could be best used to address the urgent climate crisis, which cannot wait. Learn more here



#### ★ NEW LEADERSHIP

The philanthropic community was rejuvenated with lots of new leadership in 2022, bringing bold visions for change. A big congratulations and welcome to: Andrea Clarke at Chagnon Foundation, Nadia Duguay at Fondation Béati, Riz Ibrahim at Counselling Foundation of Canada, Dan Hula at Youth in Philanthropy, Anita Wortzman at Asper Foundation, Francesco Miele at Fondation Mirella & Lino Saputo, to name just a few of the new faces at the helm of philanthropic organizations in Canada.

### **Brand New Website**

To complement PFC's new Purpose Statement, we were proud to launch our refreshed brand and website in spring 2022, a first step in rebuilding our digital ecosystem.



### A new look logo for a fresh new outlook

Our new brand reflects our inclusive vision, mission, and leadership, our work to mobilize our membership, and our dedication to generate impact in Canadian communities and beyond.

### A new website for a collaborative future

Our new website facilitates improved connection with our membership and wider network of partners, while better serving our sector with updated resources, programming, and cogenerated content. Thank you to <u>Third Wunder</u> for supporting us in this work.

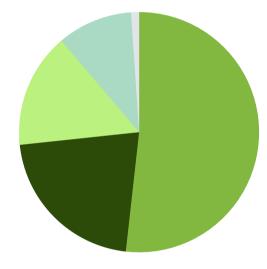
With these changes, our social media content creation, engagement, and following grew exponentially as well, along with our relevance in the sector as a source of news, curated content, and champion of our members.



### 2022 Summary of Revenues and Expenses

The financial summary below is derived from PFC's 2022 audited financial statements.

The full statements are available on our website. 🗈

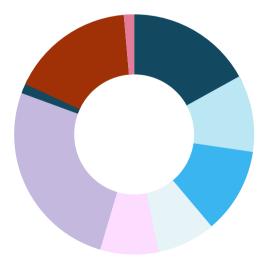


2022 TOTAL
854,642
355,537
255,493
167,179
17,871
0
0
\$ 1,650,722

### Revenues 2022

### Expenditures 2022

EXPENDITURES	2022 TOTAL	
Impact Advocacy	280,751	
Learning & KMB	171,606	
Strategic communications	190,520	
Research	117,843	
Member support	130,192	
Conference	430,705	
Governance and accountability	21,331	
Operations	276,777	
Quebec COVID-19 consortium	0	
Collaborative/Climate project	22,920	
Total	\$ 1,645,645	



## Ready to join Canada's growing network of grantmakers?

Leverage your sector leadership for the common good through idea exchange, networking, advocacy and more.

### <u>Get In touch to learn more</u> 🖽



PFC provides a unique platform and network for addressing the complex social and environmental challenges of our time, while daring to reinvent traditional philanthropic practices. By challenging preconceptions, committing to rigorous and honest examination of the sector's blind spots, and disrupting the status quo, PFC is a catalyst for meaningful action, strengthening our collective ability to redefine ourselves through continuous learning and unlearning.

> **Nadia Duguay** Executive Director - Fondation Béati



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<u>www.pfc.ca</u>

PFC is a registered charity Registered charitable no. 89295 2128 RR0001

**ANNUAL REPORT 2022**