

# RESEARCH

## Philanthropic Success Stories in Canada

Julie Sperling  
Michael H. Hall

*Appendix included*

**BMO**  **Harris Private Banking**  
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ISBN 1-55401-356-9

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Imagine Canada  
2 Carlton Street, Suite 600  
Toronto, Ontario  
M5B 1J3  
Tel.: (416) 597-2293  
Tel.: 1-800-863-1178

Imagine Canada, **Ottawa**  
1705 – 130 Albert Street  
Ottawa, Ontario  
K1P 5G4  
Tel.: (613) 238-7555  
Tel.: 1-800-821-8814

Imagine Canada, **Calgary**  
1800 855 2<sup>nd</sup> St. SW,  
East Tower, Bankers Hall  
Calgary, Alberta  
T2P 2S5  
Tel.: (403) 645-3086

[www.imaginecanada.ca](http://www.imaginecanada.ca)

## Acknowledgements

This research was made possible through the financial support provided by Philanthropic Services at BMO Harris Private Banking. We would like to thank Marvi Ricker, Vice President and Managing Director of Philanthropic Services, for her advice and support.

We would also like to thank all the individuals we interviewed for being so generous with their time and offering their invaluable perspectives on this issue.

## A note from the sponsor

We commissioned this research in order to help Canadians understand the scope of Canadian philanthropy, and to spark imaginations to follow their passion. Small amounts of money used imaginatively, along with energy and effort, can really create wonderful results. It's not a question of donating a lot of money. It's a question of having the vision and determination to see a project through.

We hope this report will encourage people to act on their dreams.

Marvi Ricker  
Vice President and Managing Director of Philanthropic Services  
BMO Harris Private Banking

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## Introduction

There is barely a facet of Canadian society that has not been touched by philanthropy at some point and in some way. Despite the fact that Canadians collectively donate almost \$9 billion to charitable causes (Hall, Lasby, Gumulka, & Tryon, 2006), very little is known about what, specifically, philanthropy has achieved in Canada. This report is a first step toward highlighting the power that philanthropy has to benefit the greater good.

This report is the product of conversations we had with philanthropy experts across the country. What emerged from these conversations was a picture of Canadian philanthropic achievement that is quite unique. Philanthropy, as defined by our experts, is about more than money; it is also about time, passion, and selflessness. The achievements described by our experts are various and encompass nearly every aspect of Canadian society. Their impacts are felt on many levels, from the individual right up to the national and even international levels. The purpose of our study was not to find consensus on any one achievement; rather, it was to gather a wide array of impressions and examples of what Canadian philanthropy has contributed to Canada and the world over the years.

## Methodology

The first phase of our study was a literature scan. The purpose of the literature scan was to prepare a brief report demonstrating some of the things that philanthropy had achieved in Canada. For our literature scan we consulted newspapers and encyclopaedias, and conducted library and Internet searches in order to identify major issues, news events, and headlines that captured the attention of the Canadian public over the years. We then determined whether philanthropy had played a role (either central or peripheral) in any of those issues and events. The report we produced from this literature scan was intended to be a think piece that would inform the second phase of our study: the key informant interviews.

In the second phase of our study we conducted a series of 31 key informant interviews with philanthropy experts from across the country. The experts we identified were both practitioners and academics and had a variety of areas of expertise. Each expert was provided with a copy of our preliminary report prior to their interview in order to stimulate their thinking on the subject. During the interviews, participants were asked to speak about important philanthropists or philanthropically funded efforts that had made a significant contribution to the public good in Canada.

The results of our interviews have been grouped into different spheres of activity, such as grant-making, health, the environment, and education. Before delving into the achievements mentioned by our experts, we should explore how our experts defined philanthropy so that we can understand what criteria were informing their nominations.

## What is philanthropy?

One thing that emerged from this study was a clear picture of what constituted effective and meaningful philanthropy. There was a high level of agreement among our experts regarding the scope of philanthropy, as well as certain criteria that define 'great philanthropy'.

It was evident that our experts' definition of philanthropy was not restricted to large financial gifts – it also included smaller donations. One expert said that the most powerful and inspiring gift she had witnessed in her career was a \$35 donation. Philanthropy, however, extended beyond money; it also included gifts of time and spirit. As one expert put it, philanthropy is about what is in your heart and your spirit, not about what is in your bank account. In fact, many of the individuals mentioned were not philanthropists in the traditional sense; rather, they were champions, advocates, and volunteers.

As many of our experts noted, there is a continuum of ways in which individuals can engage in philanthropy, all of which have their own merits. However, special recognition was given to philanthropy that:

- was risky and did not back a sure winner,
- tackled unpopular issues, such as HIV/AIDS, homelessness, or mental illness,
- was not done for personal glory and recognition,
- did not have any strings attached,
- was pioneering, innovative, and often 'ahead of the curve',
- addressed the root cause(s) of a problem,
- drew on the expertise of those working in the field,
- engaged and inspired the wider community,
- demonstrated a long-term commitment, and
- acted as a spark or a catalyst for lasting social change.

It was this definition of philanthropy that informed the conversations we had with our participants about what they felt Canadian philanthropy had achieved.

## What has philanthropy achieved?

While our experts agreed very closely on their definition of philanthropy, the specific achievements they spoke about were diverse and rarely overlapped. The achievements spanned all aspects of Canadian society, such as health, housing, education, social services, the environment, and international issues, demonstrating the widespread impact that philanthropy has had both in Canada and abroad.

## Grant-making and fundraising

Many of our experts spoke of how foundations, both private and public, and other donors and granters have helped to foster innovation and creative problem-solving, build stronger and healthier communities, and influence the philanthropic climate.

## Innovative problem-solving

Both individual philanthropists and foundations are active in fostering innovation. Philanthropist and businessman Alan Broadbent was recognized for many of the organizations that he has helped found, including the Maytree Foundation and the Caledon Institute for Social Policy. Both of these organizations were mentioned for the influential work they have done in finding innovative and efficient means of addressing emerging social problems. One of the victories that Caledon has achieved is the implementation of the National Child Benefit, which is a significant step toward addressing child poverty in Canada. Some consider the initiative to be the most promising reform since medicare.

Social entrepreneurs such as Bill Young, founder of Social Capital Partners, and the more than 70 technology leaders in British Columbia that form the BC Technology Social Venture Partners (BCT SVP), were also recognized for their innovative efforts at creating lasting social change. These organizations invest their time and money in order to help non-profit organizations become economically sustainable and effect positive change in their communities. For example, BCT SVP partnered with Landscaping With Heart, an initiative of the Coast Mental Health Foundation, and this venture has provided 106 individuals recovering from mental illness with meaningful employment as landscapers and is working toward becoming a sustainable social enterprise.

## Strong and healthy communities

In addition to revolutionizing the philanthropic environment and encouraging innovation, our experts also spoke of how philanthropy has helped to build strong and vibrant communities, mostly through the work of community foundations, which have been created and sustained through the vision and generosity of many dedicated citizens. For example, Vancouver secretary Alice MacKay donated \$1,000 in 1944 to start the Vancouver Foundation, and her gift inspired ten local families to give \$10,000 each in order to cement the creation of what is now the largest community foundation in Canada.

Because community foundations are attuned to the needs of the community, they are capable of addressing local issues in creative ways. Philanthropy helps them do this, and it can also help take local successes and apply them on a larger scale. The JW McConnell Foundation's applied dissemination program was mentioned as an example of this scaling up. This program works with a variety of initiatives that have had success on the local level and helps to implement them in new settings or sometimes even helps them to become pan-Canadian in scope. For example, Eva's Initiatives has received funding as part of this McConnell program. Eva's Initiatives has had success in helping homeless and at-risk youth become self-sufficient, and has now been able to share what it has learned with 75 other organizations across the country.

## The philanthropic climate

Our experts mentioned a variety of initiatives that have changed the philanthropic environment – how money is both raised and given away. For example, according to one of our experts, VanCity's annual \$1 million campaign has revolutionized grant-making. Each year VanCity members decide

on one promising and innovative organization that should be awarded a \$1 million grant – a sum that can help an organization branch out and take its services to the next level.

British Columbian philanthropist Carol Newell is leading by example and inspiring future philanthropists in order to bring about social change. Her Play BIG initiative encourages wealthy Canadians to invest in projects that foster environmental sustainability and social justice.

In terms of fundraising, several people mentioned the landmark \$1 billion fundraising campaigns of the University of British Columbia and the University of Toronto, which redefined 'large gifts', making it more common for organizations to receive donations in the order of \$100,000 or even \$1 million.

## Healthcare and hospitals

Philanthropy has clearly had an important influence in the development of Canada's healthcare system, including its hospitals and community-based health services, and it has also had a hand in many of the medical breakthroughs that have occurred in Canada over the years.

### Hospitals and healthcare services

A number of the experts we spoke to mentioned the role that philanthropy played in establishing the first hospitals in the country. Churches were responsible for many of these early institutions, but individuals were also involved in the creation of hospitals. For example, Elizabeth McMaster, troubled by the high death rates among children, gathered together a group of women to establish Toronto's Hospital for Sick Children in 1875. The women paid \$320 to rent an 11-room house with 6 iron cots. McMaster's involvement, however, went beyond her initial financial commitment; for years she was involved in nearly every aspect of the hospital's operations, from managing finances and fundraising on behalf of the hospital to supervising meals and running the Ladies Committee.

Philanthropy has also shaped and expanded the healthcare services available to Canadians. In the fight against tuberculosis (TB), private Canadian donors like Sir William Gage financed the free sanatoria across the country, as well as the salaries of the first TB nurses. The latter helped demonstrate the importance of TB nurses (the precursor to the modern public health nurse) and the service was eventually taken over by public health departments and the Victorian Order of Nurses.

### Population-specific health issues

Philanthropy often creates services for populations that are not adequately serviced by the traditional programs and services of the healthcare system. Three organizations mentioned by participants that have been established thanks to the generosity of Canadians are L'Arche, the Yee Hong Centre for Geriatric Care, and the Casey House Hospice.

Jean Vanier, a Canadian living in France, began L'Arche in 1964 when, appalled by living conditions in institutions, he invited two men with developmental disabilities to live with him at his home. L'Arche was brought to Canada in 1969 by Steve and Ann Newroth who, with the gift of a large house and some farmland, opened the first L'Arche community outside of France. The philanthropy of Vanier and the Newroths ran much deeper than money and property – they shared their homes and their lives with people who were traditionally marginalized in order to improve their quality of life.

Just as L'Arche addressed the marginalization of those with developmental disabilities, the Yee Hong Centre for Geriatric Care works with Chinese seniors who often slip through the cracks of the

healthcare system. Dr. Joseph Wong saw that Chinese seniors were not receiving the emotional and medical support that they needed because of difficulties navigating the healthcare system. To remedy this problem, Dr. Wong founded the Yee Hong Centre, a nursing home that provides care that is culturally and linguistically appropriate for Chinese seniors and is attuned to the values and traditions of the Chinese culture.

June Callwood helped found many organizations over the years, but she considered Casey House to be her greatest legacy. Callwood founded Casey House, the first hospice in the world to provide support and palliative care to those suffering from HIV/AIDS, when little was known about the disease and the stigmatism and fear surrounding HIV/AIDS were intense. She lent her financial support to the hospice by donating half the royalties from one of her books, but she also worked tirelessly behind the scenes and on the front lines, advocating for change and motivating people to get involved.

### Awareness, funding, and research

In addition to creating and sustaining hospitals and various specialized healthcare services, philanthropy has also played an integral role in raising awareness of a number of health issues and in generating funds for research.

Perhaps the most recognizable achievement of this kind is Terry Fox's unforgettable Marathon of Hope, which taught Canadians about cancer and generated significant funds for cancer research. To date, the Marathon of Hope has raised \$23.4 million for research.

Oftentimes increased awareness is followed by changes in public policy. The advocacy work of many health charities has been instrumental in bringing about changes in public policy, from non-smoking legislation to the elimination of trans fats.

Philanthropy has also proved to be an important source of funding for medical research. Many medical advances, such as the discovery of the gene that causes cystic fibrosis, would not have been possible without the financial support of donors to health charities like the Cystic Fibrosis Foundation.

One of the most famous Canadian contributions to medicine – Banting's discovery of insulin – had philanthropic roots. Since he was working at a time when there were no research grants for medicine, Banting acted as his own benefactor, selling his car to finance his research. He later gave up any income he would have received from his discovery by selling the rights to insulin for \$1 in order to ensure that the drug would be affordable to all who needed it.

### Education and research

A number of the nominations we received focused on education and research. These achievements ranged from public education and literacy efforts to funding university programs and support for fundamental research and development.

### Literacy and public education

Public education and literacy efforts were identified by many of our experts as achievements that had had a positive impact on Canadian society. A good example of what has been accomplished in this area is the *Read to Me!* Nova Scotia Family Literacy Program, which was established by Dr. Richard Goldbloom. *Read to Me!* delivers literacy information and children's books to new parents throughout the province, with the goal of combating poverty, ignorance, educational failure, low

self-esteem, and poor health through early childhood literacy. Dr. Goldbloom has also been instrumental in raising a \$5 million endowment to keep the program running in perpetuity.

Frontier College, Canada's original literacy organization, is another example our experts provided of the literacy work philanthropy has supported. Frontier College recruits and trains more than 5,000 volunteers each year who help Canadians improve their literacy skills.

In the realm of public education, the Vancouver Aquarium's new learning centre, Aquaquest, was established through a \$5 million gift from Marilyn and Stewart Blusson. Aquaquest is a state-of-the-art experiential learning centre where British Columbians can learn about marine life and environmental conservation. The importance of conservation is reinforced through the centre's use of 'green' architecture; the facility meets LEED<sup>1</sup> gold standards and is the first aquarium in the world to do so.

### Post-secondary education

Our experts also noted the many contributions that philanthropy had made to universities across the country. These include the financing buildings, departments and schools, research chairs, and scholarships. The vision and philanthropy that helped to create Canada's numerous world-class business schools was noted by a number of our experts for the lasting influence the faculty and graduates of these programs will have on Canadian society and on the economy.

The experts we spoke to also recognized the importance of having philanthropic support for programs that may not have as high a profile as the business schools mentioned above. For instance, Lillian Massey Treble donated the money to create the School of Household Science at the University of Toronto in 1902, one of the few university programs at the time where women were accepted and were encouraged to study male-dominated disciplines such as chemistry. More recently, Lawrence Bloomberg was singled out for his donation to the nursing program at the University of Toronto, made to emphasize the importance of nursing and to give nurses the same recognition as doctors and medical researchers.

The McGill Institute for the Study of Canada, created through the generosity of Charles and Andrea Bronfman, was another non-traditional academic institution that our key informants mentioned. The institute is innovative in that it brings together both academics and practitioners to study Canada's unique identity in order to distinguish it from the rest of North America. It has spurred studies, seminars, and conferences on issues that affect Canada, which are diverse and include nutrition, free trade, public policy, homelessness, and arts and culture.

### Research and development

Philanthropy has also played an important role in funding research and development. The vision and philanthropy of Mike Lazaridis (the Perimeter Institute) and Dr. John Evans (the MaRS Centre) were applauded by several of our experts. The Perimeter Institute strives to understand the physical world at its most fundamental level in order to increase Canada's future technological competitiveness. The MaRS Centre brings together science, business, and capital in order to foster collaboration and innovation. MaRS applies the innovations and advances that are born of this collaboration to improving the health, quality of life, and economic future of Canadians, thereby ensuring that Canadians reap the full benefits of their investment in science and technology research and development.

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<sup>1</sup> Leadership in Energy and Environmental Design

## Social and economic development

A whole host of achievements were mentioned under the broad category of social and economic development. They include the origins of social assistance programs, community economic development initiatives, assistance for new immigrants, and programs to create more affordable housing.

### Social assistance and economic development

Philanthropy has been involved in providing social assistance for many years. Before the Great Depression, social assistance was provided predominantly by the Church. One of the earliest social services umbrella organizations in Canada – the Community Chest – was a product of various religious charities banding together to raise funds for their community; this organization later became the United Way of Canada.

A host of individuals and organizations are carrying on the work begun by church groups, striving to help Canadians who are less fortunate to become economically independent. A number of our experts spoke of Martin Connell as being a dedicated and thoughtful philanthropist who has made innovative strides in addressing poverty both in Canada and abroad. Connell used his wealth to set up Calmeadow, which grants micro-credit loans to micro-enterprises in Canada and the developing world. Calmeadow was a pioneer of sorts because it took the concept of micro-finance, long used in the developing world, and applied it to a Canadian context. Martin Connell was awarded the Pearson Peace Medal in 1994 for his philanthropy and dedication to fighting poverty.

Another example of a novel solution to economic development designed to alleviate local poverty is United We Can, a recycling project in Vancouver that started as an informal network of binners<sup>2</sup> and is now a thriving social enterprise. The organization was conceived by binner Ken Lyotier, and a substantial portion of its initial funding (\$12,500) came from an anonymous benefactor. An average of 700 to 750 binners visit United We Can each day to return bottles they find in the city's dumpsters, and the organization also employs roughly 30 previously unemployable individuals. The organization prevents 20 million bottles and cans from entering the waste stream every year and thus has social, economic, and environmental benefits.

### Immigration and multiculturalism

Multiculturalism is one of the hallmarks of Canadian society, and one of our experts felt that Canada's response to the Vietnamese 'boat people' crisis was an impressive philanthropic achievement. Many Canadians gave money to support the refugees, sponsored individuals and families, or worked through organizations to help them get settled. Organizations sprang up across the country to assist sponsors, such as Toronto's Operation Lifeline, Calgary's Someone Cares, Montreal's Committee to Save the Boat People, and Saskatchewan's Open Door Society. In total, the Canadian public sponsored roughly 34,000 refugees. In recognition of its efforts on behalf of the Vietnamese refugees, Canada was awarded the Nansen Medal in 1986.<sup>3</sup>

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<sup>2</sup> Individuals who sift through commercial and residential garbage to find items of use or value, such as bottles that can be returned.

<sup>3</sup> The Nansen Medal is an international humanitarian award and this was the first time it had been awarded to an entire country.

## Affordable housing

Philanthropy has made important contributions to the affordable housing movement in Canada. One of the most recognized organizations working in this area is Habitat for Humanity, which prides itself on not receiving any government funding. The individual who spoke about Habitat for Humanity felt that it was an excellent example of the impact that the collective philanthropy of many donors and volunteers can have.

Another nominee was realtor Mary Bales, who was recognized for her leadership in creating Heartwood Place, an organization that provides safe and affordable housing to Kitchener-Waterloo residents. Concerned about the increasing need for affordable housing in her community, Bales spearheaded a campaign to raise funds for Heartwood Place's inaugural project – the conversion of an industrial building that once housed a textile store into affordable housing.

## Environment

The natural environment is an important part of life in Canada. Philanthropy has done much to help address problems facing our natural world, such as climate change, and has also played a significant role in conserving the diversity of Canadian ecosystems for the benefit of future generations.

### Public education and action

While not a philanthropist in the traditional sense, David Suzuki was mentioned a number of times by our experts as someone who has popularized and galvanized support for environmental issues in Canada. He has been a leader in educating the public and showing Canadians how they can make a difference. David Suzuki has championed causes such as sustainable development, biodiversity, and, most recently, climate change. More than 340,000 Canadians have joined his Nature Challenge and made a voluntary commitment to lower their impact on the climate and the environment.

Ron Dembo has also been active in addressing climate change. Dembo used the money he made through his risk management company, Algorithmics Inc., to found Zerofootprint – a nonprofit organization that educates citizens about climate change and helps them reduce their environmental footprint. Zerofootprint provides tools to help individuals calculate their footprint and balance their impact through the purchase of carbon offsets.

### Land conservation

Our experts felt that people and organizations that had contributed to conserving Canada's natural environment deserved to be recognized. The late Glen Davis received many nominations for his quiet dedication to environmental philanthropy. Davis championed environmental causes for more than 30 years and donated millions of dollars to organizations such as World Wildlife Fund Canada. His support and genuine interest in the environment catalyzed many efforts to save Canada's wildlife and wild spaces.

The Nature Conservancy of Canada (NCC) was also suggested by our experts for its role as a vehicle through which Canadians can donate land for conservation purposes. The NCC has preserved more than 1.9 million acres of ecologically significant land since its inception in 1962. In recent years, the NCC has used Canada Day as an opportunity to highlight the gifts of land that individual Canadians have made throughout the year. Examples include a rancher who donated a 5.25 square kilometre tract of British Columbian grassland, a Nova Scotian couple who donated

the money to buy an 83-hectare stretch of tidal marsh and shoreline, a Manitoban woman who donated her old-growth forest, and a Saskatchewan woman who gave 130 hectares of land that houses variety of habitats and an array of rare and endangered species.

Finally, the campaign to protect the Great Bear Rainforest of British Columbia was singled out as an impressive conservation effort where philanthropy played a pivotal role. The Great Bear Rainforest represents 25% of the world's coastal temperate rainforest and is the largest intact forest of this type in the world. It has been at the centre of a decade-long struggle that has brought together environmental groups, logging companies, First Nations communities, and governments to negotiate innovative conservation solutions. Environmental groups raised \$60 million in private funding to support their efforts and used this funding to leverage matching funds from government. As a result of their collaborative efforts, 6.4 million hectares (33%) of the Great Bear Rainforest is off limits to logging and the rest will be subject to stringent logging guidelines. This innovative partnership recently won the World Wildlife Fund's international 'Gift to the Earth' award for its ground-breaking collaborative conservation plan.

## Sports and recreation

According to our experts, philanthropy has made less of an impact in the area of sports and recreation. As one expert put it, sports and recreation philanthropy is just not in the same league as, for instance, healthcare and hospitals. Nevertheless, philanthropy has contributed to sports and recreation in Canada, though perhaps not with the magnitude found in other areas.

### Active living and recreation opportunities

Philanthropy has played a role in promoting active living and providing recreation opportunities, especially for children. In 1901, Joseph Atkinson established the Fresh Air Fund, which strove to give children an opportunity to escape the city's pollution and poverty for a few days and attend a summer camp. To date, Atkinson's Fresh Air Fund has raised millions of dollars and sent more than 500,000 disadvantaged children to camp.

Organizations promoting active living are becoming more prevalent with the rise in obesity, and philanthropy has been a part of this growing movement. Some, like Canadian Tire's JumpStart program, are corporate initiatives, while others are championed by professional athletes. For example, Olympian Silken Laumann founded Silken's Active Kids Movement, a foundation that encourages children to be active at home, school, and in their neighbourhood. In addition to encouraging children to be active through play, Laumann's organization connects communities across Canada so that they can share knowledge and resources about promoting increased activity among children.

Sports philanthropy has not been solely focused on the able-bodied. The Canadian Paralympic Foundation has formed an innovative partnership with Carleton University's industrial design program. Upper-year students worked with elite Paralympic athletes to improve some aspect of their equipment and also make it less expensive. The cost of the custom equipment that physically disabled individuals need in order to participate in sports can be very prohibitive, reaching into the thousands of dollars. The student designs will help lower these costs and thereby allow more physically disabled people to engage in sport. The partnership was so successful that Carleton has offered to pay the cost of patenting the designs, and the Canadian Paralympic Foundation is now looking for corporate partners to bring the designs to fruition.

## Sports and recreation facilities and infrastructure

Most large sports and recreation facilities – arenas, soccer fields, swimming pools, trails – are financed by various levels of government; however, there are some that have been donated by individuals. One expert said that it is hard to imagine a community that did not have at least one park or a piece of land that has been donated by someone, bought as a result of a collective community effort, or is maintained through the generosity of local citizens.

Community trails are a particularly good example of how philanthropy has provided important recreational infrastructure. The Trans Canada Trail is an example of how the collective generosity and determination of many Canadians has built a national network of trails that will provide Canadians with recreational opportunities for years to come. When it is complete, the trail will be 18,000 kilometres long – the longest trail of its kind in the world – and will connect 800 communities across Canada.

## Arts and culture

Philanthropy has helped build important and unique arts and culture institutions and supported individual artists and the creative process, thereby fostering a vibrant arts community.

## Unique Canadian institutions

One of Canadian philanthropy's most visible achievements has been the creation of institutions that celebrate Canadian arts and culture. The experts we talked to placed particular emphasis on individuals who had created new institutions, rather than simply adding a wing or hall to an existing facility. For example, Phyllis Lambert established the Canadian Centre for Architecture, one of only three centres in the world dedicated to preserving historically significant architectural documents. Eric Harvie, an avid collector and committed philanthropist, created the Glenbow Museum, which is dedicated to celebrating Western Canadian culture and history. Finally, Israel Asper founded the Canadian Museum for Human Rights, which, when finished, will be the largest human rights centre in the world. The subject of human rights is tremendously important, yet it can also be a delicate subject at times, and the expert who spoke about Asper recognized that his vision took great courage.

## Artistic creation and performance

Our experts also recognized the importance of funding artistic creation and performance, and not simply the buildings that house them. Among those mentioned were Martha Lou Henley, Roger Moore, and the women who make up the National Arts Centre's (NAC) Penelope Circle.

Martha Lou Henley was recognized as a dedicated supporter of the arts in Vancouver. Not only has she given generously to the Vancouver Opera and volunteered a great deal of time for the Opera, she has also helped many of the province's leading choral ensembles get off the ground and flourish.

Roger Moore was recognized for his willingness to invest in living artists – something his nominator said was rare among arts philanthropists. One of the many initiatives he supports is Tapestry New Opera Works' Composer-Librettist Laboratory, an intense week-long workshop that brings together composers and writers in order to explore the creative process and learn effective collaboration techniques. The program has involved more than 70 artists and many strong creative teams have emerged from its workshops.

The eight Canadian women who make up the NAC's Penelope Circle were mentioned for the ground-breaking theatrical work they are supporting. The Penelope Circle is lending financial support to the world premiere production of Margaret Atwood's *The Penelopiad*. The performance will be a collaborative effort between the NAC and the UK's Royal Shakespeare Company and will feature an all-female cast. It represents a unique opportunity to bring Canadian theatre artists to the international stage and it also signifies the Penelope Circle's belief in the power of women's leadership to effect positive social change in the world.

## International issues

Philanthropy has been active in international issues, but the examples offered by our experts indicate that internationally focused philanthropy has tended to be more of a collective effort than the product of individual philanthropists. Furthermore, because international issues tend to be complex, many of them have not yet been solved and as such it is difficult to pinpoint specific achievements.

Nevertheless, Canadian philanthropy has raised awareness about international issues, alerting the public to the serious issues at play in the world around them, and it has also begun to effect positive change in developing countries.

## Popularizing issues

A number of our experts mentioned Stephen Lewis, not for being a philanthropist in financial terms, but for his incredible ability to make the AIDS pandemic known to people in Canada and around the world. They also highlighted his ability to attract money to the cause through his foundation, which support grassroots initiatives in Africa.

Similarly, One X One, a nonprofit foundation started by Joelle Berdugo Adler, was recognized for the work it has done in raising awareness about global poverty issues. One X One's support of high profile campaigns such as Make Poverty History helped it earn its nomination because of the success these initiatives have had in mobilizing Canadians across the country to take action against poverty.

## International development and governance

Many organizations were singled out for their continued efforts in the field of international development. For example, the Mennonite Central Committee and Project Ploughshares have done important work bringing about peace, building capacity, and promoting social justice in developing countries. The Co-operative Development Foundation of Canada, a foundation of the Canadian co-operative and credit union community, provides support for the sustainable development of credit unions and co-operatives in developing countries.

Dignitas International provides a good example of how citizens can make an astounding difference through their generosity of time and money. Dignitas was started by Dr. James Orbinski and it focuses on community-based healthcare in Malawi as a way of dealing with the AIDS pandemic. In its early days, Dignitas needed to secure initial funding and the staff at St. Michael's Hospital in Toronto championed the cause. In just eight weeks the entire hospital became charged around the cause and 500 ordinary staff gave a total of \$150,000 to Dignitas. Some staff members even took vacation days to organize and run fundraising events. The money raised helped 8,000 people in Malawi and also helped Dignitas get off the ground.

The importance of research into international governance issues was also recognized and a number of our participants mentioned Jim Balsillie for his vision and philanthropy in creating the Centre for International Governance Innovation (CIGI). CIGI brings together experts from the public and private sectors in order to explore solutions to multilateral governance issues. One expert highlighted the importance of CIGI's location in Waterloo and the online community it has created, which both offer safety from the danger of repressive regimes. International scholars and practitioners are free to collaborate both in Waterloo and online without fear of danger or repression, and the ideas and solutions that emerge from CIGI can be accessed all over the world in order to effect change.

## Conclusion

There is a general consensus among philanthropy experts that philanthropy is about more than writing a cheque. The most highly regarded philanthropists are not those who donate vast sums of money; rather, the ideal philanthropist takes risks and tackles unpopular issues, gives selflessly of themselves (time, money, and spirit), makes a long-term commitment to the cause, and has no expectation of recognition or a return on their 'investment'. Philanthropists are often wealthy benefactors, but they are also volunteers, advocates, and champions.

While philanthropy alone cannot provide all the answers – cooperation between individuals, non-profit organizations, governments, and businesses is also necessary – philanthropy is in a unique position in that it has the power to respond quickly to emerging issues and the flexibility to take risks that often lead to breakthroughs and innovative solutions.

What emerged from this study were stories – stories of the victories, large and small, that philanthropy has helped achieve. As our experts clearly demonstrated, these stories are both abundant and diverse, and it is difficult to imagine a part of society that has not been touched in some way by philanthropy.

## Appendix A – People, organizations, and achievements mentioned

### Grant-making and fundraising

Alice MacKay: a secretary whose donation of \$1,000 catalyzed the creation of the Vancouver Foundation.

Association of Fundraising Professionals: for their annual awards recognizing volunteers, fundraisers, and philanthropists. Highlighting the difference that these individuals have made has increased awareness about philanthropy and inspired others to give.

BC Technology Social Venture Partners: a network of technology leaders who are committed to giving back to their communities by investing in social enterprises that have the potential to effect lasting social change.

Bill Young: created Social Capital Partners, an organization that invests in social enterprises in order to create positive social change.

Carol Newell: founded the Endswell Foundation, which provides seed capital for emerging social enterprises that are working toward a vision of a just and sustainable British Columbia. She also founded Play BIG, an initiative that identifies wealthy individuals and encourages them to support sustainability through philanthropy.

Community foundations: the Canadian model of the community foundation was seen as 'purer' than the American version because it is more responsive to the needs of the community rather than being driven by donor stipulations. There is also an initiative underway to expand the community foundation approach to an international scale.

Elimination of capital gains taxes: championed by Don Johnson, it has transformed people's ability to make large gifts to charities.

IMAGINE campaign: an effort to increase corporate contributions to the nonprofit and voluntary sector. Individuals mentioned included Martin Connell, Alan Taylor, and Arden Haynes.

Ivey Family: for their support over many years for a range of causes, including the environment and research.

John Tory: an outstanding volunteer fundraiser who actively chaired two major fundraising campaigns – the St. Michael's Hospital Research / Capital Campaign (\$40 million goal) and the United Way of Greater Toronto campaign (\$74.8 million goal).

JW McConnell Foundation: for generating social innovation through its Applied Dissemination Program, which helps apply successful local initiatives on a larger scale.

Kahanoff Foundation: has been a leader in thinking about the infrastructure needs of the nonprofit sector.

Major fundraising campaigns: the first billion dollar fundraising campaigns at the University of Toronto and the University of British Columbia, which revolutionized the way 'large gifts' were defined.

Muttart Foundation: for its fellowship program, which allows senior managers in social service charities to ready themselves to take on new roles within their organizations and act as leaders in the sector.

Rienhart Weber: for support to a range of community organizations in Midland, Ontario and beyond.

St. Michael's Hospital Foundation: had the first hospital foundation campaign in North America where 100% of its physicians donated.

VanCity's \$1 million award: an annual award given to one innovative and promising nonprofit organization, as voted on by VanCity members.

## Healthcare and hospitals

Bruce Buchanan: made a gift to the BC Children's Hospital in honour of his nephew, Jonathan Lawson, who had overcome spina bifida. His donation helped create the first matching gift program at the hospital, which has since enjoyed much success because people were inspired by his story.

Bud McCaig: for his support of health initiatives in Alberta. For instance, his generosity sparked the creation of the Alberta Bone and Joint Institute.

Canadian Tuberculosis Association: collected money to build sanatoria and led widespread public education campaigns. It later became the prototype for future health organizations.

Caregivers: for the volunteer work they do to look after individuals with mental and physical disabilities. They are giving of themselves to do something that makes most people uncomfortable.

Casey House: an AIDS hospice founded by June Callwood at the time when HIV/AIDS was still quite stigmatized. Callwood donated half of the royalties from one of her books to Casey House.

Cystic fibrosis gene: scientists supported by the Cystic Fibrosis Foundation discovered the CF gene in 1989.

Eliminating trans fats: without the advocacy work done by groups like the Heart and Stroke Foundation, the steps being taken to eliminate the use of trans fats in Canada would not have come about.

Elizabeth McMaster: led a group of women that established Toronto's Hospital for Sick Children in 1875. McMaster continued to be highly involved in all aspects of the hospital for many years.

Insulin: Frederick Banting sold his car to finance his research and later sold the rights to insulin for \$1 so that all who needed the drug would have access to it.

Ladies Auxiliaries: have always run steadily in the background to support the work that hospitals do and to help them improve or expand their facilities and services.

L'Arche: an organization of communities that create homes and day programs for those with developmental disabilities. L'Arche was conceived and founded by Jean Vanier.

Milk dispensaries: the collective effort to educate the public about the dangers of unpasteurized milk and set up milk dispensaries to avoid infant deaths due to contaminated milk. Joseph Atkinson and Hugh Graham were singled out for the newspaper campaigns they ran to educate the public about this issue.

Non-smokers' Rights Association: has worked to eliminate illness and death caused by tobacco (including second-hand smoke) for more than 30 years.

Pacemakers: the Heart and Stroke Foundation pioneered the development of the implantable pacemaker.

Terry Fox: for his enduring legacy and the awareness he raised about cancer.

Tuberculosis nurses: initially privately funded – for example, Peter Larkin paid the salary of the first TB nurse at Toronto General Hospital – these nurses proved so important in the fight against TB that the public health departments quickly made them part of their regular services.

War Amps: an organization dedicated to helping amputees across Canada. It has come to be particularly focused on children, working to help young amputees as well as raise awareness about potential dangers through its PLAYSAFE program.

Yee Hong Centre for Geriatric Care: established by Dr. Joseph Wong to meet the needs of Chinese seniors in a way that is culturally and linguistically sensitive.

## Education and research

Business schools: the creation of world-class business schools that will benefit Canadian society and the economy was made possible through the vision and generosity of philanthropists like Richard Ivey, Joseph Rotman, and Seymour Schulich.

Frontier College: Canada's original literacy organization that has helped millions of Canadians improve their literacy skills.

Ike Barber: has made major donations to post-secondary education in British Columbia. The size of his donations served to set the standard for other donors of similar means and he has inspired philanthropy among others.

Killam trusts: established by Dorothy Killam in 1965, these funds are devoted to graduate and postgraduate scholarships at five universities, as well as the Canada Council of the Arts. Today they have an estimated value of \$400 million.

Laidlaw Foundation: funded a number of graduate fellowships in nursing, social work, child psychiatry, and law when these programs were relatively new in Canada. The fellowships allowed students to go outside of Canada to study these disciplines, with the hope that they would return and form Canada's first generation of faculty and practitioners in these areas.

Lawrence Bloomberg: for his \$10 million donation to the Faculty of Nursing at the University of Toronto, the purpose of which was to emphasize the importance of nurses and give them the same recognition and support as doctors and medical researchers.

Lynn Factor and Sheldon Inwentash: made the largest donation ever to a social work faculty in North America with their gift of \$15 million to the University of Toronto's School of Social Work. The gift will support research to inform future public policy and it will help mould the upcoming leaders in the field of social work.

Marilyn and Stewart Blusson: gave a significant donation (\$50 million) to the University of British Columbia to support research, and also gave \$5 million to the Vancouver Aquarium to help finance Aquaquest – an experiential learning centre.

MaRS Centre: created through the vision of Dr. John Evans and the College of Founders, the MaRS Centre brings together science, business, and capital in order to foster collaboration and innovation.

McGill Institute for the Study of Canada: funded by Charles and Andrea Bronfman to focus on important Canadian issues and recognize Canada's unique identity.

Perimeter Institute for Theoretical Physics: founded by Mike Lazaridis for the study of the world at its most fundamental level in order to increase Canada's future technological competitiveness. Also places a significant emphasis on public education and the arts.

Read to Me! Nova Scotia Family Literacy Program: a program started by Dr. Richard Goldbloom that provides new parents with literacy information and children's books. It is an effort to combat the poverty cycle in Eastern Canada by increasing literacy. Dr. Goldbloom has been instrumental in raising a \$5 million endowment so that the program's work can continue in perpetuity.

Rockefeller Foundation: for the funding it provided to medical programs at Canadian universities, particularly funding for international students, many of whom felt safer studying in Canada than in America due to racial tensions in the US.

Robert Wright: donated \$11 million to the study of ocean, earth, and atmospheric sciences at the University of Victoria, which will allow the faculty to do important climate change research.

Schools of Household Science: encouraged female students to attend university and study traditionally male-dominated subjects like chemistry. Forward-thinking philanthropists, such as Lillian Massey Treble, often donated the money that established these schools.

Sunday schools: classes offered by churches, which often led to other forms of literacy in the days before public education.

## Social and economic development

Alan Broadbent: described by a quiet but steady philanthropist who, through the various foundations he has established (especially the Maytree Foundation and the Caledon Institute of Social Policy), has moved the needle on a number of social issues (e.g. new immigrant settlement) and affected public policy (e.g. the National Child Benefit).

Antigonish Co-operative Movement: initiated by Rev. Dr. Moses Coady, it was a local community development movement that gave rise to co-operatives and credit unions in Canada. Many co-ops and credit unions have strong social values and dedicate a percentage of their profits to social and economic development activities both at home and abroad. Specific co-ops and credit unions that were mentioned include VanCity, Mountain Equipment Co-op, CCEC Credit Union, Ottawa Women's Credit Union, and Desjardins.

Calmeadow: founded by Martin Connell to address poverty through micro-finance in Canada and abroad.

Cirque du Soleil: for its commitment to social action, particularly the work it has done reaching out to at-risk youth.

Domestic aid: the support that Canadians have provided to each other in times of crisis. For example, during the 2001 Western Canadian drought, there was an outpouring of support from farmers in Quebec and Ontario who sent grain to help feed the animals affected by the drought.

Habitat for Humanity: dedicated to providing affordable housing to those who need it and does not receive any government funding. Helps reconnect people and communities as they work together to build a house.

John Joseph Kelso: founded the Toronto Humane Society to promote child and animal welfare, which was the precursor to today's children's aid societies.

Joseph Atkinson: for his commitment to fighting for social justice and the eradication of poverty through initiatives such as the Fresh Air Fund, which raises money to send disadvantaged children to camp.

Judith Maxwell: for successfully and consistently connecting social aspects with economics in the policy work she has done with Canadian Policy Research Networks.

Legal aid clinics and employee assistance programs: began as demonstration projects funded by grants from foundations, such as the Laidlaw Foundation in Ontario.

Mary Bales: led the effort to establish Heartwood Place, an organization that provides safe and affordable housing in Kitchener-Waterloo.

Nancy Ruth: created the Women's Legal Education and Action Fund (LEAF) through her personal philanthropy and fundraising efforts. LEAF has been instrumental in lobbying for the recognition of women's equality and rights, such as in the Equality Provisions in Canada's Charter of Rights and Freedoms.

National Aboriginal Achievement Foundation: empowers Aboriginal youth to succeed in life and celebrates Aboriginal accomplishment.

Origins of social welfare: began as a philanthropic endeavour, mostly through the work of churches, and has now become engrained in the mandate of government.

Quest Food Exchange: collects food (cans, boxes, and perishables) that are headed for the landfill and redirects it to feed the hungry.

TOHU: a circus city built on a brownfield using 'green' building techniques that has revitalized a marginalized Montreal community. Among other things, as part of its social mandate it offers preferred access to employment to area residents.

United We Can: a social enterprise that collects bottles and cans from 'binners' (dumpster divers), providing them with an income and also preventing nearly 20 million bottles and cans from entering the waste stream every year.

Vietnamese boat people crisis: Canadians responded to the crisis by privately sponsoring 34,000 individuals and families, and many organizations were created to help the new immigrants get settled in Canada.

## Environment

Canadian Boreal Initiative: a nonprofit organization that brings together conservationists, First Nations, and industry in an effort to link science, policy, and conservation in order to preserve Canada's boreal forests.

Canadian Environmental Grantmakers Network: encourages collaboration among environmental grantmakers and grantseekers and acts as a voice for environmental grantmaking in Canada.

David Suzuki: for popularizing environmental issues, inspiring the Canadian public to take action, and also attracting donations for environmental causes.

Glen Davis: for his long-time support of environmental organizations such as the World Wildlife Fund.

Grant MacEwan: for championing and supporting a number of environmental causes in Alberta that held broad appeal.

Great Bear Rainforest: an innovative collaboration between environmental groups, logging companies, First Nations communities, and the government that has succeeded in protecting more than 20 million acres of coastal temperate rainforest.

Greenpeace: an international environmental organization that was started by a group of Vancouver residents who were protesting nuclear weapons testing.

Nature Conservancy of Canada: works to set aside tracts of land as an environmental legacy for all Canadians. Since its inception in 1962, the NCC has preserved more than 1.9 million acres of ecologically significant land.

Ron Dembo: used the money he made through his risk management company, Algorithmics Inc., to found Zerofootprint – a non-profit organization that educates citizens about climate change and helps them reduce their environmental footprint by purchasing carbon offsets.

Tax shifting: taxes that promote and reward ecologically sustainable behaviour, while discouraging environmentally harmful behaviours. Much of the research done in this area in Canada has been the effort of organizations such as the Centre for Integral Economics.

## Sports and recreation

André and Lucie Chagnon: through their foundation they have changed the landscape in Quebec in terms of physical activity and community-based sports opportunities.

Canadian Tire JumpStart program: a community-based charitable program that helps disadvantaged children participate in organized sport and recreation.

Community parks: nearly every community has park or a piece of land that has been donated by someone, bought as a result of a collective community effort, or is maintained through the goodwill of local citizens.

Devonian Foundation: mentioned for financing a network of urban hiking and cycling trails in Calgary.

Friends of the Paralympics: raises money to support Canada's paralympic athletes. It was started by Senator Joyce Fairbairn.

Paralympic sport equipment: through an innovative partnership between the Canadian Paralympic Foundation and Carleton University's Industrial Design program, upper-year students were challenged to redesign a piece of paralympic sport equipment to make it better and less expensive.

ParticipACTION: a nonprofit private company founded in 1971 to encourage physical activity among Canadians.

Silken Laumann: for Silken's Active Kids Movement, a foundation that encourages children to play and be active.

Sport BC: has been an innovator in the sport community in terms of fundraising, raising awareness about the importance of sport.

Summer camps: for example, Joseph Atkinson's Fresh Air Fund, which allowed disadvantaged children to get out of the tenements and escape to the country for a few days.

Tennis Canada: has launched Tennis Matters, a campaign to increase corporate and community support for tennis. One of its goals is to encourage a healthier, more active generation of Canadians and bring tennis to children who otherwise would not have the opportunity to experience the sport.

Trans Canada Trail: a community-based effort that will establish 18,000 kilometres of recreational trail across Canada.

## Arts and culture

Canadian Centre for Architecture: established by Phyllis Lambert, it is one of only three such centres in the world dedicated to preserving architectural documents of historical significance.

Canadian Museum for Human Rights: created through the vision of Israel Asper to recognize, promote, and celebrate Canada's commitment to human rights. When finished it will be the largest human rights centre in the world.

Carnegie libraries: left a legacy of public access to libraries across Canada.

Bluma Appel: a passionate advocate of the arts who believes in the power of the arts as a voice for justice and social change. She has supported many small- and medium-sized arts performing arts groups. She also established the Canadian Foundation for AIDS Research in 1986.

Bob and Susan Borden: donated the Asian art collection to the Glenbow Museum. Their donation is significant because many of the pieces in the collection have been rescued from places where they otherwise might have been destroyed due to political turmoil and civil war.

Doris McCarthy: a Canadian artist who donated her property, Fool's Paradise, as a natural and cultural heritage site.

Eric Harvie: for his dedication to collecting and preserving Western Canadian cultural artefacts and for establishing cultural institutions such as the Glenbow Museum.

Gordon Chow: for his sponsorship of the Gordon Chow Canada-China Professional Enrichment Program, devoted to fostering increased co-operation between museum professionals in China and Canada.

Grant Burton: gave \$400,000 to the National Arts Centre when it was just starting its fundraising program, without ever having been to the Centre, because he felt that the institution played an important role in giving artists a voice. He gave another \$400,000 once the NAC had matched his initial donation through its fundraising efforts.

Jim and Sandra Pitblado: have a long history of giving to the arts community. Among their many accomplishments, they have helped establish Creative Trust, an organization that helps mid-sized performing arts companies achieve financial sustainability and attract working capital.

Kenneth Thomson: for his support of the Art Gallery of Ontario, including a donation of nearly 2,000 works of art worth about \$300 million.

Martha Lou Henley: for her significant support of the arts in British Columbia, particularly the Vancouver Opera and various choral ensembles throughout the province.

Michael Audain: for service and philanthropy in support of arts and artists, particularly with the Vancouver Art Gallery and the National Gallery of Canada.

Michael and Sonja Koerner: for stalwart support of new music in Canada and for endowing the Michael and Sonja Koerner Directorship at the Art Gallery of Ontario.

Michael Lee-Chin: for his donation to the Crystal Wing of the Royal Ontario Museum.

Musagetes Foundation: established by Louise MacCallum and Michael Barnstijn, the foundation strives to make the arts more central in people's lives in order to foster healthier democracies and more creative societies.

Penelope Circle: a group of Canadian women who each gave \$50,000 for the world premiere of a Margaret Atwood play. The women of the Penelope Circle were committed to giving Canadian artists a voice on the world stage and using the play as an opportunity to start a dialogue on women's issues.

Ray and Terry Williams: refused to be relocated by the government and instead stayed in Friendly Cove, BC. Because they remained there and kept speaking their language, Muchalaht is spoken more widely today than it otherwise would have been and many customs and traditions have been preserved.

Robert McEwen: donated \$250,000 to the construction of the Red Lake Regional Heritage Centre.

Roger Moore: a passionate and dedicated supporter of the arts. He is willing to champion the living artist and the creative process, for example, through his support of Tapestry New Opera Works' Composer-Librettist Laboratory.

Dr. Yosef Wosk: for a wide range of philanthropic activities, but particularly for many grants made to rural museums, libraries, and archives.

## International

Centre for International Governance Innovation: created through the vision and philanthropy of Jim Balsillie, CIGI brings together experts from the public and private sectors in order to explore solutions to multilateral governance issues.

Co-operative Development Foundation: a foundation of the Canadian co-operative and credit union community that provides for the sustainable development of credit unions and co-operatives in developing countries.

Dignitas International: for the work it has done addressing the AIDS pandemic in Africa, with a particular focus on Malawi.

Doctors Without Borders: mentioned for the successful public campaign they ran to get pharmaceutical companies to lower the cost of antiretroviral drugs.

James Barr: a long-time supporter of international co-operative development.

Landmine bans: nonprofit organizations played an important role in raising public awareness and lobbying government to take action, which resulted in the signing of the Ottawa Treaty.

Mennonite Central Committee: a relief and development agency that works for peace, social justice, and sustainable economic development both in Canada and internationally.

Programmatic / thematic funding: an important step forward in terms of funding for international development activities. Foundations doing this include the Walter and Duncan Gordon Foundation, the Simons Foundation, the Harbinger Foundation, and One X One.

Project Ploughshares: an ecumenical agency that works with churches and related organizations, as well as governments and NGOs, to build peace and prevent war.

Stephen Lewis: was able to captivate and mobilize people around the subject of HIV/AIDS in Africa and has attracted a great deal of financial support for the cause.

## Other

Community of caring: the philanthropy that stemmed from churches, community groups, and other grassroots organizations has served to knit communities together and create a culture of caring from which important organizations and dedicated philanthropists, volunteers, and advocates are born.

Corporate social responsibility: much of the pressure felt by companies to move toward a triple bottom line (people, planet, and profit) came from nonprofit organizations engaging in activities like shareholder advocacy.

Milton Wong: helped found the Laurier Institution, which advances and disseminates knowledge about the economic and social implications of Canadian diversity, and the Canadian International Dragon Boat Festival, which was created to promote racial harmony and cross-cultural understanding. He has also contributed generously to Simon Fraser University and to a number of health research initiatives.

Nonprofit and voluntary sector: philanthropy has helped produce a robust group of organizations that address a variety of issues locally, nationally, and internationally.

Odette family: has made many donations to a wide variety of causes (hospitals, the United Way, universities, sculpture gardens). The family has made many of their donations anonymously.

Our Millennium: an initiative of Community Foundations of Canada that collected thousands of stories from communities across the country that did something special to make their communities stronger as a 'gift' in celebration of the new millennium.

Ron and Nancy Mannix: for their dedication to creating fundamental change through their foundations, which work in a number of areas including health (especially child health), education, music, and the environment. They support initiatives that seek to increase the wellbeing of their fellow Albertans through a balanced approach that addresses the mind, body, and spirit.

Tolerance: philanthropy builds tolerance by bringing people from all walks of life together to creative positive social change.