

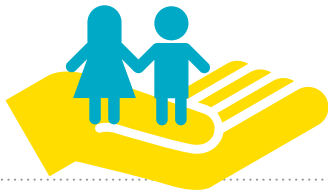
# NATIONAL CAMPAIGN FOR CHILD WELFARE NEWSLETTER



## NATIONAL IMPACT AND LEADERSHIP

BECAUSE OF YOU

43,609



**KIDS** have been reached since the launch of the National Campaign for Child Welfare in 2014

OVER **\$26,000,000** RAISED ( **43%** percentage of \$60M goal )

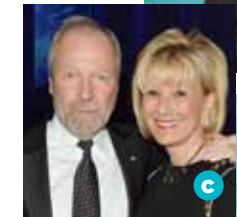
## CAMPAIGN HIGHLIGHTS



**A. \$3.75 MILLION**  
**TED & LORETTA ROGERS FOSTER CARE TRANSITION PROGRAM**  
 Provides over 3,500 "Comfort Kits" for Canadian children entering foster care, offering a sense of security during one of the most traumatic times in their lives.



**B. \$2.5 MILLION**  
**THE ELEMENT FINANCIAL YOUTH CAPITAL PROGRAM**  
 Helps vulnerable youth build a stable foundation by supporting high school completion, financial literacy, employment skills, internships, mentoring and entrepreneurship, with over 85 students already receiving support after the program's recent launch.



**C. \$1 MILLION**  
**THE SLAIGHT FAMILY FOUNDATION RIGHT AT HOME PROGRAM**  
 Will help over 860 vulnerable youth across Canada find safe, secure and affordable housing over the next four years.



**D. \$1 MILLION**  
**CIBC CHILDREN'S FOUNDATION**  
 Increasing access for 2,500 new children across Canada to CIBC's Miracle Fund, a Fund dedicated to making enrichment activities a reality for vulnerable children.



**E. 3,000 STUDENTS WILL BE REACHED**  
**HSBC BANK CANADA NATIONAL TRANSFORMATION PROJECT**  
 Funds grants for students involved in the child welfare system by providing the money needed to cover non-traditional education costs such as entrance exam fees, specialized career courses, tutoring and much more.

(A) Martha Rogers and Loretta Rogers  
 (B) Steven Hudson, Chairman & CEO, Element Financial  
 (C) Gary Slight and Donna Slight, The Slight Family Foundation  
 (D) Christian Exshaw, Managing Director and Head, Global Markets, CIBC Capital Markets  
 (E) Jason Henderson, Executive Vice President, Head of Global Banking & Markets, HSBC Bank Canada



“ WHEN YOU AGE OUT OF CARE, YOU HAVE TO ADJUST TO A WHOLE NEW REALITY. ALL OF A SUDDEN YOU HAVE TO FIND A SAFE AND AFFORDABLE PLACE TO LIVE, FIGURE OUT HOW TO COVER HOUSING COSTS, ALL WHILE JUGGLING A JOB AND SCHOOL. ”

Anna, Crisis Counsellor and Former Youth in Care

# ILLUMINATING LIVES: FROM COAST TO COAST

The Children's Aid Foundation is working in partnership with **54 child welfare and child and youth-serving partners** in the following communities and surrounding areas.



“ THANKS TO [HSBC BANK CANADA'S] SUPPORT I CAN PAY FOR MY PARALEGAL LICENSING FEES, BEGIN STUDYING FOR MY UPCOMING EXAM, AND I'LL BE ABLE TO BEGIN REPRESENTING CLIENTS BY THE END OF THE YEAR. ”

Arthur Gallant, HSBC Bank Canada National Transformation Project Recipient



**“ COMFORT KITS ARE REALLY JUST THAT - COMFORTING. THESE COMFORT KITS ARE A BRILLIANT CATALYST FOR US IN THE HOME TO ENGAGE KIDS IN A POSITIVE WAY. ”**

**Social Worker, Ted & Loretta Rogers  
Foster Care Transition Program**



**“ IF NOT FOR THE CIBC MIRACLE FUND AND HAVING THE OPPORTUNITY TO DO SPORTS THROUGHOUT MY LIFETIME, I WOULD NOT BE WHERE I AM TODAY. ”**

**Jessica, CIBC Miracle Fund Recipient**



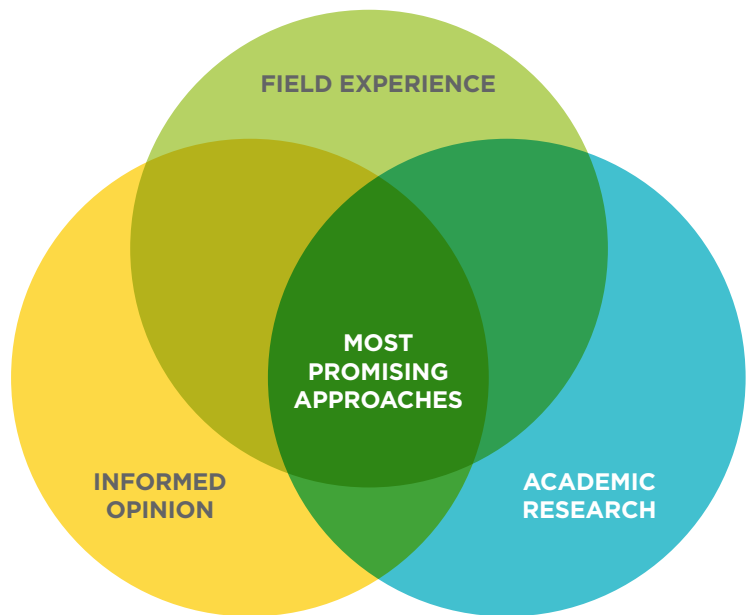
**“ THIS PROGRAM IS EXCITING BECAUSE IT PROVIDES AN OPPORTUNITY THAT WILL HAVE A SIGNIFICANT IMPACT ON MY PROFESSIONAL CAREER... IT WILL HELP ME TO ACHIEVE MY GOALS. ”**

**Eli Muacasso-Shour, Element Financial Youth Capital Program Recipient**

# MEASURING OUR IMPACT

## OUR APPROACH

The Children's Aid Foundation is committed to using proven evaluation strategies to accurately capture the range of transformation and growth our donors investments have enabled for children across Canada living under the weight of abuse, neglect and trauma by taking an evidence-based approach.



\* **SOURCES OF INFORMATION**

## OUR OBJECTIVES/GOALS

**KIDS ARE AT THE CENTRE OF EVERYTHING WE DO!**



### EDUCATION

- Increase high school graduation rates
- Minimize interruptions and delays in educational achievement



### YOUTH IN TRANSITION

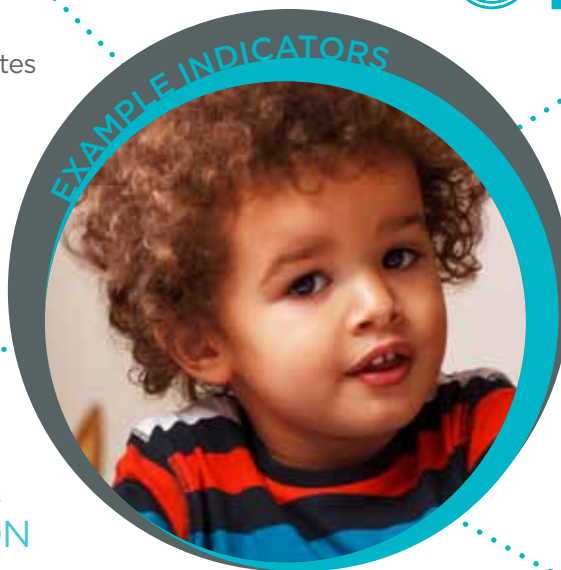
- Increase access to stable housing
- Financial literacy
- Life skills and employability



### HEALTH AND WELL BEING

- Reduce ongoing mental health conditions
- Build self-esteem and confidence

EXAMPLE INDICATORS



### IDENTITY, EQUITY & INCLUSION

- Connect to cultural heritage
- Increase a sense of belonging



### CRISIS & PERMANENCE

- Increase number of children in care finding permanent homes
- Reduce trauma during the transition into care

# CELEBRATING OUR LEADERSHIP DONORS & VOLUNTEERS

The Children's Aid Foundation is extremely grateful to the following supporters and leadership volunteers of the National Campaign for Child Welfare for making a significant commitment to vulnerable children and youth across Canada.

\*As of March 31,2016

## **\$3,000,000+**

In Honour of Ted and Loretta Rogers

## **\$2,000,000+**

Anonymous  
Element Financial

## **\$1,000,000+**

CIBC Children's Foundation  
The Slight Family Foundation

## **\$500,000 - \$999,999**

BMO Financial Group  
Joe Carter Classic  
The J.W. McConnell Family Foundation  
The Michael "Pinball" Clemons Foundation  
Scotiabank Group  
Susanne Holland

## **\$250,000 - \$499,999**

The Mark Daniels and Andrea Weissman-Daniels Charitable Foundation  
Dottori-Attanasio Family  
David and Susan Howard  
Lindt & Sprüngli (Canada) Inc.  
Scotiabank Global Banking and Markets

## **\$100,000 - \$249,999**

David and Debbi Arnold  
Christian and Florence Exshaw  
Brian Gluckstein and Gary Sarantopoulos  
Barry and Alison Hildred  
John R. Finlay  
Fluid Events  
Hoffmann-LaRoche Limited (Roche Canada)  
Fred and Donna Leslie  
Ovens Family

## **MEDIA, GENERAL AND GIFT-IN-KIND**

Air Canada Foundation  
Bell Media  
Groupe Dynamite Inc.  
Fairmont Royal York  
HSBC Bank Canada  
Sandbox Advertising Inc.  
Slight Communications  
St. Joseph Communications  
Tiffany & Co.

## **CAMPAIGN LEADERSHIP COUNCIL**

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Ted Boyd  
Scott Burrows  
William E. Butt  
Joseph C. Canavan  
Marilyn Croghan  
Mark Daniels & Andrea Weissman-Daniels  
Andrew W. Dunn, FCPA  
Christian Exshaw  
Lynn Factor, O.Ont., B.A.A.S.S., M.S.W., LL.D  
Richard D. Falconer  
Brian Gluckstein  
Jason Henderson  
Dougal Macdonald  
Peter Rawlins  
Bonnie Shore  
Donna E. Toth

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Jan Sampson  
Donna E. Toth  
Terry Walsh



# NATIONAL CAMPAIGN FOR CHILD WELFARE NEWSLETTER



A little over two years ago, we set ourselves an ambitious goal of raising **\$60 million for the National Campaign for Child Welfare**, a campaign dedicated to raising urgent support for the over 67,000 children living in the child welfare system and the over 235,000 children at-risk of facing abuse, neglect and abandonment. Our campaign goal is simple: **to change the lives of thousands of children for the better.**

Since the launch of the Campaign, we have been humbled by the outpouring of caring and compassion every single one of you has shown for our kids. Together, you have already contributed \$26 Million toward improving the lives of Canada's most vulnerable children - **43% of the Campaign goal in just over 24 months!**

Your tremendous commitment to this cause is sending our country's most disadvantaged children an important message loud and clear: **they are not forgotten.** Because of your commitment, we are changing the trajectory of many children's lives - by providing good health, educational opportunities, a loving family, a positive network and all the resources they might need to explore their talents - so that all of Canada's children can develop and reach their potential, regardless of circumstance.

All children have the right to grow, thrive and lead happy, healthy productive lives. Thank you for making this a reality for so many children across Canada!

Valerie McMurtry  
**President & CEO**  
**Children's Aid Foundation**



Laura Dottori-Attanasio  
**Chair, Campaign Leadership Council**  
*Senior Executive Vice President and Chief Risk Officer, CIBC*