



# STAND UP FOR KIDS™

**\$50 MILLION RAISED**  
83% OF OUR \$60 MILLION GOAL



CHILDREN'S AID FOUNDATION OF CANADA

UPDATE | JUNE 2018



## CRISIS AND PERMANENCY:

Providing supports to strengthen families, offer comfort during crisis, and bond adoptive families.

**23,067**  
YOUTH



## EDUCATION:

Providing access to fulsome programs and supports from kindergarten to university that remove barriers - such as tutoring, stay in school incentives, scholarships and bursaries.

**16,433**  
YOUTH



## HEALTH AND WELL-BEING:

Providing mental and physical health supports children and youth need to heal, thrive and move forward with strength and resilience - such as counselling, vision and dental care, and extra-curricular activities.

**27,345**  
YOUTH



## IDENTITY, EQUITY & INCLUSION:

Providing children and youth with the support they need to celebrate their heritage, affirm their identity, and develop a healthy sense of self-esteem through activities like camps and community-building activities.

**10,145**  
YOUTH



## YOUTH IN TRANSITION:

Providing access to urgently needed programs for young people transitioning out of the child welfare system into a new life of independence - such as sustainable housing, employability services and mentorship.

**12,379**  
YOUTH



## MEET ALISHA

At the age of 7, I was living with my mom and her boyfriend when the Children's Aid Society was called because of substance abuse issues. I remember the day I was apprehended and separated from my siblings - it's an experience you don't forget. Moving between foster, kinship and group homes, I saw my peers dealing with constant trauma - suicide, drugs and teenage pregnancy.

The support I've had through Children's Aid Foundation of Canada has made a huge difference in my life - particularly helping me to improve my mental health. I was able to access cognitive behavioural therapy this past summer, helping me to finally address the trauma I experienced growing up in the child welfare system.

Although it's been hard, it's also been really wonderful start to my healing journey and has had a positive impact on my goals and relationships - I've since joined the Foundation-funded CHEERS Program to train as a mentor to youth still in care. I am proud to be looking ahead to a future as a youth service worker, a mental health advocate and a loving mother.

## DEAR FRIENDS AND ALLIES,

We are grateful to each and every one of you for standing up for kids. Since joining the team at the Foundation, we have been nothing short of **inspired by the dedication of our incredible community of donors to improving the lives of our country's most vulnerable children and youth.**

It is our pleasure to report that, as of June 2018, **over \$50 million has been raised - 83% of our \$60 million goal achieved.** Throughout this newsletter you will read about our most recent campaign achievements and the remarkable new opportunities and impact you've helped create for our nation's most vulnerable children and youth, helping them explore and achieve their unlimited potential.

In other news, we are delighted to welcome back former Board Chair Donald Guloien to the volunteer team at the Foundation, stepping into the Chair's role of the Stand Up for Kids Award Committee. We are fortunate to have his veteran leadership during the Committee's inaugural year. We are also thrilled to welcome three new members to our Campaign Leadership Council - Daniel Barclay, Michel Fortier and Stephen Sandler.

On behalf of the entire team at Children's Aid Foundation of Canada, thank you for all you do to ensure children and youth who have experienced abuse, neglect, and abandonment can achieve unstoppable success. We hope we can count on your continued support as we approach the finish line to our \$60 million campaign goal.

Sincerely,



**WILLIAM BUTT**  
Corporate Director



**DOUGAL MACDONALD**  
President and Managing Director,  
Morgan Stanley Canada Limited

Co-Chairs, Campaign Leadership Council,  
Children's Aid Foundation of Canada



**SUPPORTING CHILDREN & YOUTH IS OUR PASSION:  
ERIC BÉLANGER  
& MARIE-CLAUDE  
PRUD'HOMME**

Joining the Foundation's Campaign Leadership Council in 2017, Eric Bélanger and his wife Marie-Claude Prud'homme have become dedicated champions of our country's most vulnerable children and youth through their volunteer and philanthropic leadership.

"Hearing young people tell their stories about their experiences of abuse and suffering, we have been struck by how much strength and resilience they show in the face of great hardship," says Eric. "Through our support of the Teddy Bear Fund, we know we are empowering vulnerable children and youth with the resources and hope they need to break the vicious cycles of abuse, neglect and poverty for themselves and their own children. My wife and I cannot imagine a better investment than providing the resources these children and youth need to heal, find and pursue their dreams, build their self-esteem, and move forward into a brighter future. This cause is very important to us and has become very close to our hearts."

# CAMPAIGN HIGHLIGHTS

## JOURNEY TO ZERO TRANSFORMING CHILD WELFARE

Children's Aid Foundation of Canada is excited to launch a major new prevention initiative to strengthen families to keep children and youth at home, in partnership with the Ministry of Children & Youth Services, the Balsam Foundation, Children's Aid Society of Toronto and the Child Welfare Institute. The Balsam Foundation has committed a cornerstone gift of \$2.25 million: matching government support and laying the foundation for the launch of four prevention-based interventions that will dramatically reduce the number of kids coming into care. Outcomes will be evaluated and used to build support for policy changes and sustainable funding for prevention-based programs across the province. The Foundation is seeking another \$1.7 million from other philanthropic leaders and community sources.



## \$1 MILLION PINBALL CLEMONS FOUNDATION AMBASSADOR SCHOOL PROGRAM

For over four years, the Pinball Clemons Foundation (PCF) has supported a program dedicated to empowering disenfranchised youth to discover hope by completing high school, attaining life skills, and setting goals for a brighter future. Thanks to a collective investment of over \$1 million, PCF has transformed the lives of over 15-20 students every year by helping them achieve their high school goals, and providing them with the supports they need to realize their potential.

## LEAVING A LEGACY TEDDY BEAR FUND

Children's Aid Foundation of Canada recently received a generous legacy gift from an anonymous donor, in support of the Foundation's Teddy Bear Fund. Created to be responsive to the ever-evolving needs of those children and youth involved in the child welfare system, the Teddy Bear Fund has helped 9,536 children and families with essential prevention, enrichment, education and healing and recovery supports to date.



## \$445,000 \$2.6 MILLION IN KIND (ONTARIO) TELUS MOBILITY FOR GOOD

The need for our young people to remain connected is high, as they must find housing, access supportive resources, and search for jobs. In partnership with the Foundation, the TELUS Mobility for Good Program will offer thousands of young people transitioning out of care (18 to 26 years old) unprecedented access to free talk plans and smartphones for up to two years. Thanks to TELUS' generosity, this innovative program recently launched in Ontario, and is expected to expand to four additional provinces in 2019.



## \$250,000 THE CONNECTIONS PROGRAM

Thanks to the generosity of an anonymous donor, Children's Aid Foundation of Canada will launch a new mental health program to support and empower vulnerable young people to help them heal from traumatic early life experiences. Delivered in Toronto, Connections will integrate physical and mental health supports in the same location to offer holistic wellness care. Aiming to serve 200 youth in its first year, the Health Hub will be serviced by a multi-disciplinary team (youth workers, social workers, nurses, mental health professionals and physicians) that will offer life-changing supports.

## \$125,000 LOBLAWS GIVE A LITTLE CAUSE MARKETING CAMPAIGN

For two weeks in July 2017, Loblaws held an in-store campaign in support of Children's Aid Foundation of Canada, asking customers to make small donations at their check-out counters across Ontario. Thanks to the generosity of Loblaws and their customers, the money raised from this campaign will ensure young people leaving the care of the child welfare system have access to a cooking and nutrition program, equipping them with critical life skills.



# CELEBRATING OUR LEADERSHIP DONORS & VOLUNTEERS

Children's Aid Foundation of Canada is extremely grateful to the following supporters and leadership volunteers of the Stand Up for Kids national campaign for child welfare for making a significant commitment to vulnerable children and youth across Canada.

As of May 1, 2018

## **\$3 MILLION +**

HSBC Bank Canada  
In Honour of Ted and  
Loretta Rogers

## **\$2 MILLION**

Anonymous  
Balsam Foundation  
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## **\$1 MILLION**

Children's Aid Foundation  
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**CHILDREN'S  
AID FOUNDATION  
OF CANADA**

Strength to change lives.

Charitable Registration Number: 108076480RR0001

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