



STAND UP FOR KIDS™

\$55 MILLION RAISED
91% OF OUR \$60 MILLION GOAL



CHILDREN'S AID FOUNDATION OF CANADA

UPDATE | DECEMBER 2018

DEAR FRIENDS, DONORS, AND ALLIES,

We are grateful to each of you for being part of our community. Together, we have committed over \$55 million to improve the lives of children and youth who have suffered from abuse, neglect and abandonment – 91 percent of our \$60 million goal. We are in the home stretch!

Today, I want to introduce you to a group of youth integral to guiding the Foundation's vision – our Young People's Advisory Council (YPAC). All former youth in care and youth advocates, YPAC's collective voice is a vital part of the Foundation's strategic leadership, helping us ensure our programs are transforming lives in meaningful ways – like employment, education or enrichment.

Please meet the remarkable members of our YPAC (pictured right) and hear from a few representatives on why they choose to become involved. We are grateful to them for their guidance and expertise to ensure we are best serving Canada's most vulnerable children and youth.

Yours truly,

Valerie McMurtry, CFRE
President & CEO



YPAC – L to R: Joshua, Yessinia, Eli, Breanna, Reshma, Troy, Erine, and Taneisha. Not present: Samidha and Sarah.

BREANNA: “My mom took her own life when I was six. After she died, I lived with other family members, but they did not accept me into their family. Ultimately, I moved in with my dad – but he wasn’t able to take care of me either and so I came into care. Access to supports through the Foundation has meant everything to me. Today, I am a two-time university graduate and living my dream job at RBC. Serving on YPAC allows me to offer my support for other youth who are struggling, just like I was.”

SAMIDHA: “It is unfortunate that nearly everyone who experiences the foster care system at one point feels unlovable. I used to be one. I never want anyone, especially a child, to feel that way. That’s why I joined YPAC – to share my experience. Through the Foundation, I have also been able to receive a number of supports like scholarships, business attire, and an internship where I gained skills and mentors I know I can rely on.”

TROY: “Coming into foster care at age 11 was really difficult for me - it was hard to understand why I wasn’t living with my mother anymore. I felt so isolated. My social worker first introduced me to Foundation’s enrichment supports, allowing me to go to camp. Thanks to the Foundation, I had my first real chance to leave being a ‘foster kid’ behind, and truly be myself. It feels great to now serve on YPAC and give back to my fellow youth in care.”

STAND UP FOR KIDS NATIONAL CAMPAIGN FOR CHILD WELFARE – RAISING AWARENESS AND INSPIRING ACTION

Stand Up for Kids is Children's Aid Foundation of Canada's national campaign for child welfare, inspiring Canadians from coast to coast to take action to change the future for our country's most vulnerable children and youth. We are thankful for the leadership support of two long-standing donors who have chosen to invest in raising awareness and inspiring a wider national audience to join us in standing up for kids.

MOBILIZING CHANGE

CIBC Children's Foundation



A partner for over 20 years, CIBC Children's Foundation recently became the Foundation's Stand Up for Kids Lead

Community Partner with a five year commitment. This partnership will enable the Foundation to invest in broader strategies to engage and enable Canadians across the country to Stand Up for Kids through a number of actions – signing a pledge, becoming a monthly donor, becoming a foster parent, etc. This commitment is in addition to CIBC's \$1 million Campaign gift in 2015 to the CIBC Miracle Fund, a national enrichment program.

RECOGNIZING EXTRAORDINARY CHANGEMAKERS



Lynn Factor & Sheldon Inwentash

To honour Lynn's life-long dedication and commitment to helping vulnerable kids and recent appointment to the Order of Canada, Sheldon Inwentash (Lynn's husband)

and Children's Aid Foundation of Canada launched The Lynn Factor Stand Up for Kids National Award. This award raises the profile of and celebrates the impact, effort and extraordinary measures taken by Canadians across the country to improve the lives of abused, abandoned or neglected children and youth. By profiling these champions of children, we hope to amplify their stories and inspire and encourage others to Stand Up for Kids.

NATIONAL AWARD PROFILE

Cindy Blackstock & We Matter



Cindy Blackstock and Tunchai Redvers of We Matter

Cindy Blackstock, PhD was named the inaugural winner of The Lynn Factor Stand Up for Kids National Award in September 2018. Cindy is the Executive Director of First Nations Child and Family Caring Society of Canada and a Professor at the School of Social Work

at McGill University. She has dedicated her life to advocating for the rights of First Nations children and families. Cindy has become an influential voice within the Indigenous, social work and child rights communities.

As the National Award winner, Cindy has dedicated her \$50,000 award to We Matter – a national, Indigenous-led campaign that is committed to Indigenous youth empowerment. Launched as a response to the overwhelming suicide crisis facing the Indigenous community, We Matter provides a forum for role models and allies to submit art, and written or video messages sharing their own experiences of overcoming hardships; communicating to millions on social media platforms that there is always a way forward, despite feelings of hopelessness.

CAMPAIGN HIGHLIGHTS



\$950,000 **MCCONNELL FOUNDATION**

A leadership supporter since 2013, McConnell Foundation funds our national post-secondary scholarship program and is currently helping 20 students achieve their academic dreams. Earlier this year, McConnell Foundation made additional commitments to the Foundation, helping us to build our capacity as a national leader in child welfare; and providing support for Journey to Zero, a program that delivers four early interventions at Children's Aid Society of Toronto. Journey to Zero will dramatically reduce the number of children and youth coming into care, and provide essential how-to resources on implementing change at other child welfare agencies across Ontario.

\$150,000 **INTACT FOUNDATION**

Research shows that better outcomes occur when children are raised by kin (family) rather than foster parents. However, many low-income families need financial support as the cost of caring for a child can be a barrier. In keeping with our priority to have children remain with their communities and stay connected to their families, national insurance provider Intact has committed to providing urgently needed supports for kin families including strollers, cribs, and funding for medical/dental needs.



\$125,000 **LEAVING A LEGACY**

Honouring their mother's passion for education, the Foundation recently received a generous legacy gift from the family of Mrs. Eleanor A. MacNaughtan to establish an endowment fund in support of post-secondary education. As a long-time foster parent, Mrs. MacNaughtan often cared for children navigating physical and cognitive challenges. Mrs. MacNaughtan believed strongly that education was the key to vulnerable children "breaking the cycle" and achieving a brighter future.

\$50,000 **MEDAVIE**

Children's Aid Foundation of Canada is pleased to announce a new partnership with Medavie in support of Connections, a mental health program supporting young people transitioning out of the care of the child welfare system. Connections helps youth lay the foundations for a brighter future by providing access to mental health and wellness services to help them heal from traumatic early life experiences. Delivered in Toronto, Connections will address the unmet health needs for 200 of Toronto's most vulnerable young people.



CELEBRATING THE STRENGTH OF OUR COMMUNITY

Thanks to the leadership of our 2018 Honorary Co-Chairs Lynn and Brent Belzberg (pictured bottom left), our 33rd annual Foundation Gala successfully raised \$1.8 million on October 27, 2018. We are grateful to all of our sponsors, donors and volunteers who make this event possible each year. Over the course of the campaign, the Gala has raised over \$9 million.



CELEBRATING OUR LEADERSHIP CAMPAIGN SUPPORTERS

Children's Aid Foundation of Canada wishes to express its thanks to the following benefactors who have made gifts to the Stand Up for Kids National Campaign for Child Welfare. We are extremely grateful to all our donors for making a significant commitment to vulnerable children and youth across Canada.

This list represents commitments of \$100,000 or more made after the launch of our National Campaign for Child Welfare (May 1, 2014 - November 26, 2018).

\$3 MILLION +

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\$100,000 - \$249,999

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**CHILDREN'S
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OF CANADA**

Strength to change lives.

Charitable Registration Number: 108076480RR0001

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