



Creating change

and improving
outcomes

2019–2020 impact report



**CHILDREN'S
AID FOUNDATION
OF CANADA**

Leadership messages

The 2019-2020 fiscal year started with Children's Aid Foundation of Canada implementing our renewed priorities for the children, youth, and families we serve. Our new strategic plan, *Strength to Change Lives*, will reinforce these priorities over the next five years to help families access supports they need to be strengthened so kids can grow up at home instead of in government care, to help kids in care to thrive, and to ensure youth aging out of care have the chance to build stable, successful futures for themselves. We know we cannot do this work without the support of our incredible donor community or our partnerships with child- and youth-serving agencies across the country. We are deeply motivated to continue our work, strengthen these partnerships, and continue to create change for and with children, youth, and families involved in child welfare.

After surpassing our \$60 million goal for our Stand Up for Kids national campaign for child welfare, we have set a new fundraising goal of \$75 million. I'm pleased to share that in the past year we have already raised \$14.2 million in cash and pledges, impacting the lives of over 19,300 children and youth, and 4,200 families nationwide.

As our year-end approached, the COVID-19 pandemic had begun to impact communities globally. Recognizing the significant impact on vulnerable populations, particularly families at risk and youth who have aged out of care, our team quickly pivoted, consulting with young people and agency partners to launch our COVID-19 Response Program to provide financial assistance to those in crisis. By reaching out to loyal donors and strengthening our government partnerships, we've been able to take action and continue to do so as the pandemic drags on.

Despite these troubling times, we are grateful for the collective humanity and generosity we have witnessed over the last few months. To our dedicated community of volunteers, donors, and staff, including our Young People's Advisory Council, Board of Directors, corporate partners, foundations, and generous individuals, your support and partnership allows us to help create meaningful, lasting change and improve outcomes for those we serve, and for this we are eternally grateful.



Valerie M. Murtry

VALERIE MCMURTRY, CFRE,
President & CEO

Over the last year, Children's Aid Foundation of Canada has experienced incredible growth, both in its national reach and in the generosity of our donors and allies who continuously make it possible for us to provide assistance for the populations we serve. I am thrilled to see the work of the Foundation strengthening families, supporting kids in care, and empowering youth transitioning out of care through the incredible programs and supports we enable.

In 2019-2020, I am proud to have been involved in a number of inspiring projects and achievements including the development of the Foundation's new strategic plan, *Strength to Change Lives*, and growth in our fundraising effort that has already reached so many vulnerable young people and will continue to make an impact as it progresses over the next five years.

This year not only marks the end of my tenure as Board of Directors Chair, but also the end of term for some of our Board members. I would like to express my gratitude to Lynn Factor, Brian Gluckstein, and Shannon McGinnis for the substantial contributions they have made during their time with the Foundation. I am honoured to have had the opportunity to lead a Board made up of individuals who not only hold shared values, but are passionate about creating change for those impacted by the child welfare system in Canada. I would also like to welcome Daniel Barclay as our incoming Chair. Daniel has served on the Board since 2018 and I know he is committed to elevating the work of the Foundation even further. With his leadership, this Board will continue standing up for Canada's most vulnerable children and youth in innovative and life-changing ways.

Thank you to Valerie McMurtry and her team for excelling in their roles as change makers, driving positive impacts for vulnerable young people across Canada. I look forward to continuing my work with the Foundation in the role of Past-Chair.



Gordon Raman

GORDON RAMAN,
Chair of the Board of Directors

2019-2020 Impact & financial highlights

In the fiscal year 2019-2020, with our community of donors:



\$12.4 million
was raised



23,635 young
people and families
were reached with
life-changing supports



74 agency partners
delivered high impact
programs and services

Financial Highlights

Year ended March 31, 2020	2020	2019
Fundraising Revenue	\$ 12,436,163	\$ 10,866,514
Net Investment Income*	(2,846,915)	3,163,729
Gain on Sale of Property**	940,000	2,277,915
Rental Income	170,822	221,494
Total	\$ 10,700,070	\$ 16,529,652
Grants and Programs	\$ 9,940,993	\$ 10,431,431
Fundraising Expenses	1,446,827	1,336,290
Administrative Expenses	1,341,719	1,171,768
Advocacy	432,793	399,150
Total	\$ 3,221,339	\$ 2,907,208
Excess of Revenue over Grants and Expenses	\$ (2,462,262)	\$ 3,191,013

* Includes unrealized gains on investments which were negatively impacted by the COVID-19 crisis in March

** Being held in trust for CAS of Toronto's real estate purposes

Audited financial statements may be obtained at cafdn.org/financialstatements
Charitable registration number: 108076480RR0001

Children and families at risk



1,837 families were strengthened to keep kids at home

In 2019-2020, we collaborated with **14 partners to support to 3,658 kids and 1,837 families** across Canada. Through programs and resources focused on preventing children and youth from entering and growing up in care, they are being helped to overcome barriers like poverty, mental health challenges, domestic violence, and substance abuse that put them at risk.



Visual identity protected

In November 2019, Children's Aid Foundation of Canada and **Children's Aid Society of Toronto** launched The **Journey to Zero Program** with support from with the **Child Welfare Institute, Balsam Foundation, McConnell Foundation, Louisa Huband and Craig Moffat, the McLean Foundation, Echo Foundation, and the Ontario government.** This innovative, three-year program is testing promising practices that offer timely, customized supports to strengthen families and reduce the number of kids entering and growing up in care. Early evidence is showing fewer kids entering care, kids returning to their families faster, and improved public perceptions of child welfare services. In 2019-2020, 185 children from 146 families participated in the program.

To learn more visit cafdn.org/journey-to-zero

Children and youth living in care



9,658 kids received supports to help them thrive

In 2019-2020, we collaborated with **44 partners to provide 9,658 kids with enrichment and education opportunities** that enabled them to access sports, tutoring and other educational supports, art lessons, camp, and more to help them build confidence and motivation, connect with other young people, explore their interests, and help achieve academic success.



Visual identity protected

The **HSBC Bank Canada National Transformation Project** provides vulnerable young people with intensive educational supports at the primary, secondary, and post-secondary levels to help them focus on their studies, achieve their academic goals, and pursue a future of stability, opportunity, and success. Since 2015, over 4,000 youth in British Columbia, Alberta, Ontario, and Quebec have been supported in achieving these goals through access to tutoring, vocational assessments, career counselling, courses and apprenticeships, postsecondary application fees, high school upgrading, and more.

To learn more visit cafdn.org/hsbc-national-transformation-project

Youth transitioning out of care



6,024 youth were supported to reduce barriers to successful futures

In 2019-2020, we collaborated with **37 agency partners to provide 6,024 youth** with access to the resources and supports necessary to help them achieve their education and employment goals.

We know that young people who are exposed to abuse and neglect are almost four times more likely to be diagnosed with a mental health disorder in adulthood than their peers, and many face barriers to accessing support. The lingering impact of their childhood trauma can threaten their abilities to succeed in their adult lives, which is why we launched the **Connections Program**, our youth-in-transition mental health hub in Toronto, in response to the persistent mental health needs of youth in and from care. Delivered in partnership with **Children's Aid Society of Toronto**, the program is funded by the program's founding donor, **the we know foundation**, and supported by **Medavie, HBC Foundation, Canada Post Community Foundation, and Echo Foundation**. In 2019-2020, 191 young people in Toronto were able to meet with a Connections mental health navigator who conducts a wellness assessment and creates a customized plan to help remove barriers and help the youth get the support they need.

To learn more visit cafdn.org/connections-program

Many youth in and from child welfare face multiple barriers as they work to achieve an education. Data shows that only 46% of kids in care in Ontario graduate from high school, and among those who do graduate, enrolment in post-secondary education is 66% less than that of the general population. Thanks to the long-standing and growing support of our donor community, over the last 25 years our **Post Secondary Education (PSE) Program** has been expanding to help youth break down barriers to receiving a higher education by providing them with the resources they need to thrive. With the help of 124 donors, in 2019-2020 we were able to award a record number of 257 scholarships, 91 bursaries, and 87 graduation awards.

To learn more visit cafdn.org/pse-program



SARAH, Connections Program participant and former youth in care



Donor Noella Milne, with scholarship recipient JEFFERY and guest

Creating change and improving outcomes

A year of Standing Up for Kids



AMJ Campbell

is our **Stand Up for Kids National Moving Partner**, and as part of their \$1M partnership is helping to drive our message across the country and raise awareness for our cause.



Irwin Elman was awarded the second annual **Lynn Factor Stand Up for Kids National Award**, contributing his grant to Feathers of Hope, Hairstory, and Ontario Child Advancement Coalition.

Our **first-ever public brand awareness campaign** "Impossible Choices" launched in Toronto.



133 participants supported Stand Up for Kids in the **Scotiabank Toronto Waterfront Marathon**.

234 community fundraisers stood up for kids by hosting their own events, cause marketing initiatives, and personal fundraising appeals.

Joe Carter Classic

10th annual event, with \$1.67M raised for the Foundation since 2010 (CHRISTOPHER, Joe Carter, JEAN-LUC, MERCY)



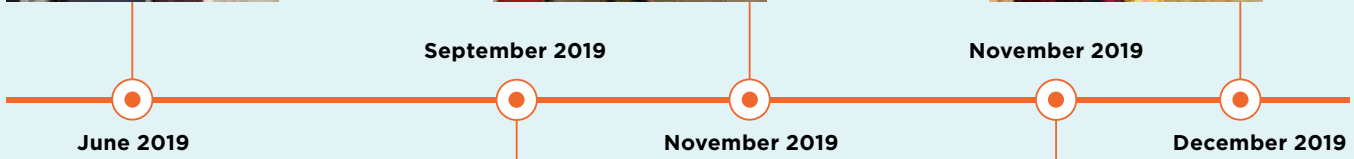
CIBC Swap for a Cause

Stand Up for Kids Lead Community Partner CIBC employees hosted its 8th annual networking event and live charity auction in support of our Teddy Bear Fund (Daniel Nahmias, Eric Bélanger, ANNA, Valerie McMurtry)



Holiday Season Campaign

40th annual event and fundraising campaign provided kids and their families with fun memories and support through the holidays



Stand Up for Kids Night, presented by CIBC, celebrated youths' educational achievements and recognized Canadians dedicated to supporting young people in and from care (KEYANNA and TAMIEKA)



Foundation Gala - Teddy Bear Affair Our 33rd annual event raised \$1.8M and was hosted by honorary co-chairs Dave and Karen McKay, in partnership with RBC (Gordon Raman, Valerie McMurtry, ERINE, Karen and Dave McKay)

Board of Directors & Supporters

Board of Directors 2019-2020

Gordon Raman | Chair
Barry Hildred | Past Chair

Daniel Barclay
Lynn Belzberg

Bill Butt
Christian Exshaw
Lynn Factor, C.M., O.Ont., MSW
Brian Gluckstein
John Gossling

Pruyn Haskins
Dougal Macdonald
Shannon McGinnis
Jenny Poulos
Sandra Roberts, CRMA

Sean St. John
Andrea Weissman-Daniels
Aaron Zifkin

Thank you. We are grateful for the generosity of our donors and supporters.

NEW COMMITMENTS

Our new commitments list recognizes the generosity of donors who have made a new commitment of \$50,000+ between April 1, 2019 and March 31, 2020.

\$5,000,000+

In Honour of Ted and Loretta Rogers

\$1,000,000+

AMJ Campbell
RBC Foundation

\$500,000 - \$999,999

The Mark Daniels and Andrea Weissman-Daniels Charitable Foundation
The Rossy Foundation

\$250,000 - \$499,999

Echo Foundation

\$100,000 - \$249,999

Air Canada Foundation
Deborah Barrett and Jim Leech
Belsher Family
Citi Foundation
Crux Capital Corporation
Finastra
The K. Michael Edwards Family
Mark Hilson
Joe Carter Classic
John and Gillian McArthur
McConnell Foundation
Rogers Group of Companies
Tachane Foundation

\$50,000 - \$99,999

Anonymous (2)
Molly Bloom
David Leith and Jacqueline Spayne
Medavie

NEW ENDOWMENTS

This listing recognizes donors who have chosen to build a lasting and generous legacy this year by establishing an endowment fund with a gift commitment of \$100,000 or more.

Anonymous
Bradley Black and Michelle Ferraro
Eric Blanchard and Olivia Holland
Michael Bowick and Joanne Peters
Christian and Florence Exshaw
Richard and Darleen Falconer
Christina Kramer
David Leith and Jacqueline Spayne
Judith Loeb Cohen and Family
Vineet and Trish Malhotra
John and Gillian McArthur
Leigh Merlo and Bill Bamber
Rory and Julie Mitz
Grant and Mona Rasmussen

ANNUAL SUPPORTERS

Our annual supporter list recognizes the generosity of donors who have made a cash gift of \$10,000+ between April 1, 2019 and March 31, 2020.

\$1,000,000+

In Honour of Ted and Loretta Rogers

\$500,000 - \$999,999

Balsam Foundation
HSBC Bank Canada
RBC Foundation

\$250,000 - \$499,999

CIBC Children's Foundation
Estate of Beverley J. Moorhead
The Slaight Family Foundation
Dave Thomas Foundation for Adoption
the we know foundation

\$100,000 - \$249,999

Air Canada Foundation
BMO Financial Group
Michael Bowick and Joanne Peters
CIBC Swap for a Cause
Citi Foundation
Echo Foundation
Estate of Mardi Jane Falconer
Richard and Darleen Falconer
HBC Foundation
Fred and Donna Leslie Foundation
Manulife
McConnell Foundation
Pinball Clemons Foundation
The Rossy Foundation
Scotiabank Group
Signal Hill Rocks
TD Bank Group
Tachane Foundation
TELUS

\$50,000 - \$99,999

Anonymous
AMJ Campbell
The Azrieli Foundation
Eric Bélanger and Marie Claude Prud'homme
Molly Bloom
The Mark Daniels and Andrea Weissman-Daniels Charitable Foundation
Finastra
Dottori-Attanasio Family
Andrew W. and Christine Dunn
Christian and Florence Exshaw
Finastra
Donald A. Guloien and Irene Boychuk
Intact Financial Corporation
Loblaw Inc.
Lyft Toronto
The McLean Foundation
Medalist Capital
Medavie
Michelle and John Ovens
Rogers Group of Companies
Cookie and Stephen Sandler
Shorcan Brokers Limited
Eric S. Sprott
In memory of Pinkle Sturgeon
The W. Garfield Weston Foundation

\$25,000 - \$49,999

Anonymous (2)
Arup Canada Employee Auction
Daniel and Kathryn Barclay
The Bay Street Children's Foundation Softball Tournament
The William Birchall Foundation
Brent and Lynn Belzberg
BlackRock Fund of Tides Foundation
Sheila R. Block
Bill Butt and Susan Quigley
Canada Post Community Foundation
The Canavan Family Foundation
CHUM Charitable Foundation
The Corsage Project
Crux Capital Corporation
Maureen & Victor Dodig and Family
Jean-Francois Eap
The K. Michael Edwards Family Foundation 23
La Fondation Emmanuelle Gattuso
Gordon & Ruth Gooder Charitable Foundation
Gryphon
ivari
Fred and Donna Leslie
The McCain Foundation
John and Gillian McArthur
Rose and Barry McInerney
The Catherine and Maxwell Meighen Foundation
Leigh Merlo and Bill Bamber
Signal Hill Equity Partners
State Street Trust Company Canada
The Sprott Foundation
The StarFish Foundation

\$10,000 - \$24,999

Anonymous
David and Debbie Arnold
Deborah Barrett and Jim Leech
Bob Bek
Belsher Family
Bennett Jones LLP
Vivek Beri and Shi Chen
Larry M. and Debrah Berman
Bradley Black and Michelle Ferraro
Eric Blanchard and Olivia Holland
B.O.L.T. Charitable Foundation
Steve Bury
Allan Bush
Camp Manitou
Camp Manitou - Dedicated to David: A Night to Remember
Phillip Chang
Robert Chausse
Michael Choi
CIBC Wood Gundy
CIBC World Markets
The Cottam Family
Cubecom Commercial Realty Inc.
Ian de Verteuil and Linda Glover
Donner Canadian Foundation
Anca Drexler and Saurabh Rastogi
Ken Dryden
Roman Dubczak
Fluid Events
David and Judy Galloway
The Peter Gilgan Foundation

Giraffe Foods
Linda and Bob Goldberger
The Lindy Green Family Charitable Foundation
Pruyn and Kelly Haskins
Heathwood Homes
Mark Herzog
Barry and Alison Hildred
Mark Hilson
Home Trust Company
JVS Toronto/ Freedman Education Fund
Christina Kramer
KRG Children's Charitable Foundation
LCBO
David Leith and Jacqueline Spayne
Barbara and Dougal Macdonald
Marg MacLean and Dave McCann
Vineet and Trish Malhotra
Sean and Kate Mann
Shannon McGinnis
McIntosh Perry
Dave and Karen McKay
The M.E.H. Foundation
Lisa A. Melchior
Rory and Julie Mitz
Bruce J. Moore
Ian Morrison
Northam Realty Advisors Ltd.
Eric and Estelle Ohayon
Alex Prole
Gordon and Kathryn Raman
Grant Rasmussen
RBC Global Asset Management
Sandra Roberts and Doug McDonald
Conrad Santos
Elliot Scherer
Mario Schlener
Leigh Ann Sheather
Mark and Marla Shoom
Surprise Movie Night
Toronto Star Fresh Air Fund
Mahes Wickramasinghe
Karl and Kim Wildi
Chuck and Libby Winograd

GIFT IN-KIND

Our gift in-kind list recognizes donors who have made an in-kind gift or provided media support of \$25,000 or more between April 1, 2019 and March 31, 2020.

Air Canada Foundation
AMJ Campbell
Cityline
Corus Entertainment
Fairmont Royal York
The Globe & Mail
Navigator Ltd.
Spin Master Ltd.
TELUS
The Printing House

“The impact your donations have on youth in care is incredible and undeniable. Many youth in care struggle financially to pursue their dreams and donations such as these let them become a reality.”

- CHRISTOPHER, former youth in care



Members of the Foundation's Young People's Advisory Council (YPAC) share their lived and professional expertise, wisdom, and experiences to guide us on how to best serve Canada's young people involved in child welfare and represent the Foundation in the community. | JAY, YESSINIA, SARAH, JOSHUA, MARKO, CHRISTOPHER, MERCY, LIANA, THE, AND SAMIDHA. ABSENT - CHANTAL.

About Children's Aid Foundation of Canada and Stand Up for Kids | Children's Aid Foundation of Canada is our country's leading charity dedicated to improving the lives of children and youth involved in the child welfare system. We raise and grant funds and deliver a wide range of high-impact programs and services in partnership with 74 child- and youth-serving agencies across the country that support more than 19,300 vulnerable young people and 4,200 families annually.

Stand Up for Kids is our national public movement uniting caring Canadians in changing the futures of our nation's most vulnerable kids - those who have experienced abuse and neglect. We know that by helping these young people to overcome their trauma and break the cycle for future generations, they gain the strength and resilience to create a lifetime of their own unstoppable successes.



25 Spadina Road | Toronto, ON, M5R 2S9 | 416-923-0924 | cafdn.org

Charitable registration number: 108076480RR0001