

# STAND UP FOR KIDS™

## FUTURES TRANSFORMED CAMPAIGN



WINTER 2021

### DEAR FRIENDS AND ALLIES,

Children's Aid Foundation of Canada has published a five year strategic plan that will propel us towards our goals of strengthening families at risk, supporting children and youth in care and assisting youth transitioning from care; ultimately shaping a future where all children and youth have the strength and resilience to create a lifetime of their own unstoppable success. To learn more about our strategic plan, [click here](#).

To fuel these ambitious goals, the Foundation has launched the **Stand Up for Kids: Futures Transformed Campaign to raise \$75 million** to dramatically improve outcomes for families, children and youth involved in the child welfare system across Canada.

We are delighted to share with you that the campaign, since its launch at Stand Up for Kids Night in September 2019, has **raised \$35 million to date against our \$75 million goal** as of December 31, 2020! During this current, challenging environment, we are continually astounded by the passion and generosity of our donor community, and by the commitment of our outstanding volunteers. We are equally amazed by the diversity of support, ranging from corporate donations to community-based fundraising initiatives, and from government grants to personal philanthropy. The old adage 'it takes a village' certainly applies here.



Because of you, we are positioned to make a lasting impact on the lives of thousands of vulnerable children, youth and families across Canada through meaningful, long-lasting change. Thank you for your steadfast dedication, compassion and generosity. Thank you for standing up for kids. We look forward to continuing this ambitious journey with you.

Sincerely,

**BILL BUTT**

**LAURA DOTTORI-ATTANASIO**

**DOUGAL MACDONALD**

Co-Chairs, Campaign Cabinet



"My transition out of government care was frightening. The time leading up to leaving care was really anxious, because you're building up all of these thoughts like, 'what if I don't have enough money'? For a period, I wasn't working and was quite scared about my financial and housing state, but I was able to get Foundation funding to take a security course, which meant the world to me because it helped me secure work. I also received a scholarship from the Foundation for the Centennial Broadcasting program. In the future I have plans to produce and create meaningful content, and I've since secured a contract position in my field as Production Assistant with Covenant House. When I'm completely financially stable I plan to give back as much as I can to the youth who have been through similar child welfare experiences."

- VIVIAN, 24, Advocate, Foundation funding recipient and former youth in care.

# CAMPAIGN HIGHLIGHTS

## National COVID-19 Response Program

Children, youth and families involved in the child welfare system, already on the margins and vulnerable, have been deeply impacted by the pandemic as they faced sudden unemployment, food and housing insecurity, and heightened underlying mental health issues. While we had not anticipated a global pandemic when we set out on our new Stand Up For Kids: Futures Transformed Campaign, we were able to adjust to respond quickly to this crisis.

In response to the need for immediate support, and with the help of over 800 incredible donors, Children's Aid Foundation of Canada quickly organized the National COVID-19 Response Program. Phase 1 saw grants of up to **\$1,000 provided to 1,913 former youth in care** to support their most urgent needs, while Phase 2 has granted **\$6.1 million to our network of 74 child welfare, family and youth serving agency partners** across the country to-date to provide front-line emergency supports to **1,292 youth and 1,848 families**. Phase 2 is ongoing, and continues to grant funds to those in need during the pandemic.

To date, we have raised **\$9.9 million**, and continue to be inspired by the unprecedented generosity of our donor community. We would especially like to express our sincere gratitude to three donors who have made truly transformational gifts. Longtime generous donors, **The Rogers Foundation** gifted an incredible \$5 million in support of children, youth and families across Canada, marking the largest gift our Foundation has received to-date. **The Ministry of Children, Community and Social Services** provided \$1.5 million to support youth from care across Ontario, which included a \$500,000 matching campaign. The **Northpine Foundation** joined our family of donors with an outstanding first-time gift to our Foundation of \$1 million to support youth from care nationwide.



“The COVID-19 Youth Support Fund significantly helped me through this stressful time. When the pandemic broke out I was extremely anxious and stressed; with the health protocols for COVID-19 I was unable to work, and I do not have a family to help support me. Accessing the funding helped ease some of the stress and financial hardship that I experienced due to COVID-19. I am unable to express how grateful I am for the funding.”  
- SARA\*, Foundation funding recipient and former youth in care. \*Identity protected



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# CAMPAIGN HIGHLIGHTS

## The Rogers Foundation

In 2019, The Rogers Foundation kicked off our Stand Up For Kids: Futures Transformed campaign with an outstanding \$2.5 million commitment over five years to expand the Ted and Loretta Rogers Foster Care Comfort Kit Program. This expansion provides 25,000 kids entering care across Canada with backpacks (“comfort kits”) filled with personal items such as a teddy bear, blanket, and age appropriate items to support their well-being as they face the overwhelming experience of leaving their home and their family due to neglect or abuse. Less than a year after this generous commitment, The Rogers Foundation once again, and without hesitation, answered our call for support with a **\$5 million emergency support commitment to help children, youth and families who are deeply affected by the pandemic**. We continue to provide mental health, food and housing supports to children, youth and families nationwide thanks to the support provided by The Rogers Foundation.



### THE ROGERS FOUNDATION

kicked off our Campaign in 2019, with an outstanding \$2.5 million commitment over five years



## Scotiabank's Renewed Investment in Education

Through the ScotiaRISE initiative, Scotiabank has committed to a **\$380,000 gift** to support over 300 young people in care in Alberta and British Columbia through the **Stay in School Program**, helping youth build confidence, stay on track at school and improve high school graduation rates. Scotiabank has supported the Stay in School Program since 2005, helping over 27,500 children and youth nationwide succeed in school.



### STAY IN SCHOOL PROGRAM

Since 2005 has helped 27,500 children and youth nationwide

# CAMPAIGN HIGHLIGHTS



**1,600 youth**  
from care are expected to  
be reached with Youth Works  
now running in 6 cities  
across Canada.

## Youth Works Sponsored by Lead Donor RBC Future Launch and Funded in Part by the Government of Canada under the Youth Employment and Skills Strategy Program

Thanks to **RBC Foundation's** generous contribution of \$2.8 million since the launch of the Youth Works program in 2017, and a separate \$3.2 million contribution from **the Government of Canada** under the Youth Employment and Skills Strategy Program, Youth Works will remove barriers and provide youth from care with the skills, guidance and experience they need to find meaningful employment. With this support, Youth Works is now running in six cities across Canada and is projected to reach **1,600 youth from care over the next three years** who have dreams of a better future.

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## Teddy Bear Fund

Children's Aid Foundation of Canada grants \$1.25 million annually to our partner agencies, Children's Aid Society of Toronto and Native Child and Family Services of Toronto, through the Teddy Bear Fund, providing children, youth and families in Toronto with essential prevention, enrichment, education and healing and recovery supports. We welcome our newest Teddy Bear Fund Founding Donors who have made commitments of \$100,000 or more: **John Friedrichsen and Tracy Cooper, Richard Gorrie and John Gorrie, The Newlands Family Foundation, and Adam and Allison Sinclair.**

“As I got older and transitioned out of foster care, my challenges changed as I became more independent. I had to apply to college, find my own place to live, do my own taxes. These are things that a 17 year old couldn't confidently do on their own. So I'm very grateful to the Pape Adolescent Resource Centre, funded by the Teddy Bear Fund, for helping me learn the skills to successfully navigate these challenges. I've learned how to find my own place, get in and stay in school, and get the physical and mental support I need, among many other things. Thank you for supporting the Teddy Bear Fund, I wouldn't be here without you.”

- TOM, 24, Teddy Bear Fund recipient, advocate, and former youth in care.



# CAMPAIGN HIGHLIGHTS

## Allies in action

Three corporations hosted innovative cause marketing initiatives to raise critical funds for children, youth and families involved in the child welfare system across Canada.



## AMJ Campbell

Thirty AMJ Campbell locations across Canada participated in Move Month, donating a portion of the proceeds from each move, totalling over **\$72,000**.



## H&M

H&M took a stand for Canada's most vulnerable young people through a back-to-school fundraising campaign that raised over **\$38,000** from at-the-till donations and a **\$10,000 corporate match**.



## Loblaw

Loblaw, our partner of over 20 years, raised **\$27,000** through their annual Give a Little, Help a Lot in-store campaign to support the Cooking Toward Independence Program.



# CELEBRATING OUR LEADERSHIP SUPPORTERS & VOLUNTEERS

Children's Aid Foundation of Canada is extremely grateful to the following leadership supporters and volunteers of the **Stand Up for Kids: Futures Transformed Campaign** for their commitments to vulnerable children and youth across Canada.

New cash contributions and pledge commitments from April 1, 2019 – December 31, 2020

## **\$5 Million +**

In Honour of Ted and Loretta Rogers  
The Rogers Foundation

## **\$2 Million - \$4,999,999**

BMO Financial Group  
CIBC Children's Foundation  
Government of Canada,  
Youth Employment and Skills Strategy Program

## **\$1 Million - \$1,999,999**

AMJ Campbell  
Government of Ontario  
The Northpine Foundation  
RBC Foundation  
TD Bank Group

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

The Mark Daniels and Andrea Weissman-Daniels Charitable Foundation  
Dave Thomas Foundation for Adoption  
HSBC Bank of Canada  
The Rossy Foundation

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

Citi Foundation  
Echo Foundation  
Estate of Mardi Jane Falconer Finastra  
Joe Carter Classic Medalist Capital  
Estate of Beverley J. Moorhead  
Scotiabank Group  
The Slight Family Foundation  
TELUS / TELUS Friendly Future Foundation  
the we know foundation

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

Air Canada Foundation  
Anonymous (2)  
Balsam Foundation

Deborah Barrett and Jim Leech  
Belsher Family  
Kuldeep Billan  
Bradley Black  
Eric Blanchard and Olivia Holland  
Yanick Blanchard  
Michael Bowick and Joanne Peters  
Centre for Disaster Philanthropy  
Tracy Cooper and John Friedrichsen  
Crux Capital Corporation  
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The K. Michael Edwards Family  
Christian and Florence Exshaw  
Richard and Darleen Falconer  
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The/Gordon and Ruth Gooder Charitable Foundation  
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Estate of Lynette Daphne Jones  
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Rory and Julie Mitz  
The Newlands Family Foundation  
Kathleen O'Keefe and Mark Hilson  
Grant and Mona Rasmussen  
Rogers Group of Companies  
Adam and Allison Sinclair  
Dr. Susan Storey and Julia Storey  
Tachane Foundation Inc.

## **MEDIA AND GIFT IN KIND**

Bell Media  
Corus Entertainment  
Globe & Mail  
Navigator Ltd.  
Rogers Communications Inc.  
Spin Master

We would also like to thank our Leadership Supporters from our previous Stand Up For Kids Campaign whose pledge commitments will continue during the Futures Transformed Campaign period.

## **\$2 Million - \$4,999,999**

Balsam Foundation

## **\$1 Million - \$1,999,999**

CIBC Children's Foundation  
TD Bank Group

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

Lynn Factor and Sheldon Inwentash  
Fred and Donna Leslie

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

HBC  
Manulife  
Medalist Capital  
Pinball Clemons Foundation

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**CHILDREN'S  
AID FOUNDATION  
OF CANADA**

Strength to change lives.

Charitable Registration Number: 108076480RR0001

### **To learn more, please contact:**

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