



CHILDREN'S  
AID FOUNDATION  
OF CANADA

# Gratitude Report

Children's Aid Foundation of Canada  
2020-2021

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## LEADERSHIP MESSAGE

We can all agree that this past year has been remarkable on all accounts: personally, community-wide, nationally and globally.

It was also a remarkable year for Children's Aid Foundation of Canada. Expecting the COVID-19 pandemic to have a devastating impact on our work, we began our new fiscal year by revising downward our business, fundraising, and granting plans. Our agency partners working on the front line of the child welfare sector were reporting stress, supply shortages and families, children and youth in crisis.

We knew this year was going to be a challenge, and we were blown away by the response of our donors, corporate partners, volunteers, community allies and agency partners whose incredibly generous and positive response helped us rise to the challenge. **Thanks to you, Children's Aid Foundation of Canada has had a record breaking year, raising \$22 million in donations.**

Within weeks of the start of the pandemic, we built a [COVID-19 Response Program](#) to address the emergency needs of children and families at risk and youth transitioning out of care. These populations, already amongst the most vulnerable in Canada, are being disproportionately affected by the negative effects of the pandemic. In addition to the traumas of abuse and neglect, additional barriers such as job loss, social isolation, mental health and educational challenges saw these populations in need of critical supports to meet their basic needs. Thanks to the incredible support of our donor community and agency partners across the country, the COVID-19 Response Program raised nearly \$10 million and supported over 37,000 children, youth and families with emergency grants for items including housing, food, and mental health, technology and educational resources. You can learn more about the impacts of the program in our COVID-19 Response Program Report on our website.



VALERIE MCMURTRY, CFRE,  
President & CEO



DANIEL BARCLAY,  
Chair of the Board of Directors

In 2020-21 we also continued to support children, youth, and families through our existing programs and resources. Granting over \$17 million during our 2020-21 fiscal year, we provided supports to strengthen over 12,000 families and improve education, health and wellbeing, enrichment, and employment outcomes for over 46,000 children and youth who have experienced the child welfare system.

None of this would have been possible without the generosity of our incredible donor community. We saw support from long-standing donors as well as many new donors compelled by the cause, ranging from an outstanding \$5 million gift from the Rogers Foundation to many incredible peer-to-peer and community-based fundraising initiatives. Thank you to all our donors and volunteers for joining us and standing up for kids.

Over this past year, we also publicly launched our Futures Transformed Campaign to raise \$75 million to support programs and resources for children and youth involved with the child welfare system, helping them gain strength and resilience to create a lifetime of their own unstoppable success. Thanks to the enthusiasm and tireless support of our Campaign Cabinet, led by Co-Chairs Bill Butt, Laura Dottori-Attanasio and Dougal Macdonald, and the amazing generosity of our donors, we are thrilled to report that as of March 31, 2021, we raised 51% of our campaign goal to change lives and transform futures.

As we move forward into this new fiscal year, guided by our five year Strategic Plan and supported by our incredible community of donors, volunteers, partners, and supporters, we truly have the strength to change the lives of families at risk, children in care, and youth transitioning out of care. Thank you for your unwavering dedication and generosity, we couldn't do it without you.

# 2020-2021 IMPACTS AND OUTCOMES

**\$22.2 million** RAISED

**\$17.5 million** GRANTED

**58,870** children, youth and families supported



## PRIORITY POPULATIONS



**Children and families at risk**

**\$6,424,434** granted  
**36,156** supported



**Children and youth living in care**

**\$1,944,921** granted  
**11,043** supported



**Youth transitioning out of care**

**\$9,168,592** granted  
**11,671** supported

**10,083** Indigenous children and youth supported\*

**6,393** Black children and youth supported\*

\*of those agencies that reported this information



## OUTCOMES REPORTED

- Increased stability - **13,638**
- Improved health & well-being - **9,283**
- Improved academic achievement, attainment & participation - **8,127**
- Improved socio-emotional well-being - **7,911**
- Increased youth engagement - **3,766**
- Increased permanence - **2,956**
- Increased employment & employability - **1,245**

COST OF FUNDRAISING  
**12%**

## FEATURED PROGRAMS AND DONORS

### Mental Health Supports

This year, we saw a huge advancement for mental health supports for young people from care across Canada with an incredible \$1 million investment from **The Slight Family Foundation**. This leadership gift will fund evidence-based programs, like the Connections Program, that promote resiliency among youth leaving care nation-wide.

Exposure to childhood trauma is almost universal in the child welfare population, and often results in long term mental and physical health issues. Not surprisingly, the stress and isolation of the pandemic has heightened the mental health challenges faced by many of our youth. When youth transition out of the child welfare system into independent living as young as 18, many struggle to find the supports they need.

Since 2018, the Foundation's **Connections Program** has been helping diagnose and provide access to consistent physical and mental health supports for youth from care in the Greater Toronto Area. Participating youth report improved access to supports, a new ability to focus on their other goals, increased knowledge about accessing mental health services and resources, and a better understanding of their condition. Thanks to the support of our generous donors, including **the we know foundation**, nearly 500 youth have been supported since the program's inception.



ALISHA, Youth Worker, Advocate and Foundation funding recipient

### Education Supports

Children's Aid Foundation of Canada's scholarships, bursaries and graduation awards help youth from care pursue their educational goals and overcome barriers to success. We know that education is critical to holistic future-building, and by providing these supports we are helping young people build successful, independent lives for themselves.



Thanks to all of our long-term and committed donors, including recent leadership support from **Arup, the Azrieli Foundation, BMO Capital Markets, Dick and Darleen Falconer, Finastra, HSBC Canada, McConnell Foundation, and Scotiabank**, we provided 269 scholarships, 139 bursaries, 78 graduation awards and 31 HSBC Youth Opportunity Awards to students in our 2020-21 fiscal year.

The impacts are incredible. 85% of our students report that Foundation and donor support significantly contributed to their ability to pursue a post-secondary education. Without it, many would have made sacrifices to their education such as reducing their studies or having to take on multiple jobs, giving them less time to focus on school work.

Graduation rates among those who receive Foundation supports for post-secondary education are high, with 92% of young people having either graduated or being on track to graduate from their programs. Thanks to our incredible donors, these young people see not only academic results, but also positive behavioural and emotional impacts.

MARKO, Graduate Student, Youth Advocate and Foundation funding recipient

## FEATURED PROGRAMS AND DONORS

### The ECN Capital Ambassador Program

**The ECN Ambassador Program** is a critical lifeline of hope for the most urgently at-risk youth in the process of transitioning out of government care. Located in the Toronto's east end, this intensive program, delivered through a partnership between Children's Aid Foundation of Canada and the Pape Adolescent Resource Centre (PARC), helps students access individual support with their education, while also learning life skills such as budgeting, cooking, and career planning, and having the opportunity to network and socialize with others.

Youth participating in the **ECN Ambassador Program** have faced profound obstacles and barriers. Many have struggled with substance use or experienced homelessness, incarceration, early pregnancy or sex trafficking. Having been in and out of the traditional school system, they have not yet secured a basic education and face extremely limited employment prospects.

In 2020, **ECN Capital** committed to a transformational investment of \$1 million over three years ensuring the Ambassador Program will continue to positively change the lives of youth at risk in Toronto by providing a path forward and a place of safety, stability, and support.



VIVIAN, Communications Professional, Youth Advocate, and Foundation funding recipient

### Ted and Loretta Rogers Foster Care Comfort Kit Program



When children and youth are brought into the care of the child welfare system, it can be one of the most overwhelming experiences of their lives. Many leave home with nothing but the clothes on their backs and very few possessions,

often packed in garbage bags. **The Ted and Loretta Rogers Foster Care Comfort Kit Program** provides these kids with backpacks filled with comforting, helpful, and culturally-relevant items, helping their well-being, safety, and sense of security during this traumatic and disorienting time.

Thanks to support from **The Rogers Foundation** and the moving power of **AMJ Campbell's** fleet of trucks, in 2020-21 we expanded this program to reach 25,000 kids at 30 locations across Canada, including remote areas such as the Northwest Territories and Nunavut, allowing us to broaden our reach to even more to kids who identify as Indigenous or Black, two populations that are disproportionately overrepresented in the child welfare system.

### Teddy Bear Fund



Children's Aid Foundation of Canada's **Teddy Bear Fund** provides critical supports to children, youth, and families, directly through frontline social workers in Toronto.

Annually, \$1.25 million is granted to the Children's Aid Society of Toronto and Native Child and Family Services of Toronto to help them respond to the immediate needs of the people they serve. The Fund is designed to be flexible to enable quick responses to new challenges faced in times of need, including but not limited to unexpected situations such as the COVID-19 crisis.

We are grateful to our dedicated Teddy Bear Fund Committee, chaired by CIBC's Eric Bélanger who is joined by Atif Ayub, Sean Gilbert, Vineet Malhotra, and Grant Rasmussen for their incredible fundraising efforts. In addition, we welcome and thank our new Founding Donors who made commitments of \$100,000 or more in 2020-21: **Tracy Cooper & John Friedrichsen, John and Richard Gorrie (in Memory of Muriel L. Gorrie), The Pulosof Family & RP Investment Advisors, and Adam & Allison Sinclair.**

Read more about the [Teddy Bear Fund and its impacts.](#)

# HIGHLIGHTS

## Community and Peer-to-Peer Fundraising

This past year our community of allies found many creative and effective ways to raise funds for the



MAX KEYS

children, youth and families we serve. Some of these included an Instagram Live piano concert hosted by 6-year-old Max Keys, a virtual 5km walk organized by the Child and Youth Care Club at Sheridan, ticket sales to an online documentary screening by the Reel Causes Society,

an art auction by 9-year-old Laila, and more! Thank you to our amazing community members for your creativity to safely garner support from family, friends, and colleagues.

## Lynn Factor Stand Up for Kids National Award

Roberta Jamieson O.O.C. was announced the winner of the 2020 Lynn Factor Stand Up for Kids National Award.



This Award recognizes and amplifies the stories of individuals working to improve the lives of abused, abandoned or neglected children and youth, helping to raise awareness and inspire others to take social action and Stand Up for Kids.

Roberta is a Mohawk from the Six Nations of the Grand River Territory, a passionate advocate for Indigenous rights, and the founder and recently retired CEO of Indspire. Roberta directed her \$50,000 award to establish a bursary at Indspire to help Indigenous children and youth involved in the child welfare system achieve their potential.

## Planned Giving

Bill Butt and Susan Quigley know that there are many barriers facing young people in and from care, and that



the need for funding to help create change for them will continue for years to come. To that end, Bill and Susan have included Children's Aid Foundation of Canada in their will through a bequest. Bill shared that, "Having a will is crucial for your family's well-being

when you're not around, but it also forces you to plan and think about what's important. And what's important to us is using resources to make a difference for others. Learning about the process of transitioning out of care was really a lightning rod for me. Who is standing up for these kids? If our support can help even one young person who is struggling, it's all worthwhile."

## Foundation Events and Milestones

COVID-19 Response Program launched  
**April 2020**

Joe Carter Classic  
**August 2020**

Stand Up for Kids Night  
**September 2020**

AMJ Campbell Move Month and Ted and Loretta Rogers Foster Care Comfort Kit Assembly Day  
**October 2020**

UNGala, a virtual version of our annual Gala - Teddy Bear Affair  
**November 2020**

Holiday Campaign  
**December 2020**

**50% of Stand Up For Kids: Futures Transformed Campaign goal reached**  
**March 2021**

# CELEBRATING OUR DONORS

None of this work would be possible without our extraordinary community of compassionate, committed donors and supporters.

## CAMPAIGN SUPPORTERS

This list represents commitments of \$50,000 or more made after the launch of our Stand Up For Kids: Futures Transformed National Campaign for Child Welfare (April 1, 2019 – March 31, 2021).

### \$5,000,000+

The Rogers Foundation  
In Honour of Ted and  
Loretta Rogers

### \$2,000,000 - \$4,999,999

BMO Financial Group  
Government of Canada,  
Youth Employment and  
Skills Strategy

### \$1,000,000 - \$1,999,999

AMJ Campbell  
CIBC Children's Foundation  
ECN Capital Corp.  
Government of Ontario  
The Northpine Foundation  
RBC Foundation  
The Slight Family Foundation

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

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

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

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

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

Anonymous (5)  
Air Canada Foundation  
Balsam Foundation  
Deborah Barrett and Jim Leech  
Eric Bélanger and  
Marie Claude Prud'homme  
Belsher Family  
Bradley R. Black  
Eric Blanchard and  
Olivia Holland  
Michael Bowick and  
Joanne Peters  
Centre for Disaster  
Philanthropy  
Tracy Cooper and  
John B. Friedrichsen  
Crux Capital Corporation  
Dottori-Attanasio Family  
The K. Michael Edwards Family  
Christian and Florence Exshaw  
Fitzrovia Real Estate Inc.  
La Fondation Emmanuelle  
Gattuso  
The Gordon & Ruth Gooder  
Charitable Foundation  
In Memory of Muriel L. Gorrie  
Estate of Lynette Daphne  
Jones  
Christina Kramer  
Loblaw Inc.  
Vineet and Trish Malhotra

John and Gillian McArthur  
McConnell Foundation  
Medavie  
Leigh Merlo and Bill Bamber  
Rory and Julie Mitz  
The Newlands Family  
Foundation  
Kathleen O'Keefe and  
Mark Hilson  
The Pilosof Family and RP  
Investment Advisors LP  
Grant and Mona Rasmussen  
Rogers Group of Companies  
Adam and Allison Sinclair  
Dr. Susan Storey and  
Julia Storey  
Tachane Foundation Inc.  
Aaron Zifkin

### Gift In-Kind (\$25,000+)

Bell Media  
Corus Entertainment  
Globe & Mail  
National Post  
Navigator Ltd.  
PwC Canada  
Rogers Communications Inc.  
Spin Master

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

### \$2,000,000 - \$4,999,999

Balsam Foundation

### \$1,000,000 - \$1,999,999

TD Bank Group  
CIBC Children's Foundation

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

Lynn Factor and Sheldon  
Inwentash  
Fred and Donna Leslie

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

HBC  
Manulife  
Medalist Capital  
Pinball Clemons Foundation

## ANNUAL SUPPORTERS

Our annual supporter list recognizes the generosity of donors who have made a cash gift of \$10,000 or more between April 1, 2020 and March 31, 2021.

### \$5,000,000+

The Rogers Foundation

### \$1,000,000+

Government of Ontario  
Government of Canada's  
Youth Employment and  
Skills Strategy  
The Northpine Foundation

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

Balsam Foundation  
HSBC Bank Canada  
RBC Foundation  
In Honour of Ted and  
Loretta Rogers

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

BMO Financial Group  
CIBC Children's Foundation  
Citi Foundation  
Dave Thomas Foundation  
for Adoption  
ECN Capital Corp  
The Sheldon Inwentash and  
Lynn Factor Charitable  
Foundation  
The Slight Family Foundation  
TD Bank Group  
the we know foundation

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

Anonymous (2)  
AMJ Campbell  
The Azrieli Foundation  
Center for Disaster  
Philanthropy  
Tracy Cooper and  
John B. Friedrichsen  
Finastra  
La Fondation Emmanuelle  
Gattuso  
The Gordon & Ruth Gooder  
Charitable Foundation  
In Memory of Muriel M. Gorrie  
Joe Carter Classic  
Estate of Lynette Daphne  
Jones  
Fred and Donna Leslie  
Foundation  
Estate of Beverley J. Moorhead  
The Newlands Family  
Foundation  
The Rossy Foundation  
Scotiabank Group  
Dr. Susan Storey and  
Julia Storey  
TELUS / TELUS Friendly Future  
Foundation

### \$50,000 - \$99,999

Anonymous (3)  
Daniel and Kathryn Barclay  
Mark Daniels and Andrea  
Weissman-Daniels  
Donner Canadian Foundation  
Echo Foundation  
Christian and Florence Exshaw  
Estate of Mardi Jane Falconer  
Intact Financial Corporation  
Intact Public Entities  
Loblaw Inc.  
McConnell Foundation  
The McLean Foundation  
Medalist Capital  
Medavie Health Foundation  
Ovens Family  
Presente Holdings Limited  
QuadReal Property Group  
Toronto  
Estate of Sandra Margaret Reid  
Alter Ego Trust  
Rogers Group of Companies  
Robert B. Somerville Co.  
Limited  
Teck Resources Limited  
TPC Toronto at Osprey Valley  
in association with the  
Humenuik Foundation

### \$25,000 - \$49,999

Anonymous  
Arup Canada Inc.  
Eric Bélanger and Marie Claude  
Prud'homme  
The William Birchall  
Foundation  
Birch Hill Equity Partners  
Management Inc.

BlackRock fund of Tides  
Foundation  
Eric Blanchard and  
Olivia Holland  
B.O.L.T. Charitable Foundation  
Bill Butt and Susan Quigley  
Joe Canavan - The Canavan  
Family Foundation  
Cannonbury Foundation  
CIBC One for Change Auction  
Colliers International Group  
Inc.  
Crux Capital Corporation  
Maureen & Victor Dodig and  
Family  
The K. Michael Edwards Family  
Foundation 23  
Greenrock Charitable Trust  
HALO Fund  
Holiday Bike Challenge  
Laidlaw Foundation  
The Lawson Foundation  
The McCain Foundation  
The Catherine and Maxwell  
Meighen Foundation  
Leigh Merlo and Bill Bamber  
PetSmart Charities of Canada  
Grant and Mona Rasmussen  
Shorcan Brokers Limited  
Signal Hill Equity Partners  
Spin Master Ltd.  
Stanley Black & Decker Canada  
Corp.  
State Street Trust Company  
Canada  
Weston Family Foundation

### \$10,000 - \$24,999

Anonymous (2)  
Aon Benfield Canada ULC  
The Asper Foundation  
The Atkinson Foundation  
Barclays Capital Canada Inc.  
Deborah Barrett and Jim Leech  
Barrick Gold Corporation  
Chris Bell  
Bell Canada  
Belsher Family  
Brent and Lynn Belzberg  
The Jalynn H. Bennett  
Foundation  
Vivek Beri and Shi Chen  
Sheryl and Eric Berke  
Better Toronto Coalition  
Sheila R. Block  
Molly Bloom  
BMW Group Financial Services  
Canada  
Andrea Bolger and John Green  
Burnbrae Farms Employee  
Holiday Fundraising  
Robert and Shelley Chausse  
Michael Choi  
Judith and Marshall Cohen  
Corsage Project  
The Cottam Family  
Credit Suisse Securities  
(Canada), Inc.  
Cubecom Commercial Realty  
Inc.  
Dominic D'Alessandro  
Deloitte & Touche LLP  
Dottori-Attanasio Family  
Anca Drexler and Saurabh  
Rastogi  
Andrew W. and Christine Dunn  
The Economical Insurance  
Group  
Richard and Darleen Falconer  
Sean Gilbert and Joy Polevoy  
Giraffe Foods  
Linda and Bob Goldberger

The Lindy Green Family  
Charitable Foundation  
Greenwin Inc.  
Griggs Family Foundation  
Gryphon Investment Counsel  
Incorporated  
Pruyn and Kelly Haskins  
Barry and Alison Hildred  
ivari  
James C. Johnson  
Jeff and Joan Karry  
Christina Kramer  
David Leith and Jacqueline  
Spayne  
Barbara and Dougal  
Macdonald  
Mackenzie Financial  
Corporation  
Marg MacLean & Dave McCann  
Vineet and Trish Malhotra  
Sean and Kate Mann  
The Honourable Margaret  
Norrie McCain  
Rose and Barry McInerney  
The M.E.H. Foundation  
Rory and Julie Mitz  
Morgan Stanley  
Ian Morrison  
Kathleen O'Keefe and  
Mark Hilson  
Pfaff Automotive  
Jenny E. Poulos and  
Nick Lafazanis  
Gordon & Cathryn Raman  
RBC Global Asset Management  
Inc.  
Cookie and Stephen Sandler  
Silicon Valley Bank  
Adam and Allison Sinclair  
The StarFish Foundation  
Damien and Lisa Steel  
Sean St. John  
In memory of Pinkle Sturgeon  
Jennifer and Ken Tanenbaum  
Team Stand Up for Kids in the  
Scotiabank Toronto  
Waterfront Marathon  
The Tenapiq Foundation  
TJX Canada  
Moses & Temara Tobe  
Foundation Inc.  
Torquest Partners  
Torys LLP  
Tutsch Family Holiday  
Fundraising  
The UPS Foundation, Inc.  
UWC (Toronto) Foundation  
Ryan Voegeli  
David G. Ward  
The Henry White Kinnear  
Foundation  
Karl and Kim Wildi

### Gift In-Kind (\$25,000+)

The Globe & Mail  
Navigator Ltd.  
Rogers Media

**Children's Aid Foundation of Canada** is our country's leading charity dedicated to standing up for children and families involved in the child welfare system and standing alongside youth with lived experience.

We raise and grant funds and deliver a wide range of high-impact programs and services in partnership with 104 child- and youth-serving agencies across the country. Last year, we supported over 46,500 children and youth and 12,300 families.

### Board of Directors 2020-2021

**Daniel Barclay** | Chair  
**Gordon Raman** | Past Chair

**Bill Butt**  
**Christian Exshaw**  
**Pierre Frappier**  
**John Gossling**

**Pruyn Haskins**  
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**Sandra Roberts**  
**Sean St. John**  
**Andrea Weissman-Daniels**  
**Aaron Zifkin**

**Lynn Belzberg**

### Campaign Cabinet and Campaign Advisory Council 2020-2021

**Bill Butt** | Co-Chair  
**Laura Dottori-Attanasio** | Co-Chair  
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**Jeremy M.C. Walker**  
**Jaime Watt**  
**Aaron Zifkin**

**Daniel Barclay**



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. | Shown above - YPAC meeting with Foundation staff. Left to right: Valerie, Conner, Lisa, Marko, Peggy, Jesse, Taneisha, Wendy, Mercy, Chantal, Rebecca, and Serena. Absent: Christopher, Andrea, The, Liana, and Kiaunna.