

Annual

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Report

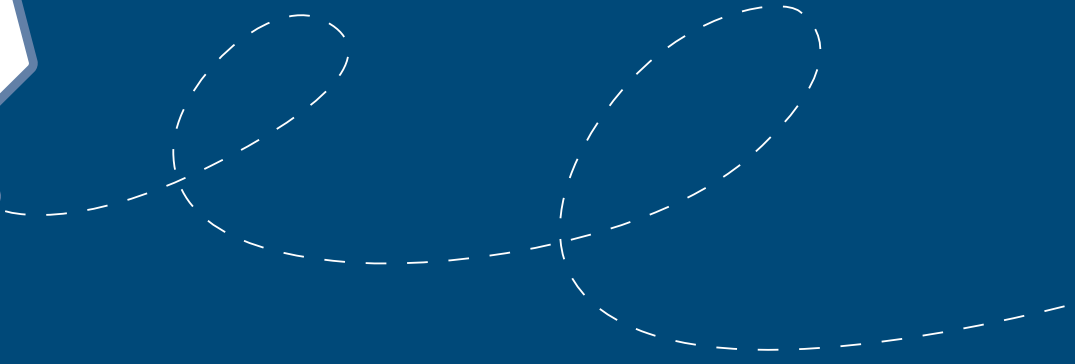
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Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie™



A Hive of Activity —

The Canadian Centre for Philanthropy's Year in Review



Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie™

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Beekeeping is also called "apiculture", named after apis, the Latin word for bee.

The word "philanthropy" — a love of human kind or a disposition to promote happiness — comes from the Latin word "philanthropia."



Message from the Chair

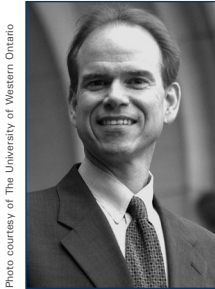


Photo courtesy of The University of Western Ontario

When we set out to build a new organization on the foundations of the Canadian Centre for Philanthropy (CCP) and the Coalition of National Voluntary Organizations (NVO), we were determined to ensure that the process was as inclusive as it could possibly be, reflecting the values of our Board, our founding organizations, and of the sector in which we work.

When NVO reached the end of its fiscal year and wrapped up its operations in March, we expanded the CCP Board to include representatives from NVO. One of the fundamental choices that confronted our expanded Board was whether the new organization would become a "chamber of charities" that served a defined membership or whether it would have a broader focus and engage others in the challenges that face organizations in our sector.

The charitable and nonprofit sector — as the heart of our civil society — is an incredibly valuable asset to our country. The "inputs" that affect this asset (such as corporate and government funding, policies, legislation, and donor/volunteer awareness) are often beyond the control of charities and nonprofits themselves. We asked our CEO to build an organization that could engage all the major parties that can help the charitable and nonprofit sector meet its challenges. By year's end, we were pleased to have approved a model that reflects this vision. This new organization — Imagine Canada — will be unveiled early in 2005.

With the amalgamation of our two Boards, the naming of a transitional Board in the spring and my election as chair in September, we saw also considerable turnover within the ranks of our senior volunteers. Dale Godsoe and Faye Porter served as interim co-chairs for much of the year and I owe them a debt of gratitude. Jean Crawford, Elizabeth Atcheson, Rita Morin, David Zussman, and Sheila Hicks left the CCP Board, while Bruce Mutch, Marie Bergeron, Karon Croll, and Marcel Lauzière left the NVO Board. We owe these Board members tremendous thanks.

I would also like to thank our CEO, Georgina Steinsky-Schwartz, and the outstanding staff from CCP and NVO who worked tirelessly to bring the two organizations together while continuing to advance the interests of the charitable and nonprofit sector.

To our staff, our volunteers, and our members — thank you! We look forward to our new beginnings in the coming year. □

Ted Garrard
Chair of the Board

There are approximately 10,000 beekeepers in Canada.

Ted Garrard was elected Chair of the CCP's board of directors in September 2004.

Message from the CEO

Photo courtesy of Toronto Star Syndicate



In April 2004, when I accepted the position of President and CEO of CCP, I did so because I passionately believe in the essential role that charitable and nonprofit institutions play in Canadian society. I saw great potential in the nascent organization for former CCP and NVO members, for socially conscious corporations, for the broader sector, and for our country as a whole.

In June 2004, we began by refining our vision to reflect stakeholder input collected earlier in the year. The new model of organization we developed would encourage corporations, governments, and individuals to collaborate with charitable and nonprofit organizations, to preserve their key role that these civil society institutions play as anchors of our communities.

The September release of The National Survey of Nonprofit and Voluntary Organizations documented the size and scope of the third sector in Canada. Simultaneously, we published a discussion paper outlining our proposed organizational model. I traveled across the country to discuss these ideas with hundreds of leaders from charitable and nonprofit organizations. Their energy, enthusiasm, and support inspired us to take the final step and officially launch a new organization in January 2005.

This year of hard work and accomplishment would not have been possible without the support of our Board, who trusted us to carry their vision forward. Other leaders of national organizations were also supportive, generously sharing their time and advice. Our members and Caring Companies listened, considered and shaped our new direction. I would also like to thank Dr. Michael Hall, who continued to serve as interim CEO for the first few months of 2004, and Chris Pinney, who left CCP in the fall after more than 10 years of shaping the organization's Imagine corporate program. And last — but not least — I would like to thank our entire staff, who were very much committed to working together to make this new vision a reality.

Looking forward, I know that our work in 2005 and in the years beyond will build on this excellent foundation. ◻

Georgina Steinsky-Schwartz
President and CEO

Worker bees are all female and make up about 85% of nest bees.

Up to 75% of Canada's nonprofit sector workforce is female. Georgina Steinsky-Schwartz joined the CCP in April of 2004.

A Hive of Activity

The Canadian Centre for Philanthropy's Year in Review

Building a new organization

We announced in 2003 that we would be forming a new organization built on the strengths and history of the Canadian Centre for Philanthropy and the Coalition of National Voluntary Organizations. In 2004, after one of the most extensive consultative processes ever undertaken in the charitable and nonprofit sector, we established what would be the cornerstones of this new organization.

Our year-long series of sectoral consultations, focus groups, surveys, and engagement sessions resulted in a strong endorsement for our vision, and it was decided that the key focus of this new, bilingual organization would be to support those who are working for social progress, and to build stronger and more resilient communities, serving the existing CCP and NVO membership but reaching out to more fully engage businesses, governments, and individuals. To build on that, we worked together with our board of directors and staff to create a new mission and vision statement for the organization, which would be launched in early 2005.

Our new organization needed many things: a new name, a new website, a new brochure, just to name a few. From the sign in the lobby to the business cards on our desks, we rolled up our sleeves and got down to the details in November and December — details that would, after much hard work, be publicly launched in January 2005. ◻

Library continues growth in second year of operation

The Canadian Centre for Philanthropy - John Hodgson Library houses Canada's largest and most current collection of works on philanthropy, voluntary action, civil society, corporate social responsibility, fundraising, capacity-building, public policy, and nonprofit research.

In 2004 we continued to expand our online and physical collection as public response to our Library's services grew in its second year of operation. To keep up with the sector's emerging "knowledge base," we expanded our bilingual collection by 64% to over 4,000 titles (6,000 volumes). In 2004, Library activity almost doubled with 65,000 "visits" logged to the virtual library at www.nonprofitscan.ca. Our Library staff responded to almost 1,300 information requests via e-mail, telephone, or in-person inquiries — a 76% increase from 2003.

The CCP-John Hodgson Library is open to the public by appointment Mondays through Thursdays from 10:00 a.m. until 4:00 p.m., or by visiting www.nonprofitscan.ca seven days a week, 24 hours a day. ◻

The number of honeybee colonies continues to rise, reflecting bee health and the high demand for quality Canadian honey.

43% of Canada's charitable and nonprofit organizations reported that increased demands for their services made it difficult to fulfill their missions in 2003.

Directing the sector to fundraising resources

This was a busy year for the print and online versions of our popular *Canadian Directory to Foundations & Grants*, the most accurate and up-to-date resource of grantmaking agencies and foundations in Canada. In 2004, we built on our 20-year history of providing foundation information to Canadian fundraisers by launching a major upgrade of our Directory Online, with the support of the Government of Canada through the Voluntary Sector Initiative.

We built on the features of the existing Directory Online to provide users with easier access to information on grantmakers. The most noteworthy and immediate change to the Directory Online was that all the content, as well as all of the search functionality, was translated into French; for the first time, our online Directory was fully bilingual. This 18 month project will culminate in the launch of a brand-new *Canadian Directory to Foundations & Corporations* in early 2005.

The 18th edition of the print Directory was printed in March, containing information on 2,272 active Canadian foundations, compared to 1,684 in the previous edition — an increase of 35%. It sold out its first print run in just a few months, necessitating a second printing in the fall for the first time in the Directory's 20-year history. ◻

Improving how we share information

After a successful 10 year history of bringing news of the charitable and nonprofit sector to nearly 2,000 subscribers, our popular *Front & Centre* publication was redesigned into a bilingual magazine format to be launched in January 2005. We also rebuilt www.ccp.ca to support our evolution into a new, bilingual organization. The new French and English site was launched in the summer.

We experienced unprecedented media coverage in 2004 — coverage that brought information about charitable giving, volunteering, ethical fundraising, and public policy to millions of Canadians. Coverage of our National Survey of Giving, Volunteering and Participating and the National Survey of Nonprofit and Voluntary Organizations campaigns resulted in more than 8,000,000 media impressions this year, and included articles in *The Globe & Mail*, *The Montreal Gazette*, *The National Post*, *The Toronto Star*, *The Edmonton Sun*, *The Edmonton Journal*, *The Vancouver Sun*, *The Winnipeg Sun*, *Montreal La Presse*, and *Moncton Times Transcript*, along with a number of local and national radio and television interviews. ◻

Honeybees communicate by dancing, which alerts other bees to where nectar and pollen resources are located.

The CCP published more than 120 publications in 2004, including The Canadian Directory to Foundations & Grants — the most accurate and up-to-date resource of grantmaking agencies and foundations in Canada.

Building the body of knowledge on volunteering and volunteerism

Since early 2003, our Knowledge Development Centre has provided funding to support research on volunteering and volunteerism in Canada. We then transfer the resulting information resources and tools to charitable and nonprofit organizations to improve their capacity to benefit Canadians.

In 2004, our Knowledge Development Centre funded 11 new community-based and national projects under the Volunteer Recruitment, Retention, Recognition, and Support theme, and published several new information resources in English and French on topics such as corporate volunteer programs; youth engagement in volunteering; volunteer administration; the use of information technology in volunteering; and measuring the economic value of volunteering. The most recent funding competition, for which we received 137 applications, will result in a series of new publications in mid-2005. ◻

Partnering with Volunteer Canada to produce unique resources

We partnered with Volunteer Canada in 2004 to develop their Community Support Centre (CSC) program, which provides funding for pilot and demonstration projects that create and test new ways of building, sustaining, and supporting volunteerism. CCP staff provided assistance with the Community Support Centre's development, and helped the organizations funded by the CSC in their work. ◻

Bringing the sector together - Annual Symposium 2004

Held on September 20th and 21st in Toronto, Symposium 2004 was host to more than 200 charitable and nonprofit sector leaders, speakers from in and outside government, and business leaders from major Canadian corporations. The Symposium's theme of *Changes, Challenges, New Directions* was evident throughout the two-day agenda, reflecting a year in which we were working in partnership to build a new organization.

Presenting fully bilingual content and simultaneous translation, the Symposium saw the release of the groundbreaking results from the National Survey of Nonprofit and Voluntary Organizations (NSNVO), conducted in partnership with Statistics Canada and a consortium of organizations from across the country. For the first time in this country's history, information about the challenges, the size, the revenues, and the structure of Canada's charitable and nonprofit sector was made available to those who needed it most. This release set the stage for related discussions and provided professional development opportunities for delegates who had gathered to learn from this important research, and from each other. Symposium 2004 proceedings were then made available via webcast on www.ccp.ca/symposium to viewers across the country. ◻

A single colony typically contains 30,000 to 50,000 bees.

There are 161,000 charitable and nonprofit organizations in Canada.

Groundbreaking research work continues in 2004

The Canadian Centre for Philanthropy's research program published more than 110 titles in 2004, disseminating thousands of print and electronic copies throughout the sector. Over 200,000 resources were downloaded from our Research Program websites. The CCP's www.givingandvolunteering.ca site, which hosts the National Survey of Giving, Volunteering and Participating publications, experienced a 578% increase in publication downloads over 2003.

National Survey of Giving, Volunteering and Participating (NSGVP)

In 2004 we produced 46 fact sheets, five short reports, and two practical manuals on how organizations can use the results of the NSGVP for fundraising and volunteer management. These French and English resources are available in hard copy and electronically on www.givingandvolunteering.ca.

National Survey of Nonprofit and Voluntary Organizations (NSNVO)

This groundbreaking initiative, conducted in partnership with a consortium of organizations across the country, provided the first-ever analysis of Canada's 161,000 charitable and nonprofit organizations. Findings from the NSNVO were released on September 20th at the CCP's annual symposium. We distributed the highlights report of the NSNVO findings, entitled *Cornerstones of Community*, to an audience of charitable and nonprofit sector stakeholders, and also made this resource available in electronic format on www.nonprofitscan.ca, the CCP's information portal.

The dissemination of NSNVO findings continued for the remainder of the year. We produced a series of fact sheets showcasing the size and scope of the charitable and nonprofit sector in regions across the country and conducted a Canada-wide series of roundtable meetings hosted by members of the NSNVO research consortium. The results of these roundtable discussions will be released in 2005.

Rural Charitable Sector Research Initiative

To strengthen the capacity of charitable and nonprofit sector organizations in rural Ontario, we continued our partnership with The Foundation for Rural Living in 2004. The results of the first phase of this project were released in July in a report entitled *A Portrait of the Nonprofit and Voluntary Sector in Rural Ontario*. The report is available electronically on www.nonprofitscan.ca. Results of the second phase of this project will be published in 2005.

Johns Hopkins Comparative Nonprofit Sector Project

The goal of this two-year initiative undertaken by the Canadian Centre for Philanthropy in partnership with the Johns Hopkins University (JHU) Center for Civil Society Studies is to compare Canada's charitable and nonprofit sector to the sectors in other participating countries. Using the results of the National Survey of Nonprofit and Voluntary Organizations, the CCP began work on a cross-national comparison to be published in 2005 in a comprehensive report entitled *The Canadian Nonprofit and Voluntary Sector in Comparative Perspective*. ◻

The average honey yield in Canada is twice the world's average.

Canada's charitable and nonprofit sector is the second largest in the world.



Launching a new corporate citizenship challenge

Launched in 1988, the CCP's Imagine initiative has become a world leader in promoting corporate citizenship. In 2004 we took a major step forward in this area with the launch of our new leadership commitment. This commitment established a new standard of corporate giving in Canada, by setting new reporting and contribution benchmarks. Eleven of Canada's most prominent CEOs signed their names to this new commitment, and our work will continue in 2005 to bring others on board.

The Imagine initiative also produced a key report on behalf of the Private Voluntary Sector Forum. The report, entitled *Towards a New Partnership for Community*, informed governments and other stakeholders about the important role of the private sector in supporting Canadian communities. We also announced a new partnership with The Boston College Center for Corporate Citizenship to bring one of the world's most renowned executive education programs in corporate community engagement to Canada. We also recognized and celebrated the year's five most innovative partnerships between socially conscious businesses and charitable and nonprofit organizations at our annual New Spirit of Community Partnership Awards, which were held during the CCP's annual symposium in September. ◻

EMAGINE - dedicating future earnings towards stronger communities

To inspire and enable entrepreneurs and investors to give back to their communities through a pledge of future profit, we continued to build on the EMAGINE concept by forming a National Advisory Council and developing marketing material to support the program for 2004. We recognized the program's founders at a launch event in April, continued throughout the year to build relationships with key stakeholders, and investigated opportunities that would increase awareness of the program across the country. ◻

The per capita consumption of honey in Canada is 2.2 pounds each year.

On average, Canadians hold an average of four memberships in charitable and nonprofit organizations per person.

Encouraging public policy and advocacy

The CCP continued its public policy and advocacy work on behalf of charitable and nonprofit organizations in 2004.

The federal budget released on March 23rd 2004 announced the adoption of most of the recommendations for reform that were brought forward by the Joint Regulatory Table, on which the CCP has served in an advisory capacity since 2000. This budget included provisions on reform of charity regulation long sought by the CCP through our many years of advocating for increased accessibility and transparency of information. We were also involved in an advisory capacity in a working group for the Uniform Law Conference of Canada, which is considering the need for a standard statute for charitable fundraising in Canada, and to the International Civil Liberties Monitoring Group.

The number of charities that have adopted our Ethical Fundraising & Financial Accountability Code continued to grow throughout 2004; by the year's end, more than 600 organizations were registered as adherents.

Our voice was heard in presentations made to the Commons Finance Committee and the Senate Banking Committee in 2004, where we recommended that the capital gains tax on charitable donations of listed securities be eliminated or lowered, and that other reforms be put in place to encourage all forms of charitable giving. ◻

Even though we become more dependent each year on bees for many of our daily foods, natural pollinators are disappearing rapidly.

Many charitable and nonprofit organizations have reported problems due to reductions in government funding.

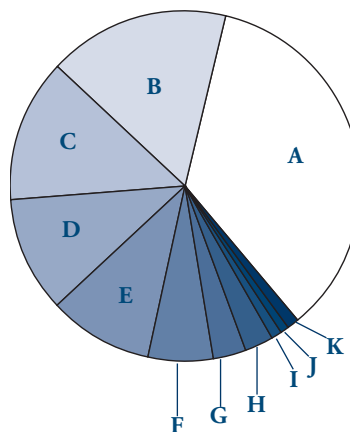
Statement of Revenue & Expenses

Year ended December 31, 2004

The charts below were drawn from the financial statements for 2004 which were audited by Deloitte and Touche. Copies of the complete financial statements are available at www.ccp.ca, or by calling 416-597-2293 / 1-800-263-1178.

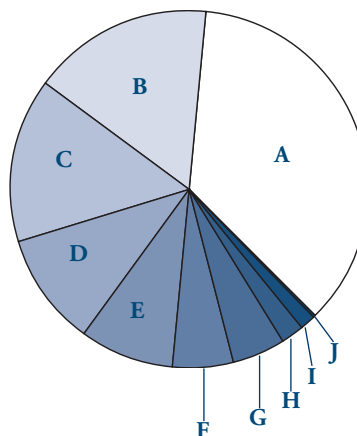
Revenue

A.	Project grants - research	2,364,074
B.	Hosting agreements	1,127,522
C.	Project grants - other	889,086
D.	Corporate citizenship donations	717,275
E.	Publications and online subscriptions	648,544
F.	Membership fees	404,697
G.	Donations	203,869
H.	Conferences and seminars	177,293
I.	Investment income	66,742
J.	Amortization of deferred capital contributions	52,171
K.	Other	72,621
Total Revenue		6,723,894



Expenses

A.	Salaries and benefits	2,462,087
B.	Professional fees	1,121,407
C.	Hosting agreements	1,018,066
D.	External Researchers	703,330
E.	Printing and Promotion	582,198
F.	Occupancy	375,495
G.	Travel and meetings	329,425
H.	Office Supplies	145,368
I.	Amortization	96,901
J.	Other	13,367
Total Expenses		6,847,644



Supporters & Funders

In 2004, the work of The Canadian Centre for Philanthropy was supported by many foundations, corporations, government agencies, and major donors. It is with great appreciation that we acknowledge their generosity.

Bell Canada

Investors Group

Beryl M. Ivey

Margaret E. Barrow

Canadian Heritage

Muttart Foundation

Canadian Venture Capital Association

Navion Charitable Foundation

Canavan Family Foundation

Petro Canada

Dofasco Inc.

Social Development Canada

EnCana Corporation

Suncor Energy Foundation

GlaxoSmithKline

The Estate of Margery J. Warren

Goldcastle Investments Limited

The J. W. McConnell Family Foundation

Industry Canada

It has been estimated that honeybee pollination contributes up to \$1 billion annually in terms of increased agricultural production.

Canada's charitable and nonprofit organizations reported revenues of \$112 billion dollars in 2003.

Board of Directors

Ted Garrard, Chair

The University of Western Ontario
London, Ontario

Wenda Yenson, Vice-Chair

Dickson MacGregor Appell
Toronto, Ontario

Marilyn De Mara, Secretary-Treasurer

KPMG
Toronto, Ontario

Richard Bailey

The United Church of Canada Foundation
Toronto, Ontario

Mayann Francis

Nova Scotia Human Rights Commission
Halifax, Nova Scotia

Dale Godsoe, Past Chair

Vice President (External)
Dalhousie University
Halifax, Nova Scotia

Punch Jackson

Wild Rose Foundation
Alberta Community Development
Edmonton, Alberta

Damon Johnston

Aboriginal Centre of Winnipeg Inc.
The Centre for Aboriginal HR Development
Winnipeg, Manitoba

The Honourable Allan Lefever

The Provincial Court of Alberta
Edmonton, Alberta

Don McCreesh

The Garnet Group Inc.
Oakville, Ontario

John O'Leary

Frontier College
Toronto, Ontario

Faye Porter

VON Canada
Ottawa, Ontario

Vanessa Reid

Santropol Roulant
Montréal, Québec

Lucie Rémillard

Sainte-Justine Hospital Foundation
Montréal, Québec

Raffath Sayeed, M.D.

Lloydminster, Alberta

Sandra Wilking

Citizenship Judge
Burnaby, British Columbia

Dick Wilson

EnCana Corporation
Calgary, Alberta

Honeybees represent a highly organized society.

All charitable and nonprofit organizations are governed by voluntary boards of directors.

Staff

as of December 31, 2004

Joyce Badley
Christian Barber
Cathy Barr
Peter Broder
Barbara Brownlee
Noreen Cottle
Ruxandra Dicu
Alex Gill
Lesley Gotlib Conn
Glenn Gumulka
Michael Hall
Stephen Hay
Lisa Hartford

Mary Kuo
David Lasby
Nathalie Le Roc'h
Indra Liepins
Eli Malinsky
Scott Morgan
Eshwar Murthy
Liliane Najm
Monique Newton
Rosario Olivera
Catherine Paterson
Kim Phu
Orbis Proszynski

Elizabeth Ridley
Robyn Rucchin King
Rowena Santos
Helen Simpson
Jennifer Smith
Georgina Steinsky-Schwartz
Jason Taniguchi
Sabine Thenner
Susan Thomas
Kimberley Turner
Diane Wilputte
Fataneh Zarinpoush



Canadian Centre for Philanthropy staff members sign the CCP's farewell banner.

It requires 556 worker bees to produce a pound of honey.

Canada's nonprofit and voluntary organizations employ two million part and full time employees.



Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie™

1981 - 2004

**Our work will continue in 2005
under our new name: Imagine Canada!**



Sources

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- *Louise Mailloux, Heather Horak and Colette Godin, Motivations at the Margins: Gender Issues in the Canadian Voluntary Sector*. Available from http://www.vsi-isbc.ca/eng/knowledge/motivation_margins/