

NEW DIRECTIONS



Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie™



Dale Godsoe
*Chair, Board of Directors
Canadian Centre
for Philanthropy*

Most people would agree that it is a privilege to work and volunteer in the charitable and nonprofit sector. What better way to give back to your community than to help make the world a kinder, more caring place that helps people grow while treating them with compassion and respect?

Living up to this privilege in the unpredictable environment in which the sector works is a constant challenge. For organizations like ours that largely work in the background to support other charities and nonprofit organizations, this unpredictability means that our priorities and programs are always changing. Most of these modifications are minor, but every so often an extraordinary opportunity emerges for significant change.

In October 2002, the Centre's president and CEO stepped down, just two months after the executive director of the Coalition of National Voluntary Organizations (NVO) stepped down from his post. The unexpected timing of these departures left a significant leadership vacuum in the charitable and nonprofit sector. At the same time, it opened up an unparalleled opportunity for cooperation and renewal.

The Centre and NVO had always worked on many of the same concerns of the charitable and nonprofit sector with the federal government. With this in mind, we decided to call off our respective CEO searches and began to discuss how we could collaborate even further to create a powerful, national organization with the support and influence to make real change.

In the spring of 2003, after several months of intense discussion, the Centre and NVO signed an historic memorandum of understanding. In it, we agreed to use the considerable strengths of both organizations as the foundation for an entirely new one. By doing so, we committed to continue the work of both organizations while working towards the launch of the new organization later in 2004.

Through these months, our relationship with our new partners at NVO continued to grow and strengthen. I was very fortunate to work very closely with my counterpart at NVO, Faye Porter, as both boards addressed many different aspects of the new organization. Our work – and the support and encouragement of organizations and individuals across the sector – has brought us to a very fortunate position. The relationships and resources of both the Centre and NVO are now well positioned to serve as an excellent base for a new organization that can grow to become what the sector needs – and deserves.

I look forward to the coming year with anticipation and tremendous hope for a better future – both for our new organization and for Canada's charitable and nonprofit sector as a whole.

Dale Godsoe
*Chair, Board of Directors
Canadian Centre for Philanthropy*

When 2003 began, the Canadian Centre for Philanthropy and the Coalition of National Voluntary Organizations (NVO) were discussing the possibility of co-creating a new organization. By May, this possibility had become a reality, as both organizations formally agreed to co-found a new organization to benefit charities and nonprofit organizations, our communities and our country.

With this bold and visionary step by the Boards of both organizations, the staff at the Centre were handed a challenge. We had to carry on with our existing programs and services while, at the same time, working towards a new and exciting future.

I am pleased to report that the Centre's staff met both these challenges. In terms of our core activities, we continued to conduct research, disseminate information, advocate for a better regulatory environment, promote ethical conduct, and encourage corporate citizenship. In 2003, these activities saw us produce dozens of new publications, contribute significantly to changes in federal policy and promote more transparency and accountability throughout the sector.

In addition to our regular activities, we introduced several important new programs. In March, we opened the CCP-John Hodgson Library, a highly anticipated new resource for the charitable and nonprofit sector. Later in the year, we launched three additional programs: EMAGINE, an initiative that encourages entrepreneurs and investors to contribute to their communities; the Knowledge

Development Centre, a research funding program devoted to building the body of knowledge on volunteering and volunteerism in Canada; and the ethical fundraising trustmark, a new program that allows charities to use the Centre's ethical fundraising logo to demonstrate to donors that they have met an independent standard of accountability and transparency.

As we worked on these core activities, we began to increasingly focus on ensuring that our programs and resources would make a valuable contribution to the new organization. We began to restructure internally, creating a new, cross-functional communications and marketing department to help communicate change both inside and outside the new organization. Most importantly, we began a search for a new CEO to shape and lead our new organization.

Looking back, I am filled with great appreciation for what our staff has accomplished in 2003. I also have tremendous optimism for the future. By building on the strengths and histories of both the CCP and the NVO, we are now positioned to dramatically increase the impact of our efforts to strengthen the ability of charitable and nonprofit organizations to serve their communities.

Michael Hall
Interim President and CEO



Michael Hall
Interim President and CEO

In addition to its ongoing work in the areas of research, corporate engagement, public policy and services for charitable and nonprofit organizations, the Canadian Centre for Philanthropy broke new ground in 2003 with several new and exciting initiatives.



A new direction: building a new organization

In mid-2003, the Centre and the Coalition of National Voluntary Organizations (NVO) agreed that they would build a new organization “to strengthen communities and advance social development through collective effort.” This bold step committed both organizations to building a single successor organization that would be unveiled later in 2004.

The announcement was a product of more than six months of serious discussions between the boards of both organizations. The talks began when, coincidentally, the CEOs of both organizations stepped down within months of one another, creating a leadership vacuum in the sector. Coupled with the fact that both organizations often pursued the same public policy goals, this led the Centre and NVO to begin discussing the practical benefits of an alliance to create a new organization.

Following the signing of a formal memorandum of understanding in August, board members and senior staff at both organizations began working to make this bold vision a reality. By year’s end, a CEO search committee was in the process of looking for a leader to head the new organization and guide it through the transition process.

Ethical fundraising trustmark helps charities

The Centre’s Public Affairs program launched the ethical fundraising trustmark in 2003 in response to growing accountability concerns among charities and donors. The trustmark is a logo linked to the Centre’s Code of Ethical Fundraising and Financial Accountability, that allows charities to clearly demonstrate to donors that they are committed to ethical fundraising principles and practices. Charities licensed by the Centre to use the trustmark can then display it on their letterhead, website and solicitation materials.

The trustmark was launched publicly in the fall with advertisements that ran in the National Post, Maclean's and Front and Centre and media stories that ran in major dailies. Since its launch, the program has received considerable interest from charities across the country.

Exciting new research on capacity, giving and volunteering

The Centre continued to conduct and disseminate groundbreaking research on a variety of aspects of the charitable and nonprofit sector. In 2003, the Department produced hundreds of publications, including manuals, fact sheets and other research material.

In mid-year, the Centre published a landmark qualitative study, *The Capacity to Serve*, which looked at the issues facing Canada's charitable and nonprofit organizations. The study, conducted by the Centre with seven other partners, used discussions held in 36 focus groups across the country to illustrate the capacity challenges facing the sector. The work is an important step towards an even more comprehensive study, scheduled for release in 2004, that will paint the most detailed picture yet of the day-to-day reality of the sector.

In December, the Centre produced a new and detailed analysis of how Canadians give, volunteer, and participate on a provincial level, drawn from data gathered from a 2000 national survey. This information was disseminated widely in the sector and attracted considerable

media attention, resulting in more than 120 newspaper and magazine articles, radio spots, and television news stories.

Freedom to advocate, tax issues raised with federal government

In 2003, the federal government issued new guidelines granting smaller charities more leeway to engage in certain kinds of political advocacy. The guidelines were the result of ongoing work by the Centre and the Institute for Media, Policy and Civil Society (IMPACS). Both organizations have been working for several years to lift federal restrictions that limit the amount of advocacy that can be undertaken by charities.

The Centre also continued its work in 2003 to make the federal tax regulations more conducive to charitable giving. The organization presented a brief to the House of Commons Standing Committee on Finance in the fall, recommending that current preferential tax treatment of capital gains on gifts of publicly-traded securities to private foundations be extended.

Engaging corporations in Canada's communities

The Centre's *Imagine* initiative continued its pioneering work with Canadian corporations in 2003 with a series of new initiatives. A 12-page supplement on corporate citizenship, published in the popular "Universities Ranking" issue of *Maclean's*, highlighted the



issue of leadership and the commitments to community partnerships made by Canada's leading companies.

Imagine continued to champion the issue of corporate social responsibility with the next generation of Canadian business leaders, releasing a report in 2003 on how well the country's business schools are integrating corporate social responsibility into their curricula. Imagine used the results of the report to recognize the two highest-ranking universities named in the report with an award of recognition.

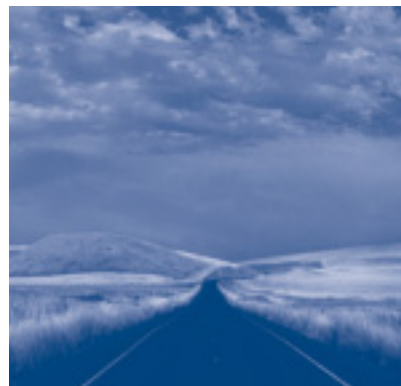
Finally, Imagine launched a new giving program targeted at investors and entrepreneurs called EMAGINE. The program, which met with an enthusiastic response from the business community, is designed to capture a portion of the future wealth generated by entrepreneurs and investors and channel it back to the community.

Building an innovative library for the sector

After launching a virtual library on www.nonprofitscan.ca in December 2002, the Centre went on to open the CCP-John Hodgson library to the public on March 21. The library's physical location in downtown Toronto was a necessary complement to the on-line library. By year's end, the CCP-John Hodgson Library had acquired 3,500 titles including more than 1,000 full-text, downloadable resources, making it Canada's leading online library of nonprofit resources.

Annual Symposium addresses community leadership

The Centre's annual symposium for voluntary sector leaders was held simultaneously in Toronto and Edmonton on April 14-15, attracting over 300 sector leaders from across Canada. Symposium 2003 concentrated on building leadership capacity in Canada's voluntary sector, with a particular focus on youth and diversity. Keynote speakers included UN envoy Stephen Lewis, author and TV host Irshad Manji, former Alberta Treasurer Jim Dinning, and Leadership Calgary's Ken Low.

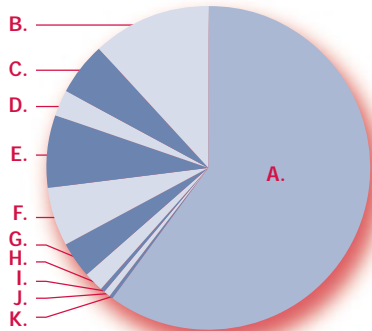


Statement of Revenue and Expenses
Year ended December 31, 2003

The charts below were drawn from the financial statements for 2003 which were audited by Deloitte and Touche. Copies of these complete financial statements are available on the Centre's website at www.ccp.ca or by calling 416-597-2293.

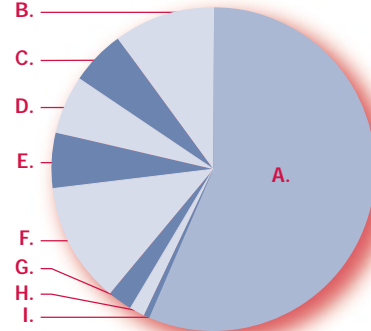
REVENUE

A.	Project grants - research	4,038,608
B.	Project grants - Imagine	796,881
C.	Project grants - Voluntary Sector Forum	356,747
D.	Project grants - other	175,309
E.	Publications and on-line subscriptions	487,681
F.	Membership fees	394,235
G.	Donations	243,150
H.	Conferences and seminars	133,900
I.	Investment Income	29,181
J.	Amortization of deferred capital contributions	44,537
K.	Other	25,079
Total Revenue		6,725,308



EXPENSES

A.	Research	3,650,515
B.	Imagine	648,438
C.	Voluntary Sector Forum	353,122
D.	Public affairs	371,692
E.	Membership and information services	356,024
F.	Finance and administration	771,077
G.	Special projects	159,433
H.	Amortization	96,332
I.	Other	1,382
Total Expenses		6,408,015



Board members 2003

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Dalhousie University
Halifax, NS

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London, ON

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Lucie Rémillard
Fondation de l'Hôpital
Sainte-Justine
Montréal, QC

David Zussman
Public Policy Forum
Ottawa, ON

Senior staff

As of December 31, 2003

Dr. Michael Hall
President and CEO (Interim)
And Vice-President, Research

Joyce Badley
Vice-President, Finance
and Administration

Peter Broder
Acting Vice-President,
Public Affairs

Gordon Floyd
seconded as Chief
of Transition, CCP-NVO

Alex Gill
Vice-President,
Communications and Marketing

Chris Pinney
Vice-President,
Corporate Citizenship
and Director, Imagine

The Canadian Centre for Philanthropy would like to thank the foundations, corporations and major donors who generously helped support our mission in 2003:

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Muttart Foundation

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Petro Canada

RBC Foundation
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For further information about
the Centre and our programs,
contact us at:

CANADIAN CENTRE FOR PHILANTHROPY
425 University Avenue, Suite 700, Toronto, ON M5G 1T6

Tel: 416.597.2293 Fax: 416.597.2294 E-mail: info@ccp.ca

1.800.263.1178

www.ccp.ca



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