



# MESSAGE FROM THE LEADERSHIP

## 2019: The Calm Before The Storm

While this report reflects on the work undertaken in 2019, the annual report is published in June 2020 to coincide with our Annual General Meeting. As such, we would be remiss in not recognizing that the world is facing a significant crisis.

In a matter of months, the COVID-19 pandemic has spread worldwide, forcing governments and officials around the globe to take extraordinary actions to protect their people. Social distancing measures have been implemented to contain the pandemic, leading to the cancellation of thousands of events and the closure of non-essential businesses.

Upon reflection, it seems like an eternity has passed since many of the activities of 2019 took place. In fact, one wonders if the operating environment in which charities, nonprofits and social entrepreneurs function has been profoundly altered.

One thing continues to resonate. Whether it was the work of 2019 or the pandemic of 2020, the need for organizations that look out for the best interests of those working, volunteering and delivering vital services to people remains critically important.

From catalyzing sectoral interests for the 2019 federal election to working collectively with others to strongly advocate for the sector's needs during the pandemic, we are seeing a rising awareness of the importance of maintaining a social fabric in this country.

In thinking about the work and effort put forth by the Board of Directors and staff of Imagine Canada in 2019, the foundation for an effective sectoral response to COVID-19 was being laid - stronger relationships were forged with provincial and national counterparts, there was a focus on the economic strength and contribution made by this sector and progress continued in enhancing trust with Canadians.



# MESSAGE FROM THE LEADERSHIP

We write this report knowing that the future of many organizations is at stake. The changes that have taken place in recent weeks and months have meant that all of us are transforming our services, our business models and our operations to function in a society that will look substantively different than 2019.

The situation is still dire for many organizations across the country, and our sector needs help to survive the pandemic and re-emerge strong as society re-awakens.

We are delighted to share our thoughts about 2019 and are looking forward to working with you and your organizations as we collectively learn and adapt to an ever-changing future.

**Margaret Mason, Chair of the Board**  
**Bruce MacDonald, President & CEO**



## 2019 Board of Directors

Marlene Deboisbriand\*  
Boys and Girls Clubs of Canada

Nadine Duguay-Lemay  
Dialogue New Brunswick

Nicolina Farella  
The J.W. McConnell Family Foundation

Katherine Hay\*  
Kids Help Phone

Refat Jiwani  
Aga Khan Museum

Shachi Kurl\*  
Angus Reid Institute

Pascal Lépine  
Atypic

Margaret Mason  
Norton Rose Fullbright LLP

Allan Northcott\*  
Max Bell Foundation

Mike Pedersen\*\*  
Independent Director

Darren Pries-Klassen  
Abundance Canada

James Rajotte  
Rogers Communications

Ronan Ryan  
Canadian Red Cross

Ali Salam  
NATIONAL Public Relations

Lynne Skromeda  
Winnipeg Folk Festival

Lynne Toupin  
Interlocus Group Inc.

*\*Resigned during the year*

*\*\*Term ended during the year*



# IMAGINE CANADA'S POLICY AND ADVOCACY WORK

To build a stronger charitable sector, Imagine Canada has been advocating for changes to address issues such as financial sustainability and legal and regulatory modernization. COVID-19 has further emphasized the need for change and government action, and in 2020 we are driving forward to ensure an environment where public policy is responsive to, and supports the work of, charities and nonprofits, through, during, and after the crisis. The following are highlights of our work in 2019.

## ***Senate Committee***

In June 2019, the Special Senate Committee for the Charity Sector released *Catalyst for Change: A Roadmap to a Stronger Charitable Sector*, which featured recommendations covering a range of sector-wide issues, including a home in government, financial sustainability, and a process leading to legal and regulatory modernization. Since then, Imagine Canada has been engaging sector leaders in a dialogue aimed at identifying priorities with respect to the recommendations, and urging the government to take action.

## ***Federal Election***

A federal election is an opportunity for the sector to make our priorities heard in Ottawa. Months before the 2019 election, Imagine Canada launched a campaign to ask MPs to include measures for the sector in their party's election platform. Our online Election Hub, which included election materials, toolkits, cross-sector policy priorities and questions for candidates, was supported by a social media engagement campaign and partnerships.

## ***Investment Readiness Program***

In 2019, the federal government announced the Investment Readiness Program, including Imagine Canada as one of the sector partners. Our role is to survey charity leaders on the topic of social innovation and social finance, engage stakeholders, and mobilize related knowledge to increase awareness about the social finance market place. With charities increasingly looking at diversifying their sources of revenue and capital, we expect this research to be of great interest when it is released in August 2020.



# INSIGHTS FROM IMAGINE CANADA

The insights and analyses provided by our research team help charities and policy-makers understand current challenges, trends and opportunities. Our research aims to support and shape the future of the charitable sector, and helps charities, nonprofits and regulators make better decisions as they chart the path forward to recovery.



## ***Unfair or Unwanted***

As charities face a long-term crisis of financial sustainability, they are looking at ways to increase earned income. At the same time, for-profit businesses have become more active in areas once thought to be the unique domain of charities. Chief Economist Brian Emmett concludes that businesses and charities co-exist in many markets, both benefiting from government support, and that tax concessions for charities have little, if any, effect on market shares and earnings of businesses.



## ***The State of Evaluation***

Increasingly, charities are being asked to demonstrate the impact of their programs and services. To help sector leaders understand the range of evaluation options available to them, we conducted a survey of the evaluation practices of more than 1,800 Canadian charities. This research shows how charities are measuring and evaluating their work, how they are talking with their funders about evaluation, and what enablers and barriers they are facing.



## ***Profit, Purpose, and Talent***

2019 saw historically low unemployment, with fierce competition for top talent. Even in a dramatically changed employment market, employers will continue to look for new avenues to attract and retain highly engaged and performing employees. This study leverages a poll of over 1,500 Canadians, showing that employees, particularly those with the most education, the most income, and those in senior and specialized positions, put great emphasis on the donations of their employers.



# IMAGINE CANADA'S SOCIAL ENTERPRISES

Imagine Canada's flagship services collectively support the social good sector, building a stronger foundation for Canadian communities to flourish. During COVID-19 we have been proud to continue this support, and adapt our programs to meet new challenges



## ***Standards Accreditation***

The Standards accreditation process helps build resilience by ensuring that charities have strong governance and management systems in place. These systems bolster organizations' ability to adapt quickly, generate creative solutions, and rethink their programs and fundraising models in the face of the current reality and a likely different future.



## ***Grant Connect***

Grant Connect, Imagine Canada's fundraising research and management platform, continues to be a trusted source of information for charities as the funding landscape shifts and grantmakers adjust their programming in response to the crisis. When distancing measures were put in place, we made the Community Edition of Grant Connect, which is typically accessible via local resource centres and libraries, available to charities directly.



## ***Caring Company Certification***

Corporate community investments are an integral part of our vision for a vibrant and resilient social good sector. The Caring Company Certification encourages corporations to adopt a leadership role as investors of 1% of pre-tax profit into stronger communities. Through this support, our Caring Companies are playing a major role during the crisis, donating hundreds of millions dollars to support recovery.



# SECTOR CHAMPIONS

The Sector Champions are a national network of organizations and leaders that advocate for and invest in the future of the social purpose sector. At a time when collective action in the sector is more important than ever, we thank these organizations for their participation and leadership.

## THANK YOU TO OUR SECTOR CHAMPIONS

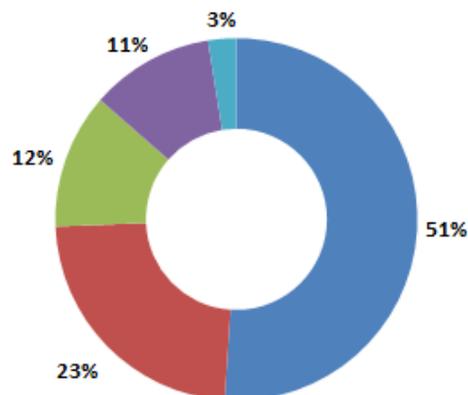
Aboriginal Peoples' Television Network  
Abundance Canada  
Aga Khan Foundation Canada  
Angus Reid Institute  
BC Children's Hospital Foundation  
Big Brothers Big Sisters of Canada  
Boys and Girls Clubs of Canada  
Calgary Foundation  
CanadaHelps  
Canadian Association of Gift Planners  
Canadian Centre for Ethics in Sport  
Canadian Council of Christian Charities  
Canadian Red Cross  
Canadian Women's Foundation  
Carleton University  
Carthy Foundation  
CNIB  
Colleges and Institutes Canada  
Community Foundations of Canada  
David Suzuki Foundation  
Dying with Dignity Canada  
Edmonton Community Foundation  
Food Banks Canada  
Frontier College  
Habitat for Humanity Canada  
HealthPartners Canada  
Heart and Stroke Foundation of Canada  
Ivey Foundation  
J.W. McConnell Family Foundation  
Kids Help Phone  
Lyle S. Hallman Foundation  
Max Bell Foundation  
Metcalf Foundation  
Muslim Association of Canada  
Oakville Community Foundation  
Ontario Nonprofit Network  
Ottawa Community Foundation  
PetSmart Charities of Canada  
Philanthropic Foundations Canada  
Plan Canada  
PolicyWise for Children & Families  
Praxis Spinal Cord Institute  
Prince's Trust Canada  
Rideau Hall Foundation  
SickKids Foundation  
St. Paul's Hospital Foundation of Vancouver  
TD Private Giving Foundation  
The Circle  
The Counselling Foundation of Canada  
The Lawson Foundation  
The Muttart Foundation  
The Philanthropist - Agora Foundation  
The Salvation Army in Canada  
The Winnipeg Foundation  
Toronto Foundation  
United Church of Canada Foundation  
United Way Greater Toronto  
United Way of Canada  
United Way of the Lower Mainland  
United Way Winnipeg  
Universities Canada  
Vancouver Foundation  
VGH & UBC Hospital Foundation  
Victoria Foundation  
Victoria General Hospital Foundation  
WE Charity  
YMCA Canada  
YWCA Calgary



# FINANCIAL SUMMARY

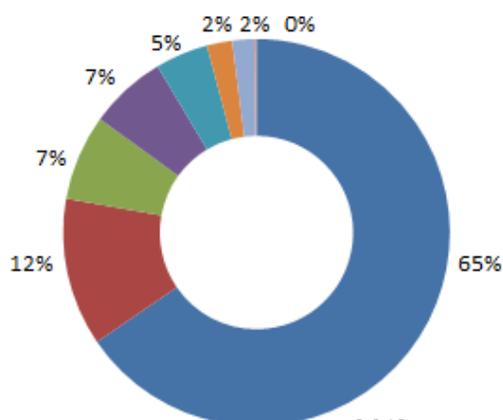
The information below for the year end December 31 is derived from the financial statements for 2019, which were audited by RSM Canada LLP and are available on our website.

## REVENUE



	2019	2018
■ Earned Income	\$2,010,392	\$1,811,348
■ Restricted contributions	918,630	623,151
■ Unrestricted contributions	476,431	520,456
■ Membership fees	434,592	494,466
■ Other	99,080	57,461
<b>TOTAL</b>	<b>\$3,939,125</b>	<b>\$3,506,882</b>

## EXPENSES



	2019	2018
■ Salaries and Benefits	\$2,562,819	\$2,269,828
■ Consulting and Professional Fees	484,668	384,354
■ Events, Meetings, and Travel	280,507	205,071
■ Occupancy	253,506	230,971
■ Advertising, Promotion, and Print	173,232	149,263
■ Office Costs	82,418	72,559
■ Amortization of Capital Assets	72,417	113,438
■ Other	6,926	3,426
<b>TOTAL</b>	<b>\$3,916,493</b>	<b>\$3,428,910</b>



# THANK YOU

To our volunteers, funders, sponsors, Standards Council members, Partners in change, funders, sponsors, our board members and staff, we are immensely grateful for the dedication and passion that has helped push our sector forward in 2019. Collectively working towards building a stronger sector, a 'home' for our sector, is how we will not only weather this storm, but continue to thrive.

## THANK YOU TO OUR FINANCIAL SUPPORTERS

### **\$100,000 +**

An Anonymous Donor  
Canada Life  
Employment and Social Development Canada  
The Lawson Foundation  
The Muttart Foundation

### **\$50,000 +**

IG Wealth Management  
KPMG Foundation  
RBC Foundation  
Suncor Energy Foundation

### **\$25,000 +**

An Anonymous Donor  
Blackbaud - Canada  
Max Bell Foundation  
Power Corporation of Canada

### **\$10,000 +**

An Anonymous Donor  
Benefaction Foundation  
Calgary Foundation  
Canadian Cancer Society  
Canadian Red Cross  
Carleton University  
Children Believe

### **\$10,000 +**

Edmonton Community Foundation  
Grosso Hooper Law  
Plan International  
St. Michael's Hospital Foundation  
The Winnipeg Foundation  
Toronto Foundation  
Vancouver Foundation

### **\$5,000 +**

An Anonymous Donor  
CanadaHelps  
Diabetes Canada  
Donald K. Johnson  
Margaret Mason  
Progress Career Planning Institute  
Refat Jiwani

### **\$1,000 +**

Ali Salam  
Bill Harper  
Bruce & Heather MacDonald  
Cathy Barr  
Laidlaw Foundation  
The Linda Judith Reed Foundation  
Pascal Lépine  
Patricia Barbato

