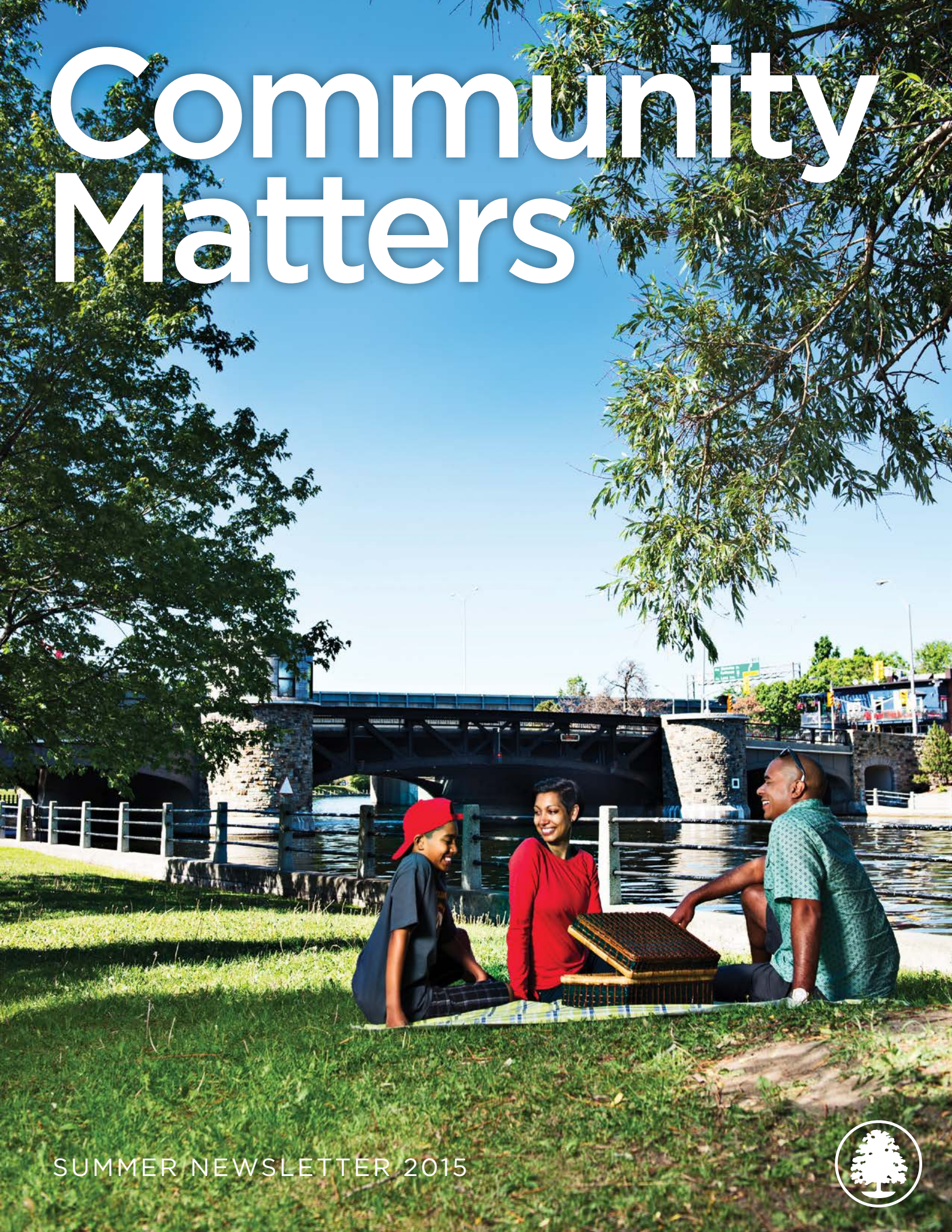


Community Matters



SUMMER NEWSLETTER 2015





Welcome to the summer issue of *Community Matters*, in which we look back at what has been a particularly industrious first half of 2015 as we continue to build on the Foundation’s new strategic direction set by CEO Marco Pagani at the outset of his leadership last year.

In the *Community Giving* section, we feel particularly privileged to be able to feature donors David and Susan Rose, two of the Foundation’s keenest and most caring donors who have been providing generous support to a wide variety of community causes and organizations for close to ten years.

We take the *Community Pulse* of the current state of Ottawa’s Basic Needs and Standard of Living, providing information and statistics on such indicators as Housing, Transportation and Food Security among our local population, along with sharing a sampling of Foundation-funded projects that are addressing related needs.

We’ll then share some of the ways in which the Foundation is supporting social enterprise in Ottawa on our *Community Innovation* page, followed by information about two exciting new projects we’re currently undertaking in the *Community Chest* section.

Finally, we’re proud to feature Community Foundation of Ottawa Board Chair Tim Redpath as our *Community Profile*. A long-time volunteer and consultant who joined the Board in 2011, Tim’s insights and marketing expertise have proven invaluable in raising our brand and profile over the years, and whose leadership is already proving to be instrumental as the Foundation ramps up to the next level.

We hope you enjoy this semi-annual update on the work being conducted by the Community Foundation of Ottawa and our many partners and community champions. We invite you to visit our website, as well as our Facebook and Twitter pages, where you can stay informed and share your own stories and experiences to help us illustrate the many ways that *Community Matters*.

Join the conversation:  



For good...forever Le bien...toujours

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VISION

Inspired by our donors, grantees and partners, we make a vital difference in our community and our world. The Community Foundation of Ottawa is a powerful force to engender a strong, positive and caring community.

MISSION

The Community Foundation of Ottawa nurtures philanthropy and works with partners to have an enduring impact on communities.

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Community Giving

DAVID AND SUSAN ROSE FUND

Susan and David Rose take their role as community contributors very seriously. Among the Foundation's more diligent and discerning donors, the Ottawa couple has deep roots in the community – and deep pockets when it comes to investing in its long-term well-being. Both economists, they are driven by an acute sense of caring for the world in which they live, while remaining ever attentive to results to ensure that each grant made from their fund will deliver a lasting impact.

That meticulous approach to conducting their affairs is what has distinguished many of the Roses' joint endeavours over the years. From David's career as a Bank of Canada and international economist while the couple raised a family, to their purchase and decade-long management of a popular natural food store, the decisions they've made together have been carefully measured to achieve financial success, while placing great emphasis on maintaining social responsibility.

It is that sensibility that guides the two of them in their giving pattern, which got started in earnest with the establishment of their Community Foundation fund in 2006. "We had reached the stage where all our children were grown and established, so it felt like the right time to set priorities for our own charitable giving path," says David. "The Community Foundation offered the ideal vehicle to accomplish that in an efficient manner, without the costs involved in managing a private foundation."

"While we'd always supported a variety of important projects in developing countries, along with such causes as the Ottawa Food Bank and numerous local children's programs, our Community Foundation fund allowed us to focus our giving where we felt it would have the strongest, longest-term impact," says Susan. Through their donor-advised fund, the Roses have worked closely with the Foundation over the years to support a

diverse array of causes they care about, as well as numerous projects selected through the Community Grants program. Many of these have been focussed on providing opportunities for children or youth, both in the Ottawa region and around the world.

Their Foundation fund has also offered a way for the Roses to conduct their giving in the way they feel most closely fits within their own personal value system. "What we're really trying to do is help people to help themselves in building a better life," says David. "Whether they're young people who just need a break, or new immigrants requiring better access to opportunities to advance themselves or their careers – if they're willing to work hard, we're prepared to give them the boost they need."

Together, the Roses have provided more than a small boost to countless charities in Ottawa and around the world. Since establishing their fund less than ten years ago, the couple has made more than 150 grants. "Since they began working with us, the Roses have quietly made a significant contribution to improving the quality of life for the people of Ottawa and beyond," says Bibi Patel, Vice-President of the Community Foundation of Ottawa. "It's truly remarkable what they've been able to achieve through their fund in what is a relatively short period of time. Their generosity and prudence have paid off many times over for the community at large."



"We had reached the stage where all our children were grown and established, so it felt like the right time to set priorities for our own charitable giving path."



Community Pulse

ISSUE

Basic Needs and Standard of Living

Generally defined as the “fundamental requirements for human survival,” basic needs include such essentials as food, shelter and utilities, clothing and transportation. Over the past decade, the cost of these goods and services has risen dramatically, causing more and more people to make tough decisions that can include sacrificing such necessities as fresh, nutritious food and a safe place to call home.

Given these challenges, it is not surprising that the waiting list for affordable housing remains high. The number of residents living in inadequate housing or spending more than they can afford on housing is also on the rise. On the positive side, there has been a modest decline in the total number of people using shelters in recent years. But shelters are seeing an increase in length of stays, showing that chronic homelessness remains a problem and the transition out of homelessness is difficult due to rising housing costs that are not matched by social assistance incomes. Compounding the difficulties faced by Ottawa’s homeless population are such co-existing issues as addiction and mental and physical health problems.

Affordable and effective means of getting around can also spell the difference for people on limited incomes, determining their ability to attend school, get and hold jobs, access nutritious food, attend medical appointments or participate in programs and activities. A constantly moving target, our city’s public transit systems is one of the most expensive in the country, and only the future will tell what kinds of costs riders can expect to incur with the implementation of the city’s new light rail transit plan.

In terms of standard of living, Ottawa is becoming an increasingly wealthy city. Yet the gap between rich and poor residents is progressively widening. In 2012, the top 1% of earners in Ottawa made an average of \$451,000 in total income, compared to the bottom 99% of the population, who earned an average of \$48,500 per year.

STATISTICS:

According to the 2012 After-Tax Overall Poverty Rate, **14.8% or 60,320** Ottawa families were **living in poverty.**

In 2014, more than **10,000 individuals** were on waiting lists for **RENT-GEARED-TO-INCOME (RGI) housing in Ottawa, the highest number since 2004.**

Ontario Non-Profit Housing Association

The average cost of food in Ontario **increased by 32.6%** between 2004 to 2014, and the average cost of shelter **rose by 25.9%** in the same time period, while utility costs **rose by almost 47%.**

Statistics Canada, Consumer Price Index

IN 2013, THE HIGHEST-EARNING **20% OF ONTARIO RESIDENTS SPENT OVER \$12,000** A YEAR ON FOOD, ALMOST **THREE TIMES** THE **\$4,273 SPENT BY THE LOWEST-EARNING 20%.**

Statistics Canada, National Survey on Household Spending

The price of **OC Transpo** bus passes **ROSE SIGNIFICANTLY BETWEEN 2009 - 2014,** with the cost of a regular monthly adult pass **increasing by 19% to over \$100,** and community passes (for residents receiving Ontario Disability Support Program benefits) **increasing by 27%.**

City of Ottawa



SUPPORT

The following projects were funded this spring by the Community Foundation of Ottawa to support the improvement of the overall standard of living and access to basic needs in the community.

● OTTAWA FOOD BANK: REFRESH - BUILDING CAPACITY FOR FRESH FOOD

The Ottawa Food Bank received a CFO grant to support reFRESH Ottawa, an initiative that will work to ensure that an increased amount and variety of fresh fruits, vegetables, dairy, whole grain and meat products are made available to individual families in Ottawa who are struggling with hunger. To assist those in need in investing in their personal well-being, the Ottawa Food Bank is expanding its growing, collection, purchase and delivery of fresh, nutritious food items to 140 front-line agencies and programs it supports in Ottawa. It is also increasing its perishable food capacity by acquiring additional refrigeration and cooling equipment to ensure food items are kept at optimal temperature and humidity levels necessary to meet food safety standards, and to maintain peak freshness prior to distribution.

● ALLIANCE TO END HOMELESSNESS: BROADENING THE BASE

Broadening the Base (BtB) is a collaborative, community-centred project that will work to catalyze and leverage land, property, philanthropic and development resources to support the building of 1,500 new affordable housing units by 2020 in order to provide affordable, sustainable shelter for key vulnerable populations in Ottawa, including the city's chronically homeless; low-income families with young children; youth at risk; Aboriginal peoples and vulnerable seniors. A Community Foundation grant is supporting the 2015 Design Phase of BtB, which will engage representatives from social and affordable housing organizations, local business and the community at large in the innovative and collaborative open design process.



● FAMILIES MATTER COOPERATIVE: A GUIDE TO A SAFE ROAD TO INDEPENDENCE

A Foundation grant was provided to support a Families Matter project that will provide parents, supporters and educators with tools to help youth and adults with developmental disabilities to become more independent. Offering a guide to teaching safe travel, community access, and relationship skills, participants learn how to teach strategies and techniques for navigating around the city safely. Workshops offering bus training help to ensure that developmentally disabled citizens are able to access key programs and services, while increasing the life skills necessary for independent living.





Community Innovation

Social Enterprises are ventures that use business strategies to drive social, environmental and/or economic change within any given community. Currently, the province of Ontario is home to close to 10,000 social enterprises that employ more than 160,000 people. It's estimated that the primary focus of 68% of those enterprises is poverty reduction.

While social enterprise has a long and successful history in many parts of the world, its popularity as a viable and sustainable business model has just recently started to take hold in Canada. The Community Foundation is proud to have been a proponent of some of Ottawa's most ground-breaking social enterprise projects, supporting a wide variety of innovative local initiatives from their earliest beginnings.

Most recently, the Community Foundation was instrumental in supporting an Ottawa Community Loan Fund (OCLF)-led consortium in its submission and subsequent success in securing funding from the Ontario Government's Social Enterprise Demonstration Fund. That two-year project will now be able to provide grant and loan financing, as well as training, mentorship and business development support to early and mid-stage social enterprises in the Ottawa area.

The following are a few other examples of social enterprise projects that the Community Foundation has funded over the last year.

● CAUSEWAY WORK CENTRE: COMMUNITY FINANCE FUND

One of the projects selected to receive multi-year funding this spring, the Community Finance Fund is a three-year pilot project that will provide flexible, low-interest emergency loans to working individuals with disabilities to help them break the cycle of accessing payday loans. Causeway will also develop a micro-loan fund to assist disabled entrepreneurs who are unable to access small, start-up loans to launch their businesses from mainstream lending institutions. The loans will be matched with ongoing business and financial literacy supports to provide participants with the tools they need to achieve long-term success.

● ECOEQUITABLE: HOME DÉCOR ADVANCED SEWING TRAINING

Another multi-year grant this spring was provided to support the "Home Décor" project, whose goal is to decrease the high rate of unemployment among immigrant women by offering advanced sewing training and employment opportunities in home décor. Also designed to increase EcoEquitable's sustainability as a social enterprise by expanding its sewing production services, the project will address employer and participant needs by implementing a variety of new activities, including curriculum development, participant recruitment, course delivery and evaluation, employment placement, partnership development, and revenue generation through home décor production.

● OPERATION COME HOME: PEER MENTORSHIP WORKS

The purpose of this new Operation Come Home (OCH) project is to develop a peer mentorship program that will engage youth in key leadership roles in the OCH's five social enterprises, ultimately providing them with the skills required to start their own businesses. The peer mentorship program will be delivered to at-risk and homeless youth working or interested in business, and will include activities that will allow them to develop and deliver a tool kit/materials with peer leaders and youth in the hopes of encouraging more youth to take on leadership roles in business operation.



Community Chest



COMMUNITY FOUNDATION NEWS

Delivering on its new strategic direction set by CEO Marco Pagani in 2014, the Community Foundation of Ottawa is currently in the midst of implementing two highly innovative and groundbreaking new initiatives.

The first of these is through its role as Chair of the Ottawa Grantmakers' Forum, a network of funders that has been meeting to share information on best practices, emerging issues and local funding priorities for over 20 years. Following numerous discussions about finding ways to work together to leverage funding and make granting processes more accessible to the community, the Forum recently launched a Collaborative Grantmaking Pilot project.

Featuring a new, streamlined grantmaking process through which a common grant application and measurement system is applied by all participating funders, the project also involves a collective review and approval process. Collaborators on the pilot include the Community Foundation of Ottawa, the United Way of Ottawa, the City of Ottawa, the Ontario Trillium Foundation and the Champlain Local Health Integration Network (LHIN). In total, \$40,000 has been pooled to support community priorities focused on youth that are being addressed by members of the Coalition of Community Health and Resource Centres.

Following a June 1 deadline, the pilot has recently provided support to Carlington Community Health Centre for the Keeping it Cool program. An ongoing, intensive, community-based program

designed to assist youth from 12 to 18 years of age whose expressions of anger have negative effects on themselves and those around them, the program utilizes client-centred, strength-based approaches that address the root causes and risk factors associated with youth violence, criminality and delinquency.

The Community Foundation of Ottawa is also currently in the thick of developing an exciting new online project called **Ottawa Insights**. A web-based knowledge centre that will bring together and help connect key information and intelligence on key local issues and trends, the goal of the site is to empower the entire community to take informed action to improve the quality of life in our city.

Designed to be issue-comprehensive but data-selective, information on the site will be organized around eight categories, including: Arts and Culture; Basic Needs and Standard of Living; Children and Youth; Education and Learning; Economy and Employment; Environment and Sustainability; Health and Wellness; and Community and Belonging.

Currently in the initial stages of development, an early version of the site was recently presented to community leaders and organizations working in the areas to be explored. Those community consultations will now inform the next stages of Ottawa Insights development, so, stay tuned for more information and updates on the site's progress leading up to the launch!

COMMUNITY CONTRIBUTOR

The Community Foundation's new Director of Community Engagement, **Rebecca Aird** is heading up the Ottawa Insights team, along with managing the Foundation's community grantmaking program and such other community initiatives as the New Leaf Community Challenge. Rebecca joined the Community Foundation in February, bringing with her a wealth of experience in the private, public and non-profit sectors, providing research, auditing, policy and program development and community engagement expertise, primarily in relation to environmental sustainability. In a volunteer capacity, she has played a lead role in a variety of grassroots projects to boost community sustainability and livability. Rebecca holds a Master of Environmental Studies from York University and was the recipient of Volunteer Ottawa's award for Best Volunteer in a Leading Role in 2014.



Community Profile



TIM REDPATH

“Being part of the Foundation feels like being part of the solution for our city.”

Since taking over as Chair in January, Tim Redpath has been leading the Community Foundation’s Board of Governors with characteristic British grace, tact and humility. In fact, before dropping anchor in Ottawa with his wife and three small children in 1996 on a transfer with Mitel, Tim grew up on a woollen mill in the “middle of nowhere” in the countryside of southwest Wales, while his wife Maria came from northeast England. Following their arrival in the nation’s capital, the couple naturally gravitated towards setting up house in the rural township of Stittsville, where they’ve now lived for 18 years.

After several years working in Ottawa’s high-tech industry, Tim became an independent strategic marketing consultant, starting the company “Train of Thoughts” in 2002. It wasn’t long before the Community Foundation sought out his volunteer expertise in marketing philanthropy to Ottawa’s fast-growing high-tech community through the ENGAGE! project, which allowed young entrepreneurs to learn about the needs of the community and commit to giving back when they became successful.

Since then, Tim’s expertise has been indispensable on a wide variety of Community Foundation initiatives,

including the development of a marketing plan for asset development, and in the planning of the city-wide 25th anniversary celebration in 2012. Since joining the Board of Governors in 2011, Tim has shown a particular affinity for all the intricate behind-the-scenes work involved in governance and board business, often proving to be one of the more meticulous note-takers and action-item executors at the table.

“I really enjoy helping a board develop and manage its governance, oversight and strategic planning mandates, and letting staff manage the operations,” says Tim. “It really helps the board do its job to have such an accomplished leader and staff running everything so smoothly in the office. Not only has my work with the Foundation allowed me to develop my own leadership and governance skills, but it’s also provided me with a unique opportunity to closely observe and learn about our community’s most pressing issues and needs, and to be part of a team that’s proactively working to address them.”

It is Tim’s own lifelong love of community that ultimately drives his dedication to the Foundation and the other causes he supports. “I’ve always been a big believer in giving

back to the community in which you live, and volunteering is a natural part of everyday life for my family,” he says. A long-time soccer coach and leader in the Scouts program, Tim once helped fundraise for the building of a school in Nepal for Child Haven International, whose endowment the Foundation has been managing since 2014. Tim’s wife Maria is equally involved in local charities as Community Engagement Coordinator at Citizen Advocacy of Ottawa, and as a volunteer with Distress Centre Ottawa and Canadian Journal Volunteer Resource Management.

While working together to improve the place they call home on a daily basis, Tim and Maria are also concerned about leaving the world a better place after they’re gone, establishing their own Community Foundation fund last year. “Being part of the Foundation feels like being part of the solution for our city,” says Tim, “and it gives me great hope for the future to know we’re doing all we can to understand and address the root causes of Ottawa’s most serious issues. Imagine a city that embraces diversity, eliminates homelessness and ensures food security for all its residents. That’s the community that I believe we can achieve together with the help of the Foundation.”