

Community Matters

Marco Pagani

Sets out Bold Vision
& Plan for the Future

SPRING NEWSLETTER 2014





Photo: City of Ottawa

Welcome to the spring issue of Community Matters in a year when the seasonal equinox has perhaps never been more highly anticipated than this one. Another keenly anticipated arrival for 2014 was the Community Foundation of Ottawa’s new President & CEO, Marco Pagani, who ushered in a fresh breeze of change and renewal with his January entrance. We are pleased to take this opportunity to introduce him to you all more fully, along with a few of the many plans and ideas that are already beginning to sprout under his leadership, on the facing Community Innovator page.

Also in this issue, we examine the experience of Aging in Ottawa in our Community Pulse section, where you’ll find information and statistics on both the benefits and challenges of living in our community as a senior today, as well as a sampling of Foundation-funded projects that are addressing some of the associated local issues.

Our Community Impact page will then provide some insight into the vital work being conducted by the City for all Women Initiative through two multi-year donor-funded projects that are finding innovative ways to involve Ottawa’s diverse community of women in leadership and facilitation roles across the city.

This issue’s Community Chest provides a peek into the efforts of Ottawa’s Citizens Academy to actively engage and educate more Ottawa residents in municipal affairs. You’ll also learn about Imagine Canada’s new Narrative Toolkit for charities and non-profit organizations, as well as where to access the first-ever full list of Ontario non-profits. We’ll then fill you in some of the recent comings and goings at the Foundation and give you a snapshot of how Iona Green, our Manager of Marketing and Communications, has been helping to give Ottawa residents and visitors a behind-the-scenes look at our city’s built landscape.

Finally, we’re proud to shine a spotlight in our Community Profile on one of the Community Foundation’s most valued and trusted advisors, Gordon Thiessen, who first Chaired the Nominating Committee from 1994 – 2000 in his role as the Governor of the Bank of Canada. He has since been a member of the Investment Committee since 2008, taking over as its Chair and becoming a member of the Board of Governors in 2011, and helping the Foundation to achieve some of its highest investment returns in its 26-year history.

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

COMMUNITY FOUNDATION OF OTTAWA | 75 Albert St., Suite 301, Ottawa, ON, K1P 5E1
Phone: 613-236-1616 / Fax: 613-236-1621 / info@cfo-fco.ca / www.cfo-fco.ca

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 Innovator

Marco Pagani is a man on a mission. As the Community Foundation of Ottawa's new President & CEO, he has great plans for both the organization and the city it serves. Taking over the helm as the Foundation hit the \$100-million mark in assets after 26 years, Marco has set his sights on reaching \$125 million by the end of 2014. "It's a highly aggressive goal," he says, "but I have a distinct view of how we can get there from here."

This type of drive and ambition is characteristic of a man who has made his mark on the Ottawa landscape as both a highly successful corporate leader and a committed community contributor. A top level manager who ran several high-performing divisions at Nortel over his 18-year tenure, Marco has led billion-dollar ventures with thousands of employees in his time. As volunteer president of the board of Villa Marconi, he managed to rescue it from the brink of bankruptcy, helping it to become one of the best and most respected long-term care facilities in the province.

"I believe a leader is responsible for bringing three main things to the table in laying the groundwork for success," he says. "First, you have to have a compelling vision that will serve the purposes of your entire constituency and can withstand the test of time. Second, you have to develop the strategy to deliver that vision. And third, you have to create an organizational culture and team to achieve world-class results." Marco has proven himself in all of those areas, leaving a track record of successes in his wake, but how will he approach carrying the Community Foundation of Ottawa forth into the future?

"I have set some very ambitious targets for all of us over the next year," he says. "In order to meet my first objective of increasing the assets by 25%, I have also made building the profile and brand of this organization an immediate priority. The Foundation brand needs to be seen as the fulfillment of a promise to all our

stakeholders that incites both a positive emotional reaction and a desire to contribute. In our case, contributions take many forms, from the hard-earned funds given by donors, to the grassroots work of the charitable organizations they support, to the invaluable time and expertise of our tireless volunteers."

"The third priority is to start building the Foundation's reputation for innovation," says Marco. "There are many critical issues to be addressed in our community, and I think it should be our role to bring people to the table to address them in a proactive and innovative way. Together, I'm confident we can find measurable and sustainable solutions to many of the problems facing our city."

Marco comes by his confidence and conviction honestly. The eldest of four brothers, he grew up in a traditional Italian immigrant home in Ottawa's centretown area. The family owned several businesses, including a rural grocery and gas bar where the boys pitched in from an early age. Marco credits the example set by his parents for many of his own beliefs and values. "One of my earliest memories is of my mom giving customers who couldn't make ends meet free groceries and gas, telling them to pay whenever they could," says Marco. "That left quite an impression on me and helped shape my lifelong desire to give back."

Over the years, Marco has given back to the community in many ways, from sitting at numerous board tables to rolling up his sleeves as a volunteer for the Ottawa



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Food Bank and the Terry Fox Run, among other local causes and events. His love for his hometown is palpable. "Over my career, I've had the opportunity to travel the globe, and this city is still my favourite destination of them all," he says. "My wife of 20 years is also from Ottawa, so our roots run deep. Personally, I think it's the most beautiful and generous capital city in the world, and I couldn't be prouder to dedicate myself full time to fostering that spirit of generosity in my new role at the Community Foundation of Ottawa."



Community Pulse

ISSUE

Aging in Ottawa

Our city is home for 100,875 seniors - 12.4% of our total population. That number is expected to more than double by 2031, reaching almost 254,000 individuals, or 22% of the population.

These numbers reflect the larger national picture, where seniors make up 13% of the Canadian population. That number is expected to rise to 25% by 2031, when it's projected there will be nine million seniors living in Canada.

In 2013, the World Health Organization (WHO) officially designated Ottawa as a member of its Global Network of Age-Friendly Cities and Communities as a result of the collaborative efforts of the City of Ottawa and the Council on Aging of Ottawa towards creating an Age-Friendly Ottawa Action Plan. Citizens of Ottawa can be proud that this designation identifies Ottawa as "an inclusive and accessible urban environment that promotes active aging."

Ottawa seniors report high levels of physical activity, good health, community participation and independent living. Our challenge is to continue on a track that responds to the evolving needs of our steadily aging city, prioritizes preventative health care, improves transportation systems and provides affordable housing for seniors.

STATISTICS

ACCORDING TO A 2004 SENIORS' SURVEY, **90%** OF SENIORS FEEL THAT OTTAWA IS A GOOD PLACE TO RETIRE, WHILE **26%** FEEL THERE AREN'T ENOUGH AFFORDABLE HOUSING OPTIONS FOR OLDER PEOPLE.

(Successful Aging Ottawa)

CITY-WIDE ACCESSIBILITY WAS CITED AS OTTAWA'S MOST AGE-FRIENDLY FEATURE BY 32.4% OF RESPONDENTS IN A SENIORS SUMMIT CONSULTATION SURVEY BY THE CITY OF OTTAWA.

74% of Ottawa seniors live within the urban Greenbelt, while **18%** live in suburban areas and **8%** live in rural areas. The number of seniors living in rural areas is expected to rise by **183%** by 2031. (City of Ottawa, OAP Demographic Scan 2006)

Falls are the leading cause of injury among Canadian seniors, accounting for more than half of all injuries. (Government of Canada)

Dementia is the leading cause of dependency and disability among older persons and is one of the top three causes of death in the Ottawa area. There are currently **18,400 people** living with dementia in Ottawa and that number is expected to increase by **30%** to **24,000 by 2020.** (Champlain Integrated Dementia Model of Care)



SUPPORT

The following projects were funded in 2013 by the Community Foundation of Ottawa to address issues around aging in Ottawa:

● MAKING OTTAWA AN AGE-FRIENDLY COMMUNITY

The Council on Aging of Ottawa received a grant to support Making Ottawa an Age-Friendly Community, a partnership project with the City of Ottawa and the University of Ottawa's Centre for Governance. Based on the World Health Organization's Age-Friendly Cities Project, it takes a community engagement approach to both defining and addressing the issues, needs and priorities of Ottawa seniors. It also engaged the senior community in the planning, development and implementation of various initiatives to make Ottawa a more age-friendly city, tackling such areas as outdoor spaces and buildings; transportation; housing; social participation; respect and social inclusion; civic participation and employment; communication and information; and community support and health services. www.coaottawa.ca

● STAND-UP! PROGRAM

The Olde Forge Community Resource Centre's Stand-UP! Program received funding for a 24-week project to provide access to a formal fall-prevention exercise class for 30 seniors in the west end. Offered in both English and Russian, the two 12-week programs consisted of three components: class exercises; a home exercise program; and group discussions on fall prevention techniques. www.oldeforge.ca

● SOCIAL RECREATION RURAL OUTREACH PROJECT

Rural Ottawa South Support Services received a two-year grant to provide the Social Recreation Rural Outreach Project to seniors and adults with physical disabilities in rural Ottawa South after the organization lost United Way funding. The first year of funding will support a focus groups and needs assessment process to inform future programming of such activities as an adult day program, men's and women's groups, monthly field trips and physical activities. The second year of funds will allow for improvements and the continuation of services, as well as an increase in resources to support the program into the future. www.rosss.ca

● FEASIBILITY STUDY FOR HOUSING FOR SENIOR ARTISTS

PAL Ottawa and the Council for the Arts in Ottawa received a grant to complete the first phase of a Feasibility Study for Housing for Senior Artists. The partnership project is exploring an opportunity to build a Performing Arts Lodge in Ottawa that would include rent-geared-to-income housing for senior members of the arts community, as well as communal artistic spaces to enable residents to continue practicing their art. www.palottawa.org / www.arts-ottawa.on.ca



Community Impact

Citizens of Ottawa attending City Council or Committee meetings will often see groups of women wearing signature peach scarves, listening attentively to decision-makers or making deputations. These are the women of Ottawa's City for All Women Initiative (CAWI). Celebrating its tenth anniversary this year, CAWI is a unique collaborative of women from diverse communities working with municipal decision-makers to create a more inclusive city and promote gender equality.

A long-time supporter of the organization's work, a Community Foundation of Ottawa donor has provided two multi-year grants to CAWI to support their work across the city.

The first of those was the "Engaging Diverse Communities through Facilitation" project in 2010-2011, which provided facilitation training to women from diverse backgrounds, including Aboriginal, Francophone, new immigrant, seniors, women with disabilities and women living in poverty. Training graduates subsequently took on leadership and mentoring roles in their communities and organizations, creating a growing network of women from diverse backgrounds sharing ideas, information and opportunities.

Through this project, 62 women graduated from a Community Engagement Facilitation Training and 20 women received Advanced Community Facilitator Training. By the end of the process, CAWI developed a popular guide on inclusive facilitation, "Weaving Threads of Inclusion," and secured a well-deserved reputation as a valuable resource for other organizations eager to apply an equity and inclusion lens to community work. The project became a model for the City of Ottawa and other local agencies to promote civic engagement.

In 2012, CAWI received a three-year Community Foundation grant to build on the momentum created by the original project through a "Diversity of Women Facilitating Transformation" initiative. This project is designed to strengthen CAWI's capacity to mentor more women in facilitation and ultimately create transformative change by bringing new voices and leaders to the work of building a vibrant and healthy community.

To date, 46 women have been engaged in developing and facilitating workshops on issues and emerging priorities in the community. "By deepening facilitation skills and creating opportunities for women from a diverse backgrounds to support each other in co-mentoring relationships, we hope to help create systemic change among individuals, organizations, and in the community at large," says Suzanne Doerge, Executive Director of CAWI. "We believe that only by involving women in this inclusive and participatory way will this kind of transformative change ever take place in a meaningful way in our community."

For more information, or to request a facilitator or a copy of CAWI's facilitation guide, visit www.cawi-ivtf.org.





Community Chest



COMMUNITY NEWS

A volunteer-led organization that believes “city-building is everyone’s business,” the Citizens Academy was founded in 2011 with the ultimate goal of engaging Ottawa’s diverse population to actively participate in municipal affairs. With the support of a Foundation grant, the academy reached out to 40 citizens from diverse backgrounds and communities to participate in its first Civics Boot Camp last fall.

Consisting of four learning sessions covering such areas as municipal governance, budgeting and land use planning, the course is an innovative mix of online studies and in-person workshops. It then closes with a practicum where small groups plan civic action and present their plans to a panel of community leaders for feedback. Those first learning sessions proved highly successful and Citizens Academy is hosting its second Civics Boot Camp this spring. For more information, visit www.citizensacademy.ca.

Following the arrival of its new President & CEO, the Community Foundation has experienced a flurry of activity this spring with a number of new and familiar faces making some exits and entrances. Anita James was the first to depart for a one-year secondment to work in policy analysis on the Violence against Women portfolio with Status of Women Canada. A unique learning opportunity in a keen area of interest, it was an offer neither she nor the Community Foundation could refuse, which supported her in taking a year away for this invaluable personal and professional development opportunity.

With Anita’s departure, we welcomed back an esteemed colleague, Catherine Dubois, who has returned as Director of Community Engagement to lead the Foundation on its new venture into social and community innovation, details of which will be revealed to the entire city over the coming months, so stay tuned!

On a sadder note, we bid farewell to our Administrative Assistant, Caroline Purver, who is returning to school in Toronto to complete her studies to become a settlement worker. She generously provided plenty of notice and helped in both the hiring and training of the Foundation’s new assistant, Caitlin Davis, with whom many of you will have the pleasure of working over the coming months.

COMMUNITY CONTRIBUTORS

The Community Foundation’s Manager of Marketing and Communications, Iona Green has been with us since 2005. From organizing special events to managing the Foundation’s website and social media presence, Iona is also responsible for writing and producing such publications as our award-winning annual reports and Community Matters newsletters. A former CBC producer and reporter, Iona specializes in telling the stories of how community support – by both donors and grantee organizations – is making a difference in the lives of real people in Ottawa every day.

An arts and culture enthusiast, Iona has been active on Ottawa’s festival scene for many years, working for both the Ottawa Jazz Festival and Magnetic North Theatre Festival before joining the Foundation. As a founding advisory council member of Doors Open Ottawa, she has helped grow it into one of the city’s flagship events that showcases over 100 buildings to more than 75,000 people each year. “I get particular satisfaction out of exploring and sharing the hidden gems that people may not be aware of in our city,” says Iona, “which is also what I enjoy about working at the Foundation. There are always so many remarkable projects going on behind the scenes in our community, and I get the rare opportunity to discover and share the stories of the extraordinary people who make them happen.”

COMMUNITY SCAN

Imagine Canada has recently released a new Narrative Tool Kit for Canadian charities and non-profits to help kick off a conversation with Canadians about our sector, describing who we are, what we do and how we are making a difference. Including a new Charity Focus website, as well as a Core Resource guide and Issue Sheets to help explain the importance of the sector’s public policy voice, the Tool Kit is available online at www.imaginecanada.ca/narrative.

The Ontario Non-profit Network has also just released the first-ever list of all Ontario non-profit organizations, numbering close to 60,000 in total. **Click here** to see the full list.



Community Profile



GORDON THIESSEN

“Discovering and being able to support all the work taking place across the city each day is what makes this a truly gratifying endeavour.”

Over its 26-year history, the Community Foundation of Ottawa has taken great pride in the high calibre of volunteers it has been able to attract to its Board and standing committees. Their support has been integral to its success in all areas - from governance to investment management to grantmaking. One of its most valuable advisors over the years has been Gordon Thiessen, who chaired the Foundation's Nominating Committee from 1994 - 2000 in his position as Governor of the Bank of Canada. In 2008, Gordon joined the Foundation's Investment Committee, becoming its Chair and a member of the Board of Governors in 2011.

“In my time chairing the Nominating Committee as Governor of the Bank of Canada, I learned a great deal about the Community Foundation of Ottawa, and found myself enthralled with its timeless model of investing for the future of the entire community,” says Gordon. “So, as soon as I was able to free up some time after my retirement, I gave Barb McInnes a call and took her up on an invitation she'd extended to join the investment

committee. While I've served on many boards in my time, this was really my first serious foray into the world of non-profit volunteering, and it's been a thoroughly enjoyable and rewarding experience.”

Arriving at the peak of the economic crisis, Gordon was instrumental in helping the Foundation develop a more diversified investment portfolio to allow it to better weather market volatility in the future. With his input and support, the Foundation also implemented a Responsible Investing policy, becoming the first Canadian community foundation to be a signatory to the United Nations Principles of Responsible Investment (UNPRI), as well as its groundbreaking Impact Investing strategy.

Under his leadership, the Foundation's investment returns have already shown dramatic improvement over the last few years. In 2012, returns of 9.8% were achieved, surpassing the 8% benchmark set by the Investment Committee and contributing to the Foundation's ability to provide close to \$7-million in grants to almost 500 charitable organizations that

year. In 2013, returns were even higher, yielding 15.8% (15.3% after fees). “I'm very pleased that the Investment Committee has been able to contribute to an improved rate of return for the Foundation,” said Gordon. “It's terribly important for us to achieve a good rate that can be counted on from year to year, as that's what ultimately allows us to increase the amount of funding we can provide to the community each year.”

Over the course of his career, Gordon has lived and worked in many corners of the world, from the U.K. to Saskatchewan to Australia, but Ottawa is where he has called home for more than 40 years. “After spending my life working in finance and economics on a national and international scale, it's been particularly satisfying to bring that experience to bear on helping my own community in this way,” says Gordon, “but what's been especially remarkable is how much I've learned about it along the way. Discovering and being able to support all the work taking place across the city each day is what makes this a truly gratifying endeavour.”