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## LETTER FROM THE PRESIDENT

Three very full days in Calgary are now over. We at PFC are delighted that so many attended The Pulse of Philanthropy! Over 230 people participated, choosing to make the trip in the face of difficult financial circumstances for most foundations and inevitably putting aside many other commitments. Thank you to all of you who were able to spend time at the conference. We hope that you did find it a valuable opportunity to meet with your peers and make new connections that are going to be helpful in your work.

I want to give a special thank you to the wonderful Calgary philanthropic community which welcomed all of us so warmly. PFC had invaluable help from the local planning committee for our conference, particularly from Mary Rozsa de Coquet and Michelle Clarke. But all of the Calgary members made us feel at home in Alberta. You certainly showed us how to talk, listen, learn, and have fun at the same time. And the conference could not have been pulled off without the financial support of our generous Calgary-based and national sponsors. Thanks so much to all of you from the PFC team, now back and hard at work in Montreal!

PFC is producing a conference report for the benefit of participants and also for all those who were not able to come but who might like some idea of what was discussed. This report should be ready well before mid-December and will be publicly available. We have also posted some of the conference materials on our web site. Please contact us at PFC if you were not at the conference and want to access particular presentations.

We welcome your suggestions as we turn to planning for the 2010 PFC professional development series. Work continues internally on a foundation governance guide that we hope to have in the hands of members fairly soon. And we are always on the lookout for good speakers, topics and ideas that might interest you in the months to come.

A handwritten signature in black ink that reads 'Hilary Pearson'. The signature is fluid and cursive, with a long, sweeping underline.

Hilary Pearson  
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## GRANTMAKERS ROUNDUP

### Resources for Responsible Investing

Interest in responsible investment and mission-related investment practices continues to increase as the recession and uncertain financial markets challenge foundation boards to think in new ways about the allocation of their invested assets. This month saw the addition of two new sources of information for foundations interested in mission-related investing.

Community Foundations of Canada is running a Responsible Investing Pilot Project. As part of this project, CFC has created a new **web site**, devoted to sharing its growing collection of Responsible Investment (RI) resources with foundations and other funders. The website provides links to:

- Primers on responsible investment
- Research and trend reports on RI
- Information on financial performance and fiduciary issues, and
- A directory of organizations and websites on RI

CFC's pilot project is supported by the Ford Foundation and The Co-operators Group Ltd and guided by an advisory group of experts in the RI field, including Michael Jantzi (Jantzi-Sustainalytics), Robert Walker (Northwest & Ethical Investments LP), Peter Chapman (Shareholder Association for Research and Education), Derek Gent (VanCity Community Foundation), Tim Draimin (Social Innovation Generation), and Eugene Ellmen (The Social Investment Organization). CFC is also working with PFC on developing and sharing a primer on the legal and regulatory issues around mission-based investing.

Another very useful report has just been released by the Social Investment Organization (SIO). *Education and Training on Responsible Investing for Canadian Foundations and Endowments: An Inventory and Needs Analysis* co-authored by consultants Betsy Martin and Coro Strandberg, looks at the availability of resources and training on RI targeted at Canadian foundations and endowments.

The report sets out a needs analysis for future training and education requirements and makes a number of recommendations for action by the SIO and the foundation umbrella groups such as PFC to mount training initiatives to increase capability in responsible investment by foundation trustees and managers.

### On Collaboration: Issues for Funders and Grantees

One of the major themes of our Calgary conference was collaboration: collaboration among funders, collaboration between funders and grantees, collaboration among a group of grantees, supported by a funder. Some examples of Canadian funder collaboratives were mentioned in Calgary, such as the Lake Winnipeg Watershed Initiative, created to protect the environment of this crucial watershed for Canada. Other funder collaborations are taking shape in fields such as early childhood development, and aboriginal grantmaking. But all acknowledge that collaboration is easier said than done.



# e-newsletter

To shed light on the challenges and experiences of funder collaboration, **Grantcraft** is conducting an **online funder survey**. They're especially interested in gathering advice from people who've been involved with funder collaboratives, as funders, advisors, or grantees. They are offering a free GrantCraft guide to everyone who responds. Survey results will be available in December 2009, when they launch their new guide *Funder Collaboratives: Why and How Funders Work Together*.

A recent Issue Brief from Arabella Advisors may be helpful for donors thinking about promoting collaboration of various kinds among charities. **Investing in Nonprofit M&A** takes a closer look at what donors should know as they consider investing in nonprofit M&A (meaning mergers and alliances). The brief discusses the benefits of successful nonprofit mergers and alliances, some of their unique difficulties, trends and funder opportunities. Some sensible advice for funders is elaborated in the brief: start a conversation; invest in education about M&A; fund feasibility studies; enable, don't compel; look long term.

Another source of helpful advice for nonprofits considering some form of strategic alliance or merger can be found from **The Fieldstone Alliance** which has free tools and questions for nonprofit managers to apply if they are considering a merger or creating an alliance. These may be helpful for funders thinking about giving advice in this area as well.

## Impact of the Recession on Canada's Charities

There have been stories and anecdotes but not much hard data about what is happening to the Canadian charitable sector as a result of the financial crisis and recession. Imagine Canada is addressing this gap by collecting data through a new quarterly survey **Sector Monitor** which will provide key perspectives on the health and vitality of Canadian charities as they respond to the effects of the crisis.

Imagine Canada will invite charities to participate in the on-line survey during the month of November. Responses will provide insights that will help organizations across Canada respond to challenges they may be facing in today's economic climate. Imagine Canada will provide every survey participant with a report summarizing the major findings of the survey. For more information or to participate in the survey contact **David Lasby**, Senior Research Associate at Imagine Canada at [dlasby@imaginecanada.ca](mailto:dlasby@imaginecanada.ca).

## INTERESTING READING

Observers and pundits in the United States have frequently debated the issue of whether philanthropy can be thought of as a market in the same way that a market defines the business world (around most of the globe). This matters to philanthropy because the effective use of resources matters to society and the capital provided by philanthropic funders, while limited, can also be very powerful.



Another and very stimulating iteration of this debate took place in September at the Bradley Center for Philanthropy and Civic Renewal in Washington, which took on the author of a new book *Billions of Drops in Millions of Buckets: Why Philanthropy Doesn't Advance Social Progress*, by Steven Goldberg. The Bradley Center notes that “ Steven Goldberg (a latecomer to the nonprofit sector after a 30 year career in the law and business) argues that American charity “haphazardly distributes more than \$300 billion of charitable donations among more than two millions nonprofits... with almost no consideration given to which organizations can make the best use of the money. As a result, fragmented funding fails to marshal vital growth capital that strong nonprofits need to achieve meaningful reductions in poverty, illiteracy, violence, and hopelessness.” The Bradley Center asked: “Is this an accurate assessment of American philanthropy? Should we devise a nonprofit capital market that would more efficiently direct funding to our best nonprofits?” An interesting debate ensued and [the full transcript](#) is available online.

## PFC FAMILY NEWS AND EVENTS

### The Pulse of Philanthropy, October 28-30, 2009 in Calgary

Thank you to the over 230 participants who joined us to meet, talk, learn and celebrate with PFC. We are glad that you came! And we look forward to seeing you again in Ottawa in October 2011.

Everyone who attended the sixteen workshop sessions became part of a community of interest through their comments and questions. Participants have told us that they came away better informed, and more motivated to connect with each other as members of a lively Canadian philanthropic community. PFC has posted materials from some of the conference plenaries and workshops on our [conference web site](#), accessible via password for conference participants.

### Mark your Calendars, Upcoming Member Events:

- **November 24, *Introduction to Evaluation for Learning*.** Attend this phone/Internet session with Sheherazade Hirji, HirjiWhite Consulting to hear about evaluation as learning, an approach that moves beyond counting the outputs to improving the performance of grantmakers themselves.

Our 2010 professional development program details will be available before the end of the year on our web site.

**Maytree** has announced the call for applications for the *Third Annual Diversity in Governance Awards*. The Diversity in Governance Awards honour not-for-profit and public agencies, boards and commissions in the GTA that have made tangible gains in promoting diversity on their boards. The deadline for applications is December 11.

Congratulations to Alan Broadbent, founder of **Maytree**, who received an honorary doctorate in October from Ryerson University.



We sadly note the passing of **Clare Mazzoleni Piller**, the President of The **C.H. Ivey Foundation** of Toronto, who worked ceaselessly for the betterment of the arts through the Canadian Conference for the Arts, The National Ballet School and a variety of other organizations.

We also sadly note the passing of **Mrs Edith Jacobson Low-Beer**, co-founder of the **EJLB Foundation** of Montreal, and a dedicated giver to the cause of improving mental health in Canada, and to protecting the environment.

We express our sincere sympathies to the families of these two outstanding philanthropists, and to the staff members of their foundations.

The **Pierre Elliott Trudeau Foundation's** 6th annual conference on public policy takes place in Ottawa on November 19-21. The theme is **Canadian Cities and the Public Sphere: Rethinking the Urban Commons**. The conference will address major conceptual questions such as: "What are the central features of modern urban civilizations? What is human scale? How are great visions developed and then integrated into the public sphere of political debate and informed choices? How is it possible to plan the evolution of existing cities so that they encourage more satisfying rhythms and interactions for the people who live, grow, work, dream and create within them?" The conference will also explore specific issues such as governance, immigration, homelessness, the greening of the city and the particular challenges of emerging cities.

The **Donner Canadian Foundation** is calling for submissions for the **Twelfth Annual Donner Prize**, an annual award for the best book on Canadian public policy. The Honourable Anne McLellan will Chair the Prize Jury this year and will be joined by fellow jurors: Wendy Dobson, Robert Lacroix, Peter Harder and Denis Stairs. The prize winner will be announced in April 2010.

The **Stephen R. Bronfman Foundation** is hosting a celebration in honour of the bestselling book, *Slow Death by Rubber Duck*, by Ivey Foundation's Bruce Lourie and Rick Smith of Environmental Defence Canada on December 3, 2009, 5:30-7:30pm at 1366 Greene Avenue, Montréal. RSVP by November 26 to [carolbray@claridgeinc.com](mailto:carolbray@claridgeinc.com).

## More 2008 Annual Reports:

**Tides Canada Foundation** has its **2008 report** on line. The report features some terrific client stories from donors and projects.

The **Thomas Sill Foundation** of Winnipeg has published online its **2008-2009 annual report**.

## OTHER NEWS AND EVENTS

**Grantmakers for Effective Organizations** will hold its next national conference from 12-14 April 2010 in Pittsburgh, PA. The theme of the conference is **Unleashing Philanthropy's Potential, Smarter Grantmaking for Better Results**. Online registration is now open.