

Annual Report 2013

Imagine  Canada

Driving Forward

Toronto | Ottawa | Montreal

Imagine Canada is a national charitable organization whose cause is Canada's charities. **OUR THREE BROAD GOALS** are to strengthen the sector's collective voice, create opportunities to connect and learn from each other, and build the sector's capacity to succeed. **OUR VISION** is for a stronger Canada where charities work together, alongside business and governments, to build vibrant and prosperous communities. **OUR MISSION** is to strengthen and support Canadian charities so they may better serve and engage individuals and communities here and around the world. **OUR CORE VALUES** are that we believe charities play an essential role in Canadian society by engaging Canadians, helping those in need, enhancing quality of life, building knowledge, strengthening public policy and contributing to economic prosperity. We also believe that charities have a responsibility to be innovative, transparent and accountable, ethical, well governed, inclusive, collaborative, and that charities must have the necessary financial and human resources to achieve real impact.

Annual Report 2013: Driving Forward

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CONTENTS

leadership message	4
a stronger, more cohesive and proactive voice for the sector in national public policy	6
improving transparency by providing tools and resources	14
helping canadians to better understand the role and impact of the charitable sector	19
a stronger, independent, better connected and more financially viable national umbrella organization for the charitable sector	25
our people	30
financial summary	34
community of supporters	35
volunteers	38

Leadership Message

Reflecting on 2013 means remembering a year of enthusiastic action, inspiring dedication, and most importantly, real impact to strengthen the charitable sector in Canada. This was the first year of our new three-year Strategic Plan and we have delivered with purpose in a very real way on many fronts. Through our Strategic Plan we are looking to deliver on three broad external outcomes. There is still much to do for sure but we can celebrate some great achievements.

The charitable and nonprofit sector has a stronger, more cohesive and more proactive voice in national public policy

In this last year, through our collective work, we got the First-Time Donor's Super Credit in the federal budget. We see this as the first step towards achieving the full Stretch Tax Credit for Charitable Giving that we have been advocating for a number of years now. In what was essentially an austerity budget, this is a big win. We also got an exemption for charities from the new Anti-Spam legislation, a crucial measure that will save millions of dollars that charities will be able to put to better use by providing quality programs and services to their communities. And, 2013 was the year we created and launched the first-ever position of Chief Economist for the Charitable and Nonprofit Sector in order to strengthen our policy and research capacity as well as our national voice.

Organizations in the sector are more transparent and have access to the tools and resources to improve governance and demonstrate impact

Although this is a long-term goal for Imagine Canada, we can point to some major accomplishments including reaching a great milestone of having 200 participating organizations in the Imagine Canada Standards Program only 18 months after the official launch — a great indicator of momentum. And, of this number, 24% have fewer than 5 staff — a testimony to the fact that our Standards Program is truly relevant to both small and large charities. Sector Source was also launched as a new generation bilingual portal to provide resources, tools and practical information to help charities and nonprofits be as good as they can be.

Canadians have a better understanding of the role and impact of the charitable and nonprofit sector

There are some really exciting opportunities for our sector in the years ahead but there are also some daunting challenges. Part of our collective strategy to address the challenges has been to help start a new conversation with Canadians so that there is a better understanding of our sector's role and contribution to society and to the economy. So much depends on this, including our ability to attract the resources, financial and human, that we need to do our work. It was a great feeling to be able to move forward with the first phase of our Narrative Initiative including the 2014 launch of our Core Resource that will continue to be augmented and improved. Through the Narrative, leaders in the sector will have access to the best information and data possible to make the case for what we are all about. If we can begin to speak more effectively to Canadians about our work, the rest will follow. To build on this, 2013 was the year in which we handed out awards for the Students (Verb) Charities national contest, an initiative to help us talk about the important role of charities to Canada but through the eyes of university and college students.

And now driving forward...

Much still needs to be done to deliver on the outcomes identified in our Strategic Plan but we are pleased with the progress made. In 2014, new President and CEO Bruce MacDonald will assume responsibility for building on the current momentum, continuing to improve our ability to support charities so that they can better serve Canadians and communities here and around the world.

In closing, let us say that the progress that has been made during the last year was made possible through the amazing team of professionals working at Imagine Canada, the dedicated and visionary Board of Directors, the growing number of highly skilled volunteers, the insightful Advisory Council and our supportive Sector Champions and members from across the country. We thank them all. And, of course, it would be impossible to have any impact without the resources that our many generous funders provide. We are most grateful for their trust and confidence.

À la prochaine!



Stéphane Vaillancourt
Chair, Board of Directors



Marcel Lauzière
President & CEO

**a stronger,
more cohesive
and proactive
voice for
the sector
in national
public policy**

what we accomplished →

We need to ensure that opinion leaders and members of the public understand the role of the sector and the legitimacy of our public policy engagement. We realize that we must come together across geography and sub-sectors, within a shared infrastructure, so that on issues of cross-cutting importance we can leverage our resources, reduce duplication, and maximize our impact. In 2013, we introduced critical components of this infrastructure that significantly strengthened our ability to inform and engage the sector, politicians, government officials, the media and the public in a credible, timely and proactive way.

imaginecanada.ca/publicpolicy



“Imagine Canada has named Brian Emmett the nation’s first-ever chief economist for the charitable and nonprofit sector. What a great idea!”

Ruth McCambridge, Nonprofit Quarterly

“I wish to thank you for Imagine Canada’s outstanding advocacy that resulted in Canada’s Anti-Spam Law exempting commercial electronic communications from registered charities. We acknowledge and are appreciative of this noteworthy success, and value your team’s time in seeing this important agenda through to completion.”

Wendy Zufelt-Baxter, Executive Director of Advancement, Shad Valley International

we established and hired the first-ever Chief Economist for Canada’s charitable and nonprofit Sector

Following a long and distinguished career in the public service and with economic credentials from the University of Western Ontario and the University of Essex in England, Brian Emmett joined Imagine Canada in 2013 in the unique role of Chief Economist for Canada’s Charitable and Nonprofit Sector. The Chief Economist analyzes and provides advice about policies, programs and legislation that affect the sector.

why this matters

Charities and nonprofits are an important part of the economy. As Chief Economist, Brian Emmett is responsible for measuring the impact of the sector and bringing its economic issues forward to public policy decision makers.

we intervened to exempt charities from Canada’s Anti-Spam Law (CASL)

Our work, in partnership with others, led to an exemption from CASL regulations for registered charities using electronic communications for the primary purpose of raising funds.

why this matters

The regulations had the potential to impact charities’ finances and their ability to reach out to and engage with supporters, donors and beneficiaries. Charities will avoid significant costs:

- Those that are exempt will not have to update their IT systems or engage expensive consulting or legal advice.
- Those that carry out some commercial activities that may be subject to the new regulations will nonetheless see the impact substantially reduced as only their solely commercial messaging will be affected.

we helped prevent the loss of an important tax exemption for hospital parking

Left unchallenged, a provision in the 2013 federal budget would have had a dramatic impact on hospital foundations — making them liable for GST/HST on the parking facilities that they run. We worked with hospital foundations to raise the issue with the Minister of Finance and were successful in gaining an exemption for hospital parking.

why this matters

- The successful resolution of this issue will result in at least \$30 million a year in savings to the affected charities.
- The loss of this exemption would have been a troubling precedent for the entire charitable sector.

we helped get the First-Time Donor's Super Credit in the federal budget

The First-Time Donor's Super Credit, announced in the 2013 federal budget, adds 25 percentage points to the Charitable Tax Credit for donations made by individuals who have not claimed (and whose spouse has not claimed) the Charitable Tax Credit since 2007.

why this matters

- This measure encourages more Canadians to give to charities.
- We see this as step towards the Stretch Tax Credit, which has been endorsed by charities throughout the country. The 'stretch' will broaden the donor base in Canada and encourage those who already give to give more. The Super Credit will help us make real progress on broadening the donor base, generating up to \$110 million a year from new donors.

“I just wanted to thank Imagine Canada for its help in getting the word out to nonprofits about the proposed principles for accounting standards changes for comment. We had an amazing response rate to it — more than almost any other document for comment in our history!”


Daniella Girgenti, Communications Manager,
Chartered Professional Accountants of Canada

we identified concerns with proposed changes to the nonprofit accounting standards that would negatively affect the sector

The Accounting Standards Board and the Public Sector Accounting Board invited feedback on a number of proposed changes to accounting standards affecting nonprofit organizations — changes that could have had a substantial impact on how nonprofits report their numbers. Given the extent and the importance of these proposed changes, we urged nonprofits to take the time to review the proposal. We formulated a response which we encouraged others to endorse or adapt for their own organizations. Working with our rapid response group and sector conveners such as the Ontario Nonprofit Network, we recommended these two important bodies review and reconsider their proposed changes to the accounting standards.

why this matters

- Accounting standards are extremely important for how nonprofits communicate with funders, donors, the media, etc.
- If we had not identified concerns with the proposed new accounting standards and mobilized a rapid response team, the accounting boards would not be aware of some of the realities these nonprofits face. This could create significant accounting problems for nonprofits large and small.



“We value the collaborative relationship we have with Imagine Canada. It is great to know we can rely on Imagine to stay abreast of federal policy issues and keep us informed. In turn, we are able to share their policy alerts or other resources with our wide network of contacts in this region.”

Katherine van Kooy, President & CEO, Calgary Chamber of Voluntary Organizations

connecting the sector: National Engagement Strategy

We remain focused on our strategy to strengthen the collective voice of the sector, create and strengthen linkages, networks and partnerships and support the sharing of knowledge and innovation. The overall objectives of the National Engagement Strategy served as a strategic driver for a number of our accomplishments in 2013, including our new Early Alert System and our Narrative Toolkit.

working with other umbrella organizations

We are working collaboratively with close to 30 local, regional and national organizations that have been identified for their leadership and strong connections. This collaboration helps us to convene and mobilize organizations across the sector on issues that matter to them.

keeping organizations in the loop: Early Alert System

In 2013, we established an Early Alert System to provide our member organizations with more context about federal public policy developments and information about how they can respond and become involved. We monitor Parliamentary activity, upcoming legislation and proposed regulations to help charities assess their possible implications. The Early Alert System reduces duplication and allows sector leaders to focus public policy resources on those issues that are most strategic and effective.

mobilizing sector influencers: Rapid Response teams

Connected to the Early Alert System, we also established rapid response teams to enable key sector organizations, staff and volunteers to use their expertise to influence emerging and ongoing federal issues. Rapid response teams are comprised of charity leaders who research, develop and promote original public policy initiatives and respond to proposed pan-Canadian policies.



moving towards 2014

"I just wanted to drop you a quick note to tell you that I am very impressed with the letter to Minister Raitt regarding the Canada Post rate increases vis-à-vis charities' non-discretionary expenses. I thought it was very well researched and plainly presented. Well done!"

Gwen Kerr, Managing Director, Cumberland Health Care Foundation

we advocated for a federal budget that reflects the importance of the charitable sector in our economy

In 2013, we provided a brief to the Commons Finance Committee in response to pre-budget questions. Our brief focused on equitable access to business development and support services, a firm commitment to a Stretch Tax Credit for Charitable Giving and reducing red tape through improved administration of grant and contribution programs. We were pleased with the 2014 federal budget measures relating to charities announced in February, which included a number of changes in response to our recommendations.

we are advocating for a postage system that makes sense for charities

Postage rate increases announced by Canada Post in 2013 had the potential to disproportionately and negatively impact charities — particularly smaller organizations. Working with charities across Canada, we immediately started a conversation with postal authorities about our concerns, resulting in a suite of relief measures announced by Canada Post. We will continue to explore a longer-term pricing solution for charities as well as begin discussions on how Canada Post can increase awareness of the mailing services that are the most advantageous to our sector.

**improving
transparency
by providing
tools and
resources**

Charities are looking at ways to improve their effectiveness and their governance and they realize that the confidence and trust of the public are essential for the success of our sector. Although research indicates most Canadians trust charities, it also shows considerable dissatisfaction with some practices and with the level of transparency of some organizations. In recent years, media coverage and political rhetoric about the sector have sometimes been quite negative. For the long-term health of the sector, we need to strengthen public confidence and trust in charities. In 2013, we provided resources and services that helped organizations improve their practices and demonstrate transparency.

what we accomplished →



“It was rigorous and challenging but created the opportunity for our Board to have conversations we may not have had otherwise. We are better and stronger for it.”

Sharilyn Hale, Nomination & Governance
Committee Chair, Canadian Feed the Children

“Working as a team, we were able to increase our organization’s transparency and capacity, and to strengthen public confidence in KidsAbility Foundation and the nonprofit sector as a whole.”

Lisa Talbot, Executive Director,
KidsAbility Foundation

we strengthened the capacity of 61 more Canadian charities and nonprofits through our Standards Program

The Standards Program has two streams: publicly available tools and resources to improve practices and a peer review-based accreditation process through which organizations can demonstrate that they comply with the standards.

A growing number of charities are stepping forward to participate in the Standards Program. At the end of 2013, we had 210 active participants. Of these, 82 had achieved accreditation with the remainder working towards it. imaginecanada.ca/standards

why this matters

- When charities and nonprofits meet the 73 standards in the areas of governance, financial transparency and accountability, fundraising, staff management and volunteer involvement, it validates their dedication to strong organizational operations.
- The Standards Program is improving how participating charities are run. The Program serves as a focal point to help nonprofits ensure their operations are in order to reinforce their mission-driven work.
- Strong organizations with strong practices lead to stronger public confidence in charities and nonprofits as well as overall respect for the sector’s contributions to the communities they serve.

engaging volunteers: Standards Council & peer reviewers

The Standards Program is led by Imagine Canada on behalf of the sector with invaluable volunteer contributions from Standards Council members and peer reviewers. Members of the Council oversee the Program, and peer reviewers assess applications and make accreditation decisions.

“Charity Focus provides a great way for nonprofit organizations to demonstrate transparency and for donors to research the causes they care about in one place. The ability to highlight the work we do and include our financial statements and annual reports on a trusted site will help us build our profile and build trust with our donors.”

Lisa Cloutier, Big Sisters of BC
and the Lower Mainland

“I just wanted to pass along my thoughts about the new T3010 QuickPrep tool – in a word: AWESOME. It is such a great tool and has taken a lot of the onerous nature of the form away.”

Susan O’Reilly, The Natural Step (Canada) Inc.

we made it easier for Canadians to access and understand basic information about Canada’s 86,000+ charities

The Charity Focus website grew in popularity in 2013 and is fast becoming Canada’s go-to bilingual source of information about charities. In addition to showing several years’ worth of financial details, the site makes it possible for charities to upload information about their programs and results.
charityfocus.ca

why this matters

- We make accessing this information easy through the Charity Focus website because we understand that public accountability, transparency and good governance are — and should be — important to Canadians.
- People want to be able to easily research and understand basic information about the charities they support — or plan to support.

we made it easier for charities to submit their annual information returns through the T3010 Quick Prep

The T3010 Quick Prep is a tool that helps charities better understand and complete the Canada Revenue Agency’s T3010 Registered Charity Information Return form.
quickprep.ca

why this matters

- Making it easier to file this information, error-free, improves the quality of the information charities submit to the Canada Revenue Agency.
- Better, more accurate information for Canadians means greater transparency for the sector.

**curating a 'how-to' guide for charities
and nonprofits: Sector Source**

In 2013, we launched Sector Source: a national, bilingual online resource centre for people who work in or volunteer for charities and nonprofits. Through Sector Source, we curate and provide information about the business of operating charities and nonprofits, in the areas of board governance, fundraising, financial accountability, human resources and volunteer involvement. Use of the resources on the new site is up 60% from the site's predecessor. Sector Source helps nonprofit staff and volunteers save time searching for the accurate, credible information they need. sectorsource.ca

**helping
Canadians
to better
understand
the role
and impact
of the
charitable
sector**



The charitable sector has a remarkable story to tell — in addition to contributing to the fabric of society, our sector is a significant economic force and has played a pivotal role in building and defining our nation. Yet we have not always been successful in sharing this story with Canadians. In 2013, we took steps to better understand how Canadians perceive the sector, engaged the next generation in promoting our value and started creating the tools needed for a new conversation about our sector’s role and impact.

what we accomplished ➔

“This report is an excellent resource for charities, as it provides insight into how the public perceives charities and the issues that affect them. ...charities may want to use the report to help them compare their practices with public opinion.”

Terrance Carter, Carters
Professional Corporation

we discovered that Canadians’ trust in charities is strong and that transparency and accountability are more important to them than ever

In 2013, Imagine Canada did the analysis for The Muttart Foundation’s *Talking About Charities* survey of over 3,500 Canadians. The report was released in the fall by The Muttart Foundation. muttart.org

why this matters

- *Talking About Charities* revealed that 93% of Canadians believe that charities are important to Canadians and 79% have some or a lot of trust in charities.
- We now also know trust levels have decreased since 2000 and Canadians are increasingly asking hard questions about how we conduct ourselves and how we use our resources. This is important to know so that we can find ways, as a sector, to give them better answers.

tracking the state of charities: Sector Monitor

Sector Monitor is a survey program through which we regularly monitor the state of charities across the country and their ability to deliver their missions. We do this to understand the issues facing charities, to share this information with stakeholders and to make decisions about priority areas for action. Key findings of our summer 2013 report include: confidence among charity leaders is rising, financial pressures are increasing and levels of human and financial resources have remained constant. Also, levels of confidence in the future vary with organizational stress and leaders’ predicted capacity to deliver on mission. sectorsource.ca/sectormonitor

Earned Income Report

In 2013, we released our first report about earned income-generating activities of Canadian charities, based on a summary of findings from our Sector Monitor program. Understanding the role, challenges and opportunities of earned income in the charitable sector sets the foundation for what sector leaders should be thinking about going forward. A key achievement of the report is that it highlights how important earned income already is for the charitable sector. It also reveals what types of charities are most involved in earned income generation and how they use the revenues they generate.

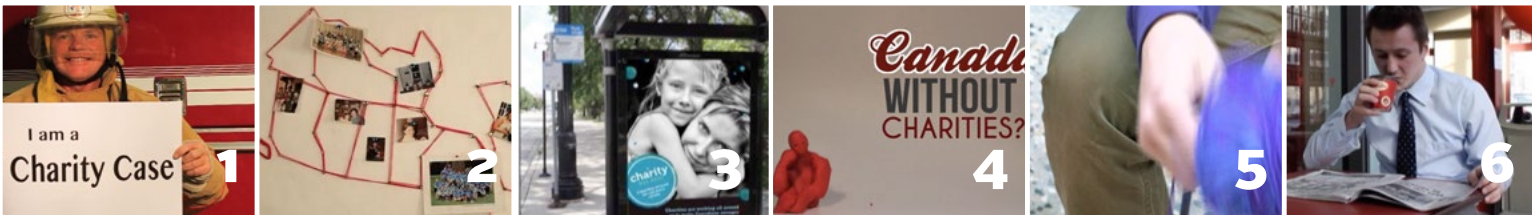
As a companion to the research report, we also released The Earned Income Framework. The Framework sets out an integrated way of thinking about earned income activities and mainstreams its key concepts for charities and nonprofits. sectorsource.ca/earned-income-report

using online communications: social media and the Imagine Canada blog

Social media is an increasingly important channel for communicating with our members and sharing information about and with the sector in general. Through the combination of social media and our blog, we connect our audiences to timely, relevant and useful information about charities, the environment in which they operate, and the issues that affect the sector as a whole. Sharing this information also serves as a catalyst for broader discussions and engagement.

why this matters

- In 2013, social media played an important role in welcoming, supporting and encouraging our new and existing members.
- We delivered a Twitter campaign asking individual members of parliament to support a Stretch Tax Credit.



“I just wanted to personally thank you so much for the life-changing experience that you gave me this past June. I am so grateful to have been a part of Students (Verb) Charities from the beginning, as it presented me and my team with the opportunity to put everything we had learned over 5+ years of schooling (each!) into a tangible, successful campaign... Achieving first place in the nation-wide contest has also given me the confidence I need to find a job in my field when I return, which is a pretty rare thing for recent graduates in this current job market.”

Courtney Brecht, Student (Verb) Charities contest winner

WINNERS

1. I am a Charity Case

Emily Doer, Courtney Brecht, Corinne Rikkelman

2. Charities are at the Heart

Suzy Bodiroga, Alex Kyle, Monique Pantel,
and Josie Marier-Loeppky

3. A Charity Was Here

Laura Stobbe

4. Without Charities

Mitch Kruse, Tamara Adams

5. Charities are Everywhere

Jaclyn Leskiw, Michael Trakalo and Katie Madziak

6. Most Canadians wouldn't know a charity if it hit them in the face

Tanner Ziprick and Kelly McGuinness

we engaged the next generation in talking about and promoting the value of the sector through the Students (Verb) Charities contest

With co-sponsor The Muttart Foundation, we asked students at publicly funded post-secondary institutions to create public awareness campaigns about how charities impact the quality of life in Canada and throughout the world. studentsverbcharities.ca

why this matters

- By asking students to participate in this contest (awards were presented in June 2013), we started conversations with this generation about the importance of the charitable sector and gleaned insights about how they view our work.
- The contest submissions have provided inspiration and creative approaches for increasing awareness of our sector's contributions.

moving towards 2014




we are providing the tools needed to create a new conversation with Canadians about our sector's role, impact, legitimacy and trustworthiness

There are too many signs that our sector is poorly understood. We need new ways to talk about our contributions to society and to the economy. In 2013, we focused on the development of the New Narrative tool kit by consulting widely and building simple, practical tools relevant to all subsectors. The full Narrative Toolkit was launched in early 2014. imaginecanada.ca/narrative

QUARTERS ONLY

**a stronger,
independent,
better connected
and more
financially viable
national umbrella
organization
for the
charitable sector**



To be effective, Imagine Canada must be independent, well connected to the charitable sector and other sectors including business, and we must have the necessary resources to do our work. A more sustainable Imagine Canada can contribute more to the success of charities. In 2013, we took measures that help Imagine Canada to be less dependent on project-based revenue, while boosting our reputation as the premier organization in Canada focused on the charitable sector. This, in turn, allowed us to strengthen the sector's access to the resources it needs to serve Canadians and communities here and around the world.

what we accomplished →

“The accuracy of the funder information in Grant Connect is so good that I can rely on it 100%.”

Kimberley Bailey, Director of Advancement
at St. Michael's College School

“We appreciate all you do. Most of our applicants find us on Grant Connect!”

Sandra Muhlenfeld, Director,
Muehlenfeld Family Foundation

“Our membership has given us access to tremendous resources and tools over the years we appreciate the work you do!”

Threads of Life (via Twitter)

we provided Canadian charities with access to major funding opportunities through Grant Connect

In 2013 we celebrated the first year anniversary of Grant Connect: a bilingual database with detailed, searchable information on thousands of major funders (formerly loved as the Canadian Directory to Foundations & Corporations). grantconnect.ca

why this matters

- Grant Connect saves charities of any size countless fundraising hours through reducing the amount of multi-source research required by providing current and detailed funder profiles in one place.
- In 2013, charities who used Grant Connect reported an 11 times return on investment (on average, the grants awarded as a result of using Grant Connect were 11x higher than the combined subscription and staff costs incurred).

we strengthened and connected the sector through our membership program

Our members support the work and vision of Imagine Canada and receive benefits in the areas of engagement and networking, education and resources, discounts, and recognition. Through their participation, our 1,265 members supported the growth and vitality of the whole sector. imaginecanada.ca/membership

Communicating with our members

- Through our weekly newsletter, Imagine Matters, we keep members updated on all of our upcoming events, activities, and reports.
- In 2013, we launched a Members Area of our website providing easier access to tools, resources and information about the benefits of membership.

“Being part of a national umbrella organization that is a voice for the nonprofit sector at the federal level and provides public policy and research is very valuable to our network.”

2013 membership survey respondent

Sector Champions

Our 65 Sector Champions are Imagine Canada member organizations — sector leaders that provide us with additional support and guidance.

why this matters

- Sector Champions provide advice and knowledge to Imagine Canada that is critical to keeping our work relevant, representative and on the right track.
- Our Sector Champions are committed as reflected in a 98% retention rate in 2013.

promoting corporate-citizenship: Caring Companies

The Caring Company Program, Canada’s oldest and leading corporate citizenship initiative, recognizes businesses’ investment of money, ideas and time in innovation and corporate citizenship. Our 94 Caring Companies demonstrate and build greater engagement with the charitable sector. imaginecanada.ca/caringcompany

Engaging community investment leaders

- We produced information to help companies explain the First-time Donor’s Super Credit to their employees along with provincial breakdowns of the credit’s benefits.
- We hosted, in Regina and in partnership with SaskPower, the Boston College Fast Track Certificate Course in Corporate Community Involvement Excellence for 32 community investment professionals representing 13 companies.
- We supported community investment research in partnership with the Conference Board and Volunteer Canada.

fundraising to increase our capacity: Leadership for a Stronger Canada

In 2013, we achieved our three-year fundraising goal and were pleased to welcome a number of new program sponsors to our community of supporters.

moving towards 2014



We continue to seek insights from sector leaders to guide our work

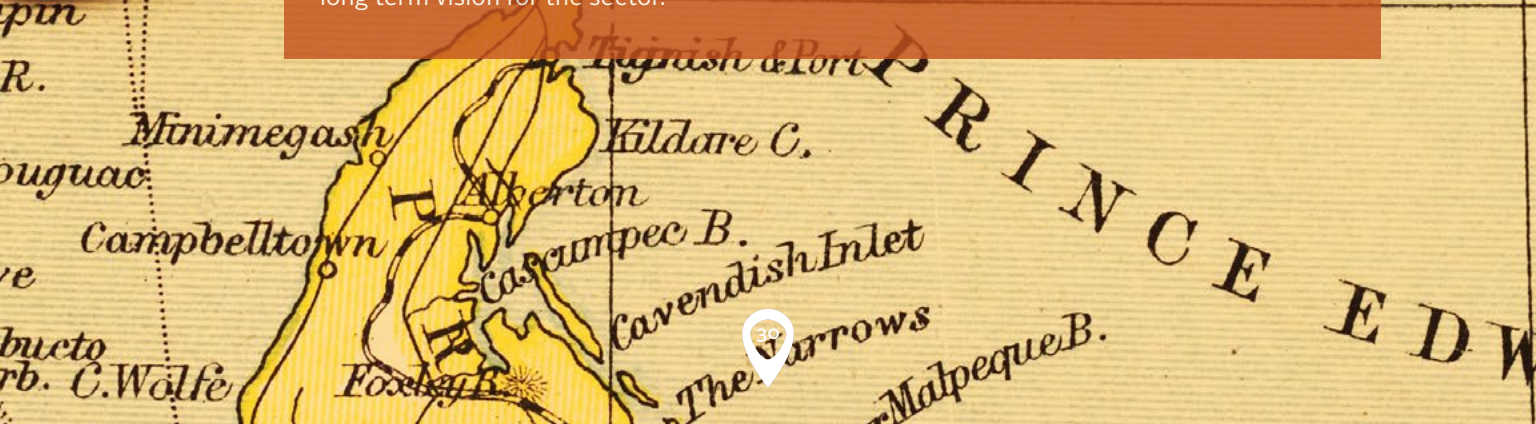
In January 2014, we brought our Sector Champions together in person for a two-day round table in order to learn from each other, build networks and ensure that Imagine Canada's positioning and priorities are of importance to the charitable sector.



S T L A W

our people

The purpose-driven people who advance our ambitious agenda have made our 2013 progress and accomplishments possible. Imagine Canada is fortunate to work with a board of directors that exemplifies the best in nonprofit governance, an advisory council that keeps us relevant and on-course and a highly qualified staff team that is dedicated to our long term vision for the sector.



board of directors

Ian Bird*

Community Foundations
of Canada
Ottawa, Ontario

Tim Brodhead*

Social Innovation
Generation (SIG)
Metcalfe, Ontario

Owen Charters

MS Society of Canada
Toronto, Ontario

Derek Gent**

Vancity Community Foundation
Vancouver, British Columbia

Darlene Jamieson**

Merrick Jamieson Sterns
Washington & Mahody Barristers
Halifax, Nova Scotia

Miranda Lam*

McCarthy Tétrault LLP
Vancouver, British Columbia

Elisa Levi

The Circle on Philanthropy
and Aboriginal Peoples in Canada
Toronto, Ontario

Bruce MacDonald**

Big Brothers Big
Sisters of Canada
Burlington, Ontario

Kevin McCort

Vancouver Foundation
Vancouver,
British Columbia

Tim Moro

Cohn & Wolfe
Calgary, Alberta

Mike Pedersen**

TD Bank Group
Toronto, Ontario

Peter Robinson

David Suzuki Foundation
Vancouver, British Columbia

Lee Rose

Community Foundations
of Canada
Ottawa, Ontario

Caroline Sauriol

Les petits frères
Montreal, Quebec

Martha J. Tory

Ernst & Young LLP
Toronto, Ontario

Willy Van Klooster

Crest Support Services
London, Ontario

**Stéphane Vaillancourt, Chair
(from June 2013)**

The YMCAs of Québec
Montreal, Quebec

**Faye Wightman, Chair
(until June 2013)**

Vancouver, British Columbia

Bob Wyatt

The Muttart Foundation
Edmonton, Alberta

*term ended June 2013

**term started in June 2013

advisory council

Father Paul J. Abbass

Previously of
Talbot House
Frenchvale, Nova Scotia

Lucie Alègre

Société de Saint-
Vincent de Paul
Montreal, Québec

Beth Bilson

University of
Saskatchewan
Saskatoon,
Saskatchewan

Michelle Dagnino

Jane/Finch Community
and Family Centre
Toronto, Ontario

Lois Fine

YWCA Toronto
Toronto, Ontario

Gordon Floyd

Children's Mental
Health Ontario
Toronto, Ontario

Barbara Grantham

VGH & UBC Hospital
Foundation
Vancouver, British
Columbia

Martin Garber-Conrad

Edmonton Community
Foundation
Edmonton, Alberta

Sandy Houston

Metcalf Foundation
Toronto, Ontario

Jason Kelly

Cachet Consulting
& Rideau Valley
Conservation
Foundation
Manotick, Ontario

Denis Lalonde

Société canadienne
du cancer
Montreal, Quebec

David LePage

Acclerating Social
Impact CCC, Ltd.
Vancouver,
British Columbia

Susan Lewis

United Way Winnipeg
Winnipeg, Manitoba

Dianne Lister

Royal Ontario Museum
Toronto, Ontario

Janice Loomer

Margolis
Ecojustice
Vancouver,
British Columbia

Susan Manwaring

Miller Thomson LLP
Toronto, Ontario

Mark Rodgers

Habitat for
Humanity Canada
Toronto, Ontario

Teresa Marques

Centre for Addiction
and Mental Health
Foundation
Toronto, Ontario

Jill H. McAlpine

Toronto, Ontario

Susan McIsaac

United Way Toronto
Toronto, Ontario

Danny Michaud

Moisson Montréal
Montreal, Quebec

David Morley

UNICEF Canada
Toronto, Ontario

Allan Northcott

Max Bell Foundation
Calgary, Alberta

Brad Offman

Previously of MacKenzie
Financial Corporation
Toronto, Ontario

Patti Pon

Calgary Arts
Development
Calgary, Alberta

Vinod Rajasekaran

Rideau Hall Foundation
Ottawa, Ontario

Julia Sánchez

Canadian Council
for International
Co-operation
Ottawa, Ontario

Sharon Snook

Burin Peninsula
Health Care Foundation
St. John's,
Newfoundland

David Toycen

World Vision Canada
Mississauga, Ontario

Stéphane Vaillancourt

Les YMCAs du Québec
Montréal, Québec

Dick Vollet

St. Paul Hospital
Foundation
Vancouver,
British Columbia

staff

Karen Alebon

Manager, Ethical Code Program

Paul Anderson

Communications Coordinator, Grant Connect

Cathy Barr

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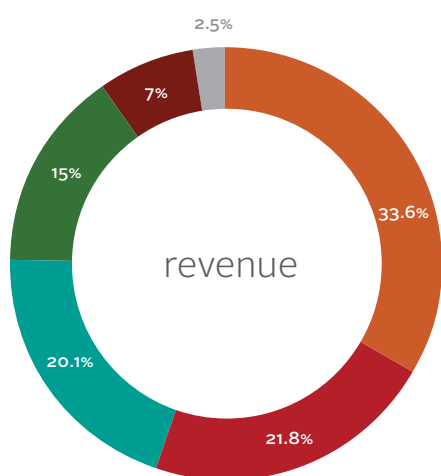
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Bilingual Account Services Representative, Grant Connect

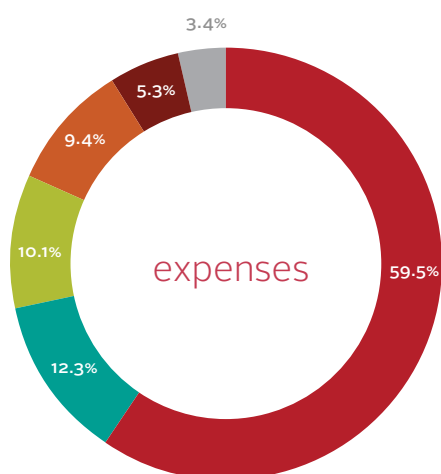
*Left Imagine Canada in 2013

financial summary

The information below for the year end December 31 is derived from the financial statements for 2013, which were audited by Grant Thornton LLP. Our complete audited financial statements and T3010 Registered Charity Information Return, as filed with the Canada Revenue Agency, are available at imaginecanada.ca/annualreports



	2013	2012
Project Grants	\$ 1,354,356	\$ 1,050,715
Fees	876,289	887,459
Subscriptions	808,962	687,169
Donations and Sponsorship	605,790	433,517
Amortization of Deferred Capital Contributions	282,233	268,259
Other	101,275	161,648
TOTAL	\$ 4,028,905	\$ 3,488,767



	2013	2012
Salaries and Benefits	\$ 2,415,163	\$ 2,107,529
Amortization of Capital Assets	500,336	382,196
Contract, Consulting and Professional Fees	410,447	287,643
Occupancy	384,096	387,877
Travel and Meetings	214,323	220,059
Other	137,176	186,939
TOTAL	\$ 4,061,541	\$ 3,572,243



community of supporters

Imagine Canada donors, sponsors and funders not only make our work possible financially, but in supporting us, also validate the importance of our work. Thank you to our visionary 2013 supporters — champions of Canada's charitable sector.

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T3010 Quick Prep

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Every effort has been made to list all donors accurately, but if you discover any errors or omissions, please accept our apology and call to correct, 416 597 2293 ext. 312.



volunteers

Imagine Canada volunteers are integral to our operations. They are our advisors and hands-on talent helping us to get the work done. They amplify our impact and make our successes possible. Thank you to all Imagine Canada volunteers for your work on our behalf in 2013!

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