



MESSAGE FROM THE LEADERSHIP

2019: The Calm Before The Storm

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

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

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

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

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

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



MESSAGE FROM THE LEADERSHIP

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

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

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

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



2019 Board of Directors

Marlene Deboisbriand*
Boys and Girls Clubs of Canada

Nadine Duguay-Lemay
Dialogue New Brunswick

Nicolina Farella
The J.W. McConnell Family Foundation

Katherine Hay*
Kids Help Phone

Refat Jiwani
Aga Khan Museum

Shachi Kurl*
Angus Reid Institute

Pascal Lépine
Atypic

Margaret Mason
Norton Rose Fullbright LLP

Allan Northcott*
Max Bell Foundation

Mike Pedersen**
Independent Director

Darren Pries-Klassen
Abundance Canada

James Rajotte
Rogers Communications

Ronan Ryan
Canadian Red Cross

Ali Salam
NATIONAL Public Relations

Lynne Skromeda
Winnipeg Folk Festival

Lynne Toupin
Interlocus Group Inc.

**Resigned during the year*

***Term ended during the year*



IMAGINE CANADA'S POLICY AND ADVOCACY WORK

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

Senate Committee

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

Federal Election

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

Investment Readiness Program

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



INSIGHTS FROM IMAGINE CANADA

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



Unfair or Unwanted

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



The State of Evaluation

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



Profit, Purpose, and Talent

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



IMAGINE CANADA'S SOCIAL ENTERPRISES

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



Standards Accreditation

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



Grant Connect

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



Caring Company Certification

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



SECTOR CHAMPIONS

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

THANK YOU TO OUR SECTOR CHAMPIONS

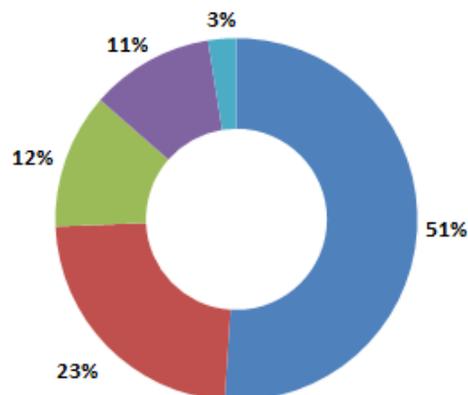
Aboriginal Peoples' Television Network
Abundance Canada
Aga Khan Foundation Canada
Angus Reid Institute
BC Children's Hospital Foundation
Big Brothers Big Sisters of Canada
Boys and Girls Clubs of Canada
Calgary Foundation
CanadaHelps
Canadian Association of Gift Planners
Canadian Centre for Ethics in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



FINANCIAL SUMMARY

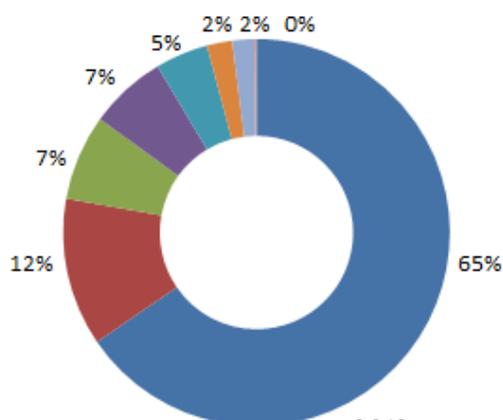
The information below for the year end December 31 is derived from the financial statements for 2019, which were audited by RSM Canada LLP and are available on our website.

REVENUE



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

EXPENSES



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



THANK YOU

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

THANK YOU TO OUR FINANCIAL SUPPORTERS

\$100,000 +

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

\$50,000 +

IG Wealth Management
KPMG Foundation
RBC Foundation
Suncor Energy Foundation

\$25,000 +

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

\$10,000 +

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

\$10,000 +

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

\$5,000 +

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

\$1,000 +

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

