

ANNUAL REPORT 2020

STABILIZING FOR RECOVERY



IM△GINE
CANADA

MESSAGE FROM OUR LEADERSHIP

2020: **Stabilizing for Recovery**

The COVID-19 pandemic has had a dramatic impact upon Canada's social good sector. As evidenced in our Sector Monitor surveys, charities suffered drastic declines in revenue, while coping with increased demand for their services and programs. Many organizations have had to lay off a significant portion of their staff and numerous fundraising activities have been suspended.

As more and more Canadians turned to the services provided by charities and nonprofits, the crucial role of our sector became more apparent than ever. Organizations rose to the challenge of supporting their communities and, together with numerous sector partners, we collectively mobilized to minimize and mitigate the impacts of the pandemic on the sector.

Ensuring that we were there to support the sector was job one.

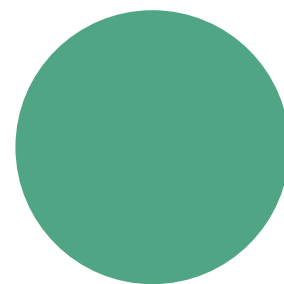
Our policy, advocacy, and research efforts targeted stabilizing the sector. We lobbied the federal government for the sector's inclusion in fiscal support programs, and were successful in

ensuring charities and nonprofits were eligible for the Canada Emergency Wage Subsidy, the Canadian Emergency Rent Subsidy, and the Canada Emergency Business Account. Our calls for core operating support throughout the year for organizations were eventually successful with the announcement of the Community Service Recovery Fund in Budget 2021. The sector's relationship to the federal government was greatly strengthened over the course of the year. Along with other sector leaders, we participated in public awareness and media interviews, amplifying the stories of organizations hit hard by the COVID-19 crisis.

Soon after lockdowns began—when libraries, universities, and resource centres were forced to close—we launched a Work From Home Community Edition of Grant Connect, ensuring that our fundraising research platform remained accessible. In March and again in November, our research team took the pulse of the sector and published the results in Sector Monitor research reports. This data was vital in providing an evidence-based picture of what was



MESSAGE FROM OUR LEADERSHIP



happening on the ground and was widely used by the leaders of organizations, government decision makers, and the media. Our *Wake Up Call* report—identifying the most pressing and long-term shifts in corporate social investment, and released in November—invited the corporate community to reflect on the patterns that had emerged throughout the pandemic.

Within the context of the pandemic, global attention turned to issues of anti-racism and anti-oppression. For us, this started a process of internal reflection—how can our organization do better in fighting inequality? How can we champion and amplify the anti-racism work of our sector colleagues? We started by commissioning an in-depth report on anti-racism protocols which will continue to shape our operations and communications for years to come.

Imagine Canada has not been immune to economic disruptions caused by the pandemic: our staff is doing more with less. In June, we underwent a significant restructuring, reducing our staff capacity by 25%. It would be an understatement

to say that it was an extremely difficult decision, unfortunately made necessary by the financial pressures of the pandemic. Those staff members deserve recognition for all that they accomplished during their tenure at Imagine Canada. Our current team members—many of whom are juggling work, childcare, and virtual learning—have demonstrated commendable resilience. In addition, we would like to acknowledge the stellar efforts of our Board of Directors, committee volunteers and others who have generously contributed their time and talents. Your contributions have been most appreciated.

Towards the end of 2020, the approval of effective vaccines signalled a shift towards the post-pandemic recovery. And, at the time of writing this message—the spring of 2021—the federal budget has just been released. With multiple programs and initiatives affecting charities and nonprofits, including support for core funding, progress continues to be made. Our sector came together, worked together, advocated together, and we were heard.



MESSAGE FROM OUR LEADERSHIP

It is critical that we continue this collaborative work, as the sector's recovery will stretch far beyond the economic restart. And so we work to stabilize our sector, positioning it for the post-pandemic recovery in order to ensure that Canadians and the communities in which they live can benefit from a strong social fabric.

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



2020 Board of Directors

Margaret Mason
Board Chair
Norton Rose Fulbright LLP

Ronan Ryan
Board Vice-Chair
Alzheimer Society of Canada

Refat Jiwani
Treasurer and Risk Management, Finance & Audit Committee Chair
Aga Khan Museum (retired)

Nadine Duguay-Lemay
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Dialogue NB

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Fondation Québec Philanthrope

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The J.W. McConnell Family Foundation

Charlene Krepiakovich
viaSport

Pascal Lépine
Atypic

Darren Pries-Klassen
Abundance Canada

James Rajotte*
Rogers Communications

Lynne Skromeda
Winnipeg Folk Festival

Lynne Toupin*
Interlocus Group Inc.

**Departed Board during the year.*



POLICY AND ADVOCACY WORK

The year 2020 was marked by radical changes in the sector's operating environment. The WE Charity controversy dominated the headlines and threatened to overshadow the incredibly hard work being done by organizations. Issues of racism related to Black communities—and the anti-racism movements that followed—pushed organizations to consider how their programs, processes, and work culture are falling short of true inclusivity, equity, and diversity.

As the pandemic ripped through the social fabric of Canada, the policy and advocacy work we undertook with the sector unfolded rapidly as we mobilized for critical support for organizations. Our public policy highlights are outlined below. For a more detailed profile of some of what was accomplished in 2020, visit the [policy section](#) of our website.

Pre-Budget Consultations

In the summer of 2020, the House of Commons Finance Committee released their call for pre-budget consultation briefs, asking: What measures could the federal government take to restart the Canadian economy, as it recovers from the COVID-19 pandemic? Our recommendations focused on i) a home in government for the sector; ii) core operating support and reforms to grant and contribution programs; iii) an investment in sector data; iv) qualified donee reforms; and v) support for social enterprise activity. This pre-budget work, and a second submission in early 2021, set the stage for the sector's landmark recognition in the 2021 budget.

An Extraordinary Year for Sector-Government Relations

As part of our Parliamentary monitoring program, our policy team reviewed the transcripts of Parliamentary debates after each sitting day in the House of Commons. In 2020, we noted an unprecedented number of statements and questions by MPs in support of the sector (a total of 65 for the year). Our government relations program expanded, as we met with a total of 92 public officials to discuss the sector's interests.



COVID-19 Supports

At the onset of the pandemic, we worked with over 70 sector leaders in policy development and communications to the federal government. A national collective public relations campaign—involving community impact stories as told by sector organizations—bolstered our efforts. Charities and nonprofits were included in all major federal COVID-19 relief measures, including the Canada Emergency Wage Subsidy, the Highly Affected Sectors Credit, the Canada Emergency Rent Subsidy, and the Canada Emergency Business Account. The government also established an Emergency Community Support Fund and provided targeted support to several key segments of the sector.

The call for core operating support for organizations requiring strengthened capacity led to the announcement of the \$400 million Community Service Recovery Fund in Budget 2021.

In the spring of 2020, we debuted the [COVID-19 Resource Hub](#), charting the ongoing experience of COVID-19 on the sector and collecting government updates, advocacy letters, campaigns, and resources for the sector. This section was the most-referenced section of Imagine Canada's website in 2020.





Equitable Recovery Collective

Imagine Canada is part of the “Equitable Recovery Collective,” which launched in September 2020. The first project of this group was developed in the later months of the year to raise the profile of the sector on Parliament Hill, and draw the proposed four policy solutions for an equitable recovery: funding to stabilize organizations, advancing a stronger relationship with government, enabling equitable partnerships, and better data on our sector.

Anti-Racism

The year was also marked by powerful anti-racism movements that gathered traction in the early summer. Sector leaders, particularly within the social innovation space, rallied together to issue a solidarity statement and launch the beginning of the Equity and Solidarity Working Group, of which we continue to contribute. Imagine Canada also began embarking on its own anti-racism journey, starting with the release of a [statement](#) and the development of an anti-racism roadmap over the fall.



SECTOR RESEARCH

Research is central to Imagine Canada's mission, and in 2020 we released both groundbreaking and timely reports. Our *Multicultural & Newcomer Charitable Giving Study* tackled the previously elusive influence of ethnicity on giving, while *Are Charities Ready for Social Finance?* asked what no other report had asked—what are charities' views on social finance? While these studies were released in the midst of the COVID-19 crisis, much of the preliminary research work was completed pre-pandemic.

In response to the pandemic, we released *Sector Monitor: Charities & the COVID-19 Pandemic* and *Wake Up Call: Navigating New Pathways for Corporate Community Investment in Canada*, which investigate the pandemic experience of charities and the corporate response, respectively. A second sector monitor report has since been published, in early 2021, and a third will be published later in 2021.

Research is seldom done alone, and we are proud to have collaborated with several sector partners in 2020, including: CanadaHelps, *The Giving Report*; Canadian Women's Foundation, Ontario Nonprofit Network, and Canadian Centre for Policy Alternatives, *Resetting Normal*; and Statistics Canada, *Board Diversity Survey*.

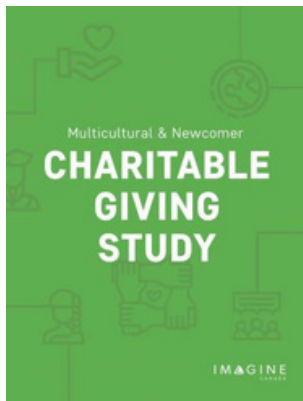
PUBLICATIONS



Are Charities Ready for Social Finance? (August 2020)

There is increasing interest in social finance as a means for scaling socially innovative solutions to complex and persistent social, cultural, and environmental challenges. Notably, the Government of Canada's initial Investment Readiness program—which offers support for charities and nonprofits that seek to engage in social finance—was extended in Budget 2021 for two additional years and with a \$50 million commitment. Key results presented in this report showed that many charities are likely not ready for the current social finance market. The results indicate areas that government policymakers and social finance intermediaries can target to build charities' readiness for social finance, providing information that can help these actors to better adapt social finance to charities' needs.





Multicultural & Newcomer Charitable Giving Study (September 2020)

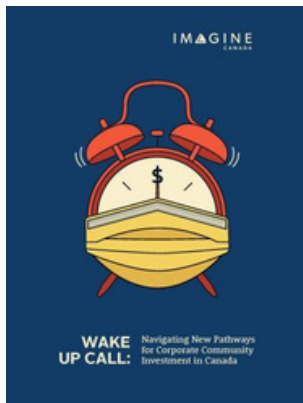
Currently, 1 in 5 Canadians are immigrants and this is projected to grow to 1 in 3 by 2036. Understanding and engaging with Canada's changing landscape of donors is therefore crucial for charities and nonprofits. This study—one of the first in Canada to explore the influence of ethnicity on supporting charities—offers a glimpse into the enormous giving potential that resides with newcomers to Canada and second-generation Canadians. The research shows that these groups are driven to give and volunteer out of a strong sense of duty to advance the well-being of their communities and the Canadian society generally. The findings of this study can help charities, foundations, and nonprofits maximize opportunities amongst this growing population segment to broaden the contributor base required to continue to provide services to millions of Canadians. This research was made possible with support from Blackbaud and a collective of foundations and nonprofit organizations.



Sector Monitor: Charities & the COVID-19 Pandemic (May 2020)

This report presented the results of Imagine Canada's first sector monitor survey on the effects of the pandemic on the charitable sector. The survey found that charities were experiencing significant and broad-based declines in revenue and that while demand and capacity increased for some charities, it collapsed for others due to physical distancing. Innovation was found to be central to how organizations responded to the pandemic, and charities that depended on earned income were particularly hard hit. These findings provided critical context—and predictions for the future—for stakeholders, civil servants, and policymakers at a time when much was uncertain.





Wake Up Call: Navigating New Pathways for Corporate Community Investment in Canada
(November 2020)

Our *Wake Up Call* report explored the business response to challenges faced in 2020, showing corporate philanthropy at its best. From loosening funding restrictions, allowing community partners agility to respond to the pandemic according to needs on the ground, to the outpouring of support for the BIPOC communities, companies and their employees were engaged, responsive, empathetic, and flexible, providing billions of dollars of much-needed relief to Canadian communities. Looking forward—and through an investigation of ten social shifts—the study encourages companies to think differently about how they invest with and engage in their communities when building back better. This research was generously funded by RBC Foundation with additional support from Blackbaud.



OUR SOCIAL ENTERPRISES

Standards Accreditation

Over 250 charities and nonprofits are accredited under the Standards Program, with representation now in all 10 of Canada's provinces. During a time of unprecedented disruption, these organizations are committed to demonstrating the highest levels of governance, accountability, and transparency, aligned with the program's set of national standards and best practices created by the sector for the sector. Earning the Trustmark means building resilience, credibility, and donor confidence.



Caring Company Certification

Certified Caring Companies across Canada demonstrate corporate leadership by investing at least 1% of their pre-tax profit into building stronger communities. In addition to providing critical financial support to community organizations throughout the challenges of 2020, community investment is a cornerstone of corporate social responsibility. Our ongoing corporate community investment research provides corporate leaders, Caring Companies, and other stakeholders with insights into recent and emerging trends in this space.



Grant Connect

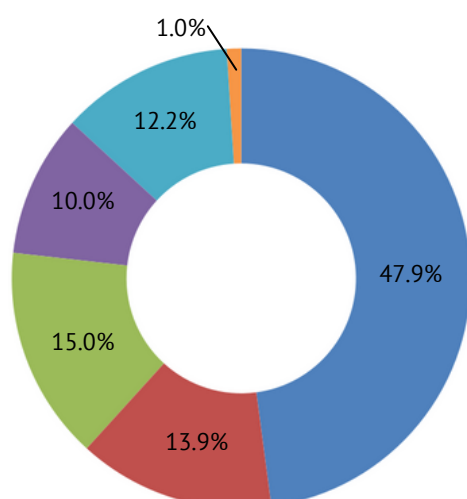
Grant Connect helps charities access thousands of funding opportunities that are identified and maintained by our data team. In response to the COVID-19 pandemic, a Community Edition of Grant Connect was launched to offer free work-from-home access to more than 1,000 Canadian charities and nonprofits. In June—in an effort to make the platform more inclusive, equitable, and diverse—Grant Connect provided 20 one-year plans at no cost to Black-led and Black-serving organizations across Canada.



FINANCIAL SUMMARY

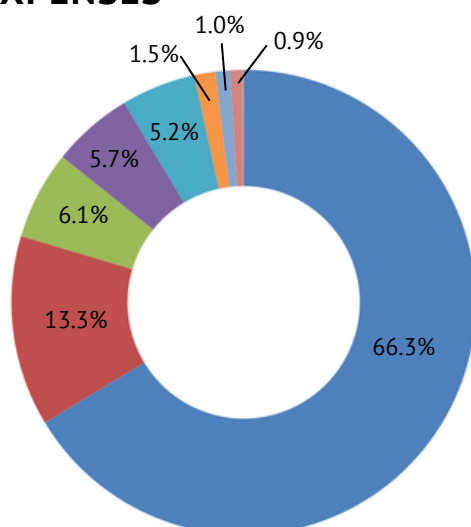
The information below for the year end December 31 is derived from the financial statements for 2020, which were audited by RSM Canada LLP and are available on our website.

REVENUE



	2020	2019
Earned Income	\$1,955,451	\$2,010,742
Restricted Contributions	565,511	918,630
Unrestricted Contributions	613,256	476,431
Membership Fees	410,210	434,592
Government Pandemic Assistance	496,311	
Other	41,605	98,730
TOTAL	4,082,344	3,939,125

EXPENSES



	2020	2019
Salaries and Benefits	\$2,687,419	\$2,562,819
Consulting and Professional Fees	537,449	339,143
Information Technology and Office Cost	249,304	219,348
Occupancy	229,122	230,268
Amortization of Capital Assets	209,254	72,417
Events, Meetings, and Travel	59,380	280,507
Bank Fees and Interest	41,682	35,820
Advertising, Promotion, and Print	36,097	173,232
Other	1,742	2,939
TOTAL	4,051,449	3,916,493



OUR MEMBERS

Imagine Canada's members support our vision of a sustainable sector through collective action. Members—both Sector Investors and Sector Champions—are our partners in public policy, advocacy, and research, shaping the future of the charitable and nonprofit sector.

Thank you, to all members, for taking part in this national membership network and for your generous support.

10C Shared Space
630 CHED Santos Anonymous
A Single Wish Foundation
ABC Life Literacy Canada
Aboriginal Peoples Television Network*
Abundance Canada*
Action CIND
Aga Khan Foundation Canada*
Aid to the Church in Need
AiMHi - Prince George Association for
Community Living
Alianait Arts Festival
Alice and Murray Maitland Foundation
All Nations International Development
Agency
ALS Canada
ALS Society of Quebec
Alzheimer Society of British Columbia
Angelman Foundation
Angus Reid Institute*
Archery Canada
Arts Commons
Arts Council Wood Buffalo
Association of Fundraising
Professionals, International
Association of Neighbourhood Houses
of BC
Association québécoise du
lymphoedème
Asthma Canada

Azrieli Foundation
Ballet Jorgen Canada
Bata Shoe Museum Foundation
BC Children's Hospital Foundation*
Bealight Foundation
BGC Canada*
Big Brothers Big Sisters of Canada*
Big Brothers Big Sisters of Guelph
Bois Urbain
Brain Tumour Foundation of Canada
BullyingCanada
Burlington Community Foundation
Burnaby Association for Community
Inclusion
Burns Memorial Fund
Calgary Counselling Centre
Calgary Foundation*
Canada Gives
CanadaHelps*
Canadian Association for Equality
Canadian Association of Gift Planners*
Canadian Association of the Deaf
Canadian Blood Services
Canadian Centre for Ethics in Sport*
Canadian Council of Christian Charities*
Canadian Crossroads International
Canadian Federation of Humane
Societies
Canadian Hemochromatosis Society
Canadian Hemophilia Society



OUR MEMBERS (CONT.)

Canadian Hospice Palliative Care Association
 Canadian Medical Hall of Fame
 Canadian Mental Health Association - British Columbia Division
 Canadian Mental Health Association Peel Dufferin
 Canadian Mental Health Association Lambton Kent
 Canadian National Exhibition Foundation
 Canadian Partnership Against Cancer*
 Canadian Red Cross*
 Canadian Senior Artists Resource Network
 Canadian Society for Exercise Physiology
 Canadian Women's Foundation*
 Cancer Research Society
 Capacity Canada
 Carefirst Seniors and Community Services Association
 Carleton University*
 Carthy Foundation*
 Carya Society of Calgary
 Catholic Social Services
 Centraide of Greater Montreal
 Central Cariboo Arts and Culture Society
 Central City Foundation
 Centre for Addiction and Mental Health Foundation
 Centre for International Studies and Cooperation
 Centre for Israel and Jewish Affairs*
 Centre of Learning & Development Toronto
 Chalice Canada
 Chatham-Kent Hospice Foundation

Child Development Resource
 Connection Peel
 Childcan, The Childhood Cancer Research Association
 Children Believe Fund
 Children's Cottage Society of Calgary
 Children's Health Foundation
 Children's Hospital of Eastern Ontario Foundation
 Christmas Bureau of Edmonton
 CNIB*
 CODE
 Collective Community Services
 Colleges and Institutes Canada*
 Columbia College
 Community Foundations of Canada*
 Community Home Assistance to Seniors
 Community Initiatives Fund
 Community Living Central York
 Community Living Fort Frances and District
 Community Living London
 Community Living Toronto
 Community Sector Council of Newfoundland and Labrador
 Construction Foundation of British Columbia
 Cooperation Canada
 Covenant Foundation
 Covenant House Toronto
 CRA, Charities Directorate
 Cridge Centre for the Family
 Cumberland Health Care Foundation
 Cystic Fibrosis Canada
 Dalhousie University, Office of Advancement
 DAREarts Foundation
 David Suzuki Foundation*



OUR MEMBERS (CONT.)

Delhi Community Health Centre
Diabetes Canada
Dialogue New Brunswick
Direct Action in Support of Community Homes
Dr Noble Irwin Regional Healthcare Foundation
Ducks Unlimited Canada
Dying With Dignity Canada*
East York Meals on Wheels
Easter Seals Canada
Echo Foundation
Ecojustice Canada
Edmonton Chamber of Voluntary Organizations
Edmonton Community Foundation*
Edmonton's Food Bank
Education Foundation of Niagara
Electronic Recycling Association
Elizabeth Fry Society of Greater Vancouver
Embrace Health Foundation
Environics Analytics
Eviance
Extend-A-Family Waterloo Region
Family & Children's Services of Guelph and Wellington County
Family Centre Society of Southern Alberta
Family Day Care Services
Family Service Toronto
Fashion History Museum
Fédération des communautés francophones et acadienne du Canada
Fergusson Foundation
Fondation Berthiaume-Du Tremblay
Fondation Charles-Bruneau
Fondation de l'Université Laval
Fondation Dr Julien

Fondation Québec Philanthrope
Fondation Sainte-Anne
Food Allergy Canada
Food Banks Canada*
FOOTPRINTS 4 Autism
Foundation of Neurodiversity
Friends of the Canadian Museum for Human Rights
Frontenac Arch Biosphere Foundation
Frontier College*
Full Circle Consulting Inc.
Garth Homer Society
GIST Sarcoma Life Raft Group Canada
Giv3
Greater Vancouver Food Bank
Habitat for Humanity Canada*
Habitat for Humanity Manitoba
Hamilton Health Sciences Foundation
Health Partners International of Canada
HealthPartners Canada*
Heart and Stroke Foundation of Canada*
Helen Tulk Elementary School
Henry White Kinnear Foundation
Henry's Foundation
Heritage Saskatchewan
High Park Nature Centre
Highbanks Society
Historic Sherbrooke Village
Development Society
Hope Air
HOPE International Development Agency
Hope's Eating Disorders Support
Hospice Calgary
Hospice Quinte
Hospice Wellington
Human Concern International



OUR MEMBERS (CONT.)

Hypertension Canada
Independent Sector
InspireHealth
Institut Mallet
Institute for Advancements in Mental Health
Interval House
Ivey Foundation*
Jackman Foundation
JDRF (Juvenile Diabetes Research Foundation)
Jewish Community Foundation of Montreal*
Job Skills
John Howard Society Edmonton
John Howard Society of Canada
John Howard Society of Ontario
John Howard Society of Southeastern New Brunswick
Kelowna Community Resources
Kidney Foundation of Canada
Kids Cancer Care Foundation of Alberta
Kids Help Phone*
Kin Canada
Kinbridge Community Association
KOA Care Camps Canada
Lakeridge Health Foundation
L'Arche Canada Foundation
Leaders Expedition (LEx)
Legacy Leaders
Lesbian Gay Bi Trans Youth Line
Let's Talk Science
Literacy Group
Little Brothers
Loeys-Dietz Syndrome Foundation Canada
Longo's Family Charitable Foundation
Lubov SSMI Foundation
Lucie and André Chagnon Foundation
Lupus Society of Alberta

Lyle S. Hallman Foundation*
Maison de la famille des Maskoutains
Make-A-Wish Foundation of Canada
MakeWay
Management Advisory Service of Ontario
Manitoba Association of Senior Centres
March of Dimes Canada*
Max Bell Foundation*
McConnell Foundation*
McGill University Health Centre Foundation
MediaSmarts
Melanoma Network of Canada
Metcalf Foundation*
Misericordia Health Centre Foundation
Mississauga Sports Council
Momentum
Montreal Children's Hospital Foundation
Mothers Against Drunk Driving (MADD Canada)
Muslim Association of Canada*
Muttart Foundation*
Niagara Health Foundation
North Bay Regional Health Centre Foundation
North East Outreach and Support Services
Nova Scotia League for Equal Opportunities
NWT Literacy Council
Oakville Community Foundation*
Ontario Nonprofit Network*
Ontario Rett Syndrome Association
Orchestras Canada
Ottawa Community Foundation*
Our Place Society



OUR MEMBERS (CONT.)



Ovarian Cancer Canada
 Oxfam Canada
 Oxfam-Québec
 Parkinson Canada
 ParticipACTION
 Peace Arch Hospital Foundation
 Peel Art Gallery, Museum and Archives
 Peel Children's Aid Foundation
 Perimeter Institute
 Petsmart Charities of Canada*
 Philanthropic Foundations Canada*
 Pillar Nonprofit Network
 Plan International Canada*
 PolicyWise for Children & Families*
 Praxis Spinal Cord Institute*
 Primate's World Relief & Development Fund
 Prince Edward County Community Care for Seniors Association
 Prince George Hospice Society
 Prince's Trust Canada*
 Professional Association of Canadian Theatres
 Project HOPE
 Propellus: The Volunteer Centre of Calgary
 Prosper Canada
 Prostate Cancer Canada
 Prostate Cancer Centre
 Punjabi Community Health Services
 Quebec Foundation for the Blind
 R. Howard Webster Foundation
 Rare Disease Foundation
 Regeneration Outreach Community
 Regroupement Mauricie
 Reh-Fit Foundation
 Réseau de l'action bénévole du Québec
 Returning to Spirit
 Rick Hansen Foundation



OUR MEMBERS (CONT.)

Rideau Hall Foundation*
Rideau Valley Conservation Foundation
Ronald McDonald House Charities
Toronto
Royal Alexandra Hospital Foundation
Royal Ottawa Foundation for Mental
Health
Royal University Hospital Foundation
Ryerson University
Safe Haven Foundation
Saint-Vincent de Paul Company Montreal
Sara For Women
Saskatoon Community Service Village
SaskCulture
Save Your Skin Foundation
SeedChange
Seneca College
Sheaf/Espiga Foundation
Sheatre
Shepherd Village
SickKids Foundation*
Sinai Health Foundation
Society for Canadian Women in Science
and Technology*
Sophie Conseils
Souls Harbour Rescue Mission
South Okanagan Similkameen Mental
Wellness Society
Southern Alberta Community Living
Association
Southlake Regional Health Centre
Foundation
SOWINS (South Okanagan Women in
Need Society)
St. Joseph's Health Care Foundation,
London
St. Joseph's Healthcare Foundation,
Hamilton

St. Lawrence College
St. Michael's College School
St. Paul's Hospital Foundation of
Vancouver*
Stella's Place
Stephen Gittins
Strategic Philanthropy Inc.
Sturgeon Community Hospital
Foundation
T.R.E.E. Foundation for Training and
Development
Tanner Steffler Foundation
TD Private Giving Foundation*
The Circle on Philanthropy and
Aboriginal Peoples in Canada*
The Counselling Foundation of Canada*
The Diabetic Children's Foundation
The Federation of Community Social
Services of BC
The Lawson Foundation*
The Lending Cupboard Society of
Alberta
The McLean Foundation
The People and Information Network
The Philanthropist - Agora Foundation*
The Salvation Army*
The Skills Centre
The Teresa Group
The Vanier Institute of the Family
The Winnipeg Foundation*
Theatre Alberta
Thunder Bay Regional Health Sciences
Foundation
Today's Family
Toronto and Region Conservation
Authority
Toronto Foundation*
Toronto Humane Society



OUR MEMBERS (CONT.)

Trico Charitable Foundation
 Tyndale Foundation
 UNICEF Canada
 United Church of Canada Foundation*
 United Way Centraide Canada*
 United Way Greater Moncton &
 Southeastern New Brunswick
 United Way Greater Toronto*
 United Way Greater Victoria
 United Way Halton & Hamilton
 United Way Lower Mainland*
 United Way Saskatoon & Area
 United Way Winnipeg*
 Université de Moncton
 Universities Canada*
 University Hospital Foundation -
 Alberta Health Services
 University of Ottawa - External
 Relations
 Up With Women
 Vancouver Foundation*
 Vantage Point
 VGH & UBC Hospital Foundation*
 VHA Home Healthcare
 Victoria Foundation*
 Victoria General Hospital Foundation*
 ViTreo Group
 Volunteer Airdrie Society
 Volunteer Alberta
 Volunteer Lethbridge
 WE Charity*
 Weinberg & Gaspirc CPA LLP
 West Coast Environmental Law
 West Lincoln Memorial Hospital
 Foundation
 Winnipeg Folk Festival
 Women's Place Kenora
 Wood's Homes
 YES Employment + Entrepreneurship

YMCA Canada*
 YMCA of Oakville
 Yoga Buggy
 Yonge Street Mission
 Youth and Philanthropy Initiative
 Canada
 Youth Employment Services YES
 YWCA Calgary*
 YWCA Lethbridge and District

**Sector Champions*



THANK YOU

The rebuilding and strengthening of our sector is a collective effort, and we are grateful to the many individuals and organizations that lent us their support throughout 2020. To our members and supporters, volunteers, funders, sponsors, Standards Council members, peer reviewers, board members, and staff—thank you. We are also indebted to the individuals and organizations that contributed to, and participated in, our advocacy and research efforts. Lastly, thank you to our Standards accredited organizations, certified Caring Companies, and Grant Connect subscribers for persevering through these difficult times and remaining committed to building strong communities across Canada and around the world.

Our staff endured a particularly challenging year in 2020, as Imagine Canada underwent a significant restructuring in June. We acknowledge that the work accomplished in 2020 is due to the tremendous efforts of both former and current staff members.



Some of our staff members during a virtual meeting, June 2021.

THANK YOU TO OUR FINANCIAL SUPPORTERS

\$100,000 +

An Anonymous Donor
The Lawson Foundation
The Muttart Foundation

\$50,000 +

An Anonymous Donor
Canada Life
Employment and Social Development Canada
IG Wealth Management
RBC Foundation
Suncor Energy Foundation
The KPMG Foundation
The McConnell Foundation

\$25,000 +

Blackbaud - Canada
Metcalf Foundation
Power Corporation of Canada
The Co-Operators Group Ltd.

\$10,000 +

An Anonymous Donor
BenefAction Foundation
BullWealth
Canadian Cancer Society
Canadian Red Cross
Children Believe Fund
Cottonwood Charitable Foundation
Diabetes Canada
Edmonton Community Foundation
KCI (Ketchum Canada Inc.)
Plan International Canada
St. Michael's Hospital Foundation
The Winnipeg Foundation
Vancouver Foundation

\$5,000 +

CanadaHelps
Donald K. Johnson
G.A. Paper International
Hackworks Inc.
Keela
Margaret Mason
Max Bell Foundation
Philanthropic Foundations Canada
Progress Career Planning Institute
Ramp Communications Inc.

\$1,000 +

AFP Canada
BGC Canada
Big Brothers Big Sisters of Canada
Bill Harper
Bruce & Heather MacDonald
Cathy Barr
Community Foundations of Canada
Cooperation Canada
Ken and Debbie Rubin Public Interest Advocacy Fund
Kids Help Phone
March of Dimes Canada
National Association of Friendship Centres
The Circle on Philanthropy and Aboriginal Peoples in Canada
United Way of Canada
Volunteer Canada
Yves Savoie

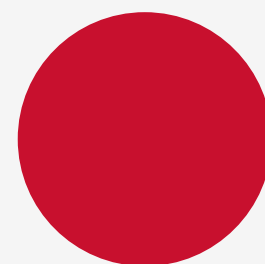


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Page 7: Muslim Association of Canada, YMCA Vancouver, Canadian Breast Cancer Foundation, BCG Canada, Washington Community Market, Pathways to Education Canada, Canadian Paraplegic Association, Centraide Québec

Page 17: Pathways to Education Canada, Alzheimer Society London and Middlesex, MS Society of Canada, Lung Association of Nova Scotia, Fondation Hôpital Pierre-Boucher

Page 19: Canadian Breast Cancer Foundation, Let's Talk Science, Lions Foundation of Canada

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