



IMAGINE
CANADA

United we stand

2024 Annual Report

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Message from our Leadership



United we stand

The charitable and nonprofit sector is strongest when we work together; this has never been clearer for us than in 2024. The momentum we built the year prior served as a catalyst to deepen partnerships and enabled our work alongside organizations across the country. 2024 was a year of steady progress focused on strengthening the resilience of our sector, advancing shared priorities and championing the vital role of nonprofits in Canada.

And yet, as the year came to a close, we found ourselves in a period of growing instability. Economic and political uncertainty has left many organizations concerned about what the future holds. While this weariness is understandable, moments of uncertainty may also present opportunities to think boldly about solutions to the sector's long-held challenges. The collective efforts of the nonprofit sector in the past year have laid the groundwork necessary to tackle these issues.

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2024 has reinforced that convening with nonprofit leaders and creating open spaces for discussion remain powerful tools in strengthening our collective resolve. Our Regional Events Series was a key

opportunity to do so this year. Instead of hosting sector leaders at our Leadership Roundtable in 2024, we gathered with local peers in Winnipeg, London, Montreal, Gander, and St. John's to share ideas and meaningfully discuss issues of importance. These events reminded us that, while every organization operates in a unique context, the challenges they face are strikingly similar: financial sustainability, finding volunteers, and building quality boards, among others. These gatherings provided a space to discuss challenges and opportunities and figure out creative solutions together.

Advocacy and government relations remain another key piece of our work that is made far more effective through joint efforts and collaboration. An example of this is our annual Hill Day event where we joined a delegation of over 30 nonprofit leaders at Parliament Hill to advocate for policy changes in support of the nonprofit sector. Hill Day continues to function as a reminder to elected officials that our sector matters and is an integral part of building strong communities.

Beyond planned and sustained efforts, our policy team also responds to timely concerns affecting nonprofits. During the Canada Post strike, we heard from charities about how disruptions to mail services were impacting year-end giving. Working in collaboration with the Health Charities Coalition of Canada and Cooperation Canada, and with the support of many other organizations, we successfully

lobbied for an extension to the charitable tax giving period. Our collective ability to quickly advance this policy file spoke to the solid existing relationships that had been built with government officials through regular advocacy work.

In the spirit of collaboration, we deepened our partnerships with several coalitions including the Federal Nonprofit Data Coalition, Fair Funding for Nonprofits, and the Canadian Federation of Voluntary Sector Networks. A significant milestone for Imagine Canada was our new stewardship of the Canadian Centre for Nonprofit Digital Resilience (CCNDR). CCNDR was founded by a group of nonprofits dedicated to ensuring that charities and nonprofits keep pace in an ever changing digital world and are able to embrace the opportunities presented and overcome the challenges of working in a digitally enabled environment. CCNDR coming under Imagine's umbrella

will help propel its mission, ensuring that charities and nonprofits can access resources and be involved in conversations and solutions about digital skills and governance on a national scale.

Providing the sector with relevant and timely data is core to our mission. In 2024, we continued to explore the evolving landscape of philanthropy and community engagement. Among other initiatives, our partnership with BMO allowed us to conduct national polling that challenged long-held narratives about nonprofit administration costs and donor expectations. The findings revealed an openness to thinking differently about the cost-dominant narrative around nonprofit funding models, providing hope that reframing these is in fact possible. Meanwhile, our study *Navigating New Horizons: The Contributions and Perspectives of Multicultural Canadians* – a

partnership with BMO, Canadian Race Relations Foundation, The Canadian Red Cross Society and KPMG Foundation – provided valuable insights on how diverse communities engage with the sector, inviting organizations to reflect on how they evolve alongside Canada's changing demographics.

2024 also saw the launch of the PRISM Community Impact Company Network, marking our shift into an entirely new way of thinking about our engagements with corporations. This new network builds on the legacy of the Caring Company Certification. We removed barriers to entry for companies that do not meet the 1% pre-tax giving threshold of the certification – companies can now join the Network regardless of giving level. Companies in the PRISM Network gain access to the latest data and information on Corporate Social Responsibility (CSR) best practices, and a vast peer network to connect with.





While we introduce new projects every year, Imagine's core services remain strongholds providing key offerings that support the sector's ongoing sustainability.

While we introduce new projects every year, Imagine's core services remain strongholds providing key offerings that support the sector's ongoing sustainability. Our evolved membership model continues to resonate with smaller organizations and further our goal of reflecting a broader representation of the nonprofit sector. Our reinvigorated membership model has seen membership levels double since the spring of 2023. With each new member, our collective voice grows stronger and powers forward Imagine Canada's work.

Grant Connect continued to be a crucial tool for organizations seeking diversified, yet reliable funding sources. Standards Accreditation continues to empower nonprofit leaders to improve accountability and performance of their organizations. In 2024, we began development on the new Standards Community online platform, set to launch in 2025, to centralize knowledge and allow for greater collaboration among organizations in our network. HR Intervals, our nonprofit-centric HR offering, continued to expand with the introduction of new resources on compensation and benefits, as well as digital tools for nonprofit teams.

None of this work would be possible without the expertise of our staff, dedication of our board, and generosity of our volunteers. Our sincere thanks goes out to all who contributed their time and passion to further Imagine Canada's mission in 2024.

Charities and nonprofits have always been defined by their ability to adapt, rally around each other, and push forward even in uncertain times. Together, we will continue to build a strong, diverse and resilient sector so that Canadian communities thrive.

A stylized, handwritten signature in black ink.

Bruce MacDonald
President & CEO

A stylized, handwritten signature in black ink.

Pascal Lépine
Chair of the Board



Land Acknowledgement

Imagine Canada's staff, operations, work, and network depend on traditional Indigenous territories to provide us physical space, sustenance, safety, and community to work, live, and play.

Our physical head office is located on the traditional territory of many nations including the Mississaugas of the Credit, the Anishinabeg, the Haudenosaunee, and the Wendat (Wyandot). We acknowledge that these lands are covered by Treaty 13 and the Dish With One Spoon Wampum Belt Covenant. We acknowledge that these lands are still home to many diverse First Nations, Métis, and Inuit people.

We acknowledge that our ability to live and work on these lands today is a direct benefit of policies of expulsion and assimilation of Indigenous peoples during the time of settlement and Confederation, and since. The harms of these policies are many and are still being felt in Indigenous communities today. We express gratitude towards the Indigenous peoples who have and will continue to steward these lands. We commit to amplifying the voices of Indigenous peoples and working against the everyday forces of white supremacy and colonialism present in the nonprofit sector.

Our team is actively engaging in training and education related to reconciliation and decolonization. We aim to listen, learn, and establish meaningful relationships with our Indigenous sector colleagues, engage in courageous conversations, and take actions that advance reconciliation in the nonprofit sector.

Our work at Imagine Canada is long-term and multi-generational in nature, and we recognize that it will be a continuous and intentional process to build strong relationships with our Indigenous colleagues and connect with the land.

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Our Mission & Strategy

Charities and nonprofits are pillars of our society. Every day, from coast to coast to coast, nonprofit organizations, big and small, provide a vast range of essential services to thousands of people of all ages and backgrounds.

The 2.4 million people who work in the nonprofit sector are dedicated to supporting those in need and to helping enhance quality of life. Our sector not only serves an essential social purpose role, but by contributing 8.3% of our country’s GDP, it also contributes to our collective economic prosperity.

At Imagine Canada, our mission is to support these organizations so that they can better serve individuals and communities both here and around the world.

Through our advocacy efforts, research, and services, we help strengthen the sector, building our vision of a strong Canada where organizations work together alongside businesses and government to create resilient and vibrant communities.

To further realize this vision, we are committed to an ongoing process of becoming a more equity-driven, inclusive, transformative, and provocative player within and for the social good sector. This is why our work

is guided by two complementary plans: a ten-year Strategic Planning Framework as well as a five-year Theory of Change.

Through reflection and dialogue with our Members and stakeholders, we developed our Theory of Change. This framework holds us accountable to our organization’s impact on the nonprofit sector and communities, and clearly articulates how we plan to focus and evolve to accomplish transformative change.

We invite you to explore the plans that guide our work and contact our team if you have feedback or questions.



Through the **Theory of Change consultation process**, we identified three foundational goals:

Funding is flexible, reliable, and flows more equitably to organizations and communities

The sector offers prosperous careers and is governed by courageous leaders with lived experience

Voices traditionally at the margins are sought out and valued in decisions impacting our collective futures



So we may achieve our four **strategic directions**:

Influencing the regulatory and policy environment in which social good organizations operate

Ensuring decision-makers have access to timely and relevant knowledge about our sector

Ensuring organizations are operating at the highest level of excellence

Energizing the unique and diverse perspectives within our sector

Building a More Equitable Nonprofit Sector

To create a more equitable and inclusive nonprofit sector, we must first look inward

As an organization that advocates for and supports the nonprofit sector, shifting our focus to advancing anti-racism and anti-oppression (ARAO), both in our organization and our work to support the sector, has been an ongoing process for the past few years. Since 2020, we have been on a journey to profoundly change our culture, our ways of working, and our priorities to reflect values of equity and social justice, and to intentionally weave ARAO approaches into every aspect of our work.

In 2022, as part of the Theory of Change process, we conducted extensive consultations with the sector. The objective was to identify priority areas for Imagine Canada to focus on. Equity and social justice were central themes that continually emerged during the consultations, reaffirming our commitment to advancing equity and anti-racism within our organization, the sector, and our communities.

In a context where equity, diversity, and inclusion (EDI) principles are being challenged, we want to reiterate our commitment to advancing EDI and ARAO within our sector and through our work with companies. Our goal is to fearlessly center equity in everything we do, and we continue to be intentional about this work. ARAO and EDI principles are embedded in any project or initiative we plan – from programs and services to policy and advocacy efforts and research projects. We also have staff-led and board-led ARAO Working Groups to help our organization stay accountable to this commitment.

In 2024, among other initiatives, we held ‘Reconciliation in Action: The Role of the Charitable & Nonprofit Sector’ to mark the National Day for Truth and Reconciliation. This webinar aimed to provide practical guidance around how charities and nonprofits can take concrete steps towards supporting Indigenous-led initiatives and addressing systemic barriers.

At Imagine Canada, we envision a society that is fair and just for everyone. Nonprofit organizations, both individually and collectively, have a major role to play in ensuring that our communities are equitable, diverse, and inclusive.

Additionally, several episodes of our Let’s Imagine podcast focused on equity and anti-racism themes in 2024, including: System change, intersectionality and inclusion with Emira Woods, Consensus-based granting with Annauma Foundation, Transforming Nonprofits by Centering Indigenous Justice with Mélanie Valcin and Kristen Miller, and Why equity, diversity, and inclusion in board governance & decent work practices are non-negotiables with Paul Taylor.

Our staff also continues to take part in ARAO training, including learning opportunities through our monthly Learning Club.

There is still much for us to learn, and more progress to make. We are grateful to you, our stakeholders, for helping us shape this work, and for keeping us accountable. We remain committed to leveraging our position of privilege and power to advance equity and justice within our sector and society as a whole.

Membership

Propelled by a strong network of nonprofit organizations, big and small.

It takes collective efforts to spark change, inspire action, and build thriving communities. This work cannot be accomplished alone: the strength of our Membership network is the key to our collective success.

Imagine Canada Members play a critical role in helping to improve the operating environment of nonprofits and charities. Members’ contributions propel our work, influencing the sector agenda and ensuring the needs and interests of organizations of all magnitudes and intersections are reflected in an equitable way.

Through events, webinars, consultations, networking activities, and dialogue with peers, Members share their unique and diverse perspectives, leveraging collective learning. These opportunities strengthen one’s own organizations, while also contributing to a stronger sector.



Throughout the year, we keep Members abreast of our work, and of emerging trends and critical issues that affect our sector. This inspirational work happens in all corners of the Membership network, but most notably at these following events:



Monthly policy chats

Members gather for our monthly meetings, which focus on public policy and government relations. These chats are an opportunity to share information with Members, invite their participation in our collective work, and hear about their concerns.



Regional conversations

To foster deeper local connections and offset our bi-annual national Leadership Roundtable held in Ottawa, we piloted a new Regional Conversation Series. This initiative successfully convened over 375 diverse nonprofit leaders and professionals across five events hosted in Newfoundland & Labrador, Quebec, Manitoba, and Ontario, in collaboration with generous regional partners. These forums enabled leaders to foster new relationships, address shared challenges and opportunities, align on local and national priorities, and strengthen our sector’s collective impact.

This vibrant network thrives with over 540 active member organizations and is growing every year. This diverse community brings together and engages the diverse perspectives of nonprofits representing a wide array of mission areas, organization sizes and structures, as well as geographic regions.

Explore the full list of our valued Member organizations [on our website](#).

Policy & Advocacy

The federal government needs guidance to shape policies that affect our sector and the communities we serve. That's where policy and advocacy come in. It is up to our sector to propose solutions across a range of policy areas and influence government decision-making. We understand our potential better than anyone, and together we can ensure the government unlocks lasting impact.

In 2024, we expanded opportunities to convene and work collaboratively with sector peers to seek alignment on key issues among organizations, to prioritize these issues, and to build bridges between the sector and decision-makers in Ottawa. This work continued to focus on, and was informed by, issues relating to anti-racism, anti-oppression, equity, diversity and inclusion.

Laying the foundation of a strong national network

In 2024, we deepened our engagement with several collaborative initiatives including the Federal Nonprofit Data Coalition, Fair Funding for Nonprofits (formerly the Funding Reform Working Group), the Canadian Centre for Nonprofit Digital Resilience (CCNDR) and the Canadian Federation of Voluntary Sector Networks. We also convened stakeholders through different forums on emerging policy issues throughout the year. Through fostering these collaborations, building and deepening relationships with policy-active organizations and individuals across the sector, building nonprofits' awareness of the sector as an industry with common challenges and priorities, we are continuing to build a robust national policy network.



Hill Day: joining forces to advance federal policies impacting our sector

Our annual Hill Day is an important opportunity for nonprofit organizations—particularly smaller, equity-seeking organizations—to collectively influence federal policy development. In September 2024, over 30 nonprofit leaders from across Canada gathered on Parliament Hill to advocate for policy changes to strengthen the sector. Delegates met with representatives from all political parties, presenting sector-wide priorities including: the labour force strategy, federal funding reform, Home in Government, improved data collection, and digital resilience. The strong response from Parliamentarians led to 15 additional follow-up meetings.

Home in Government: staying the course

In 2024, we continued to engage with decision makers in government to advance this key priority. In December, the House of Commons Standing Committee on Finance released its report on its 2025 pre-budget consultation process, which endorsed two recommendations relating to the creation of a home in government.

Mitigating the impact on donations of the Canada Post Strike

During the Canada Post strike (November–December 2024) we increasingly heard from charities about the impact of the strike on year-end giving. Working with Health Charities Coalition of Canada and Cooperation Canada, we successfully lobbied for an extension to the charitable tax giving period through to February 28, 2025. Our advocacy work included an open letter signed by close to 50 charities from across Canada, and a letter writing campaign that engaged approximately 1,500 individuals, each sending four letters to their MP, PM Trudeau, the Minister of Finance, and the Minister of Revenue.

Building digital readiness in charities and nonprofits

Digital literacy is crucial for organizations' effective mission delivery in today's fast-paced world. In 2024, we continued our efforts to equip the nonprofit

sector with the knowledge and tools needed to navigate the rapidly evolving digital landscape by hosting panels to discuss the transformative role of AI and the importance of cybersecurity in the sector.

We also amplified the nonprofit sector's voice in critical policy discussions, ensuring its unique needs and contributions were acknowledged in the development of AI-related regulations. Notably, the government's response to the House of Commons Standing Committee on Human Resources, Skills and Social Development (HUMA) included a recommendation to ensure equitable AI access for Canadian businesses and nonprofits. This marked one of the few instances where the nonprofit sector is directly acknowledged in national AI policy.

Advocating for more and better data on the sector

Data is critical to provide policymakers and the nonprofit sector with the evidence-based information needed to inform programs, services, and practices to ultimately address systemic challenges. In 2024, we continued to work closely with the Federal Nonprofit Data Coalition (FNDC) to advance critical objectives related to nonprofit sector data. Thanks to continued advocacy, the 2025 Federal Pre-budget Consultation Report endorsed two of the FNDC's priorities, notably the creation of a Canadian Nonprofit Data Lab.

Other 2024 key initiatives included the release of the first national survey of the sector in 20 years following advocacy from Senator Ratna Omidvar, the FNDC and the broader sector, and the acquisition of Statistics Canada data on nonprofits from the 2021 Canadian Survey of Cyber Security and Cybercrime.

Making federal funding more equitable and effective

Short-term project funding often fails to cover the full costs of service delivery, leaving organizations scrambling to cover mission-critical expenses and putting services to communities at risk. It also contributes to low wages, limited benefits and precarious employment for our diverse workforce. To help advance this important file, in 2024 Imagine Canada officially became the backbone support organization for Fair Funding for Nonprofits (formerly the Funding Reform Working Group)—a coalition aiming to improve funding effectiveness and increase equity.

We also partnered with an Indigenous co-author to develop an internal policy brief exploring the unique challenges that Indigenous nonprofit organizations face when accessing and maintaining federal grants and contributions. Finally, we began a large-scale research project examining the impacts that federal funding policies and practices have on the communities served by federally funded nonprofits.

Research & Analysis

Supporting the sector includes providing nonprofit professionals, volunteers, funders and policymakers with the data they need to make informed decisions—and that’s exactly what our research delivers. In 2024, we released several reports, continued to publish our popular quarterly trends analyses, in addition to sharing timely public-opinion data.

Futureproofing the Community Service Workforce

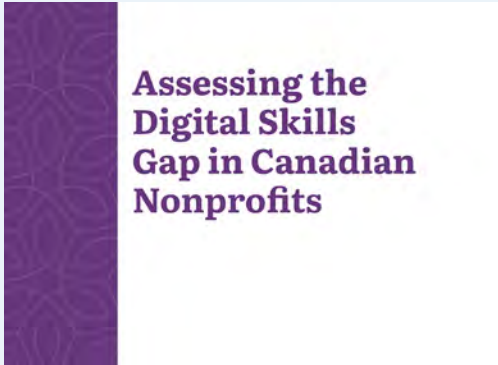
Aiming to provide the nonprofit sector with the skills and tools organizations need to thrive and serve the needs of our communities, this research project is a collaboration between Imagine Canada, Blueprint ADE, The Dais, and Digital Governance Council. Five reports were released as part of this initiative, including three in 2024:



The Demand for Digital Skills in Canada's Nonprofit Sector
July 2024



Canada's Nonprofit Tech Workforce
July 2024



Assessing the Digital Skills Gap in Canadian Nonprofits
October 2024

The project continues in 2025 with the release of two additional reports, Addressing the Digital Skills Gap in Canadian Nonprofits: Designing Options for Solutions (January 2025) and Addressing the Digital Skills Gap in Canadian Nonprofits: Outcomes of Prototyped Solution Pilot (May 2025), as well as other forthcoming knowledge mobilization activities.

This project is funded by the Government of Canada's Skills for Success program.



Bridging Perspectives: Nonprofit Views of Corporate Social Impact in Canada

This first-of-its-kind study explores nonprofit perceptions and expectations related to corporate social impact and community partnerships. The findings drawn from a survey of over 900 individuals provide a unique opportunity for nonprofit organizations to share candid views on corporate practices, partnerships, and aspirations for the future. The study, which highlights that nonprofits increasingly value corporate partnerships that prioritize mutual respect and equity over transactional relationships, also includes best practice recommendations.

This study was made possible thanks to the ongoing support of RBC Foundation, YourCause from Blackbaud, and our national partners.



Navigating New Horizons: The Contributions and Perspectives of Multicultural Canadians

This study, conducted in partnership with CulturalIQ, highlights the story of newcomers and multicultural Canadians as it relates to charitable giving. Key findings showed that, overall, multicultural Canadians are caring and generous, with nearly 80% donating to causes in the past year, despite economic challenges like rising living costs. Challenges such as racism, limited opportunities, and feelings of not belonging affect nearly a quarter of immigrant respondents, while 44% cite affordability as a barrier to giving.


The findings provide nonprofit organizations with the insights they need to gain an understanding of the experiences, preferences and attitudes of these population groups so they can engage with them meaningfully.

A second, follow-up report was released in April 2025.

This project was made possible thanks to support from our Presenting Partner, BMO, with additional support from our Lead Partners: Canadian Race Relations Foundation, The Canadian Red Cross Society and KPMG Foundation.

Quarterly Sector Trend Analyses

Each quarter—leveraging data from the Canadian Survey of Business Conditions alongside other sources—we publish an analysis of emerging sector trends on the [Imagine 360 blog](#). In 2024 the series covered topics such as donation challenges, the housing crisis, inflation-driven increases in demand, labour issues, the sector’s role in disaster response, or the rise of generative AI. These articles are invaluable resources that help nonprofit professionals contextualize their work, and our government and corporate partners understand how they can best support organizations.

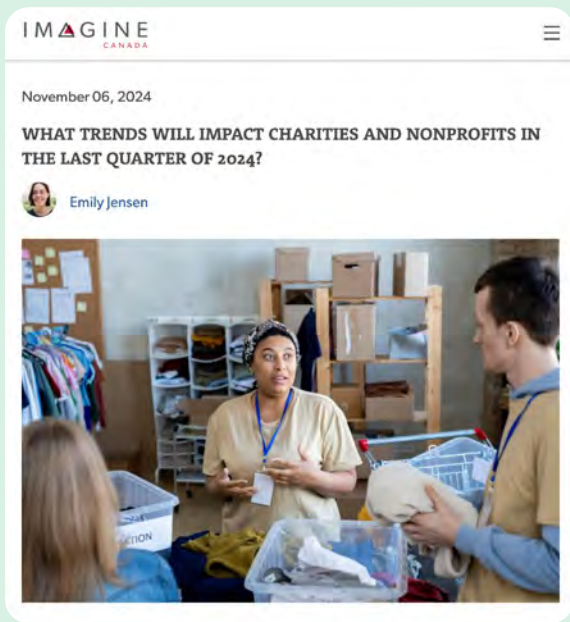
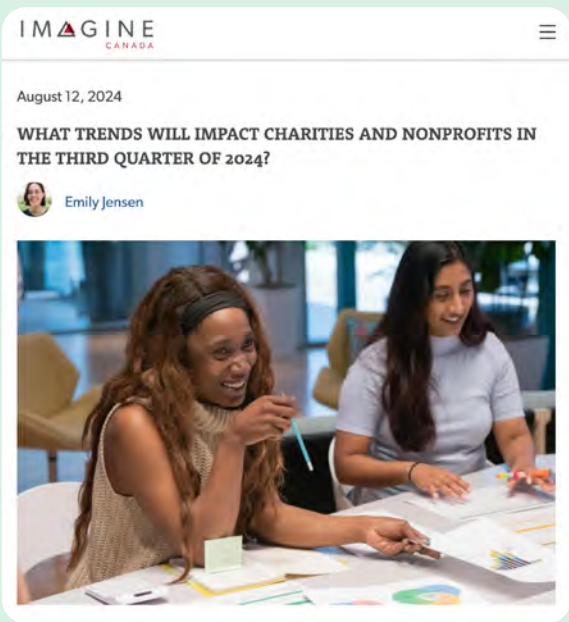
**Articles**

[First quarter](#)

[Second quarter](#)

[Third quarter](#)

[Fourth quarter](#)



Probing Canadians on Social and Sector Issues

Thanks to the generous support of BMO, we conducted a series of public opinion polls to explore Canadians’ opinions and sentiments on various topics related to the nonprofit and charitable sector.

The data collected through these polls helps us understand where Canadians stand on social issues and the nonprofit sector’s role in addressing them. We leverage the data in a variety of ways, notably in our public policy and government relations work, and in public relations campaigns. Opinion letters citing the data were published in [The Globe and Mail](#), [Les affaires](#) and [The Hill Times](#).



Services & Programs

Our services support the sector in various ways. Whether to help identify funding opportunities, improve HR practices and governance, or encourage companies to support nonprofits and our communities, all of our programs share the same goal: strengthen organizations and our communities.

In 2024, we continued to evolve our programs to ensure our services benefit and are accessible to all organizations across the sector: big and small, local and national, and across all missions.



Standards

With a network of over 280 organizations accredited across the country, the Imagine Canada Standards empower nonprofit accountability, transparency and performance by providing organizations with a roadmap to elevate operational excellence. Accredited organizations receive the Standards Trustmark, a symbol that signals to donors, staff, volunteers and their communities that an organization is well-run and governed at the highest levels.

2024 marked the beginning of a transformative phase for the Standards program, laying the groundwork for future growth through a strategic focus on program accessibility. To make the program more accessible to a greater number of organizations, including smaller organizations and those led by and serving equity-seeking populations, we developed national and regional capacity-building initiatives, where funders across

the country support organizations in pursuit of best practices and accreditation. The first region-specific initiatives were launched in 2024 in collaboration with the Calgary Foundation for organizations based in Calgary and Treaty 7 territory, and in partnership with the Niagara Community Foundation to empower Niagara charities and nonprofits.

In collaboration with the Winnipeg Foundation and Endow Manitoba, we also set out on a new project to develop and pilot grantmaker-specific standards that will establish best practices tailored to community foundations and other grantmaking bodies. Set to undergo consultation in 2025, this work reflects our dedication to evolving the Standards to meet the diverse realities of the nonprofit sector.

In addition, we are critically assessing current practices and identifying concrete actions to make the process more transparent, inclusive, and informed by the realities of the nonprofit sector. In 2024, we were proud to partner with Evenings and Weekends to audit our Standards Development process, which will inform changes in the years ahead. We are also grateful to collaborate with the National Urban Indigenous Coalition Council on this work—their participation guides us in reflecting Indigenous perspectives on governance and transparency.

Finally, in 2024, we entered the final stages of an exciting project: a revamped Standards Community online platform, set to launch mid-2025. This vibrant hub will offer greater access to capacity-building tools and peer-to-peer learning opportunities, empowering organizations to learn, collaborate, and grow together.



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Standards

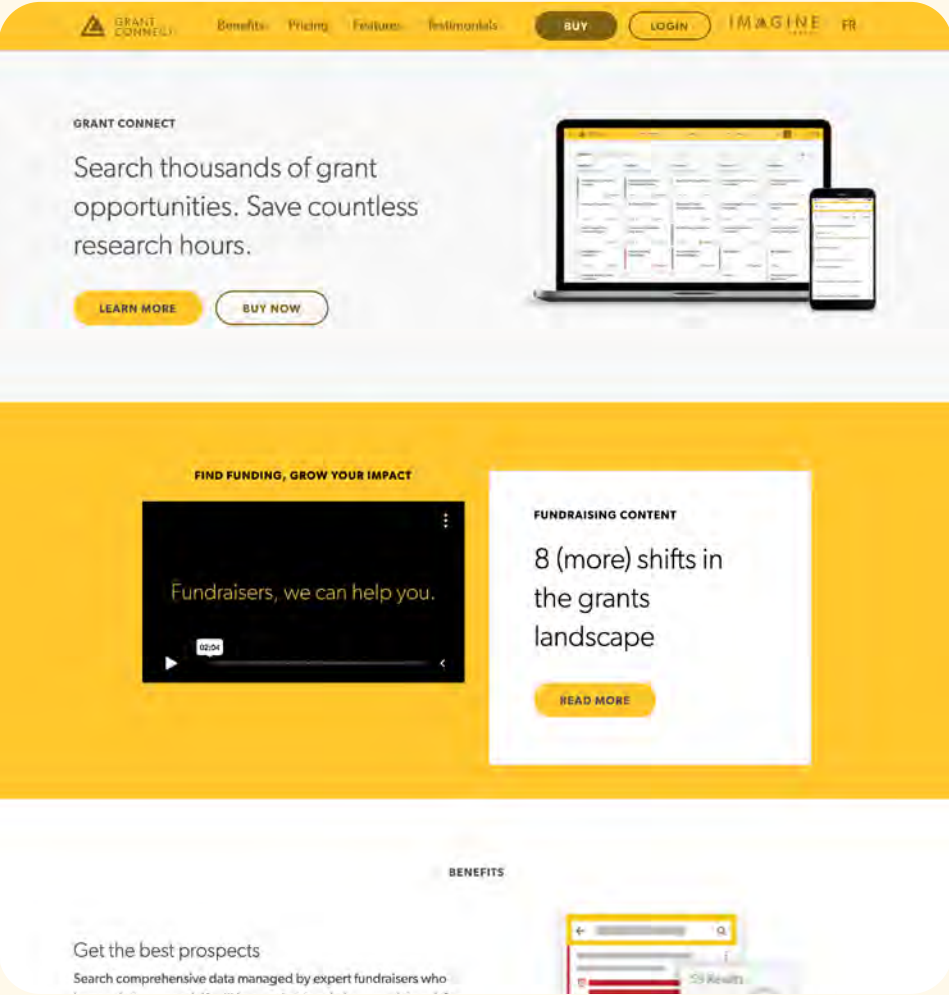
Through these efforts, we continue to collectively strengthen the sector, ensuring that charities and nonprofits across the country are equipped to thrive and remain resilient, so our communities can flourish.

Founding & Presenting Partner



Grant Connect

In times of economic uncertainty and high demand for charitable services, having diverse revenue streams is key for nonprofit organizations. This is why many leverage Grant Connect, Imagine Canada’s fundraising research platform, to find and secure funding. We were proud in 2024 to support more than 1400 nonprofit organizations that subscribe to the service, and make it accessible to thousands more through our 84 Community Edition partners that provide local access to the tool.



Grant Connect provides users with access to thousands of funding opportunities, with data that uncovers the interests, expectations, and giving behaviour of foundations, corporate funders, and government agencies.

In 2024, several initiatives were implemented to improve accessibility and add even more value to the Grant Connect platform and its data. Notably, the Gift Explorer, a Grant Connect tool designed for in-depth prospect research, was re-developed to enhance its functionality and impact (the feature launched officially in 2025). This update allows charities and nonprofits to more easily find funders that are closely aligned with their cause, mission, and projects.

In addition, the B3 Capacity Building Program (a partnership with Black Opportunity Fund and the Black Canadian Fundraisers Collective) was launched in June 2024 to support capacity building for small Black-led, Black-serving,

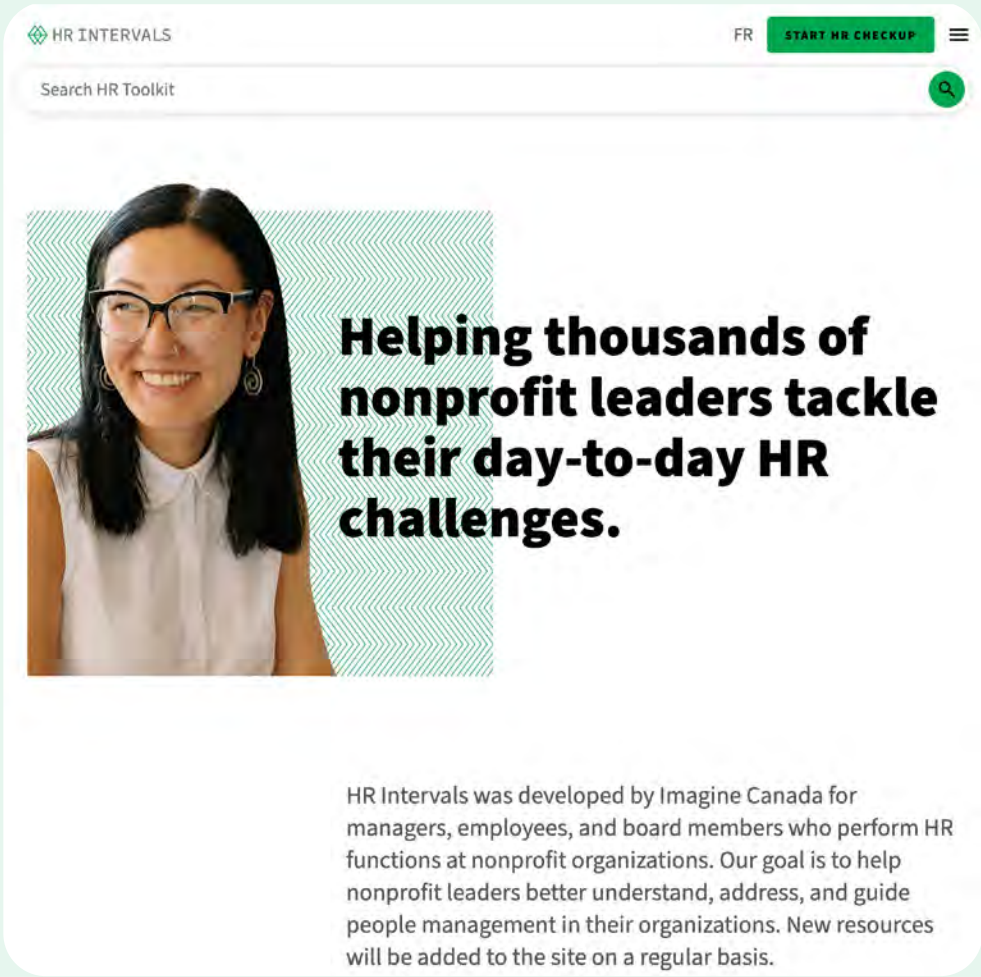
Black-focused (B3) organizations. Participating organizations benefit from training, resources, and no-cost access to Grant Connect.

Finally, the Funding Intelligence Ecosystem project—a two-year initiative supported by the Mastercard Impact Fund that began in late 2024—will leverage Grant Connect’s data alongside other internal and external data sources to identify and map up-to-date trends, insights, and predictions on Canada’s grants and institutional funding landscape. The team is also leveraging AI expertise and tools to support data analysis, which will have long-term benefits both internally and for the thousands of fundraisers who use Grant Connect.

Through all of this work, our team remains committed to using Grant Connect as an instrument to effect social change and improve the funding environment for both organizations and funders.

HR Intervals

Thanks to our [HR Intervals](#) content platform, nonprofit professionals have access to free, bilingual HR management resources specifically designed for them. HRIntervals.ca offers articles and tools that leaders and managers can use to attract the right candidates, foster a positive work environment, and promote decent work. The educational and practical materials available reflect our sector’s unique and evolving needs related to HR management on key topics – such as succession planning, recruitment, and more.



Every year, we expand the offering. In 2024, we added three new content sections: Learning, Training, and Development; Compensation & Benefits; and Digital Adoption for Nonprofits. We also launched a quarterly HR Intervals Digest newsletter which provides readers with additional insights and resources.

In addition, significant progress was also made throughout last year in laying the groundwork for key initiatives to be completed or launched in early 2025, including: revamping the website; launching a free HR self-assessment tool; and introducing a blog section to share emerging nonprofit HR trends and stories.

Finally, we also conducted a full content audit of HR Intervals in collaboration with Bright & Early –an HR consulting firm with a focus on equity – to ensure our content is equity-compliant, accessible and based in leading diversity and inclusion practices.



PRISM Community Impact Company Network

2024 marked the launch of the PRISM Community Impact Company Network – a transformative initiative aimed at deepening corporate nonprofit partnerships in Canada and catalyzing generosity and philanthropy in Canadian workplaces. The PRISM Network builds off the success of the Imagine Canada Caring Company Corporate Certification program.

We removed barriers to entry for companies that do not meet the 1% pre-tax giving threshold of the certification – companies can now join the Network regardless of giving level. Companies in the PRISM Network gain access to the latest data and information on Corporate Social Responsibility (CSR) best practices, and a vast peer network to connect with.

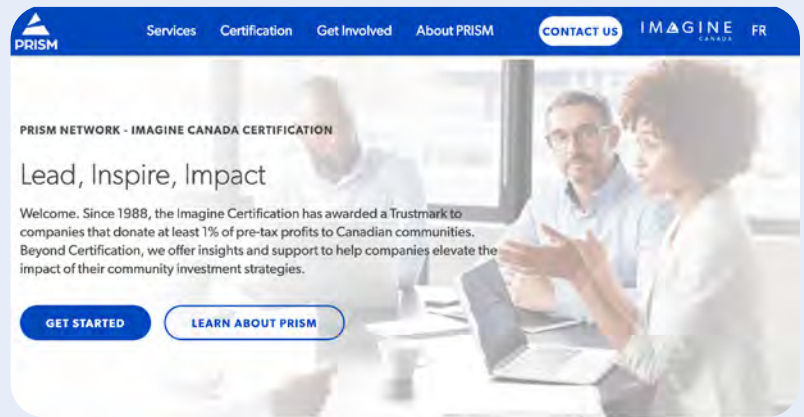
The PRISM Network’s strategic insights and solutions help amplify the impact of corporate community investment efforts, and ensure that support given to nonprofits is reliable, flexible, and flows equitably to communities across Canada.

To develop PRISM and its resources, we worked collaboratively with a Steering Committee composed of 22 volunteers and partners from across the nonprofit and corporate sectors. We also conducted a pilot initiative with 12 early adopters: Alectra Inc., Canada Life, Co-operators, Ecclesiastical Insurance,



First West Credit Union, GreenShield, Innovation Federal Credit Union, Medavie, Proof Strategies, Prospera Credit Union, Starbucks, and Suncor Energy Inc.

View the certified companies that are leaders in community investment in Canada.



Canadian Centre for Nonprofit Digital Resilience

A collaborative initiative

The effective use of data and technology, combined with strong digital leadership and capacity, can help nonprofits further advance their mission and multiply their impact. But nonprofits that want to make the digital leap find themselves with only limited and uncoordinated support. The [Canadian Centre for Nonprofit Digital Resilience](#) (CCNDR) exists to bridge this gap.

In April 2024, CCNDR—which is a collaborative initiative of Imagine Canada, the Digital Governance Council, Tamarack Institute, NTEN, and the Social Economy through Social Inclusion (SETSI) – transitioned its daily operations to Imagine Canada in a stewarding relationship. This governance model, combined with the leadership of a new Executive Director, and the guidance of an expanded Advisory Council that includes some of the sector’s brightest minds in data and technology, will help accelerate and propel the Centre’s mission.

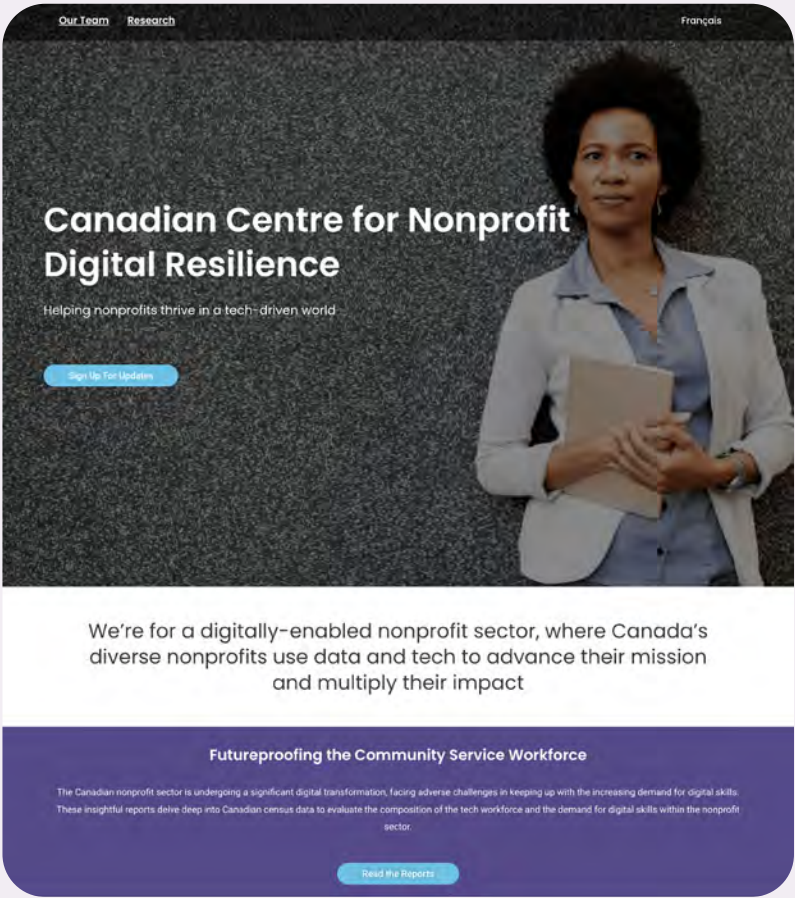
CCNDR advanced the discourse on nonprofit digital resilience in 2024 by publishing a [Cybersecurity On-Ramp](#) resource to assist organizations in mitigating cyber risks, and sharing expertise on key digital topics

through interviews, podcasts, and presentations. Reports on addressing digital skills gaps from the Futureproofing the Community Service Workforce project – a joint initiative of Imagine Canada, Blueprint ADE, The Dais, and Digital Governance Council – were also released under CCNDR’s umbrella. Looking ahead, in partnership with Microsoft and alongside Imagine Canada, [CCNDR announced a national initiative](#) for 2025 to explore how nonprofits are navigating the challenges and opportunities of AI. The goal is to co-create tools and resources that reflect the realities of the sector and support organizations in confidently adopting AI, at speed and scale, in ways that are tailored to their needs.

Funding Partners

The CCNDR team is deeply grateful for the generous support of Definity Insurance Foundation; Okta For Good Fund, a fund of Tides Foundation; Ontario Trillium Foundation; The Sonor Foundation; and The WES Mariam Assefa Fund. Their support and partnership make this work possible and continue to drive the sector toward a more digitally resilient future.

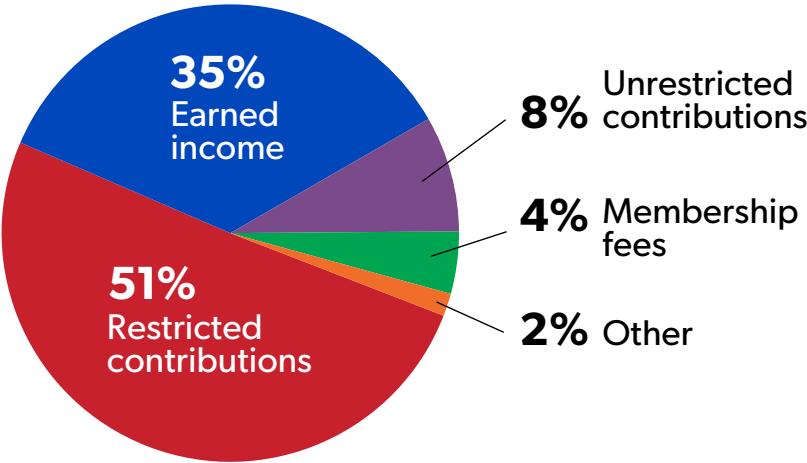
CANADIAN
CENTRE FOR
NONPROFIT
DIGITAL
RESILIENCE



Financial Summary

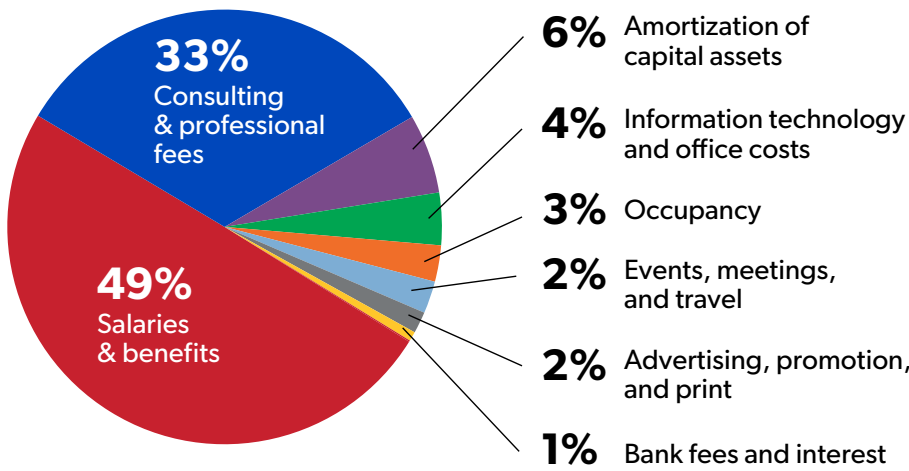
This information is for the year ending December 31. It is derived from our financial statements for 2024, which were audited by RSM Canada LLP and are available on [our website](#).

Revenue



	2024	2023
Restricted contributions	\$3,982,030	\$1,769,271
Earned income	2,767,658	2,459,949
Unrestricted contributions	647,451	511,086
Membership fees	343,877	316,868
Other	128,183	75,980
Total	\$7,869,199	\$5,133,154

Expenses



	2024	2023
Salaries and benefits	\$3,898,892	\$3,416,168
Consulting and professional fees	2,589,617	677,433
Amortization of capital assets	461,601	372,915
Information technology and office costs	305,926	266,009
Occupancy	212,005	225,413
Events, meetings, and travel	192,076	237,470
Advertising, promotion, and print	129,480	110,832
Bank fees and interest	53,151	49,179
Other	6,341	4,929
Total	\$7,849,089	\$5,360,348

Thank You

In Canada, nearly thirteen million people dedicate time to volunteer activities annually. We're proud that some of these individuals choose to lend their expertise to us at Imagine Canada, as volunteer contributions make our work possible.

Whether it's volunteering as a Peer Reviewer with Imagine Canada Standards or serving on our board, we appreciate the minutes, hours, and days that our volunteers selflessly dedicate to strengthening Canada's social fabric. They are a reminder that Canada is a country with no shortage of caring and generous citizens. Our deepest thanks to the following individuals:

Our Volunteers

Standards Council & Subcommittee Members

John Bailey
Michelle Campbell
Stephanie Chung
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Roger D. Ali
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Refat Jiwani
Jean-Marc Mangin
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Eva Taylor
Josée Thibault
Suzy Wilcox

**Grant Connect & Funding
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Project**

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Susan McLean
Denise Ouellette
Celeste Bannon Waterman

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Darren Pries-Klassen (Co-Chair)
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Pascal Lépine
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Willy Van Klooster

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Florence Carey
Tania Cheng
Pascal Lépine
Ronan Ryan
Eric Sarvaala
Navin Singh
Martha Tory





Our Members

Thank you, to all of our 540+ Members, for your role in building an impactful charitable and nonprofit sector, for taking part in this national membership network, and for your generous support.



**Explore the full list of
our valued Member
organizations**

[imaginecanada.ca/en/membership/
current-imagine-canada-members](https://imaginecanada.ca/en/membership/current-imagine-canada-members)



Our Financial Supporters

\$250,000+

An Anonymous Donor
Employment and Social Development Canada

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BMO
Canada Life
Definity Insurance Foundation
RBC Foundation
Suncor Energy Foundation
The McConnell Foundation

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Canadian Race Relations Foundation
Canadian Red Cross Society
Deloitte
Government of Canada’s Community Services Recovery Fund
Mastercard Foundation
Mastercard Impact Fund
The KPMG Foundation
Tiny Foundation

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Cenovus Energy
CIBC Foundation
Co-operators
EY
First West Credit Union
J. Armand Bombardier Foundation
Keela
Manulife
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Mitacs
PearTree Canada
Power Corporation of Canada
The Counselling Foundation of Canada
The Muttart Foundation
The Winnipeg Foundation
Vital Toronto Fund at Toronto Foundation

\$10,000+

Calgary Foundation
Chamandy Foundation
IgniteNPS
Metcalf Foundation
nfpResearch
Niagara Community Foundation
Sage Intacct Canada
Suncor Energy Inc.

\$5,000+

Carters Professional Corporation
Definity Financial Corporation
Foundant Technologies
Gift Funds Canada
Hooper Law

\$1,000+

Benefaction Foundation
Bruce and Heather MacDonald
Canadian Women’s Foundation
Cathy Barr
Jodene Baker
William Harper

Accredited Organizations

By earning the Imagine Canada Standards Trustmark, accredited organizations demonstrate their commitment to the highest level of accountability, governance, and transparency. We applaud these charities and nonprofits for their dedication to organizational excellence.



Abundance Canada	Foundation	Canadian Hemophilia Society	Cape Breton Regional Hospital Foundation	Daily Bread Food Bank
Access Community Services	BGC Canada	Canadian Mental Health Association:	CARE Canada	Delta Family Resource Centre
Acclaim Health	Big Brothers Big Sisters of Canada	<ul style="list-style-type: none">• Alberta Wood Buffalo Region• British Columbia Division• Cariboo Chilcotin Branch• Central Alberta Region• Cowichan Valley Branch• Kelowna and District Branch• Manitoba and Winnipeg• Mid Island Branch• North and West Vancouver Branch• Northern British Columbia• Nova Scotia Division• Ontario Division• Port Alberni Branch• Shuswap/Revelstoke Branch• South Cariboo Branch• South Okanagan Similkameen• Vernon and District Branch	Cedar Centre	Downtown Mission of Windsor
Alberta Children’s Hospital Foundation	Big Brothers of Greater Vancouver		Centre for Suicide Prevention	Durham Community Legal Clinic
Alberta Museums Association	Big Brothers of Greater Vancouver Foundation		Chatham-Kent Hospice Foundation	Easter Seals Canada
All Nations International Development Agency	Bissell Centre		Children Believe Fund	EcoJustice Canada
Alongside Hope	Blue Door Support Services		Christmas Bureau of Edmonton	Edmonton Humane Society
ALS Canada	Boys and Girls Clubs Foundation of South Coast BC		Closer to Home Community Services	Edmonton’s Food Bank
Alzheimer Society of British Columbia	Bravestone Centre		CNIB Foundation	Elizabeth Fry Society of Greater Vancouver
Alzheimer Society of Manitoba	Breakfast Club of Canada		Cobequid Community Health Centre Foundation	Essex Region Conservation Foundation
Alzheimer Society of Saskatchewan	BridgePoint Center		Covenant Foundation	Extend-A-Family Waterloo Region
Ancaster Community Services	British Columbia SPCA		Covenant House Toronto	FearIsNotLove
ArtHouse	Calgary Foundation		Creating Alternatives	Feed Nova Scotia
Arthritis Society	Calgary Health Foundation		Cridge Centre for the Family	Fighting Blindness Canada
Aurora Cultural Centre	Calgary Stampede Foundation		Crohn’s and Colitis Canada	First United Church Community Ministry Society
Autism Canada	Cambridge Shelter Corporation	Canadian Sport Institute Pacific	CultureLink Settlement and Community Services	Fondation CHU Sainte-Justine
Bay Area Restoration Council	Campfire Circle	Canadian UNICEF Committee	Cuso International	Fondation de l’Université du Québec à Trois-Rivières
BC Cancer Foundation	Canadian Hard of Hearing Association-Newfoundland and Labrador	Canadian Wildlife Federation	Cystic Fibrosis Canada	Fondation du cancer du sein du Québec
BC Children’s Hospital		Capacity Canada		

Fondation Santé Outaouais	Hospice Wellington	Lake Simcoe Conservation Foundation	Myeloma Canada	Punjabi Community Health Services
Food Bank of Waterloo Region	Humane Canada	Lakeridge Health Foundation	National Service Dogs	QEI Health Sciences Centre Foundation
Food Banks BC	Humanitarian Coalition	Les YMCA du Québec	Niagara Community Foundation	Queensway Carleton Hospital Foundation
Food Banks Canada	Humber River Health Foundation	Let’s Talk Science	Niagara Health Foundation	Regina & District Food Bank
Fred Victor	Imagine Canada	Lions Foundation of Canada Dog Guides	Northern Lights Health Foundation	Regina Transition House
FuseSocial Wood Buffalo	iSisters Technology Mentoring Inc.	LiveDifferent	Northwest Central FASD Network (Willow Winds Support Network)	Reh-Fit Centre
Good Neighbours Active Living Centre	Islamic Family and Social Services Association	LOFT Community Services	Oak Park Neighbourhood Centre	Reh-Fit Foundation
Good Neighbours Canada	Islamic Relief Canada	London Health Sciences Foundation	Ottawa Humane Society	Renew Crew Foundation
Graceland Africa Mission	Jack.org	Lung Health Foundation	Outside Looking In	Rick Hansen Foundation
Habitat for Humanity Canada	Jim Pattison Children’s Hospital Foundation	Make A Change Canada	Ovarian Cancer Canada	Rideau Valley Conservation Foundation
Habitat for Humanity Niagara	John Howard Society of Waterloo-Wellington	Make-A-Wish® Canada	Oxfam Canada	Ronald McDonald House Charities Canada
HAE Canada	Junior Achievement of Central Ontario	Manitoba Museum	Oxfam-Québec	Ronald McDonald House Charities Toronto
Halton Women’s Place	JVS Toronto	March of Dimes Canada	Parkinson Canada	Royal Alexandra Hospital Foundation
Harvest Manitoba	Karis Disability Services	McGill University Health Centre Foundation	Pathways to Education Canada	Royal University Hospital Foundation
Health Partners International Canada	Kelowna General Hospital Foundation	Mercy Ships Canada	Peace Arch Hospital and Community Health Foundation	Sage Seniors Association
Healthy Families Healthy Futures	Kids Help Phone	Milton Community Resource Centre	People Ensuring Animal Care Exists (P.E.A.C.E.)	SARC
Heart and Stroke Foundation of Canada	KidsAbility Foundation	Moorelands Kids	PHARA Community Services	Sarnia Lambton Rebound: A Program for Youth
Hearthstone Community Group	Kin Canada	Multicultural Association of Wood Buffalo	Plan International Canada	Saskatoon City Hospital Foundation
Help Lesotho	Kinvia (previously known as Canadian Feed The Children)	MS Canada	PLEA Community Services Society of British Columbia	Save a Child’s Heart Canada
Himalayan Life Canada	Knowledge Network	Muscular Dystrophy Canada, National Office	Praxis Spinal Cord Institute	
HIPPY Halton Home-Based Program	La Passerelle-I.D.E.	Muslim Social Services Waterloo Region	Pulmonary Hypertension Association of Canada	
Hope Air				
Hospice Palliative Care Ontario				

Save the Children Canada	St. Leonard’s Place Peel	Threads of Life	World Animal Protection Canada
Scleroderma Canada	St. Thomas Elgin General Hospital Foundation	Trans Canada Trail	World Vision Canada
Search & Rescue Society of British Columbia	Stephen Lewis Foundation	United for Literacy	Yarmouth Hospital Foundation
Seva Canada	Stollery Children’s Hospital Foundation	United Way Halton & Hamilton	YMCA - YWCA of Winnipeg
SickKids Foundation	Strathroy Middlesex General Hospital Foundation	United Way of Greater Moncton & Southeastern NB Region	YMCA BC
Siloam Mission	Sunshine Coast Foundation	United Way Winnipeg	YMCA Calgary
Sinai Health Foundation	Tamarack Rehab	University Hospital Foundation	YMCA Canada
Société canadienne de la sclérose en plaques division du Québec	Terra Centre for Teen Parents	Vancouver Pride Society	YMCA Northumberland
Souls Harbour Rescue Mission	The Canadian Council of Churches	Vantage Point	YMCA of Brandon
South Okanagan Women in Need Society	The Humane Society of Kitchener Waterloo & Stratford Perth	Ve’ahavta	YMCA of Central East Ontario
South Winnipeg Family Information Centre	The Jane Goodall Institute of Canada	VGH & UBC Hospital Foundation	YMCA of Greater Toronto
Southlake Health Foundation	The Lighthouse for Grieving Children	Victoria Foundation	YMCA of Hamilton, Burlington and Brantford
Special Olympics Ontario	The Royal Ontario Museum Foundation	Visions of Independence	YMCA of Lethbridge
Spinal Cord Injury Ontario	The Salvation Army in Canada	VolunteerConnector	YMCA of Regina
St. Andrew’s Residence, Chatham	The Spark of Hope Foundation	Welcome Hall Mission	YMCA of Southeastern Alberta
St. Boniface Hospital Foundation	The Stop Community Food Centre	West Island Community Shares	YMCA of Southern Interior BC
St. Joseph’s Health Care Foundation of London	The Vanier Institute of the Family	West Park Foundation	YMCA of Southwestern New Brunswick Endowment Fund
St. Joseph’s Health Centre Foundation Guelph	The Vitanova Foundation	West Scarborough Neighbourhood Community Centre	YMCA Southwestern New Brunswick
St. Joseph’s Healthcare Foundation, Hamilton	The Winnipeg Foundation	Whistler Community Services Society	Youth and Philanthropy Initiative Canada
		Women’s College Hospital Foundation	Youth Science Canada
		Woodstock Hospital Foundation	YWCA Lethbridge and District
			YWCA Metro Vancouver
			YWCA Regina

Imagine Canada is a national, bilingual charitable organization whose cause is Canada's charities and nonprofits. Through our advocacy efforts, research and social enterprises, we help strengthen charities, nonprofits and social entrepreneurs so they can better fulfill their missions. Our vision is of a strong Canada where charities work together alongside business and government to build resilient and vibrant communities.

Get in touch

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Page 2: Imagine Canada staff; 2024 Regional Conversation in Montreal

Page 3: PRISM Network Launch Event; Imagine Canada staff

Page 5: PRISM Network Launch Event; Imagine Canada board members

Page 8: 2024 Regional Conversations in Gander, St. John's, and Winnipeg

Page 9: Imagine Canada Hill Day Participants

Page 18: PRISM Network Launch Event

Page 22: Imagine Canada staff; 2024 Regional Conversation in Montreal

Page 23: 2024 Regional Conversations in Gander, St. John's, and Montreal



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