

PUBLISHER'S NOTE

Transformation, Evolution & Challenge

Welcome to the 37th edition of the Canadian Donor's Guide – your authoritative annual directory of fundraising organizations in Canada. I appreciate the opportunity to provide you with this comprehensive reference resource and related editorial content to assist with your respective responsibilities in the planned giving environment.

Delivering more than 17,000 copies of our publication to key decision makers and professional advisors in Canada's donor community every year is not possible without the relationships the Canadian Donor's Guide shares with the Canadian Association of Gift Planners (CAGP), the Canadian Bar Association, STEP Canada and Imagine Canada. We are so very thankful for their support and commitment to our efforts. In addition, we could not provide this Guide without the many charitable organizations across Canada who put their trust in us to bring their messages to their key audience – those charities who purchase advertising.

In my two previous publisher's notes I have written about how our world has been changing significantly – and here I am again to write about the continuing changes in our world.

Although we are not currently experiencing shutdowns due to the COVID virus, we are still being affected by the pandemic as many of us are finding our "new normals" in the way we work and live.

Since our last edition we have also wit-

nessed war commenced against Ukraine in a way no other war has been witnessed. Through social media and traditional media, we have a very clear, current view of the horrors of war. We have also seen heartwarming stories of people around the world supporting the people of Ukraine. You will find some of those stories of inspiring Canadians included here by both the Canadian Red Cross and the United Nations High Commissioner for Refugees through UNHCR Canada.

Much of our contributed content speaks of change. Change can be challenging but it can bring good things, too. The pandemic and increasing food insecurity had the Ottawa Mission finding new ways to serve those in need. You will read, in these pages, of how much they learned and how they have been able to expand their reach to so many more people.

Sometimes we must go through difficult times to find our way to better times. Some of our contributors are sharing their opinions and offering questions to ask ourselves as we attempt to begin work on reconciliation and learn from Indigenous people. Joanne Linka advises us to be brave, be willing to learn and unlearn and to take our guidance and leadership from Indigenous people in her article about decolonization. Joanne asks some great questions that we all might want to consider.

You will read about others facing chal-



Alison Stoneman
Publisher, Canadian Donor's Guide

lenges in these pages. Keira Davlut, who despite starting life facing many challenges, remains a "vibrant young girl" who gives back by supporting the Children's Hospital Foundation of Manitoba.

Donavon Henrion shows resilience & determination in his fight against MS in the article from the Multiple Sclerosis Society of Canada. Despite MS taking him off the hockey surface as a player, Donavon finds ways to keep hockey in his life.

I thank Linnea Dick for sharing her personal story of intergenerational trauma -- feeling that she was missing a huge part of herself and how it led to her work today with WE MATTER. WE MATTER is an Indigenous-led organization supporting Indigenous youth. We are pleased to have them in the Guide this year.

In the article 'Why Philanthropy Needs a New Story,' Julia Howell tells us that the story of philanthropy is not static but rather evolving and improving but it will take work and challenges to do so.

Paul Nazareth writes about changing times for charities and for donors. Paul encourages all donors to dream big, work together with charities to evolve and find the best way to mark their legacy. Paul also refers to Will Power – a new initiative of the Canadian Association of Gift Planners (CAGP). We are thrilled to share some of Will Power's information in the inner pages of this Guide as we believe in their

campaign to make gifts in Wills the norm for Canadians. As their website states "Leaving a gift in a Will to charity turns the ordinary Canadian into an extraordinary philanthropist." And Dave Leman tells us, in the article submitted by WWF-Canada, that it is "wise for us to think and care....for those coming after us".

CPA Canada gives us some good advice on getting to know the charities we are supporting – including planning, research, involvement and even "listening to our gut." Good advice for just about any situation, in my mind.

You will read about more change in the article by Suzana Popovic-Montag who updates us on the way video technology in estate planning has changed and will likely become standard operating procedure in the future. And, while we are on the topic of Wills, please take a moment

to read Paul Trudelle's words about where to keep your will. Good advice for all of us.

We are appreciative to have Malcolm Burrows join us with an update on how charities and executors are managing with the updated estate donation rules that were implemented several years ago.

Adam Aptowitzer provides us with his updated tax considerations and we thank him for tackling that challenging subject for us.

The Bruyère Foundation shares information on palliative care and their current research project to transform palliative care delivery for patients and caregivers. They also encourage us to have those challenging conversations about death and dying in order to make our wishes known if we are unable to have those conversations in the future.

We look to the future for change as well.

Teresa Marques from Rideau Hall Foundation tells us about the efforts being made to encourage youth leadership and find ways to provide more accessible paths to participation for youth who are "innovating and engaging across the country."

Thank you again for your dedicated support of the Canadian Donor's Guide as a valued resource. If you have any questions, suggestions or enhancements, feel free to contact me directly. May the Guide always be helpful in your endeavours to easily and effectively match donors with charities.

Transformation, evolution, challenge and change are happening – let's ask ourselves the tough questions, keep our minds and hearts open and aspire to become the people who will create a better sector, a better country and a better world.

conversations bequests learning helpful
involvement decolonization kindness
planning heartwarming donations thoughtful
estate challenge evolution determination
joy charity reconciliation engage
advisor transformation gifts philanthropy legacy
values donors change charitable care dream
knowledge fundraising canadian wills vision
resilience innovate meaning
collaborate generosity
