

Community Matters





Photo: City of Ottawa

Welcome to the autumn issue of Community Matters, a semi-annual newsletter designed to keep all of our donors and community partners informed about the work of the Community Foundation of Ottawa. This issue also introduces you to a few of the many people who make this possible, along with the projects they help us support.

In Community Giving, we're pleased to feature Bruce White and Karen McDonald, who established a fund with us in 2005 that includes a bequest and gives the Foundation discretion over how a portion of its earnings will be used after their lifetimes.

In this issue we'll also focus on one of our favourite topics: food. The star attraction at gatherings and celebrations, food can represent nations, culture and tradition. Breaking bread and sharing meals bring families and entire communities together, creating room for peace, goodwill and understanding. But take away access and availability, and food becomes the number one source of struggle and conflict. We'll explore and define the evolving nature of "food security" in Community Pulse.

Our Community Impact page will provide you with an update on the Foundation's Impact Investing program and give you a snapshot of the loans made to local organizations through our partnership with the Community Forward Fund. Then take a peek into the Community Chest to mine some local updates and learn about some of the community contributions being made by one of our staff members. Finally, our Community Profile spotlights Board Member and Vice-Treasurer, Robin Madigan, one of the modest masterminds behind the Foundation's successful foray into mission investing.

We hope that you enjoy this final edition of the newsletter for 2013, and that it helps inspire you in your end-of-year giving plans. We're always here to answer any questions or to work with donors who wish to build up their funds in time for tax refund deadlines. Contact us at any time at info@cfo-fco.ca / 613-236-1616.

Please feel free to share the electronic version of this newsletter with anyone you think might be interested in getting to know us better, and join the community conversation on Facebook and Twitter.

Join the conversation:  

DONATION DEADLINES

If you wish to receive a 2013 tax receipt, please ensure gifts by cheque are postmarked no later than December 31, 2013 and are made payable to the Community Foundation of Ottawa, specifying the name of the fund in the memo field. Online credit card gifts must be made before midnight (EST) on December 31, 2013.

When making gifts of publicly-listed securities, we recommend having your broker file all forms by December 18, 2013 in order to ensure that final ownership of the securities is transferred to the Foundation by December 31 (check with your broker regarding holiday hours). Please also complete and send us the Direction to Gift Shares form by the same date.

For more information, please contact Ron Olsen at www.rolsen@cfo-fco.ca 613-236-1616 ext. 225.



For good...forever Le bien...toujours



Community Giving

When Bruce White and Karen McDonald established their fund with the Community Foundation eight years ago, they were able to marry their distinctive backgrounds and sensibilities into a unique charitable giving strategy.

As the long-time owner of Ottawa's iconic Bytowne Cinema, Bruce's daily life is firmly rooted in the community and local arts scene. This natural affinity helps to fuel the couple's support of such cultural institutions as CKCU, the Great Canadian Theatre Company and World Interaction Mondiale's One-World Film Festival.

A diplomat and former Canadian High Commissioner to Trinidad & Tobago, Karen brings an international perspective to her giving and, as a long-time former foster parent, has always donated to a range of international charities, including CARE Canada, Amnesty International and Watercan. It was out of her international experience that Karen gained a special appreciation for homegrown causes as well.

"Working overseas, your awareness is immediately heightened to the level of desperation and difficulties faced by others around the world, ultimately giving you a fresh outlook and insight on your own country," she says. "We are so lucky here in Canada to enjoy the number of opportunities available to us. Fully recognizing that makes you want to support your own community all the more."

After coming to the Foundation to consolidate their annual giving, Karen and Bruce made the decision to include a bequest as part of their fund in order to ensure their legacy will live on after their lifetimes. "As we have no children or heirs, we felt that committing to give to the causes we care about in perpetuity was the best way to create the most value out of our estate while continuing to express our gratitude to the community that embraced us," says Karen.

"We both feel so lucky to have prospered in our life and chosen careers here in



Ottawa," says Bruce, "and as the Bytowne has become part of the cultural fabric of the city, I've come to fully appreciate the importance of all the parts that make up our community. Even my staff has taken it upon themselves to start a monthly donation jar to support the charities and causes they care about. It's all about pride, stewardship and paying it forward."

It was also that sense of civic pride and stewardship that led the couple to designate a portion of their bequest to the Foundation's unrestricted Community Fund, allowing it to address the most

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pressing needs in the community as they arise over time.

"From all we've seen over the years, we felt very confident in entrusting the Foundation with the task of allocating a certain amount of our fund to the many worthwhile causes and organizations that it supports each year," says Karen. "That's what they know best, and it's that professional and empathetic insight into our community that brought us here in the first place."



Community Pulse

ISSUE

Food

It is a universal language and something we all need to survive. It is what brings us together at dinner tables the world over as we share in its many benefits – from feeding the body and mind – to connecting us as peoples and communities. But food also has the power to create deep divides as it becomes more and more of a struggle to access enough of it to go around.

According to the United Nations, 50% more food will need to be produced within the next 20 years to feed the world’s population. And yet studies show that more than half of the food grown today is wasted. The global food crisis is a growing phenomenon that is hitting closer to home for an increasing number of Canadians as food costs and the price of obesity continue to rise. Food security is now recognized as one of the top priorities for Canada to address for the sustainability of future generations.

WHAT IS FOOD SECURITY?

The following definition was adopted by Canada at the World Food Summit: Food security exists when “all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life.” (Food and Agriculture Organization, United Nations)

According to the 2013 national Vital Signs report, food insecurity in Canada is at an all-time high, with more than 12% of Canadian households – or 3.9 million individuals – experiencing some level of food insecurity in 2011. Of those, 1.1 million children were affected nationwide.

In 2009-10, approximately 7% of Ottawa residents reported that they worried about not having enough to eat or couldn’t access enough food due to financial or geographic barriers. Studies have consistently linked lack of food security to poor birth outcomes, reduced learning and productivity, and chronic illness and disease.

STATISTICS

CANADIAN FOOD PRICES ROSE BY

19%
BETWEEN
2007 & 2012,
NEARLY TWICE THE RATE OF
THE CONSUMER PRICE INDEX. (Statistics Canada)

THE OTTAWA FOOD BANK PROVIDES EMERGENCY FOOD TO **48,000 PEOPLE A MONTH** – 37% OF THOSE BEING CHILDREN. (Ottawa Food Bank)

In 2012, the cost of a *Nutritious Food Basket for a family of four in Ottawa was **\$745/month**, while rent for a family of four on Ontario Works was close to **70%** OF THE MONTHLY INCOME, leaving less than the required amount for food or any other living expenses. (Ottawa Public Health)

High levels of “food swamps” (NEIGHBOURHOODS OR REGIONS WITH EASY GEOGRAPHIC ACCESS TO A WIDE RANGE OF HIGH-FAT, HIGH-CALORIE, NON-NUTRITIOUS FOODS) found in low-income communities are seen as one of the main contributing factors to **Canada’s 60% adult obesity rate.**

22 NEIGHBOURHOODS HAVE BEEN IDENTIFIED AS “FOOD DESERTS” IN OTTAWA, WHERE RESIDENTS HAVE LITTLE OR NO ACCESS TO GROCERY STORES AND MUST WALK A GREAT DISTANCE TO BUY HEALTHY FOOD. (Ottawa Neighbourhood Study)

THE OTTAWA SCHOOL BREAKFAST PROGRAM FEEDS MORE THAN **11,000** children each day IN **148** SCHOOLS. (Ottawa School Breakfast Program)

* The Nutritious Food Basket is a survey tool that measures the cost of basic healthy eating that represents current nutritional recommendations and average food purchasing patterns.



SUPPORT

Over the last year, the Community Foundation has funded the following local projects addressing food security in the city:

● CAMPUS FOOD SYSTEMS PROJECT

A \$4,360 grant was provided to support a partnership between the Sierra Youth Coalition (SYC) and Meal Exchange (MX) with the goal of creating a healthy, local and sustainable food system at Carleton University. The Campus Food Systems Project empowers students to facilitate conversations on campus and in the community to re-imagine how campuses can create sustainable food systems. This highly engaging work includes integrating materials and activities into student courses, producing food on campus, as well as hosting workshops and farm visits with local organizations. Community Foundation funding is being used to provide guidance and support to student coordinators at the university. Materials such as toolkits, resource guides and webinars have been developed by SYC and MX to help ensure the sustainability of the project.

● COLLABORATIVE FOOD PANTRY PROJECT

Two grants totalling \$19,438.57 were provided between 2011-2012 to support the Collaborative Food Pantry Project, led by the Social Planning Council of Ottawa. This project helps support low-income families and individuals by improving access to healthy food, while expanding their collaborative bulk food buying club. Through a partnership between the Coalition of Health and Resource Centres (on behalf of the Poverty and Hunger Working Group) and the Debra Dynes Family House, this project builds on existing community assets, helping those who wish to work together to find solutions to their own challenges. Funding is being used to purchase and distribute low-cost nutritious staples to members at a minimum of seven locations throughout the city, and to expand food storage space to meet the demands of a growing membership base.

● GOOD FOOD MARKETS

An \$18,400 grant was provided to support local Good Food Markets, organized through partnerships between the Ottawa Good Food Box, Nanny Goat Hill Community Garden, the Anti-Poverty Project, Ottawa Public Health and numerous community health and resource centres. Using a community development approach, the goal of the project is to provide healthy, affordable, and culturally appropriate food to low-income neighbourhoods across the city. Barriers to food security often include access to grocery stores and the rising cost of fresh fruit and vegetables. Good Food Markets provide each neighbourhood with a designated space for residents to gather and enjoy food demonstrations, family activities and live music. The grant is being used to hire a site coordinator for each neighbourhood to plan, coordinate and manage the individual markets.

● GROWING UP ORGANIC

A \$5,000 grant was provided to support the Growing up Organic project, led by Canadian Organic Growers. This project helps elementary and high-school-aged youth become more aware of food system issues while increasing their knowledge of how to access local organic food. This is being done through various initiatives, including field trips to local farms, the creation of school vegetable gardens, food preparation with local chefs, summer camps and community events. Working with teachers, school administrators and local farmers, Canadian Organic Growers supports the development and delivery of the programs and workshops. Community Foundation funding is being used to update marketing materials to increase the number of schools involved, develop new workshops, create school toolkits and cover field trip transportation costs.



Community Impact

As we come to the close of the second year since the Community Foundation implemented an Impact Investing policy designed to allow it to seek out investments that provide both financial and social or environmental returns, we're pleased to share the following update.

Following an initial \$1-million donor investment in the **Community Forward Fund (CFF)** in 2012, more than \$1-million has been provided to five local organizations in the form of loans, one of which has already been paid back in full. Last year, these included 25One Community (formerly Under One Roof), a collaborative workspace in downtown Ottawa that brings together diverse organizations and individuals to “share, grow and inspire”; Ottawa Immigrant Services Organization (OCISO), which supports the settlement and integration of new Canadians in Ottawa; and the OCISO Non-Profit Housing Corporation, an offshoot organization that has been building and managing affordable housing projects for new immigrant residents in Ottawa since 1991.

Most recently, CFF loans have been provided to support the work of two more local, innovative organizations, including the **Funeral Co-operative of Ottawa (FCO)** and the **One Change Foundation**.



Opened in September of this year, Ottawa's first Funeral Coop was provided a loan to cover the necessary start-up costs for the organization to renovate purchased space on St. Laurent Blvd, as well as to hire a Funeral Director and market the new business to the community. Inspired by La Coopérative funéraire de l'Outaouais, the **FCO** provides an alternative option to private funeral homes. Projecting an average of 5,000 funerals per year in Ottawa, the **FCO** hopes to capture 2% of the local market. Anyone can use the services, however members benefit from a 10% discount for products and services. A lifetime membership in the Co-op costs \$20.



One Change Foundation is an Ottawa-based registered charity whose mission is to engage community leaders and motivate the public to make small changes in order to reap big rewards for the environment. Through such popular programs as “Project Porchlight,” a door-to-door campaign in which 200,000 energy efficient CFL bulbs were distributed and installed in Ottawa residences, **One Change** has been promoting energy conservation one household at a time. A \$250,000 loan was recently provided to **One Change** to support its latest conservation campaigns and expand its portfolio after it experienced significant funding losses during the economic downturn.

To learn more about the Community Foundation of Ottawa's impact investing strategy and partnership with the Community Forward Fund, view the following video featuring Foundation Board Chair Brian Toller and President & CEO Barbara McInnes. <http://www.communityforwardfund.ca/for-investors/>



Community Chest

COMMUNITY NEWS

The Ottawa Neighbourhood Study (ONS) has been releasing data on the city's 106 neighbourhoods since 2005. Recently, it has made that information even more accessible to the public through a mobile app and more user-friendly website where people can find information on everything from demographics to voter participation, to the availability of day care services and farmer's markets.

Compiled from such sources as the Canadian Census, the National Capital Commission, the City of Ottawa, local hospitals and school boards, the study is being used to chart trends and gauge the health and prevalent issues in our communities. "We hope by getting this information out, people might be encouraged to work together," said lead researcher Elizabeth Kristjansson, "I know that people feel very strongly about their neighbourhoods in Ottawa. They really care about where they live."

For more information or to learn more about your own neighbourhood, visit www.neighbourhoodstudy.ca or download the EnvirONS app through Google Play. See our Community Scan for some comparative statistics from the ONS.

COMMUNITY CONTRIBUTORS

Christina McMahon is the Administrative Assistant of the Community Foundation's Grants & Community Initiatives team. She provides assistance to organizations applying for grants, supports the Grants Committee, and the Foundation's community engagement initiatives.



In her free time, Christina's focus is on food. As a hobby, she and a fellow foodie write a popular food blog called Turnip & Bean, where they share recipes that are simple and inexpensive and feature local and farmer's market ingredients. Christina is also an avid participant in such community food events as the Ottawa Foodie Challenge, which benefits the Ottawa Food Bank, and the Ottawa Food Truck Rally in support of Ottawa Community Housing.

COMMUNITY SCAN:

Lowertown contains the city's HIGHEST POPULATION DENSITY at **8,318 people** per square kilometer, while Navan-Carlsbad Springs has the lowest at **63**.

EMERALD WOODS-SAWMILL CREEK HAD THE HIGHEST PERCENTAGE OF REGISTERED VOTERS FOR THE 2010 MAYORAL ELECTION AT **96.6%**, WHILE **CFB ROCKLIFFE-NRC** HAD THE LOWEST VOTER TURNOUT AT **19.8%**.

Bayshore has the HIGHEST PERCENTAGE of people speaking a NON-OFFICIAL LANGUAGE AT HOME, while the Notre Dame Cemetery AREA HAS THE HIGHEST PERCENTAGE OF FRENCH SPEAKERS.

The Carleton University area has the highest number of DAY CARE SERVICES PER **1,000** PEOPLE AT **12.5**, while the Orléans Industrial area has the highest number of PARKS & RECREATIONAL FACILITIES AT **29/1,000 PEOPLE** in Ottawa.



Community Profile



ROBIN MADIGAN

“I am able to experience community impact through hands-on work and feel my own personal contribution and impact on our community.”

Quietly working behind the scenes as both a member of the Board of Governors and the Finance and Audit Committee, Robin Madigan was originally introduced to the Community Foundation by former Board Chair Scott Wilson.

“Working with the Foundation, I am surrounded by an incredibly committed and passionate team of staff, volunteers and governors who are singularly focused on serving the community and improving the well-being of our community as a whole,” says Robin. “The dedication and excitement for the community inspires so much innovation while creating measurable impact in the community, and I am incredibly honoured to a part of a team making such a difference.”

A Chartered Professional Accountant who specializes in audits and financial advisory services, Robin began volunteering early in her career with PwC, acting as Treasurer of the Board of Therapeutic and Educational Living Centres in Ottawa, and then as a member of the CHEO Foundation’s Board of Governors. She continues to champion numerous causes in support of children, health care and people living with disabilities.

“I believe that volunteering is inherently rewarding. It enables us to balance our lives, give back to our community and experience our own personal growth. With the Community Foundation of Ottawa in particular, I am able to experience community impact through hands-on work and feel my own personal contribution and impact on our community.”

One of the key initiatives that Robin has contributed to during her time on the Board is the Foundation’s impact investment strategy, which she helped to design and implement in 2012. “Impact investing is the most innovative and groundbreaking initiative developed during my tenure with the Board,” she says. “The ability to use funds to have a direct and positive impact on our community while generating returns, which likewise are put to good use in our community, is very exciting. I look forward to the evolution of this major advancement as it maximizes the impact we have on our community.”

“Robin brings a wealth of financial knowledge and a curious mind to the table in both her professional and voluntary capacities,” says Brian Toller, Chair of the Board of Governors. “She never fails to ask the piercing

questions that keep us on our toes and focused on our mission. We have been incredibly fortunate to be able to draw upon her skills and expertise, and look forward to her continued involvement in many of the Foundation’s initiatives going forward.”

“In my work with the Foundation, I’m able to learn from a diverse group of people and benefit from such a range of experiences, resulting in creativity and innovation that benefits our community on many levels,” says Robin. “The breadth of experience, knowledge and enthusiasm within the organization motivates me to give as much as I can and makes me feel that I am doing something that really counts and makes a difference.”

Robin is currently acting as Deputy-Treasurer of the Foundation’s Board of Governors, along with Treasurer Denis Desautels, while continuing her work as a key member of the Finance and Audit Committee.