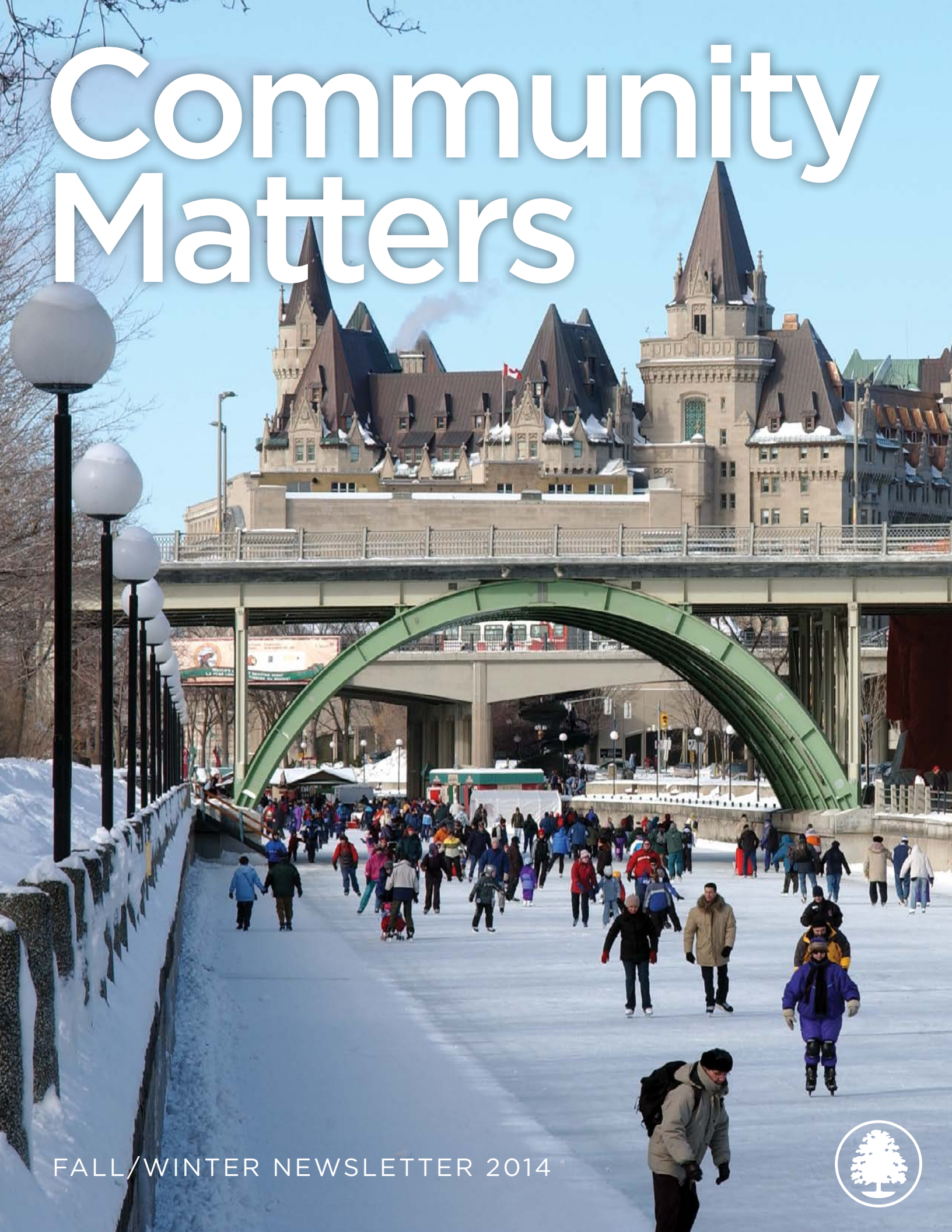


# Community Matters



FALL/WINTER NEWSLETTER 2014





Beyond the Edge: Artists' Gardens, Red Oak Labyrinth by Barbara Brown.

Welcome to the fall/winter issue of *Community Matters*. As we all wind down the year and prepare for the holiday season, we hope you'll enjoy this final newsletter of 2014, where we take stock of what has been a busy time for all of us in the Community Foundation world. Commemorating the movement's 100<sup>th</sup> birthday this year, we've enjoyed opportunities to celebrate and learn from the histories and successes of our colleagues across the country and around the world. We've also had the opportunity to share some of our best practices with foundations as far away as India and Ireland, ultimately carrying the Canadian foundation message to three continents over this past year.

We also hope you'll enjoy learning about one of the Community Foundation's most engaged and eclectic donors on our **Community Innovator** page. David Sweanor is a highly respected local lawyer and public health expert who also happens to be what might be deemed an "extreme cyclist," often travelling over 170 kilometres in a morning. He also acted as the Foundation's trusted jury foreman for our first New Leaf Community Challenge this past October.

Our **Community Pulse** section brings Ottawa's environment into focus as we examine the good, the bad and the somewhat unsightly areas of our city's ecological makeup, as well as share a sampling of grants we've provided over the last year to support worthwhile, eco-friendly projects. You'll then read about the inaugural **New Leaf Community Challenge** event on the **Community Impact** page, and learn about the selected project that received a \$125,000 grant to improve access to nutritious, affordable food for the 75,000 Ottawa residents struggling to make ends meet.

On our **Community Chest** page, you'll discover some interesting facts about the community foundation movement across the country and around the world, along with some of the globe-trotting exploits of several members of our staff and Board of Governors. On the back page, our **Community Profile** will introduce you to one of the Foundation's most committed and hard-working volunteers and professional advisors. Susan St. Amand is currently Board Secretary, as well as Chair of our Development Committee, and a member of the Governance Committee. She's also a force to be reckoned with when it comes to making a difference in a myriad number of ways in the community.

We hope that you enjoy this final issue of *Community Matters* for 2014, 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](mailto:info@cfo-fco.ca) / 613-236-1616.

Join the conversation:  



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

COMMUNITY FOUNDATION OF OTTAWA | 75 Albert St., Suite 301, Ottawa, ON, K1P 5E1  
Phone: 613-236-1616 / Fax: 613-236-1621 / [info@cfo-fco.ca](mailto:info@cfo-fco.ca) / [www.cfo-fco.ca](http://www.cfo-fco.ca)

**DONATION DEADLINES**

If you wish to receive a 2014 tax receipt, please ensure gifts by cheque are postmarked no later than December 31 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. When making gifts of publicly-listed securities, we recommend having your broker file all forms by December 19 in order to ensure that final ownership of the securities is transferred to the Foundation by December 31 (please 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 Gary Zhao at [gzhao@cfo-fco.ca](mailto:gzhao@cfo-fco.ca) / 613-236-1616 ext. 240.



# Community Innovator

## DAVID SWEANOR

Ottawa lawyer and public health expert David Sweanor is a bicycle fiend. On any given morning he can be glimpsed cycling the vast networks of bike paths and back roads of eastern Ontario and west Quebec, typically travelling upwards of 170 kilometres before the trip is done. In only four years, David has put 65,000 kilometres on the hardy frame of his favourite carbon-fibre bike, also his vehicle of choice for attending the countless meetings, interviews and events vying for his attention and expertise on a daily basis, not to mention his academic appointment at the University of Ottawa's Faculty of Law.

Ask David about what fuels his life's journey, and he'll cover more ground in a five-minute conversation than most of us can muster pedalling downhill. Invariably, however, the conversation will begin with his drive to contribute to a stronger, healthier world for future generations. "My wife and I named our Community Foundation fund after our children because that's who will inhabit and have to care for the world we leave behind," he says, "and our goal is to leave it in better shape than we found it, and to help create more sustainable means for them to do the same after we're gone."

David seems to embody that singular purpose in virtually every aspect of his life, whether it's during business hours, leisure time, or through his philanthropy. One of the Community Foundation's most engaged and eclectic donors, David's family fund supports some of the most unique and ground-breaking projects taking place in the city and around the world. Encompassing everything from promoting national anti-smoking legislation, to investing in a Vitamin A project in Cambodia, to funding healthy activities that improve the long-term health of Ottawa residents, David's interests run the gamut of charitable causes and activities.

The common thread that seems to string them all together, however, is innovation. Never one to sit still waiting for progress to happen, David is a true community

changemaker. "I'm not interested in funding what everyone else is pouring money into," he says, "I don't want our contribution to be just another drop in the ocean. I want to support causes and projects that might not otherwise receive backing, and that can make a really significant, tangible difference in people's lives."

Since establishing his fund almost 15 years ago, David has made a point of working closely with the Foundation to fund unique initiatives that will have a measurable impact over the long term. "Sometimes you have to go off the beaten path to find the projects that will provide the greatest return on investment," he says. "That's one of the things I appreciate most about having our Community Foundation fund. Not only can we support a diverse array of causes and charities at home and abroad, but the staff is able to share its deep knowledge about the needs and opportunities in the community at any given time."

The most recent opportunity David leapt at was participating in the Foundation's first New Leaf Community Challenge, a city-wide initiative to find new and innovative ways to tackle some of the city's most pressing needs. Focussed on addressing issues around food security in Ottawa, the inaugural live, juried event took place in October at the Canada Agriculture and Food Museum. As jury foreman, David led a 9-member jury that judged the top three



**"Not only can we support a diverse array of causes and charities at home and abroad, but the staff is able to share its deep knowledge about the needs and opportunities in the community at any given time."**

proposals for projects that would work to increase access to healthy, affordable food in the capital.

"All of us who participated on the jury were particularly struck by the wealth of innovative ideas that are just waiting to be put into action by a host of front-line workers and grassroots organizations in Ottawa," says David. "But one of the most interesting factors for me was seeing how the bringing together of minds from diverse backgrounds over the tackling of a key issue allowed so much creative thinking to take place. It was exciting to be part of the generation of ideas throughout the day, and to see how many more ideas it stimulated for addressing critical local issues in the future."

For his part, David will continue to be a philanthropist to watch as he blazes new trails for us all to follow as we strive to build a better tomorrow in our neighbourhoods, cities and around the world.



# Community Pulse

## ISSUE

### Environment

The people of Ottawa like to think we live in a green capital. Our city boasts vast areas of green space, a massive river system and plenty of urban forest cover. Depending on the season, many of us bike or skate to work each day, and our transit system is expanding and evolving for the better all the time. The Gatineau Hills and cottage country are at our doorstep, offering a plethora of recreational opportunities to satisfy the most discriminating outdoors-person.

Ottawa is both a tourist destination and a residential dream for Canadians looking to escape big city smog and congestion. But Ottawa has its environmental black spots, too. With nine pulp and paper mills along its banks, the Ottawa River absorbs 160,000 tonnes of waste-water, along with the hundreds of millions of litres of sewer water tainted with untreated sewage that is dumped into it each year. Many local beaches remain closed for days on end over the summer months. The Energy East Pipeline is an issue of contention for many Ottawa residents, and Ecology Ottawa is pushing the city to take action on climate change.



During the recent municipal campaign, Jim Watson made the environment a priority going forward, committing to the planting of one million trees by 2017, and to cleaning up the Ottawa River, among a variety of other eco-friendly initiatives. The City's light rail project promises a zero-emission future for rapid transit and our urban bicycle network expansion bodes well for a greener tomorrow. But it's up to all of us to remain proactive and vigilant on the environmental front if we are ever to truly live up to the ideal of becoming the Green Capital of the world.

#### STATISTICS:

The City of Ottawa has an area of **over 2,790 km<sup>2</sup>**, making it about **half the size** of Prince Edward Island.

Ottawa has **1146 km<sup>2</sup> OF FARMLAND**, an area larger than the cities of **MONTREAL, TORONTO, & VANCOUVER COMBINED.**

At **1,271 km**, the **Ottawa River** is the second longest river in **Eastern Canada.**

**NINE PULP AND PAPER MILLS RELEASE ABOUT 160,000 TONNES OF WASTE-WATER INTO THE OTTAWA RIVER EACH YEAR.**

Ottawa's urban forest provides the equivalent of close to **FOUR MILLION CUBIC METRES of storm water storage.** The construction of storm water **MANAGEMENT FACILITIES** for that volume would **cost the city over \$200 million.**

Statistics source: Ecology Ottawa



Beyond the Edge: Artists' Gardens,  
Mood Clusters by Glynis and Deirdre Logue.

## SUPPORT

The following projects were funded in 2014 by the Community Foundation of Ottawa in support of the city's environment.

### ● JOCK RIVER FISH HABITAT CREATION PROJECT

In October, the Rideau Valley Conservation Authority (RVCA) used a Community Foundation grant to construct a fish habitat embayment at the Richmond Conservation Area. The project involved converting an existing grassed park area into a small wetland embayment along the shoreline of the Jock River. With the help of a group of dedicated volunteers, RVCA created 1,000 square metres of new spawning, nursery, rearing and feeding habitat to support the 40 species of fish that reside in the Jock River. Taking place over nine days in October, the project involved the removal of 108 truckloads of fill from the river's floodplain. When it was complete, 100 metres of shoreline had been created by re-grading the existing slope and planting a shoreline buffer around the perimeter of the new embayment feature. [www.rvca.ca](http://www.rvca.ca)

### ● TURTLE RECOVERY AND REHABILITATION PROJECT

This past spring, the Rideau Valley Wildlife Sanctuary (RVWS) received a grant to increase its capacity to care for injured adult turtles and to incubate eggs and hatchlings. With seven of the eight species of Ontario turtles now at risk, it is critical that we work to ensure that turtles survive to conserve the biodiversity in our wetland ecosystems. With less than 1% of turtles surviving to adulthood, each mature turtle saved and hatchling given a head start can have a lasting impact on the entire population. Through this project, RVWS was able to rescue and care for 90 turtles, and to incubate 250% more eggs and hatchlings than in previous years. [www.rideauwildlife.org](http://www.rideauwildlife.org)

### ● ENVIRONMENTAL EDUCATION CAPACITY-BUILDING

The Tucker House Renewal Centre received a Foundation grant to work with Ottawa elementary school teachers on incorporating cross-curricular environmental themes into their classrooms in order to educate students about the importance of making sustainable choices. Through training workshops and one-on-one coaching, the project equipped teachers with the knowledge and tools needed to effectively teach their students about the environment. Expected outcomes included the promotion of theme-based, experiential environmental education to colleagues as an essential and effective means of engaging students in environmental studies. [www.maisontuckerhouse.ca](http://www.maisontuckerhouse.ca)

### ● BEYOND THE EDGE: ARTISTS' GARDENS

Over the summer, the Canadensis Botanical Garden Society received a grant to create the first-ever Artists' Garden at the Central Experimental Farm. Open from the end of June through September, the innovative, outdoor exhibition of the work of five area artists was designed to stimulate dialogue about our inter-dependence with nature. Including artist and curator talks and public workshops, the project furthered the Society's mission to "encourage the commitment and passion necessary to pursue environmentally responsible lifestyles". To create their installations, artists used living plant materials as their artistic media, employing aesthetic and conceptual approaches to create works of art that stimulated open-ended experiences with the natural environment. [www.canadensisgarden.ca](http://www.canadensisgarden.ca)



# Community Impact



## MARKETMOBILE AWARDED FIRST \$125K NEW LEAF COMMUNITY CHALLENGE GRANT

On October 1, the Community Foundation of Ottawa presented a cheque for \$125,000 to the Rideau-Rockliffe Community Resource Centre and Ottawa's Poverty and Hunger Working Group to address issues around food security in the capital. **MarketMobile** will roll out across the city over the coming months in an effort to improve access to healthy, affordable food for the 75,000 Ottawa residents struggling to feed themselves or their families. It was one of the three top proposals presented to a jury of community leaders and food experts at the city's first **New Leaf Community Challenge**, held at the Canada Agriculture and Food Museum.



"All the projects presented at the Challenge were highly creative, compelling and, most importantly, designed to make a measurable, sustainable difference in our community," said Marco Pagani, President & CEO of the Community Foundation. "While I know it was a difficult decision for the jury to make, we have every confidence they've made the best possible choice to allow us to begin making systemic change in the area of food security in the Ottawa region."

Developed by the Poverty and Hunger Working Group, MarketMobile builds on the success of Ottawa's Good Food Markets, local pop-up markets that sell food at cost in areas with low access to affordable, healthy food. MarketMobile takes this program further by using wholesalers and partners to bring at-cost food directly into low-income communities using a vehicle so that markets can be set up in any community with higher populations of citizens who struggle with access to food. While a pilot project using a leased OC Transpo bus proved to be successful in a limited number of neighbourhoods, the Community Foundation grant will allow the project to hire a full-time coordinator and expand to four new sites, beginning year-round operation with a designated vehicle and trailer in early 2015.

Designed to inspire and support Ottawa's non-profit sector to address Ottawa's most pressing needs, the New Leaf Community Challenge has attracted a wide range of local champions and supporters. As one of the Foundation's most active and highly engaged donors, lawyer and public health expert David Sweanor took on the role of jury foreman for the event. "When the Foundation first approached me about this initiative, I really saw it as an opportunity to foster new and innovative approaches to tackling some of this city's most critical issues," said David. "I believe it will be a vital tool for inspiring social innovation by allowing the Foundation to both incubate and celebrate community entrepreneurship."

Other jury members included food columnist, Gay Cook; former Centre 454 Executive Director, Mary-Martha Hale; Community Foundations of Canada Manager of Shared Value, Erin Kasungu; former Ottawa Community Housing Corporation Community Development Manager, Valerie Stam; JDS Fitel co-founder and high-tech leader, Josef Strauss; professional Home Economist and author, Ellie Topp; former Minwaashin Lodge Executive Director, Castille Troy; and Social Planning Council Executive Director, Dianne Urquhart.

For more information about the New Leaf Community Challenge, MarketMobile and the other top project submissions, visit <http://www.cfo-fco.ca/new-leaf-community-challenge/>



# Community Chest

Richard Bale,  
Consul General for  
Canada in Mumbai  
and Bibi Patel, Vice-  
President, Community  
Foundation of Ottawa



## COMMUNITY FOUNDATION NEWS

This year, the community foundation movement celebrates its 100<sup>th</sup> anniversary and all over the world, we've been proudly waving the flag. National leaders have been spreading the word in such far flung places as Australia, Turkey and the United Kingdom. Our Board Chair, Brian Toller, spoke at the Centennial Celebration of the global Community Foundation movement in Dublin, Ireland.

Many colleagues recently gathered in Cleveland for an international conference that also commemorated our collective birthday. We were represented there by both Brian Toller and Vice-Chair Tim Redpath, along with Marco Pagani, President and CEO. Finally, in October, we ventured half-way around the world where our Vice-President, Bibi Patel, spent a week working with the Bombay Community Public Trust (BCPT) in Mumbai, India.

This time around, Bibi was asked to deliver a public lecture about community foundations, which she did under the banner of "the Community Foundation Advantage". Hosted by the Thomson Reuters Foundation, it was a well-attended session which also caught the interest of Canada's Consul General in Mumbai who delivered remarks as well. A lively Q&A session followed the lecture, all instantly making its way to the Facebook page of our High Commission in India. It was also picked up by the media and featured in the newsletter of one of the NGOs in attendance.

Other highlights of the trip included a session with the BCPT's Board of Governors. They were very interested in and impressed by our Governance model. A workshop for advisors in the tax/financial/estate planning fields followed, during which Bibi was able to describe in detail the success we have had working with these professionals.

Her favourite of the sessions, however, was with leaders of a range of community-based organizations. According to Bibi, these are the passionate people working on the frontlines, whose dedication after decades of working on intractable problems on a massive scale, was nothing short of humbling. Bibi shared the issues our sector in Ottawa faces, in particular what we as funders hear from grantees and, not surprisingly, the issues were quite similar.

Bibi spent the rest of the week with BCPT's staff and volunteers sharing how we attract and engage donors, work with grantees, design and execute succession plans, etc. They have many challenges ahead of them, but there is a determination to work towards seeing that the movement gains traction in India the way it has elsewhere in the world. All in all, we at the Community Foundation of Ottawa played an active role across three continents marking this key milestone for our movement.

## CF SCAN

The community foundation movement started in Cleveland, Ohio in 1914.

THERE ARE CURRENTLY **CLOSE TO 1,800** COMMUNITY FOUNDATIONS IN 50 COUNTRIES AROUND THE WORLD.

There are **191** community foundations in Canada serving **82%** of the population.

Canadian community foundations manage combined assets of **over \$3.8 billion** AND GRANT MORE **than \$200 million** to Canadians per year.

The Community Foundation of Ottawa was established **in 1987** with **\$500,000**.

It now manages **\$114 million** and has provided over **\$75 million** in grants since inception.



# Community Profile



## SUSAN ST. AMAND

“I see life as a triangle made up of family, community and business, which is why my volunteer work intersects all three areas.”

One of the Community Foundation’s most committed and hard-working champions is Board Secretary Susan St. Amand. As founder and President of Sirius Financial Services and a long-term member of our Circle of Professional Advisors, Susan has been delivering the “Community Foundation advantage” message to clients and colleagues for over a decade in order to help local families and individuals meet their charitable objectives and contribute to the good of the community at large.

“As a strategic financial advisor to many high net worth individuals and entrepreneurs, it’s my responsibility to provide the best possible advice and information to my clients,” says Susan, “and in my mind there is just no better charitable vehicle than the Community Foundation for matching their interests with the most pressing needs in the community - no matter what their financial means.”

Over the years, Susan has participated on numerous committees and Community Foundation task forces,

contributing countless hours and energy to furthering the cause of building its capacity for making an ever greater social impact. According to her, however, she and her clients are the ones who ultimately benefit from the experience. “As a community knowledge centre, the Foundation is an invaluable resource for my clients,” says Susan. “Maintaining a close connection to its work in turn allows me to inform them of vital opportunities they wouldn’t otherwise be able to learn about.”

A very active volunteer in both her professional and charitable worlds, Susan has served on the boards of 15 local not-for-profits and acted as a professional resource for eight others. She is Past Chair of CALU, a national organization representing members of the Financial Advisors Association of Canada, and is a member of the Society of Trust and Estate Practitioners (STEP). Susan was a finalist for Business Woman of the Year in 2010 and was one of the founders of the Women for Mental Health campaign of the Royal Ottawa Centre for Mental Health.

“I see life as a triangle made up of family, community and business, which is why my volunteer work intersects all three areas,” says Susan. “I also have a fundamental belief in philanthropy and the joy that comes from giving back. What I love about the Community Foundation is how it makes it simple for people wishing to be part of something bigger. It’s not one-size-fits-all. It’s about finding and feeding your passions while contributing to the greater good. And it just doesn’t get much better than that.”

Susan is Secretary of the Community Foundation of Ottawa’s Board of Governors, Chair of the Development Committee, and is a member of the Governance Committee.