

COMMUNITY MATTERS



OTTAWA
COMMUNITY
FOUNDATION

SUMMER NEWSLETTER 2018



Photo credit:
Ottawa Community Foundation

Welcome to our summer edition of Community Matters. We hope you are enjoying all the great events, features, and spaces Ottawa has to offer. Since our last edition, we reached a number of milestones and implemented a few significant changes. In 2017, we achieved the biggest granting year in our history, providing more than \$10 million to a broad spectrum of causes in our community. We introduced a bold look, including a name change and a new logo. We also fully populated Ottawa Insights, our web-based knowledge centre. We continue to evolve the site to also be an action centre where data, information and tools can help local organizations apply long term solutions to issues like youth unemployment, food insecurity and others.

In addition to being a grant maker, we are also committed to our role as a city-builder, bringing important partners together from the private, public and philanthropic sectors to tackle pressing issues in our community. In this edition, we share some of the ways we are building a stronger city.

Our **Community Giving** feature looks at how we work closely with anonymous donors. Their ‘quiet’ contribution to the community’s most pressing needs speaks volumes of their commitment to making our city the best it can be. Page 3 illustrates how several anonymous donors are supporting youth employment.

We then take the **Community Pulse** on Youth Employment in Ottawa, drawing on data and information from Ottawa Insights and the Ottawa Employment Hub, one our partners on this issue. We also shed light on several of our grantees who are creating sustainable initiatives to help vulnerable youth transition to employment.

In our **Community Impact** page, we provide an update on our latest New Leaf Community Challenge and the three funded finalists. The winning initiative, Youth Active Media, moved swiftly to create a social enterprise that has a growing list of customers.

We outline several current projects in our **Community News** section as well

as profile Brian Coburn and Danielle Côté, who recently joined the OCF.

And finally, our back-cover **Community Profile** puts a spotlight on Marc Jolicœur, a member of our Board of Directors. Find out how Marc’s first exposure to charitable work as a young man, shaped his commitment to his community to this day.

We hope you enjoy this edition and by reading it, gain a better understanding of how we are collaborating with the public, private and philanthropic sectors to bring about positive, systemic, and sustainable change in our city. While this edition focuses on the issue of youth employment, we continue to convene important players on other critical issues in our city, because our community matters.

JOIN THE CONVERSATION.



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Barry Lam, Associate, Public Engagement

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COMMUNITY GIVING

ANONYMOUS DONORS AND THEIR 'QUIET' CONTRIBUTIONS

The Ottawa Community Foundation (OCF) has a long and rich history of working with donors of all types who dream of making the world, and Ottawa, a better place.

A significant number of anonymous donors have chosen the OCF as their philanthropic partner to make those dreams a reality. They work with us for a variety of reasons. First and foremost, we guarantee their anonymity.

That trust, coupled with all the other value-added elements we bring to the table, makes for a very powerful relationship that works for the good of our community.

As one anonymous donor explains, "We don't want to be in the limelight. We want to support charities where we would like to volunteer without them or recipients knowing we are donors."

Anonymous donors are behind almost all of our largest funds, the majority of which are donor-advised. "Donors with this type of fund tend to be very hands-on with their grant making and bring their own knowledge and expertise to our work together," says Bibi Patel, Vice-President with the OCF. "They see themselves as long-term investors in the community."

Because of the scope and scale of their giving, they are particularly interested in strong governance, sound management (including financial), deep knowledge of our community, operational excellence and the ability to assemble the right players to work on solutions. These elements are demonstrated hallmarks of the OCF.

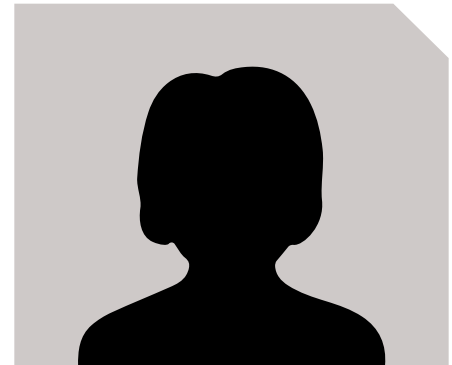
"It would be impossible to do much of our work without our anonymous donors" explains Patel. "They provide funding for close to half of

the Community Grants Program, in addition to other forms of granting, resulting in support for hundreds of organizations every year."

When the OCF joined the City to welcome refugees from Syria in 2015, it was mostly our anonymous donors who stepped up immediately to provide financial support for critical new initiatives such as Refugee 613 and the Refugee Hub, as well as for established organizations working in the sponsorship and settlement arenas.

"They see themselves as long-term investors in the community."

Our anonymous donors were also responsible for the success of our 2017 New Leaf Community Challenge (NLCC), focusing on the theme of youth employment. Three organizations presented their pitch to a jury for a chance to receive a \$125,000 grant. Aware of donor interest in this topic, we invited several to the event. Within 48 hours, two anonymous donors contacted us to support the two other finalists, to the tune of \$190,000. Another donor who couldn't attend the event, but whose interests align with the proposals,



also contributed to the winning project, bringing the total to an unprecedented \$315,000. For the first time since we introduced the NLCC in 2014, we were able to fund all three finalists. The generosity shown by these unidentified, but compassionate and engaged donors was unsurpassed. Thanks to this level of funding, the young people involved in these projects have access to initiatives that build their employable skills.

"Our anonymous donors don't want any form of recognition and they appreciate the ability to give quietly," says Patel. "While we are proud to be associated with donors who allow us to share their names, we have an equally special regard for those who request privacy."

Another anonymous donor explains, "My gift was in my grandmother's name. She was the kind of person who did things quietly in the background. At the time I made the gift, I felt that I would honour her more by remaining anonymous and letting her story, which accompanies the gift, be the focus. The Ottawa Community Foundation has made it possible to do this."

To find out more about establishing a fund at the OCF, please visit the section for Donors on our website.

COMMUNITY PULSE

YOUTH EMPLOYMENT

In 2017, the youth unemployment rate in Ottawa was 13.1%. While this is slightly lower than the previous year, it remains more than twice the city's overall unemployment rate. Many local and national business leaders, as well as educators, point to the need to prepare the youth of Canada for the jobs of the future. But finding a job for many youth in our community can be hampered by a number of factors such as a lack of skills, training, experience, networks and sometimes mentoring. Our collective effort to address these factors will support their successful entry, and long term success, in the job market.



The following information is based on Statistics Canada's 2016 Census of Population and the 2016 Labour Force Surveys. When looking at Statistics Canada data, youth is defined as ages 15-24.

YOUTH UNEMPLOYMENT IS USUALLY
**HIGHER FOR MALES
THAN FEMALES**
← OTTAWA'S →
UNEMPLOYMENT RATE WAS
16.5% FOR MALES
11.7% FOR FEMALES

ABOUT **96,000**
YOUTH IN OTTAWA
WERE EMPLOYED

3% OF THEM WERE
SELF-EMPLOYED

34% OF YOUTH USE PUBLIC TRANSPORTATION
TO GET TO WORK
VS **21%** OF OVERALL EMPLOYED **WORKFORCE**

THE MEDIAN
HOURLY EARNINGS
FOR YOUTH IN OTTAWA WAS
\$12.00
COMPARED TO
\$12.35 IN **ONTARIO**

51% OF EMPLOYED
YOUTH
IN OTTAWA
WERE WORKING **PART-TIME**
55% OF FEMALES
46% OF MALES



Photo credit:
Operation Come Home

FoodWorks teaches youth like Ellen Watts the necessary skills and training to prepare them to work in the restaurant and retail sectors.

GRANTS THAT SUPPORT YOUTH EMPLOYMENT

The following is a sampling of recent projects funded by our Community Grants Program. In each case, they provide opportunities for youth to gain the skills, tools and knowledge needed to secure employment.

OPERATION COME HOME EXPANDS ITS FOODWORKS SOCIAL ENTERPRISE

Operation Come Home expanded its FoodWorks social enterprise which provides training and employment for at-risk and homeless youth and delivers good quality, affordable meals to the homes of seniors and those with disabilities. The youth are involved in food preparation, food delivery, sales, marketing and administration. All youth who completed a work experience found jobs in the restaurant and the retail sectors. FoodWorks has been able to take the lessons learned in marketing and service delivery from the past two years, to expand its catering services.

LAUNCH! ENTREPRENEURSHIP PROGRAM HELPS YOUTH START A BUSINESS

Pinecrest-Queensway Community Health Centre (PQCHC) helped high-risk youth living in Ottawa gain the necessary skills and experiences to start their own business. Launch! Entrepreneurship Program was a 12-week hands-on training program where participants identified a business opportunity, prepared the business for launch, and operated the enterprise. Started in 2014 as a pilot, Launch! was successful in securing matching dollars from the public and philanthropic sectors and offering participants micro-financing to start their businesses. Building on the program's success, PQCHC has since partnered with local agencies to create an economic development incubator space for youth.

THÉÂTRE LA CATAPULTE GROOMS YOUNG GRADUATES FOR THE WORKFORCE

This project is helping graduates from the University of Ottawa Department of Theatre gain access to Ottawa's art scene, and ultimately, find employment. The *Théâtre* is partnering with the University of Ottawa to secure a first professional contract for eight graduates. Working directly on a *Théâtre la Catapulte* production, graduates, including actors, designers and technicians, will have a unique opportunity to gain artistic experience in a professional setting.

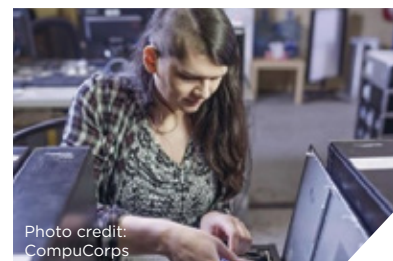


Photo credit:
CompuCorps

Markel Abel, an Indigenous youth, is learning computer skills and earning an income as part of the social enterprise.

COMPUCORPS ADDS TO ITS MENU OF SERVICES

With some needed capital investments, this social enterprise boosted the revenue it earns from refurbishing computers. As a result, CompuCorps is able to invest in its TechYouth program. One of several CompuCorps programs aimed at youth, this one provides computer career skills training to those from Indigenous and newcomer communities. Part of CompuCorps' success is due to their collaboration with partners such as National Capital FreeNet, the Ottawa Community Immigrant Services Organization and the Ottawa Chinese Community Services Centre.

COMMUNITY IMPACT



The Prince's Charities Canada and the Ottawa Community Housing Foundation team presents their 'Get Into' program.



Youth Now Canada and the Parkdale Food Centre team presents their Youth Now Farm program.

NEW LEAF COMMUNITY CHALLENGE SEES GRANTING FIRST

Last November, we granted \$125,000 to Youth Ottawa and the Social Planning Council of Ottawa to help tackle youth unemployment in a meaningful and sustainable way. Their proposal called Youth Active Media (YAM) was one of three presented to a jury of community leaders and experts at the fourth annual New Leaf Community Challenge (NLCC) held at the Innovation Centre at Bayview Yards.

YAM is a videography initiative that teaches high school-age youth, primarily from at-risk communities, how to create short films about issues that affect their lives. Participants develop a range of soft and technical skills that increase their employability. YAM also includes a social enterprise which they branded recently as Hot Shoe

Productions, that provides some of these youth with career-building opportunities to earn income by producing videos for a range of clients. Since launching the video production services, Hot Shoe has surpassed their projected revenues by more than 50%.

The other two finalists also presented very compelling proposals. Prince's Charities Canada and the Ottawa Community Housing Foundation presented their 'Get Into' collaborative program which provides youth with training, work experience, and permanent employment in a variety of sectors. The third finalist, Youth Now Canada and the Parkdale Food Centre presented Youth Now Farm — an agriculture-based program for at-risk youth.

What the finalists didn't know when they presented, is that several donors well known to the OCF were invited to the event. Several came forward following the event to help fund the projects, increasing the total grant amount for this year's NLCC to \$315,000 — a New Leaf Community Challenge first!

For more information about the 2018 New Leaf Community Challenge, visit www.ocf-fco.ca/.



New Leaf
COMMUNITY CHALLENGE

COMMUNITY NEWS

LOCAL PARTNERS LAUNCH SOCIAL ENTERPRISE PILOT WITH THE SOMALI CENTRE FOR FAMILY SERVICES

This past April, the Ottawa Community Foundation, the City of Ottawa, Ottawa Community Housing, and the Centre for Social Enterprise Development launched a Social Enterprise Pilot with the Somali Centre for Family Services. The five partners are contributing a combination of grants, in-kind support, and procurement dollars to the initiative. As the social enterprise, the Somali Centre has hired staff to provide litter pickup and flyer distribution services in Ottawa Community Housing neighbourhoods. The pilot is meant to demonstrate how the social enterprise platform — comprised of business case analysis and development, marketing and branding, technical support, and policy management — can help launch and scale social enterprises in our city. The results of the pilot will be used to strengthen the platform and benefit other charitable organizations looking to establish a social enterprise to create new sources of earned revenue.

YOUTH EMPLOYMENT WORKSHOP BUILDS ON MOMENTUM FROM NLCC

Leveraging the knowledge and connections gained from the 2016 and 2017 New Leaf Community Challenges (NLCC), the Ottawa Community Foundation (OCF), in collaboration with the Ottawa Employment Hub and RBC Royal Bank, hosted a youth employment workshop for close to 100 participants from the public, private, and philanthropic sectors this past June. Eight teams presented their pitch idea, each designed to contribute to high-impact initiatives to boost youth employment. The three host organizations provided seed funding to help develop five of the eight proposed initiatives.

One of the objectives of the workshop was to help foster cross-organization and cross-sector collaboration on initiatives that could align with the upcoming third year of the NLCC's youth employment focus. In addition, the workshop helped the OCF build on its knowledge of the issue and the players in order to support action through convening, networking, community grants, donor engagement and impact investing.



Photo credit:
Ottawa Community Foundation



Photo credit:
Ottawa Community Foundation

When not talking about finance and communications, Brian and Danielle love to talk sports.

COMMUNITY CONTRIBUTORS

Danielle Côté joined the OCF in April 2017 to fill the new role of Director, Public Engagement, integrating herself swiftly to implement the organization's new brand. With more than 25 years' experience in communications, she brings a strategic approach to how the organization engages with its various publics to achieve its mission and help increase its profile in the community. Her background includes running her own business for 12 years and working for a number of non-profit organizations including the Heart and Stroke Foundation, the Ottawa Heart Institute and the Canadian Centre for Ethics in Sport. She maintains her accreditation through the Canadian Public Relations Society, where she continues to volunteer her time at the local and national level.

We are also pleased to welcome **Brian Coburn** as Director of Finance and Administration. As a bilingual chartered professional accountant, Brian provides a range of knowledge and skills to the organization including financial management, human resources, information technology, facilities, and administrative services. He serves as an elected Trustee to the Ottawa Catholic School Board where he chairs the Audit Committee and is a board member of the Ontario School Board Insurance Exchange. Brian has also volunteered at the Shepherds of Good Hope, as a member of the Audit Committee of the Youville Centre and as a member of the 6th Man Club of the University of Ottawa, an alumni varsity basketball group dedicated to fundraising for the men's basketball program.

COMMUNITY PROFILE

MARC JOLICŒUR

For some people, volunteering helps fill time after retirement, while for others, it is about giving back to a cause they believe in. For Marc Jolicœur, Senior Partner with Borden Ladner Gervais LLP, being involved in charitable work is part of his DNA.

Marc was first exposed to volunteering as a grade seven student looking to join the school choir; however, that was only possible if you did charitable work in the community, so among other things, Marc helped to raise funds for Christmas food baskets, which he delivered to families in need.

“I came to understand how desperate some families were and how fortunate I was,” says Marc. “Those memories are still etched in my mind. That first volunteer experience was pivotal in terms of my commitment to supporting those in need in my community.”

Marc was born, raised and educated in Ottawa/Vanier, and chose to live and build his career here. He finds that despite having a population of more than one million, Ottawa has a small town feel while benefitting from big-city attractions such as culture and sports, as well as easy access to nature and elaborate community support. Marc characterizes it as having two, instead of six degrees of separation. “People are more likely to know you, therefore help you,” he says.

After graduating from the University of Ottawa in business and law, Marc immediately joined Scott & Ayles, which later became Borden Ladner Gervais LLP, where he has occupied many senior positions both regionally and nationally, and where he still practices to this day. As a young lawyer, he volunteered first with United Way Ottawa, progressing through different roles including

Chair of the United Way Campaign for Ottawa-Carleton in the late 80s. In 1987, he was first exposed to what was then the Community Foundation of Ottawa-Carleton and was immediately drawn to the organization. He appreciated its support for a broad spectrum of causes and believed that the endowment model was an excellent way to provide for the community forever.

Marc was looking to join an organization that aligned with his values and interests and that was committed to good governance. Marc’s expertise, coupled with his reputation in the area of governance, led to his appointment to the Board of the Ottawa Community Foundation (OCF) in 1995. He unfortunately had to step down two years later due to increasing demands on his time. Fortunately for us, Marc was available years later and accepted an invitation to re-join the Board in 2012.

In addition to volunteering with the OCF, he has volunteered with boards or been on committees for more than 25 different charitable and not-for-profit organizations,



Photo credit:
Ottawa Community Foundation

contributing his expertise in corporate/commercial law and governance. “Good governance leads to diverse ideas, clearer strategies, and better risk management, all of which lead to better results,” adds Marc.

His interest in the OCF extends beyond good governance. “I’m particularly impressed by how the staff and board work together to reach higher goals. I also admire how the Foundation is always searching for, and introducing new and innovative ways of generating better outcomes for the community.”

He singles out the launch of the New Leaf Community Challenge in 2014 which focused on food security and food systems. Through this initiative, the Foundation helped increase access to healthy, affordable food, and build longer-term food sustainability in Ottawa.

“I am confident the OCF is on the right path and will continue to do good work,” he says. “I firmly believe the Foundation is a leader in its field and will continue to do good work and succeed in accomplishing its goals.”

“I’m particularly impressed by how the staff and board work together to reach higher goals. I also admire how the Foundation is always searching for, and introducing new and innovative ways of generating better outcomes for the community.”