

VOLUNTARY SECTOR

A JOINT VENTURE WITH THE VOLUNTARY SECTOR REPORTING AWARDS



Tracy Whelan, left, Andrea Spindel, second from right, and Ruth Kapelus, right, of the Ontario March of Dimes /March of Dimes Canada with presenter David Saunders, dean, Queen's School of Business, Queen's University.



Gillian Lynne-Davies, left, and Bill Adair of Spinal Cord Injury Ontario accept their award from Gino Scapillati, PricewaterhouseCoopers (PwC) Canada, national managing partner, markets.



Rob King, left, and Debra Kerby of Canadian Feed the Children with presenter Rod Barr, president and CEO, Institute of Chartered Accountants of Ontario (ICAO).



Stephen Forsey, left, and Sheila Darnowski of Hospice King (Operating as Hospice King-Aurora) with presenter and National Post publisher Douglas Kelly.



Jodi Lycett, left, and Liz Palmieri of The Niagara Community Foundation with presenter Gino Scapillati.

THE MARKS OF EXCELLENCE

REPORTING AWARDS

Recognizing transparency, achievement

For Ontario charities, just being named a finalist for the Voluntary Sector Reporting Awards acknowledges they are responsible and efficient in the handling of donations.

But winning is a mark of excellence in the sector. Recently, five winners were each awarded \$5,000 in separate categories for having the best annual reports, which outline everything from their basic accounting procedures to detailed explanations about how the charity operates and ensures money from donors goes to its intended purpose.

That's not always easy to do, especially for smaller charitable organizations which don't have the infrastructure or staff, says Steve Salterio, director of the CA-Queen's Centre for Governance, which organizes the awards along with Queen's School of Business, Queen's University and the Institute of Chartered Accountants of Ontario (ICAO).

“One of the major improvements that we are seeing in charitable reporting is a greater emphasis on showing how you are working toward achieving your mission through actual accomplishments, not just the financial numbers,” Mr. Salterio says.

One example of high achievement comes from the smallest charity to win — Hospice King-Aurora, which was nominated in the category of revenues up to \$1 million. Being involved in the program helped the charity learn best practices, says Heidi Bonner, the organization's director of programs and communication.

“Hospice King-Aurora has been a VSRA applicant for five years, finishing as a finalist for three years and a recipient for the past two years,” Ms. Bonner says. “The excellent feedback provided yearly by the expert judges has been instrumental in guiding us through the preparation of two award-winning annual reports.”

“Winning the VSRA shows our supporters they can be confident of contributing to an

organization that values and demonstrates accountability and transparency. Receiving this award also demonstrates that a very small community-based charity with limited resources can achieve excellence in reporting.”

Brian Leader, vice-president of learning at ICAO, says it is important to recognize winners, but there are other tangible benefits for all the participants.

“It's not just for improving the quality of reporting from the charities or voluntary sector reporting,” he says.

“People want to know their donations are being well-used

“We're always wanting to improve the quality of the audits that are done, raise awareness of all the changes that are happening for the management of those organizations and how important it is for them to do it right. Because no matter how small the organization, people want to know that their donations are being well used.”

There is a two-stage judging process that involves doctoral students who have an accounting designation, supervised by a chartered accountant at the university who score the submissions. Amongst the top-scoring charities, a panel of judges, from philanthropists to marketers to exemplars from prior competitions, select the overall winners.

Mr. Salterio says the number of participants is a sign that Ontario's charity sector recognizes the importance of accountability and reporting.

The awards are open to

registered charities that produce annual reports and whose headquarters are in Ontario. In addition to Hospice King-Aurora, the winners were:

■ International organizations headquartered in Ontario: Canadian Feed the Children

“The honour of winning the VSRA 2012 Award of Excellence is welcome recognition that we are on the right path

in our efforts, and recognition of the high value we place on striving for transparency and accountability to our supporters and the Canadian public,” says Debra Kerby, executive director. “The path to creating lasting social change is often complex and rarely linear and it can be challenging to sum it up in a meaningful way in an annual report. Winning the 2012 VSRA Award is a signal that CFTC has significantly raised the bar on key reporting measures such as financial and governance practices, and in communicating challenges and successes in delivering our global mission to reduce the impact of poverty on children.”

■ National organizations headquartered in Ontario: Ontario March of Dimes/March of Dimes Canada

“We are innovative, goal-oriented, accountable, and really live our values, and strive to achieve our vision. This requires alignment of board and staff and full collaboration with our clients,” says Andria Spindel, president and CEO. “We gave a lot of attention to meeting criterion set out by the VSRA Report previously received. ... We be-

lieve the award will become increasingly recognized by other charities and encourage their participation.”

■ Revenues over \$10-million: Spinal Cord Injury Ontario

“We are thrilled that this recognition will translate into more support for people with spinal cord injuries,” says Bill Adair, CEO. “The Voluntary Sector Reporting Award assures our members and sponsors, our donors and sponsors and our staff and volunteers that Spinal Cord Injury Ontario is worthy of their contributions.”

■ Revenues from \$1-million to \$10-million: Niagara Community Foundation

“As a community foundation, donors want to be assured that the organization managing their endowment funds is transparent, well-governed, credible and accountable. Winning this award recognizes the efforts by our volunteers and staff to create an annual report that reflects these values,” says Liz Palmieri, executive director.

Honourable mentions went to two finalists: Hemophilia Ontario and Vita Community Living Services of Toronto.

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“ It is valuable to recognize those [charities] that are doing good and reporting clearly — *Steve Salterio, Queen’s University*



Cathy Barr of Imagine Canada says many charities were caught off guard by a heightened public demand for details on how donations were being spent.

Better charity reporting a moving goal

VALUED RECOGNITION

In five short years, the CA-Queen’s Centre for Governance and its Voluntary Sector Reporting Awards have helped many charities become more transparent and accountable to their donors.

It’s a constantly moving goal that sets new benchmarks every year.

Steve Salterio, director of the Centre at School of Business, Queen’s University, says one of the benefits of the VSRA program is it allows charities and other stakeholders to share evolving best practices for financial reporting.

“It is valuable to recognize those that are doing good and reporting clearly, and it is also good to give other charities that are struggling exemplars of those charities that are actually meeting internationally established criteria for excellence in reporting,” he says.

“We felt there was a need to let the charities know that the public was expecting more from them,” Mr. Salterio says.

“This was confirmed by independent research carried out by Imagine Canada and other co-ordinating bodies in the charitable sector that made it abundantly clear that Canadians were not happy

“There was a need to let charities know the public was expecting more from them

with the level of stakeholder accountability that they were getting from Canadian charities if we were to maintain the culture of charitable giving in Canada.”

Researching and setting standards for charities is one

of the key roles for Cathy Barr, senior vice-president, Imagine Canada. “Over the last 10 years, I have seen a shift to a greater emphasis and greater demands from the media, from elected officials and from the public for more information about what charities and non-profits are doing, where they are spending their money and how they are spending their money,” she says.

“That heightened interest caught a lot of charities off guard,” she says. “They had been used to the assumption that they were good organizations doing good things, they weren’t used to that scrutiny, so they weren’t necessarily doing the best job that they could or giving a lot of attention to the reporting.”

One of the sponsors of the VSRA awards is PricewaterhouseCoopers (PwC), a leader in accounting and related services in Canada.

Brenda Lee Kennedy, an associate partner at PwC, says organizations owe it to their funding sources to provide clear information about how the money is used.

“Those organizations are quasi-public entities by virtue that they are either publicly funded through donations or publicly funded through grants and funding,” she says. “So at the end of the day there is a standard that is required of them to be fully transparent about their organizations and the impact that they are having.”

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Centre raises standards of governance

The driving force behind much of Canada’s improved charity reporting can be traced back to the dedicated students, sponsors and faculty at the CA-Queen’s Centre for Governance.

David Saunders, dean at Queen’s School of Business, and Steve Salterio, director of the CA-Queen’s Centre for Governance, are two of the key figures responsible for the centre’s reputation as a leader in Canada for business and governance issues.

The centre was established in 2006 by the Institute of Chartered Accountants of Ontario (ICAO) and Queen’s School of Business and it is known for cutting-edge basic and applied research dealing with issues such as fraud detection and prevention as well as improving Canadian securities regulation.

Mr. Salterio says the CA-Queen’s Centre for Governance plays a key role as a world-class leader in teaching and in ensuring information is shared with organizations who set and follow the standards for governance in business and the not-for-profit sectors.

The centre also publishes summaries of findings in various publications.

“By examining issues of fraud in the not-for-profit sector we came up with some characteristics of the type of fraudsters that are active in not-for-profit organizations, so we’ve done applied research in the area and published it in practitioner-friendly journals.

“We’ve also taken this educational aspect to the broader community by featuring webinars on our websites about some of the findings that we have had. So we are definitely trying to reach out

and inform the broader not-for-profit community of the things that we have found.”

John Stuart, who serves as the marketing director for the VSRA awards, says there are a number of guides available online to show the leading academic research available from the CA-Queen’s Centre for Governance.

“It is one of the only places in Canada and certainly one of only a handful in North America that really do good quality research and then more importantly discussion on these issues. It has been a real catalyst for other academic research. Mr. Stuart said webinars held by the centre attracted charities that benefit from the knowledge shared by Queen’s. “They are thirsty for this knowledge,” he says.

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Steven Salterio, right, and David Saunders.

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ONTARIO MARCH OF DIMES / MARCH OF DIMES CANADA



For over 60 years, March of Dimes has been on the forefront of the disability movement in Canada.

March of Dimes Canada is a nationally-registered charitable organization that provides programs and services to children and adults with disabilities across Canada.

In the 1940s and 50s, mothers across Canada joined a North America-wide fundraising effort, known as the Marching Mothers®, went door-to-door collecting donations of ‘just a dime’ for research to end polio. In 1955, the polio vaccine created by Dr. Jonas Salk proved effective. With the threat of polio greatly diminished, Ontario March of Dimes began funding assistive devices for people who had contracted the polio virus and providing programs focused on rehabilitation and job training for polio survivors. By 1957, the organization expanded to serve the broader needs of all adults with physical disabilities, regardless of whether the disability was a result of a disability at birth, the polio virus, an accident, or a degenerative disease.

In 2004, Ontario March of Dimes looked to expand its services to people with physical disabilities outside of Ontario and in 2006, it acquired the trademark ‘March of Dimes’ for all of Canada. March of Dimes serves children and adults of all ages, with any physical disability, whether that disability resulted from birth, accident, or illness. Our scope has been expanding, and will continue to expand, to the frail and elderly, in and outside of Ontario, and to caregivers. Our vocational services are available to persons with disabilities or challenges that are not primarily physical but may be funded to serve a wider population.

www.marchofdimes.ca



NIAGARA COMMUNITY FOUNDATION

NIAGARA COMMUNITY FOUNDATION

Founded in 2000, the Niagara Community Foundation connects donors in the community to causes and charities important to their donors. This is done through the creation of endowment funds, the earnings on which are granted to charities, primarily throughout the Niagara Region. Since its launch, over \$20 million has been raised by families, service clubs, companies and community organizations to support causes as diverse as the environment, culture, education, health, social services, animal welfare, community development and recreation.

Donors have a variety of options from which to choose when creating their funds. They can establish a donor-designated fund naming one or more charities to receive an annual grant. Instead of creating a private foundation, a donor-advised fund can be created, where the foundation takes care of all the legal, regulatory and administrative work leaving the donor to annually select which charities to support. Donors can setup a fund to support a particular field of interest and then through a transparent grant application and review process, the foundation grant assessment volunteers select projects which fit within the donor’s preferred area of interest. Given that the Niagara Region is comprised of 12 municipalities, donors also have the option to create a local community fund, insuring that their philanthropy is directed to organizations in their home town.



Liz Palmieri, Executive Director

The Foundation has granted close to \$5 million over the past 12 years, funding projects as diverse as purchasing commercial kitchen equipment for local social enterprises, enabling children in financial need to attend sports, recreation or cultural programs, constructing a board walk to protect environmentally sensitive land to purchasing computers and equipment which increase a charity’s effectiveness at delivering their programs and services.

The Foundation places a high priority on its fiduciary and governance responsibilities. This is demonstrated through their participation in the Queen’s VSRA competition and also by being one of Canada’s first charities accredited in Imagine Canada’s Standards Program which was created to build excellence within Canada’s charities and to strengthen confidence in the sector.

Helping good people do great things, that is what the Niagara Community Foundation is all about.

HEMOPHILIA ONTARIO

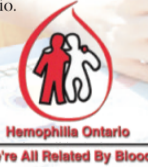
300,000 - that is the estimated number of Canadians living with an inherited bleeding disorder. Bleeding disorders are hereditary (at birth) conditions that affect children, men and women regardless of race, colour or ethnic origin. The blood of a person with an inherited bleeding disorder does not clot properly and there is no cure.

Staff and volunteers work together to deliver innovative educational programs. With the support and partnership of the provincial Hemophilia Treatment Centres, in 2012, 95 affected children attended camp, 19 educational programs were implemented and \$8,000 was provided through financial assistance.

Our organizational identity and experience is based in the loss suffered by the hemophilia community, those with inherited bleeding disorders and others who were infected with HIV / AIDS and / or hepatitis C through blood or blood products they depended on for lifesaving treatment and therapy. With our first-hand knowledge of the devastation these infections bring, Hemophilia Ontario works every day toward ensuring Canadians are safe and have access to a safe and secure blood supply and prevention materials. Hemophilia Ontario strives to improve the health and quality of life for individuals living with an inherited bleeding disorder and to find a cure.

Hemophilia, the most commonly known bleeding disorder, is not the most common. VonWillebrand Disease affects as many as 1 in 100 Canadians. Hemophilia A affects fewer than 1 in 10,000 people, or about 2500 Canadians. Hemophilia B is even less common, affecting approximately 1 in 50,000 people, or about 600 Canadians. The number of people living with Factor deficiencies or Platelet function disorders is unknown. Factor deficiencies result from the lack of a specific blood protein. Platelet function disorders can be hereditary (run in the family) or acquired (caused by other diseases or medications). By raising awareness we work toward increased diagnosis and treatment. With treatment, most people with inherited bleeding disorders can lead full, active lives.

We would like to take this opportunity to express our heartfelt thanks to those who assist this strong organization to deliver on its core values. Your generosity is a resounding vote of confidence in Hemophilia Ontario.



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