



# The Counselling Foundation of Canada

**ACTIVITY REPORT  
FOR THE YEAR ENDING  
DECEMBER 31, 2010**

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## **THE COUNSELLING FOUNDATION OF CANADA**

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The Counselling Foundation of Canada, a family foundation funded by Frank G. Lawson and his estate, was incorporated in Ontario in 1959. The Foundation was formed to create and enrich career counselling programs and improve the technical skills of career counsellors.

The object of the foundation is to engage in charitable and educational activities for the benefit of people, thus enabling them to improve their lifestyles and make a more effective contribution to their communities and Canada.

The Counselling Foundation of Canada is governed by a board of Directors. Donald Lawson, son of the founder is Chairman of the Board. The foundation is administered by an Executive Director.

Approximately 25 grants totalling \$2.7 million approved annually.

### **2010 BOARD OF DIRECTORS**

Donald G. Lawson, Chair  
Lorraine M. Lawson, Vice-Chair  
Douglas F. Lawson, Treasurer & Secretary  
Winnifred Herington, Director  
Jaime W. Hugessen, Director  
Sherry Knight, Director  
Barbara J. Mason, Director  
George Rodger, Director  
Robert Shea, Director

Jean R. Hamm. Honourary Director

### **ADMINISTRATION**

Bruce G. Lawson, Executive Director  
Diana Castano, Executive Assistant & Office Administrator  
Leung Lo, Manager Financial Accounts

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## GRANTS APPROVED 2010

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ACEE de la Francophonie	\$80,000
Ashoka	\$200,000
Business Mentorship Institute Saskatchewan	\$60,000
Canadian Art Foundation	\$75,000
Canadian Council for Aboriginal Business	\$20,000
Career Trek	\$198,322
Canadian Education and Research Institute for Counselling (CERIC)	\$281,800
Davenport Perth Neighbourhood Centre	\$50,000
FoodShare	\$75,000
Jane/Finch Community and Family Centre	\$10,000
Lesbian Gay Bi Trans YouthLine	\$96,000
McGill University - Faculty of Arts	\$358,500
Martin Aboriginal Education Initiative	\$100,000
Mennonite New Life Centre	\$81,583
Ndinawemaaganag Endaawaad Inc	\$80,000
Ontario College of Art & Design	\$25,000
Prairie South School Division # 210	\$50,000
St. Francis Xavier University	\$249,661
Université Laval	\$50,000
YES Montréal	\$126,000
YMCA of Greater of Vancouver	\$442,446

## GRANTS APPROVED 2010

<b>ACEE de la Francophonie Québec, Québec</b>	<b>\$ 80,000</b>
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This three-year grant is given to be used to support the “National Coordination of French-speaking Students Entrepreneur Clubs” for clubs in Canada outside of Quebec.

The Association des Clubs d’Entrepreneurs Étudiants (ACEE) du Québec is a non-profit organization focusing on awakening entrepreneurship in French-speaking students in colleges, universities and vocational training schools through Canada.

[www.acee.qc.ca](http://www.acee.qc.ca)

<b>Ashoka Canada Toronto, Ontario</b>	<b>\$ 200,000</b>
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This two-year project will see a collaboration of funders and interested stakeholders launch a Changemakers Competition to uncover promising practices and innovation in education in Aboriginal (First Nation, Inuit & Métis) communities across Canada.

Ashoka envisions an Everyone A Changemaker™ world: a world that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change. Ashoka strives to shape a global, entrepreneurial, competitive citizen sector that allows social entrepreneurs to thrive and enables the world’s citizens to think and act as changemakers.

[www.ashoka.org](http://www.ashoka.org)

<b>Business Mentorship Institute Saskatoon, Saskatchewan</b>	<b>\$ 60,000</b>
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This grant was given to continue the Entrepreneurial Mentorship Support Network, a transfer of a program originated in Quebec that aims to become the leading provider and resource for mentorship supporting businesses in Saskatchewan.

The Business Mentorship Institute (BMI) is a not-for-profit, province-wide organization that opened its Saskatoon office in May of 2006. Economic and business development organizations in Saskatchewan have since partnered with BMI to provide mentorship matching services to their stakeholders. BMI is a resource to its partners whether they are geographically community-based, industry-based, or serve a special interest group.

[www.saskmentor.com](http://www.saskmentor.com)

<b>Canadian Art Foundation Toronto, Ontario</b>	<b>\$ 75,000</b>
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This two-year grant will fund the development of CanadianArtSchool.ca, an online resource that provides information about education and career opportunities in art and design across Canada.

Since its establishment in 1991, the Canadian Art Foundation has grown to deliver numerous educational programs in addition to the publication of *Canadian Art* magazine. This diversity now makes the Canadian Art Foundation the ultimate portal for the exposure of visual arts in Canada. All efforts are dedicated to providing a destination for artists and art enthusiasts to connect and be inspired by art, in turn creating greater local, national and global visibility for the extraordinary artistic talent in Canada.

[www.canadianart.ca](http://www.canadianart.ca)

<b>Canadian Council for Aboriginal Business Toronto, Ontario</b>	<b>\$ 20,000</b>
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This grant was provided on behalf of the Canadian Education & Research Institute for Counselling to help support an Aboriginal Entrepreneurs Survey. The Canadian Council for Aboriginal Business (CCAB) is launching a comprehensive Aboriginal Entrepreneurs Survey to capture the perceptions and experiences of this important and growing segment of the Canadian economy.

CCAB was founded in 1984 by a small group of visionary business and community leaders committed to the full participation of Aboriginal people in Canada's economy. Their mission is to foster sustainable relations between Aboriginal people and Canadian business.

[www.ccab.com](http://www.ccab.com)

<b>Career Trek Winnipeg, Manitoba</b>	<b>\$ 198,322</b>
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A three-year grant will provide a salary for a career development specialist. This new position will help meet the increased demand for their services, and create new partnerships and revenue generating programs.

Founded in 1996, Career Trek mission provides Manitobans with a wide range of experiences and information designed to develop the knowledge, skills, relationships, and values consistent with career and educational success. Their vision is a Manitoba where all citizens are able to realize their full career and educational potential.

[www.careertrek.ca](http://www.careertrek.ca)

<b>Canadian Education and Research Institute for Counselling (CERIC) Toronto, Ontario</b>	<b>\$ 281,800</b>
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A series of grants to support the cost of running various projects, promotional events and partnerships, including the Canadian Journal of Career Development and OrientAction.

CERIC is a charitable organization that advances education and research in career counselling and career development. Their mission is encouraged and research program related to the development, analysis and assessment of the current counselling and career development theories and practices in Canada.

[www.ceric.ca](http://www.ceric.ca)

<b>Davenport Perth Neighbourhood Centre Toronto, Ontario</b>	<b>\$ 50,000</b>
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This two-year grant is to support the Engaging Families in the Early Year project – a peer outreach and leadership model designed to support diverse newcomer families and young children.

Davenport-Perth Neighbourhood Centre is unique: it is both a neighbourhood centre and a community health centre. A neighbourhood centre is a non-profit, multi-service organization -- a community hub that works towards building supportive communities. A community health centre provides primary care for clients using a multi-disciplinary team of doctors, nurses, nurse-practitioners, counsellor/therapists, dieticians and medical administration staff.

[www.dpnc.ca](http://www.dpnc.ca)

<b>FoodShare Toronto, Ontario</b>	<b>\$ 75,000</b>
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This two-year grant will support FoodShare's Pathways to Youth Employment project. The first phase of the project will include hiring a coordinator to work with local food service business to ensure FoodShare's training makes youth job-ready for those businesses. Based on these learnings FoodShare will develop a training manual to be shared with other organizations across the country looking to create youth employment opportunities based on food services.

FoodShare Toronto is a non-profit community organization whose vision is Good Healthy Food for All. It takes a multifaceted, innovative, and long-term approach to hunger and food issues. At FoodShare they work on food issues "from field to table" - meaning that they focus on the entire system that puts food on our tables: from the growing, processing and distribution of food to its purchasing, cooking and consumption.

[www.foodshare.net](http://www.foodshare.net)

<b>Jane/Finch Community and Family Services Centre Toronto, Ontario</b>	<b>\$ 10,000</b>
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This one-year grant will support the cost associated with hiring a male support worker for the Early Years Services – Dad’s Program. The program’s goal is to enhance fathers’ knowledge of child development and self-confidence to strengthen their parent-child positive relationships.

The Jane/Finch Community and Family Services Centre is a community based organization driven by passion, innovation and a strong commitment to social justice, community engagement and collaboration. The Centre’s goals are grounded on two main themes: Organizational Health and Community Engagement, Participation and Response.

[www.ontarioearlyyears.ca](http://www.ontarioearlyyears.ca)

<b>Lesbian Gay Bi Trans Youth Line Toronto, Ontario</b>	<b>\$ 96,000</b>
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A three-year grant to support the Growing Up with the Youth Line project. This grant allows for greater professional development and volunteer training, particularly as it relates to increasing services for youth in more remote communities across Ontario and to a new younger population of LGBT youth.

The Lesbian Gay Bi Trans Youth Line has been serving youth in Ontario since 1994. LGBT-Youth Line exists to provide service for youth by youth that affirms the experiences and aspirations of lesbians, gay, bisexual, transgender, 2-spirited, queer and questioning youth in Ontario.

[www.youthline.ca](http://www.youthline.ca)

<b>McGill University - Faculty of Arts Montréal, Québec</b>	<b>\$ 358,500</b>
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This three-year grant will pilot the second phase of Indigenous Access McGill, an innovative project focused on supporting students from First Nations and Inuit communities.

McGill University is committed to promoting education and helping people realize their potential in order to improve their lives and make valuable contributions to their communities. McGill University’s School of Social Work is proud of its longstanding service to the professional, academic and Montréal communities, since its foundation in 1923.

[www.mcgill.ca/arts](http://www.mcgill.ca/arts) and [www.mcgill.ca/socialwork/](http://www.mcgill.ca/socialwork/)



<b>Martin Aboriginal Education Initiative Montréal, Québec</b>	<b>\$ 100,000</b>
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This two-year grant will support the development and production of Test Books and Resource Guides that meet the requirements of the Aboriginal Youth Entrepreneurship Program. These books are being written by Aboriginal teachers for Aboriginals leaders.

The Martin Aboriginal Initiative (MAI) was established by the Martin family in 2006. MAI's activities are currently focused in two areas: Capital for Aboriginal Prosperity and Entrepreneurship (CAPE) Fund and the Martin Aboriginal Education Initiative (MAEI), a charitable organization.

[www.mai-iam.ca](http://www.mai-iam.ca)

<b>Mennonite New Life Centre Toronto, Ontario</b>	<b>\$ 81,583</b>
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This two-year grant will support the Mentoring Internationally Trained Counsellors project. This model offers professional mentoring and supervised work experience to internationally trained psychologists and counsellors, while also mobilizing their skills and experience to meet critical mental health needs in newcomer communities.

Founded in 1983, the Mennonite New Life Centre is a multi-cultural settlement agency that supports newcomer families from diverse cultural backgrounds to participate and contribute in all aspects of Canadian life: social, economic, cultural and political

[www.mnlct.org](http://www.mnlct.org)

<b>Ndinawemaaganag Endaawaad Winnipeg, Manitoba</b>	<b>\$ 80,000</b>
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This grant renewal for three years will support the salary of a full-time counsellor in the Child and Youth Care Worker Certificate Program. The participants of the program are generally former sex-trade workers who face many barriers to being successful in completing their certificate program.

The Ndinawemaaganag Endaawaad is a response to the well-documented need for a culturally appropriate resource for the growing numbers of Winnipeg's Aboriginal children and youth living on the streets.

[www.ndinawe.ca](http://www.ndinawe.ca)

<b>Ontario College of Art &amp; Design Toronto, Ontario</b>	<b>\$ 25,000</b>
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This one time grant will allow the organization to hire a research assistant to explore and catalogue community-based education internships and student placements for students in the Faculty of Art.

OCAD University has more depth and breadth in visual arts and design programs than any school of its kind in Canada. OCAD U offers its students a unique environment that combines studio-based learning with critical inquiry.

[www.ocad.ca](http://www.ocad.ca)

<b>Prairie South School Division No. 210 Moose Jaw, Saskatchewan</b>	<b>\$ 50,000</b>
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This is a grant for two years of funding to support the Extended Transitions Program. This program tracks and follows high-school students and identifies those at risk of not completing their education, and those who may fall between the cracks after graduating, to ensure they continue with their education, achieve employment and/or become enrolled in a career-related employment program.

The Prairie South School Division was created in January 2006 as a result of the amalgamation of seven legacy school divisions. The division encompasses much of south-central Saskatchewan, including Moose Jaw and Assiniboia.

[www.prairiesouth.ca](http://www.prairiesouth.ca)

<b>St. Francis Xavier University Antigonish, Nova Scotia</b>	<b>\$ 249,661</b>
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This three-year grant is to fund the Peer Mentorship Program. This program recruits third and fourth-year students to mentor first-year students. The peer mentors, many of whom are psychology students, are provided with extensive training and support. This helps relieve the pressure for demand on counselling resources and on services in a small rural university town.

St. Francis Xavier University offers what so many of Canada's top students are seeking: a high quality education focused principally on undergraduate courses in a vibrant residential setting. Recognized as one of the finest schools in Canada, St. FX is meeting the needs of today's undergraduates through outstanding teaching, exceptional hands-on research experiences, the very best in a residential community, and unique opportunities to make a contribution to communities at home and abroad.

[www.stfx.ca](http://www.stfx.ca)

<b>Université Laval Québec, Québec</b>	<b>\$ 50,000</b>
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This grant renewal for two years will continue to support the Mentorship Program in developing a practical pedagogical tool to help university students enter the job market.

Université Laval traces its origins back to 1663, when Monseigneur François de Laval, the first bishop of New France, founded the Séminaire de Québec with the authorization of the King of France, Louis XIV. A Royal Charter creating Université Laval was granted to the Séminaire de Québec by Queen Victoria in 1852. A few years later, in 1878, Université Laval opened a second campus in Montréal to offer higher education teaching in that city. Université Laval's "Montreal branch" became Université de Montréal in 1920. Université Laval has been a pioneer in program assessment and strategic planning, and remains at the vanguard of the internationalization of teaching and research.

[www.ful.ulaval.ca](http://www.ful.ulaval.ca)

<b>YES Montréal Montréal, QC</b>	<b>\$ 126,000</b>
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A grant renewal for three years will continue supporting the Québec Employment Services Roundtable. Begun in 1997, the Roundtable has grown through partnership building and information sharing. It brings together career professionals from various organizations that provide employment and entrepreneurial services locally and provincially.

Québec Employment Services was created in 1997, to collectively understand and adapt to the implications of the restructuring of government funding to English-language employment service organizations across the province.

[www.yesmontreal.ca](http://www.yesmontreal.ca)

<b>YMCA of Greater Vancouver Vancouver, BC</b>	<b>\$ 442,446</b>
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This grant will support two initiatives:

1. Help the expansion of services offered at the Nanook House: A Child and Family Developmental Centre project.
2. Fund the replication of Nanook House hub-of-service model at the new Robert Lee YMCA in downtown Vancouver.

The YMCA of Greater Vancouver is well known charity that has served the community since 1886. The program and services have changed throughout the years, but its commitment to bringing people together has remained constant. Currently, as the largest provider of Children's services in BC.

[www.vanymcaca.org](http://www.vanymcaca.org)

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## CONTINUING PROJECTS 2010

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Black Coalition for Aids Prevention (BlackCAP)	\$65,802
Canadian Council for Aboriginal Business	\$50,000
Canadian Youth Business Foundation	\$80,000
Canadian Education and Research Institute for Career Counselling (CERIC)	\$140,900
Compétences Québec	\$15,000
Concours Québécois en Entrepreneuriat	\$10,000
Employment & Education Centre (EEC)	\$51,000
Family Services Association of Toronto	\$125,000
Family Services Ottawa	\$50,000
Hull Child and Family Services	\$12,500
La Parentele de Laval	\$12,500
Lieutenant-Governor of Saskatchewan	\$55,000
Memorial University of Newfoundland	\$113,900
Ndinawemaaganag Endaawaad Inc	\$10,000
OAYEC	\$75,000
Partners for Youth	\$10,000
Pathways to Education	\$50,000
Prairie Soth School Division No. 210	\$15,000
Queen's University Career Services	\$61,800
Read to Me Foundation	\$100,000
Returning to Spirit	\$75,000
Sabawoon Afgan Family Education/ Afghan Association of Ontario	\$36,500
Seed of Hope Foundation	\$30,000
SKETCH	\$81,250
St. Stephens Community House	\$20,000
The Canadian Hearing Society	\$35,000
The Learning Partnership	\$30,000
The Mount Royal College	\$10,000

University of Victoria	\$40,000
University of Western Ontario	\$34,000
Vancouver Island University	\$12,700
Woodgreen Community Centre	\$117,000
YES Montréal	\$61,064
York University Foundation	\$75,000
YouthLink	\$50,000
YWCA Muskoka	\$74,000
YWCA Halifax	\$100,000
YWCA of Greater Toronto	\$75,000

## **GRANT SUMMARY**

**2010**

Grant Payments Approved in 2010	\$2,709,312
Grant Payments Made in 2010	\$2,596,920
Number of Grants Approved in 2010	22
Number of Active Grants in 2010	39
Grants Approved for Payment in 2010 and Beyond	\$6,481,706

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## **FUNDING CRITERIA AND GUIDELINES**

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The goals of the Foundation are:

- To promote effective delivery of career counselling through reputable and credible organizations (educational, religious and community) to individuals involved in a process of career development;
- To encourage and support information and evaluation centres for career counselling;
- To work towards the professionalization of counselling and promote public education which clarifies the role and qualifications of counsellors; and
- To encourage and support programs which contribute to healthy child development especially for those groups of parents and children known to be at greatest risk.

Projects which partner community resources are preferred. All grants are time limited and subjects to an annual review.

Application for grants which fall within the guidelines will be considered by the Board of Directors of the Foundation. Approval or rejection of a grant will be at the discretion of the Board. The Board generally meets to consider application 3 to 4 times per year. In order to be considered, full proposals must be received at the Foundation offices no later than one month prior to the scheduled meeting of the Board.

An organization or institution submitting a request for funds to The Counselling Foundation of Canada must:

- Be a registered charitable organization;
- Have a permanent employee competent and available to implement the project; and
- Be willing to provide an accounting of the funds granted, signed by the financial officers of the institution/organization.

The order of priority for grants, according to geographic location is:

1. Toronto
2. Ontario
3. Canada

Submissions must include:

- Project budget with revenue sources and all expenditures detailed according to the calendar year(s) and/or portion of calendar year;
- Audited financial statements for last fiscal year and year-to-date financial statements;
- A list of the Board of Directors and relevant Advisory bodies; and
- Supporting references from community figures knowledgeable in the field.

Applicants may submit electronically and additional information and sample proposal are available at: [www.counselling.net](http://www.counselling.net).

Submissions should be addressed to:

Bruce Lawson  
Executive Director  
18 Spadina Road, Suite 200  
Toronto, Ontario M5R 2S7  
[info@counselling.net](mailto:info@counselling.net)

Grants are not made for research projects, building funds, emergency funds, deficit financing, endowments funds, equipments funds, mass fundraising appeals, long-term funding, capital funds, awards fellowships, bursaries, or to individuals.