



The Counselling
Foundation of Canada

2012

Activity Report



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CHAIRMAN'S REVIEW OF 2012

2012 will go down in our history as a year of great promise for The Counselling Foundation of Canada. As you may have read in our 2011 Activity Report, the Board decided the time was ripe to develop a new strategic plan in December 2011.

There were several factors that led us to decide it was an opportune time to do so. First of all, it had been eight years since we had last undertaken a strategic planning exercise. The previous plan, created around 2004, had served us well particularly as it was developed during the time the Foundation was launching the Canadian Education & Research Institute for Counselling (CERIC).

Creating an institute had long been a concept within the Foundation, dating as far back to the 1960s in some correspondence from my father, Frank Lawson. Again, in the late 1970s, former Executive Director Elizabeth McTavish sketched out some of the elements of what such an institute would do. But it would take another 25 years before Jean Faulds, Riz Ibrahim and a dedicated group of volunteers would come together to lay the groundwork for CERIC.

When CERIC began, it had an initial mandate to fund some research programs in the area of career development, and to operate three major programs:

- ContactPoint.ca & OrientAction.ca – English & French language online communities for multi-sectoral career professionals
- The Canadian Journal for Career Development – run in partnership with Memorial University of Newfoundland
- Create a national conference on career development – Cannexus was launched in 2007, and is now Canada's largest, bilingual national conference on career development

In the intervening years, CERIC has grown substantially to become our biggest investment, and it is clear that this investment is paying off. CERIC's programming has grown substantially to include a Graduate Student Engagement Program, the new *Careering* magazine, professional development webinars, mini-forums, virtual Cannexus (rebroadcasts of Cannexus sessions), and numerous ground-breaking research projects.

The second factor that led us to undertake a strategic planning process was the evolving role of the philanthropic sector in providing leadership in advancing innovation in the charitable sector and carving out an increasing role in developing public social policy. In an era where governments at all levels pull back from policy development and program funding, while becoming more risk averse, there is an ever increasing need to focus philanthropic efforts on root causes, social determinants, and upstream drivers that can result in leveraging resources.

The third factor was the way in which technology is continually changing the landscape in which we operate. In the same way that ContactPoint.ca and OrientAction.ca allowed for new ways for career professionals to work together and share resources, further advances in technologies are allowing for



new voices to emerge, new ways for people & communities to connect as well as organize themselves, and decreasing timelines to respond to issues.

Finally, the continued sluggishness of the world economy and the effect it continues to have on our endowment funds means we must be more focused on how our granting investments are delivering maximum returns, both in terms of their immediate impacts on the institutions and communities where they are operating, but also the ripple effect they generate by sharing the knowledge generated.

Coming to the end of the 2004 plan, with CERIC firmly established and growing, it was important for the Foundation to step back, consider what we have accomplished and contemplate what we want to do looking forward. It turned out to be a very interesting process, leading to a lot of self-reflection as an organization and new insights.

To facilitate the process, the Board created a Strategic Review Committee and hired an outside consultant to lead this initiative. This committee reviewed a series of documents pertaining to the Foundation's 50+ year history, notes from past strategic planning sessions, and readings about the changing nature of philanthropy.

Very important to the process was that not only did we look inwardly, but we consulted a broad range of external stakeholders too. These key informants were a mix of representatives from the career development, philanthropic, education and social service sectors, many of whom we have worked with in the past. We felt it was very important to get external views on the trends and environmental forces that are impacting the sectors in which we operate. Furthermore, we wanted to know if what we thought about The Counselling Foundation of Canada was validated through external opinions. It wasn't enough for us to know what we thought about ourselves, but learning what others thought about us needed to inform this process.

The combination of research and findings allowed for a healthy internal discussion and for the Foundation to clarify its mission, vision, values and guiding principles (see Appendix 1). At our December 2012 meeting, the Board passed a new *Strategic Plan*, which articulates its renewed focus on the career development sphere, and a reduction in some of the more general social service-related programming that we have supported in the last two decades.

In addition to strengthening our governance and operational practices, and increasing transparency, the Foundation articulated some priority areas where it plans to engage and apply its resources. These areas of focus are:

- 1. Help Foster a Sense of Clarity About and Recognition of the Value of the Career Counselling & Career Development Field**

The career counselling and career development field is highly fragmented, and crosses multiple sectors and industries – from secondary & post-secondary counsellors, governments at all levels, private sector career coaching and outplacement agencies, human resources professionals, social service agencies, vocational guidance, immigrant and aboriginal serving agencies, and the like. Our



research shows that career practitioners have high levels of education, but are often not appropriately compensated nor recognized for the important work they do.

2. Actively participate in the Discussion of the Link between Education and Work in Canada

Elements of the Canadian economy can be characterized as having jobs with no people and people with no jobs. In some cases, there are disconnects between the government & industrial policies, educational institutions and the needs of the labour market, and how Canadians get streamed towards careers. We are looking at ways in which we can become more engaged in this area and catalysts for dialogue and action.

3. Becoming More Active in the Philanthropic and Charitable Sectors

We are looking at other ways in which we can support the sectors in which we participate, and help to build resources and structures that allow the third sector to deliver ever greater impacts.

As part of our effort to increase transparency, an abridged version of the *Strategic Plan* is now showcased on our website, and over the coming months, the website content will both grow and change to better communicate our intentions. I want to thank the members of the Strategic Review Committee for their hard work. I also want to thank those individuals who participated as key informants. And, thank you to MacPhie & Co., our external consultants, who facilitated the work.

2012 also witnessed the culmination of the two-year collaboration with several other foundations and Aboriginal organizations for the Ashoka Canada “Changemakers Initiative: Inspiring Approaches to First Nation, Métis and Inuit Learning”. The collaboration served to highlight some of the very promising ideas and programs that are helping create better opportunities for Aboriginal Peoples across the country.

In addition to Foundation staff being a key participants on the project’s Steering Committee, the Foundation and CERIC were proud to provide three awards to recognize organizations engaged in career development and workplace learning. The three winners were:

- Nunatsiavut Government Sponsored Bachelor of Social Work program
- Saanich School District’s Trade Awareness Skills & Knowledge program
- University of Victoria’s Balancing Strategies: Self-Directed Life and Career Exploration for Indigenous Students

On behalf of the Foundation, I would like to thank the team at Ashoka Canada for their steadfast commitment to making the initiative the great success it was. Thank you, too, to our partners – both those who sat on the Steering Committee and those organizations that provided support and endorsements of the important work we were trying to achieve. I would also like to thank Dr. Cindy Blackstock who served as an advisor to the project. Cindy’s extraordinary leadership and commitment to Aboriginal Peoples, particularly First Nations’ children, is exemplary.



The Counselling Foundation of Canada

Finally, thanks to Clint Davis, then President of the Canadian Council for Aboriginal Business, for chairing the Foundation's awards selection committee.

The Foundation continues to believe that the future of the career counselling and career development field is important for the personal development and economic prosperity of Canadians, and that we can have a positive influence in pushing it to the next level by funding worthwhile projects within our sphere across the country. We are confident we have a role to play in ensuring all Canadians achieve their potential for the betterment of Canada. We remain cautiously optimistic that the slow but steady economic recovery will take hold and better times lay ahead.

In closing, I would like to recognize the Boards, Members and staff of the Foundation & CERIC, as well our grant recipients for their hard work over the last year. Together, we are working to change the lives of Canadians for the better.

Sincerely,

Donald G. Lawson
Chairman of the Board



Appendix 1 – Mission, Vision, Values and Guiding Principles from our new Strategic Plan

Vision:

A day when all Canadians are living purposeful and productive lives, helping to build a better, more prosperous society.

Mission:

The Counselling Foundation of Canada champions learning and career development to help Canadians nurture the gifts and talents within themselves.

Values:

Since Frank G. Lawson created The Counselling Foundation of Canada in 1959, the same core values and beliefs have shaped our efforts and activities.

We believe in the positive impact one person can have on many.

We believe in leaders, and in supporting the kind of leadership that can be a catalyst for change in our communities. The kind of leadership that inspires action, invites innovation, and gets results.

We believe that when people have access to career counselling and career development, they make better decisions about their lives – allowing them to understand their talents and skills, and to pursue their passions.

Ultimately, we believe in people. And in allowing and challenging people to live better, happier and more fulfilling lives. By so doing, we believe they will contribute to a healthier and more prosperous Canada.

Guiding Principles:

Be Bold. We take smart risks, and provide leadership by addressing complex and challenging issues.

Collaborate. We build our relationships on a foundation of trust that allows for flexible partnerships, while promoting learning within our community so practices can be communicated, built upon and improved.

Maximize our Impact. We support partners and initiatives that have the potential to deliver significant change – either directly or through a ripple effect.

Invest in Leadership. We know that leadership begets results, and we look to fund exceptional leaders who can deliver on an initiative, regardless of its scope or scale.

Think Long-term. We acknowledge that it takes time to affect large scale societal change.



EXECUTIVE DIRECTOR'S REVIEW OF 2012

It is safe to say that 2012 was another very eventful year from an operational and granting standpoint at The Counselling Foundation of Canada. Much time and energy was spent this year on developing our new Strategic Plan. The planning process generated a lot of discussion both with Board and Members of the Foundation, but also internally with staff. And, it was an interesting process to balance the aspirational nature of the change we think is possible and where we believe we can play a role, while being realistic about how much our small team can manage.

The past year was similarly momentous for the Canadian Education and Research Institute for Counselling (CERIC), a charitable organization the Foundation launched in 2004 and continues to support to advance education and research in career counselling and career development. I would like to take this opportunity to share with you some of the highlights of what transpired over the past 12 months and provide a glimpse at some of the Foundation's plans for 2013.

Enhancing the Foundation's Effectiveness

As mentioned in last year's Activities Report, 2011 was a starting point of an investigative process to identify ways to streamline our grant-making processes. This multi-faceted knowledge-gathering initiative was completed in 2012. We subsequently revised several operational mechanisms pertaining to funding request, grant awarding and monitoring measures. These include:

- A Granting Process Timeline (explaining the typical timelines of the funding request process);
- A Project Scope/Planning 101 Presentation (providing insight into some considerations to think about when designing a project to address a social problem);
- Grant Letter of Agreement (outlining the payment schedule, reporting expectations & timetables, and knowledge dissemination benchmarks that align with the grant recipient organization's timing and project milestones);
- Sample Letter of Intent and Sample Grant Applications (offering the type of information required to complete each form);
- Grant Reporting Templates and Sample Grant Reports (providing guidance to meet reporting expectations).

It is important to note that we made these changes keeping in mind that, although we need to gather information that is critical to decision-making, our procedures must not unduly burden those who seek support from our foundation. To that end, we convened two panels of grant recipients to review and test the new mechanisms to ensure that they were not administratively burdensome. This process had the commensurate effect of convincing us of the need to adopt an online funding application and reporting tool. Implementing a new technology platform will allow grant-seeking organizations and



grant recipients to interact with us more efficiently. We therefore began exploring our options at the end of 2012 with the intention of implementing a comprehensive grant management system to facilitate the funding application and monitoring process, which we expect to be fully implemented in 2013.

The knowledge-gathering process also provided valuable insight prompting us to increase our transparency and create knowledge transfer activities to better explain what we do. The introduction of our *Foundation Happenings* e-newsletter (to be broadcast three to four times per year) and the addition of further descriptive content in our yearly *Activity Report* (the respective Chair and Executive Director's Reviews) will hopefully better inform people about our mission, vision and aims as well as the factors that influence our mission-based work. We are likewise planning to revise and add more content to our website in 2013 to ensure that the material is in line with the outcomes of our 2012 Strategic Review; and, we have posted an abridged version of the *Strategic Plan* on our website.

Supporting Career Service Professionals through CERIC

The Foundation is extremely pleased that its impact on the field of career service professionals through the work of CERIC continues to grow. For instance, 2012 was a banner year for CERIC's yearly national career development conference, Cannexus. This conference is designed to promote the exchange of information and explore innovative approaches in the areas of career counselling and career development. Over 700 attendees were on hand at Cannexus12 to hear the memorable keynote presentations of Mark Savikas, Trey Anthony and Michael Adams. The conference offered more than 120 education sessions, covering all aspects of career development along with many networking opportunities.

Cannexus12 also allowed CERIC to reveal the findings of the Survey of Career Service Professionals it had undertaken to explore research and education issues as well as career competency and mobility from the field. This online survey was completed by over 1,000 respondents. Various information documents emanating from the survey were released throughout 2012—Highlights Report, Cross Sectional Comparison, Sector Comparison, Regional Perspectives, Sector Perspectives—offering different snapshots of the composition of the career services community including some of its interests and challenges, along with professional development and information needs.

Our support also allowed CERIC to hold a series of events across the country to better inform relevant stakeholders (such as sector councils, provincial labour market ministries, federal labour ministries, etc.) about how its programming supports career development professionals and professional development. These events likewise enabled CERIC to identify prospective partnerships that could be developed to meet its programming goals and to build goodwill.



CERIC also introduced several new initiatives in 2012 to support those in the career development field. For instance, ContactPoint.ca launched CareerWise, a weekly compendium of a sample of articles on career counselling and career development aiming to keep career service professionals current while enriching their your work and saving them time. The website also introduced a Reports & Trend Section which provides links to reports, briefs and other types of trends documents of interest to career service professionals. Over 400 materials were catalogued in this inaugural year. CERIC also offered rebroadcasts of Cannexus content online as well as professional development webinars, and it is committed to continuing to provide this type of affordable and convenient learning opportunities for career practitioners.

Lastly, 2012 marked the 10th Anniversary of the Canadian Journal of Career Counselling, an academic journal developed in partnership with Memorial University which publishes the latest in career development theory, as well as best practices. An anniversary publication to mark this important milestone was published with all the articles that appeared in this peer-reviewed publication over the past decade. We are likewise planning to celebrate CERIC's 10th anniversary in 2014. Plans are in the works for several initiatives to mark this anniversary.

Third-Sector Activities

The Foundation stepped up its commitment to supporting other grantmakers and charities across the third-sector in 2012. Most notably, the past year saw the close of Ashoka Canada's very successful Changemakers Initiative "Inspiring Approaches to First Nations, Métis and Inuit Learning". In 2010, we teamed up with The J.W. McConnell Family Foundation, the Martin Aboriginal Education Initiative and Ashoka Canada to collaborate on the development of an online crowd-sourced effort to gather and catalogue ideas, promising projects and effective programs that support Aboriginal learners in Canada. As we progressed with the project, we were joined by a number of other grantmakers and organizations representing Aboriginal Peoples. By the close of the three-month entry phase of the crowd-sourced initiative, 266 entries had been submitted.

Not only did the initiative offer awards which were publicly voted upon, but there were also awards offered by particular funders related to specific geographic or programmatic themes. In the end, 30 award winners were invited to attend a Summit in Ottawa on April 16 - 18, 2012 to celebrate the innovative and promising practices taking place across Canada. The summit featured keynote talks with Mary Simon (then President of Inuit Tapiriit Kanatami), President Clément Chartier of the Métis National Council, the Right Honourable Paul Martin, former National Chief of the Assembly of First Nations Phil Fontaine and Commissioner Wilton Littlechild of the Truth and Reconciliation Commission.

We carried out a follow-up survey in the Fall to chronicle the outcomes of this initiative in the six months since the Summit. The findings from this research clearly show that the Changemakers Initiative had broad-ranging impacts including promoting robust knowledge-sharing and building



alliances amongst third-sector stakeholders working in this sphere. Most importantly, this national collaboration allowed several agencies to access various new resources from grantmakers. Our experience in this collaborative initiative proved to us that the Foundation must participate in more collective opportunities in the future, and that bringing together governments, private sector, foundations and non-governmental organizations greatly enhances our ability to tackle complex social problems.

Now that the Changemakers Initiative is behind us, the Foundation remains actively engaged in the sphere of Aboriginal learning through our participation in The Circle on Philanthropy and Aboriginal Peoples. The Circle held a gathering on education in December 2012 that built upon the work of the Changemakers Initiative Summit and kept the dialogue going, and another is planned for 2013.

The Foundation also sought to support grantmakers in 2012 by awarding a grant to Philanthropic Foundations Canada (PFC) to expand its operations. PFC promotes the growth and development of effective and responsible foundations and organized philanthropy in Canada through provision of membership services, resources and advocacy. The Foundation played a role in the development of PFC's *Good Grantmaking: A Guide for Canadian Foundations* made available in 2012. This guide was designed to help grantmakers better understand the key steps in the grantmaking cycle; assess and develop their own grantmaking practices; and optimize the quality of their relationships with grantees and the effectiveness of their grants management. We also convened three PFC member lunch meetings at our office. These gatherings provide grantmakers an opportunity to learn about topics that affect their work and network with their peers. The Foundation is committed to continuing to provide this type of support as we believe it is our responsibility to do our part to promote an effective and efficient third-sector community. In fact, we are planning to launch a similar initiative to deliver professional development and networking opportunities to our grant recipients. We expect to hold the inaugural session in 2013 in the hopes of providing a much-needed talent development option for service-providing agencies.

Commitment to Innovation

The Foundation continues to strive to support innovative and bold initiatives that have the potential for the greatest impact. The Board approved twelve grants in 2012, and here is a sampling which demonstrates how we are striving to help foster innovation:

- The **Hospitality Workers Training Centre (HWTC)** is a non-profit enterprise in Toronto initiated by the UNITE HERE Local 75 Union working in partnership with a number of major hotels and food service organizations to develop a Hospitality Career Pathways Demonstration model. HWTC is creating a career laddering approach to provide incumbent hospitality sector workers in Ontario much needed access to professional development. They are also developing a business case for training linked to career pathways as a strategy to



create opportunities for Canadians that have experienced barriers to employment, while adding value to the hospitality industry, a sector projected to grow substantially in the coming decades.

- A multi-year grant was also offered to the **Service de Placement de l'Université Laval** to refine its Webfolio tool, including the addition of college and entrepreneurship modules. The university's career center introduced Webfolio in 2009 to provide its students with a resource for career-related reflection to ensure that they adopt the best strategies in considering their career choices. Funding from the Foundation will allow for the introduction of the Webfolio online tool implementation within the province's C.E.G.E.P. system. This grant will likewise permit career and employment centers across the province to access this resource for their clients. The tool will be available in both French & English.
- The Board provided a grant to Nova Scotia's **Futurworx Society** to digitize their Employability Skills Assessment Tool (ESAT). ESAT is an instrument intended to help employment counsellors assess and develop the soft skills of their clients, the lack of which can often be barriers to employment. We are confident that once the tool is tested, the end result will be a resource that will improve the employability of many hard-to-employ and underemployed Canadians.

I will close by offering my thanks to the many wonderful and dedicated people with whom I have had the pleasure of working over the last year – through our Changemakers Initiative collaboration, the Strategic Review process, our grant recipients, the Boards, Committee Members & staff of both the Foundation & CERIC, and through my own volunteer roles. I am humbled by your passion and dedication to improving the lives of Canadians.

Yours sincerely,

Bruce G. Lawson
Executive Director



NEW GRANTS APPROVED 2012

Actua	\$200,000 over three years
Black Coalition for AIDS Prevention	\$60,000 over two years
First Nations Child & Family Caring Society of Canada	\$10,000 one time
First Work	\$20,000 one year
Futureworx Society	\$35,000 one year
Hospitality Workers Training Centre	\$20,000 one year
National Reading Campaign	\$30,000 over three years
Ndinawemaaganag Endaawaad Inc.	\$60,000 over two years
Ontario College of Art & Design University	\$135,000 over three years
Philanthropic Foundations Canada	\$45,000 over three years
St. James Drop-in Centre	\$77,666 over two years
Université Laval	\$150,000 over three years
University of Toronto	\$50,000 one year
York University	\$45,000 one year



GRANTS APPROVED 2012

Actua Ottawa, Ontario	\$200,000
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This three-year grant will allow Actua to develop and incorporate a formalized approach to career development into its outreach programming for Aboriginal children and youth aged 8-14. Most current career development approaches, such as Guiding Circles, are designed for adults, so Actua will be developing a new methodology that engages a younger audience.

Actua is a leading youth science, technology, engineering and math (STEM) outreach organization with a network of thirty-three members located at colleges and universities across the country. Actua breaks down barriers to youth engagement in these fields through the delivery of hands-on educational experiences that inspire all youth – regardless of their location, socio-economic situation, gender or ability – to achieve their potential and fulfill their critical role in the world.

www.actua.ca

Black Coalition for AIDS Prevention (Black CAP) Toronto, Ontario	\$60,000
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This grant renewal will provide continued support of the Kazi Program. This initiative is helping to reduce barriers to employment for people living with HIV/AIDS, who are doubly marginalized by their HIV status and race, by supporting them to enter and re-enter the workforce through career planning, training and education.

Black CAP is a Canada's largest black AIDS service organization and has worked to build support specific to our community/population for more than 20 years.

www.black-cap.com

First Nations Child & Family Caring Society of Canada Ottawa, Ontario	\$10,000
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This grant is in recognition of the leadership and advisory role that Dr. Cindy Blackstock played in Ashoka Canada's Changemarkers Initiative, *Inspiring Approaches to First Nation, Métis & Inuit Learning*, as well as the important work the organization is doing to improve education and life outcomes for First Nations people in Canada.

This organization is ensuring First Nations children and their families have equitable opportunities to grow up safely at home, be healthy, achieve their dreams, celebrate their languages and culture and be proud of who they are.

www.fncfcs.ca



First Work Toronto, Ontario	\$20,000
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This grant renewal will support the formalization of an organizational structure for the National Youth Employment Coalition, and build a nation-wide sustainability plan, including a variety of funding initiatives to sustain this coalition over the long-term.

First Work supports and advocates for the development and delivery of youth employment services in Ontario. First Work has emerged as the leading forum for the exchange and development of knowledge and practices related to youth employment in Canada; it hosts the Futures Youth Employment Conference and, operates Evidence, a non-profit program evaluation firm dedicated to program improvement in the delivery of youth employment programs.

www.firstwork.org

Futureworx Society Truro, Nova Scotia	\$35,000
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This one-year grant supports the digitization of the Employability Skills Assessment Tool (ESAT), a tool designed by Futureworx Society to help assess clients' development of employability skills. This resource helps both clients and employment counsellors more objectively measure clients' soft skills, so they can create strategies to make them more employable over time.

Futureworx Society is non-profit community based organization that works with people facing employment obstacles to help them realize their full potential. Since its founding in 1984, Futureworx Society has provided training programs, job fairs and employment services to youth, older workers.

www.futureworx.ca

Hospitality Workers Training Centre Toronto, Ontario	\$20,000
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An interim grant was awarded to further the creation of the Pathways Demonstration Model and develop a business case for training linked to career pathways as a strategy to reduce poverty while adding value to the hospitality industry, which is a sector projected to grow substantially in the coming decades. The model is based on an initiative created by the hospitality sector in Las Vegas.

The Hospitality Workers Training Centre is an incorporated independent non-profit enterprise initiated by UNITE HERE Local 75. Its mission is to facilitate career pathways in the hospitality (hotel and food service) industry through training for incumbent workers, as well as new entrants with a focus on preparing marginalized job-seekers to provide them with experience and in-demand skills for entry level positions.

www.hospitalitytrainingcentre.com



**National Reading Campaign
Toronto, Ontario**

\$30,000

This three-year project is intended to address the gap in services to new Canadians, providing support for them to move beyond sustenance issues and press forward into what truly makes them Canadians. The grant will support the creation and distribution of materials for new Canadians to be accessed at public libraries and agencies as a means of promoting Canadian Literature as a way of learning about Canada and Canadians.

The National Reading Campaign, established as a not-for-profit in 2012, is dedicated to the principle that reading is essential to the well-being and happiness of an individual, and to that person's capacity to act as a citizen in a democracy.

www.nationalreading.ca

**Ndinawemaaganag Endaawaad Inc.
Winnipeg, Manitoba**

\$60,000

This two-year grant renewal will continue to support the salary of a full-time counsellor in the Child and Youth Care Worker Certificate Program. The program's participants have been involved in the sex-trade and face multiple barriers to completing their education and achieving employment. Student retention has increased from roughly 40% to over 90% since funding from the Foundation allowed it to add counselling support to the Child and Youth Care Certificate Program, and the greater majority of their graduates are successfully transitioning into employment in this field.

Ndinawemaaganag Endaawaad is an integrated service organization for youth, focusing on providing shelter and culture, recreation, outreach and support programs. It responds 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

**Ontario College for Art & Design University
Toronto, Ontario**

\$135,000

This three-year grant will help shape and deliver the institution's mandate of providing unique experiential learning and career preparation for undergraduate and graduate art and design students.

Ontario College for Art & Design University is the country's oldest and largest university of art and design. It offers more depth and breadth in visual arts and design programs than any other institution in the country. Graduates include artists, designers, cultural leaders, educators, innovators, creative thinkers and strategist working and practicing in a wide range of disciplines and fields.

www.ocadu.ca



Philanthropic Foundations Canada Montreal, Quebec	\$45,000
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This three-year grant will allow Philanthropic Foundations Canada to (a) expand its infrastructure to become a hub for organized philanthropy in Canada, (b) increase information and resources for members, and (c) advocate for the public policy structures and regulatory environment that will best support grantmakers.

Philanthropic Foundations Canada is a member association of Canadian grantmakers, including private and public foundation, charities and corporations. It was created as a non-profit membership association in 1999.

www.pfc.ca

St. James Drop-in Centre Montreal, Quebec	\$77,666
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This two-year grant will allow the organization to hire a full-time Life Skills Facilitator to support the “StreetSuds/La BuandeRue Transitional Employment” project. This social enterprise, providing professional laundry services, builds upon and combines two others models, to provide a transitional employment program, including skills training, job experience, and lifeskills workshops to individuals dealing with precarious housing.

Since 1985, the St. James Drop-in Centre has catered to people dealing with issues related to homeless, mental illness and addiction. It offers basic services such as hot nutritious meals, access to showers, and clean clothes, they also provide counselling, crisis intervention, monitoring of medication and assistance accessing welfare services.

www.stjamescentre.ca

Service de placement de l’Université Laval Quebec City, Quebec	\$150,000
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This three-year grant will support the implementation of the college component of the Webfolio in both English and French across the province’s CEGEP system. This online tool was launched in 2009 to help the institution’s students consider their career options and educational pathways.

The Service de placement de l’Université Laval falls under the responsibility of the Office of the Vice Rector, Academic and International Activities. Its role is consistent with the educational mission of Université Laval by implementing a set of programs and professional services to ensure an understanding of the students and graduates’ needs as well as those of business and internal and external partners in order to greatly facilitate their job search and transition to the labour market.

www.spla.ulaval.ca



**University of Toronto
Toronto, Ontario**

\$50,000

This one-time grant will allow for the updating and conversion to an electronic format of all current modules, as well as the creation of several new modules, of the *Working with Families Workbook*. This resource, covering a variety of medical & non-medical issues, as well as cultural and generational competencies, provides a professional development tool for medical professionals, including physicians, nurses and pharmacists, who are often a first point of contact for a variety of issues experienced by their patients.

The Department of Family and Community Medicine at the University of Toronto is North America's largest department of family medicine with over 900 faculty. Through its history, the Department has demonstrated creativity and leadership in many areas-primary care renewal, emergency medicine, inner city medicine, women's health.

www.dfc.utoronto.ca

**York University
Toronto, Ontario**

\$45,000

A one-year grant renewal was provided to continue the mentorship program for York University students with Asperger and other with Autism Spectral Disorders (ASD). The program matches graduate students in Psychology with students with Asperger and ASD to help them to successfully complete their education. Funding will also allow the program to add a new summer employment module.

York University is a leading interdisciplinary research and teaching university in Canada. York offers a modern, academic experience at the undergraduate and graduate level in Toronto – Canada's most international city. The third largest university in the country, York is host to a dynamic academic community of 55,000 students and 7,000 faculty and staff, as well as 250,000 alumni worldwide.

www.yorku.ca



GRANTS PAYMENTS IN 2012

Actua	\$15,000
Black Coalition for AIDS Prevention	\$40,000
Canadian Council for Aboriginal Business	\$50,000
Canadian Education and Research Institute for Counselling (CERIC)	
• Operating grant	\$562,011
• Partnership grants	\$134,624
• Canadian Journal of Career Development (in partnership with Memorial University of Newfoundland)	\$56,400
• OrientAction (in partnership with Société GRICS)	\$84,500
Career Trek	\$65,000
Davenport Perth Neighborhood Centre	\$12,500
Family Services Ottawa	\$117,500
Family Service Association Toronto	\$50,000
FCJ Refugee Centre	\$50,000
First Work	\$20,000
First Nations Child & Family Caring Society of Canada	\$10,000
FoodShare Toronto	\$18,750
Framework Foundation	\$40,780
Furniture Bank	\$50,000
Futureworx Society	\$35,000
Inuit Tapiriit Kanatami	\$100,000
Jane/Finch Community and Family Centre	\$15,000
Lesbian Gay Bi Trans Youthline	\$32,000
Martin Aboriginal Education Initiative	\$50,000
McGill University	\$119,500
Memorial University of Newfoundland	\$113,900
National Reading Campaign	\$10,000
Ndinawemaaganag Endaawaad Inc.	\$40,000
Nippising University	\$40,000
Ontario College of Art & Design University	\$50,000
Partners for Youth	\$10,000
Near North School District	\$50,000



Pathways to Education Canada	\$25,000
Philanthropic Foundation Canada	\$15,000
Returning to Spirit	\$75,000
Sketch	\$80,000
St. Francis Xavier University	\$82,500
St. James Drop-in Centre	\$35,000
The Canadian Art Foundation	\$15,000
University of Moncton (ACEE du Quebec)	\$26,000
University of Toronto	\$50,000
Vancouver Island University	\$75,000
Youth Employment Services - YES Montreal	\$67,000
YMCA Community Services Vancouver	\$174,160
YMCA Canada East/County of Annapolis	\$15,000
YouthLink	\$30,000
YWCA Halifax	\$105,000
TOTAL	\$2,912,125

GRANT SUMMARY 2012

Number of Grants Approved in 2012	14
Number of Active Grants in 2012	42

Market Value of Foundation Assets At December 31, 2012	\$54,711,283
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	2013	2014	2015
Grant payments scheduled for future years	\$1,805,907	\$748,900	\$136,230



FUNDING CRITERIA AND GUIDELINES

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



The Counselling Foundation of 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. Additional information and a sample proposal are available at: www.counselling.net.

Submissions should be addressed to:

Bruce G. Lawson
Executive Director
18 Spadina Road, Suite 200
Toronto, Ontario M5R 2S7
info@counselling.net

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



FOUNDATION BOARD AND STAFF

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, comprised of a combination of descendants of Frank Lawson and non-family members, and administered by a staff team, led by the Executive Director.

2012 BOARD OF DIRECTORS

Donald G. Lawson, Chair
Lorraine M. Lawson, Vice-Chair
Douglas F. Lawson, Treasurer & Secretary
Jan Dymond, Director
Jaime W. K. Hugessen, Director
Carole MacFarlane, Director
Barbara J. Mason, Director
George Rodger, Director
Dr. Robert Shea, Director

ADMINISTRATION

Bruce G. Lawson, Executive Director
Mario R. Gravelle, Learning & Innovation Analyst
Diana Castano, Executive Assistant & Office Administrator