



The Counselling
Foundation of Canada

2013

Activity Report



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CHAIRMAN'S REVIEW OF 2013

After the many meetings and activities undertaken and documents reviewed during 2012's Strategic Review process, the workload for 2013 seemed much lighter in comparison. But, in looking back, that would be to understate the importance of some shifts which began taking place over the course of the year.

In an effort to increase our transparency, staff updated the content on our website to reflect our new strategic directions and priorities, including posting an abridged version of our Strategic Plan so that it is publicly accessible. With respect to reporting, we have also made strides to become more open; our 2012 Activity Report (published in June 2013) provides more in-depth information about our grants, our future financial commitments, and our asset base.

The Strategic Plan also led us to look at our funding priorities. To that end, we begin the process of extracting ourselves from some of the funding streams that we had undertaken over the last decade. Some areas with more tangential links to career development and employability, such as healthy child development, effective parenting and LGBTQ issues, while important topics, no longer fit squarely within the Foundation's mandate. Recognizing the depth of knowledge that has been generated through some of these programs, we have made a series of exit grants to document the important work that our partnering agencies have undertaken, in the hope that their rich learnings will be sources of inspiration, catalysts for change and program innovation for others who are best positioned to champion these causes.

2013 also brought us to the realization "our baby was growing up". It seemed incredible to imagine that the time had come to celebrate the 10th anniversary of the Canadian Education & Research Institute for Counselling (CERIC). And, when I say incredible, I mean this in two ways: incredible that it was merely ten years ago that CERIC came into being, and has that much time really passed?; but also incredible to see how this organization has not only developed, but blossomed, in its first decade. With its ambitious agenda, CERIC seems to grow exponentially each year, and accomplish on a yearly basis what many would dream of accomplishing in a decade.

With our Ashoka Canada Changemakers Initiative experience recently behind us, the Board approved funding to recognize CERIC's anniversary by initiating the *National Challenge to Promote Career Development*. Launched in August, this initiative crowd-sourced ideas of how to better promote the enormous value that career practitioners provide to Canadians and the Canadian economy. When the crowd-sourcing closed in October, we were delighted to have 80 entries – 67 in English and 13 in French. From there, a panel of multi-sectoral judges reviewed the entries and short-listed ten which were then voted upon by the public. We were amazed that over 4,000 votes were cast during the 3-week public voting period. I am pleased to recognize the three most popular ideas, each of whom was awarded \$5,000, a free registration to Cannexus14, as well as public recognition from the podium at Cannexus; they were:

Natasha Courchene from Université de Sherbrooke "I'm Investing In My Development"

Julia Wiens from Women's Employment Outreach, Halifax "Career Development: It's Not Too Late"

John Horn from Potentiality.com, Vancouver: "Career Swap"



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I encourage you to peruse the submissions as they are still available through the CERIC website at www.ceric.ca/nationalchallenge.

As a private, family-based foundation, we also began the important work of introducing the next generation of family members into the Foundation. We recognize that these young people – teens, twenty- & thirty-somethings – have important lived experiences, thoughts, hopes and aspirations for a better Canada, and that the time was right to start exposing them to the work that has been undertaken since 1959.

As a way of providing historical context to the next generation, the Foundation self-published a history of our first 50 years. While this history is an internal document and not intended to be circulated widely, much of the historical information appearing on our website was generated through the research process, and over time, more of the content will be transferred to our website. I must thank Gwen Harris for the stellar and painstaking job she did, combing our files, researching databases and public archives, and telling our story so compellingly; it has come alive for the generations who will follow in our footsteps.

We also brought together three generations of family members at the YMCA of Metro Toronto's Cedar Glen Conference Centre in June for a day-long facilitated retreat. Cedar Glen was chosen as a symbolic location because of its deep family connections. In brief, it was near and dear to the heart of my father, Frank Lawson, founder of The Counselling Foundation of Canada, who was a long-time supporter of Cedar Glen when it was the United Church of Canada's conference centre; he also had a life-long association with the YMCA; it was at the "Y" where he learned leadership skills as a young man, and where he realized the genesis of what would be his philanthropic legacy: The Counselling Foundation of Canada.

Finally, I want to pay tribute to my sister, Jean Hamm. Apart from being a caring, loving person, Jean has been a pioneer in many respects as she has oftentimes been the first woman to take on roles previously held only by men. Cedar Glen was in fact a case in point. At the time of Jean's involvement, Cedar Glen was owned by the United Church. Over the course of 25 years, Jean not only sat on the operations, finance and program committees, but was also the organization's first and only female Board Chair. She has also made an indelible mark on the Foundation over the past four decades, first as Vice Chair and now in her current capacity as an Honourary Director, and continues to provide wise counsel and sage commentary at the Board table. In recognition of Jean's 90th birthday in July 2013, the Board waived its policy of not funding scholarships and bursaries, and established the *Jean Hamm Girls Leader-in-Training Program* at Cedar Glen, which will allow more opportunities for young women, particularly those who don't have the financial means, to benefit from the leadership programming this organization provides. We hope her example will inspire such pioneering spirit in a new generation of young women.

Sincerely,

Donald G. Lawson
Chairman of the Board



PRESIDENT'S REVIEW OF 2013

While 2012 proved to be a momentous year for the Foundation culminating in the approval of our new Strategic Plan, 2013 has been equally significant as we started the process of operationalizing the direction this document provides.

Implementing the Plan has in large part meant taking a much more intentional approach to the themes and initiatives we choose to support, and those we will no longer fund. This reflects our aim to ensure that opportunities presented to the Board closely mirror the Guiding Principles they approved in the Strategic Plan. And, because we would not want to suddenly leave our partner agencies in the lurch, we have made some “exit grants” as a means of transitioning out of spheres we have previously played a role (for example, effective parenting, early childhood development and LGBTQ issues).

Similarly the guiding force of the work undertaken by Foundation staff to develop the impact of career development professionals, support the third-sector and enhance our organization reflect the core Areas of Focus stated in the Strategic Plan. The following provides evidence of how 2013 saw us put into practice the direction provided by in the Strategic Plan.

Delivering on the Foundation's Guiding Principles

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

The Board approved funding for the International Institute of Child Rights and Development to support the development and piloting of the *Child Protection in Development* (CPID) initiative, a community-based child protection training program in British Columbia. CPID brings together innovative child protection and community development training for young Indigenous professionals, and has been designed in consultation with Indigenous community agencies, youth, families and Elders. The program uses a ladder learning approach that recognizes and values the knowledge resident in the community, enhances the skills of community members, and provides culturally appropriate and accessible training modules that have been developed to meet these aims. Though based in child protection, the training can lead to a variety of human services careers.

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.

The Foundation created a webinar series in collaboration with Enterprising Non-Profits highlighting social enterprise ventures that promote employment skills. This series served to provide an introduction to social enterprises, with a particular focus on those that promote employment training and opportunities. Three case studies of successful social enterprises from across Canada—St. James Drop in Center (Montreal), Furniture Bank (Toronto) and The Prince George Native Friendship Centre (Prince George) – were highlighted in the



series. The webinar series served as a great opportunity to showcase how employment training programs provide tremendous value to social enterprises.

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

The Foundation has supported Futureworx in its creation of the Employability Skills Assessment Tool (ESAT). ESAT is a cloud-based tool which allows agencies and their clients to assess clients' employability skills (The Conference Board of Canada has defined nine employability skills, including teamwork, communication, attitude, and presentation), and tracks progress of these skills over time. Using ESAT, agency staff can provide clients with a graphic representation that highlights the differences between how clients self-assess on the nine employability skill metrics, compare them to how staff assess the client's skills, and use it as the basis for objective learning conversations. The Foundation has also provided funding so that Futureworx could provide face-to-face training and testing of the tool with users in Nova Scotia; facilitated introductions to other Foundation grant recipients across Canada who are also piloting ESAT; and, supported face-to-face training opportunities in Toronto, as well as during the annual Cannexus conference in Ottawa.

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.

The Board provided seed funding to allow the Aboriginal Human Resource Council to launch Kocihta, a new charity that will launch programs to help grow the career potential of Indigenous people in Canada and get them ready for the workplace. The Foundation is confident that the new Kocihta charity will add much needed support to those who are dedicated to the career pathways of Aboriginal peoples.

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

We have been steadily increasing our support of the Canadian Education and Research Institute for Counselling (CERIC), an organization launched by the Foundation a decade ago which provides resources and professional development for Canadians and the career development professionals who support them. In 2013, CERIC's incredible trajectory of growth has seen it continue building Cannexus, Canada's largest national, annual bilingual conference on career development; launch a Summer Skills Academy to meet the face-to-face training needs of career development professionals; engage in a public research study about the state of career development amongst Canadian employers; and launch the *National Challenge to Promote Career Development*.

Acting on the Foundation's Areas of Focus

Much of the Foundation's activities in the past year were undertaken as a means of acting on the Areas of Focus outlined in our Strategic Plan. One of these areas focuses on "helping foster a sense of clarity about and recognition of the value of the career counselling & career development field." As a way of celebrating CERIC's 10th anniversary, the Foundation provided funding to facilitate an



online competition, the *National Challenge to Promote Career Development*, to increase the recognition of the value of career counselling as well as career development professionals in Canada. This initiative surfaced 80 innovative ideas from across Canada, and when the public voting process concluded, the three winners, each from different regions of the country – Natasha Courchenes (Quebec), Juliana Wiens (Nova Scotia) and John Horn (British Columbia) – were celebrated at Cannexus in January 2014. We congratulate and thank all those who participated in this competition!

Likewise, much attention was given to the goal of “becoming more active in the philanthropic and charitable sectors.” To this end funding was provided to support The Circle on Philanthropy & Aboriginal Peoples in Canada’s *All My Relations—Reviving Reciprocity* conference in the fall. This event created a space where funders, not-for-profit organizations, policy makers and others could connect to one another and gain access to new research, innovation and learning among those engaging in the Aboriginal philanthropic sector in Canada. Foundation staff also lent their support over the past twelve months to leading philanthropic organizations — Philanthropic Foundations Canada and The Circle on Philanthropy & Aboriginal Peoples — by volunteering in various executive capacities, participating on committees, and working on research projects.

It is also important to mention the work behind the scenes undertaken in 2013 to build our own internal capacity. The overall aim was to enhance our grantmaking practices by streamlining our funding procedures. Much of this was focused upon developing and implementing an online grants management portal to make it easier for organizations to submit funding requests as well as meet our reporting requirements. Going through this process proved beneficial because it allowed us to examine our procedures with the aim of making them as seamless and user-friendly as possible. Launching this new system took place in early 2014.

Finally, in an effort to be more transparent, we took steps to better explain our work so that third-sector stakeholders could more easily understand our goals and practices. As a result, we published an abridged version of our Strategic Plan; updated our website to provide more detail about some of the projects we have supported and our rationale for doing so; expanded the Foundation’s historical information for the periods *1959 to 1984* and *1985 to Present*; and added biographical content about our Board of Directors and staff. We trust that providing this type of information will only serve to enhance the transparency about the activities we have undertaken as well as the people responsible for this work.

I would like to close by saying that I am indeed blessed to work in a field that not only has potential in and of itself, but which helps other people achieve their unlimited potential. And, I am blessed to have colleagues and friends from across this great country who inspire me on a daily basis and make me aspire to be better and do more.

To the Board of Directors of The Counselling Foundation of Canada – thank you for the faith you have entrusted me in leading the Foundation; I am honoured and humbled.



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And finally, I need to recognize the Herculean efforts of the staff of the Foundation and CERIC, who each and every day they are giving 110% effort and going the extra mile to ensure that Canadians have the most opportunities possible to achieve their potential.

Yours sincerely,

Bruce G. Lawson
President & CEO



NEW GRANTS APPROVED 2013

i. Table of Grants

Canadian Education & Research Institute for Counselling (CERIC) to fund the <i>National Challenge to Promote Career Development</i>	\$15,000 for one year
Dad Central/Papa Centrale	\$98,540 over two years
Family Services Ottawa/Service à la famille Ottawa	\$45,275 for one year
FCJ Refugee Centre	\$100,000 over two years
FoodShare Toronto	\$90,043 over three years
Framework	\$40,000 for one year
Furniture Bank	\$60,000 over two years
Futureworx Society	\$24,801 for one year
Geneva Centre for Autism Foundation	\$23,725 for one year
George Brown College Foundation	\$150,000 over three years
Hospitality Workers Training Centre in partnership with The 519 Church Street Community Centre	\$150,000 over two years
International Institute for Child Rights and Development	\$155,250 over two years
Jane/Finch Community and Family Centre	\$50,000 for one year
Kocihta Charity	\$300,000 over three years
Near North District School Board, Parry Sound High School	\$100,000 over two years
Partners for Youth	\$45,000 over three years
The Circle on Philanthropy & Aboriginal Peoples in Canada	\$100,000 for one year
University of Victoria, Faculty of Education	\$180,000 over three years
YES Montreal	\$50,370 for one year
Youth Fusion/Fusion Jeunesse	\$264,000 over three years



GRANTS APPROVED 2013

ii. Description of Projects

**Dad Central/Papa Centrale
Carleton Place, Ontario**

**\$98,540
over two years**

For several years, the Foundation has been supporting parent engagement programs, including programs targeted at fathers. As we exit this space, we wanted to create some legacy materials to assist agencies across the country with this important work. Dad Central/Papa Centrale is a leader in this space, and our grant will allow it to update its existing father engagement manual, as well as the development/pilot testing of new content and activities community agencies can implement to increase the involvement of fathers in the lives of their children from early childhood to early adulthood. Elements of new curriculum content include culturally-relevant and appropriate tools for Aboriginal and newcomer fathers; content aimed at fathers with children with special needs; young fathers and single fathers; and information that helps fathers develop their own career awareness, as well as how to provide career advice to their children.

Dad Central/Papa Centrale works to provide relevant and well-crafted information for fathers and for individuals, agencies, and programs working with fathers. Its mission is to promote both understanding of and concerted action toward responsible father involvement as a supportive and protective condition of healthy child development and resiliency.

www.dadcentral.ca

**Family Services Ottawa/Service à la famille Ottawa
Ottawa, Ontario**

**\$45,275
for one year**

For several years, the Foundation has been supporting the Around the Rainbow program which works with LGBTQ-headed families, with the aim of reducing discrimination, homophobia, bullying and exclusion experienced by children of LGBTQ-parents in schools and the greater community, as well as educating institutions around emergent issues in gender identity. This final grant will allow the agency to create an “Around the Rainbow Program Manual” (ARPM) that can be used by a range of organizations across the country to develop or expand their services and programming for these families. The ARPM will be divided into two main sections:

- a. a narrative/analytical segment providing an overview of the Around the Rainbow Program history and development;
- b. content explaining program logistics including policies, staffing model and program materials.

Family Services Ottawa/Service à la famille Ottawa is a multi-service charitable organization that has been supporting individuals and families since 1914. Its mandate is to provide services and programs that will help to make lasting improvements in people’s lives.

www.familyservicesottawa.org



**FCJ Refugee Centre
Toronto, Ontario**

**\$100,000
over two years**

FCJ Refugee Centre is launching a program to offer accessible, flexible and community-centric learning opportunities for refugee and non-status youth who face multiple barriers, including access to education, as a result of their immigration status (or lack thereof). Over five flexibly-designed learning semesters, participants will have a chance to learn based on their own goals and interest, aptitudes and abilities, from different presenters and in different environments. These learning opportunities will allow these youth to remain engaged with their education and make informed decisions about their post-secondary education pathway keeping in mind career opportunities.

The FCJ Refugee Centre helps uprooted people overcome the challenges of rebuilding their lives in Canada. The Centre takes a community-driven, open-door approach to offer an integrated model of refugee protection, settlement services, education, and shelter for women and their children. Their primary goal is to ensure the clients receive the tools they need to become self-reliant, avoid living in poverty and successfully navigate existing systems to become self-sustaining and productive members of the community.

www.fcjrefugeecentre.org

**FoodShare Toronto
Toronto, Ontario**

**\$90,043
over three years**

FoodShare Toronto is piloting its School Grown Social Enterprise Program – a replicable, revenue generating model of schoolyard urban agriculture which promises to provide school credits and meaningful employment opportunities for high school students. The model aims not only to be financially sustainable, generating enough revenue through produce sales to cover costs, but also seeks to build a client base of farmers’ market customers, restaurants and educational institutions that also have the potential to act as clients, mentors and future employers for youth participants.

FoodShare Toronto is a non-profit community organization whose vision is Good Healthy Food for All. The organisation takes a multifaceted, innovative, and long-term approach to hunger and food issues. The organization works on food issues “from field to table” – meaning that they focus on the entire system that puts food on tables: from growing, processing and distribution.

www.foodshare.net

**Framework
Toronto, Ontario**

**\$40,000
for one year**

Framework is launching an initiative wherein it is providing an opportunity to nine candidates to put new digital skills to practice on Framework’s marquee programs. These Community Animators will not only improve their existing technical capabilities, but they will also be able to transform their learnings into business processes and master 21st century approaches to effectiveness, collaboration and transparency. After three months working with Framework, they will be equipped with the skills to improve the capacity and ability of non-profits across Canada.



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Framework has a mission to creatively connect people to causes they care about in Canada. Since 2003, its core program, Timeraiser, has generated over 120,000 volunteer hours, invested \$820,000 in the careers of emerging artists, encouraged over 8,000 people to pledge and participate while working with over 600 non-profits.

www.frameworkorg.org

**Furniture Bank
Toronto, Ontario**

**\$60,000
over two years**

An integral part of the preparation for growth and replication is formally documenting the processes and procedures of Furniture Bank's Leg Up program, a skills training and employment initiative. The documentation produced will detail the establishment and evolution of this program, explore staffing and HR models, as well as the creation of a program evaluation framework. It will also surface organizational learnings for Furniture Bank which will allow it to share lessons learned in the establishment and growth of a social enterprise.

Furniture Bank, one of Canada's leading social enterprises, began in 1998 with the understanding that a sense of pride, self-esteem, comfort, and security are critical ingredients for people to transition out of lives of passivity and hopelessness and into ones of vigour, purpose, and direction. Furniture Bank takes gently used furniture from individuals and organizations and gives it out for free to newcomers to Canada, women and children coming out of abusive situations and the formerly homeless.

www.furniturebank.org

**Futureworx Society
Truro, Nova Scotia**

**\$24,801
for one year**

The Foundation has previously supported the creation of a digitized version of Futureworx's Employability Skills Assessment Tool (ESAT), a cloud-based tool which allows both agency staff and their clients to assess clients' employability skills, and tracks progress of these skills over time. Using ESAT, agency staff can provide clients with a graphic representation that highlights the differences between how clients self-assess on nine employability skill metrics, and compare them to how staff assess the client's skills. This provides the basis for objective learning conversations about how certain client behaviours may help or hinder them in achieving and retaining employment, and to develop personal growth plans to overcome any identified deficits. This renewal grant will offset costs associated with face-to-face training and testing the tool during a year-long trial period in Nova Scotia.

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, it has provided training programs, job fairs and employment services to youth, older workers.

www.futureworx.ca



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**Geneva Centre for Autism Foundation
Toronto, Ontario**

**\$23,725
for one year**

The Geneva Centre for Autism is piloting a project to guide youth and young adults with autism to make appropriate post-secondary education decisions by introducing them to career opportunities in the skilled trades at George Brown College. The lesson plan, curriculum and best practices developed will also serve as a model for other service providers to use with their clients who wish to explore similar career options.

Geneva Centre for Autism (GCA) is dedicated to serving the needs of children, youth, and adults with Autism Spectrum Disorder in diverse communities. As a full service agency, GCA develops and delivers a wide range of innovative programs and services that meet the unique needs of children on the autism spectrum.

www.autism.net

**George Brown College Foundation
Toronto, Ontario**

**\$150,000
over three years**

The grant will support the further development of the Augmented Education Program, an employment-focused training model developed jointly by George Brown College and the Centre for Addiction and Mental Health (CAMH). The program model combines elements of supported education, which enhances the employability skills of students who suffer or have suffered from mental health or addictions issues, assists them in securing competitive employment, and provides ongoing coaching to both the students and employers following placement in the workforce.

George Brown College, established in 1967, has nine academic centres and schools offering more than 150 college and university programs. Its programs are designed to equip you with the right skills to step out into the world and land that job you want.

www.georgebrown.ca

**Hospitality Workers Training Centre
Toronto, Ontario**

**\$150,000
over two years**

The Hospitality Workers Training Centre is piloting the delivery of a Career Pathways Demonstration Model which allows job-seekers, many of whom may be on social assistance and who have been deemed hard to employ, to access entry-level, living-wage positions in the hospitality industry. This initiative also creates ladder career pathways for incumbent workers who typically have experienced limited career mobility.

The Hospitality Workers Training Centre (HWTC) is an incorporated independent non-profit organization initiated by UNITE HERE Local 75. Its mission is to facilitate career pathways in the hospitality industry through training for incumbent workers, as well as new entrants with a focus on preparing job-seekers who have experienced marginalization in the workforce with experience and in-demand skills for entry level positions.

www.hospitalitytrainingcentre.co



**International Institute for Child Rights and Development
Victoria, British Columbia**

**\$155,250
over two years**

This grant will support the further development and piloting of the Child Protection in Development (CPID) initiative, a community-based child protection training program in partnership with British Columbia Indigenous Child & Family Service Agencies, Royal Roads University and various support agencies in three regions of British Columbia. CPID brings together innovative child protection and community development training for young Indigenous professionals. CPID has been designed in consultation with Indigenous community agencies, youth, families and Elders and offers a variety of mentorship and professional/career development opportunities related to supporting vulnerable children and their culture & community. The program uses a ladder learning approach (badges to certificates to post-secondary degrees) that recognizes and values the knowledge resident in the community, enhances the skills of community members, and provides culturally appropriate and accessible training modules that have been developed to meet these aims. Though based in child protection, the training can lead to a broad range of human services careers.

The International Institute for Child Rights and Development (IICRD) is a unique non-governmental organization, affiliated with Royal Roads University in British Columbia, focused on social innovation with and for children. For the past 20 years, it has been working on participatory research, professional education and community capacity building initiatives to better the lives of vulnerable children and youth, including Indigenous children, in Canada and in more than 25 countries around the world.

www.iicrd.org

**Jane/Finch Community and Family Centre
Toronto, Ontario**

**\$50,000
for one year**

Whereas much of the financial literacy training available is geared towards supporting middle income families, the Jane/Finch Community & Family Centre is developing curriculum and training to enhance the financial capacity and knowledge-base of low-income youth, newcomers and young moms/parents through one-to-one support, the provision of workshops and providing support to the internal capacity of the programs. The material will include content linking how financial literacy supports career pathways.

Jane/Finch Community and Family Centre is a community based organization driven by passion, innovation and strong commitment to social justice, community engagement and collaboration. Their vision is a healthy Jane/Finch community: strong, inclusive, socially and politically active through diversity, opportunity and participation.

www.janefinchcentre.org



**Kocihta Charity
Saskatoon, Saskatchewan**

**\$100,000
for one year**

The Foundation provided the seed funding to support the launch of Kocihta, the charitable arm of the Aboriginal Human Research Council (AHRC). While AHRC works with employers (demand), Kocihta will develop and launch new programs, such as e-mentoring, that help to grow the career potential of Indigenous people in Canada and get them ready for their workplace (supply).

Kocihta is a new charitable organization created by the Aboriginal Human Resource Council (AHRC). AHRC is a social enterprise that links employers to Aboriginal peoples for workplace inclusion.

www.aboriginalhr.ca

**Near North District School Board – Parry Sound High School
Parry Sound, Ontario**

**\$100,000
over two years**

The Foundation provided a previous grant to launch an initiative to re-engage girls aged 14 & 15 at risk of dropping out of school. The Relevance Project allows these students to earn two credits while learning strategies to overcome social and emotional challenges associated with regular school attendance and mental health. This grant renewal will allow for the program to be further revised, and to document its procedures & operations.

Parry Sound High School serves students from the Town of Parry Sound and surrounding areas. Approximately ten percent of its student body is pan-Aboriginal including members of seven First Nations' Reserves, and Inuit from Northern Ontario, Labrador and Nunavut. In addition, although it is difficult to verify with total accuracy, it is believed that there is a significant Métis population of students in our school.

www.nearnorthschools.ca

**Partners for Youth
Fredericton, New Brunswick**

**\$45,000
over three years**

This grant will support the launch of a peer mentoring project designed to support some of the most vulnerable youth in society - those who are aging out of State care - as they move into a critical time of their lives with few other supports. The project is engaging young adults who have already exited care to develop a program to support those youth who are on the brink of “aging out”.

The mission of Partners for Youth (PfY) is to engage youth facing challenges and obstacles in their lives to become capable, connected and contributing members of their communities. PfY's main population of focus is youth and youth-at-risk across New Brunswick in Anglophone, Francophone and First Nations communities.

www.partnersforyouth.ca



**The Circle on Philanthropy & Aboriginal Peoples
Toronto, Ontario**

**\$100,000
for one year**

The Foundation provided three grants to The Circle on Philanthropy & Aboriginal Peoples. The first grant was to support The Circle's "*All My Relations – Reviving Reciprocity*" conference, a gathering where funders, not-for-profit organizations, policy makers and other stakeholders could connect to one another and gain access to new research, innovation and learning amongst those engaged in the Aboriginal philanthropic sector. The other two grants were linked around the exploration of how to use theatre to amplify the impact of the Truth & Reconciliation Commission, and bring the concept of reconciliation between Aboriginal and non-Aboriginal peoples to a broader audience. To that end, we partnered with the J.W. McConnell Family Foundation and The Circle to undertake a consultation and gathering of Aboriginal artists, musicians, actors, playwrights and Elders to explore this concept. Out of the consultative process, the partners are continuing to move forward together and engaging Global Arts Corps, an organization that has a history of working in countries emerging from conflict to devise original productions that foster dialogue in an effort to create some form of realistic reconciliation while dealing with issues of memory & identity.

The Circle on Philanthropy and Aboriginal Peoples in Canada is an open network to promote giving, sharing, and philanthropy in Aboriginal communities across the country. The Circle connects with and supports the empowerment of First Nations, Inuit and Métis nations, communities, and individuals in building a stronger, healthier future.

www.philanthropyandaboriginalpeoples.ca

**University of Victoria, Faculty of Education
Victoria, British Columbia**

**\$180,000
over three years**

The Foundation's grant will provide enhancements that fall outside of traditional university funding envelopes for a new Masters-level program, *Walking in Two Worlds for Indigenous Communities Counsellors-in-Training*. This new program builds upon and replaces the University's Aboriginal Communities Counselling program, previously supported by the Foundation. UVic has incorporated learnings from the previous program, which had a 100% graduation rate, and developed a new program that helps better meet the needs of the graduate students who are bridging western counselling methodology and traditional Indigenous helping. The enhancements include the support of experienced mentors, academic tutors and specialized resources to promote student achievement.

The University of Victoria was established in 1963 and serves some 20,000 students annually, including an increasing Aboriginal population. UVic has had a long-standing commitment to partnering with local First Nations in the development and delivery of innovative and relevant post-secondary education for Indigenous students.

www.uvic.ca



**YES Montreal
Montreal, Quebec**

**\$50,370
for one year**

Several years ago, the Foundation supported YES Montreal in the creation of the *Montreal Artist Handbook: Business Skills for Creative Souls*, a guidebook to support Quebec artists as they seek to make a living through their art. Capitalizing on the success of this handbook, YES Montreal is updating the handbook and will offer it online, either as a free download, or in a print-on-demand format. While the examples in the book will be drawn from the Montreal area, the information included in the book will have applicability for artists across the country.

YES Montreal enriches the community by providing English-language support services to help Quebecers find employment and start businesses.

www.yesmontreal.ca

**Youth Fusion/Fusion Jeunesse
Montreal, Quebec**

**\$264,000
over three years**

This grant will support the infusion of career awareness and development in the agency's programming – both to support the career development of the project coordinators, who are typically university students or recent grads, and the at-risk youth with whom they serve. With the Foundation's support they will test career development and tri-mentorship frameworks in eight of their existing sites (four on-reserve First Nations schools and four urban schools), with a view to rolling them out across all of their school program locations.

Youth Fusion/Fusion Jeunesse is an award-winning Quebec-based charity that establishes innovative partnerships between disadvantaged schools and universities in an effort to counter dropout rates by creating and implementing projects that motivate youth and keeps them interested in school.

www.fusionjeunessequebec.org



GRANTS PAYMENTS IN 2013

Actua	\$62,500
Black Coalition for AIDS Prevention	\$20,000
Canadian Education and Research Institute for Counselling (CERIC)	
• Operating grant	\$734,895
• Partnership grants	\$102,996
• Canadian Journal of Career Development (in partnership with Memorial University of Newfoundland)	\$56,400
• OrientAction (in partnership with Société GRICS)	\$87,852
• 10 th Anniversary Project (National Challenge)	\$15,000
Career Trek	\$68,322
Dad Central/Papa Centrale	\$24,320
Family Services Association of Toronto	\$50,000
Family Services Ottawa/Service à la Famille Ottawa	\$105,000
FCJ Refugee Centre	\$50,000
FoodShare Toronto	\$15,825
Framework	\$5,780
Furniture Bank	\$65,000
Futureworx Society	\$24,801
Hospitality Workers Training Centre in partnership with The 519 Church Street Community Centre	\$70,000
IBBY Canada – The National Reading Campaign	\$20,000
International Institute for Child Rights & Development	\$58,219
Inuit Tapikit Kanatami	\$100,000
Jane/Finch Community and Family Centre	\$40,000
Kocihta Charity	\$25,000
McGill University, Faculty of Arts (Indigenous Access McGill)	\$89,500
Memorial University of Newfoundland	\$113,900
Ndinawemaaganag Endaawaad Inc.	\$30,000
Near North District School Board, Parry Sound High School	\$50,000
Nippising University	\$40,000
OCAD University	\$45,000
Partners for Youth	\$15,000
Philanthropic Foundations Canada	\$15,000



Returning to Spirit	\$75,000
Service de Placement de l'Université Laval	\$50,000
Sketch	\$70,000
St. Francis Xavier University	\$55,000
St. James Drop-In Centre	\$42,666
The Circle on Philanthropy & Aboriginal Peoples in Canada	\$25,000
University of Victoria, Faculty of Education	\$15,000
Vancouver Island University	\$75,000
YES Montreal	\$57,000
YMCA Canada East, County Annapolis	\$15,000
YMCA of Greater Toronto	\$50,000
York University	\$85,000
Youth Fusion/Fusion Jeunesse	\$87,999
YWCA Halifax	\$105,000
TOTAL	\$3,007,975

Summary of Granting in 2013

Number of Grants Approved in 2013	20
Number of Active Grants in 2013	40

i. Foundation Valuation and Future Grant Commitments

Market Value of Foundation Assets (at December 31, 2013)	\$59,851,145
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	2014	2015	2016
Future Grant Commitments	\$1,618,928	\$635,635	\$130,000



FUNDING CRITERIA AND GUIDELINES

The goals of the Foundation are:

- To promote the effective delivery of career counselling through reputable and credible existing institutions (education, religious and community) to individuals involved in the process of career development;
- To work towards the professionalization of career counselling and promote public education which clarifies the role and qualifications of counsellors;
- To provide leadership in the philanthropic and charitable sectors;
- To help foster a sense of clarity and pride in the career counselling and career development profession; and
- To play a role in influencing the discussion of the link between education and work.

The Counselling Foundation of Canada receives many more requests than it can accommodate with grants. The Foundation's resources are finite, and many requests are turned down. The Foundation can make grants only for charitable purposes, and only to organizations which have been issued a registered charity number by the Canada Revenue Agency or recognized as Qualified Donees under the Income Tax Act of Canada.

The Board of Directors typically reviews Grant Applications quarterly—in March, May, September and December. Only the Board approves funding requests. Directors consider a number of factors when reviewing proposals and reaching their decisions, including the innovative nature of the program/project request, the ability to replicate the program/project in other settings, the ability of the organization to sustain the program/project at the end of the granting period, the potential intellectual legacy of a grant, and other contextual influences. Being asked to submit a formal Grant Application proposal or provide additional information does not guarantee approval by the Board of Directors or signify preferred status for an application.

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.

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

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



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.

The Foundation has an online Funding Request and Grant Management Portal to receive requests for support. Additional information and a sample proposal are available at: www.counselling.net.



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 President.

2013 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, President & CEO
Mario R. Gravelle, Learning & Innovation Analyst
Diana Castano, Executive Assistant & Office Administrator