



**The Counselling
Foundation of Canada**

2017

ACTIVITY REPORT

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Letter from the Board Chair and President

The ability to persevere in times of hardship in order to achieve a goal is admirable, but is also extremely difficult. Throughout Canadian history, pre- and post-Confederation, resiliency has been a key characteristic that has helped shape our country. Many times during 2017 we have been reminded of the resiliency of the human spirit through our work with organizations across Canada.

In April, Bruce had the opportunity to visit Vimy Ridge and pay his respects to a time, place, and people that demonstrated remarkable resiliency. 2017 was the centenary of the Battle of Vimy Ridge where, on April 9, 1917, more than 10,000 Canadians were killed or wounded. Our grandfather (then Lt.) Frank Lawson, was captured at Vimy on the evening of May 8, 1917 and taken as a prisoner of war (POW).

In relative terms, Frank was fortunate to be interned at a makeshift prison camp at the University of Freiburg because he used his time as a prisoner to further his education and career. As a young man, his family didn't have the resources for him to continue his education at the post-secondary level, so instead he went straight to work from high school. As a POW, he spent his prison time immersing himself with biographies of historical leaders and books on finance from the university's library. He also honed his leadership skills by organizing sporting activities and a camp newspaper. These would sow the seeds of his lifelong passion for service to his community and helping others achieve their fullest potential.

Much of the work of the Foundation today is focused on continuing our grandfather's legacy of supporting organizations that help people to enter the workforce, transition into new careers, or ensure a process for further career development. Often this work is not easy, particularly for those who face barriers whether they be mental, physical, institutional, or systemic. People who have been marginalized or who face personal challenges can have a difficult path to follow. Yet, resiliency is something they demonstrate in spades. The organizations we work with are especially resilient in doing the tough work on the ground to help make those career paths a little clearer.

2017 marked Canada's 150th anniversary as a nation. This was cause for celebration by many but not all. The legacy of colonization, including residential schools, meant that this milestone was not a celebration for Indigenous Peoples in Canada. We continue to work with partners, Indigenous and non-Indigenous, to foster dialogue and learning. Our hope is to bring more people into the work of reconciliation by deepening cross-cultural understanding, and improving the education and career prospects of young Indigenous Peoples.

We are fortunate to engage with many organizations who are doing remarkable work across the country. In this year's activity report, we highlight a few including: the Inuit Tapirit Kanatami; The WoodGreen Foundation; and the Metcalf Foundation. These organizations, our other sector-based partners, grant recipients, and the people behind them continue to inspire us. We are also incredibly proud of the work of CERIC and how it continues to mature and grow. Cannexus, CERIC's national career development conference held January in Ottawa, improves each year and attracts a steadily increasing number of participants who see it as an opportunity to gain new knowledge and connections.

As we look ahead through 2018, we continue our efforts to help Canadians live purposeful and productive lives and ultimately create a more prosperous Canada.

Yours sincerely,

Douglas F. Lawson

Douglas F. Lawson
Chair of the Board

Bruce G. Lawson

Bruce G. Lawson
President

Remembering Jean Ross Hamm (1923–2018)



Jean's journey of lifelong learning came to an end in Ottawa on May 2, 2018 at the age of 94. Jean was 'Mom' to three, 'Nana' to six and role model, leader and inspiration to countless others.

Jean's father, Frank Lawson, established the Counselling Foundation of Canada in 1959, championing career counselling as a way to help individuals better understand their natural gifts and talents. Following Frank Lawson's passing in 1984, Jean, Donald and Lorraine led efforts to formalize the foundation's mission. Jean served as Vice-Chairman of its Board of Directors from 1984-1998 and remained actively engaged as an honorary director. In January 2018, Jean attended her final Cannexus career development conference in Ottawa. She took delight in catching up with familiar faces and learning about emerging areas of career development.

Nursing was Jean's first career and the operating room her first love. Following graduation from the Toronto General Hospital School for Nurses in 1945, Jean spent much of the next 15 years working in hospitals and doctors' offices, completing training at Johns Hopkins (1947) and Queen's University (1952).

Jean was deeply committed to serving her community. Among many volunteer commitments was her 65-year involvement with the Alumnae Association of the Toronto General Hospital School for Nurses. For nearly 25 years, Jean played a fundamental role in the operations of the Cedar Glen Conference Centre. She served on the Board of Directors, including three years as the first female Board Chair.

Jean lived as an inspiring example for others, never hesitating to blaze a new trail and encouraging others to follow. She was the first woman to hold numerous leadership positions, traveled extensively and went up in a hot air balloon in her 80s because, well, why not?

Jean's legacy will live on through the many lives she touched, as well as through the 'Jean Hamm Leadership Development Scholarship Fund' for teenage girls at Cedar Glen, which the Counselling Foundation of Canada and the YMCA launched to honour her 90th birthday.

Foundation House Highlights

[Foundation House](#), the Toronto home to the Counselling, Laidlaw and Lawson Foundations, as well as CERIC and six other organizations, celebrated its second anniversary in 2017. While there is still much more we can do to learn from one another and work even more collaboratively, it has been encouraging to see ever-more sharing and strengthening of relationships.



Foundation House Picnic
July 2017

In April, Bruce joined his Foundation House colleagues Jehad Aliweiwi (Laidlaw Foundation), Marcel Lauzière (Lawson Foundation), and Ian Bird & Lesley Inglis (Community Foundations of Canada) for a trip to [Philanthropy House](#) in Brussels, Belgium. Philanthropy House is a six-storey building in central Brussels that is owned by six European foundations and offers both below-market rent for philanthropic networks as well as market rent for other tenants. The meeting offered a number of insights into the world of European philanthropy and the types of issues they are dealing with. One offshoot of that meeting has been the launch of a [series of articles on European philanthropy](#) in The Philanthropist and championed by Marcel Lauzière.

In August, Foundation House welcomed Maryam Monsef, Minister for the Status of Women and Member of Parliament, Peterborough—Kawartha, as part of a panel discussion on decent work for women that was organized by the Ontario Nonprofit Network.



Passionate panel discussion re: challenges women face in Canada & how to tackle them
[w/@MaryamMonsef @Women Canada @o n n #genderequality](#)

16 Aug. 2017

From February to August, Foundation House was also the base for Michael Alberg-Seberich, Managing Director of Beyond Philanthropy, based in Berlin. Michael was the inaugural CKX Fellow, undertaking a study on the landscape of philanthropy in Canada. In October, Michael returned to

Canada to make presentations in Toronto and Montreal to share his [observations on philanthropy in Canada](#).



Michael Alberg-Seberich back at [@FdnHouse](#) to hear his observations on philanthropy in Canada! [@CKXdorg](#) [@BePhilanthropy](#)
19 Oct. 2017

Looking Ahead to 2018

2018 will be a year to pause and reflect. The Foundation has found itself in the unusual position of having fully committed our granting dollars for the year, as well as much of 2019. We will continue to support the nonprofit sector as well as organizations doing important work to help promote career development and reconciliation.

However, it has also been six years since our last strategic plan and so we will use this year to begin to reflect on what we have learned in the intervening years, how the environment in which the Foundation operates has changed, and how we can strive to do better. By the end of the year, we anticipate being in full strategic planning mode and look forward to inviting our many stakeholders to the table to help us shape and refine our plans.

We are also updating our web presence to better enable us to communicate our work and the work of our grant recipients to the world.

On a personnel note, Bruce will be taking a six-month sabbatical in 2018 as an opportunity to take some time to reflect, explore, and learn Spanish. In his absence, Sandra Cruickshanks has agreed to step in to ensure business continues as usual.

Finally, we are continually inspired by the work of our Foundation House colleagues and we will continue to explore ways in which we can further share and collaborate.

CERIC

The Foundation launched CERIC in 2004 to support and advance education and research in career counselling and career development in Canada. Since inception, CERIC has engaged an expansive network of career professionals across Canada. CERIC is an integral part of the Foundation's commitment to these professionals.

The following offers a snapshot of the success and achievements CERIC had in 2017. The Foundation would like to acknowledge the outstanding dedication of CERIC's Board, Committee Members, volunteers, and staff.

6 Knowledge Champions		32 Supporting Organizations	
10 Webinars Topics include: <ul style="list-style-type: none">• How to Effectively Navigate Maternity Leave Career Transitions• Hope-Centred Career Interventions• Redirection Project Career Development• How to Leverage Hot Jobs to Your Client's Advantage• Small Businesses Who They Hire and How to Engage Them	1000+ Cannexus17 Attendees		NEW Publications <ul style="list-style-type: none">• Retain and Gain: Career Management for Small Business Playbook• Redirection: Movers, Shakers and Shifters• Insight into Impressive Practices in Career Services: A Reference Guide
	19 Summer Skills Academy		
	532,353 ContactPoint/OrientAction Visits		
368 Roadshow Attendees		8,707 CJCD Subscribers	
13 Board Members	30 Committee Members		8 Staff

Spotlights on Impact

Inuit Tapirit Kanatami (ITK): Developing a Unified Inuit Writing System

Since 2011, The Counselling Foundation of Canada has supported ITK to help unify written Inuktut. As the Truth and Reconciliation Commission noted, protecting traditional languages is crucial to Indigenous cultural flourishing and self-determination. But even Inuktut, the second most spoken Indigenous language in this country, faces tremendous pressure. Inuktut, the Inuit language, encompasses a dozen main dialects and nine distinct writing systems. These systems are themselves split between two entirely separate scripts, some using Roman letters and others syllabics, the distinctive characters developed during 19th-century missionary efforts to produce texts in Ojibwe and Cree.



The national strategy on Inuit education released by ITK in 2011 highlighted [research](#) showing that around the world, mother-tongue instruction is the single greatest predictor of educational success for Indigenous minority children. The longer it lasts, the better they do—even at learning further languages.

By 2011, 63.3% of Inuit [said](#) they could hold a conversation in one of their traditional dialects, but this was already a 5.5% drop since just 2006. In addition, an estimated 75% of Inuit youth weren't graduating high school.

The project has developed through deep consultation with Inuit communities across Canada—including emotionally charged public meetings, which underscored this work's importance beyond graduation rates.

In 2015, the National Inuit Language Summit was held in Iqaluit and attended by Inuit representatives from Greenland and Alaska—peoples whose own languages are close enough to Inuktitut that speakers in attendance could largely understand them without translation. Out of that event came the resolution to pursue an Inuktitut standard using Roman letters, rather than syllabics: the more compatible a writing system was with new digital technologies, many argued, the better it could preserve the language. But anything developed was to focus on providing Inuit students with a common framework for learning, rather than forcing adults to adopt new conventions.

The work continues today, with ITK planning to submit a proposal for unified Inuktitut spelling and grammar to Inuit leaders by mid-2018, and a goal to introduce the new writing system across the Inuit Nunangat (homeland) by 2020.

[Read more here.](#)

The WoodGreen Foundation: Urban Indigenous Homeward Bound Feasibility

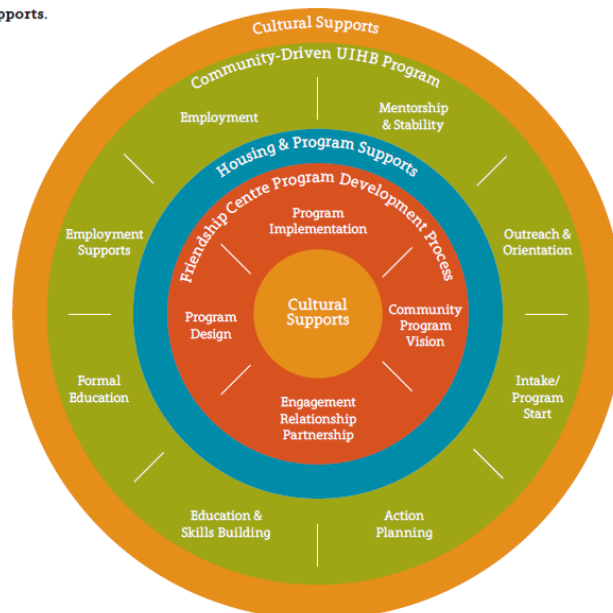
In 2014, the foundation awarded a three year grant to the WoodGreen Foundation, which wrapped up in 2017. This project aimed to build relationships and conduct community-based feasibility research in order to adapt WoodGreen's original Homeward Bound (HB) program model for the diverse needs of the urban Aboriginal context.

Originally designed as a feasibility assessment to see whether the HB program could be adapted, the project has taken off. Working with the Ontario Federation of Indigenous Friendship Centres (OFIFC), at present, six Friendship Centres have in-house Homeward Bound Coordinators/Program Developer roles and are at varying stages of program development and launch planning. There is also one additional Friendship Centre pursuing initial funding to begin putting pieces in place to develop a local Urban Indigenous Homeward Bound program.

Orientation to the Continuum

The Urban Indigenous Homeward Bound Continuum is a cycle. Beginning from the centre with **Cultural Supports**, the cycle moves outward in a spiral formation. Each ring of the Continuum starts in the east and reads clockwise. This Continuum represents the **Friendship Centre Program Development Process** as well as the core components of the Urban Indigenous Homeward Bound (UIHB) program. All of these elements are embedded in and based on **Cultural Supports**.

The Continuum's design is informed by Indigenous approaches of expressing concepts as non-linear cyclical processes.

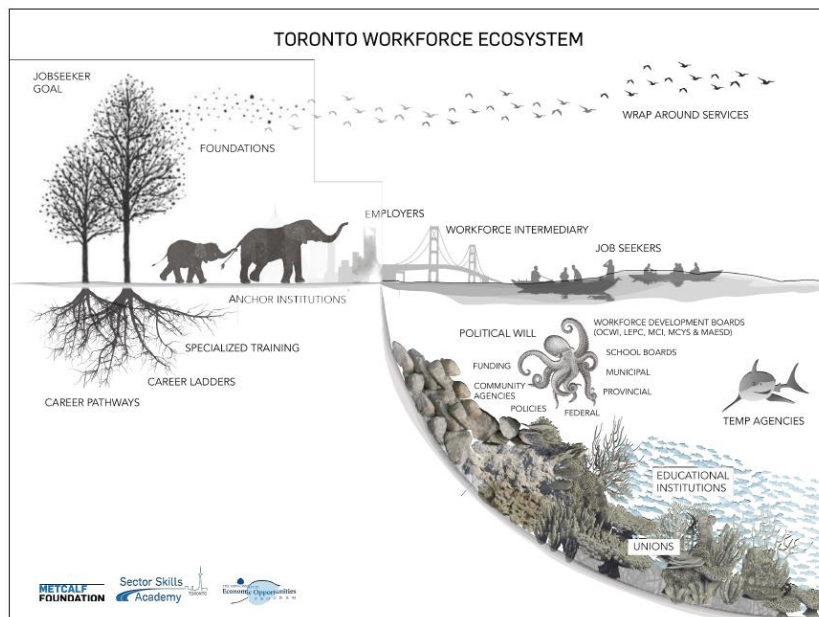


It remains to be seen to what extent this type of culturally grounded integrated program/service model meets the needs of urban Indigenous female single-parents who are homeless or precariously housed. Similarly, it is too early to evaluate the long term goal of urban Aboriginal female single parents being self-reliant with improved socio-economic status. Nonetheless, the enthusiastic response of Friendship Centres and their community partners suggests that there is deep interest and commitment to Urban Indigenous Homeward Bound and the realization of these long-term goals. As such, planning for phase two of this project has begun.

Beyond a feasibility study, this project wanted to demonstrate if and how a large non-Indigenous organization could effectively collaborate with Indigenous partners in a process that embedded the principles of the Truth and Reconciliation process. While we know that often western principles and practices do not meet the needs of Indigenous communities, a key learning in this project has been that the reverse is not the case. Throughout this project and the grounding in OFIFC's USAI (Utility, Self-Voicing, Access, Inter-Relationality) research framework, WoodGreen has been able to meaningfully engage communities, build relationships, help solve problems and support Friendship Centres in developing approaches that have the potential to make UIHB programs viable.

Metcalfe Foundation: Toronto Sector Skills Academy

Figure 2: Toronto Workforce Ecosystem



The Toronto Sector Skills Academy (TSSA) is a 10-month Fellowship program that strengthens the capacity of leaders to: develop and sustain effective workforce strategies; collaborate more deeply with employers and other strategic partner organizations; and expand the number and quality of sector focused workforce development initiatives that target low-wage workers and jobs seekers. It was launched in 2016 and is based off a similar program run in the U.S. by the Aspen Institute. Toronto is the first Canadian city with an academy.

In October 2016, 23 applicants, consisting of mostly mid-to-senior level managers, were selected to participate as the first TSSA cohort. The Toronto Sector Skills Academy (TSSA) encompassed 12 full days. There were three three-day retreats, a two-day in-town session, and the closing capstone and debrief session. Approximately 60 hours of curriculum was covered.

The TSSA led to a number of important outcomes from informal socializing and sharing information, research and policy updates, to attendance at each other's events, to Fellows exploring or forming partnerships between their organizations or developing shared funding proposals.

In 2018, the Metcalf Foundation will continue to engage Advisory Committee members to refine its employer engagement and increase its local guest faculty as it strengthens its 2018 curriculum.

In addition, workforce development is a growing topic of interest and will be highlighted as a program stream at Cannexus18. This will include a presentation on the TSSA by the Metcalf Foundation's Adriana Beemans who is the lead for the planning and delivery of the program.

Grantmaking in 2017

Grants Approved in 2017

Epilepsy Toronto	\$100,000 over 2 years
Everdale Organic Farm & Environmental Learning Centre	\$56,000 over 2 years
For Youth Initiative (FYI)	\$211,608 over 2 years
Immigrant Access Fund	\$120,000 over 3 years
Inuit Tapirit Kanatami (ITK)	\$400,000 over 2 years
Ontario Indigenous Youth Partnership Project	\$90,000 over 3 years
People for Education	\$120,000 over 3 years
Rideau Hall Foundation	\$25,000 over 1 year
University of Waterloo	\$25,000 over 1 year
Youth Fusion/Fusion Jeunesse	\$300,000 over 3 years

- Total Funding Awarded: \$1,447,608
- Number of New Grants Awarded: 10
- Number of Active Grants 2017: 39

Grant Project Descriptions



EPILEPSY
Toronto

See the Person

Toronto, ON
\$100,000 over 2 years

Epilepsy Toronto will launch an educational program to inform employers that people impacted with epilepsy are easily employed and make productive employees. The program will prepare volunteers (including at least 65 per cent with epilepsy and the remaining volunteers will have another 'invisible disability') using a train-the-trainer model. Program participants will develop new skills, gain workplace experience, increased confidence and comfort in a workplace setting. The agency will be able to see volunteers working in action and help identify areas requiring improvement or accommodations to best prepare them for the world of work. Epilepsy Toronto will create an advisory board with representatives from other disability organizations to inform the program model to ensure that the approach is transferable to other agencies serving persons with disabilities.



Toronto, ON
\$56,000 over 2 years

Everdale's Farm Planner Program provides business training skills and mentorship specifically to individuals seeking to run a commercial farm operation. Many other organizations have recognized this important work and have a desire to replicate the program in their own communities. Everdale is proposing to undertake a knowledge consolidation/formalization exercise (the proposed program manual will include program design elements, curriculum content, and logistical information) coupled with a training initiative to share their approach widely. Their project will also lead to the creation of an online resource hub to allow Everdale and other organizations could share resources and best practices.



Toronto, ON
\$211,608 over 2 years

FYI is working with youth who are often Not in Education, Employment or Training (NEET), as well as involved in the criminal justice system. Many of these youth have been charged with economic-related crimes (theft, drug dealing) as a means towards financial gain; if provided with employment and other social supports, they should be able to direct their entrepreneurial skills, which are transferable, into legal endeavours.



Calgary, AB
\$120,000 over 3 years

IAF provides micro-loans to immigrants, which allows them to access training in their profession so that they can have their qualifications recognized in Canada. IAF is on a growth trajectory; they plan to triple the number of loans provided in the next 3 years, and increase tenfold over 10 years. To support this intense level of growth, and to ensure their 97+% loan repayment rate is maintained, they need to increase their organizational capacity. This means developing stronger HR and governance practices, increased professional development for staff working with loan recipients, and the ability to bring staff from offices across the country together to support these systems and culture changes.



Ottawa, ON
\$400,000 over 2 years

This grant renewal builds on the Foundation's past grants to support the introduction of a unified writing system for Inuktitut. In doing so, this would allow the development of Inuit-created and Inuit-specific curricula materials, and enhanced educational and career outcomes. This grant will primarily support two positions: 1) A National Inuit Language Coordinator; and 2) A new Inuit Language Resource Coordinator to help establish the unified writing system. There is also some funding earmarked for materials development and convening.



OIYPP

Ottawa, ON
\$90,000 over 3 years

The Ontario Indigenous Youth Partnership Project (managed by Tides Canada) aims to build stronger relationships between Indigenous youth and the philanthropic and charitable sectors in Ontario. This funding will support strategic program enhancements, including hiring a dedicated program coordinator to provide increased individualized supports for youth participants, and significantly expand the skills development and career coaching components of the program, and refine the program evaluation process.



Toronto, ON
\$120,000 over 3 years

In 2014, the Foundation gave a three-year grant to achieve two significant goals: build evidence and support for a competencies-based approach to broader goals and measures of success for education in Ontario (Measuring What Matters), and evaluate the effectiveness of Ontario's guidance and careers policy. This funding builds on the achievements and learnings of the last three years in order to realize the potential for significant shifts in policy both at the provincial level and "on the ground practice" at the school level. The Ontario work will, in turn, contribute to a broader dialogue across Canada and internationally about how to ensure young people have the competencies and skills they need for long-term success.



Ottawa, ON
\$25,000 over 1 year

This grant supported a collaboration between the Rideau Hall Foundation & the National Centre for Truth & Reconciliation on a program called “Imagine a Canada”. This program invited Indigenous and non-indigenous youth to express their vision for reconciliation in Canada and culminated in a day-long celebration & dialogue at Rideau Hall on June 20, 2017.



Waterloo, ON
\$25,000 over 1 year

This funding will support the “Wired for Innovation: Tapping the Potential of Young People” project, co-authored by Dr. Amelia Clarke and Ilona Dougherty. Through their research process, the authors propose that in an era where we all need to be problem solvers we no longer have the luxury of letting misunderstandings between generations get in our way. If we hope to tackle the challenges we all face and set young people up for a bright future, we must recognize and value their unique abilities and tap into their creative potential while they are young. The book will provide both a rationale for why engaging young people in the economy and society is vital for all of us, as well as providing a practical framework for how business, government and civil society might effectively do so.



Montreal, QC
\$300,000 over 3 years

This grant will help Youth Fusion/Fusion Jeunesse to implement an Alumni Program to enhance its existing programming. Doing so is expected to allow it to track how the program has impacted youth participants as well as project coordinators (university students or recent graduates) while better positioning the agency for its eventual expansion outside of Quebec.

Grant Amounts Disbursed in 2017

4Rs Youth Movement	Toronto, ON	\$73,640
Academos cybermentorat	Montreal, QC	\$143,000
Breakfast Clubs of Canada	Boucherville, QC	\$40,000
Canadian Arab Institute	Toronto, ON	\$80,000
Career Trek Inc.	Winnipeg, MB	\$50,000
Carleton University	Ottawa, ON	\$32,000
CERIC		
• Operating grant	Toronto, ON	\$873,811
• Partnership grants		\$134,203
• Canadian Journal of Career Development (in partnership with Memorial University of Newfoundland)	St John's, NL	\$56,400
• OrientAction (in partnership with société GRICS)	Montreal, QC	\$76,100
Classroom Connections Learning Foundation	Wetaskiwin, AB	\$35,000
College St. Maurice	Saint-Hyacinthe, QC	\$9,000
Dechinta Bush University Initiatives	Yellowknife, NT	\$100,000
EcoEquitable Inc.	Ottawa, ON	\$30,000
FoodShare Toronto	Toronto, ON	\$15,000
For Youth Initiative	Toronto, ON	\$70,000
Hospitality Workers Training Centre	Toronto, ON	\$100,000
Imagine Canada	Toronto, ON	\$15,000
International Institute for Child Rights & Development	Victoria, BC	\$103,021
Inuit Tapirit Kanatami	Ottawa, ON	\$100,000
Lifeline Syria	Toronto, ON	\$20,000
Metcalf Foundation (Toronto Sector Skills Academy)	Toronto, ON	\$40,000
Momentum Community Economic Development Society	Calgary, AB	\$100,000
New Circles Community Services	Toronto, ON	\$55,245
Northern Youth Abroad	Ottawa, ON	\$100,000
Ontario Indigenous Youth Partnership Project (via Tides Canada)	Ottawa, ON	\$30,000
Ottawa Network for Education	Ottawa, ON	\$45,000
Partners for Youth	Fredericton, NB	\$20,000
People for Education	Toronto, ON	\$20,000
Rideau Hall Foundation	Ottawa, ON	\$25,000
Ryerson University – Magnet	Toronto, ON	\$12,000
The Circle on Philanthropy & Aboriginal Peoples in Canada	Ottawa, ON	\$30,000
The WoodGreen Foundation	Toronto, ON	\$20,000
University of Waterloo	Waterloo, ON	\$25,000
Visions for Science Network for Learning	Toronto, ON	\$40,000
YES Employment Services (Toronto)	Toronto, ON	\$20,000
YMCA of Greater Toronto	Toronto, ON	\$50,000
Youth Fusion/Fusion Jeunesse	Montreal, QC	\$50,000

Honouraria

Carleton University, Landon Pearson Institute	Ottawa, ON	\$5,000
Dubarah	Toronto, ON	\$10,000
FutureWorx Society	Truro, NS	\$5,000
Open Democracy Project	Toronto, ON	\$5,000
Victoria Native Friendship Centre	Victoria, BC	\$5,000

TOTAL GRANTING	\$2,868,420
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Foundation Valuation

Market Value of Foundation Assets (on December 31, 2017)	\$62,996,478
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Future Grant Commitments

	2018	2019	2020
Future Grant Commitments	\$1,338,353	\$641,804	\$60,000

Funding Criteria & Guidelines

The Foundation has an online Funding Request and Grant Management Portal to receive requests for support that can be accessed through our website. We use a two-step process for funding: a Letter of Intent followed by a Grant Application.

Grant seekers are encouraged to submit a Letter of Intent if you believe that your project or proposal aligns with our strategic focus of learning, career development, and career exploration. Staff regularly review Letters of Intent, and when it is determined there is potential fit, will reach out to the organization to discuss the opportunity. At that point, staff may invite the organization to submit a Grant Application.

Each year the Foundation receives more funding requests than our resources can accommodate. The Foundation can only make grants for charitable purposes, and to organizations which have been issued a registered charity number by the Canada Revenue Agency or are recognized as Qualified Donees under the Income Tax Act of Canada.

The Board of Directors typically reviews Grant Applications quarterly—generally in March, May, September and December—and the approval of funding requests remains the purview of the Board. Directors consider several 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; and the potential intellectual legacy of a grant. Being asked to submit a formal Grant Application by staff or provide additional information does not guarantee approval by the Board of Directors.

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 staff welcome questions and are available to support grant seekers throughout the funding request process. Additional information and sample funding request documents are available at www.counselling.net.

Please be advised that The Counselling Foundation of Canada is almost fully granted for 2018 and 2019. While we don't want to preclude grant seekers who have great ideas from approaching us for funding, we feel it is incumbent upon us to be transparent about our capacity to provide support in the short term.

Mission, Vision, & Goals

Mission

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

Vision

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

Goals

- 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.
- To play a role in influencing the discussion of the link between education and work.

Foundation Board and Staff

The Counselling Foundation of Canada is governed by a Board of Directors, comprised of a combination of descendants of its founder, Frank Lawson, and non-family members. The Foundation is administered by a staff team, led by the President & CEO.

2017 Board of Directors

Douglas Lawson, Chair
George Rodger, Vice-Chair
Barbara Mason, Secretary & Treasurer
Donald Lawson, Chair Emeritus
Jan Dymond, Director
Victoria Grant, Director
Jaime Hugessen, Director
Lorraine Lawson, Director
Yvonne Lawson, Director
Carole MacFarlane, Director
Dr. Robert Shea, Director

Administration

Bruce Lawson, President & CEO
Diana Castano, Executive Assistant &
Office Administrator
Ben Liadsky, Program Officer

The Foundation would also like to acknowledge and thank former staff Mario Gravelle, Learning & Innovation Analyst and Rebecca Darwent, Community & Knowledge Catalyst, who left in 2017.

Dr. Donald Lawson, Chair emeritus of the Board, awarded honorary degree



On June 1, 2017, Donald Lawson received an honorary doctor of laws degree from Memorial University of Newfoundland for his contribution to the improvement of education and the response of youth to education.

Donald Lawson joined the investment firm Moss Lawson and co. in 1950 retiring in 2008. In 1984, Donald became chair of the Board of The Counselling Foundation of Canada. As chair, Mr. Lawson has seen the charity's assets grow from \$23 million in 1984 to \$62 million today. Donald served as chair until 2015, when he became chair emeritus.

Current and past Foundation initiatives at Memorial include the Canadian Journal of Career Development, Tri-Mentoring, the Hi-Tech Career Centre and the Career Integrated Learning program.