



THE COMMUNITY FOUNDATION

building a greater saint john

THE COMMUNITY FOUNDATION
PO Box 20061, Brunswick Square
Saint John, NB E2L 5B2
506.672.8880
info@sjfoundation.ca
www.thecommunityfoundationsj.ca



Executive Message

Throughout its nearly 40 years, The Community Foundation has stayed true to its mission – to serve as trustee of gifts, support charitable organizations and inspire community leadership throughout the Greater Saint John region. Over almost four decades, we've had the pleasure of working with community members who have entrusted us with their generous gifts, and the many groups who do important work in our community with the funds we grant.

We marked a major milestone in our history, receiving the largest amount of donations in a single fiscal year, with a total of \$869,522. We also saw our assets grow to almost \$12 million and granted just over \$400,000 to over 50 local charities in the Greater Saint John area.

This past year also marked the first time The Community Foundation hosted a luncheon, featuring renowned philanthropy expert Ms. Marvi Ricker. In her presentation to nearly 300 community and business leaders, Ms. Ricker outlined how the experience of philanthropy and financial giving is evolving for donors and charitable organizations.

This latest shift in donor relations is key to our strategic plan leading to our 40th anniversary in 2016. Our Board held a strategic planning session in February 2014 to reaffirm our priorities, check off significant accomplishments, and looked toward the future. Part of that strategic session outlined our need to focus on our donors, our partners and refocusing on how we, as a Foundation, award our grants.

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November 1, 2013 - October 31, 2014



Mission

To serve as trustee of gifts, support charitable organizations and inspire community leadership.



Vision

To ensure a sustainable future and improve the quality of life in Greater Saint John.



Board of Directors

Doug MacDonald, CA, CFP – Chair
J. Michael (Mike) Murphy – Vice Chair
Joseph Brooks – Secretary
John Lawrence, CPA, CA, CGA – Treasurer
John L. Travis – Investment & Finance Chair
Cynthia J. Benson
Michelle Thibodeau Coates
R. Gary Faloon, Q.C.
Danny Jardine, BSc, MSc, MPA
Robert Keays
Teri Levine
Chris MacDonald, LL.B
Jim MacMullin
Mayor Mel Norton
Dr. Michael Simon
Rev. Dr. Elizabeth Stevenson

Extracts from Audited Financial Statements

(fiscal year ended October 31, 2014)

	2012 - 2013	2013 - 2014
Assets	\$ 10,692,389	\$ 12,241,083
Donations to Foundation	\$ 325,400	\$ 869,522
Expenditures	\$ 476,313	\$ 609,843
Grants awarded to local charities	\$ 292,616	\$ 401,387
Total number of Funds	62	64
Fund balance (at year end)	\$ 10,646,108	\$ 12,151,929
Administrative costs as % of fund balances	1.60%	1.54%

We have met the disbursement quota as set by the Canada Revenue Agency. These are extracts from our audited financial statements. A complete set of audited financial statements are available online at www.thecommunityfoundationsj.ca or at the Foundation office.

2014 Highlights

- Celebrated 38 years of giving to the community in June 2014, at the Annual Grant Reception, held at the Union Club.
- This past fall, The Community Foundation moved offices and is now located in the John Law Building at 89 Canterbury Street, Suite 502.
- The Community Foundation marked a major milestone in our history, after having received the largest amount of donations in a single fiscal year.
- Two new funds established in 2014 – The Constable Doug Larche Memorial Bursary and The Robert Callander Trust Fund.
- Mr. Barry Ogden received the Community Service Award. The annual Community Service Award recognizes an outstanding community member who has dedicated

time and energy to enhancing the quality of life in Greater Saint John. Nominees are brought forward from the community and the recipient selects a charity of choice to receive \$5000 from The Community Foundation. Mr. Ogden selected Romero House, The Promise Partnership (UNB) and The Community Food Basket to share the \$5,000 gift.



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Our Donor Relations & Fund Development Committee developed a strategy to enhance our donor base for the coming year. A large focus of the Committee's work will be to launch a Professional Advisors strategy in 2015. Our focus will be to grow our relationships with key advisors within our community – lawyers, investment professionals, and financial planning experts. The Committee is developing tools and strategies to place in the hands of these professionals to help inform them, and their clients about the work of the Foundation.

Our Grant Making Committee, comprised of Foundation Board members and community members at large, undertook an extensive review of our grant application criteria to ensure

it accurately reflects the priorities of our community and Foundation. Following the establishment of our revised criteria, this group will use it as they embark on the 2015 grant-review period.

In closing we would be remiss not to mention our most important partners – our donors. Not a single grant would be possible without you. We value each donor, past and present, and thank you for allowing us to serve Greater Saint John.

Handwritten signature of Kelly Evans in black ink.

Kelly Evans, MEd
Executive Director

Handwritten signature of Doug MacDonald in black ink.

Doug MacDonald, CA, CFP
Chair



Moving our whole community forward in big ways and small ways, always.

A new look for The Community Foundation

With The Community Foundation refocusing its strategic direction for 2015, this past year was an ideal opportunity to examine who we are as an organization, and how our community and donors see us.

With input from our Board members, and the help of Duke Creative Collective, we reached out to a broad cross-section of stakeholders. What we found is that those who know us, know us well. Our values of trust, leadership and stewardship resonated with our stakeholders, and we are seen as a strong role model for giving in the city and surrounding area. Our reputation as strong fiscal managers of endowed funds and identity as community leaders continues to grow – but we also heard that there was more that we could do.

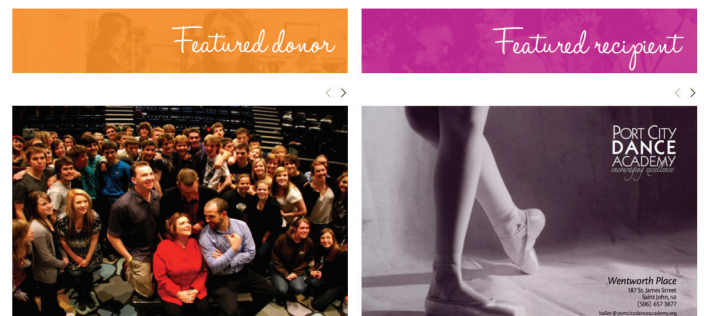
Many people in the Greater Saint John area still don't have a solid understanding of who we are, what we do and how we strive to live our mission and vision every day. With these insights, we began the journey of strengthening our brand and enhancing our communications. Our goals were to increase awareness, build our reputation in the community, strengthen our relationships with potential donors, and build pride amongst current donors.

To support these goals, we transitioned our name from The Greater Saint John Community Foundation to the more simply stated The Community Foundation; developed and launched a new logo that has a similar look and feel as other Community Foundations across Canada; and launched a new, more functional website that better meets the needs of our current and potential donors.

We also developed a marketing and communications strategy to help us communicate our brand, mission and vision. We started this new communications outreach in 2014 and look forward to the fun and exciting items we have planned for 2015 onward.



embracing community



The 2014 Anniversary Grant

This year, we were pleased to award \$40,000 for The Community Foundation's annual Anniversary Grant - the largest single grant in the Foundation's history. After reviewing a number of applications, the selection committee named the Early Childhood Development Coalition (ECDC) as the recipient of the annual grant.

The ECDC is a collaborative of youth-focused organizations with the aim of delivering early childhood programs and services to Saint John's priority neighbourhoods. Through this partnership, the Early Learning Community was established in each of Saint John's priority neighbourhoods, where parents, schools, service agencies and community partners work together to support optimal development of all children.

Currently, ECDC operates parent/child playgroups in six priority neighbourhoods – serving upwards of 160 families in the communities. With the funds from the Anniversary Grant,

the Coalition will be able to increase the availability of quality parent/child programs, train additional program facilitators, build a more rigorous evaluation process and leverage additional funding and program partnerships – all with the aim of strengthening the programming and outreach to families and the community at large.





Brian Lund Memorial Fund Supports 100th Child

During his lifetime, Brian Lund made a significant impact on his family, friends and community. When not working or spending time with his family, Brian was committed to youth in his community – volunteering with the Rainbows Program helping young people build self-confidence, as well as working with other programs throughout local high schools. After Brian’s passing, his family established the Brian Lund Memorial Fund, with an aim to support programs and

charities in Saint John that have the same values as Brian, himself. In 2014 the fund granted \$6,400 to P.R.O. Kids, a non-profit program of the City of Saint John that assists children and youth under the age of 18. With this donation, the Brian Lund Memorial Fund has made it possible for P.R.O. Kids to place 100 children in a variety of sports, arts, culture and recreational activities. Since its inception, the fund has donated nearly \$19,000 to P.R.O Kids.

Constable Doug Larche Memorial Bursary Fund

The Community Foundation has often been the recipient of donations and fund bequests upon the passing of community members. Following the passing of Constable Doug Larche in Moncton, NB, his friends and family came together to initiate a bursary fund in his name.

On September 24th, friends and family presented Community Foundation Chair, Doug MacDonald, with a cheque for \$3,000 as the initial deposit to endow the Constable Doug Larche Memorial Bursary Fund.

The fund will award a minimum of \$500 annually, to at least one graduate of St. Malachy’s Memorial High School who is looking to pursue post-secondary education. Students who have demonstrated solid academic standing, possess leadership qualities, are involved in extra-curricular, community and/or athletic pursuits, and who show financial need are considered for the bursary.

The Community Foundation is pleased to have played a role in assisting Constable Larche’s friends and family in honouring his memory and support the high school he attended, for years to come.



For a complete list of our funds and our grant recipients, please visit our website at: www.thecommunityfoundationsj.com