

The logo for Blumbergs, featuring the word "BLUMBERGS" in white, uppercase, sans-serif font, centered within a dark blue rectangular box with white horizontal lines above and below the text.

BLUMBERGS

Partnering with Canadian Charities for Effective CSR

A presentation to

The Canada-Southern Africa Chamber of Business

6th Risk Mitigation and CSR in Africa and Emerging Markets Seminar

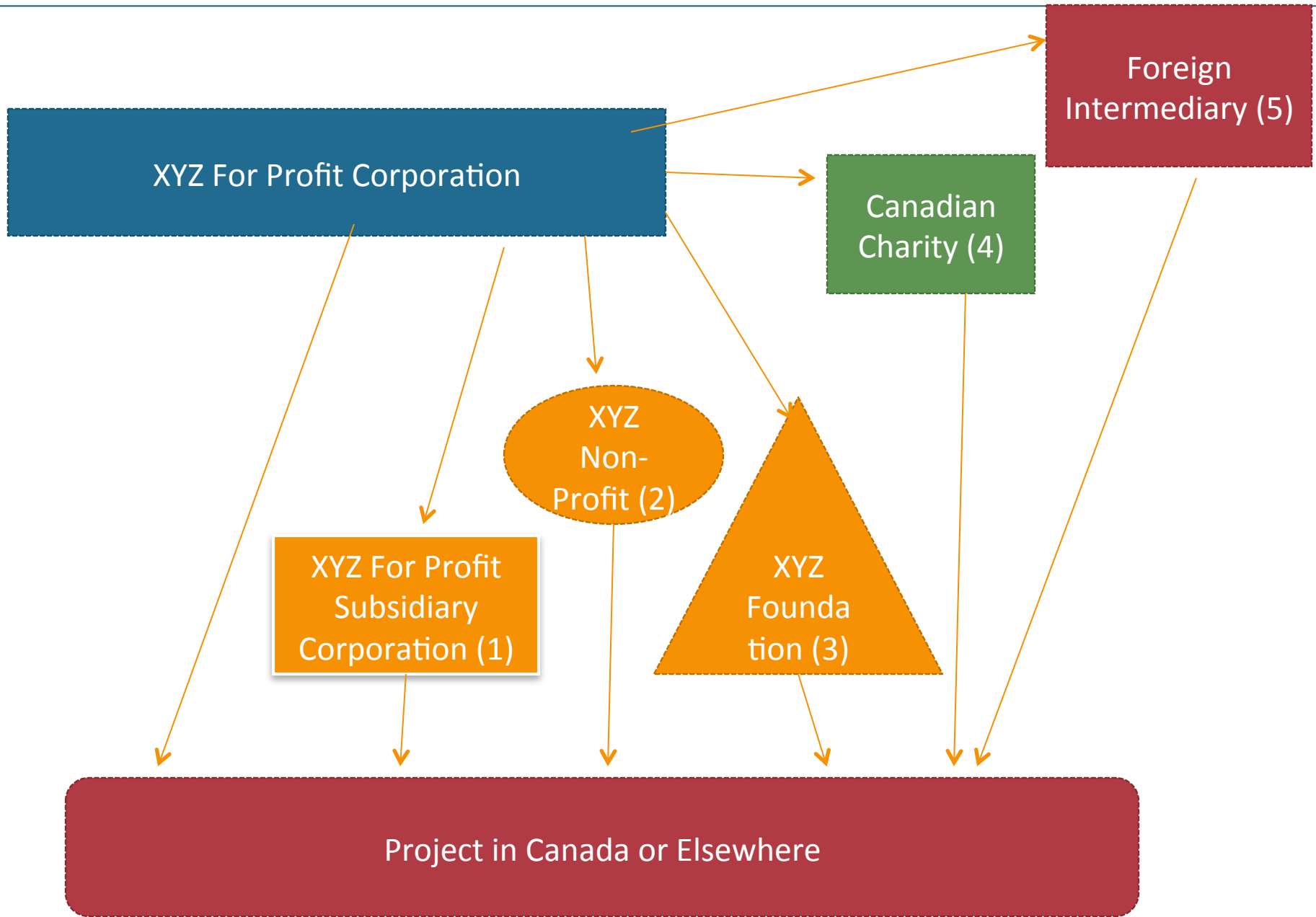
Mark Blumberg, Blumberg Segal LLP (mark@blumbergs.ca)

Blumberg Segal LLP

- Blumberg Segal LLP is a law firm based in Toronto, Ontario
- Mark Blumberg is a partner at Blumbergs who focuses on non-profit and charity law
- Assists charities from across Canada with Canadian and international operations and foreign charities fundraising here
- www.canadiancharitylaw.ca and www.globalphilanthropy.ca
- Free Canadian Charity Law Newsletter. Sign up at: <http://www.canadiancharitylaw.ca/index/php/pages/subscribe>
- (416) 361 – 1982 or 1-866-961-1982
- mark@blumbergs.ca
- www.twitter.com/canadiancharity

Introduction

- Legal information not legal advice
- Views expressed are my own
- Questions during and at end
- Logistics and timing



Picking a charity in Canada

- 85,000 Registered charities

<http://www.cra-arc.gc.ca/chrts-gvng/chrts/menu-eng.html>

- 12,000 carried on 'programs' outside of Canada – humanitarian assistance, development, education, religious, arts, etc... 4000 spent funds outside Canada
- Every charity is different – objects / areas of charitable work / values / attitude towards resource extraction/ risk tolerance / public profile / donors / level of government support / independent vs. international affiliations / resources / knowledge / local vs. international activities

2009 T3010 Statistics

- 5289 charities declared direct foreign activities
- 4969 over \$1000
- 3435 over \$10,000
- 1272 over \$100,000
- 307 over \$1million
- 46 over \$10 million
- 4 over \$100 million

2009 T3010 stats on spending outside Canada

WORLD VISION CANADA	\$294,103,517.00
CANADIAN RED CROSS SOCIETY	\$175,945,644.00
CARE CANADA	\$165,993,560.00
IDRC	\$113,962,249.00
HAMILTON HEALTH SCIENCES CORP \$85,643,966.00	
PLAN INTERNATIONAL CANADA INC.	\$80,364,862.00
AGENCE UNIVERSITAIRE DE LA FRANCOPHONIE	\$54,595,422.00
UNITED ISRAEL APPEAL OF CANADA INC	\$53,433,362.00
CANADIAN FOODGRAINS BANK ASSOC	\$46,313,542.00
THE SAMARITAN'S PURSE - CANADA	\$34,935,453.00

2009 T3010 stats on spending outside Canada

CHRISTIAN CHILDREN'S FUND OF CANADA	\$31,077,063.00
COMPASSION CANADA	\$26,799,289.00
CECI	\$26,775,701.00
MENNONITE CENTRAL COMMITTEE	\$26,600,543.00
OXFAM-QUEBEC	\$23,124,314.00
DEVELOPMENT AND PEACE	\$22,255,746.00
HOPE INTERNATIONAL DEVELOPMENT AGENCY	\$21,642,410.00
DOCTORS WITHOUT BORDERS CANADA	\$21,374,466.00
CHRISTIAN REFORMED WORLD RELIEF COMM.	\$18,454,032.00
RIGHT TO PLAY INTERNATIONAL	\$17,747,846.00

**All charities are not created
equal**

**Being a “registered charity”
does not mean a good,
effective, reliable charity**

Bad Ways To Pick A Charity

- Name sounds good
- Nice looking website
- Financial numbers look 'great'
- Has a good ratio of funds going to cause rather than overhead
- Someone told you a few years ago they are a good charity
- They hold good cocktail parties
- The executive director is an old college friend
- The media has a glowing article on the charity
- Have celebrities at event

Questions when picking charity as CSR partner

- What are motives of each side in working together?
- What is each expecting from the other?
- “If you don't know where you are going, any road will take you there.”
- What type of corporate culture do you have?
- Is your corporate culture compatible with the charity's theory of change and culture?
- Reputation of charity and company
- Size of each organization?
- Amount of resources/funds to devote?
- Amount of time to devote?
- Corporate gift acceptance limitations

Questions when picking charity as CSR partner

- Does charity have geographic focus you are looking for?
- Does charity have sectoral focus you are looking for?
- How much time to complete project?
- Are you looking for short term or long term relationship?
- Is it partnership or subcontract?
- Are you interested in learning from one another?
- Financial Management abilities
- Are they are registered charity?
- Have they done this work before?
- Do they have ability to communicate with you—
language, technology etc.

Questions when picking charity as CSR partner

- Does charity have infrastructure, capacity to do work in the field?
- Does charity have infrastructure and experience in Canada to handle project and monitor, evaluate?
- Does charity have real connection with beneficiaries?
- Is this donation to charity, contractor, sponsorship arrangement or combination?
- Do they have goodwill in Canada?
- Do they have goodwill in other countries?
- Do they have communications staff in Canada?
- Governance

Questions when picking charity as CSR partner

- Connections
 - Do they have a strong base of support in Canada and outside?
 - Do they receive government funding?
 - Are you looking for matching funds/CIDA/other governments
 - Do they receive other corporate funding?
 - Do they receive foundation funding?
 - Do they receive funding from sources outside of Canada?
 - Political involvement?

Questions when picking charity as CSR partner

- Will project be sustainable after end of your corporate funding?
- Exit strategy?

Some further ideas for due diligence

- Do you really know your charity partner?
- Have you seen their work?
- References
- Informal or formal advisory committee on selection
- Background/internet searches
- T3010 information and financial statements (both from CRA and private providers)
- Basic legal review of charity (objects, notification of registration, direction and control of foreign activities).

CharityCan report on registered charity

The screenshot shows a web browser window displaying a CharityCan analyst report. The browser's address bar shows the URL: <https://www.charitycan.ca/licensee/printReport.aspx?b=118928993RR0001>. The page content includes instructions on how to print or save the report as a PDF. Below this, the charity's name is listed as **PLAN INTERNATIONAL CANADA INC.**. The **Contact Information** section provides the following details: Address: ATT: PAULA BUTLER 1001-95 ST CLAIR AVE W, TORONTO, ON, M4V 3B5; Email: INFO@PLANCANADA.CA; Phone: (416) 920-1654; Website: PLANCANADA.CA; Contact: ROSEMARY MCCARNEY PRESIDENT & CEO. The **Basic Information** section lists: Charitable Registration Number: 118928993RR0001; Fiscal Period Ending: 6/30/2009; Charity Type: Charitable Organization; Year of Registration: 1967; Status: Registered. The **Ongoing Programs** section describes various initiatives in Education, Health, Water and sanitation, Economic security, and Emergencies. The **New Programs** section mentions the 'Because I am a Girl' campaign. A **Program Areas** list includes Social services, Literacy/education/training programs, and Medical services.

To print only certain pages of this report, click File / Print Preview in your browser to view and select the page(s) you wish to print.

To save to a PDF, view the Printer Friendly Version, click File / Print in your browser, and choose your PDF writer (e.g. Acrobat Distiller / PDF995) as the printer. You can download a free PDF Writer [here](#).

Print this page

PLAN INTERNATIONAL CANADA INC.

Contact Information

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Email: INFO@PLANCANADA.CA
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Basic Information

Charitable Registration Number: 118928993RR0001
Fiscal Period Ending: 6/30/2009
Charity Type: Charitable Organization
Year of Registration: 1967
Status: Registered

Ongoing Programs:

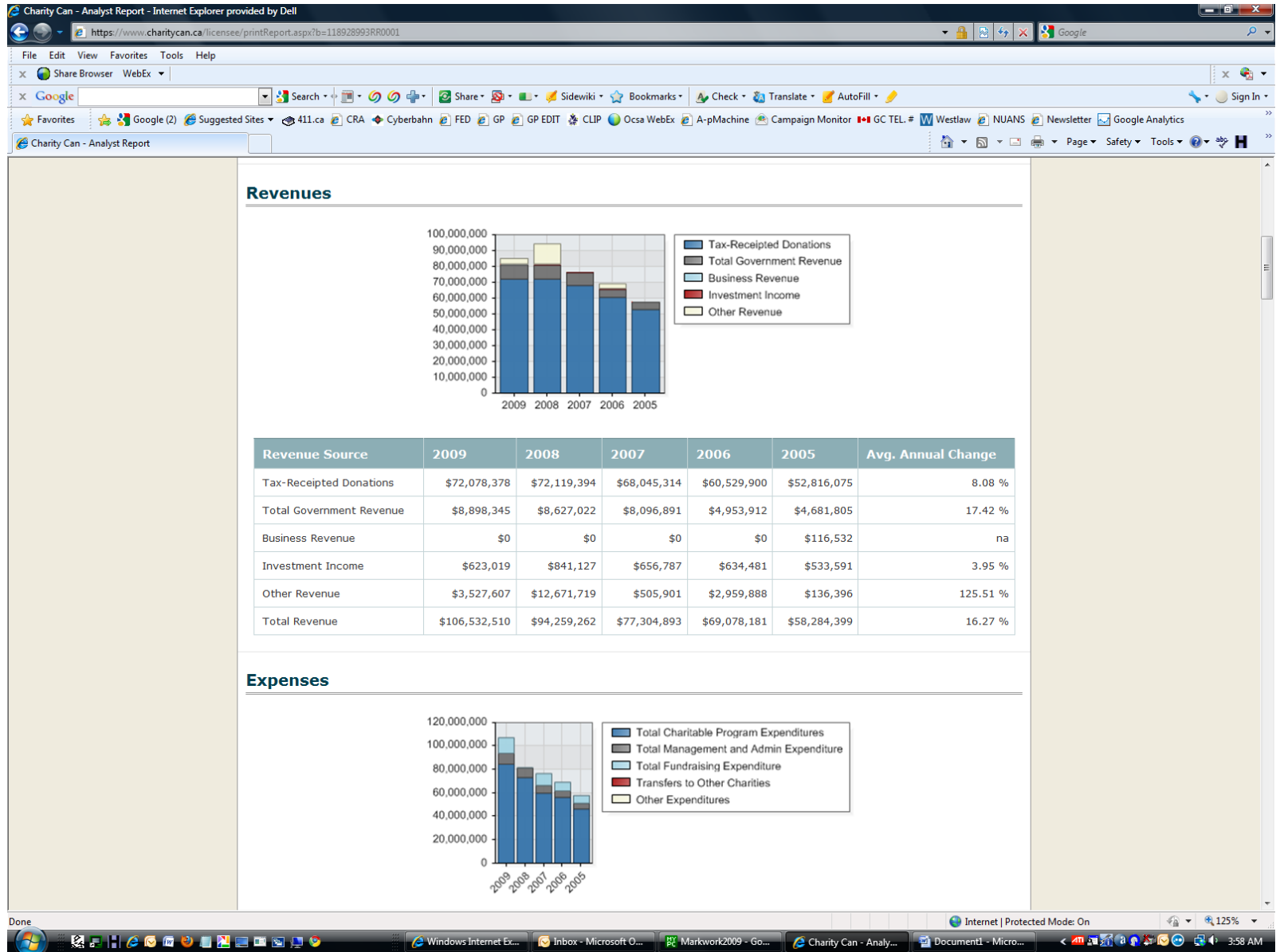
Education: Our biggest program area. We work with communities to build schools, train teachers, and implement a wide range of programs that educate children and keep them in school. We also help establish training programs for adults so they can improve their skills as workers, parents and community leaders... Health: We help communities deliver basic health care to children and families by working with them to build clinics, train health workers and invest in medicine, equipment and outreach programs... Water and sanitation: We drill boreholes and invest in water systems to ensure that communities have safe, accessible drinking water for families. We train local people to maintain water systems and develop community-led sanitation programs to stop the spread of disease... Economic security: We offer training, tools or access to small loans, we help ensure that local people can build local industry, earn a decent living and provide for their families and children... Emergencies: In the communities where we work, we are well-placed to offer humanitarian relief and long-term reconstruction when emergencies occur... Child protection: We deliver programs to address critical issues such as child trafficking, corporal punishment in schools, female genital cutting and child marriage.

New Programs:

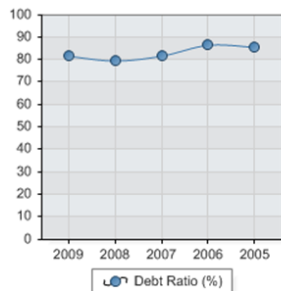
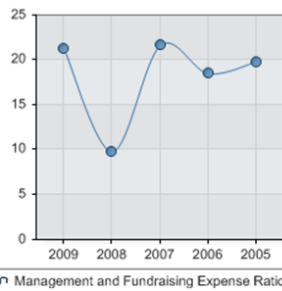
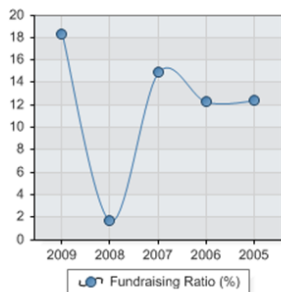
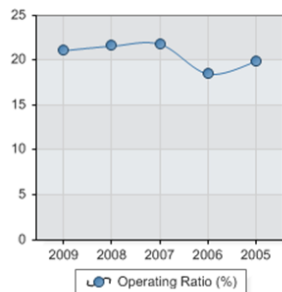
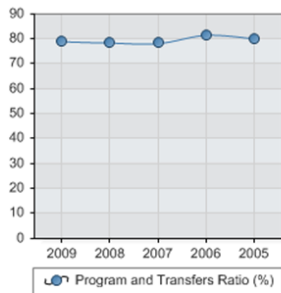
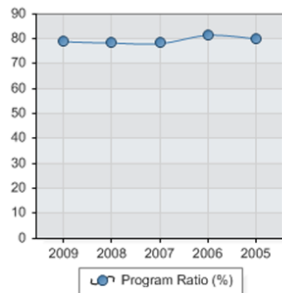
Because I am a Girl: We are rolling out a nation-wide campaign to engage Canadian girls in support of girls' rights globally.

Program Areas

- Social services
- Literacy/education/training programs
- Medical services



Key Ratios



Peer Group Comparison: -- Welfare and outreach

Notes on Peer Groups

Done

Internet | Protected Mode: On

125%

AJAH report on registered charity

The screenshot displays the AJAH Fundtracker website. The main content area features the title "Walter and Duncan Gordon Foundation" and a "Description" section. The description states that the foundation is dedicated to developing sound and innovative public policies. It lists three funding programs: Canadian North, Fresh Water Resources Protection, and Elizabeth L. Gordon Art Program. A "Foundation" sidebar includes a pie chart showing 96% for Education and 4% for Arts & Culture, along with funding statistics for 2009 and contact information. A "Related Funders" list is also visible. The browser's address bar shows the URL "http://ajah.ca/explore/fo/20420?foType=foundation&foT..." and the page title "Walter and Duncan Gordon...".

Ajah Fundtracker Hi Mark FAQ My Account Log Out Français

Search for Funders Search for Charities Saved Funds

[Back to Search](#)

Walter and Duncan Gordon Foundation

Description

The Walter & Duncan Gordon Foundation is dedicated to the development of sound and innovative public policies, founded on those values fundamental to Canadians, and designed to foster the continuing evolution of a dynamic and independent Canada. The Foundation aspires to the ideal of a sovereign Canada that is dedicated to the security and well-being of all Canadians and committed to tolerance, pluralism and democratic participation.

The Foundation has the following funding programs to support its mission:

1. Canadian North: The program supports research and education projects that enhance Northern peoples' ability to participate in and help shape public policy at any level - local, regional, national or international.
2. Fresh Water Resources Protection: The program supports support the development of a comprehensive legal, regulatory, and citizen action framework for the purpose of protecting the quality and quantity of fresh water resources for future generations of Canadians.
3. Elizabeth L. Gordon Art Program - The Foundation endeavours to:
 - assist public art galleries in Ontario to plan and develop art collections of depth and quality.
 - increase the role of volunteers, enthusiasts, collectors and donors in the creation of unique collections of art.
 - stimulate communities in their support of local art galleries by challenging them to raise matching funds for acquisitions.
 - increase knowledge of collections and collecting.

The foundation has been registered as a charity since 1967 and currently has assets of \$52,102,969. It has 7 full-time employees and 2 part-time employees. Its current operating budget is \$4,944,076.

Deadline

- Check website

History of Donations

Foundation

Education	96%
Arts & Culture	4%

Funds Disbursed in 2009:
\$2,586,971
Coverage: National
Type: Private Foundation

Tags: Cultural Institutions & Organizations, Universities & Colleges, Research, Wildlife Conservation ... [more](#)

[Visit Website](#)

Contact Information

11 Church Street Suite 400
Toronto, ON
M5E 1W1

Tel.: [416-601-4776](tel:416-601-4776)
Email: info@gorddnf.org

Related Funders

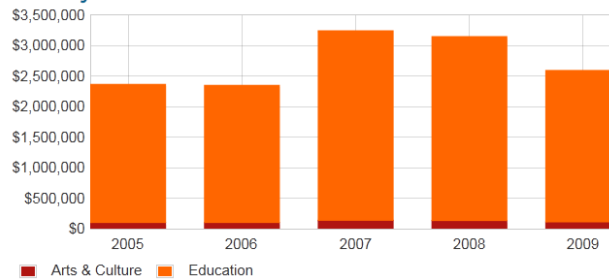
- Laidlaw Foundation (6)
- Actua (5)
- Cseg Foundation (4)
- Ivey Foundation (4)
- The Catherine Donnelly Fo... (4)
- The Salamander Foundati... (4)
- The Mitsui Canada Found... (4)
- BBF Foundation (4)

Feedback

Deadline

- Check website

History of Donations



- Ivey Foundation (4)
- The Catherine Donnelly Fo... (4)
- The Salamander Foundati... (4)
- The Mitsui Canada Found... (4)
- RBC Foundation / RBC Fo... (4)
- Alberta Conservation Ass... (3)
- Deloitte & Touche Founda... (3)

Feedback

Previous Grant Recipients (show all 25)

Type	Organization Name	Prov.	Coverage	Year	Amount
C	The Pembina Foundation for Environmental Research and Education	AB	national	2009	\$100,000
C	The Pembina Foundation for Environmental Research and Education	AB	national	2009	\$100,000
C	The Governing Council of the University of Toronto	ON	local	2009	\$85,000
C	The Governing Council of the University of Toronto	ON	local	2009	\$85,000
C	The Governing Council of the University of Toronto	ON	local	2009	\$85,000

[more](#)

Board Members (2009) (show all 14)

Name	Position	Years in Office
Briony Glassco	Director	2
Jane L. Glassco	Director	38
Karen Hanna	Director	8
Patrick H. Johnston	Director	8
Scott McIntyre	Director	9

[more](#)

Red Flags with charities

- If over 50% of revenue from gifts in kind such as pharmaceuticals (prone to exorbitant valuations)
- High staff turnover
- Staff or directors who are “ineligible individuals”
- Involvement with abusive charity gifting tax shelter schemes
- Unrealistic claims

Working Together Well

- If deal is one sided may not work out
- Understand restrictions, limitations (legal or otherwise) and sensitivities of the other?
- Have a good negotiated agreement with clear responsibilities and reasonable expectations
- Respect
- Communicate



Blumbergs

- Blumberg Segal LLP is a law firm based in Toronto, Ontario and Mark Blumberg is a partner who focuses on non-profits and charities
- Assists charities from across Canada with Canadian and international operations, foreign charities fundraising here, and Canadian corporations interested in CSR
- www.canadiancharitylaw.ca and www.globalphilanthropy.ca
- Free Canadian Charity Law Newsletter:
- <http://www.canadiancharitylaw.ca/index/php/pages/subscribe/>
- 416-361-1982 / toll free 1-866-961-1982 / mark@blumbergs.ca