

ANNUAL  
REPORT  
2008-09



THE  
BELINDA STRONACH  
FOUNDATION



# The Belinda Stronach Foundation

*The Belinda Stronach Foundation (TBSF) is a Canadian charitable foundation established in March, 2008 by the Honourable Belinda Stronach P.C. out of the conviction that society, both in Canada and the rest of the world, must find innovative and collaborative ways to advance human potential and achievement towards achieving a better quality of life.*

The Foundation believes passionately that individual empowerment can help create positive social change, and that strategic investment in community-based and global initiatives can strengthen the capacity of individuals and groups to do exactly that.

TBSF believes that there is not only one approach that can completely address the issues facing any individual or community in the world, and is open to and embraces a wide range of responses. It is solution-orientated; it believes in creating innovative solutions, building collaborative partnerships and investing in the development of leaders.

Those three different streams – innovative solutions, collaborative partnership and leadership development – are already reflected in the earliest activities of the Foundation.

Central to the Foundation’s vision is its commitment wherever possible to build upon and strengthen the work done so well by other organizations. TBSF will identify and fill voids, and maximize the impact of the Foundation’s work by reaching out to stakeholders, other foundations, non-governmental organizations, businesses small and large, and individuals, both as sources of ideas, inspiration and collaboration, and as working partners on the ground.



# Message From The Chair

*The world was in some ways a different place than when we launched the Foundation in the spring of 2008. Then there was no talk of recession, no discussion of the need for massive state economic stimulus or the subsequent fiscal restraint that is now so prevalent within governments and businesses around the world.*

Like many other Foundations, our initial plans to raise the funds necessary for our work and our capacity to provide services and programs were caught up in the global economic crisis. Donations to charities and foundations dropped. The people served by the voluntary sector faced even greater hardship. We had to adapt. And we did.

We began the Foundation with a commitment to addressing needs that weren't being met. We saw no reason to duplicate or compete against services and programs already being offered. Our model and contribution is to build a network of partnerships.

The global recession hardened our resolve, and compelled us to be tightly focussed on what we wanted to accomplish, and what we could accomplish.

The economic travails of the past eighteen months may have been challenging, but they haven't dampened our belief that we can indeed empower young people and bring change to their lives. If anything, that need for empowerment has intensified, and our determination to contribute to meeting those needs has grown proportionally.

We have targeted three areas to start our work as Foundation – girls and women in developing and developed nations, Aboriginal youth here in Canada, and global development issues. Each in their own way reflects our vision, and speaks to collaboration and partnership. The details of those program initiatives are outlined elsewhere in this report.

On a personal note, I want to thank our Board of Directors, Advisors, and Foundation staff, for their energy and ideas during our Foundation's first twenty months of existence. Starting an organization like this is a larger and more complicated task than one can imagine, and our success to date has been the result of many hands.

I started the Foundation with a vision and a commitment. The vision has become clearer, more refined as we have worked together as a group and with our partners, and that initial commitment remains constant, consistent and unwavering.



# Message From The President

*My first twenty months as President of  
The Belinda Stronach Foundation can be captured by  
three words - challenging, meaningful and substantial.*

There was the initial pressure to get the nuts and bolts of a team, various incorporations and our charitable status in place, followed immediately by the planning and the execution of founding events such as Golf Rocks, the Aboriginal Round Table, a speaker series on philanthropy, and an interfaith roundtable in cooperation with the Tony Blair Faith Foundation.

Concurrent with the building of our organization and those first program demands was what I can only call the exacting but important task of acquiring the information we needed to help us set priorities. We began by understanding and identifying stakeholders, creating the strategic underpinnings for Foundation programs, and establishing working relationships with a myriad of other foundations, non-governmental organizations, businesses and individuals.

Reviewing the current list of the organizations with which TBSF partners and inter-relates is amazing to me. There are more than seventy groups with whom we have established some form of relationship. It was a long process but it was ultimately very rewarding, and I am thankful to each of our partners as they have helped to create a momentum that has resulted in a positive impact for our target groups.

Gathering partners and working through program priorities is how most of 2009 was spent for the team, interspersed of course with events like our joint presentation with the Canadian Club and the Right Honourable Tony Blair, the Sunnybrook event with Sheryl Crow, the *Spread the Net* challenge with high school, college and university students, pledging to work to elevate the roles of girls and women via the Clinton Global Initiative, and hosting a private function that focussed on global development with Bono and ONE.

By year end, we knew where we needed to be. We now have a clearer vision of who we are and what we want to do. Our first program – *Spread the Net* – is close to meeting its founding goal. Our second – One Laptop Per Child – will be ready to launch next fall, and this June will see the emergence of a powerful new forum spearheaded by the Foundation – the G(irls) 20 Summit. And as we look forward to 2010 and beyond, we can do so knowing that the basic building blocks have been put in place. None of this, of course, would have been possible without the support of our Board of Directors, Advisors and my incredible staff – they are all talented, giving and committed. I feel honoured to be working in an organization that is led by Belinda Stronach who is generous, forward thinking and determined to improve the world we live in.



# Our Stakeholders/ Programs

*Spread The Net and Malaria No More*

*One Laptop Per Child*

*Girls and Women*



# Spread The Net & Malaria No More

*Malaria is a malicious disease, and it is estimated by the World Health Organization that somewhere in the world a child dies from it every thirty seconds.*

Saving a child's life is the obvious and necessary first step towards improving that life, and the simple fact that using a long-lasting, insecticide-treated mosquito net is a practical solution to preventing malaria and other neglected tropical diseases propelled TBSF to adopt *Spread the Net* and establish Malaria No More in Canada.

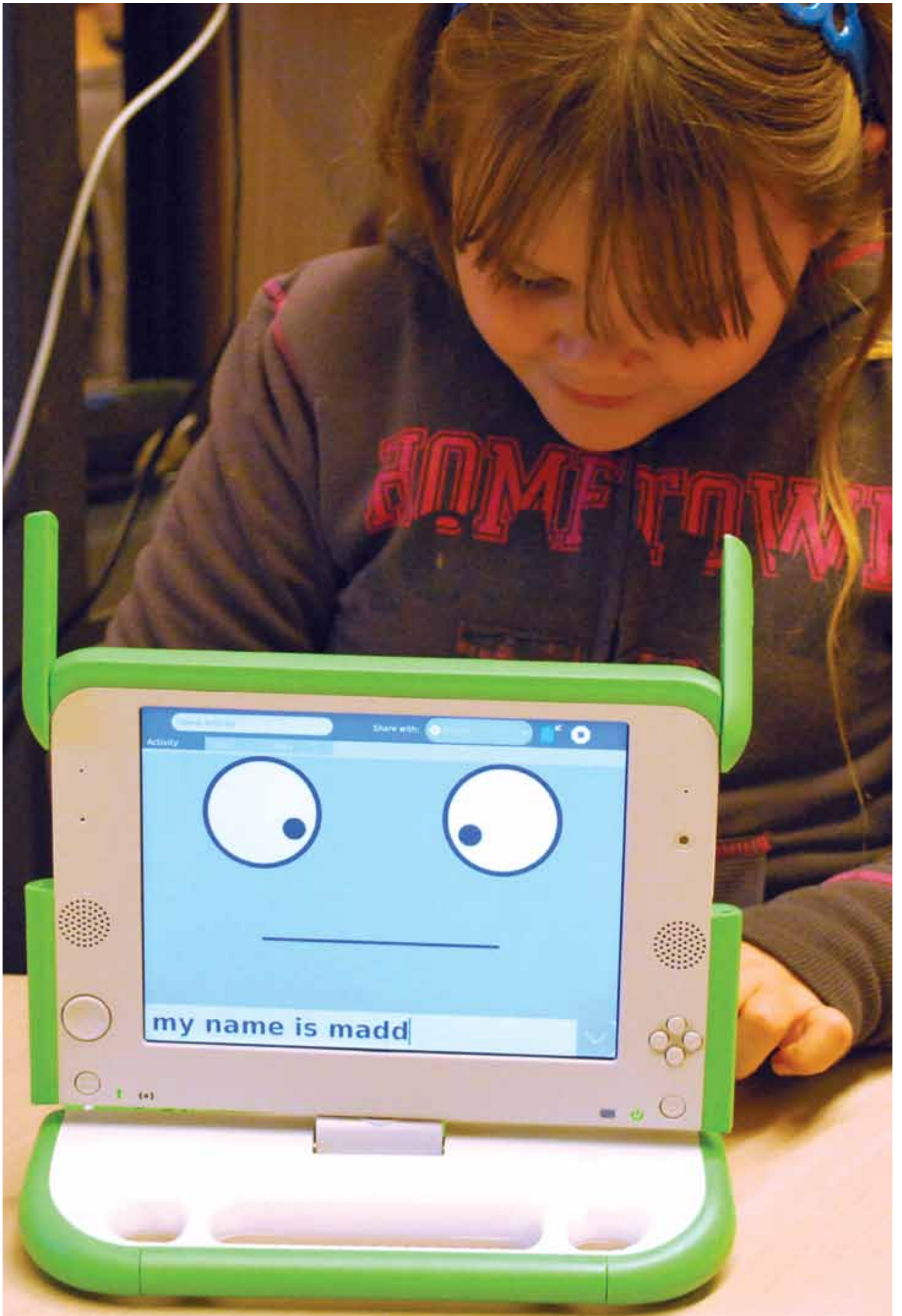
Since Belinda and Rick Mercer founded the *Spread the Net* campaign in 2006, in partnership with UNICEF Canada, enough funds have been raised to purchase and distribute 450,000 nets. And with UNICEF as our on-the-ground partner, we are able to ensure efficient distribution of the nets in Liberia and Rwanda.

UNICEF estimates that up to five people can sleep under each net. That means more than two million people have been positively impacted by *Spread the Net*.

In 2008, we took the fight against malaria to the next level with the establishment of Malaria No More Canada. Malaria No More Canada is a non-profit, non-governmental organization that is part of a global affiliate network including the United States, the United Kingdom and the Netherlands. All Malaria No More affiliates are joined with the common purpose of making high yield investments in malaria endemic countries in Africa.

Malaria No More Canada in early 2009 supported the establishment of Canada's first ever All-Party Parliamentary Caucus on Ending Malaria along with Patrick Brown, MP. Malaria No More Canada will continue to work with Canadian and international malaria stakeholders to support the drive towards ending malaria deaths by 2015 as set out in the United Nations Millennium Development Goals.

Both programs are strongly entrenched within the Foundation, and our plans for 2010 and beyond call for a substantial expansion.



Activity

my name is madd

BOMF POW!

# One Laptop Per Child

*The Aboriginal population in Canada is young;  
more than fifty per cent are under 25.*



Aboriginal youth have much lower levels of educational attainment compared to the overall youth population in Canada. Across the spectrum of Aboriginal communities – First Nations, Inuit, Métis, and the largely growing Urban Aboriginal population – the numbers hover around fifty percent high school completion.

Although university graduates have a significant advantage, Aboriginal youth experience difficulty in finding favourable employment opportunities. The lack of education attainment is a substantial contributor to the host of difficulties – poverty, abuse, addictions, family violence, a disproportionate incarceration rate – that afflict Aboriginal communities and individuals.

According to the 2001 Aboriginal Peoples Survey by Statistics Canada, one fifth of the young people reported that boredom was a major factor for exiting the school system.

Beginning in 2008 and picking up momentum in 2009, TBSF hosted a roundtable on issues impacting on Aboriginal youth, began visiting Aboriginal communities, and met with Aboriginal leaders across Canada to investigate ways in which the Foundation could invest in Canada's Aboriginal youth and children. As part of this process, TBSF connected with One Laptop Per Child (OLPC), an organization based in the United States that is providing laptops to children between the ages of 6 and 12 in developing nations and challenged communities around the world. OLPC was founded by Nicholas Negroponte, the founder and Chairman emeritus of MIT's Media Lab. The computer they designed is rugged, low-cost, and is low-power.

After extensive consultations with OLPC, and gaining the support of Assembly of First Nations, the Métis National Council and the Inuit Tapiriit Kanatami, the Foundation reached an agreement with OLPC to become its Canadian partner, and made a commitment to launch phase one of the program to some 5,000 children, in 2011.



The 5,000 children will be receiving a laptop with Aboriginal customized programs at no cost and will include:

- A literacy program;
- A financial literacy program;
- Up to 100 e-books, many of which will be written by Aboriginal authors;
- A program that encourages and facilitates physical activity;
- A science program;
- An introduction to water safety;
- A food and nutrition program based on the Aboriginal Food Guide;
- Programs to improve dexterity, self esteem and creativity; and,
- Connectivity to the internet.

As part of the overall program, Aboriginal young people will be trained and paid to champion the program and be technical experts of OLPC to each school pilot.

It is hoped that by providing each child, aged 6 to 12, with access to education, creativity, technology and connectivity to the world that Aboriginal children will have a tool they need to increase confidence, their desire to learn and add to their future economic security and that of Canada.



# Girls & Women

*Girls and women are agents of change – confident, empowered, enlightened and open to sharing and engaging with each other. With secondary education, and the right tools, they can play a key role in changing conditions for girls around the world.*



The Belinda Stronach Foundation has embraced these girls and women as stakeholders, and has been searching for ways to empower them, and to make them an integral part of global planning and execution.

Young people, in general, are the fastest growing segment of the population in developing countries, and their welfare is a fundamental input for key economic and social outcomes – including the size and competitiveness of tomorrow’s labour force, future economic growth, improved governance, and healthy civil societies.

Within that segment, girls and young women between the ages of 10 and 24 are the least valued as an asset – two-thirds of them being denied primary education, many of them forced to seek employment in the informal sector that is characterized by various forms of exploitation. And this despite the fact that every year of schooling can boost a girl’s future earnings, and that of her family, by 10 to 20 per cent, and that for every dollar a woman earns, she invests 80 cents in her family, as opposed to 30 cents by men.

Simply put, investing in girls and women and creating opportunities for them is smart, necessary and strategically central to the building of strong, healthy families, communities and countries.

During 2009, TBSF brought together more than 20 different organizations, gathering partners to support and work on this cause. A series of strategy meetings produced a plan to launch a global awareness campaign that highlights how girls and women can help achieve economic development, political stability and social innovation.

The first phase of this program will be viral, reaching out via Google moderator to generate responses as to how best the Millennium Development Goals (MDGs) can be achieved. In particular:

- Eradicating extreme poverty and hunger
- Achieving universal primary education
- Improving maternal and child health



In phase two, 20 girls will come together in Toronto for the first G(irls)20 Summit, an event that will run parallel to the actual G20 summit. The summit will convene one girl from each of the G20 countries. The summit will work towards a submission of concrete ideas regarding the MDGs and for the longer term, will aim to impress on the world leaders the prowess of girls and women and their potential to drive economic development and productivity.

The Foundation has just begun its work in this area. 2009 was a year for identifying needs and building the base. We expect our involvement and commitment will continue to expand in ways we haven't even started to imagine.

# Collaboration and Convening

*The Foundation focuses on strategic philanthropy rather than chequebook philanthropy, so central to our mission is our desire to build programs based on partnerships rather than solely on funding.*

The Belinda Stronach Foundation also believes that awareness is one of the keys to change and that it is important to engage individuals as well as organizations. During our first twenty months, we met with more than 70 different organizations, and had contact with literally thousands of people through various meetings and forums.

The results, we believe, speak well of that encompassing approach.

For example:

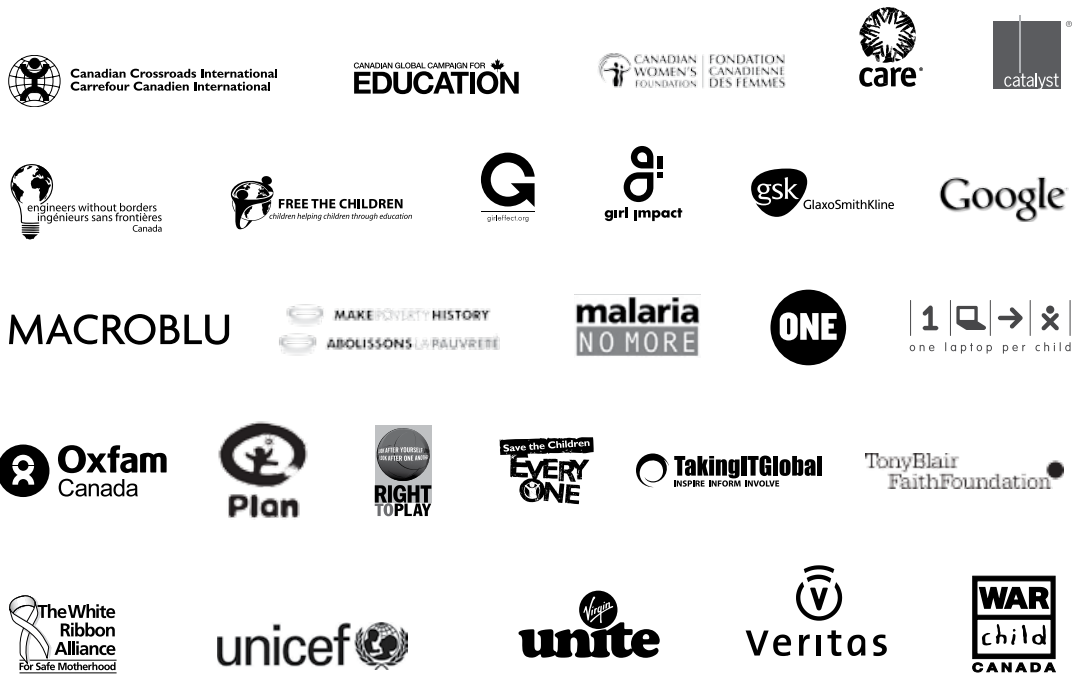
Our commitment to fight the spread of malaria and other neglected tropical diseases was not restricted to the partnerships, as important as they are, with Malaria No More, *Spread the Net* and UNICEF. Late in 2008, TBSF joined forces with the Tony Blair Faith Foundation, and in the spring of 2009, hosted a roundtable led by Belinda and the Right Honourable Tony Blair with the interfaith community to launch Faiths Act Canada and to support the Faiths Act Fellows – a program in which eight young Canadians of faith are working together and within faith communities to tackle malaria. The lessons learned in harnessing interfaith collaboration in practical ways to fight malaria will help with future action on other MDGs.

The One Laptop Per Child program was not strictly the result of our partnership with the American founding organization, or the natural outcome of the relationships we developed with the Assembly of First Nations, The Métis National Council and the Inuit Tapiriit Kanatami. Its origins are actually rooted in a roundtable that TBSF hosted late in 2008 with Sol Guy and Josh Thome, founders of 4Real. The roundtable brought together Aboriginal leaders and individuals from across Canada to discuss the issues and opportunities facing Aboriginal youth. And that roundtable was, in turn, followed by more than twenty meetings with key individuals in the Aboriginal community.

The challenge of championing global development issues and the advancement of girls and women, brought TBSF into contact with more than twenty organizations including Plan, CARE, Oxfam, the Canadian Women's Foundation, Free the Children, Engineers Without Borders and Virgin Unite. It also involved The Tony Blair Faith Foundation and ONE, an indication of how strong relationships can be extended to cover a multitude of issues. And, the potential for success of the G(irls) 20 Summit has been strengthened immeasurably through the on-going, active and generous support of Google, Macroblu and Veritas Communications.

Every one of the partnerships and relationships we have entered into is of tremendous value to us. Whether the contact is formal or informal, TBSF believes that building and maintaining these bridges is the surest way to ensure that our goals can be reached in the most efficient manner possible.

## OUR PARTNERS:



## OUR EVENT PARTNERS:



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Mr. Paul Sparkes

Mr. Josh Thome

## TBSF TEAM

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# Financials

Financials are available upon request.



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