

Max Bell Foundation

ANNUAL REPORT 2017

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Max Bell Foundation

ANNUAL REPORT 2017

In creating the Foundation that would bear his name, George Maxwell Bell (1912-1972) charged the Board of Directors with managing the funds wisely, setting the Foundation's mission, and determining the fields in which grants would be made. These fields have changed over the years, and have included media and journalism, physical fitness, sports, oceans and inland waters, the relationships of Canada and Canadians with countries of the Asia Pacific region, veterinary science, health and wellness, education, and stewardship of the environment.

While the fields of interest have evolved over the years, the primary purpose of Max Bell Foundation has remained the same. In contributing to Canadians and their communities, the Foundation has always sought to support innovative endeavors which encourage the development of human potential in pursuit of social, educational, and economic goals

MISSION

Max Bell Foundation reflects the spirit, vision and intent of its founder to improve **Canadian society.** We encourage the development of forward looking innovations that impact **public policies and practices with an emphasis on health and wellness, education, and the environment.**

Directors & Staff

Directors

Carolyn Hursh, *Chair*
Ken Marra, *Vice Chair*
Brenda Eaton
Paul Boothe
Jim Gray
Doug Moen
Christopher Manfredi

Staff



Allan Northcott
President



David K. Elton, PhD
Special Advisor



Margaret Herriman
Program Officer



Alida White
Administrator

In our review process, Max Bell Foundation relies on input from anonymous experts. We thank them sincerely for their outstanding voluntary contributions, which are invaluable to our decision-making.

Message from the Chair and President

The lasting legacy of Max Bell has touched many across Canada. Not only was Max an extraordinary entrepreneur, but during his life he was quietly committed to providing a helping hand to those in need. He did so both personally as well as through his philanthropy. Over the years we have been struck by how often, whether at a meeting or a conference or in some casual conversation, someone tells us about how their life was touched by Max Bell. Inevitably, the stories reflect Max's generosity, humility, and integrity. In all aspects of stewarding the Foundation that bears his name, we endeavour to reflect the spirit of the man. It is a privilege to take on that task in partnership with the many creative and committed Canadians we have worked with in the past year.

Max Bell Foundation's mission reflects the innovative approach Max himself took to his endeavors. We believe great opportunities exist to improve Canadian society by approaching issues from the perspective of public policy. The scale and complexity of many of the pressing issues of our time require collective action for the public good. Public policy is a critically important key to such collective action. Bringing innovation, intelligence, and understanding to public policy decisions is essential to improving the society we enjoy.

In 2017, Max Bell Foundation invested more than \$2 million in grants to organizations who share this vision. We expended a further \$220,000 delivering our own programs designed

to educate Canadians. Included in those programs was our ninth annual Public Policy Training Institute (PPTI). The PPTI provides professional development to individuals employed by Canadian registered charities to help them more effectively contribute to public policy development. More than 120 individuals have now completed the PPTI.

In December 2017, the Foundation hosted the first installment of the speaker series PolicyForward. Elyse Allen, President and CEO of GE Canada, and Paul Boothe, Managing Director of Trillium Network for Advanced Manufacturing, fascinated an audience at the National Music Centre in Calgary. Entitled ***Automation, Artificial Intelligence, and Work***

Message from the Chair and President

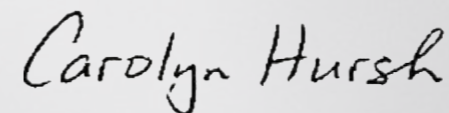
in Canada: Implications for Policy, their discussion explored ways that work is likely to change in the coming years. We plan to continue the speaker series annually, focussing on the implications of technological innovations for public policy choices.

After serving the Foundation as President since 1997, Dr. David Elton retired from that role effective December 31, 2016. Through 2017, he continued as Special Advisor to the Foundation. Effective January 1, 2017, Allan Northcott succeeded Dr. Elton as President of the Foundation.

Following twenty-one years of invaluable service to the Foundation as a Director, Carol Hill retired from the Board in 2017. We'll miss Carol's wisdom and warmth, and we thank her sincerely for her innumerable contributions. Following a careful search, we are delighted to say that Mr. Doug Moen of Regina has joined our Board.

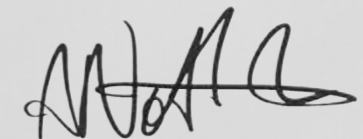
When Max Bell created his Foundation, he stipulated that 30% of the gifts the Foundation makes go to his alma mater, McGill University. Over the years, the Foundation and the University have partnered in a variety of ways to realize Max's wishes. In November of 2017, the partnership underwent a significant evolution with the announcement of the Max Bell School of Public Policy and its inaugural Director, Dr. Chris Ragan. We are tremendously excited about the promise and potential of this new School to make influential contributions to the study and practice of public policy making in Canada.

We continue to be inspired by the life of Max Bell. We look ahead, and look forward to giving our collective best in seeking opportunities to improve the quality of life for Canadians.



Carolyn Hursh

CHAIR



Allan Northcott

PRESIDENT

New Grants

The following new grants were initiated in 2017

C.D. Howe

Using Better Measurement Tools to Improve Indigenous Education: The 2018 PISA Exams

\$17,500 over 6 months

This 6-month research, publication, and communication project will make the case to relevant audiences that Canada should consider requiring an “Indigenous” identifier in its implementation of the PISA survey of educational outcomes. Doing so can improve the ability of policy and practice decision makers focused on Indigenous education to understand the effects of their decisions.

Canadian Mental Health Association (CMHA) Calgary

Consensus Day for Integrated Youth Mental Health in Alberta

\$10,000 over 12 months

The province of Alberta is set to implement a series of recommendations emerging from a comprehensive review and consultation regarding its mental health system. One of the recommendations is to implement a “hub model” of service delivery, focusing on children, youth, and families. The consensus day brought key stakeholders in Alberta’s mental health system together with a panel of Canadian experts who are leading evidence-informed practice related to the “hub model” concept.

Centre for Addiction and Mental Health Foundation

Integrated Care Pathway

\$270,000 over 24 months.

This project will pilot an integrated care pathway for Major Depressive Disorder. This integrated care pathway creates seamless and centralized treatment delivery for people diagnosed with major depressive disorder, who often must manage a variety of treatments and interventions from a variety of providers.

Macdonald-Laurier Institute

Real Jobs for Real People

\$60,000 over 12 months

This research and communication project will explore policy responses to the labour market disruption brought by technological changes such as automation and artificial intelligence. Particular attention will be paid to whether our education systems are adequately preparing Canadians for the future labour market.

New Grants

The following new grants were initiated in 2017

University of British Columbia Human Early Learning Partnership

Developing Systems Leadership in Support of Children and Families

\$100,000 over 24 months

Joanne Schroeder will hold a Max Bell Senior Fellowship housed at HELP-UBC. Her project will respond to the problem of fragmentation of programs and services for children into siloes. The project will pilot an initiative aimed at developing “systems leadership” skills and capacities for individuals and agencies serving the needs of children and their families. The ultimate goal is for this pilot to inform the creation of a Systems Leadership Centre for Children at HELP-UBC.

Max Bell Foundation

Shared Public Policy Services Development Evaluation

\$25,000 over 18 months

Eleven Calgary-based non-profits have pooled funds to support a pilot project that will see the School of Public Policy at the University of Calgary support, with research and targeted outreach, the public policy advocacy efforts of the collective group. A developmental evaluation of this work will inform its development, track and report on its outcomes, and facilitate dissemination of this innovative model.

Max Bell Foundation

PolicyForward 2017

\$78,000

PolicyForward is an annual speaker series. The Foundation invites experts to speak on themes that are forward looking, both in terms of emerging technologies, and the public policy responses to those technologies that could best position Canada for success in the future.

McGill University – Centre for Research on Child and Families

Identifying the Best Social Return on Investment Model to Assess the Value of Social Pediatrics

\$11,857 over 4 months

This project aimed to review different models of Social Return on Investment (SROI) and to identify the most appropriate one to capture the impact of Social Pediatrics (SP) clinics. SP is an integrated social medicine approach that focuses on early intervention with both socially and economically disadvantaged children and adolescents.

New Grants

The following new grants were initiated in 2017

Nature Conservancy of Canada

Protected Areas and Conservation Landscapes Certification

\$150,000

The Nature Conservancy of Canada intends to broaden the definition of protected areas in Canada through the development of a national framework for formally recognizing, certifying and accounting for privately protected lands, working landscapes, other effective area-based measures, and Indigenous conserved areas. This framework will assist Canada in meeting its goal of conserving 17% of terrestrial areas and inland water by 2020.

Pollution Probe and QUEST

The Smart Energy Communities Scoreboard

\$100,000 over 24 months

This pilot project will test an energy use scoreboard tool in six communities. This scoreboard is intended to help municipalities and industry in creating better energy policies, enabling implementation, and benchmarking their progress.

Teach For Canada

Building a First Nations Community-focussed Impact Assessment Strategy

\$300,250 over 24 months

This 24 month project involving consultation, literature and practice reviews, and the design and vetting of an evaluation framework, will improve the capacity and partnerships necessary for the proponent to undertake an outcomes evaluation of their programs. The framework produced will also be of use to a range of nonprofits working with Indigenous communities who seek to develop evaluation plans.

University of British Columbia, Okanagan

Volunteer Navigation Partnerships: A Compassionate Community Approach to Early Palliative Care

\$328,899 over 38 months

This 38 month project which scales out and evaluates an intervention called N-CARE, provides support to adults with a serious illness. N-CARE provides supportive community-focused navigation services in the home by trained volunteers. Volunteers seek to improve quality of life of older persons through psychological support, strategies to promote active engagement, and connections to community-based resources. The learnings of this scale out to 24 sites will enable the proponent to continue adapting this program, and advocate for widespread adoption.

New Grants

The following new grants were initiated in 2017

University of Calgary – Faculty of Nursing

***Testing the Scalability of a
Comprehensive Perinatal
Health Healthcare Model in
Alberta***

\$232,000 over 36 months

This project will test the feasibility and effectiveness of a Virtual Single Point of Care (V-SPOC) as a viable system of perinatal mental health healthcare for women in Alberta. This web-based screening tool will offer all pregnant women access to timely evidence-based mental healthcare.

New Grants

President's Discretionary Grants

The School of Public Policy – University of Calgary

Social Policy Program

\$10,000

The Calgary Social Policy Collaborative is a group of organizations committed to working together to inform the development and implementation of public policy that improves social conditions. It is supported by research being conducted by The School of Public Policy at the University of Calgary.

Agora Foundation

PhilanthroThink Series

\$1,000

On October 16, 2017, as part of Carleton University's Philanthropy and Nonprofit Leadership program's PhilanthroTHINK series, a group of nonprofit policy experts presented a conversation on the challenges of current charity regulation and the possibilities for the future.

New Grants

Directors' Discretionary Grants

Lethbridge School
District #51

\$9,000

Nature Conservancy of
Canada

\$1,000

Sage Hill Writing

\$10,000

Curtain Razors Theatre

\$10,000

Barth Syndrome
Foundation of Canada

\$5,000

Victoria Hospice
& Palliative Care
Foundation

\$3,000

University of Victoria –
Women in Economics
Graduate Scholarship

\$2,000

Canadian Women's
Foundation –
Skill Training Program
for Women

\$5,000

Calgary Seniors'
Resource Society

\$5,000

Massey College

\$5,000

McGill University –
Faculty of Arts
Internship Office

\$5,000

Ongoing Grants

The Foundation continued the administration of the following grants during 2017

Alberta Land Institute – University of Alberta

Analysis of Values to Inform Agricultural Land Use Policy

\$50,000 over 36 months

This 36 month research, engagement, and communication project will inform agricultural land use policies in Alberta and other jurisdictions confronting issues of multiple land use pressures.

Canadian Institute for Advanced Research

Bio-inspired Solar Energy

\$400,000 over five years

This new program will take lessons from biological systems to efficiently harvest the energy of the sun, and apply those lessons to create dramatically improved solar technologies. The new approach promises to provide plentiful energy while reducing the need for fossil fuels and limiting the damage caused by global warming.

Canada West Foundation

Research Centre Funding

\$300,000 over 5 years

This funding will support program activities in the Natural Resources, Human Capital, and Trade and Investment research centres at Canada West Foundation. The Canada West Foundation undertakes high quality research and educates educating Canadians about innovative, evidence based, practical solution options to public problems.

Canadian Mental Health Association – Nova Scotia Division

Interprovincial Collaboration on Scaling Up Social and Emotional Learning Programs in Atlantic Canada

\$191,000 over 3 years

This project will scale an in-school social and emotional learning program across all four Atlantic provinces. Evidence based and research tested in-school programs improve emotional and social competencies among children and youth, reduce aggression and behavior problems, and thereby improve the longer term prospects for participants.

Ongoing Grants

The Foundation continued the administration of the following grants during 2017

Concordia University – Centre for the Study of Learning & Performance

Emerging Literacy in Mathematics

\$300,000 over 3 years

This project involves the development, piloting and dissemination of enhancements to an innovative online educational software tool called Inquiry Strategies for the Information Society in the Twenty-First Century (ISIS-21). This tool promotes critical thinking, self-regulation, reading comprehension, and writing.

Dalhousie Medical Research Foundation

National Scale Out of School Mental Health Literacy Resource

\$343,500 over 30 months

This 5-year online resource development and dissemination project will update a guide to mental health literacy, develop and deploy a web-based teacher training resource to facilitate use of the guide, and develop and deploy web-based support for teachers using this guide.

Dalhousie University – School of Health and Human Performance

Building on Successes and Learning from Challenges: A comprehensive evaluation of the school food and nutrition policy in Nova Scotia

\$100,000 over 2 years

Childhood obesity remains a persistent problem in Canada, and nutrition in schools is an effective public policy intervention. This project will generate useful knowledge about how the Nova Scotia Food and Nutrition Policy can best be implemented in Nova Scotia's schools. The knowledge will be valuable as well for other jurisdictions wishing to improve the impacts of their own school Food and Nutrition Policies.

Dalhousie Health Law Institute

Second International Conference on End of Life Ethics, Law, Policy, and Practice

\$30,000 over 12 months

The goal of the conference and subsequent knowledge translation is to enhance the quality of end of life care. It will do so by fostering effective cross-border, cross-disciplinary, and cross-sectoral information exchange, dialogue, and knowledge transfer on the end of life issues confronting policy makers in Canada and abroad. The conference, held in September 2017, convened academic experts, legal and health practitioners, and policy-makers from different disciplinary backgrounds and sectors for two-and-a-half days of engagement on the full set of end of life policy issues. Results of the conference will be communicated through academic journals and multi-media outlets.

Ongoing Grants

The Foundation continued the administration of the following grants during 2017

Heart and Stroke Foundation

A Project to Reduce Hypertension Through Incentives and Digital Engagement

\$200,000 over 40 months

This 40-month project, financed as a social impact bond, will engage an estimated 7,000 pre-hypertensive individuals in a health promotion initiative. After an initial in-person session, a system of digital engagement and supports aims to flatten or reduce rising blood pressure trajectory by empowering participants to manage their modifiable risk factors.

Human Early Learning Partnership – University of British Columbia

Enhancing the Social and Emotional Health and Well-Being of Canadian Children and Youth Through Monitoring and Community Engagement (Scaling the MDI)

\$150,000 over 36 months

The Middle Years Development Instrument measures social and emotional development, connectedness, school experience, physical health and well-being, and the use of after-school time. The tool is in broad use across BC. This funding will support the addition of eight more sites across the country. The information gathered in this survey will be used for planning and policy decisions that affect the health and well-being of children and youth.

Imagine Canada

“Political Activity” by Canadian Charities: Piloting a Networked Policy Process

\$50,000 over 24 months

This pilot project will develop a network model for collective public policy advocacy by Canadian charities and nonprofits. The model will be piloted with a focus on the issue of “political activities” by charities.

Institute for Work and Health

Addressing Essential Skills Gaps in an Occupational Health and Safety Training Program

\$173,000 over 24 months

This pilot program will assess and communicate to stakeholders whether embedding essential skills training in occupational health and safety training improves safety and other skills related outcomes. The ultimate goal is to inform the delivery of occupational health and safety training more broadly, contributing to improvements in overall company performance, improvements in skills and worker motivation, and improved health and safety for workers.

Ongoing Grants

The Foundation continued the administration of the following grants during 2017

McMaster University

A Team Approach to e-Health Supported Home Care for Seniors with Multiple Chronic Conditions

\$250,000 over 36 months.

This feasibility study will assess a “model of care” supported by mobile health technology for individuals recovering from stroke. The results will inform a future-multi-site randomized controlled trial to take place across Canada. The longer term goal of this work is to improve home and community care outcomes for patients while making more efficient use of healthcare resources.

McGill University

Canada’s Ecofiscal Commission — Phase 2

\$300,000 over 36 months

This research, communication, and outreach project will increase the likelihood that the suite of policy tools related to Ecological Fiscal Reform will be deployed in Canada. It will extend the work of Canada’s Ecofiscal Commission another three years, and will focus on carbon pricing, livable cities, and clean water.

Macdonald Laurier Institute

Fostering Aboriginal Environmental Stewardship in Natural Resource Development

\$60,000 over 18 months

This research and communication project will improve the ability of key stakeholders to implement best practices in environmental assessment and management.

Max Bell Foundation

Public Policy Training Institute — 2017/2018

\$252,940

The ninth Public Policy Training Institute was offered by Max Bell Foundation during 2017/2018. The program brings together 25 leaders from Canada’s charitable sector whose organizations want to impact the public policy process. On completion of the program, participants have enhanced their knowledge and skills required to develop, inform, and monitor public policy on issues of strategic importance to their organizations.

Ongoing Grants

The Foundation continued the administration of the following grants during 2017

Max Bell Foundation

A Senior Fellow in Vulnerable Children and Youth Policy

\$100,000 over 24 months

This project sees Max Bell Foundation partnering with Burns Memorial Fund to support the work of two Senior Fellows in Vulnerable Children and Youth Policy. The objective of Nancy Reynold's and Suzanne Taylor's work is to improve the lives of vulnerable children and youth by advancing effective, evidence-based public policy.

Max Bell Foundation

Public Policy Advocacy Handbook for Canadian Charities

\$115,500

This handbook will enhance the curriculum of the Max Bell Foundation Public Policy Institute.

McGill University – Faculty of Agriculture and Environmental Sciences

Water Quality Assessment Framework for a Safe Food System

\$346,500 over 36 months

In order to ensure that microbial contamination does not undermine the health of Canada's food supply, policies must be implemented to actively prevent contamination in the field and to meet market expectations in terms of food safety. The purpose of this project is to develop a system for monitoring irrigation water in the Canadian Food Safety System.

Miistakis Institute for the Rockies, Inc.

Community Conserve

\$224,000 over 18 months

Municipalities often struggle to obtain conservation policy support that is both useful and affordable. The goal of this project is to pilot test a crowd-sourced/ crowd-funded research collaborative that will ensure that high quality, impactful, usable knowledge about conservation and land use is made available to Alberta municipalities in an efficient and effective way.

Ongoing Grants

The Foundation continued the administration of the following grants during 2017

University of Calgary

Calgary Urban Project Society (CUPS) Prenatal to Three Program Evaluation Project

\$200,000 over 48 months

This evaluation and knowledge dissemination project will improve policy and programming, primarily in Alberta, in a number of sectors including child welfare, health, education, social assistance, and housing.

University of Calgary – Faculty of Nursing

CUPS One World Child Development Centre: Effects At Age 15 Following A Two-Generation Preschool Program

\$26,811 over 3 years

This funding will support the extension (to age 15) of a longitudinal evaluation of a standardized program for vulnerable children and families that has been underway since the cohort was between the ages of 3 and 6. The project will contribute to the understandings among researchers and policy decision makers about the outcomes of early intervention programs – especially children of recent immigrants living in poverty.

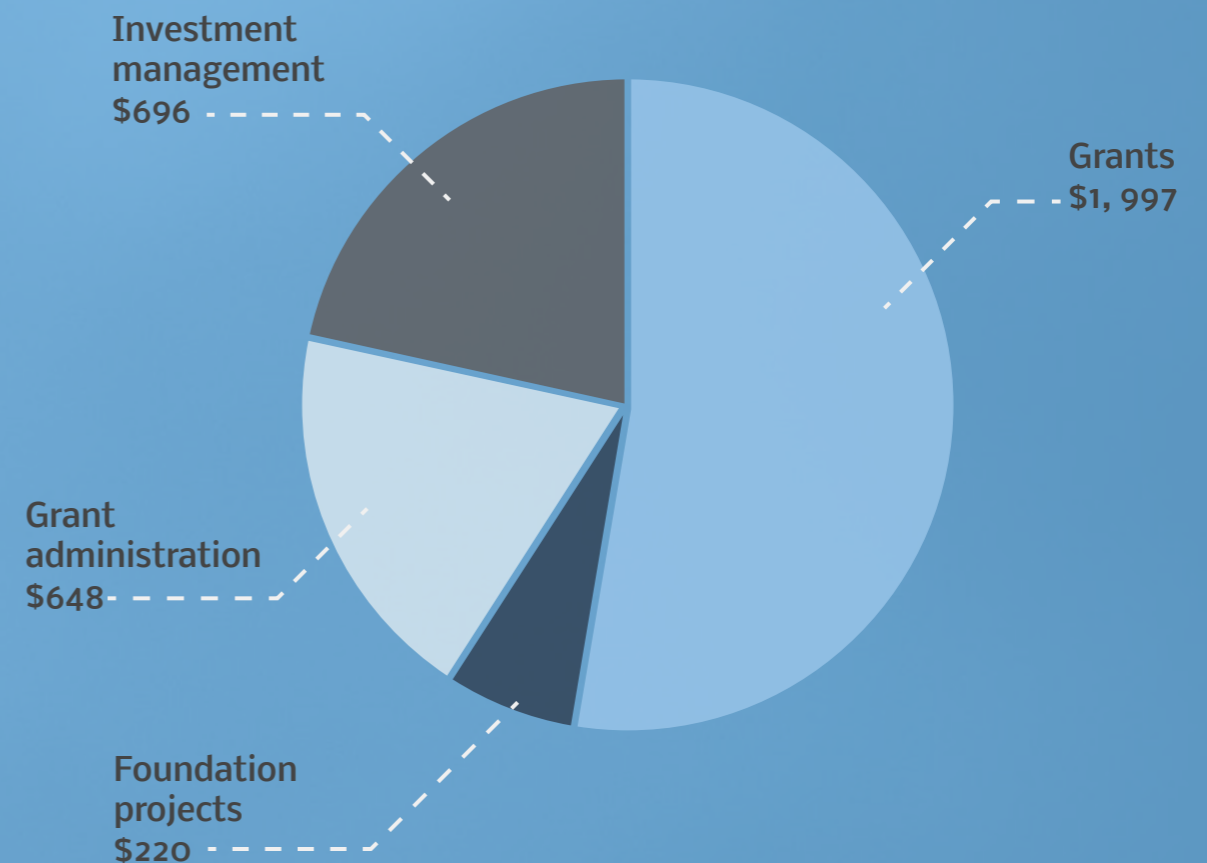
Financial Report

IN 2017,
Max Bell Foundation
made disbursements
for grants totalling

**\$2.0
million**

and undertook charitable
projects costing
\$222,000.

Combined, these account
for 60% of the annual
total expenditure of
\$3.56 million.



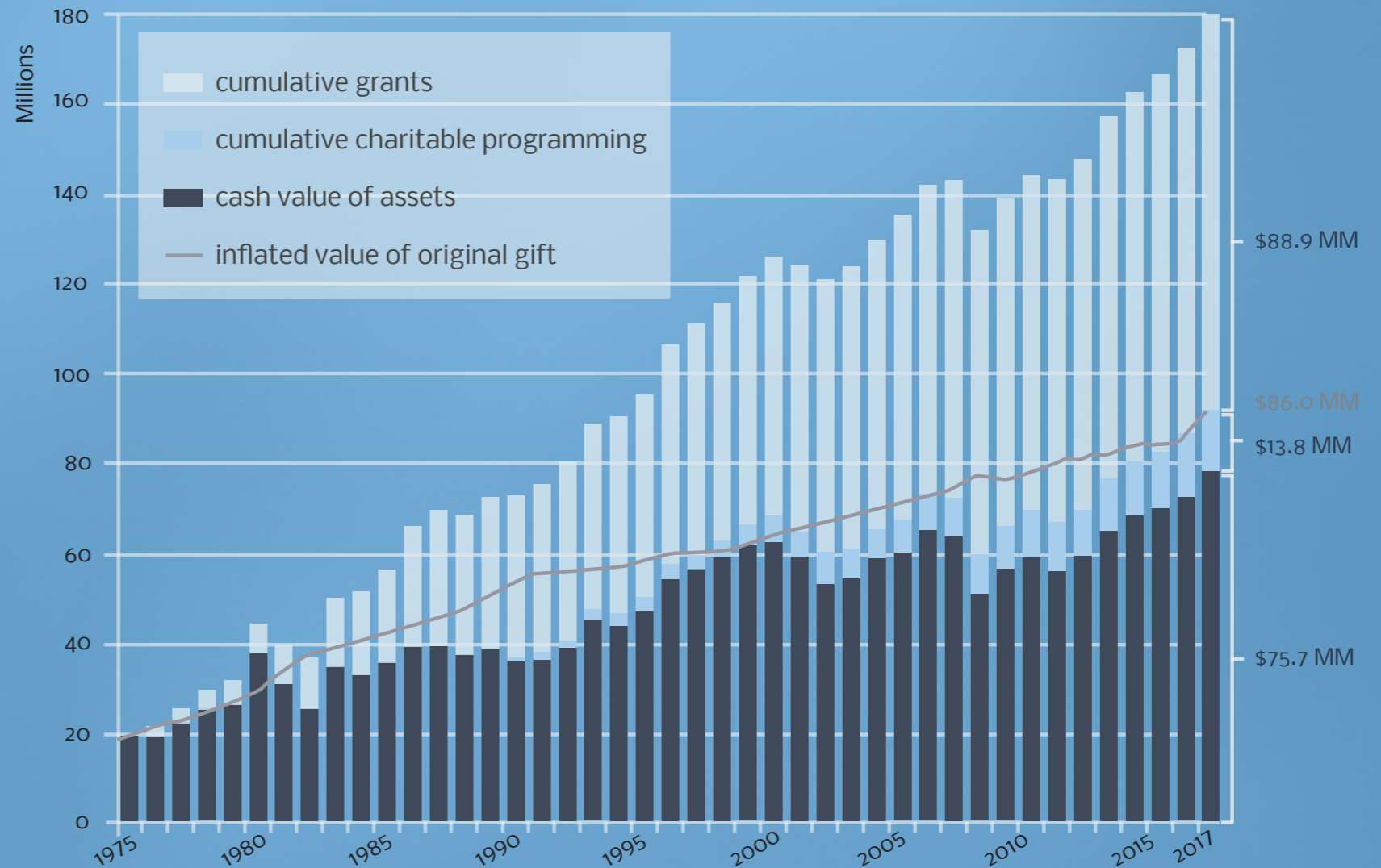
2017 Expenditures (000s)

Financial Report

During calendar 2017, the Foundation's investments funded grants and administration and, in addition, the asset base grew from \$73.2 to \$77.8 million. Had the growth of the Foundation's asset base kept pace with inflation since 1974, it would be valued at \$86 million at the end of 2017.

Since the Foundation's inception, it has invested \$88.9 million in grants to improve Canadian society, and has invested \$13.8 million in identifying, helping develop, and administering those grants as well as directly delivering charitable programs.

Max Bell Foundation – Invested in the Community – 1975 to 2017



Max Bell Foundation's Auditors are Ernst & Young LLP, Chartered Accountants, 1000 - 440 2nd Avenue SW, Calgary AB T2P 5E9.

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