
Max Bell Foundation
Annual Report 2014

Max Bell Foundation Annual Report 2014

Since its creation in 1972 by the late Mr. George Maxwell Bell, Max Bell Foundation has made grants across Canada for a wide range of charitable purposes which benefit all Canadians.

In creating the Foundation, Max Bell 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 health care, education, and stewardship of the environment.

While the particular 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.

DIRECTORS

Carolyn Hursh, *Chair*

Ken Marra, *Vice Chair*

Carol Hill

Brenda Eaton

Michael Wilson

Jim Gray

Dr. Anthony Masi

STAFF

David K. Elton, PhD *President*

Allan Northcott *Vice President*

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.

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

MESSAGE FROM THE CHAIR AND PRESIDENT

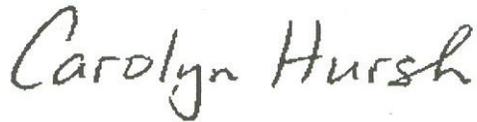
Max Bell's legacy has deep roots across Canada. We are surprised at how often, whether at a meeting or a conference or in some casual conversation, someone tells us about how their life was touched by Max Bell. Inevitably, the stories reflect Max's generosity and integrity. The many aspects of operating the Foundation that bears Max Bell's name are united by a common purpose: to reflect the spirit of the man. It is a privilege to embrace this purpose in partnership with the many creative and committed Canadians with whom we have worked in the past year.

Max Bell Foundation's mission reflects the visionary approach Max himself took to his endeavors. We believe that great opportunity exists to improve Canadian society by approaching issues and concerns at the level of public policy. The scale and scope of many of the most pressing issues of our time require collective action for the public good. The decisions made by those who represent us all must be made under often challenging circumstances, yet they are decisions that profoundly impact our lives and our collective well being. We believe that bringing innovation and understanding to those decisions is essential to improving the

society we enjoy. In 2014, Max Bell Foundation invested more than \$1.48 million in grants to organizations who share this vision.

In 2014, Max Bell Foundation delivered its sixth Public Policy Training Institute (PPTI). The PPTI

provides individuals with an opportunity to learn more about how engagement with public policy enhances the ability of the charities they represent to meet the needs of Canadians. Nineteen leaders from Alberta's non-profit sector completed the PPTI between January and June.



Carolyn Hursh
Chair



David Elton, PhD
President

NEW GRANTS

The following new grants were initiated in 2014

Alberta Land Institute – University of Alberta

Analysis of Values to Inform Agricultural Land Use Policy

\$87,500 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.

Barth Syndrome Society

Director's Donation

\$5,000

Canadian Institute for Advanced Research

Bio-inspired Solar Energy

\$100,000 in 2015 and an additional \$75,000 a year for the following 4 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.

Canadian Women's Foundation

Director's Donation

\$5,000

Conference Board of Canada

Developing a National Strategy for Skills and Post-Secondary Education

\$75,000 over 10 months

This research and communication project is part of a larger, five-year initiative intended to develop and operationalize a *Skills and Post Secondary Education*

Strategy for Canada that will place us on a competitive footing with other nations. The overall initiative has a budget of approximately five million over five years.

Institute for Work and Health

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

\$173000 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.

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](#)

\$110,000

The seventh Public Policy Training Institute will be held by Max Bell Foundation during 2015.

Max Bell Foundation

Senior Fellowship in Public Policy – Dr. Roger Gibbins

\$111,000 over 18 months

Dr. Roger Gibbins will undertake an overview of the charitable sector's engagement with the public policy process.

McGill University – Office of Science and Society

Director's Donation

\$5,000

Mom2Mom – Vancity Community Foundation

Director's Donation

\$5,000

Philanthropic Foundations Canada

General support

\$5,000

This grant helped support the development of a toolkit for Foundations entering into donor agreements with Canadian Universities.

Sage Hill Writing Experience Inc.

Director's Donation

\$5,000

Social Research and Demonstration Project

Long Term Impacts of Supporting Students Leaving High School to Apply to Post-Secondary Education

\$53,012 over 7 months

This evaluation project will extend by two years the one-year evaluation of an intervention called *Life After High School*, which is intended to “nudge” high school students into applying for post-secondary enrolment following high school completion.

Victoria Hospice & Palliative Care Foundation

Director's Donation

\$5,000

ONGOING GRANTS

The Foundation continued the administration of the following grants through 2014

Alberta Children's Hospital

Supporting Self-Regulation at Age 3 (All Our Babies)

\$375,000 over 3 years

Self-regulation is an essential part of child development and predicts success at school and in relationships with others. Self-regulation is exemplified in activities like waiting or taking your turn or following simple instructions. This project will determine how self-regulation can be encouraged before children reach school age.

Brenda Strafford Chair, University of Calgary

Research to Policy to Practice: Engaging policy Makers and the Community in Preventing Domestic Violence

\$100,000 over 24 months

This 24-month knowledge mobilization project will build support for public policy changes that take a prevention approach to domestic violence in Alberta.

C. D. Howe Institute

Commentaries on Healthcare Policy Reform

\$97,750 over 18 months

This research and communication project will draw the attention of policy decision makers, stakeholders, and engaged Canadians to a set of issues and policy solutions in healthcare policy.

Calgary Counselling Centre

Counselling as a Treatment for Depression in Alberta

\$16,000 over 4 months

This project will create a policy report which summarizes the research literature on best practices for treatment of depression and identifies possibilities for an Alberta strategy.

Canada West Foundation

Bright Light: Promising Practices for Improving Urban Energy Systems

\$95,000 over 10 months

This project will identify and share success stories from seven western Canadian cities that have undertaken demand-side energy strategies. The project sets out to establish the approaches used in cities, where the bulk of energy consumption occurs, to reduce energy demands in western Canada.

Canada West Foundation

Invest in the West

\$300,000 over 3 years

Canada West Foundation will create three public policy research centres that will tackle three of the most important issues affecting western Canada's long-term prosperity: natural resource development; human capital; and trade and investment.

Canadian Institute for Advanced Research

Successful Societies

\$350,000 over five years

This program will build on earlier research to assess social resilience and the ways communities have faced social problems over the past thirty years. The project will result in a book that will look at the phenomenon of social resilience, understood broadly as the factors that condition how well societies, communities, and individuals respond to a range of social, economic, and political challenges to improve well-being over time.

Centre for Study of Learning and Performance

Emerging Literacy in Mathematics

\$12,500 over 18 months

This education software development project will improve numerical literacy among Canadian students. The ultimate goal is to increase numerical proficiency of children, increase the number of students who might choose a STEM career, decrease mathematics anxiety, and increase math achievement. It will do so by developing and disseminating an evidence-based software tool that supplements current curricula, informs teacher practice, and provides online materials for parents to use with their children at home.

Community University Partnership (CUP), University of Alberta

Enhancing the Province of Alberta's Implementation of the EDI in Indigenous Contexts

\$249,900 over three years

This project will engage the five tribes of the Yellowhead Tribal Council to analyze the Early Development Instrument that is being used by the Government of Alberta to map early childhood development across the province. The analysis will be useful for the development and piloting of supplements to the EDI that will help communities, governments, and policy makers identify the types of services, resources, and supports that Indigenous children and their families need to provide the best possible start in life.

Concordia University – Centre for the Study of Learning and Performance

Inquiry Strategies for the Information Society in the Twenty-first Century

\$300,000 over 36 months

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.

Environmental Law Centre

Public Interest Standing at Environmental Boards and Tribunals

\$57,000 over 4 years

This project focuses on public participation in environmental decision-making. It proposes to advance “public interest standing” at administrative boards and tribunals.

Environmental Law Centre

Evaluating Water Trusts for Use in Alberta

\$23,256 over 14 months

This project will inform the use (or non-use) of water trusts as a policy instrument in Alberta to help protect instream flows in Alberta watersheds.

Imagine Canada

Leadership for a Stronger Canada

\$37,500 over three years

The aim of this project is to support the development and capacity of the charitable and non-profit sector by increasing effectiveness and transparency in public policy work and creating a new narrative of sector engagement. Imagine Canada is creating an early alert system to inform the sector about meaningful changes in media coverage and public policy developments. It is also developing networks of key groups in order to respond to emerging and ongoing policy issues and launching *Sector Source*, an online repository of capacity building tools for charitable and non-profit organizations.

Max Bell Foundation

Senior Fellow: Roger Gibbins

\$111,000 over 18 months

In his role as Senior Fellow, Dr. Roger Gibbins will undertake an overview of the charitable sector's engagement with the public policy process.

McGill University

Spreading Inpatient Work Redesign to Improve Quality of Care and Work Environments

\$251,286 over 30 months

This project is designed to test “spread strategies” to achieve larger organizational impacts of patient engagement changes in eight hospital units, including an adult teaching hospital, pediatric hospital and community hospital.

McGill University - Department of Psychiatry

Dissemination of Creative Expression Programs for Multiethnic Schools, Phase 2

\$202,060 over 24 months

This training program is intended to improve the mental health outcomes of a large number of immigrant and refugee children. This project will introduce creative expression therapies into schools that improve expression of emotions, problem solving and conflict resolution skills through play and art. It will provide teachers with a multimedia training kit in creative expression therapy that includes continuous supervision and support.

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.

McGill University - Faculty of Education

Schools were all Children Learn to Read

\$200,000 over 24 months

This research and demonstration project will generate data concerning the Response to Intervention (RtI) approach to literacy instruction that then will be used to mobilize knowledge to inform public policy. The RtI approach measures literacy learning beginning in the early elementary school years. It favours frequent and early testing because evidence suggests that early identification and intervention is more likely to affect positive learning outcomes later in life.

McGill University - Gault Nature Reserve

Integrating Bio-Indicators of Stream Water Quality into regional planning for Peri-urban Landscapes

\$209,000 over 36 months

Researchers from McGill University are using IBGN, a protocol using bio-indicators of ecosystem health, in the Gault Nature Reserve to demonstrate how the IBGN standard is applicable to the management of water stream quality. Bio-indicators of water quality are potentially more easily understood by the general public than standard chemical measures of water quality.

McGill University - Lady Davis institute for medical research at the Jewish General Hospital

Caring for the Caregiver: A Service for Family Caregivers of Cancer Patients

\$179,900 over 36 months

This three-year volunteer training, development, and pilot testing project is intended to help volunteers address the unmet needs of family caregivers who are caring for family members at the end of life. The intent of the training and

subsequent service program is to reduce the burden on family caregivers, thereby improving their quality of life and health.

McGill University - School of Communication

A Service Delivery model to better Support Young Adults with Autism Spectrum Disorders in the Transition from School to Community

\$154,300 over 36 months

This project aims to produce a feasible model that policy makers can use to establish transition and social inclusion programs for people with Autism Spectrum Disorder (ASD). People living with ASD require key supports with skill instruction, real-life social communication, self-determination and problem solving in order to transition from school to community living.

McGill University

A Canadian Green Fiscal Commission

\$331,000 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.

Public Policy Forum

ECE in First Nations, Inuit, and Metis Communities

\$20,000 over 4 months

This development grant will help Public Policy Forum work with leaders from First Nations, Inuit and Metis communities, private and public organizations, foundations, and community groups to better understand Canada's children and the significance of early childhood education for First Nations, Inuit and Metis Communities.

Samara

Democracy Talks – Phase Two

\$162,000 over two years

This citizen engagement, research, and communications project will improve the democratic engagement of newcomers to Canada and Canadian youth, as well as inform the ways in which governments and NGOs work to improve democratic engagement.

University of Toronto

Evaluating Patient Engagement Projects

\$50,000 over 12 months

This project will use a continuum of patient and client involvement frameworks to evaluate the outcomes of the several Patient Engagement Program projects being supported by CHRSE.

University of Calgary - Faculty of Nursing

Policy-Relevant Evaluation of Calgary Urban Project Society Intervention Programming

\$141,738 over 48 months

The goal of the study is to test the short- and longer-term effects and costs of an innovative, community-based multiple intervention program.

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.

Sustainable Prosperity

The Green Economy: A Transformational Policy Change

\$225,000 over 18 months

The purpose of this project is to demonstrate that environmental progress need not come at an economic cost. A Sustainable Prosperity Framework for Canada will accelerate progress on specific policy reforms across a range of environment-economy issues. This project will result in a framework outlining not only carbon and climate change recommendations, but other natural capital management strategies ranging from wood to mineral use strategies and technological innovations aimed at reducing pollution and waste.

Pemsel Case Foundation

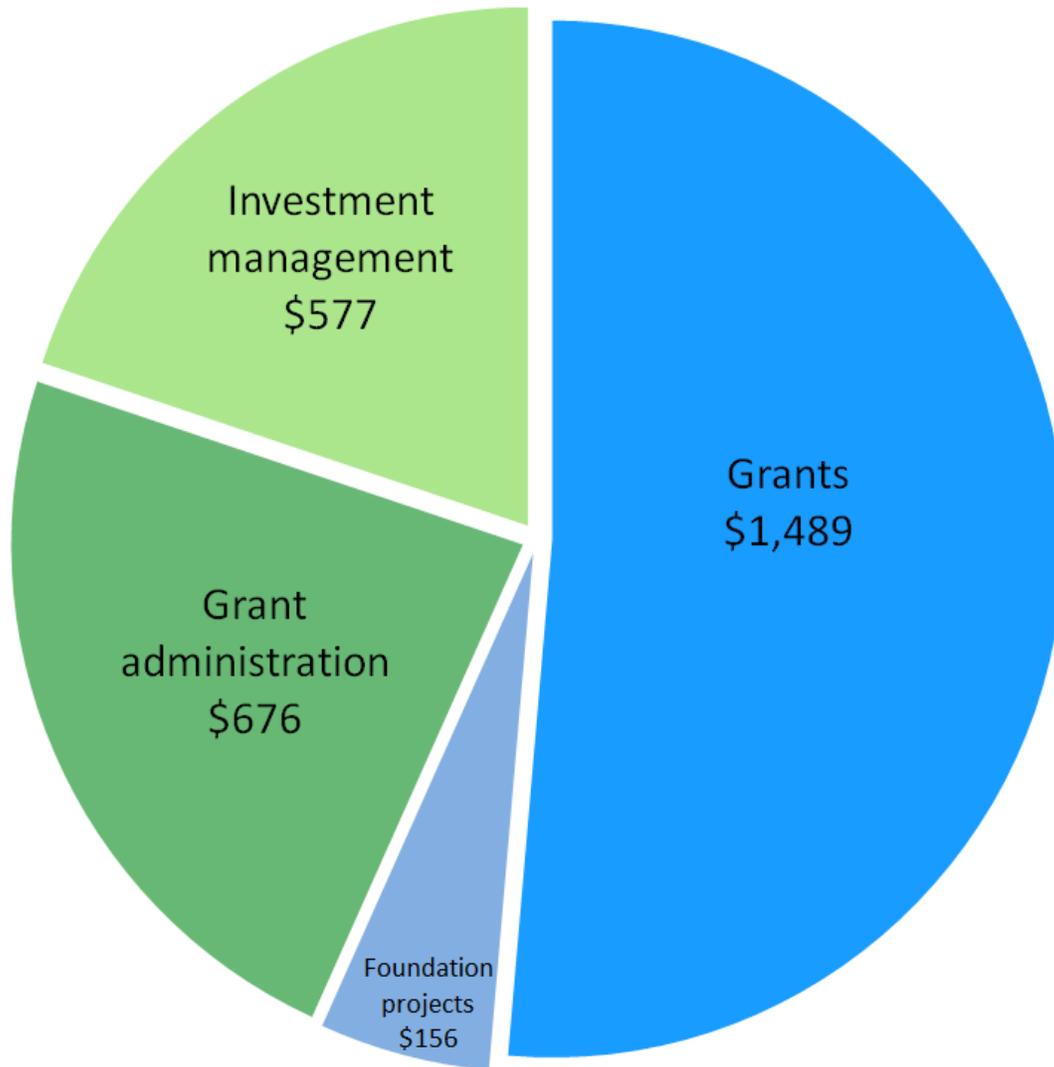
Advocacy, Political Activities, and Canadian Charities

\$10,000 over 12 months

Limited legal research has been undertaken to explain the boundaries and limitations on non-profit and charitable groups' engagement in policy making. This project will undertake substantive legal research and provide non-profit groups with the information needed to legally and confidently engage in political advocacy.

FINANCIAL REPORT

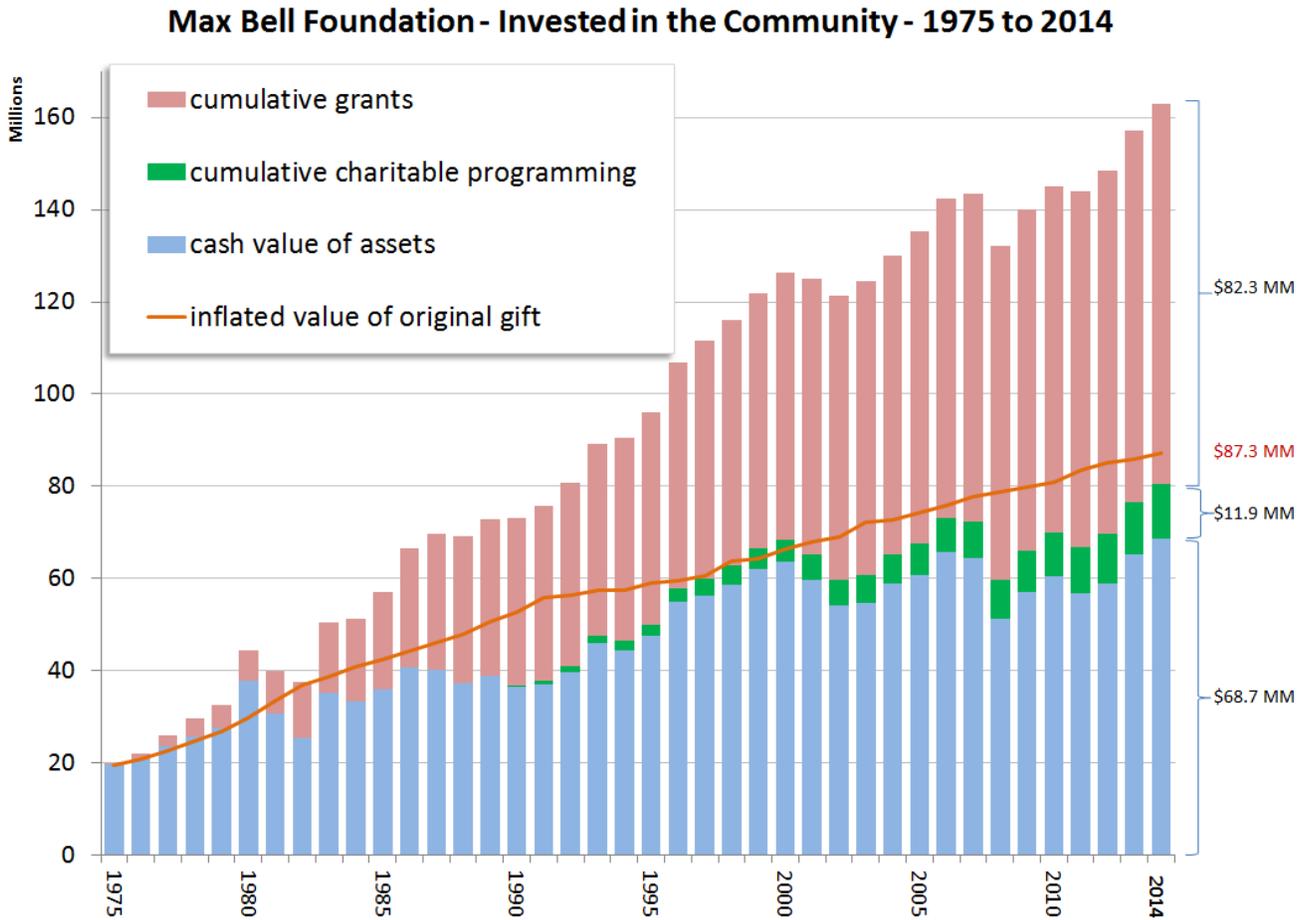
In 2014, Max Bell Foundation made disbursements for grants totaling \$1.49 million, and charitable projects of \$156 thousand. Combined, these account for 57% of the annual total expenditure of \$2.898 million.



2014 Expenditures (000s)

During calendar 2014, the Foundation's investments funded the disbursement categories above and, in addition, the asset base grew from \$65.4 MM to \$68.7 MM. Had the growth of the Foundation's asset base kept pace with inflation since 1974, it would be valued at \$87.3 MM at the end of 2014.

Since the Foundation's inception, it has invested \$82.3 MM in grants to improve Canadian society, and has invested \$12 MM in identifying, helping develop, and administering those grants as well as directly delivering charitable programs.



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