

# Max Bell Foundation

ANNUAL REPORT 2018

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# Max Bell Foundation

## ANNUAL REPORT 2018

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 endeavours 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 problems 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 2018, Max Bell Foundation invested more than \$1.8 million in grants to organizations who share this vision. We spent a further \$276,000 delivering our own programs designed to

educate Canadians. Included in those programs was our tenth 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 205 individuals have now completed the PPTI.

In December 2018, the Foundation hosted the second installment of the speaker series PolicyForward. Allan Bernstein, President and CEO of Canadian Institute for Advanced Research, and Tim Murphy, Vice President, Health, at Alberta Innovates, addressed an audience at the National Music Centre in Calgary. Entitled Technology, Medicine, and the Future of Healthcare in Canada,

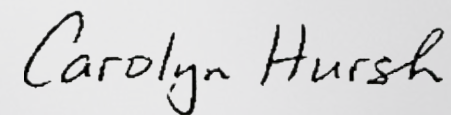


# Message from the Chair and President

their discussion explored ways the Canadian health care system 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.

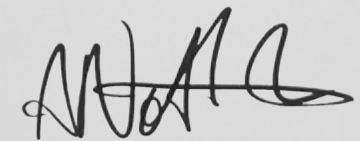
When Max Bell created his Foundation, he stipulated that 30% of the gifts the Foundation makes go to his alma mater, McGill University. Over the years, the Foundation and the University have partnered in a variety of ways to realize Max's wishes. In November of 2018, the partnership underwent a significant 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 2018*

## Brookfield Institute for Innovation and Entrepreneurship

*Canadian Employment and Labour Market Skills in 2030*

\$107,000 over 18 months

Using a novel method, this project will create a forecast of the needs of the labour market in 2030. It will provide specific information about the skills and occupations likely to be in demand so that decision makers today can develop practices and policies that encourage and support Canadians to gain those skills.

## Canada West Foundation, C.D. Howe Institute and Institute for Research on Public Policy

*Max Bell Policy Scholars Program*

\$96,000 over 24 months

This one-year initiative will give up to three graduates of the Max Bell School of Public Policy (MBSPP) an opportunity to work for six months at a Canadian public policy institute following the completion of their degrees. Students would gain valuable professional experience while advancing the work of both their host institute and Max Bell Foundation.

## CIVIX

*Protecting Canadian Democracy: Building the Skills of Informed Citizenship among Youth*

\$150,000 over 12 months

This project will develop and deliver a program that prepares Canadian teachers to help students develop the habits and knowledge required to navigate the complex online environment, especially as it pertains to politics and the democratic process.

## Headwater Learning Foundation

*Indigenous Education Initiative*

\$150,000 over 24 months

This project will develop a learning environment at the Piyesiw Awasis Community School in the Thunderchild First Nation in North Western Saskatchewan that will significantly enhance the educational outcomes of the children attending the school. This will be accomplished by improving the instructional delivery process at the school and addressing the social, emotional and mental health needs of the students. The project is designed to result in a replicable and scalable First Nation educational model.

# New Grants

*The following new grants were initiated in 2018*

## Imagine Canada

*A new Policy Architecture for the Charitable and Nonprofit Sector*

\$70,000 over 15 months

This project will develop a set of recommendations on the modernization of Canadian charity regulation.

## Immigrant Access Fund

*Removing Barriers to Prosperity for New Canadians*

\$50,000 over 24 months

This grant supports the Immigrant Access Fund (now Windmill Microlending) in making and administering loans to internationally trained/educated professional and trades people to help with costs relating to re-training or re-certifying and becoming able to work in their field.

## Max Bell Foundation

*2018 PolicyForward Speaker Event*

\$39,000

The Foundation hosted a moderated discussion between Tim Murphy of Alberta Innovates and Alan Bernstein of CIFAR entitled Technology, Medicine and the Future of Health Care In Canada.

## Max Bell Foundation

*2019 PolicyForward Speaker Event*

\$39,000

This grant is dedicated to the third annual PolicyForward Speaker Event. The proposed 2019 event is tentatively entitled The Future of Energy in Canada.



# New Grants

*The following new grants were initiated in 2018*

## Max Bell Foundation

*Policy Institutes Inter-Faculty Meeting*

\$17,050

This meeting convened, for the purposes of shared learning, three organizations that offer multi-day programs of professional development intended to improve the capacity of nonprofits to conduct public policy advocacy (Maytree Policy School, United Way of Lower Mainland and Max Bell Foundation).

## Max Bell Foundation

*Public Policy Training Institute 2019-2022*

\$582,340 over 4 years

The Foundation has completed 10 years of the Public Policy Training Institute with 204 participants. This grant will support a further 4 years of the Public Policy Training Institute.

## UBC Human Early Learning Partnership (UBC-HELP)

*Scaling the Middle Years Development Instrument (MDI) Phase 2: Reaching Sustainability*

\$245,000 over 24 months

This project will see the completion of the second and final phase of an effort to scale-out the Middle Years Development Instrument (MDI) across Canada. Originally developed in BC, the MDI is an initiative that provides actionable knowledge based on relevant and local data to schools, school boards, and other community organizations who aim to improve outcomes for children in the middle years (ages 6-12).

## University of British Columbia – Okanagan Campus

*Integrating Traumatic Brain Injury Awareness into Support for Survivors of Intimate Partner Violence*

\$100,000 over 24 months

This project will adapt and disseminate a concussion awareness training tool for frontline staff in domestic violence shelters so that women with a traumatic brain injury resulting from intimate partner violence can receive appropriate treatment.

# New Grants

*The following new grants were initiated in 2018*

## PolicyWise for Children and Families

*Mobilizing the Knowledge of Adverse Childhood Experience (ACE) Prevention and Proactive Supports for Alberta's Children, Youth and Families*

\$10,000

This grant supported a one-day convening bringing together thought leaders and potential change agents from across sectors and disciplines to identify key opportunities and next steps in policy and practice to prevent ACEs (adverse childhood experiences) in Alberta's children and youth.

# New Grants

## Directors' Discretionary Grants

Barth Syndrome  
Foundation of  
Canada

\$5,000

Canadian Women's  
Foundation – Skill  
Training Program  
for Women

\$5,000

The Study School  
Foundation

\$2,500

McGill  
University –  
Faculty of Arts  
Internship Office

\$2,500

Phoenix  
Residential  
Society

\$4,000

Renfrew  
Educational  
Services  
Foundation

\$5,000

Street Workers  
Advocacy Project  
Regina Inc.

\$1,000

Western  
University –  
Dean's  
Undergraduate  
Scholarship in  
Social Science

\$5,000



# Ongoing Grants

The Foundation continued the administration of the following grants during 2018

## 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

*Biology, Energy, Technology, Start-up Phase*

\$400,000 over 5 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 2018*

## Centre for Addiction and Mental Health Foundation

*Integrated Care Pathway for Major Depressive Disorder*

\$270,000 over 24 months

This project intends to 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.

## Dalhousie Medical Research Foundation

*National Scale Up and Scale Out of Canada's only Evidence based 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.

## 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.

# Ongoing Grants

The Foundation continued the administration of the following grants during 2018

## Imagine Canada

***“Political Activity and Advocacy” 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.

## 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.

## Max Bell Foundation – Senior Fellowship

***Human Early Learning Partnership (HELP) – University of British Columbia***

***Developing Systems Leadership in Support of Children and Families***

\$100,000 over 24 months

Ms. Schroeder will hold a Max Bell Senior Fellowship housed at HELP-UBC, working half time for two years, to 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 work 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.



# Ongoing Grants

*The Foundation continued the administration of the following grants during 2018*

## Max Bell Foundation

*A Senior Fellow in Vulnerable Children and Youth Policy*

\$100,000 over 24 months

This project (renewable for an additional 12 months) would see Max Bell Foundation partnering with Burns Memorial Fund to support the work of a Senior Fellow in Vulnerable Children and Youth Policy. The objective of the Fellow's work would be 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.

## 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.

# Ongoing Grants

*The Foundation continued the administration of the following grants during 2018*

## **Miistakis Institute for the Rockies, Inc.**

***Municipal Conservations  
Research Collaborative***

**\$224,000 over 18 months**

While Alberta municipalities' land use decisions have significant ecological implications, 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.

## **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 stated 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**

***Working with First Nations to build  
a 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.

# Ongoing Grants

*The Foundation continued the administration of the following grants during 2018*

## 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 scales out and evaluates an intervention called N-CARE designed to provide support to adults aging with a serious illness by providing 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 perform policy advocacy for widespread adoption.

## 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.

## University of Calgary – Faculty of Nursing

*Testing the Scalability of a Comprehensive Perinatal Mental 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 the opportunity for all pregnant women to access timely evidence-based mental healthcare.



# Financial Report

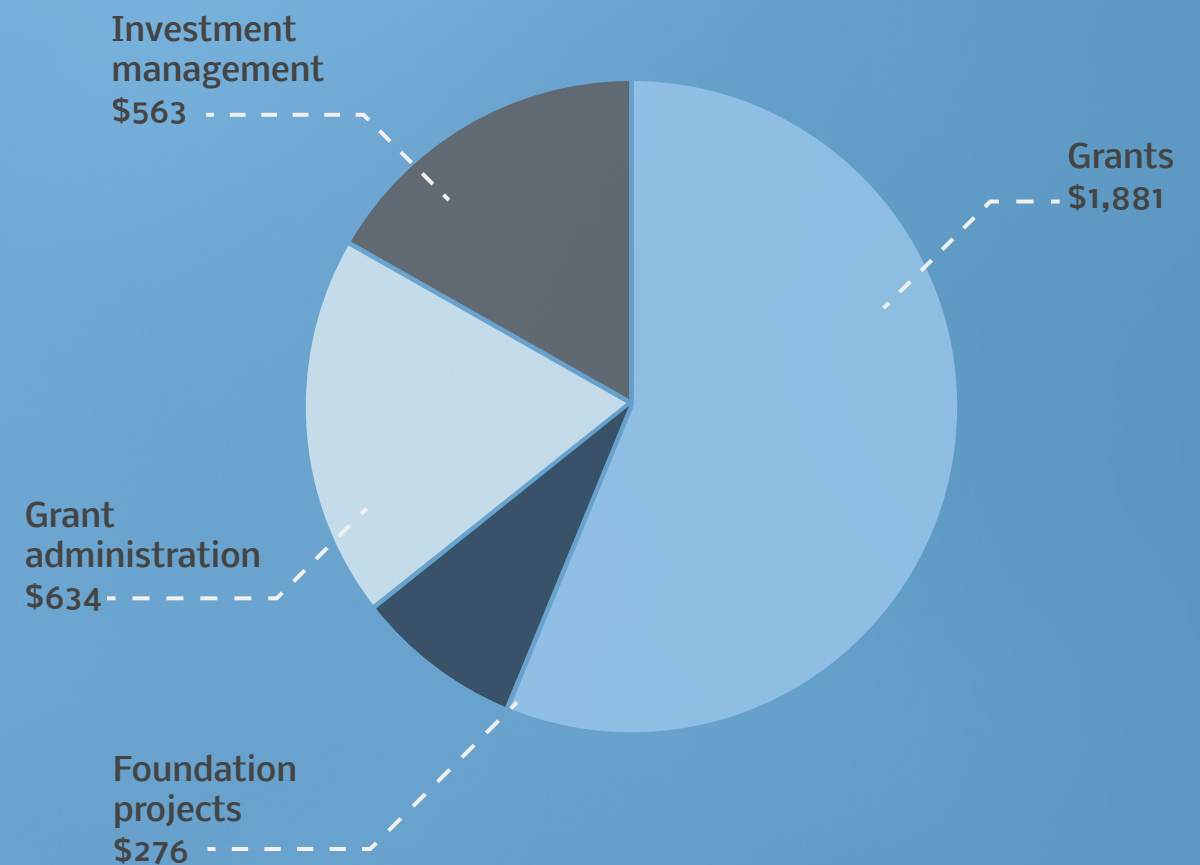
In 2018,

Max Bell Foundation made disbursements for grants totalling

**\$1.88 million**

and undertook charitable projects costing **\$276,000.**

Combined, these account for 64% of the annual total expenditure of **\$3.35 million.**



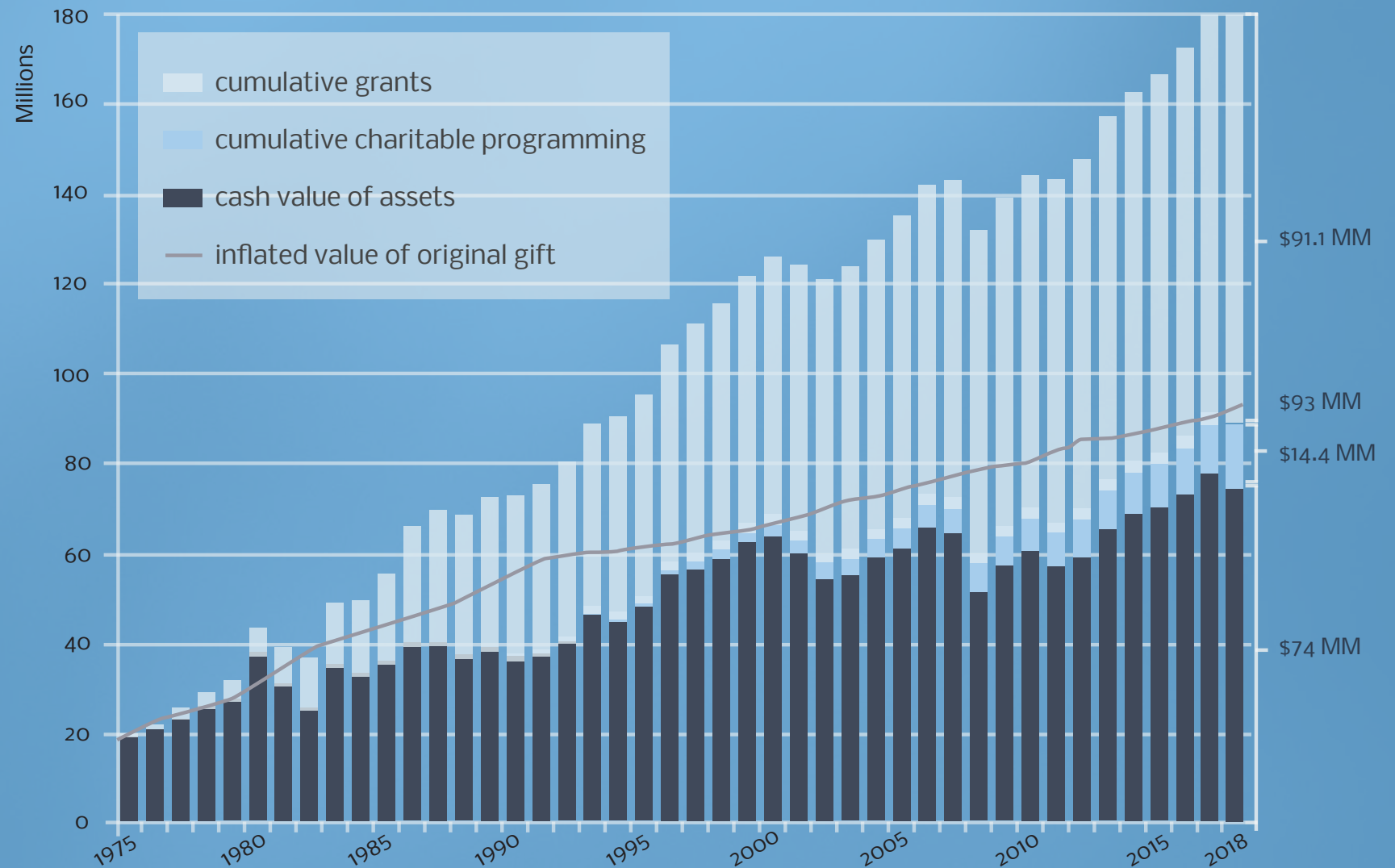
2018 Expenditures (000s)

# Financial Report

During calendar 2018, the Foundation's investments funded the disbursement categories in the chart to the right and, in addition, the asset base dropped from \$77.8 million to \$74 million. Had the growth of the Foundation's asset base kept pace with inflation since 1974, it would be valued at \$93 million at the end of 2018.

Since the Foundation's inception, it has invested \$91.1 million in grants to improve Canadian society, and has invested \$14.4 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 2018



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

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**Max Bell Foundation**

105 12 Avenue SE

Suite 970

Calgary, AB

T2G1A1

Tel 403-215-7310

[www.maxbell.org](http://www.maxbell.org)