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
Brenda Eaton, Chair
Ken Marra, Vice Chair
Paul Boothe
Margaret-Jean Mannix
Donna Miller
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 endeavours. 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 2019, Max Bell Foundation invested $2.1 million in grants to organizations who share this vision. We expended a further $258,000 delivering our own programs designed to educate Canadians. Included in those programs was our eleventh 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 230 individuals have now completed the PPTI.

In May of 2019, Ms. Carolyn Hursh resigned as Board Chair, after serving in that position for 10 years. The Foundation has benefitted tremendously from her years of service. We are pleased to welcome her successor, Ms. Brenda Eaton. Ms. Eaton has been a Director since 2006, and we look forward to moving forward under her leadership.
Message from the Chair and President

Jim Gray also resigned as a Director in 2019, following 14 years of service. His tremendous energy and wisdom will be missed.

We were delighted to welcome two new Directors in 2019. Donna Miller of Winnipeg, and Margaret-Jean Mannix of Calgary, agreed to join us and to help lead the Foundation into the future.

In October 2019, the Foundation hosted the third installment of the speaker series PolicyForward. Curtis Berlingette, Canada Research Chair and CIFAR Fellow, Martha Hall Findlay, President and CEO of Canada West Foundation, and Chad Park, Chief Innovation Officer of The Natural Step Canada and the Director of the Energy Futures Lab, fascinated an audience at an event entitled The Future of Energy in Canada. Their discussion explored ways that Canada can transition to a clean energy economy. 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. Since November, 2018, this gift has gone to support the Max Bell School of Public Policy under the direction of Dr. Chris Ragan.

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.

Brenda Eaton
Chair

Allan Northcott
President
New Grants

The following new grants were initiated in 2019

Alberta Land Institute (University of Alberta)
Finding the Path to Better Soil Health: An Exploratory Workshop
$5,000
To identify the current state of sustainable agricultural practices in Alberta.

C. D. Howe Institute
Are colleges, universities and employers doing enough to educate work-ready graduates?
$25,000 over 6 months
To generate policy recommendations around work integrated learning.

Centre for Suicide Prevention
Training Teachers to Respond to Students at Risk
$200,000 over 24 months
To help working professionals like teachers to identify and assist students at risk of suicide.

Indspire
Individual Giving Campaign
$5,000
Funds established a bursary for Indigenous students in Hillary Pearson’s name.
## New Grants

The following new grants were initiated in 2019

<table>
<thead>
<tr>
<th>Grant</th>
<th>Description</th>
<th>Amount</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Momentum</td>
<td>Enabling Education Savings for Low-Income Families</td>
<td>$115,000</td>
<td>over 24 months</td>
</tr>
<tr>
<td>Partners in Action (University of Waterloo)</td>
<td>Effective Property Buyout Programs to Reduce Flood Risk in a Changing Climate</td>
<td>$134,825</td>
<td>over 24 months</td>
</tr>
<tr>
<td>Philanthropic Foundations Canada</td>
<td>Transition Support</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>The Social Research Demonstration Corporation</td>
<td>Better Student Loan Program for Disadvantaged Youth</td>
<td>$66,600</td>
<td>over 12 months</td>
</tr>
</tbody>
</table>

- **Momentum**
  - *Enabling Education Savings for Low-Income Families*
  - $115,000 over 24 months
  - To help low-income families save for their children’s education.

- **Partners in Action (University of Waterloo)**
  - *Effective Property Buyout Programs to Reduce Flood Risk in a Changing Climate*
  - $134,825 over 24 months
  - To reduce the risks and costs of flooding.

- **Philanthropic Foundations Canada**
  - *Transition Support*
  - $25,000
  - Support to ease the transition between chief executives and strategic plans.

- **The Social Research Demonstration Corporation**
  - *Better Student Loan Program for Disadvantaged Youth*
  - $66,600 over 12 months
  - To help disadvantaged youth obtain loans for post-secondary education.
New Grants

*Directors' Discretionary Grants*

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barth Syndrome Foundation of Canada</td>
<td>$5,000</td>
</tr>
<tr>
<td>Canadian Women’s Emergency Shelter</td>
<td>$21,000</td>
</tr>
<tr>
<td>The Study School Foundation</td>
<td>$2,500</td>
</tr>
<tr>
<td>The University of Victoria</td>
<td>$2,500</td>
</tr>
<tr>
<td>Victoria Hospice and Palliative Care Foundation</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
Ongoing Grants

The Foundation continued the administration of the following grants during 2019

**Brookfield Institute for Innovation and Entrepreneurship**

**Canadian Employment and Labour Market Skills in 2030**

$107,000 over 18 months

Forecasting the needs of the labour market in 2030.

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**Canadian Institute for Advanced Research**

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

$400,000 over 5 years

To efficiently harvest the energy of the sun to create dramatically improved solar technologies.

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

**Max Bell Policy Scholars Program**

$96,000 over 24 months

To offer professional experience for three graduates of the Max Bell School of Public Policy (MBSSP).

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**Canada West Foundation**

**Research Centre Funding**

$300,000 over 5 years

To support policy analyses in the Natural Resources, Human Capital, and Trade and Investment research centres.
Ongoing Grants

The Foundation continued the administration of the following grants during 2019

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

To help improve the prospects for children and youth through social and emotional learning programs.

Centre for Addiction and Mental Health Foundation

*Integrated Care Pathway for Major Depressive Disorder*

$270,000 over 24 months

To create a seamless and centralized treatment pathway for people diagnosed with major depressive disorder.

CIVIX

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

$150,000 over 12 months

To assist teachers in helping students navigate the complex online environment of politics and the democratic process.

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

To update a Guide to mental health literacy, including the development and deployment of web-based teacher training resources and support to facilitate use of the Guide.
# Ongoing Grants

The Foundation continued the administration of the following grants during 2019

<table>
<thead>
<tr>
<th>Organization</th>
<th>Title</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalhousie University – School of Health and Human Performance</td>
<td>Building on Successes and Learning from Challenges: A comprehensive evaluation of the school food and nutrition policy in Nova Scotia</td>
<td>$100,000 over 2 years</td>
<td>To improve the impact of school food and nutrition policies to reduce obesity rates.</td>
</tr>
<tr>
<td>Headwater Learning Foundation</td>
<td>Indigenous Education Initiative</td>
<td>$150,000 over 24 months</td>
<td>To produce a replicable and scalable First Nation educational model to enhance students’ educational outcomes.</td>
</tr>
<tr>
<td>Heart and Stroke Foundation</td>
<td>A Project to Reduce Hypertension Through Incentives and Digital Engagement</td>
<td>$200,000 over 40 months</td>
<td>An initiative to reduce rising blood pressure in individuals by empowering them to manage their modifiable risk factors.</td>
</tr>
<tr>
<td>Imagine Canada</td>
<td>A new Policy Architecture for the Charitable and Nonprofit Sector</td>
<td>$70,000 over 15 months</td>
<td>Modernizing Canadian charity regulation.</td>
</tr>
</tbody>
</table>
## Ongoing Grants

The Foundation continued the administration of the following grants during 2019

<table>
<thead>
<tr>
<th>Immigrant Access Fund</th>
<th>Macdonald-Laurier Institute</th>
<th>McMaster University</th>
<th>McGill University</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Immigrant Access Fund</strong>&lt;br&gt; <em>Removing Barriers to Prosperity for New Canadians</em></td>
<td><strong>Macdonald-Laurier Institute</strong>&lt;br&gt; <em>Real Jobs for Real People</em></td>
<td><strong>McMaster University</strong>&lt;br&gt; <em>A Team Approach to e-Health Supported Home Care for Seniors with Multiple Chronic Conditions</em></td>
<td><strong>McGill University</strong>&lt;br&gt; <em>Canada’s Ecofiscal Commission — Phase 2</em></td>
</tr>
<tr>
<td><strong>$50,000 over 24 months</strong></td>
<td><strong>$60,000 over 12 months</strong></td>
<td><strong>$250,000 over 36 months</strong></td>
<td><strong>$300,000 over 36 months</strong></td>
</tr>
</tbody>
</table>

To assist internationally trained/educated professionals and trades people to re-train or re-certify to find work in their field.

Research to ensure our education systems are adequately preparing Canadians for the future labour market.

To improve home and community care outcomes for patients while making more efficient use of healthcare resources.

To increase the likelihood that policy tools related to Ecological Fiscal Reform will be deployed in Canada.
## Ongoing Grants

The Foundation continued the administration of the following grants during 2019

<table>
<thead>
<tr>
<th>Grant Name</th>
<th>Description</th>
<th>Duration</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teach For Canada</td>
<td>Working with First Nations to build a Community-focused Impact Assessment Strategy</td>
<td>2 years</td>
<td>$300,250</td>
</tr>
<tr>
<td>Miistakis Institute for the Rockies, Inc.</td>
<td>Municipal Conservations Research Collaborative</td>
<td>1.5 years</td>
<td>$224,000</td>
</tr>
<tr>
<td>Nature Conservancy of Canada</td>
<td>Protected Areas and Conservation Landscapes Certification</td>
<td>2 years</td>
<td>$150,000</td>
</tr>
<tr>
<td>Pollution Probe and QUEST</td>
<td>The Smart Energy Communities Scoreboard</td>
<td>2 years</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

To ensure high quality, impactful, usable knowledge about conservation and land use is made available to Alberta municipalities in an efficient and effective way.

To assist Canada in meeting its stated goal of conserving 17% of terrestrial areas and inland water by 2020.

To help municipalities and industry create better energy policies, to enable implementation, and benchmark their progress.

To develop an evaluation framework for use by nonprofits working with Indigenous communities.
## Ongoing Grants

The Foundation continued the administration of the following grants during 2019

<table>
<thead>
<tr>
<th>Grant Description</th>
<th>Institution</th>
<th>Duration</th>
<th>Amount</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBC Human Early Learning Partnership (UBC-HELP)</td>
<td>University of British Columbia – Okanagan Campus</td>
<td></td>
<td>$245,000 over 24 months</td>
<td>To improve the outcomes for children in the middle years (ages 6-12) with the use of the Middle Years Development Instrument.</td>
</tr>
<tr>
<td>Scaling the Middle Years Development Instrument (MDI) Phase 2: Reaching Sustainability</td>
<td>University of British Columbia, Okanagan</td>
<td>$100,000 over 24 months</td>
<td></td>
<td>To provide 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.</td>
</tr>
<tr>
<td>Volunteer Navigation Partnerships: A Compassionate Community Approach to Early Palliative Care</td>
<td>University of Calgary – Calgary Urban Project Society (CUPS)</td>
<td>$328,899 over 38 months</td>
<td></td>
<td>To help trained volunteers support aging adults with a serious illness by providing supportive community-focused navigation services in the home.</td>
</tr>
<tr>
<td>Prenatal to Three Program Evaluation Project</td>
<td>University of Calgary – Calgary Urban Project Society (CUPS)</td>
<td>$200,000 over 48 months</td>
<td></td>
<td>To improve policy and programming, primarily in Alberta, in a number of sectors including child welfare, health, education, social assistance, and housing.</td>
</tr>
</tbody>
</table>
Ongoing Grants

The Foundation continued the administration of the following grants during 2019

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

To help understand 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

To provide a screening tool for all pregnant women in Alberta to access timely evidence-based mental healthcare.
# Max Bell Foundation Projects

## Programs and projects of the Foundation

<table>
<thead>
<tr>
<th>Max Bell Foundation</th>
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</thead>
<tbody>
<tr>
<td><strong>2020 Partner Networking Event</strong></td>
<td><strong>2020 Policy Forward Event</strong></td>
<td><strong>Senior Fellowship</strong></td>
<td><strong>Shared Public Policy Services Developmental Evaluation</strong></td>
</tr>
<tr>
<td>$37,050</td>
<td>$37,050</td>
<td>$100,000 over 24 months</td>
<td>$25,000 over 18 months</td>
</tr>
</tbody>
</table>

- Max Bell Foundation — Learning and networking event for Max Bell Foundation's Partners.
- Max Bell Foundation — Public event tentatively titled *The Future of Democracy in Canada.*
- Max Bell Foundation — Human Early Learning Partnership (HELP) — *University of British Columbia*
- Max Bell Foundation — *Developing Systems Leadership in Support of Children and Families*
- Max Bell Foundation — A developmental evaluation of the public policy advocacy efforts of a group of Calgary-based non-profits.
Max Bell Foundation Projects

Programs and projects of the Foundation

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max Bell Foundation Connections First Senior Fellow</td>
<td>$100,000 over 24 months</td>
<td>To improve the lives of vulnerable children and youth by advancing effective, evidence based public policy and practice related to “natural supports.”</td>
</tr>
<tr>
<td>Max Bell Foundation Public Policy Training Institute 2019-2022</td>
<td>$583,340 over 4 years</td>
<td>Support for Max Bell Foundation’s Public Policy Training Institute.</td>
</tr>
<tr>
<td>Max Bell Foundation Public Policy Advocacy Handbook for Canadian Charities</td>
<td>$115,500</td>
<td>To refine and share the curriculum of the Max Bell Foundation Public Policy Institute.</td>
</tr>
<tr>
<td>Max Bell School of Public Policy at McGill University Evaluation</td>
<td>$35,000</td>
<td>To provide support for an evaluation of the Max Bell School of Public Policy at McGill University.</td>
</tr>
</tbody>
</table>
In 2019, Max Bell Foundation made disbursements for grants totalling $2.1 million and undertook charitable projects costing $258,000. Combined, these account for 65% of the annual total expenditure of $3.65 million.
During calendar 2019, the Foundation’s investments funded the disbursement categories above and, in addition, the asset base rose from $74.5 million to $83.4 million. Had the growth of the Foundation’s asset base kept pace with inflation since 1974, it would be valued at $94.7 million at the end of 2019.

Since the Foundation’s inception, it has invested $93.52 million in grants to improve Canadian society, and has invested $15.1 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 2019

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