

Max Bell Foundation

ANNUAL REPORT 2019

About Max Bell Foundation

<i>About Max Bell Foundation</i>	<i>1</i>
<i>Directors & Staff</i>	<i>2</i>
<i>Message from the Chair and President</i>	<i>3</i>
<i>New Grants</i>	<i>5</i>
<i>Ongoing Grants</i>	<i>9</i>
<i>Financial Report</i>	<i>17</i>

Max Bell Foundation

ANNUAL REPORT 2019

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.

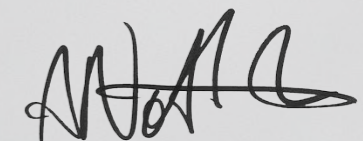
When Max Bell created his Foundation, he stipulated that 30% of the gifts the Foundation makes go to his alma mater, McGill University. Over the years, the Foundation and the University have partnered in a variety of ways to realize Max's wishes. Since November, 2018, this gift has gone to support the 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

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

**Barth Syndrome
Foundation of
Canada**

\$5,000

**Canadian Women's
Emergency Shelter**

\$21,000

**The Study School
Foundation**

\$2,500

**The University of
Victoria**

\$2,500

**Victoria Hospice
and Pallative Care
Foundation**

\$2,500

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.

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.

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 (MBSPP).

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

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

To improve the impact of school food and nutrition policies to reduce obesity rates.

Headwater Learning Foundation

Indigenous Education Initiative

\$150,000 over 24 months

To produce a replicable and scalable First Nation educational model to enhance students' educational outcomes.

Heart and Stroke Foundation

A Project to Reduce Hypertension Through Incentives and Digital Engagement

\$200,000 over 40 months

An initiative to reduce rising blood pressure in individuals by empowering them to manage their modifiable risk factors.

Imagine Canada

A new Policy Architecture for the Charitable and Nonprofit Sector

\$70,000 over 15 months

Modernizing Canadian charity regulation.

Ongoing Grants

The Foundation continued the administration of the following grants during 2019

Immigrant Access Fund

Removing Barriers to Prosperity for New Canadians

\$50,000 over 24 months

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

Macdonald-Laurier Institute

Real Jobs for Real People

\$60,000 over 12 months

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

McMaster University

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

\$250,000 over 36 months

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

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

Miistakis Institute for the Rockies, Inc.

***Municipal Conservations
Research Collaborative***

\$224,000 over 18 months

To ensure 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 over 24 months

To 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

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

Teach For Canada

***Working with First Nations to
build a Community-focussed
Impact Assessment Strategy***

\$300,250 over 24 months

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

UBC Human Early Learning Partnership (UBC-HELP)

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

\$245,000 over 24 months

To improve the outcomes for children in the middle years (ages 6-12) with the use of the Middle Years Development Instrument.

University of British Columbia – Okanagan Campus

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

\$100,000 over 24 months

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.

University of British Columbia, Okanagan

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

\$328,899 over 38 months

To help trained volunteers support aging adults with a serious illness by providing supportive community-focused navigation services in the home.

University of Calgary – Calgary Urban Project Society (CUPS)

Prenatal to Three Program Evaluation Project

\$200,000 over 48 months

To improve policy and programming, primarily in Alberta, in a number of sectors including child welfare, health, education, social assistance, and housing.

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

Max Bell Foundation

2020 Partner Networking Event

\$37,050

Learning and networking event for Max Bell Foundation's Partners.

Max Bell Foundation

2020 Policy Forward Event

\$37,050

Public event tentatively titled *The Future of Democracy* in Canada.

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

To inform the creation of a Systems Leadership Centre for Children at HELP-UBC.

Max Bell Foundation

Shared Public Policy Services Developmental Evaluation

\$25,000 over 18 months

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

Max Bell Foundation

Connections First Senior Fellow

\$100,000 over 24 months

To improve the lives of vulnerable children and youth by advancing effective, evidence based public policy and practice related to “natural supports.”

Max Bell Foundation

Public Policy Training Institute 2019-2022

\$583,340 over 4 years

Support for Max Bell Foundation’s Public Policy Training Institute.

Max Bell Foundation

Public Policy Advocacy Handbook for Canadian Charities

\$115,500

To refine and share the curriculum of the Max Bell Foundation Public Policy Institute.

Max Bell School of Public Policy at McGill University

Evaluation

\$35,000

To provide support for an evaluation of the Max Bell School of Public Policy at McGill University.

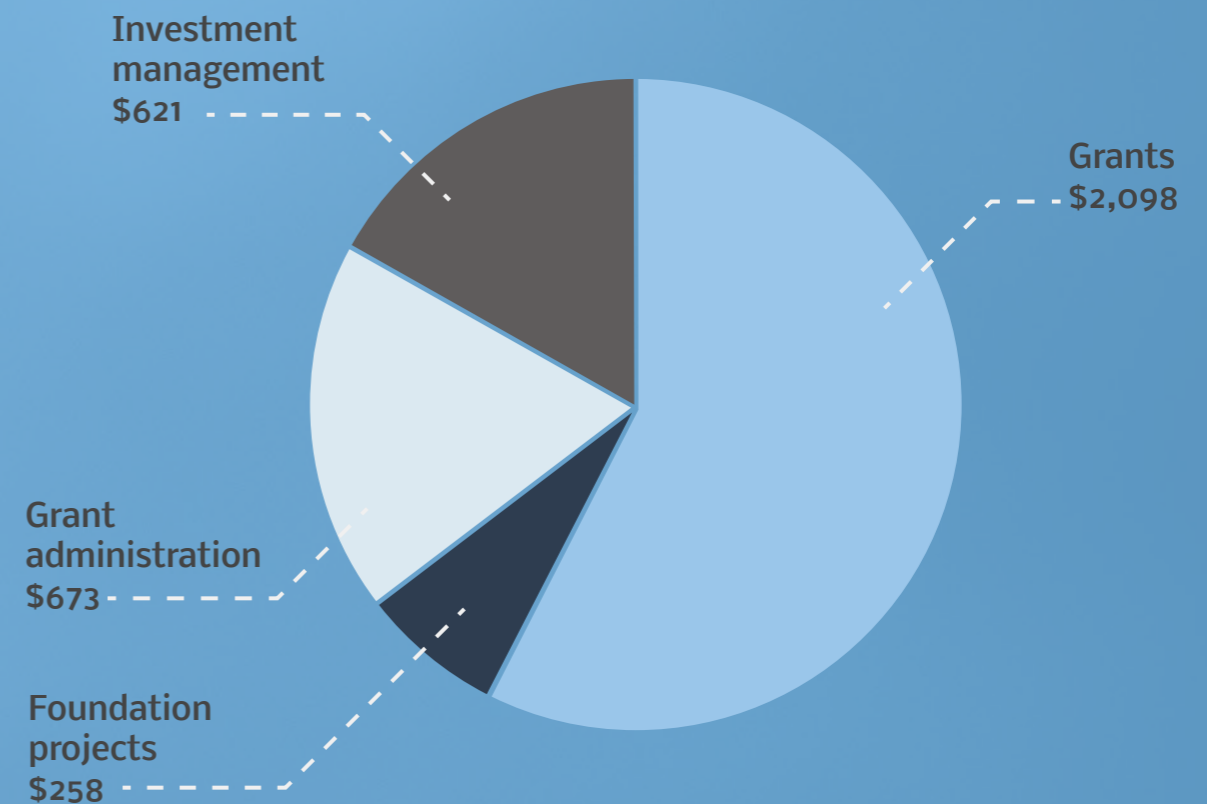
Financial Report

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.



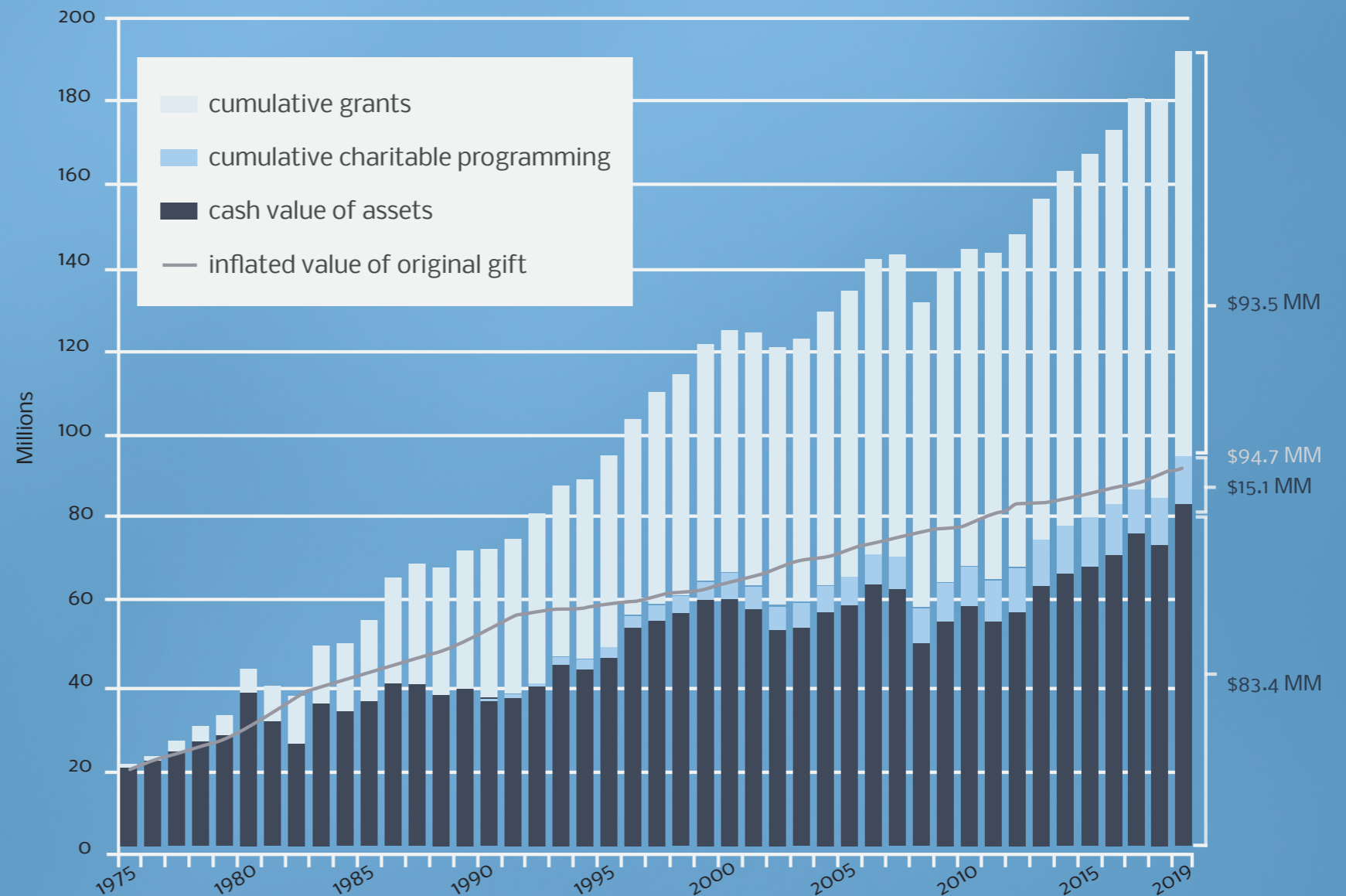
2019 Expenditures (000s)

Financial Report

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.

Copyright © 2020 Max Bell Foundation

ALL RIGHTS RESERVED

Max Bell Foundation

105 12th Avenue SE

Suite 970

Calgary, AB

T2G1A1

Tel 403-215-7310

www.maxbell.org