



Max Bell Foundation
Annual Report 2021



OUR 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.

Message from the CHAIR

The pandemic-related challenges of 2021 touched all spheres of society and sectors of the economy. Canadian charities, in common with the for-profit sector, experienced an uneven mix of impacts. Many of those who provide services to the vulnerable sought to meet sharp increases in demand at the same time as their capacity to secure support was diminished. Some had to close their doors, while others were able to adapt and carry on. Across the board, staff and volunteer health and well being became an increasing concern.

Canadian civil society, often working in concert with governments, responded admirably. Vaccines arrived and were delivered, sometimes in challenging circumstances, in what can only be described as a remarkable achievement in public health. Hospitals, clinics, schools, and care facilities all were aided by the many thousands of contributions, large and small, of time and of resources, from Canadians determined to protect the most vulnerable.

The pandemic wasn't the only challenge for those involved in public governance. The needs for action on climate, reconciliation, and inequity rose to the top of the public agenda and were felt viscerally in local communities across the country. These "wicked" challenges – complex, contested, and with no single right answer – reinforce the key principle that drives

the work of Max Bell Foundation: the pressing issues of our time require collective, coordinated action. Our fundamental assumption continues to be that public policy is a critically important element of such action.

We remain steadfast in the belief that civil society organizations often have deep expertise in practical effects of public policy choices, and that bringing that expertise to the policy making process makes important – sometimes essential – contributions to better public policy.

While it has been the case since Max established this Foundation, in 2021 we were especially inspired by the creativity, commitment, and resilience of our partners. It is a privilege to work alongside them.



Brenda Eaton
Chair

Message from the PRESIDENT



Anyone working in the service of the public good will attest there are always public problems in urgent need of attention. That said, reflecting on 2021, I cannot recall a time in my tenure at Max Bell Foundation that has placed a greater call on Canadians: a call to think and act beyond our private interests, and to consider the need to protect and advance the better elements of the society we are creating together.

The pandemic shone a bright light on the shortcomings of our public health infrastructure and showed how, under stress, our social fabric can begin to fray. Discoveries of unmarked graves painfully reminded us we need to redouble our efforts to mend our relations. Heat waves, wildfires, and floods were stark evidence of how our climate is changing. And all of this was happening in an information environment that scarcely differentiates truth from mistruth; fact from propaganda.

Among the greatest privileges of working at a grantmaking Foundation is that we get to witness, daily, that Canadian organizations are rising to the challenges they face. School-aged students are learning how to critically assess online information. Schools are getting tools to help them find ways to help their students be healthier. A provincial government is working with dozens of service providers to find ways to prevent intimate partner violence. Several other provinces are working to make the transition to adulthood easier for youth in care.

Scientists are working with provincial governments to identify the most important landscapes to protect. A team of organizations is working on ways to mobilize the investment required to transition our energy infrastructure. Some of our brightest minds are working out how an economy can grow and prosper inclusively, in ways that benefit everyone.

The reality is this is just a very small sampling of the things Canadians are doing to protect and improve our society. Even under the strain of the extraordinary circumstances 2021 brought, civil society and governments engaged with each other to find better solutions to the problems at hand. We continue to believe that kind of engagement is essential to making good public policy.

In 2021, Max Bell Foundation invested \$2.5 million in grants to organizations who share that belief. We expended

a further \$111,000 delivering our own programs designed to educate Canadians. Included in those programs was our thirteenth 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 275 individuals have now completed the PPTI.

In reviewing proposals for support, Max Bell Foundation relies on anonymous expert reviewers. We thank them sincerely for their outstanding voluntary contributions, which are invaluable to our decision-making.

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. In 2021, the second cohort of students graduated with their Masters of Public Policy, and the third cohort began their studies.

2021 was also a year to look to our own organization. We updated our conflict of interest policy, took inventory of and refined our decision-making through the lens of justice, equity, diversity, and inclusion, and formalized our commitment to offset the carbon implications of the travel we do as part of our work.

As ever, our partners inspire us to play our part in making a better future.

Allan Northcott
President

Our Work

The following new grants were initiated in 2021

Child Welfare League

Equitable Transitions to Adulthood and a Just Recovery for Youth in Care / \$72,532 over 12 months

To create and disseminate a set of standards for how youth transition out of care in a supported manner.

CIVIX

Ctrl-F – Improving Digital Media Education in Canada / \$200,000 over 24 months

To refine and scale a digital literacy resource that teaches children and youth how to evaluate the veracity of online information.

Ophea

Healthy Schools Certification / \$254,307 over 21 months

To support the development and implementation of a Comprehensive School Health approach across the variety of school settings.

United Way Halifax

East Coast Public Policy Training Institute / \$30,000 over 7 months

To bring together leaders from across Atlantic Canada's non-profit sector whose organizations want to impact and influence the public policy process locally, provincially, and nationally.

Wildlife Conservation Society

Key Biodiversity Areas / \$140,000 over 12 months

To inform land use planning in Manitoba and Newfoundland by identifying the most important sites for biodiversity conservation.





Development Grants

Canadian Children's Literacy Foundation

A Path Forward for Early Literacy Advocacy / \$21,333 over 4 months

Improving Children's Literacy in Canada.

Makeway Charitable Society / Our Living Waters

Canada Water Agency Forum Response / \$15,000 over 6 months

Support for the administration of the Canada Water Agency forum.

Directors' Discretionary Grants

Barth Syndrome Foundation of Canada

\$5,000

Children's Cottage

\$5,000

McGill University

\$2,500

Nature Conservancy of Canada

\$5,000

Phoenix Residential Society

\$2,500

Regina United Way

\$2,500

The Study School Foundation

\$2,500

United Way of Winnipeg

\$5,000

The University of Victoria

\$2,500

Victoria Hospice and Palliative Care Foundation

\$2,500

Ongoing Grants

The Foundation continued the administration of the following grants during 2021

Brookfield Institute at Ryerson University

Job Pathways Project / \$125,000 over 12 months

To help workers more easily transition from occupations with low demand to those with high demand.

C. D. Howe Institute

Urgent Policy Action Working Groups – COVID-19 Pandemic / \$75,000 over 9 months

To support five expert “crisis working groups” who developed policy options to help Canada recover from the pandemic.

Canadian Institute for Advanced Research University

Innovation, Equity & the Future of Prosperity / \$400,000 over 60 months

To better understand relationships between innovation, prosperity, and opportunity so that programs and policies can foster equity in the future economy.

Centre for Addiction and Mental Health Foundation

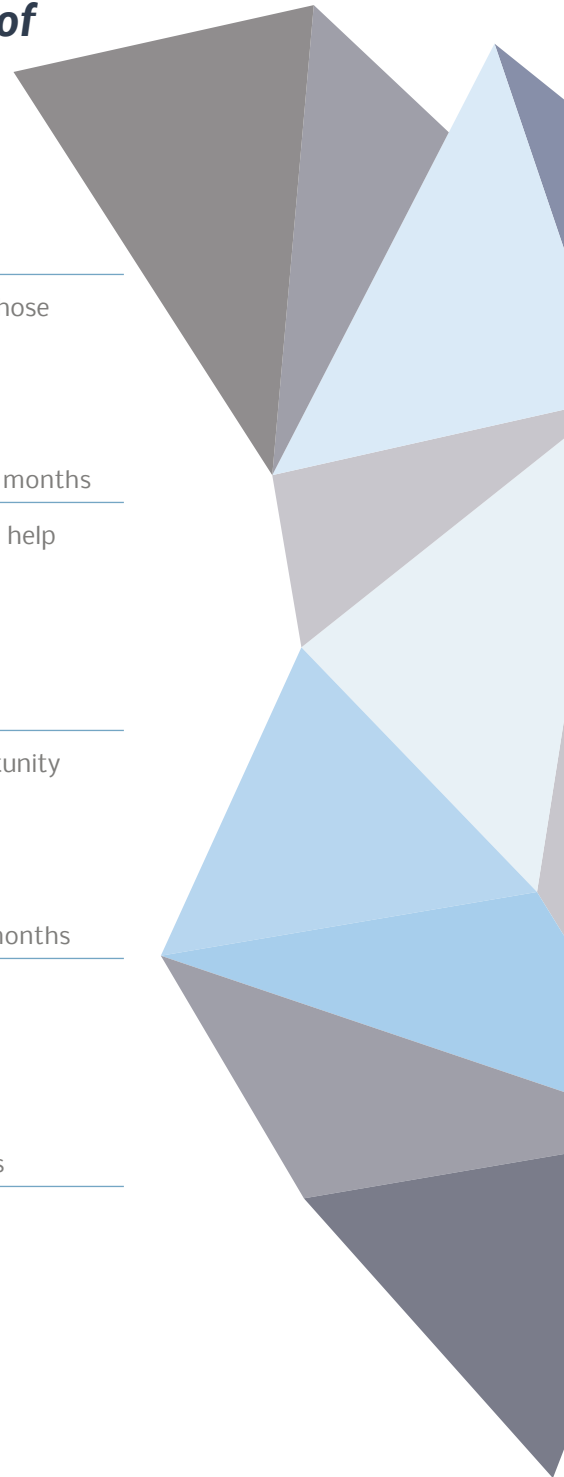
Integrated Care Pathway for Major Depressive Disorder / \$270,000 over 24 months

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

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.



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.

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.

Max Bell Foundation

Policy Collaborative Evaluation / \$133,500 over 36 months

To Evaluate collaborative public policy advocacy compared to single-organization approaches.

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.



Momentum

Enabling Education Savings for Low Income Families / \$115,000 over 24 months

To help low-income families save for their children's education.

The Natural Step

A Public Policy Collaborative / \$525,200 over 24 months

To develop and advance a set of policy options to draw investment in Alberta's transition to a low carbon economy.

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.

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.

PolicyWise

Opportunity Youth Policy in Alberta / \$17,813 over 8 months

To advance Opportunity Youth employment outcomes.

Sagesse Domestic Violence Prevention Society

AB Primary Prevention Framework: Public Policy Collaborative to Prevent Domestic and Sexual Violence / \$566,940 over 24 months

To develop and advance a primary prevention policy framework in the province of Alberta.

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.



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 - 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.





Ongoing Internal Programs

The foundation continued the administration of the following ongoing programs in 2021

Max Bell Foundation

Public Policy Training Institute 2019-2022 / \$583,340 over 4 years

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

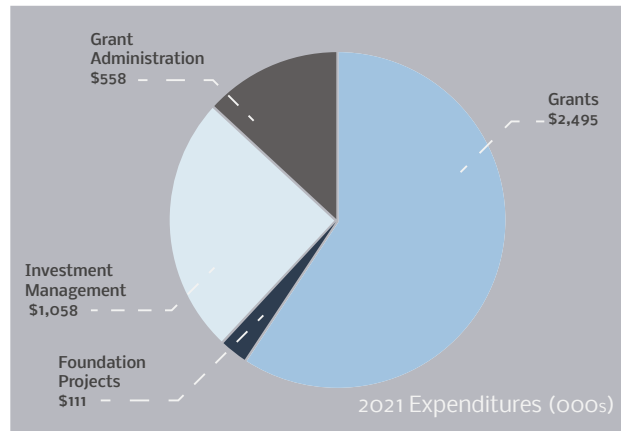
Max Bell School of Public Policy at McGill University

Evaluation / \$35,000

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

Financial Report

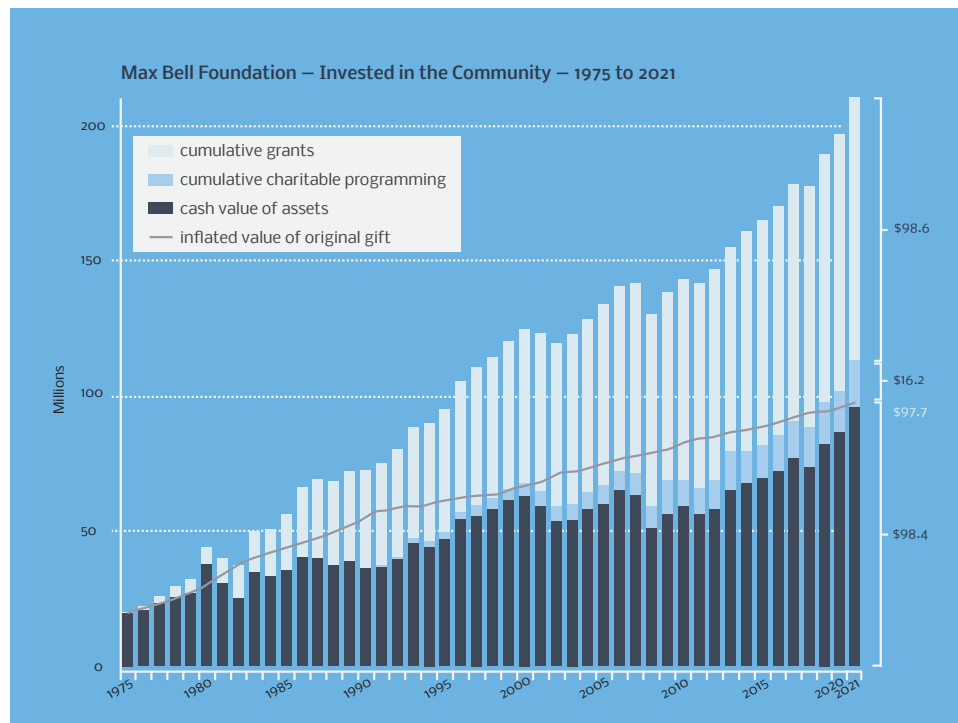
In 2021,
Max Bell Foundation
made disbursements
for grants totalling
**\$2.495
million**
and undertook charitable
projects costing
\$111,000.



Combined, these account for 61% of the annual total expenditure of **\$4.2 million.**

During calendar 2021, the Foundation's investments funded the expenditure categories above and, in addition, the asset base rose from \$87.6 million to \$98.4 million. Had the growth of the Foundation's asset base kept pace with inflation since 1974, it would be valued at \$97.7 million at the end of 2021.

Since the Foundation's inception, it has invested \$98.6 million in grants to improve Canadian society, and has invested \$16.2 million in identifying, helping develop, and administering those grants as well as directly delivering charitable programs.



Directors

Brenda Eaton, *Chair*

Ken Marra, *Vice Chair*

Paul Boothe

Donna Miller

Doug Moen

Christopher Manfredi

Margaret-Jean Mannix

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Max Bell Foundation

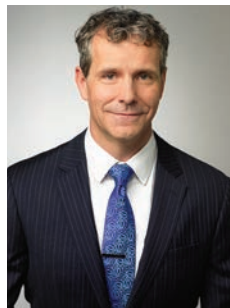
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