



# IMPACT REPORT 2012-2014

# TABLE OF CONTENTS

MESSAGE FROM CHAIR AND CEO	3
ABOUT LIFT PHILANTHROPY PARTNERS	4
TAKE A HIKE YOUTH AT RISK FOUNDATION	6
KIDSPORT CANADA	8
JUMP MATH	10
WOMEN BUILDING FUTURES	12
BC IDEAS	14
THE PLAY EXCHANGE	15
BOARD OF DIRECTORS	16
OUR PARTNERS	17

Photo credits:  
Take a Hike Youth at Risk Foundation, pg. cover, 6, 16, and back cover.  
KidSport Canada, pg. cover, 5, 8, and back cover.  
JUMP Math, pg. cover, 5, 10, and back cover.  
The Play Exchange, pg. cover, 15, 16, and back cover.  
Women Building Futures, pg. cover, 5, 12, and back cover

# MESSAGE FROM CHAIR AND CEO

We are very pleased to provide you with the first impact report for LIFT Philanthropy Partners, documenting the results of our work and that of the social purpose organizations (SPOs) in our portfolio to date.

### Early results, ambitious goals

We have had some very encouraging results in our first years of operation. Working with four social purpose organizations, LIFT and its pro bono partners have invested a total of nearly \$3 million in consulting time and financial contributions. As a result of our work, these organizations have been able to attract new funding and increase revenue, build their capacity and scale their programs. That means more people have had the opportunity to participate in programs including trades training for women, organized sport for children of families in financial need, high school completion for at-risk youth and math education for children grades 1-8. Most important, the SPOs we work with have told us that they value our expertise, collaboration and passion for their missions even more than our financial contributions to their work.

We had our first social purpose “graduate” as KidSport concluded its engagement with us in 2014. In the next three years, we aim to support 30 more social purpose organizations with either a short-term engagement that tackles a specific business issue key to their growth, or a full, three-year plan including an organizational capacity review and scaling strategy.

### Measuring impact

Measurement and accountability are attributes we seek to build in the SPOs we work with. Last year, with the help of our partner KPMG, we developed an impact measurement framework that will enable us to provide more robust reporting for both LIFT and its SPO portfolio in the future, and began piloting it with Women Building Futures.

### National expansion

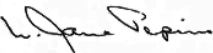
LIFT has its roots in BC, but has become a truly national not-for-profit in the last two years. We now have a team in Toronto in addition to our office in Vancouver, directors from all across the country, and have worked with SPOs from BC, Alberta, Ontario, Quebec and the Northwest Territories. The Play Exchange, an initiative we launched last

year in partnership with the Government of Canada, CanadianTire and CBC, enabled us to contribute to social change on a national scale. This online challenge, modelled on the successful BC Ideas competition we ran in 2012, generated more than 400 entries from Canadians with ideas for getting people to be healthier and more active. The winner of the Play Exchange – the Canadian Cancer Society’s Trottribus walking school bus program – will receive up to \$1 million in funding from the Government of Canada. Read more about these innovative initiatives on page 15 of this report, or on our website.

In pursuit of our goals to strengthen Canada’s social sector and address some of our most pressing social and economic challenges, we strive to have an influence beyond the immediate work we are doing with the organizations in our social purpose portfolio. We have been very active in Ottawa, helping to influence Government’s understanding of social finance and other forms of social innovation. We participated in a National Call for Concepts for Social Finance in 2013, and were recognized as a Canadian leader in social innovation in the report published last year: “Harnessing the Power of Social Finance.”

Thank you for your interest in and support of LIFT. In particular, thank you to our investors and our dedicated partners, who are listed at the end of this report and whose contributions feature prominently on the pages dedicated to reporting on our SPO portfolio. We hope you find this report informative and inspiring.

Best regards,



Jane Pepino, Chair



Bruce Dewar, President & CEO



# ABOUT LIFT PHILANTHROPY PARTNERS



LIFT's goal is to make social purpose organizations (SPOs) stronger, more sustainable, more measurable and more efficient at delivering impact, so that they can in turn help the vulnerable and at-risk in our country.

We search for not-for-profits and social enterprises that are doing good work in the areas of health, education, skills and employment and we help turn them into great investments.

There is no other organization like LIFT in Canada. We are a new approach to philanthropic investment, based on a venture philanthropy model that has proven effective elsewhere in the world. We invest in social purpose organizations with unrealized growth potential – organizations that can do much, much

more by applying our strategic business approach. We dedicate resources including strategic funding, business expertise and hands-on management support to build their capacity to affect change, today and tomorrow.

Along with our network investors and pro-bono partners, we are committed to transforming the lives of Canadians and creating a more productive, healthy and prosperous Canada. This impact report offers an overview of our investments in four leading social purpose organizations and the results they are generating.

For more information on LIFT, visit [liftpartners.ca](http://liftpartners.ca)



BMO invests in LIFT because its expertise and venture philanthropy approach ensure good charities and social enterprises can scale their impact, and we get maximum social return on our community investment dollars."

— Nada Ristich, Director,  
Corporate Donations  
BMO Financial Group



# OUR SOCIAL PURPOSE PORTFOLIO





# TAKE A HIKE YOUTH AT RISK FOUNDATION

Take a Hike is an alternative education program that engages at-risk youth through a unique combination of adventure-based learning, academics, therapy and community involvement. Established in Vancouver in 2000 and now offered in three BC communities, Take a Hike involves a small number of youth each year, but truly transforms their lives. It has been very successful in helping at-risk youth work through their personal issues, develop confidence, teamwork, and leadership skills, and graduate from high school.

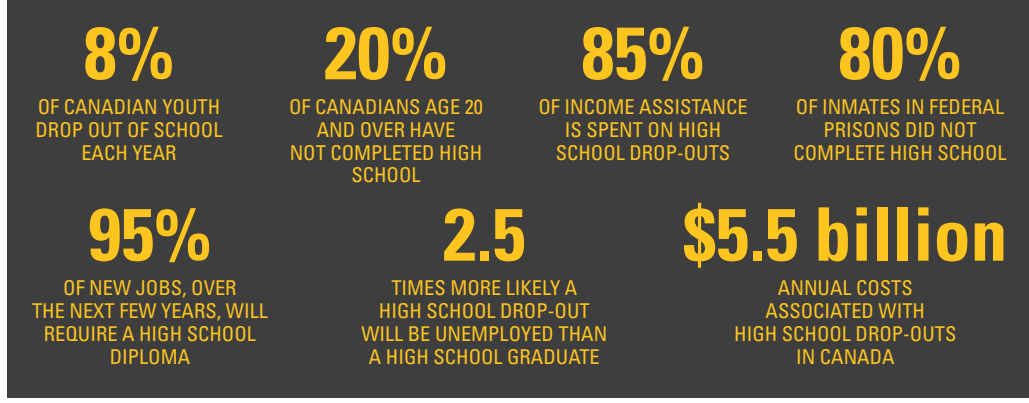
## GOALS

The long term goal for the Take a Hike/LIFT partnership is to see the program recognized as a leading alternative education program that is life-changing for at-risk youth and offered in many school districts across BC and Canada.

To help Take a Hike achieve this goal and reach more at-risk youth with its program, the goals for the LIFT plan include:

- Further developing Take a Hike's operations
- Enhancing its measurement practices and financial sustainability
- Replicating the program in two additional communities

## THE ISSUE

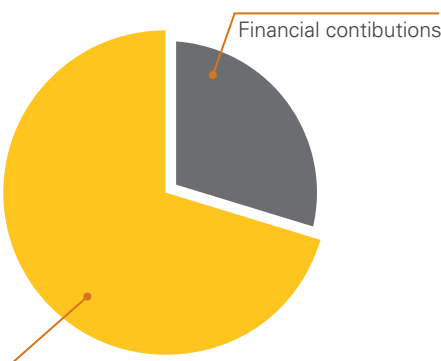


## LIFT INVESTMENT



## INVESTMENT PACKAGE (AS OF DECEMBER 2014)

Total investment \$575,427



## PARTNERS

- ALEXANDER HOLBURN BEAUDIN + LANG LLP
- CENTRIFUGE MEDIA LAB
- INFOCUS MANAGEMENT CONSULTANTS
- J. BOUCHER
- S. CAMPBELL
- G. PINTON
- M. MACMILLAN

## LIVES CHANGED

"Rewarding" is how one graduate sums up her two years in the adventure-based learning program. Another student describes it as "life-changing." Take a Hike Youth at Risk Foundation is in the business of changing lives. Each year, it welcomes at-risk youth in grades 10-12 who have few opportunities left, and helps them find a new outlook for their futures.

"With LIFT's support, we are on the move. We have leveraged the resources LIFT has generously made available to us to expand the reach of our unique alternative education program. We now offer the Take a Hike program in three BC communities and have plans for further growth. Thanks to LIFT's support there is more to come."

— Phil Cotterill, Chair, Take a Hike Youth at Risk Foundation

Take a Hike students face numerous personal, health and behavioural issues, such as drug and alcohol abuse, depression, attention deficit disorders and extreme truancy. The program offers one-on-one and group therapy, alongside challenging outdoor activities and survival skills training, which help students address issues that hinder their success. From one-day canoe lessons to multi-day, overnight expeditions, Take a Hike takes students out of their comfort zone, forcing them to deal with deep-seeded fears, concerns and uncertainties.

For one student who lived in so many different foster homes that she lost count, Take a Hike's teachers and therapists provided a sense of stability, so she felt supported and motivated for the first time in her life. For another student who skipped months of school at a time, failed Grade 9, and attended other alternative schools, but was too bored and restless to care about learning, Take a Hike helped him focus, address underlying issues, and develop a new appreciation for his own actions and accountability. For both of these students and hundreds of others, Take a Hike was a key, transformative time in their lives.

As for what happens to the students when they leave the program? Some reintegrate into the mainstream school system for their final year of high school, while others go on to post-secondary education and training. For the graduate who moved around from foster home to foster home? She went on to study education at the University of British Columbia with an intention of becoming a teacher. And the student who flunked Grade 9? He graduated high school and now works as an outdoor adventure guide.

## THE TAKE A HIKE LIFT PLAN

- Governance and legal structure design
- Trademarks, license and expansion agreements
- Resource kit development
- Human resource plan development
- Website redesign and automated qualification process
- Communications and branding
- Volunteer management

## LOOKING FORWARD

As we approach the end of our partnership with Take a Hike in the spring of 2015, the remaining activities we are undertaking include:

- Social impact measurement
- Expansion community assessment training

"This school changed my life. It pushed me to my limits, and then further, and then a little further. It taught me that no matter what challenges life throws at me, I can deal with them, one step at a time."

— Take a Hike graduate

## PARTNERSHIP RESULTS & SOCIAL IMPACT

With LIFT's support, Take a Hike added a second program in the West Kootenays region of BC in 2013, and a third program in Burnaby, BC in 2014. As of the end of 2014, Take a Hike was on track to empower 65 at-risk youth in these three communities to complete high school and embark on the next stage of life well-equipped to succeed.

Take a Hike's impact:



450+

YOUTH ENGAGED TO DATE



80%

PROGRAM COMPLETION RATE



25%

OF STUDENTS (ESTIMATED) COMPLETE DRUG AND ALCOHOL COUNSELLING EACH YEAR



3

COMMUNITIES RUNNING PROGRAMS



125,000

DOLLARS IN POST-SECONDARY SCHOLARSHIPS AWARDED TO DATE (ALL MONEY FROM PRIVATE DONORS)





# KIDSPORT CANADA

KidSport believes no kid should be left on the sidelines and all Canadian children should be given the opportunity to experience the positive benefits of organized sports. The organization provides families in need with financial support for registration fees and equipment for kids aged 18 and under. KidSport has a network of 11 provincial and territorial chapters and 178 community chapters across Canada, each of which supports local kids to become healthier, more active and well-rounded.

## GOALS

The overarching goal for the KidSport/LIFT partnership was to create healthy Canadian children who, by learning to be active in childhood, remain so in adulthood. We also aimed to give kids skills including teamwork, leadership, self-confidence, communication and problem solving that enable them to contribute to strong, healthy communities.

To help KidSport achieve its goal and reach more kids across Canada, our LIFT plan goals included:

- Expanding operations to position the organization for further growth
- Implementing a national revenue generation strategy
- Improving measurement and data management practices
- Implementing a cohesive brand and communication strategy to better share successes

## THE ISSUE

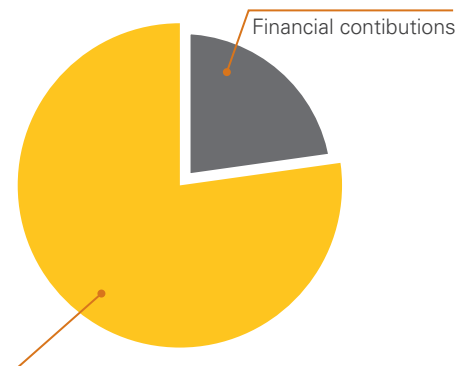


## LIFT INVESTMENT



## INVESTMENT PACKAGE (AS OF DECEMBER 2014)

Total investment \$1,044,192



LIFT and partner network services

## PARTNERS

- ALEXANDER HOLBURN BEAUDIN + LANG LLP
- CIVILIS
- G. PINTON
- SOCIAL SYNERGY DESIGN
- TORQUE STRATEGIES
- TWENTYTEN GROUP

## LIVES CHANGED

Natalie Jean Gaston sees firsthand the powerful impact sport has on the lives of her children.

“My kids get inspired by playing sports. Beyond the health benefits, they experience discipline and feel connected as a family and a team. They learn how to work together, problem solve, set goals, meet them, and feel accomplished. They are making memories and learning skills that have so many benefits,” Natalie explained.

“We are proud to support KidSport and the impactful role they play in building stronger Canadian communities by enabling our youth to experience the physical, social and behavioural benefits of organized sport. With the guidance of the incredible team at LIFT, KidSport is now better situated as a national organization, and has the requisite tools to grow and ultimately achieve their mandate of ‘So ALL Kids Can Play.’”

— Bart Given, Managing Director and Chief Innovator, TORQUE Strategies

As a single mother of eight children, ranging in age from three to 15, Natalie was struggling to afford to enroll her kids in sport. Four years ago, she discovered KidSport Ontario, and since then she has become a champion of the organization. Thanks to KidSport’s support, her seven oldest children, all boys, play either hockey or football. They are excelling on their teams, and the benefits are spilling over into the rest of their lives. They would rather play pick-up ball hockey and football games outdoors than play video games indoors. And the two oldest boys are extremely focused on sport and education, so they can hopefully secure post-secondary scholarships.

Natalie says what elevates KidSport above other funding programs is how it provides financial support for both registration and equipment. For the first time, her sons were able to buy a new stick or a new skates, rather than searching the racks at a used sports store.

“To see the look on their faces when they got to pick out their own, brand new equipment was priceless,” she said.

With her seven boys excelling in hockey or football, the time has come for her three-year-old daughter to find a sport she loves. She’s already enrolled in her first season of soccer. And if her brothers offer an indication of the family’s passion for sport, she is sure to closely follow in their footsteps.

## KIDSPORT LIFT PLAN

- Establishment of a formal governance structure for centralized accountability
- Development of a corporate sponsorship plan, prospect list and proposals
- Development of consistent brand standards for national and provincial use
- Development of enhanced website
- Development of a national data management system

## LOOKING FORWARD

- LIFT’s investment in KidSport concluded in 2014. We are very pleased with how the organization has made progress towards its goal of ensuring all children have an opportunity to experience the positive benefits of sport participation.
- KidSport’s operations are solidified, it has a stronger story to tell, and it is better positioned to provide benefits to potential investors and supporters. We are confident KidSport is well positioned for future growth and is establishing itself as a leading organization in Canada.

“Without KidSport’s help, I couldn’t have afforded to put my kids in sport. Now they’re playing sports, it’s positively affecting their lives, they have confidence, they feel good about themselves and what they’ve achieved, and they have goals for what they want to be when they grow up.”

— Natalie Jean Gaston, Parent of KidSport participant

## PARTNERSHIP RESULTS & SOCIAL IMPACT

Throughout its partnership with LIFT, KidSport strengthened several key areas of its operations. It launched a new website and online application form in 2014, improving its ability to reach more families in need across Canada. It also introduced a data management system to improve its reporting and accountability processes. Perhaps the greatest achievement was the creation and implementation of a national sponsorship strategy, with the help of LIFT partner, TheTwentyTen Group, which positioned KidSport as a charity of choice for potential investors and partners. As a result of this work, the organization was successful in securing a new, \$1 million national partnership with CIBC.

KidSport’s impact in 2014:

**\$**  
**6.8**  
MILLION IN GRANTS DISTRIBUTED

**31,280**  
KIDS SUPPORTED

**78**  
DIFFERENT SPORTS FUNDED

**141,280**  
KIDS HAVE BEEN SUPPORTED TO PARTICIPATE IN SPORT SINCE 1993.



# JUMP MATH

Founded by mathematician, Dr. John Mighton, JUMP Math is a Toronto-based charity that is dedicated to enhancing the potential in children by encouraging an understanding and a love of math in students and educators. It offers programs, materials and training for teachers and parents to enhance math lessons for students in Grades 1-8, including French immersion students in Grades 1-6. JUMP Math unpacks math concepts into smaller, more digestible pieces, so students experience success early and often. It delivers its program throughout Canada, and recently launched pilot programs in New York, California and Washington states.

## GOALS

- JUMP Math aims to build a culture of math success and reach 2 million students by 2016. To help them achieve these goals, we have set goals for JUMP Math's LIFT plan that include:
- Strengthen core management, systems and procedures to build a foundation for scalable growth
  - Raise JUMP Math's profile and position the program as a leader in math education
  - Achieve penetration in the US market, and expand geographic reach and market penetration in Canada
  - Enhance fund development capacity and diversify funding sources

## THE ISSUE

55%

OF CANADIAN ADULTS LACK THE BASIC NUMERACY SKILLS NEEDED TO NAVIGATE THEIR LIVES

72%

OF CANADIANS LACK CONFIDENCE THAT THEIR MATH AND MONEY MANAGEMENT SKILLS WILL HELP THEM PLAN FOR A SECURE FINANCIAL FUTURE

POOR MATH SKILLS CONTRIBUTE TO HIGH SECONDARY SCHOOL DROP-OUT RATES, LOWER EARNINGS AND REDUCED FINANCIAL SECURITY, POOR PERSONAL HEALTH MANAGEMENT, CRIMINALITY AND OTHER NEGATIVE SOCIAL AND ECONOMIC OUTCOMES.

## LIFT INVESTMENT

2011

2012

2013

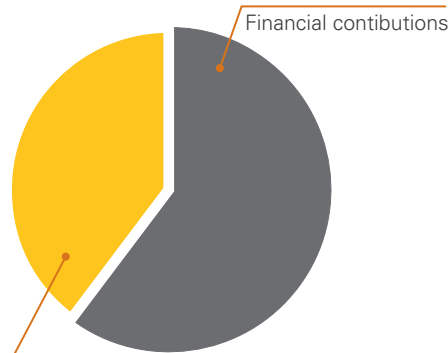
2014

2015

2016

## INVESTMENT PACKAGE (AS OF DECEMBER 2014)

Total investment \$810,902



LIFT and partner network services

## PARTNERS

ALEXANDER HOLBURN  
BEAUDIN + LANG LLP

G. PINTON

NATIONAL PUBLIC  
RELATIONS

PWC

RICHARDSON  
MANAGEMENT INC.

YORK HR

## LIVES CHANGED

Mary Jane Moreau started using the JUMP Math program in her Toronto-area Grade 6 classroom in 2005 alongside other math resources. By the end of that year she found her students were more positive about math and performed better in their lessons.

“JUMP Math helped to change the students’ mindset to one where they believed they could succeed in math, rather than thinking they would fail. This valuable lesson transferred to other subjects, where they also demonstrated improved comprehension and success.”

— Mary Jane Moreau, Teacher

The following year, Mary Jane fully embraced JUMP Math as the only resource for her math lessons, and what she experienced was truly amazing. By the year’s end, her class was testing significantly higher in math. Students who previously required special education support no longer needed it, and the lowest performing student moved from the 30th percentile of standardized testing in the province to the 80th percentile. With enrichment activities and bonus questions available for stronger students, Mary Jane no longer needed to use multiple resources in one math lesson. The JUMP Math lessons even helped Mary Jane improve her own understanding of math concepts and teaching methods.

In the years that followed, Mary Jane continued to exclusively use JUMP Math in her classroom with much success. Perhaps her greatest student success story came a few years later with a young girl who was deemed “unteachable” in math. In addition to her math struggles, she had issues with literacy and reading comprehension, along with attention problems. After a year of working with JUMP Math, this student moved from the 9th to the 92nd percentile in standardized math testing and began excelling in other subjects as well.

Now retired from the classroom, Mary Jane shares her JUMP Math experiences with other teachers in the hope of helping even more students learn, excel in and love math, thereby equipping them for lifelong educational success.

## THE JUMP MATH LIFT PLAN

- Communications outreach, training and materials development aimed at raising the organization’s profile
- Recruitment for several new senior management team roles
- US tax planning
- Improvement of financial systems and reporting, and business planning processes
- Development of a CRM and data analytics strategy
- Development of fundraising strategy and tools

## LOOKING FORWARD

- As we enter the last year of our partnership with JUMP Math, our focus will be on:
- Continued HR support with organizational assessment and enhancement of the management team
  - Development of a financial model for budget and planning purposes
  - Enhancing organizational capacity to support the goal of increased student participation

“Working closely with the JUMP Math team, we developed a communications strategy to increase JUMP Math’s visibility in key markets while mindfully balancing the needs of their key audiences - students and educators. We are proud to have been a part of this collaborative experience with JUMP Math and look forward to seeing its continued success in changing the landscape of math education in Canada, demonstrating that every child can learn math, every teacher teach can teach it and everyone can love it!”

— Joanna Wilson, Vice President, NATIONAL Public Relations

## SOCIAL IMPACT AND PARTNERSHIP RESULTS

Since working with LIFT, JUMP Math has achieved a 35% increase in the number of students using its program, and a 20% increase in earned revenue. Founder Dr. John Mighton was recognized as the Ernst & Young Social Entrepreneur of the Year for Canada in 2014. He credits LIFT with helping position the organization for this growth and recognition.

JUMP Math’s impact in 2014:



103,500  
STUDENTS IN CANADA



13,500  
STUDENTS IN U.S.



3,000+  
EDUCATORS TRAINED



2x

THE MATH KNOWLEDGE OF CHILDREN TAUGHT USING JUMP GREW AT TWICE THE RATE OF CHILDREN USING INCUMBENT PROGRAMS





# WOMEN BUILDING FUTURES

Women Building Futures (WBF) aims to help any woman, anywhere who is interested in a career in construction and heavy equipment operation. Based in Alberta, WBF connects women with apprenticeship and employment opportunities, providing recruitment, assessment, training, job placement and job retention support. Through this work, it inspires economic prosperity for women and is forever transforming the face of industry in Canada.

## GOALS

WBF aims to make its programs available to any woman who wants to enter a career in construction or heavy equipment operation, and to significantly increase the number of women completing construction-related apprenticeships. In doing so, it will ensure economic prosperity for women, labour stability for employers, and transform the face of industry in Canada.

Over the next five years, WBF aims to attract 6,600 women aged 20-44 to its program, increasing the number of first-year female apprentices in the construction trades by 300%.

Our three year LIFT plan will help WBF address the immediate and future need for skilled workers by:

- Enhancing the business model and diversifying funding sources
- Building organizational capacity and expanding outreach
- Improving communications practices to share organizational successes

## THE ISSUE

**\$11/hr**

IS THE AVERAGE WAGE OF UNSKILLED WOMEN IN ALBERTA

**300,000**

SKILLED CONSTRUCTION TRADES WILL BE NEEDED IN CANADA IN NEXT 10 YEARS, AND 45,000 CONSTRUCTION WORKERS IN ALBERTA ALONE BY 2021

**10%**

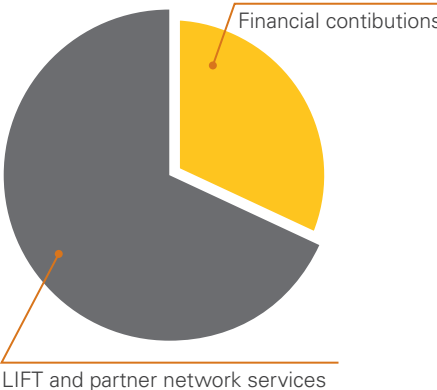
WOMEN MAKE UP LESS THAN 10% OF THE CONSTRUCTION WORKFORCE

## LIFT INVESTMENT



## INVESTMENT PACKAGE (AS OF DECEMBER 2014)

Total investment \$563,362



## PARTNERS

BLAKES LLP  
IMAGENTERRA  
KPMG  
NATIONAL PUBLIC RELATIONS  
PWC  
RICHARDSON MANAGEMENT INC.

## LIVES CHANGED

It wasn't until Nicole Anderson became a single parent, raising three children on one income, struggling with working two jobs and being on-call that she knew she had to make a change. Nicole ran into a former co-worker who told her about how Women Building Futures (WBF) had helped her secure a \$60,000-a-year career in construction that allowed her to make more money and spend more time with her family.

*“There is a light at the end of the tunnel. Without Women Building Futures, I would still be in a constant battle trying to get my time back.”*

— Nicole Anderson, Women Building Futures graduate

Nicole attended an information session on WBF where she heard motivating stories of women who had attended the program. There was a theme to the stories; they all began with a struggle and ended with a solution. The stories hit home for Nicole; she left inspired and ready to make a move.

In 2012, she started WBF's Journeywoman Start Program, which introduces women to a variety of trades. As Nicole explained, “This program has allowed me to experience a little bit of everything and allows me to decide what fits. It is not the type of program where you need to

know what you want now; it's all about choices. I think that's part of what make Women Building Futures stick out. I started the program thinking I would be interested in welding, but I truly didn't know since I had never touched a welding machine in my life. It finally came to the week of welding and I was exposed to it. I loved every minute of that class; and now I know I can walk into a work place and be confident that I want to apprentice in welding.”

Nicole is one woman among hundreds of others who experienced the life-changing qualities of WBF.

“It will allow me to work one job, not multiple jobs, and ultimately to have my life back with my children,” explained Nicole.  
*Adapted from a story courtesy of Women Building Futures*

## THE WOMEN BUILDING FUTURES LIFT PLAN

- **Business Model** – Ensuring the business model clearly defines and seamlessly integrates both existing and new programs / services.
- **Funding** - Identifying alternative sources of funding to support targeted growth.
- **Organizational Capacity** - Ensuring capacity to enhance WBF's financial and organizational sustainability and enable scalability of the organization.
- **Communications** - Internal and external communications to support change management and increase awareness of WBF's programs and services.

## LOOKING FORWARD

Canada will face a significant shortfall of skilled construction workers in the coming years. WBF aims to address that by engaging with 132,000 women by 2020, of which 3% or 4,000 will be Aboriginal. Through our partnership, LIFT will help WBF enhance its operations and expand its outreach, so it can support more underemployed and unemployed women to secure training and employment in the construction-related trades and heavy equipment operation. We will position the organization for future expansion beyond Alberta, to benefit Canadians across the country.

*“WBF is a good example of what can happen when LIFT gets on board with an organization looking to scale up to create greater impact. Thanks to LIFT's investment, we have already leveraged about \$3.6 million to support our growth. This partnership is propelling WBF on a trajectory that is our dream come true.”*

— JudyLynn Archer, President and CEO, Women Building Futures

## SOCIAL IMPACT AND PARTNERSHIP RESULTS

In the first few months of our partnership, LIFT supported WBF to develop its 2014 business plan and budget in order to achieve our collective goals for the organization. Since working with LIFT to start implementing this plan, WBF has secured \$3.6 million in new funding.

In 2013 (the last year for which data was available at time of publication), WBF:



**90%**

OF TRAINING PARTICIPANTS GRADUATED



**20%**

OF GRADUATES WERE ABORIGINAL



**90%**

OF GRADUATES WERE EMPLOYED WITHIN SIX MONTHS



**127%**

A WOMAN'S AVERAGE INCREASE IN HOURLY WAGES AFTER COMPLETION OF PRE-APPRENTICESHIP PROGRAM



**450%**

MORE WOMEN CONNECTED WITH WBF THAN IN 2012

# INNOVATION

# BCideas

## BC IDEAS

BC Ideas was a social innovation competition, developed and managed by LIFT with an initial investment from the Province of BC and the support of 25 community-based partners including businesses, not-for-profits, universities and government. It ran on the Ashoka Changemakers platform from May to September 2012, inviting British Columbians to submit their ideas for addressing health, social and environmental challenges facing their communities.

“BC Ideas was an effective way for government to engage individuals, businesses, not-for-profit organizations and others to collaborate in making BC communities stronger.”  
— Province of BC

The initiative was considered very innovative in that it offered a means of engaging British Columbians directly to identify solutions that could strengthen communities and help shape public policy. It also facilitated effective collaboration between multiple stakeholders including government, business, academics, citizens and not-for-profits.

### RESULTS

- 466 entries were received from 82 communities across BC
- 55% of entries came from participants outside Metro Vancouver
- Submissions identified innovative solutions for diverse issues including homelessness, Aboriginal issues, volunteerism and food security
- More than \$270,000 was provided to 33 separate entrants to support the top BC-based ideas
- All those who submitted ideas received feedback from experts and gained profile for their entries



## THE PLAY EXCHANGE



In 2014, LIFT partnered with the Government of Canada, CanadianTire and the Canadian Broadcast Corporation (CBC) to run The Play Exchange, an on-line challenge on the Ashoka Changemakers platform. This national challenge was the first partnership of its kind, and was modelled in part on BC Ideas.

“The Play Exchange has achieved such an unbelievable level of engagement with Canadians. LIFT has the ability to identify which elements of an idea can be grown so that they are investable and have impact.”

— Rodney Ghali, Director General, Public Health Agency of Canada

The Play Exchange, launched in conjunction with the Sochi 2014 Olympic Games, was open to all Canadians including schools, students, families, not-for-profit organizations, social enterprises and businesses. It looked for new and established programs, projects and ideas that could effectively increase physical activity, inspire children to eat well and be more active, or motivate families to participate in healthier activities.

LIFT received more than 400 submissions from all across Canada, and the online platform was effective at fostering the sharing of ideas and innovations for improving the health and well-being of Canadians. The top six finalists, selected by a panel of five high-profile Canadian judges, each participated in a visioning

session hosted by KPMG, and received support from LIFT to develop a strategic business plan to help them enhance and implement their ideas. The finalists were also featured in individual 30 second promotional spots, as well as a one-hour television special on CBC that aired in January 2015.

The winner, selected through online voting by Canadians, was the Canadian Cancer Society’s (CCS) Trotibus Walking School Bus program, which is already making a difference in many Quebec schools. The funding of up to \$1 million to be received from the Government of Canada as a result of The Play Exchange will help CCS to scale the program across Quebec in both English and French, as well as develop resources to share with other provinces that want to start their own walking school buses. In addition to the overall challenge investment, the top entry from a school in each province and territory that incorporates 60 minutes of physical activity also received \$3,000 to implement its idea.

### PARTNERS

- ALEXANDER HOLBURN
- BEAUDIN & LANG LLP
- BLAKES LLP
- CENTRIFUGE MEDIA LAB
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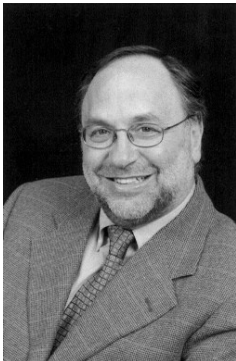
John Clinton



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Judy Rogers



Sandy Slator



Robert Thirsk



Glenn Wong



LIFT is an ideal partner for Fulcrum. Their approach to selecting partners in the social sector is akin to our approach when investing in mid-market companies – combining strategic funding, expertise and meaningful relationships in order to help organizations grow. In doing so LIFT improves the lives of many people in communities where we operate.”

— Michael Berkson, Partner  
Fulcrum Capital Partners



“TD is proud to support innovative initiatives that strengthen organizations working to make an impact in the communities in which we live and work. LIFT Philanthropy is a perfect example of this type of work.”

— Valérie Picher, Community Relations  
TD Bank Group



# OUR PARTNERS

LIFT’s investors and pro bono professional service providers join a partner network of socially responsible people and organizations that support our mission to connect vulnerable and at-risk Canadians with the support they need to thrive in society. We thank all of our partners for their financial and in-kind contributions and the value-added expertise they so willingly give to help us create a stronger, better Canada.

CORPORATE INVESTORS

\$150,000+



\$50,000-\$149,999



RBC Foundation®

\$10,000-\$49,999



INDIVIDUAL INVESTORS

\$100,000+

Estate of Katherine (Kitty) J. Heller

\$1,000-\$100,000

Anonymous (8)  
LIFT Staff and Board of Directors (15)

PRO BONO PROFESSIONAL SERVICE PARTNERS



In addition to working with our social purpose partners, many of these partners have directly contributed their expertise to the development and advancement of LIFT’s model and our efforts to create social change across Canada. For this, we extend our gratitude.

COLLABORATIVE PARTNERSHIP

LIFT is part of a best practice alliance with three other leading venture philanthropy organizations around the world:



London, UK



Boston, USA



Sydney, Australia





CONTACT US TO FIND OUT HOW YOU CAN CONTRIBUTE  
TO LIFT'S WORK TO TRANSFORM MORE LIVES.



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CONTRIBUTE  
EXPERTISE



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## LIFT Philanthropy Partners

Head Office:  
1000-510 Burrard Street  
Vancouver, BC V6C 3A8  
Canada

[liftpartners.ca](http://liftpartners.ca)

TEL 778.327.5150  
TOLL FREE 1.866.427.2010  
EMAIL [info@liftpartners.ca](mailto:info@liftpartners.ca)



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