

# social impact

Celebrating **10 years**  
of transformational change

Impact Report | Anniversary Edition

**2011 – 2021**

## contents

message from the board chair and president & ceo	4
10 years of impact and innovation across Canada	6
a proven model: how we create social impact	9
current projects and initiatives	11
past projects and initiatives	31
looking to the future	44
partner network, donors, individual investors	47
board of directors	52

how do  
we define  
success?



# 83%


of SPOs reported an  
**increase in  
clients served**

# 81%

of SPOs reported an  
**increase in client  
well-being**

# 75%

of SPOs reported an  
**increase in  
employed clients**



# measurable, meaningful social outcomes on a national scale

Real change is needed to address systemic and emergent social issues facing hundreds of thousands of vulnerable Canadians.

For the past 10 years, we have grown and evolved to scale the impact of social purpose organizations (SPOs) across Canada. Evidence-based solutions and impact measurement have been our foundation.

Our proven model has helped Canadian SPOs become more impactful in improving social outcomes in the areas of health, education and skills development.

Together with our partners, we are accelerating change to create a Canada where all people and communities thrive.

## MESSAGE FROM THE BOARD CHAIR AND PRESIDENT & CEO

# now, more than ever, we need to scale up

This year, we are celebrating 10 years of helping create real change on a national scale by growing the impact of social purpose organizations (SPOs).

We emerged from 2010 Legacies Now, a grassroots organization developed to leverage the Vancouver 2010 Olympic and Paralympic Winter Games to create social and economic benefits in communities throughout British Columbia. In the 10 years that followed, LIFT has **supported more than 65 SPOs** in their journey to becoming more sustainable and effective in improving social outcomes. Across our portfolio, **81% of SPOs report an increase in revenue** over the course of their LIFT partnership and **75% have increased their reach** in improving the quality of lives in communities across the country.

Our anniversary falls in the midst of a global pandemic that has intensified social and economic inequalities for vulnerable Canadians. Canadians already excluded from job opportunities are facing greater barriers to employment, and social isolation from the pandemic is leading to deeper mental health challenges. Access to education and skills training are now further out of reach.

Now, more than ever, is the time to accelerate social change on a national scale.

Building on a decade of success in the social sector, LIFT is showing how community-led and evidence-based solutions – proven to expand the capacity, reach, and overall success of our SPOs – can be carried out in an integrated model across Canada.

We built the LIFT model based on best practices that have been proven effective internationally. Since then, we have continued to evolve our model to create a Canadian solution that works for Canadian SPOs across the country. Our approach combines financial, human, intellectual, and program capital to help SPOs become more self-sustaining and deliver on their missions better, faster, and at scale.

Our focus on impact measurement is foundational for organizations that struggle to meet the reporting standards for social finance investors. This becomes even more important as Canada's social finance market grows – LIFT is transforming good SPOs into great social investments.

As Canada moves into recovery and beyond, we see an opportunity to build a better, more inclusive country where all people and communities thrive. And, it is an opportunity for Canada's social sector to be part of the solution to a successful recovery. SPOs need to scale up and deliver meaningful and measurable impact to ensure inclusive growth, community resilience, and equitable opportunity for those most impacted by this crisis, so that no Canadian is left behind.

We would be remiss without thanking our investors and dedicated partners, whose contributions are transformative to the SPOs in our portfolio and essential to their success and growth.

Without their support and expertise, the work we do would not be possible and our organization would not have evolved to where it is today.

We are excited for the role LIFT can play in the next 10 years to create a thriving and more inclusive country at a most critical time.

We hope that you will join us to build a more inclusive Canada.



**Glenn Wong**  
Board Chair



**Bruce Dewar**  
President & CEO





# 10 years of impact and innovation across Canada

2011

2012

2013

2014

2015

2016

**Focus on Innovation**  
2012 – 2015

**Scaling for Impact**  
2015 – 2019

**Evolving the Venture Philanthropy Model**  
2012 – 2018



## SPOs

### Evolving the Venture Philanthropy Model

Take a Hike Youth at Risk Foundation  
2012-2015

KidSport Canada  
2012-2014

Jump Math  
2012-2015

Women Building Futures  
2012-2016

Furniture Bank  
2015-2016

Food Matters  
2015-2017

Indspire  
2016-2018

### Focus on Innovation

BC Ideas  
2012

The Play Exchange (6 SPOs)  
2014-2015

### Scaling for Impact: Disability (a pilot project)

Community Living Parry Sound  
2015-2019

Groupe Convex  
2015-2019

Neil Squire Society  
2015-2019

Rise  
2015-2019

Skylark Children, Youth & Families  
2015-2019



act: Disability (a pilot project)

Impact Investing  
2020 – 2021

2017

2018

2019

2020

2021

Better Beginnings,  
Bigger Impact  
2018 – 2021

Inclusion with Impact  
2020 – 2023

**Better Beginnings,  
Bigger Impact**

Association for New Canadians  
2018-2021

Furniture Bank  
2018-2021

Global Gathering Place  
2018-2021

Immigrant and Refugee  
Community Organization  
of Manitoba  
2018-2021

Immigrant Employment  
Council of BC  
2018-2021

Immigrants Working Centre  
2018-2021

Mennonite New Life  
Centre Toronto  
2018-2021

New Brunswick  
Multicultural Council  
2018-2021

WIL Employment Connections  
2018-2021

Windmill Microlending  
(formerly Immigrant  
Access Fund)  
2018-2021

**Impact Investing**

Canadian Women's Foundation  
(22 SPOs)  
2020-2021

Build Back Better Challenge  
(4 SPOs)  
2021

**Inclusion with Impact**

Challenge Disability  
Resource Group  
2020-2023

The Canadian Council on  
Rehabilitation and Work  
2020-2023

Extend-a-Family Waterloo  
Region  
2020-2023

Inclusion Canada  
(formerly Canadian Association  
for Community Living)  
2020-2023

Prospect Human Services  
2020-2023

Rick Hansen Foundation  
2020-2023

Rise  
2020-2023

Sara Riel Inc  
2020-2023

A background image of two men in a meeting, overlaid with a large white circle containing text. The man on the left is wearing a plaid shirt and a dark jacket, looking down at a document. The man on the right is wearing glasses, a dark jacket, and a patterned tie, looking at the same document. The entire image has a yellow-orange tint.

“

The BBBI cohort has provided opportunities for collaboration and growth that would otherwise not exist. I'm grateful for having been selected to join this cohort.”

**Patrick MacKenzie**

*Chief Executive Officer*

*Immigrant Employment Council of BC*

# a proven model: how we create social impact

LIFT identifies and works with SPOs with the potential and ability to generate the largest social outcomes, helping them to strategically reimagine their offering while investing in their impact measurement and organizational capacity. We know that increased effectiveness and efficiency lead to greater reach and impact.

Our highly engaged, specialized approach includes hands-on management support from our impact team, business expertise, resources from our national network of pro bono partners and strategic funding made possible by the financial contributions of our investors.

We leverage concepts of venture philanthropy that have been proven effective internationally. Our difference is applying business discipline to SPOs that are already impactful, bolstering their capabilities so they can do even more, faster.

LIFT is a premium brand of choice for SPOs. We are validation that an SPO is efficient, measures performance and delivers real social impact. We have a proven and disciplined model to identify and scale up SPOs. Our endpoint is when an SPO has built the necessary foundation to support sustainable growth.

## **Creating cohorts to leverage learning**

LIFT increasingly works with SPOs in cohorts, bringing organizations together to create a peer-learning network. Cohorts have been proven to fuel collaboration, increase learning, improve outcomes and innovation, and have the potential to deliver new solutions to complex social issues. We design activities that foster collaboration across and between cohorts, providing a platform for strategic discussions, while building connections that will continue well beyond the life of the engagement.



“

The partnership with LIFT has reminded us about the importance of turning inward and stewarding the well-being of our own organization. Too often, non-profits put everything they can to service delivery, ‘the front of house’ and just make do with inadequate infrastructure and insufficient core capabilities. LIFT helped us invest in ourselves.”

***Dorota Blumczynska***

*Executive Director*

*Immigrant and Refugee Community  
Organization of Manitoba*





# current projects and initiatives

“

Working with LIFT was hugely beneficial, and an opportunity we could not have afforded independently, especially not at this level of depth. The biggest benefit was the ongoing relationship and the evolution of the work from start to finish.”

**Ginette Gautreau**

*Executive Director*

*New Brunswick Multicultural Council*

“

LIFT was the ultimate disruptor. They helped us to critically analyze our systems and process and supported us in exploring new directions aligned with our strategic priorities. With LIFT support, our foundation is solid. It has changed how we do business.”

**Megan Morris**

*Executive Director*

*Association for New Canadians*

## HELPING NEWCOMER-SERVING ORGANIZATIONS EXPAND CAPACITY, REACH AND IMPACT

# Better Beginnings, Bigger Impact

Funded in part by Immigration, Refugees and Citizenship Canada, the Better Beginnings, Bigger Impact (BBBI) project launched in January 2018 to help 10 organizations expand their capacity and reach to deliver real change in the lives of Canadian newcomers.

The challenges faced by newcomers are multi-faceted. From the assessment of foreign credentials to understanding the language, culture, and workplace communication styles, newcomers have much to absorb to create a sense of belonging and become financially self-sufficient in Canada. LIFT sought organizations committed to helping individuals integrate into Canadian life and overcome barriers specific to the newcomer experience, contributing to a cohesive and diverse society.

### Leveraging LIFT

- We selected 10 SPOs to participate in LIFT's first cohort, designed to leverage peer-to-peer learning and collaboration.
- LIFT addresses an organization's effectiveness both internally and externally. We build strong staff relationships across the organization, ensure an approach that reflects the SPOs' specific needs and core capabilities, and integrate capacity investments for greater results.

**Association for New Canadians (ANC)**  
St. John's, NL

**Furniture Bank**  
Toronto, ON

**Global Gathering Place (GGP)**  
Saskatoon, SK

**Immigrant Employment Council of British Columbia (IEC-BC)**  
Vancouver, BC

**Immigrant and Refugee Community Organization of Manitoba (IRCOM)**  
Winnipeg, MB

**Immigrants Working Centre (IWC)**  
Hamilton, ON

**Mennonite New Life Centre of Toronto (MNLCT)**  
Toronto, ON

**New Brunswick Multicultural Council (NBMC)**  
Fredericton, NB

**WIL Employment Connections (WIL)**  
London, ON

**Windmill Microlending  
(formerly Immigrant Access Fund)**  
Calgary, AB

**SPOs**



# BBBI impact highlights

benefitting  
more new  
Canadians

83%

of BBBI SPOs clients reported  
**services helped  
them adjust to  
life in Canada**

54%

of MNLC clients  
secured  
meaningful  
employment in  
2020

97%

of GGP clients stated  
**support helped  
them accomplish  
their goals**

79%

increase in IWC clients who  
entered the  
workforce in  
2020

50%

of IRCOM families  
moved to private  
housing and home  
ownership within  
3 years in 2020

\$2.3m

secured by  
Furniture Bank  
through a national  
partnership with IKEA

94%

of SPOs reported  
**increased  
efficiency +  
effectiveness**

strengthening  
SPO capacity  
+ effectiveness

94%

of SPOs reported  
**increased ability  
to measure  
impact**

5x

increase in NBMC's  
annual  
revenue

increased  
SPO reach

2.2x

more clients  
served by ANC

↑  
105%

increase in  
new loans  
disbursed annually  
by Windmill

64

service delivery  
partners collaborating  
with IEC-BC  
across Canada

↑  
43%

increase in  
number of clients  
served by WIL





“

I was hired to scale the organization up to serve 10 times the number of clients. Having the support and resources from the team at LIFT has really made it possible and helped us get there much faster and easier.”

**Claudia Hepburn**  
Chief Executive Officer  
Windmill Microlending

## SUCCESS STORY



# Windmill Microlending

Windmill supports newcomers equipped with professional skills and experience but facing significant barriers to employment.

Windmill helps these individuals by providing micro-loans to help them reach their economic potential and contribute to Canada's economic and social success.

Since 2017, LIFT has supported Windmill in scaling both its operations and impact. Today, Windmill is national in scope, with loans now available in all provinces and territories. Windmill is more efficient and effective as an organization which has helped drive remarkable outcomes among its clients, and significant growth in terms of the number of loans to new Canadians.

## impact highlights

The infographic consists of five overlapping circles of different colors (yellow, dark blue, and grey) arranged in a cluster. Each circle contains a large percentage or multiplier, an upward or downward arrow, and a description of the impact. The circles are: 1. Top right: Yellow circle with a white upward arrow, "105%", and "increase in new loans disbursed annually". 2. Middle: Dark blue circle with a white upward arrow, "3.4x", and "increase in client incomes following a Windmill loan". 3. Bottom left: Dark blue circle with a white downward arrow, "83%", and "decrease in unemployment rates following a Windmill loan". 4. Bottom middle: Yellow circle with a white upward arrow, "80%", and "increased revenue from a greater range of sources". 5. Bottom right: Grey circle with a white upward arrow, "200%", and "increase in loan fund to \$16.25M including support from TELUS Pollinator and TD Bank".

**105%**  
increase in new  
loans disbursed  
annually

**3.4x**  
increase in  
client incomes  
following a  
Windmill loan

**83%**  
decrease in  
unemployment  
rates  
following a  
Windmill loan

**80%**  
increased  
revenue  
from a greater range  
of sources

**200%**  
increase in loan  
fund to \$16.25M  
including support from  
TELUS Pollinator and TD Bank

A photograph of a man in a wheelchair, smiling broadly, with a teal overlay. The man is wearing a dark t-shirt and is seated in a wheelchair. The background is slightly blurred, showing what appears to be a home or community setting. A large white circle is superimposed over the image, containing a quote and the name of Doramy Ehling.

“

LIFT’s collaborative model is empowering. I’m excited to see where this will take us over the next few years.”

***Doramy Ehling***

*Chief Executive Officer*

*Rick Hansen Foundation*

## HELPING DISABILITY-SERVING ORGANIZATIONS EXPAND CAPACITY, REACH, AND IMPACT

# Inclusion with Impact

Funded in part by Employment and Social Development Canada (ESDC), the Inclusion with Impact (IWI) project launched in March 2020 to support eight organizations who are each doing exceptional work advancing social impact and employment outcomes for persons living with disabilities in Canada and, importantly, want to do more.

Accessibility in Canada is about creating communities, workplaces, and services that enable everyone to participate fully in society without barriers. However, for many Canadians living with disabilities, this vision is not reality. Affecting real and meaningful change requires disruptive, collaborative, and innovative solutions. LIFT sought SPOs from across Canada who are dedicated to removing barriers for persons living with disabilities, scaling innovative programs and services, and demonstrating measurable results – specifically towards employment or self-employment outcomes.

### Leveraging LIFT

- IWI supports SPOs as they identify their purpose, address specific capacity gaps, and implement impact measurement frameworks – three foundational elements of scaling successfully.
- By applying a cohort approach and building on the successes and learnings from LIFT's past initiatives, IWI SPOs are facilitating resource and information sharing, creating opportunities for collaboration, and implementing best practices across the disability sector.

**Inclusion Canada (formerly Canadian Association of Community Living)**  
Toronto, ON

**Challenge Disability Resource Group (CDRG)**  
Whitehorse, YK

**The Canadian Council on Rehabilitation and Work (CCRW)**  
Toronto, ON

**Extend-A-Family Waterloo Region (EAFWR)**  
Kitchener, ON

**Prospect Human Services Society (Prospect)**  
Calgary, AB

**Sara Riel Inc. (SRI)**  
Winnipeg, MB

**Rise**  
Toronto, ON

**Rick Hansen Foundation (RHF)**  
Vancouver, BC

**SPOs**



# impact

## Enhanced accountability through stronger measurement systems

LIFT's support on impact measurement helps organizations prioritize innovations that lead to demonstrated impact. All eight SPOs have begun developing strong results chains and performance measurement frameworks to capture outcome data across their organization to improve their organizational effectiveness and allow for more strategic decision-making. Importantly, these outcomes will be shared for improved accountability and transparency.

## Stronger, more disciplined boards

For the participating SPOs, LIFT's support in developing effective governance practices has helped to reinvigorate and inspire SPO Board members to reframe their work and establish firm commitments. Over the course of the project, LIFT will continue to work with the SPO Boards to facilitate strategic conversations and provide support in the co-creation of governance tools to strengthen their capacity.

## Greater capability to attract diverse funding

With LIFT's support, SPOs are applying a strategic approach to diversifying their revenue by critically assessing their internal readiness, identifying new revenue generation and impact investing opportunities, and building a customized roadmap to attract new revenue and impact investing sources. The goal is to support SPOs in strengthening their financial sustainability.

## Enhanced sector collaboration

As part of LIFT's innovative model, we design activities that foster collaboration across and between cohorts. SPO leaders expressed their appreciation for having a forum to collectively brainstorm solutions based on peer experience. During COVID-19, we have seen this level of cohort collaboration elevated, as SPOs facilitated resource and information sharing to their pandemic response.



**75%**

reported enhanced capacity to  
**diversify  
revenue and  
secure funds**

**90%**

reported  
**stronger  
governance  
capacity**

**100%**

reported  
**increased  
measurement  
capacity**

**80%**

reported  
**progressing board  
plans to address  
needs and  
priorities**



“

LIFT has provided us with extensive learning and practical assistance. The team is engaging and has helped equip me as Executive Director, our Board and our Team to deepen and strengthen the impact of our organization on our community and those who use our services.”

**Allan Mills**

*Executive Director*

*Extend-a-Family Waterloo Region*



“

We previously worked with LIFT for three years, and among the numerous results, we developed and launched Rise’s National Scaling Strategy and rebranded the organization. With this new engagement, we are excited to work with dynamic organizations across the country as part of the cohort. Developing organizational capacity has never been more important than during this unprecedented time.”

**Lori Smith**

*Chief Executive Officer  
Rise*

## SUCCESS STORY



# Rise

Rise is a national organization dedicated to empowering people with mental health and addiction challenges to achieve greater social and economic inclusion through entrepreneurship.

In 2015, LIFT supported Rise through a three-year partnership that focused on enhancing the organization's overall capacity and developing, operationalizing, and implementing a scaling strategy for national expansion.

In 2020, Rise joined the Inclusion with Impact cohort to continue to build on the work accomplished in its previous engagement with LIFT. Its goals are to progress to the next stage of strategic growth, including bolstering partnerships, profile, and resources to increase its social impact.

## impact highlights





“

The impact measurement sessions have been invaluable in helping us further develop and shape our vision. The opportunity to work in Indigenous communities, and foster social innovation to support sustainable, cultural programming is an amazing opportunity and one that we do not take for granted.”

**Candace Simon**

*Director of Community  
Partnerships & Social Innovation  
Empowering Indigenous Women  
for Stronger Communities*



# Impact Investing

The concept of linking private capital to societal improvement is not new but it is starting to gain momentum in Canada. Impact Investing is an investment into an organization with the intention of generating positive, measurable social and/or environmental impact alongside a financial return.

While traditional philanthropy aims to create social and environmental impacts, impact investing also requires that a portion or all of the investment is repaid to the impact investor.

For SPOs, impact investment provides access to a new source of funding in addition to traditional sources such as grants, sponsorship and donations. Impact Investors tend to be invested over a longer-term, offering more patient capital with lower financing costs than traditional investors and financial institutions. As Canada's impact investment landscape continues to grow, SPOs often require additional or enhanced skills and tools to attract, work with and deliver results for impact investors.

## **Investment Readiness Program**

The Government of Canada launched the Investment Readiness Program (IRP), a two-year \$50 million pilot program designed to support social purpose organizations as they contribute to solving pressing social, cultural, and environmental challenges across Canada. Its goal is to help SPOs build their capacity to participate in Canada's growing social finance market.

In 2018, LIFT was selected as an IRP 'Expert Service Provider' and developed a suite of capacity building modules designed to enhance SPOs' investment readiness, sustainability, and organizational resilience and to prepare them for emerging opportunities in Canada's social finance market.

## **Highlights**

In contrast to LIFT projects that focus on building capacity across an organization over multiple years, LIFT's modules focus on core areas to support SPOs through their investment readiness journey. Each module gives SPOs access to evidence-based learning and sector best practices.

Our cohort delivery approach supports SPOs interested in working together to better address society's most pressing challenges while also leveraging the benefits of collective learning.



## LIFT's Investment Readiness Modules

### Impact measurement

Designed to enhance an SPO's capacity to demonstrate the impact they are having on their clients' lives and identify opportunities to enhance their impact.

### Revenue diversification

Designed to enhance an SPO's ability to diversify revenue without compromising their social mission and attract new revenue and impact investing sources.

### Communicating your impact

Designed to enhance an SPO's capacity to enhance its profile and communicate their impact effectively to different audiences.

### Governance

Designed to enhance an SPO's Board to be more effective at supporting the SPO's social mission.

## SPOs

### Canadian Women's Foundation -LIFT Partnership

With funding from ESDC, the Canadian Women's Foundation reached out to LIFT to launch a partnership in 2020 aimed at helping cohorts of women-serving SPOs improve their investment readiness by enhancing their impact measurement and revenue diversification capabilities. The leaders across the cohorts are committed to building sustainable solutions and preparing to access new forms of social finance to further catalyze women-developed solutions to gender-based challenges. The ability to concretely measure social impact is imperative for participation in the social finance market.

#### Impact

Participation in the LIFT modules have significantly improved the capacity of the SPOs to diversity their revenue sources and measure and manage their social impacts, leading to an improvement in investment readiness.

Participants also recognized that while developing and implementing an impact measurement system is imperative to securing impact investment, the benefits of participating in the LIFT modules go well beyond this purpose. For example, SPOs have stated it provides greater strategic clarity for the outcomes and activities needed to achieve their ultimate vision. Others have stated it can be used to improve their programming, while others are using impact measurement tools to develop new revenues, partnerships, and community support.

#### 10 Carden Shared Space (10C)

Guelph, ON

#### Across Languages Translation and Interpretation Service

London, ON

#### Bridges for Women Society

Victoria, BC

#### Calgary Immigrant Women's Association (CIWA)

Calgary, AB

#### City for All Women Initiative (CAWI)

Ottawa, ON

#### Dames Making Games (DMG)

Toronto, ON

#### DisAble Women's Network (DAWN)

Montréal, QC

#### Elizabeth Fry Society Kamloops

Kamloops, BC

#### First Light

St. John's, NL

#### Informed Opinions (IO)

Ottawa, ON

#### Ma Mawi Wi Chi Itata Centre

Winnipeg, MB

#### Newfoundland Aboriginal Women's Network (NAWN)

Stephenville, NL

#### Nisa Homes

Mississauga, ON

#### Shelter Movers

Toronto, ON

#### Saint John Community Loan Fund

Saint John, NB

#### Tewegan Housing for Aboriginal Youth

Ottawa, ON

#### The 51

Calgary, AB

#### Turtle Island Institute

Sault Ste. Marie, ON

#### Women In Need Society (WINS) of Calgary

Calgary, AB

#### Women's Shelters Canada (WSC)

Ottawa, ON

#### YWCA Halifax

Halifax, NS

#### Scadding Court Community Centre (SCCC)

Toronto, ON

**100%**  
of participants report  
enhanced  
measurement  
capacity

**100%**  
of participants report  
enhanced capacity  
to diversify  
revenue

**95%**  
of participants report  
increased  
investment  
readiness



## Build Back Better Challenge

In January 2021, LIFT partnered with Social Venture Connexion (SVX) and County Co-working, on a pandemic recovery initiative, the Build Back Better Challenge aimed at assisting impact driven SPOs in Eastern Ontario to emerge from this unique and challenging period.

The initiative, funded by the Government of Canada's COVID-19 Regional Relief and Recovery Fund, encouraged local SPOs to apply for up to eight weeks of dedicated support to enhance their impact, investment readiness, and develop revenue diversification and impact investment strategies.

### County Food Hub

Prince Edward County, ON

### FNTI (previously First Nations Technical Institute)

Tyendinaga, ON

### Groupe Convex

Hawkesbury, ON

### Wolfe Island Commons

Wolfe Island, ON

SPOs



“

LIFT helped us differentiate from other types of supports in the ecosystem and land on what 10C would truly like to work towards, which is to spark possibility and walk alongside early-stage projects to nurture capacity **WITHIN** growing not-for-profit social enterprises. Smart communities invest in themselves.”

**Julia Grady**

*Executive Director*

*10 Carden Shared Space*

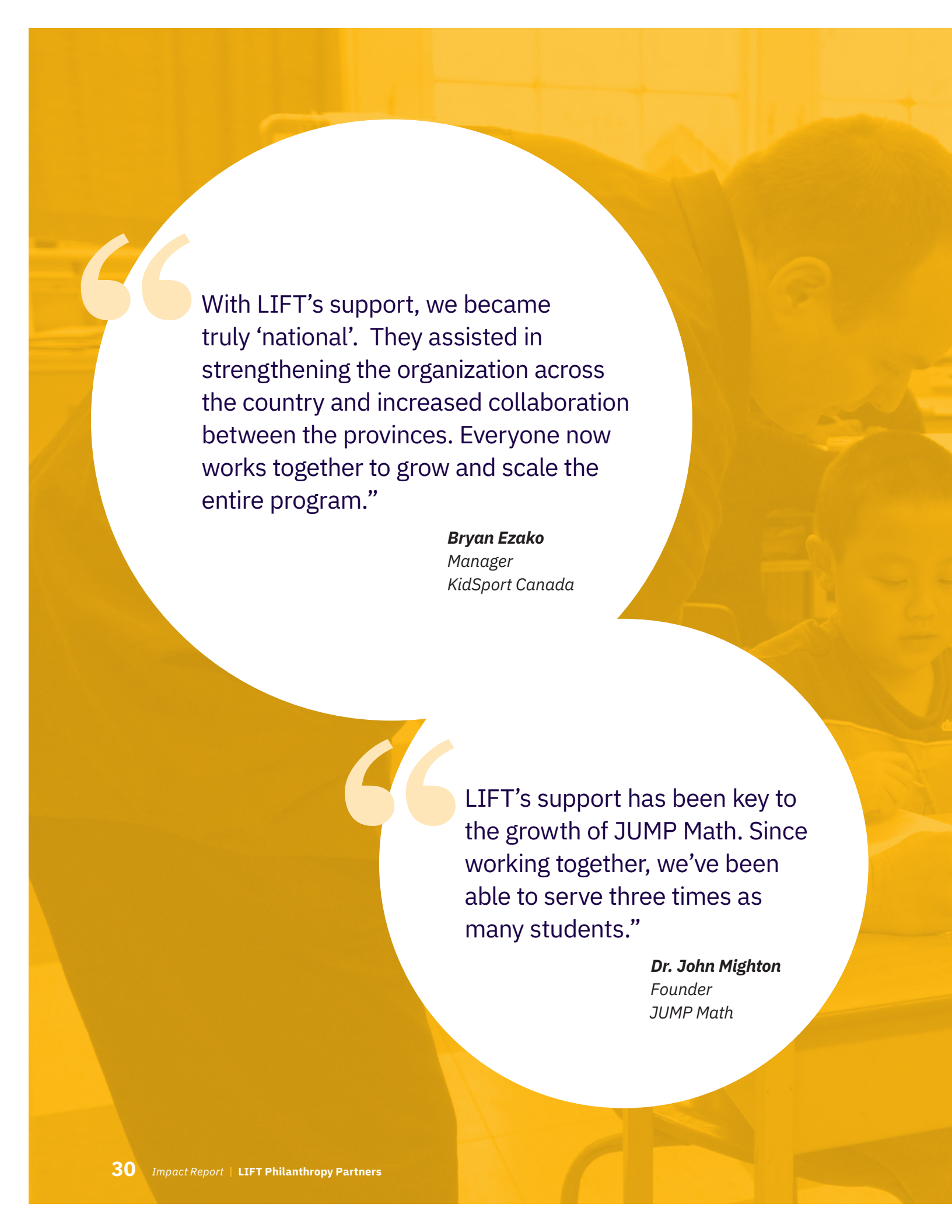
“

It is not an overstatement to say the Build Back Better Challenge provided us with tools that escalated our capacities and accelerated our development exponentially.”

**Hugh Christopher Brown**

*Partner*

*Wolfe Island Commons*



“With LIFT’s support, we became truly ‘national’. They assisted in strengthening the organization across the country and increased collaboration between the provinces. Everyone now works together to grow and scale the entire program.”

**Bryan Ezako**  
Manager  
KidSport Canada

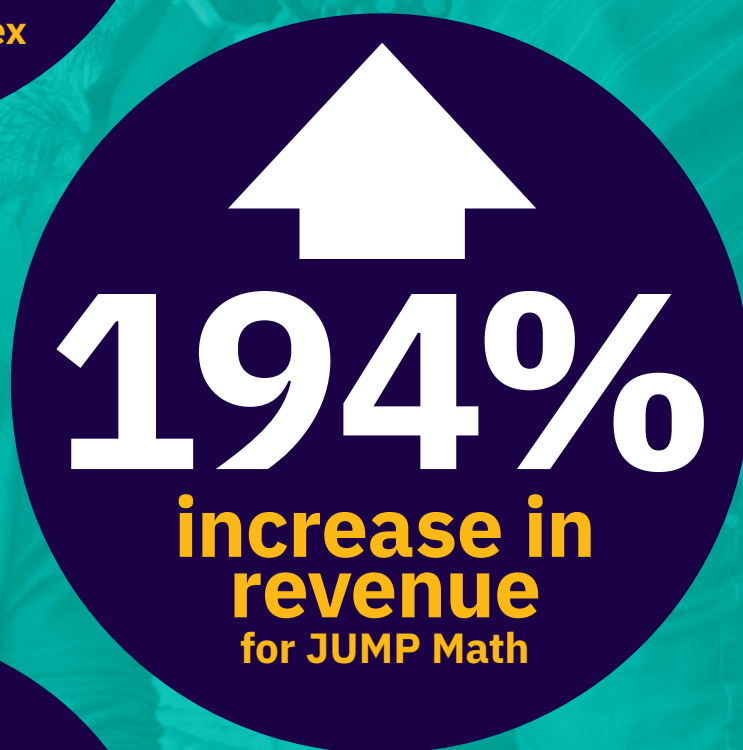
“LIFT’s support has been key to the growth of JUMP Math. Since working together, we’ve been able to serve three times as many students.”

**Dr. John Mighton**  
Founder  
JUMP Math



A photograph of a classroom scene, overlaid with a semi-transparent yellow filter. In the background, a female teacher stands near a group of students. In the foreground, several students are seated at their desks, focused on their work. The text "past projects and initiatives" is written in a large, white, sans-serif font across the center of the image.

# past projects and initiatives



# LIFT accelerates positive impact and greater results

Since 2011, we have assembled from the ground up, the best package of business expertise and strategic support. We are optimizing the highest-potential SPOs using innovative methodology proven highly effective at solving deeply entrenched societal issues elsewhere in the world. As a result of our work, organizations have been able to attract new funding and increase revenue, build capacity, scale programs and, most importantly, deliver more impact.







“

With LIFT’s invaluable and timely partnership, Indspire’s team is now well positioned to take on our vision that every Indigenous child graduate within the next generation. Our charity has a stellar record for delivery and a solid national reputation. LIFT has helped address the missing infrastructure and strategy to move us to the next level.”

**Roberta Jamieson**  
*Past President & CEO  
Indspire*



## SUCCESS STORY



# Indspire

Indspire is an Indigenous national charity that invests in the education of First Nations, Inuit and Métis people for the long-term benefit of these individuals, their families and communities, and Canada.

In 2016, LIFT partnered with Indspire to support the organization's desire to significantly broaden and deepen its impact on Indigenous education outcomes. With LIFT's support, Indspire has invested in the right capacity areas to ensure the organization can achieve its vision of "Within a generation, every Indigenous student will graduate."

## impact highlights

90%

of students receiving  
Indspire funding  
graduate

almost  
50%

of employed graduates  
work in a field that  
supports Indigenous  
communities

Top 25

charities in  
Canada  
named by the  
Financial Post

approximately  
90%

of Indspire  
graduates obtained  
employment  
in 2019

↑  
52%

increase in  
annual revenue

## SUCCESS STORY



Women Building Futures  
Work Proud

# Women Building Futures

Women Building Futures (WBF) is a non-profit organization that aims to help any woman, anywhere who is interested in a career in construction and heavy equipment operation.

Based in Edmonton, 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.

LIFT and WBF collaborated to support the SPO to enhance its operations, expand its outreach to support more unemployed and underemployed women, and position the organization for future expansion. Through the partnership, WBF is now able to help more women in more places who are interested in a career in the trades.

## impact highlights

83%  
increase in  
the number of  
women reached

A large orange circle containing a white upward-pointing arrow at the top, followed by the percentage '83%' in large white font, and the text 'increase in the number of women reached' in smaller white font below it.

92%  
of WBF training  
program graduates  
were in employed  
in target industries  
in 2019

A dark purple circle containing the percentage '92%' in large white font, followed by the text 'of WBF training program graduates were in employed in target industries in 2019' in smaller white font below it.

174%  
increase in  
annual  
revenue

A large orange circle containing a white upward-pointing arrow at the top, followed by the percentage '174%' in large white font, and the text 'increase in annual revenue' in smaller white font below it.

2.5x  
increase in WBF  
training graduates  
average income  
in 2019

A large grey circle containing a white upward-pointing arrow at the top, followed by the multiplier '2.5x' in large white font, and the text 'increase in WBF training graduates average income in 2019' in smaller white font below it.



“

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 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**  
*Past President & CEO  
Women Building Futures*

# Scaling for Impact: Disability (a pilot project)

In 2015, with the support of Employment and Social Development Canada, LIFT launched Scaling for Impact: Disability (a pilot project). LIFT selected five SPOs who did good work in the disability sector but had potential to do even more.

As a pilot project, LIFT intentionally selected a diverse set of organizations that were developing strategies to address common themes in the sector. LIFT worked with their teams to identify gaps and help strengthen operations, organizational capacity, accountability and impact measurement practices to do more for Canadians living with disabilities.

## Leveraging LIFT

- SPOs developed a strong foundation for strategic growth and innovation, with a new mindset and the plans, tools, and resources to do more. LIFT helped each SPO diversify and grow revenues, expand capacity, and improve impact, which has continued well beyond the project.
- LIFT played a critical role in bringing together our Partner Network and corporate funders to SPOs which has resulted in enduring relationships between SPOs and the corporate sector.
- Insights and best practices identified through this pilot project continue to be shared with other SPOs in LIFT's portfolio, in particular LIFT's Inclusion with Impact cohort working to advance social impact and employment outcomes for persons living with disabilities in Canada.







“

As a social service organization, we wanted to be stronger, more sustainable, and provide better services for young people and their families. LIFT helped us to do that. If all social purpose organizations across the country could have this support from LIFT, I think we would be a much stronger social service sector nationwide.”

**Lydia-Sai Chew**

*Chief Executive Officer*

*Lumenus Community Services*

*(formerly Skylark Children, Youth & Families)*



“

In the 55-year history of [Canada's National Ballet School] there has been no more transformational event than our participation in The Play Exchange. It has expanded the vision for NBS's role in wider society and dramatically raised the profile of the work we do and the plans we have for the future.”

**John Dalrymple**

*Director of Strategic Initiatives  
Canada's National Ballet School*



# Focus on Innovation

## BC Ideas

BC Ideas was an online competition in 2012 that aimed to engage British Columbians in identifying and supporting innovative solutions to address pressing social challenges facing BC communities including homelessness, Indigenous issues, volunteerism and food security. In total, BC Ideas sourced 466 innovations from 82 communities across BC and invested more than \$270,000 in the top innovations. BC Ideas was supported by a cross-sector of 25 partners, including businesses, not-for-profit organizations, universities and the provincial government.

## The Play Exchange

In 2014, LIFT partnered with the Government of Canada, Canadian Tire, and CBC to run The Play Exchange. The national challenge was the first of its kind, designed to encourage ideas from all Canadians seeking new ideas and established programs that would effectively increase people's physical activity and improve their health and well-being.

Six finalists 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. After national online voting by Canadians, the Canadian Cancer Society's Trottibus walking school bus program was selected as the winner and received funding of up to \$1 million to scale its program across Quebec and to develop resources to share with other provinces that were interested in starting their own walking school bus program.

## SUCCESS STORY

FURNITURE BANK

# Furniture Bank

Based in Toronto, Ontario, Furniture Bank is a registered charity and social enterprise that provides gently used household furnishings to individuals and families in need.

Furniture Bank also operates Leg Up, a program providing work experience, life and skills training, and job opportunities to individuals facing barriers to employment.

In 2015, LIFT supported Furniture Bank to both enhance capacity at the existing Furniture Bank location in Toronto, as well as develop a national scale strategy to replicate its successful model across Canada through partnership. By the end of that phase of the partnership, Furniture Bank had developed a robust, partnership-based scale strategy to become a national organization, substantially increased capacity in its warehouse by up to 40%, and increased awareness of Furniture Bank's services and social impact.


The organization was now poised to expand on its impressive growth in the Greater Toronto Area to reach Canadians across the country facing furniture poverty. During the latest partnership with LIFT, Furniture Bank deepened its footprint and its impact on newcomers and vulnerable Canadians, developed and refined an "exportable" business model, and anchored its leadership role as the hub and learning centre in a national network of Furniture Banks.

## impact highlights



**71%**

**increased reach**



**82%**

**increase in annual revenue**

**\$2.3M**

**secured national corporate partnership with IKEA**



“

LIFT's biggest impact? Wind in our sails. We have known where we intend to reach, but LIFT's role over the years has been one of pushing us forward to that goal. We started as a Toronto-focused Furniture Bank. Today we are coordinating a national effort to end furniture poverty through social enterprise projects in different communities.”

**Dan Kershaw**  
*Executive Director*  
*Furniture Bank*

# looking to the future

The COVID-19 pandemic has underscored the growing need to address economic and social inequalities for marginalized and vulnerable Canadians. We are compelled to sharpen our focus.

LIFT must address systemic and emergent social issues facing vulnerable populations by bolstering and elevating the right SPOs with one goal in mind: **meaningful employment for all Canadians.**

Marginalized and vulnerable Canadians who are already excluded from job opportunities are facing greater barriers to employment, and social isolation from the pandemic is leading to deeper mental health challenges. Access to education, training, and skills are now further out of reach.

Building better lives for Canadians requires fostering the most resilient, innovative, globally competitive, and inclusive economy possible.

More marginalized Canadians need to be engaged in meaningful employment or operating businesses, with career advancement skills, work-ready certifications and reduced reliance on income assistance. This means delivering large scale, lasting impacts for marginalized Canadians that ensures access to meaningful employment, skills development, and mental health and well-being supports.

Collaboration, achieving a shared vision, and the power of peer networks are essential moving forward. The barriers facing vulnerable Canadians are complex and deep. Without sustainable collaboration between SPOs, the private sector, government and vulnerable Canadians, it will be nearly impossible to lift those who have fallen through the cracks.

We see the path to recovery rooted in strategic partnerships across sectors and social issues. Through these initiatives, partners can turn innovative collaboration ideas into progressive integrated solutions that address challenging social issues.

As a country, **we must come together to address systemic barriers preventing Canadians from gaining meaningful employment**, such as lack of health and financial security, education, skills development, racial and societal bias and discrimination.



Canada needs bold solutions at this most critical time to create positive social change. We believe by working together, we can achieve better and more inclusive impacts faster, to provide meaningful employment for Canada's most vulnerable and, ultimately, create a stronger, more inclusive Canada where everyone thrives. **Join us to build a more inclusive Canada.**





“We’re proud to be a part of helping LIFT build a better Canada. Since 2012, our team has contributed their time and expertise to expand the reach and impact of LIFT’s SPOs.”

***NATIONAL Public Relations***

“The work that we do with LIFT has helped prepare SPOs to scale their operations and help more Canadians access the foundations of a prosperous life.”

***Blake, Cassels & Graydon LLP***



# partner network, donors, individual investors

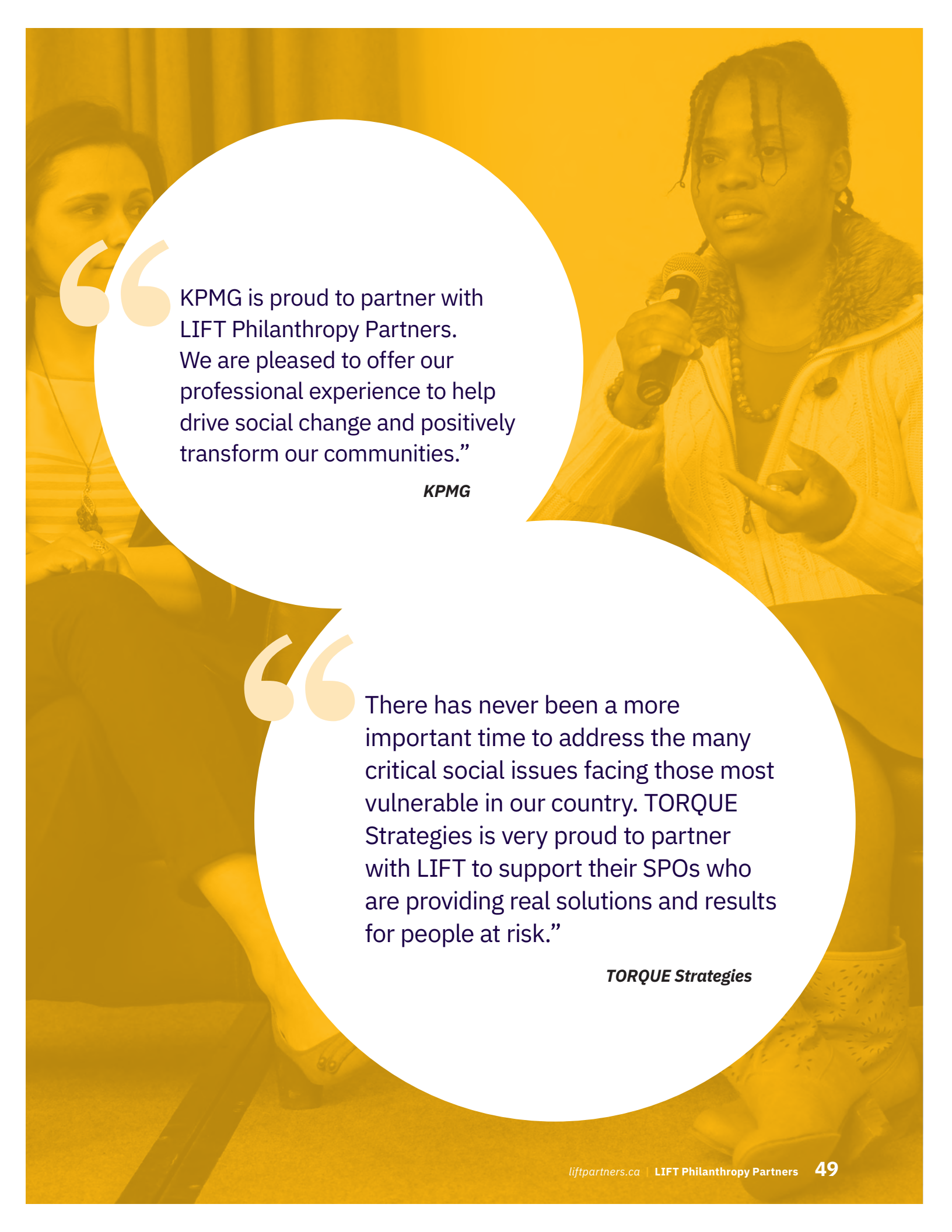
Over the years, we've developed an incredible network of investors and dedicated partners whose contributions are transformative to the SPOs in our portfolio and essential to their success and growth. Without their support and expertise, the work we do would not be possible and the LIFT model would not have evolved to where it is today.

## Pro bono contributors



There are many other individuals and organizations who have lent us their support and to the pro bono partners we haven't named here, we hope you know how thankful we are.

To see more of our partners, please visit our website at [liftpartners.ca/partners](https://liftpartners.ca/partners).



“KPMG is proud to partner with LIFT Philanthropy Partners. We are pleased to offer our professional experience to help drive social change and positively transform our communities.”

**KPMG**

“There has never been a more important time to address the many critical social issues facing those most vulnerable in our country. TORQUE Strategies is very proud to partner with LIFT to support their SPOs who are providing real solutions and results for people at risk.”

**TORQUE Strategies**



“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.”

***BMO Financial Group***

“Fulcrum’s involvement with LIFT began in 2013. Since then, we have watched as the organization has significantly extended its geographic reach and expanded its capabilities resulting in meaningful positive impacts for many SPOs across Canada. We are proud to be one of LIFT’s earliest financial partners.”

***Fulcrum Capital Partners Inc.***

“TD is proud to support LIFT Philanthropy Partners in an effort to open doors to a more inclusive and sustainable tomorrow for at-risk Canadians.”

***TD Bank Group***

## Donors

### \$200,000 and above



### \$50,000 – \$199,999



RBC Foundation®

## Individual investors

### \$100,000+

- Annette Verschuren
- Estate of Kitty Heller

### \$1,000 – \$99,999

- Anonymous (11)
- Bryan Wall
- LIFT Board Members and Staff



# board of directors

Our board of directors is comprised of accomplished professionals from corporate, financial and leadership positions across Canada.

## Current board members



**Glenn Wong**  
Board Chair



**Adil Ahamed**  
Director



**John Clinton**  
Director



**Kristi Miller**  
Director



**Salima Remtulla**  
Director



**Robert Thirsk**  
Director

## Previous board members

Nancy Self

Robert Rabinovitch

Allan Seckel

Sandy Slator

Jane Pepino  
*(past Chair)*

Shenoor Jadavji

Tania Carnegie

Judy Rogers  
*(past Chair)*

Patrick Jarvis

Jim Godfrey

Terry Beech

Rusty Goepel



“

Innovation and growth have always been the driving forces in my life, which is why I am so excited about LIFT’s approach to building more efficient, more effective, more impactful and more sustainable social purpose organizations. Together we can help solve some of the complex problems facing our country, and ensure a better future for all.”

**Annette Verschuren**  
*Order of Canada*

better SPOs,  
better solutions,  
better lives for  
Canadians



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