



# DONORS' ADVANTAGE

A semi-annual newsletter produced by the  
Community Foundation of Ottawa for its donors

Spring 2012

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*“There is so much valuable work being done in our community, and so many worthwhile charities to support.*

*We have the utmost trust and comfort leaving those decisions to the Community Foundation. After all, it is their expertise.”*

Shirley Westeinde,  
Founding Donor

## Featured Donors – Shirley and John Westeinde

Two of the Community Foundation of Ottawa’s longest-giving donors are also two of the city’s longest-serving business people. Shirley and John Westeinde are part of the Foundation’s very special Family of Founders, and are both every bit as active in the community as they were when the Foundation started 25 years ago.

A former VON nurse who met her husband at Western University while completing her nursing degree, Shirley has taken a healing approach to the community ever since they first set up the Westeinde Group of Companies in the late 70’s. But she’s also been stretched a little thin over the years, serving on numerous boards and helping with hundreds of fundraisers.

“That’s one of the things I love most about having the Foundation manage our fund,” says Shirley. “It completely eliminates the need for organizing endless galas and fundraisers, while providing the community with a stable source of funding for the foreseeable future.”

The couple also made the early decision to establish an unrestricted fund in the family’s name, leaving it to the Foundation’s discretion to disburse their grants in support of the most pressing needs in the community.



Shirley and John Westeinde  
Photo by Lois Siegel

Having a very personal and direct involvement in a wide range of charitable causes, Shirley is relieved not to have to choose among them each year.

“There is so much valuable work being done in our community, and so many worthwhile charities to support,” she says, “it would be an impossible task for me to select a few. We have the utmost trust and comfort leaving those decisions to the Community Foundation. After all, it is their expertise, and they’ve certainly developed an impressive track record over their first 25 years.”

“The important thing for us is to give something back,” says John. “Ever since my family arrived here from Holland, Canada and Ottawa have always been very good to us. So, this is our way of repaying that generosity. And the Community Foundation has always made that the easy part.”

So easy, in fact, that the couple has been involving their three grown children more in giving through the fund. “We have always encouraged their desire to give back by helping them with their own fundraising efforts or by asking for donations to our family fund in lieu of birthday or anniversary gifts,” says Shirley. “We have also always made donations ourselves in lieu of giving client gifts.”

“It’s a value we’ve consciously developed in our children and grandchildren,” says John. “And it’s rewarding to know that not only will Shirley and I leave a legacy that will continue beyond our lifetimes, but in the meantime we’re all able to give back to the community together.”

## Recent Grants

### FOLLOWING ARE SOME OF THE GRANTS MADE IN AUTUMN 2011:

The **Caldwell Family Seniors' Centre** was established in 2011 to empower seniors in the Carlington area by reducing isolation due to low income, language barriers and poor health. With the help of a grant from the Community Foundation, the centre is providing such activities as computer training, cooking and yoga classes, community engagement workshops, and a wide variety of recreational and cultural outings.

The **Canada Dance Festival's Professional Showcase** provides an opportunity for graduating youths from five dance schools across Canada to showcase both their own choreography and performance of a large-scale production with the support of a renowned choreographer at the NAC during the Canada Dance Festival. With the help of a Foundation grant, the Showcase will enable local graduates to achieve a high level of positive student engagement by providing this career-launching opportunity.

**RightBike** is a new initiative of the **Causeway Work Centre** that will provide refurbished bikes to the community in order to encourage active, spontaneous and sustainable transportation choices in Ottawa. By partnering with Business Improvement Area merchants and local businesses, Causeway hopes to encourage bicycle sharing throughout the city. The program will also create two new bike mechanic positions for people with disabilities and those who face multiple barriers to employment.

## Grants in Action

As the Foundation celebrates its silver anniversary, we're taking a fond look back at some of our earliest work with local organizations that helped establish our vital role in the community. One particular success story we're proud to have been part of is the **School Breakfast Program**.



While Ottawa schools have been providing meals to students in need since 1975, the Ottawa Network for Education (ONFE – formerly the Ottawa-Carleton Learning Foundation) identified a need to create a more unified School Breakfast Program in 1990. ONFE then invited the Community Foundation of Ottawa and the United Way to help develop a regional School Breakfast Program through shared funding.

As the Foundation's grant-making capacity was still in its early development stages, CFO enlisted the assistance of the local Canadian Imperial Bank of Commerce in helping to provide stoves, refrigerators, bowls, spoons and other equipment.

Launched in 1992, the program was soon providing morning meals for more than 1,000 children in 25 area schools.

Today 11,000 Ottawa children in 148 schools begin each school day with a nutritious meal provided by ONFE's School Breakfast Program – that's over 2,000,000 meals in one school year!

Due to circumstances beyond their control, more and more local children and youth arrive at school hungry each day. Research shows that starting the day with a nutritious breakfast improves a child's ability to focus and learn, and builds self-esteem. The ONFE's School Breakfast Program strives to ensure that every child in our community has access to a healthy breakfast in a safe environment and that all children are given an equal opportunity to succeed at school.

"The Community Foundation of Ottawa has continued to be an important partner to the ONFE School Breakfast Program over the years," said Carolyn Hunter, ONFE's Director of Programs. "For example, the Community Foundation recently supported the program through two grants that helped us to replace critical kitchen equipment items at many school sites."

"With 11,000 meals served daily throughout the school year, there is a constant strain on the equipment used to prepare, serve and store food," said Carolyn.

"Basic equipment needs to be replaced for health and safety reasons and additional equipment can have an important impact on the program. These important donations contributed greatly to supporting the thousands of children in need in our community who attend a Breakfast Program in Ottawa every day."

The ONFE School Breakfast Program now works in partnership with the four Ottawa school boards and coordinates funding from government sources, local businesses, charitable foundations and generous individuals.

Adhering to the Ministry's nutrition guidelines and providing fresh, nutritious foods, including fruits and vegetables, whole grains and milk, the program works to promote good health and lifelong healthy eating habits.



Participating children are identified through school staff and parents whose simple aim is that no child starts their day hungry.

To learn more, visit: <http://www.onfe-rope.ca/programs/school-breakfast-program>

## Community Foundation Update

### THIS EDITION

Welcome to the spring edition of Donors' Advantage. We hope you enjoyed this issue's cover feature about Shirley and John Westeinde and their shared passion for the community in which they're building a lasting legacy with their family. Also on the newsletter cover's masthead for the rest of this year is a treasured photograph of the Community Foundation's two founders—Alastair Gamble and Gordon Henderson. To them we are eternally grateful for planting the seeds of forever.

In this issue, we're pleased to share some new updates about some of the local projects the Foundation is supporting, including one that is particularly close to our hearts and that has become a part of our grant-making fabric over our first 25 years. As you'll discover, the School Breakfast Program provides nutritional breakfasts for 11,000 Ottawa children in 148 schools, and the Community Foundation is proud to have been part of its early history by acting as a catalyst for bringing together the support needed to launch the program in its unified form back in 1990.

Also in this issue, we're happy to once again shine the spotlight on one of the Foundation's staff members. Spearheading one of our most critical functions, Gary Zhao is the Manager of Finance, whose role you can learn more about on our back page profile.

On the topic of staff, we're proud to share the news that the Foundation has recently promoted a number of long-time staff members, including Janet Adams, who is now Senior Associate of Development and Donor Services, as well as Iona Green, now Manager of Marketing and Communications, and Barry Lam, now Associate of Development and Donor Services. We're also pleased to announce the hiring of Barry's replacement as Administrative Assistant, Caroline Purver, who comes to us with a BA in International Development and Environmental Studies from King's College in Halifax.

### IMPACT INVESTING

The next phase of the Community Foundation's Responsible Investment Strategy is now underway with our recent partnership with the Community Forward Fund, which will allow CFO to enhance its financial support to local charities and provide a new vehicle for donors to support the community. With an initial \$1-million donor commitment in hand, the Foundation will soon be in a position to provide loans to local charities.

Designed to seek out investments that provide not only a financial return, but also a social or environmental benefit, this new program will allow CFO to do more with its endowment by leveraging its assets in new ways to have maximum community impact. Rather than choosing between having either a financial return or a social benefit, it is seeking investments that do both.

### A FRESH NEW LOOK

Over the next few weeks, the Community Foundation will be launching a fresh new 21st century web presence through both an updated new website and online Annual Report. Check in with us at [www.cfo-fco.ca](http://www.cfo-fco.ca) during the week of May 22 to get a sneak peak and let us know what you think. While none of the core website content will change, you'll find it all presented in a fresh, new online look with many more pictures and stories about the people and organizations that make our community unique.

You can also anticipate delivery of the 2011 Annual Report in the first two weeks of June, with all of the organizational and financial information you've come to expect, along with new stories about some of the donors and charitable organizations we worked with and supported last year—along with an unexpected adventure or two. Stay tuned!

## Silver Celebration

### SAVE THE DATE

Monday, November 19 is the big day when the Community Foundation of Ottawa will hold a public celebration of its first 25 years of working with the people of Ottawa to build a stronger, more positive and caring community. So, please save the date for this special event showcasing the diverse array of people and organizations the Foundation has supported and worked with over the years.

A keynote speech by the Governor General of Canada, along with performances by such groups as Propeller Dance and the Ottawa Children's Choir, will be among the highlights, along with three grantee-produced video shorts demonstrating some of the ways the Foundation has helped to improve the quality of life in Ottawa over its first quarter century.

So, mark it in your calendar to join us for our:

**Silver Anniversary Celebration**  
**Ottawa Convention Centre**  
**Monday, November 19**  
**5:30—7:30 p.m.**

More details to follow. All are welcome, so feel free to invite your friends to come celebrate with us!



## Community Foundation of Ottawa

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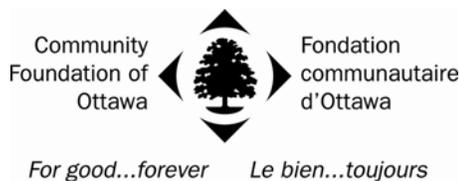
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## Staff Member Profile

A key member of the Community Foundation team is Gary Zhao, CFO's Manager of Finance since 2008.

Proudly certified as a CGA in 2011, Gary manages the Foundation's accounting system, ensuring the accuracy of all our financial data and reports. He also prepares the monthly financial statements, as well as monitoring the annual budget and administering payroll and employee benefits.

When called upon, Gary always makes support for the Donor Services team a priority, and is a valued colleague for those of us working with donors.

Gary's background includes working as the Controller of MCL Hospitality Inc., and as a software engineer with SIGEM Systems. The latter skill helped make him a perfect fit for the CFO position as he also oversees all the IT systems that support the work of the Foundation.



**Gary Zhao, CGA**

Gary has always been a very active member of the community, recently joining the Finance Committee of Ottawa's Multi-Faith Housing Initiative.

During one of the busiest seasons of the year for Gary, he also volunteered his time and skills to the Community Volunteer Income Tax Program, which hosts tax preparation clinics and arranges for volunteers to prepare tax returns for low-income families.

About his work at the Foundation, Gary says, "I feel lucky to have this job because it allows me to work in an area I find interesting, while fulfilling my desire to help others and give back to the community. It's truly the best of both worlds!"