

Message from our Chair

With almost \$1,300,000 in our endowment base, CFNL was able to provide 30 grants in 2014, totalling more than \$70,000, to communities from the beautiful Codroy Valley's St. Andrew's to Witless Bay. This is our strongest year to date, and it is gratifying to see us moving steadily forward in our work. As our granting efforts continue to expand every year and to avail of the tremendous information the production of the first Vital Signs report has brought to us, the board identified a need to enhance our profile. To that end, we have initiated research related to heightening the awareness of our benefit to our grant recipients, their communities and our donors. We look forward to making progress on this front.

We were delighted to welcome two new members to our Board of Directors in 2014. Gayle Corcoran is Director of Community and Cultural Marketing at RBC and brings her extensive knowledge of community granting and the charitable sector to CFNL. Paul McDonald, a partner at Cox & Palmer, has served as Board Chair of numerous community organizations, including the Historic Sites Association of Newfoundland and Labrador, St. Michael's Artists-Printmakers Association, and Kids Eat Smart. Both bring a wealth of experience and talent to our board. I wish to extend our deepest thanks to retiring board members Jim Barnes, Bernard Bromley, and Derek Hiscock for their dedicated service during their tenure on our board. Their impact will be long-lasting.

We would like to give our heartfelt thanks to Bill Mahoney and Doug Chafe for their much appreciated operational support, without which our work would not be possible. Finally, we, the Board of Directors, would like to express our gratitude to the fund holders, donors, and partners who make our communities better places to live, work, and play.

Jennifer Guy
Chair

Message from our Executive Director

2014 was the year of community knowledge at CFNL. Community foundations are known primarily for their work as vehicles for philanthropists, businesses, and charitable organizations to set up endowment funds that become permanent community resources, but another important part of our mission is to be sources of information on our communities and conveners that bring people together to address issues that matter to all of us.

The release of the Vital Signs report in October enabled us to bring essential data about quality of life in Newfoundland and Labrador into households, offices, and city halls around the province. Earlier in the year, we also worked closely with geographer Ryan Gibson, now Assistant Professor of Geography at Saint Mary's University, to facilitate his study of community foundations in Atlantic Canada. In March, he presented two reports to our board, one on the assets, revenues, and gifts and a second on the board structures, capacities, and practices of foundations in this region.

Among his findings, Ryan reported that only 30% of community foundations received gifts from local businesses and private foundations in the year of the study, that few boards have directors under the age of 35, and that 50% of foundations are optimistic that they will benefit from the intergenerational transfer of wealth that will be taking place in the coming decades. We have copies of both reports available on request.

Ryan's reports were co-authored by Stephen Parmiter and Joshua Barrett, respectively, and we were fortunate to have Joshua serve as our Office Coordinator in summer 2013 while I was on leave. On behalf of the foundation, I extend our gratitude to him for his valuable work administering the foundation and his contributions as a member of the Vital Signs project team.

Ainsley Hawthorn
Executive Director

OUR PATRON

The Honourable Frank F. Fagan, CM, ONL, MBA,
Lieutenant Governor of Newfoundland and Labrador

BOARD OF DIRECTORS

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	Ainsley HAWTHORN <i>Executive Director</i>

We are delighted to welcome Gayle Corcoran and Paul McDonald to the Board of Directors, and we offer our sincere thanks to Jim Barnes, Bernard Bromley, and Derek Hiscock, who stepped down from the board in 2014.

OUR MISSION

The Community Foundation of Newfoundland and Labrador promotes and sustains healthy communities across our province by providing grant funding to a wide range of community organizations. We combine our broad, province-wide reach with a grassroots focus on small organizations that can have a major impact in their local communities. Our goal is to address community problems and to enrich the lives of community members.

CFNL is one of the more than 191 community foundations across Canada that disburse over \$150 million in grants each year to charitable initiatives.

COMMUNITY FOUNDATION OF NEWFOUNDLAND AND LABRADOR

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Announcing NL's First Vital Signs Report



Vital Signs is a reader-friendly community check-up that takes the pulse of the province in key quality of life areas, including arts and culture, education, health, and safety.

The report presents the data alongside commentary from field experts and stories about people who are working to create positive change in our communities. It is intended to serve not just as a guide to community needs for charitable organizations and policy-makers but also as a means of getting critical information about the wellbeing of our province into the hands of everyday citizens. The findings from the first report will drive our granting strategy in the coming year and future reports will allow us to measure our impact.

Thanks to the support of our partner, TC Media, 100,000 copies of the inaugural report were distributed in 14 newspapers across the province. Vital Signs has sparked lively debate both in the media and around kitchen tables, and we will be expanding the dialogue leading up to our next report in 2015.

Thank you to our Vital Signs sponsors!

Media Partner: TC Media Funding Partners: Choices for Youth • Crosbie Group Ltd. • FFAW|Unifor • Memorial University Faculty of Medicine • Municipalities NL • Oceanex • Telus



The Gander MFRC receives a \$5000 boost from the Maple Leaf Fund as family members look on.

Front row L-R: CWO Ray McEachern, Hon. Col. Bill Mahoney (fund holder and CFNL Secretary), Peggy Blake (MFRC Executive Director), Lt.-Col. Kevin Toone

Military Family Resource Centres Receive Support from Two CFNL Funds

The life of Canadian service personnel brings with it unique challenges and worries for their families. Military Family Resource Centres (MFRC) provide a support system for the parents, spouses, and children of members of the Canadian Armed Forces. They empower family members by encouraging them to take an active role in all aspects of MFRC operations, from leadership and governance to program development and delivery.

We were honoured to help our province's three MFRCs fulfill their mission by providing \$24,000 in grant funding in 2014. The Maple Leaf Fund, which was established with the proceeds of 2013's Atlantic Maple Leaf Tribute Dinner, provided grants of \$5,000 to each MFRC to enhance their programming. The Col. W.D. Mahoney Benevolent fund, which was established by CFNL board member and honorary colonel Bill Mahoney, granted \$3,000 to each MFRC as an emergency fund that can be used at the discretion of Regular and Reserve Forces padres to assist military families in financial need.

2014
ANNUAL REPORT

Quick Facts

About Newfoundlanders and
Labradorians from Vital Signs

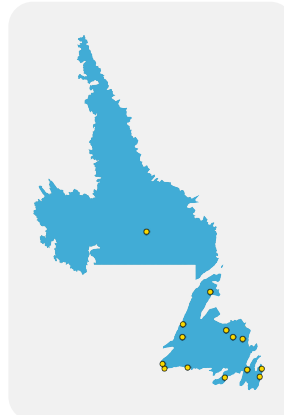
75% don't get the
recommended daily intake of
fruits and vegetables.

Only 15% report high life stress
compared to the
23% Canadian average.

57% can't read
at a high school level.

We volunteer more, have a
stronger sense of belonging,
and report higher life
satisfaction than
the average Canadian.

2014 Grants



Communities where CFNL grants were awarded in 2014.

Smart & Caring Community Fund

- Allied Youth NL (\$2,000) for their annual provincial conference, an event that brings together young people from across the province to enhance their leadership skills and promote active citizenship.
- Alzheimer Society of NL (\$2,000) to establish family support groups for Alzheimer's patients, their loved ones, and their caregivers living in rural areas.
- The Arthritis Society of NL (\$2,000) for the Rural Outreach program, which provides training in arthritis self-management and chronic pain management for people living in underserved rural communities.
- Canadian Parks and Wilderness Society, NL Chapter, (\$2,000) to support the Puffin and Petrel Patrol, which rescues stranded seabirds

- The Kidney Foundation of Canada (\$1,000) to provide short-term, last-resort funding to kidney patients in Newfoundland and Labrador who are in desperate financial need due to the costs associated with treatment.
- MacMorran Community Centre (\$2,000) for a wellbeing program to help seniors improve their fitness with gentle physical activity and achieve food security through a fresh food subsidy program.
- Murray's Beach Restoration Committee (\$1,500) to repair a favourite local swimming spot destroyed by the use of ATVs and dirt bikes. The grant will fund restoration of the river bank, the replanting of native shrubs, and the installation of a permanent access stairway.
- Town of Dover Tidy Towns Committee (\$1,000) to fund a codfish mural-painting project for local children, giving them exposure to art and heritage that they would otherwise not have access to in this small community.



Children in Dover learned from a professional artist how to paint their own murals.

CIBC Fund

- Memorial University (\$5,910)

Col. W.D. Mahoney Benevolent Fund

For emergency funds to be directed by the Regular and Reserve Force padres to assist military members and families in need:

- Gander Military Family Resource Centre (\$3,000)
- Goose Bay Military Family Resource Centre (\$3,000)
- St. John's Military Family Resource Centre (\$3,000)



Prior to receiving a grant from CFNL, the students of District School had no reading materials apart from their textbooks.

and educates residents of coastal communities about the hazards posed to fledglings by bright artificial lights.

- Choices for Youth (\$2,000) for the Jumpstart Pre-Employment Program, a 15-week program to break the cycle of poverty by giving at-risk youth the skills they need to take up stable, long-term employment.
- City of Corner Brook (\$2,000) to fund a free family concert and workshops at local schools by the UK-based Fitzwilliam String Quartet as part of the Wintertide Music Festival.
- District School (\$500) to start a library for the school's students, all of whom have either mental health or behavioural issues. Through a partnership with First Book Canada, this grant enabled the school to purchase over \$1,000 worth of new books.
- Ducks Unlimited Canada (\$2,000) to install 50 new shelters for common eider ducks off the Burgeo coast. This project has the potential to help 50-200 hens raise over 800 offspring over 10 years.

Cy Mills Fund

- Boys and Girls Clubs of St. John's (\$1,000) for scholarships for one male and one female member of the club. Part of each scholarship is put toward school supplies, while the rest is invested in an educational trust fund.

David Stone Memorial Fund

- St. James Regional High School (\$250) for an award for a junior high school student who demonstrates empathy.

CFNL FIG Fund Grant

- The Gathering Place (\$3,000) for a jewellery-making program to build the skills and confidence of their female clients.



The Gathering Place receives the 2014 CFNL FIG Fund grant. L-R: Sr. Charlotte Fitzpatrick (Gathering Place board member), Adele Poynter and her daughter Kate McNicholas (fund holders), Jennifer Guy (CFNL Chair).

Honourable Fabian O'Dea Fund

- Memorial University of Newfoundland (\$1,000) for a scholarship in the Department of Geography.
- University of Toronto (\$1,000) for a scholarship in the Department of Geography.

- St. Pius X Parish (\$1,000) to fund parish activities.
- Ottawa-Carleton Life skills Fund (\$6,000) to provide services for developmentally delayed adults.

Joseph & Emma Taylor Memorial Scholarship Fund

- Bonne Bay Academy (\$1,000) for a post-secondary scholarship for a graduating student.

Maple Leaf Fund

To provide resources and programs to military members and their families:

- Gander Military Family Resource Centre (\$5,000)
- Goose Bay Military Family Resource Centre (\$5,000)
- St. John's Military Family Resource Centre (\$5,000)



Volunteers for the Canadian Parks and Wilderness Society's Puffin and Petrel Patrol program rescued and released 729 pufflings in 2014.

Michelle Jackson Emerging Filmmaker Fund

- St. John's International Women's Film Festival (\$996) towards the Michelle Jackson Emerging Filmmaker Award.

National Theatre School of Canada (NTS) TEC Fund

- National Theatre School of Canada (\$7,160) to fund two theatrical projects by recent graduates from Newfoundland and Labrador.



Crystal Laffoley, a resident of St. John's and 2013 graduate of the National Theatre School, received a grant from the NTS TEC Fund to support the first production of her new company, Mindless Theatrics.

COMMUNITY FOUNDATION OF NEWFOUNDLAND AND LABRADOR FUNDS

- Anthony Insurance Incorporated Fund - Supports safety and prevention initiatives
- Burnham and Mary Gill Fund - Supports archival projects
- CIBC Fund (Fund in progress)
- Col. W.D. Mahoney Benevolent Fund - Supplies emergency funds to the province's military family resource centres to assist military members and families in financial need
- Cy Mills Scholarship Fund - Provides two annual scholarships for members of the St. John's Boys & Girls Clubs
- David Stone Memorial Fund - Provides an annual award for a junior high student at St. James Regional High
- Dr. Anna Templeton Award Fund - Supports further study in crafts for artisans
- Dr. Harry Roberts Fund - Supports fitness and wellness programs for youth
- Dr. Peter Roberts Memorial Fund - Supports community initiatives in memory of CFNL's founder
- The Duke of Edinburgh's International Award - Newfoundland and Labrador, The Prince Edward, 50th Anniversary, Fund - Supports the programs and services of The Duke of Edinburgh's Award - Newfoundland and Labrador
- FIG Fund - Provides financial support to women who have faced challenging circumstances
- Folk of the Sea Fund - Supports the preservation of Newfoundland and Labrador heritage
- Furlong Family Scholarship Fund (Fund in progress)

- Honourable Fabian O'Dea Fund - Created to carry out bequests of the Hon. Fabian O'Dea's will
- Honourable John W. Mahoney Scholarship Fund - For NL students attending their first year of law school
- Ian Harris and Nancy Fraser Fund (Fund in progress)
- James Youden Educational Fund - For Newfoundland and Labrador students living in rural areas
- Joseph & Emma Taylor Memorial Scholarship Fund - For graduating students of Bonne Bay Academy
- Louis Colley Fund - Supports individuals who face mental and physical challenges
- Maple Leaf Fund - Benefits charitable organizations that serve military personnel and their families in Newfoundland and Labrador
- Michelle Jackson Emerging Filmmaker Fund - Subsidizes an award for emerging female filmmakers
- National Theatre School of Canada (NTS) TEC Fund - Finances theatrical works presented by NTS students or recent graduates from Newfoundland and Labrador
- Newfoundland and Labrador Drama Society Fund - Funds the D. A. Matthews Scholarship and the Walter Chambers Scholarship
- Operating Fund - Sustains the administration of CFNL
- Perlin Family Trust Fund (Fund in progress)
- Smart & Caring Community Fund - Supports charitable organizations and community enrichment programs across the province
- Thurles Fund - Sustains the CFNL website

2014 Donors

Thank you for helping us to build healthy, strong, and resilient communities across the province!

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Vanessa Farrell
Viki O'Dea
Virginia Bell
Wanda and Michael Stone
William D. Mahoney
Yvonne Manning
With special thanks for donations received in memory of Gillian Guy and David Stone.

A copy of our audited financial statements is available upon request.