

ANNUAL REPORT

2010



THE  
BELINDA STRONACH  
FOUNDATION

SPR  
EAD  
THE  
NET

BEDNETS  
AGAINST  
MALARIA

3.3 BILLION WAYS

girls

SUMMIT

TO CHANGE THE WORLD

one laptop per child

Canada



# Mission Statement

*The Belinda Stronach Foundation (TBSF) is a Canadian charitable foundation established in March, 2008 by the Honourable Belinda Stronach P.C., out of the conviction that society, both in Canada and the rest of the world, must find innovative and collaborative ways to advance human potential and achievement towards achieving a better quality of life.*

**T**he Foundation believes passionately that individual empowerment can help create positive social change, and that strategic investment in community-based and global initiatives can strengthen the capacity of individuals and groups to do exactly that.

TBSF believes that there is not only one approach that can completely address the issues facing any individual or community in the world, and is open to and embraces a wide range of responses. It is solution-orientated; it believes in creating innovative solutions, building collaborative partnerships and investing in the development of leaders.

Those three different streams – innovative solutions, collaborative partnerships and leadership development – are already reflected in the earliest activities of the Foundation.

Central to the Foundation's vision is its commitment wherever possible to build upon and strengthen the work done so well by other organizations. TBSF will identify and fill voids, and maximize the impact of the Foundation's work by reaching out to stakeholders, other foundations, non-governmental organizations, businesses, and individuals, for inspiration and collaboration.



# Message From The Chair

*The past year was one of transformation and confirmation for the Foundation.*

*We made the transition from being an organization with a mission and hopes for fulfilling it to one that made a real impact both at home and abroad through the initial implementation of large parts of our three major program components – One Laptop Per Child Canada, Spread the Net, and The G(irls)20 Summit. (Details of each program are outlined later in this report.)*

What fills me with particular pride is that as our programs developed and emerged, we remained true to our founding vision. Now we need to expand and strengthen what we have started. We will continue to focus on the three targeted areas mentioned above. There is still much work to be done in all areas, and we are committed to be rigorous in our focus, ensuring that our resources are not diverted or diluted by challenges better addressed by other organizations.

That said, we must be flexible and willing to address pressing situations outside of our core focus areas. The devastating earthquake in Haiti was one such event. While not an aid organization, the Foundation became immediately involved in the humanitarian efforts that followed this disaster. Working with corporate Canada and AirlinesAmbassadors International, we arranged the delivery of more than 600,000 lbs of water, food and basic medical supplies to the people of Haiti. Our staff worked around the clock to make this happen, and our ability to respond so quickly and effectively is a matter of some pride to us.

On a personal note, I want to thank our Board of Directors, Advisors, and the Foundation team for all of the efforts in helping the Foundation be a visible and viable organization in such a short period of time. It is really quite remarkable how far we have come. I started the Foundation with a vision and a commitment. That vision is no longer just words; it has been manifested in programs like the G(irls)20 Summit. And my commitment has, if anything, strengthened as I see the results of our dedication to innovative solutions, collaborative partnerships, and leadership development begin to emerge.



# Message From The President

*2010 was the year that the Foundation came of age. After more than two years of clarifying and establishing our strategic targets, of planning and setting detailed program elements, and of establishing partnerships with more than 100 organizations world-wide, TBSF stepped quite boldly into its role.*

It began early in the year with the crisis caused by the earthquake in Haiti. In a matter of hours, our staff – responding to our Chairperson’s direction – swung into a dedicated, nearly full-time, response. We quickly identified that the challenge was not acquiring the supplies that the people of Haiti needed; it was finding a way to ensure that those supplies were delivered to those who needed them most in an efficient manner. Working in partnership with corporate Canada and Airlines Ambassadors International, the Foundation did exactly that.

As the year proceeded, *Spread the Net*, our very first program, achieved its founding goal of distributing 500,000 mosquito nets in Liberia and Rwanda, and we began to lay the groundwork for the program's continuing growth and expansion.

It is too early to assess the long-term impact of our G(irls)20 Summit in Toronto in June. Indeed, it may take several years. It obviously had tremendous visibility, and it certainly drew immediate and wide-spread attention to the economic and educational challenges facing girls and women world-wide. But the short term is not our goal. We wanted to lay a foundation, a model, for future growth, and we believe that has been achieved. We wanted the young women who participated to become part of the on-going program, and then to keep adding to that core until we have created a small army of advocates, a small army of women who have the capacity to take leadership roles in their home countries.

The Toronto summit set us on the path to doing exactly that. The next G20 summit will take place in Paris in the fall of 2011 – where again we will convene the G(irls)20 Summit.

With regard to our last major program component, One Laptop Per Child Canada, it was a tremendous thrill to receive the first shipment of laptops designated for aboriginal communities across Canada. This program will be in full flight in 2011.

I would be remiss in not thanking a number of groups and individuals who contributed to our success in 2010.

All of our programs have partners, and whether they are corporate like Vale, the BMO Financial Group and Google, or organizations like the Mastercard Foundation, The Centre for Addiction and Mental Health, the Clinton Global Initiative and the Tony Blair Faith Foundation, or governments including those of Liberia and Ontario, or concerned individuals like Bono and Buffy Sainte-Marie, their commitment is no less intense and no less a contributing factor to whatever success we achieve.

Then there are, of course, the people who are directly linked to the Foundation – staff, the Board of Directors, and numerous Advisors. Nothing is possible without them. Their level of commitment and support makes even the most daunting task seem achievable.

And finally, our Chairperson, Belinda Stronach, who has been steadfast and singularly constant in her determination to improve the world we live in. It is an honour to work alongside her.

# Our Stakeholders/ Programs







# *Spread The Net &* Malaria No More Canada

*Throughout Africa, the threat of malaria is ever-present. It kills 3,000 African children each day; that's one child every 30 seconds.*

One practical and simple solution to combating this loss of young lives is the use of a long-lasting, insecticide-treated mosquito net. Just \$10 buys a net and covers the cost of procuring and distributing the nets, education for recipients on proper usage and care, and in-field follow up operations that supports research and reporting.

In 2006, Belinda and Rick Mercer founded the *Spread the Net* Campaign in Canada in partnership with UNICEF Canada with the objective of raising funds to purchase and distribute nets for two of the hardest-hit countries, Liberia and Rwanda.

By April 2010, *Spread the Net*, together with founding partner UNICEF Canada, had reached their initial goal of raising five million dollars, or enough for 500,000 bed nets. Those nets have been distributed and have impacted as many as 2.5 million lives when you consider that often up to five people may sleep under one net.

Of particular note is that the vast majority of these funds, about 90%, were raised by young people across the country through a myriad of grassroots activities like the *Spread the Net* Student Challenge championed by Rick Mercer and his television show, *The Rick Mercer Report*.

Our success in reaching the goals we set for Liberia and Rwanda does not diminish our commitment to and our involvement with all aspects of the fight against malaria.

*Spread the Net* is now working on a project-by-project basis, needs-based approach, with a variety of partners on the ground. We will be collaborating with organizations such as Buy-A-Net Malaria Prevention Group, Malaria No More and Plan Canada to purchase and distribute bed nets for other malaria endemic countries in Africa.

To further support our work on malaria, Malaria No More Canada, which is a program of TBSF, and is a global affiliate of Malaria No More, will maintain an active role in supporting the work of the All-Party Parliamentary Caucus on Ending Malaria and to working with malaria stakeholders across Canada and around the globe to raise awareness for malaria.



# One Laptop Per Child Canada

*One Laptop Per Child Canada (OLPC) is part of a global network dedicated to creating educational opportunities for children between the ages of 6-12 by providing each child with a rugged, low-cost, low-power, and connected laptop with content and software designed for collaborative, joyful and self-empowered learning.*

The One Laptop Per Child (OLPC) organization, headquartered in the United States, is providing laptops to children in developing nations and challenged communities around the world. The Foundation became the OLPC's Canadian partner in 2009 after TBSF had identified – in cooperation and consultation with the Aboriginal community, including the Assembly of First Nations, the Métis National Council and the Inuit Tapiriit Kanatami – a need for a program of this kind to support Aboriginal youth.

Aboriginal youth have much lower levels of educational attainment compared to the overall youth population. Across the spectrum of Aboriginal communities, it is estimated that only about fifty percent of the youth graduate from high school. This makes it obviously more difficult for them to find favourable employment opportunities, and is a substantial contributor to the host of difficulties that afflict Aboriginal communities and individuals.





According to the 2001 Aboriginal Peoples Survey by Statistics Canada, one fifth of the young people reported that boredom was a major factor for exiting the school system. TBSF hopes that by providing Aboriginal children with laptops it can combat that boredom by providing them access to education, creativity, technology and connectivity to the world.

The Foundation committed to deploy phase one of the program in the 2010/2011 school year with a target of supplying laptops to 2,500 children. 2010 was the necessary prelude to officially deploying the program in communities, as the Foundation enlisted more partners, identified the communities that would be part of the first wave, and worked with a variety of partners to customize its programs to better meet the needs of Aboriginal youth in Canada.

OLPC Canada has thirty standard programs. Eight new programs were designed and added specifically for Aboriginal youth.

Those are:

- Owl Vision – literacy
- Swift Feet – physical fitness
- The Meeting Place – mental health, substance use and well being
- Ekominiville – financial literacy
- Drum Beats – science of sound
- Calm Waters – water safety
- Health Heart – food and nutrition
- Future Generation – virtual library.



In the words of our founding partners about OLPC Canada:

*"This program unlocks opportunities for Aboriginal Canadians and aligns with our commitment to care for the communities in which we operate by improving access to quality education. Vale is honoured to be part of a program that has proven to be successful around the world, and we are proud to invest in the future of Canada and Canadians in this innovative and effective way."*

Tito Martins, President and CEO,  
Nickel Business, Vale

*"I am delighted to partner with One Laptop Per Child Canada in this important initiative. This pilot will open new windows of opportunity and provide new educational pathways for Aboriginal students."*

The Honourable Minister Chris Bentley,  
Minister of Aboriginal Affairs, Ontario

*"One Laptop Per Child Canada will be vital in building the educational foundation for Canada's future entrepreneurs – Aboriginal youth. This is an invaluable initiative that will have a profound impact on the Aboriginal community."*

Clint Davis, President and CEO,  
Canadian Council for Aboriginal Business



## G(irls)20 Summit

*On June 15, 2010, 21 girls arrived in Toronto, one from each G20 country plus a representative from the African Union. For the next 10 days, they met and discussed economic, political and social issues that impact 3.3 billion girls and women around the world. Their voices were heard not just in Toronto. The G(irls)20 Summit – as we named it – received world-wide media coverage, and as a prelude to the G20 Economic Summit it highlighted for world leaders the importance of girls and women to the continuing growth and development of the global economy.*

The Foundation believes that investing in girls and women and creating opportunities for them is smart, necessary and strategically central to the building of strong, healthy families, communities and countries. This importance has also been stressed by organizations like the Organization for Economic Cooperation and Development – ‘countries with the lowest number of girls in education lie at the bottom of the human development tables’ – to Goldman Sachs – ‘Female education is a key source for long-term economic growth’ – to the New York Times – ‘Girls and women are the moral issue of our time’.

Our objective was to create a platform for the G(irls)20 Summit Delegates to deliver those messages to the world's key decision makers and the general public. And to create a platform for the G(irls)20 Summit Delegates to deliver this message themselves. Working with a coalition of national and international partner organizations, we raised awareness among G20 leaders about the pivotal role girls and women play in ensuring economic productivity and political stability in their communities and countries by creating an almost parallel event to their meetings.

The first phase of our program was viral. We reached out via Google Moderator to generate responses as to how to eradicate poverty, achieve universal primary education, and improve maternal and child health. Those same topics formed the basic agenda when the 21 girls met in Toronto – 20 of them from each one of the G20 nations, and one from Malawi representing the African Union.

Between the viral program and the media activity surrounding the event, the G(irls)20 Summit and the issues it addressed garnered more than 128 million global media impressions. It was perhaps the most concentrated media attention ever focused on the challenges facing girls and women in one week. When the conference ended, the program did not.

Our 21 girls returned to their home countries invigorated and committed to the causes they had identified in Toronto. They formed their own network and continue to communicate and support each other. At the writing of this report, the delegates have designed a series of initiatives for their own communities. One of these initiatives will be chosen to form the basis of the G(irls)20 Summit 2011 workshops.

The success of the first ever G(irls)20 Summit lead the Foundation to make a five-year commitment to continuing it. Work is now underway on preparations for the G(irls)20 Summit 2011 which will take place in October in Paris. Again, Google Moderator will be used to help identify and prioritize issues. That next wave of 21 girls will then be linked with our first group, and the base for future female leaders will be expanded again.

The potential for growth in this program is unlimited, and that in itself is challenging. To help the Foundation identify how it should manage it as we move forward, we have established The Committee for the Advancement of Girls and Women. By drawing on the experience of already very successful women, we hope to make our programs even more impactful. For a list committee members and more, please visit [www.girlsandwomen.com](http://www.girlsandwomen.com)



# Collaboration and Convening

*The Foundation focuses on strategic philanthropy rather than cheque book philanthropy, so central to our mission is our desire to build programs based on partnerships rather than solely on funding.*

The Belinda Stronach Foundation believes that awareness is one of the keys to change and that it is important to engage individuals as well as organizations. During our first twenty months, we met with more than 100 different organizations, and had contact with literally thousands of people through various meetings and forums.

The results, we believe, speak well of that encompassing approach.

For example:

Our commitment to fight the spread of malaria was not restricted to the partnerships, as important as they are, with Malaria No More, *Spread the Net* and UNICEF. Late in 2008, TBSF joined forces with the Tony Blair Faith Foundation, and in the spring of 2009, hosted a roundtable led by Belinda and the Right Honourable Tony Blair with the interfaith community to launch Faiths Act Canada and to support the Faiths Act Fellows – a program in which eight young Canadians of faith are working together and within faith communities to tackle malaria. The lessons learned in harnessing interfaith collaboration in practical ways to fight malaria will help with future action on other MDGs.

The One Laptop Per Child Canada program was not strictly the result of our partnership with the American founding organization, or the natural outcome of the relationships we developed with the Assembly of First Nations, The Métis National Council and the Inuit Tapiriit Kanatami. Its origins are actually rooted in a roundtable that TBSF hosted late in 2008 with Sol Guy and Josh Thome, founders of 4Real. The roundtable brought together non-Aboriginal leaders and individuals from across Canada to discuss the issues and opportunities facing Aboriginal youth. And that roundtable was, in turn, followed by more than twenty meetings with key individuals in the Aboriginal community.

The challenge of championing global development issues and the advancement of girls and women, brought TBSF into contact with more than twenty organizations including Plan Canada, CARE, Oxfam, the Canadian Women's Foundation, Free the Children, Engineers Without Borders and Virgin Unite. It also involved The Tony Blair Faith Foundation and ONE, an indication of how strong relationships can be extended to cover a multitude of issues. And, the potential for success of the G(irls)20 Summit has been strengthened immeasurably through the on-going, active and generous support of Google, Macroblu and Veritas Canada.

# TBSF Partners



Aga Khan Council  
for Canada



# TBSF Partners



# TBSF Partners



**Nike Foundation**



NINGWAKWE  
LEARNING PRESS



On June 1st, 2011,  
Ogilvy Renault joins  
NORTON ROSE



Ontario



**Oxfam**  
Canada



TORONTO  
PEARSON



Quick & Nutritious, Simply Delicious



**PEPSICO**



**Reckitt**  
**Benckiser**



THE  
RON JOYCE  
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**TakingITGlobal**  
INSPIRE. INFORM. INVOLVE.

**TAXI**



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Tony Blair  
Faith Foundation



**VITAL VOICES**  
GLOBAL PARTNERSHIP



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## TBSF TEAM

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Ms. Tiffani Steer  
*Director of Programming and Operations*

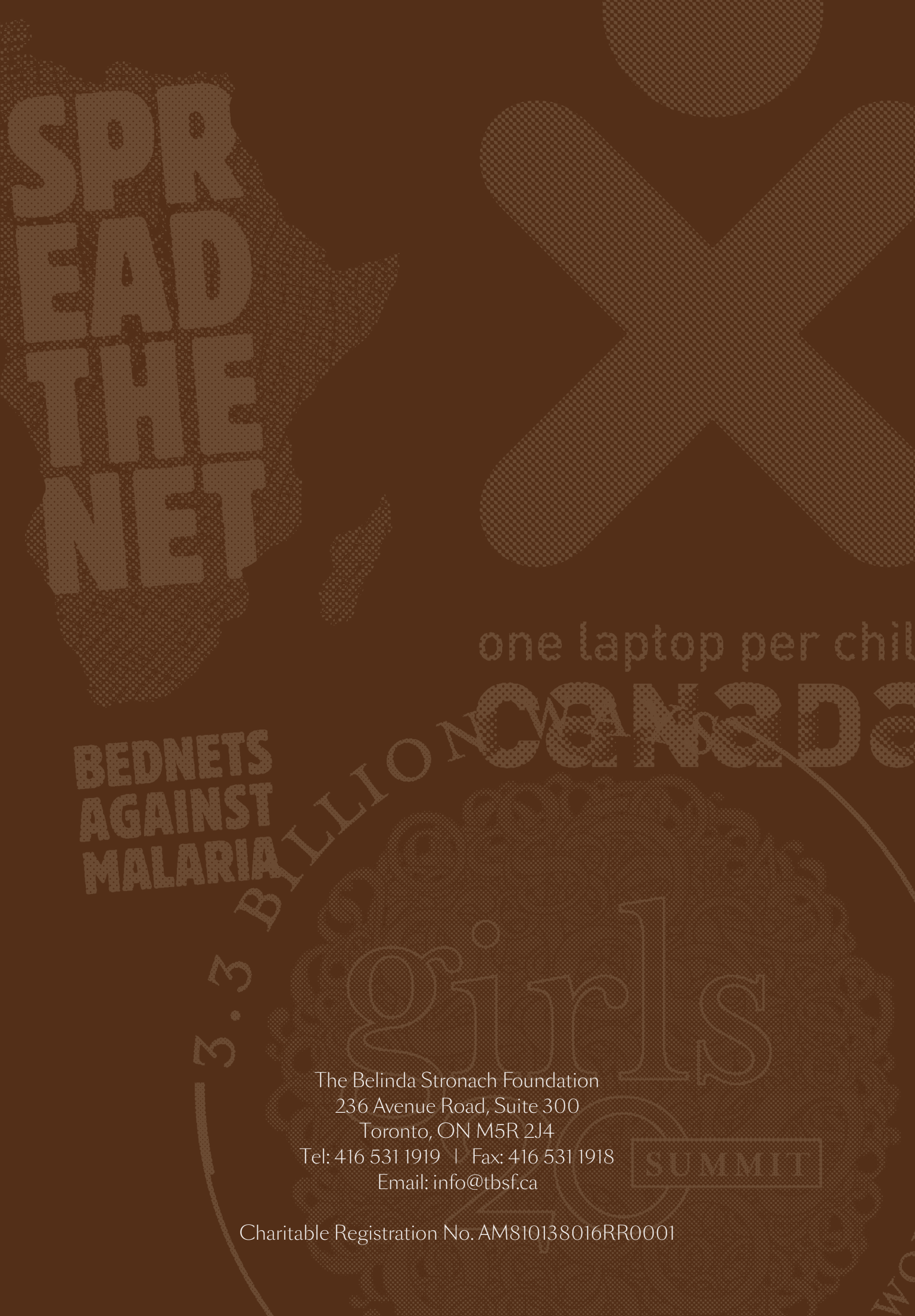
Ms. Wendy Johnson  
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Kelly Stevenson  
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# Financials

Financials are available upon request.





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