Canadian Directory to Foundations & Corporations

Devon Hurvid
Manager, Canadian Directory to Foundations & Corporations

Steven Ayer
Senior Research Associate
Who we are:
Imagine Canada is a national charitable organization whose cause is Canada’s charities and nonprofits.

Some of our programs:
Charity Tax Tools
Ethical Code Program
Nonprofit Library
Risk Management
Our fundraising tool:
The *Canadian Directory to Foundations & Corporations* is an online database listing thousands of funding opportunities for Canadian charities and nonprofit organizations.

First published in the 1980’s as a source for information on foundations, it has grown to meet the needs of today’s fundraiser.

Access is available many public libraries. Subscriptions can also be purchased for convenient access and added benefits.
### The Basics: Public and Private Foundations

#### Definitions

**Public foundation**: “A public foundation (such as a hospital foundation) generally gives more than 50% of its income annually to other qualified donees, usually other registered charities...and more than 50% of directors/trustees deal with each other at arm's length. A public foundation generally receives its funding from a variety of arm’s length sources. It may carry out some of its own charitable activities.”

**Private foundation**: “A private foundation may either carry out its own charitable activities or it may give funds to other qualified donees, usually other registered charities... A registered charity will be designated a private foundation if 50% or more of its directors or trustees do not deal with each other at arm's length, and/or more than 50% of the capital is contributed by a person or group of persons not dealing with each other at arm's length.”

<table>
<thead>
<tr>
<th><strong>Examples</strong></th>
<th>Public Foundations</th>
<th>Private Foundations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Community Foundations</td>
<td>Corporate Foundations</td>
</tr>
<tr>
<td></td>
<td>University Foundations</td>
<td>Family Foundations</td>
</tr>
<tr>
<td></td>
<td>Hospital Foundations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Generally Funded By</strong></th>
<th>Public Foundations</th>
<th>Private Foundations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Variety of sources such as individuals, corporations, and so on.</td>
<td>Mostly by those connected to the foundation in some way. For example, the chair or foundation board.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Directors/Trustees</strong></th>
<th>Public Foundations</th>
<th>Private Foundations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Majority must be at arm’s length.</td>
<td>Majority are NOT at arm’s length. For example, the board can consist entirely of one family.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Funds</strong></th>
<th>Public Foundations</th>
<th>Private Foundations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Affiliated charities through grants.</td>
<td>Affiliated charities through grants.</td>
</tr>
<tr>
<td></td>
<td>Their own charitable activities</td>
<td>Their own charitable activities.</td>
</tr>
<tr>
<td></td>
<td>External charities through grants.</td>
<td>External charities through grants.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Top 3 (grants given)</strong></th>
<th>Public Foundations</th>
<th>Private Foundations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>United Way of Greater Toronto</td>
<td>RBC Foundation / Fondation RBC</td>
</tr>
<tr>
<td></td>
<td>The Hospital for Sick Children Foundation</td>
<td>Donner Canadian Foundation</td>
</tr>
<tr>
<td></td>
<td>Vancouver Foundation</td>
<td>The W. Garfield Weston Foundation</td>
</tr>
</tbody>
</table>
Do all 10,000 registered Canadian foundations fund other charities?

No, foundations can disburse their funds in several ways:

1) Fund their own charitable activities
e.g., Casey House Hospice, a registered public foundation

2) Provide grants to an affiliated charity
e.g., Owen Sound Regional Hospital Foundation, a registered foundation

3) Provide grants to other charities
The foundations that give grants to other charities as *Grantmakers*.

There are approximately 3000 Grantmaking foundations in Canada that give over $1.7 billion every year.
Canadian Directory to Foundations & Corporations

Detailed, searchable information on all grantmaking Canadian foundations PLUS

American Foundations that make grants to Canadian organizations

Government funding programs, e.g., Trillium Foundation, Nova Scotia Gaming Foundation, Calgary Arts Development…

Corporate donations programs, there are over 400 corporate funders in the Directory!
Where does Imagine Canada get its information?

1) Canada Revenue Agency;
2) Foundation websites and publications IF available - *Canadian foundations are often small and without staff – most do not have websites or publications detailing their funding interests and guidelines.*
3) Imagine Canada contacts foundations on a regular basis. Foundation representatives review, edit and supplement their information in the Directory.
Directory Benefits

EASY.

Our grantmaker search tool makes it simple to create the best list of funders across North America who are most likely to fund your specific cause.

We also list past grant recipients of foundations – beyond what is listed with at the Canada Revenue Agency website.

Knowing past donees makes it very easy to identify if a funder is match for your organization!
While there are over 9000 foundations in Canada and thousands more corporate donors and international foundations - most do not give ANY grants to Canadian charities.

Our research team pre-qualifies our profiles. We scour through the lists of foundations and corporations so that our users don’t have to!
**Directory Benefits**

**ACCURATE.**

Competition for funding can be fierce. Sending “cookie-cutter” funding requests that ignore the unique preferences and procedures of funders can get you nowhere.

While other databases provide general data gathered from publicly available tax filings, our research goes further by contacting every foundation directly.
Imagine Canada is a national charity whose cause is Canadian charities and nonprofits. We are proud to produce the Directory as an essential and affordable service for organizations like yours.

Free access is available at many libraries, or subscriptions can be purchased for convenient access and added benefits.
Interested? Take a Tour

- Tours held every two weeks
- 40 minute webinars
- Open to anyone
- Brief presentation followed by live demonstration of database

Email us at directory@imaginecanada.ca or visit us online www.imaginecanada.ca/directory
Imagine Canada programs that support the sector.

**Canadian Directory to Foundations & Corporations**
$1 billion in available funding.

**Charity Tax Tools**
Essential tax information for Canada’s charities.

**Imagine Canada Ethical Code**
Governance and financial accountability.

**Nonprofit Library**
Canada’s largest collection of charitable and nonprofit resources.

**Imagine Canada’s Sector Monitor**
Taking the pulse of Canada’s charitable and nonprofit sector.

**Giving & Volunteering**
Knowledge about the sector and how Canadians support it.

**Insurance & Liability Resource Centre for Nonprofits**
Risk management support for the sector.

Promotion of good corporate citizenship.