



Power to Give Foundation

2024 ANNUAL REPORT



ABOUT POWER TO GIVE

OUR PURPOSE

To excite philanthropy.

OUR MISSION

To help philanthropic Canadian families give better together.

OUR VISION

A supercharged community of families, entrepreneurs, and charities working together to be the best they can be.

OUR VALUES

Collaboration. Discretion.
Gratitude. Innovation. Trust.



OUR APPROACH TO PHILANTHROPY

Power to Give is a boutique venture philanthropy foundation that puts meaningful relationships at the heart of everything we do. We're able to help our clients enjoy their giving because we understand that philanthropy, at its best, is much more than a transaction. It's a rewarding personal journey. A legacy.

Note from the Board

This has been a year of focus and foundation-building for Power to Give.

We've grown our team and sharpened our operations, all with the goal of delivering better outcomes for the charities we support and the clients who partner with us.

Key milestones this year reflect progress across people, programs and infrastructure:

- *Team Growth* - We welcomed two full-time staff, bring our team to four FTEs plus a recurring internship role. This expanded capacity has allowed us to service partners more effectively and build stronger systems for execution.
- *Charitable Impact* - We funded over 60 charity partners, and contributed to three capital projects - two in progress and one in planning phase. Helping move important work forward.
- *Strategic Clarity* - We refreshed our our vision, mission, purpose, and values, further defined our venture philanthropy approach, and developed a three-year strategic plan for 2025-2028 to guide our next phase of growth.
- *Scalability and Reach* - To support our evolving needs, we implemented a robust CRM system to streamline our operations and strengthen our relationships. We also expanded our physical footprint, with donated office space in Calgary, allowing us to grow with intention.

While we always ground our strategy in reality, we are not afraid to think big. Our ambitions are bold, always aimed at doing more for our partners and the communities they serve.

Transparency remains central to our work, and critically important for financial stewardship. In philanthropy, this means ensuring we are thoughtful about how we distribute the capital entrusted to us to maximize social impact. While we don't publicly share the sources of our funding to respect privacy, that information is available to prospective clients, their representatives, and our charity partners upon request.

We have learned over time that relationships make the difference. Spending time with clients, charities and brave ideas is what turns good intentions into lasting outcomes. That is the spirit that drives Power to Give.

Thank you for your interest, for your trust and confidence in our vision.

We are proud of what we are building, and are even more excited about what is ahead and the further impact it will create.

Carla Matheson

Board Chair

2022 - Present



CEO's Report

As I look back on 2024, I feel proud of our small but mighty team, visionary clients, dedicated charity partners, and the community of friends and supporters who helped us make every dollar go further.

In addition to strengthening our team, strategy, and operations behind-the-scenes, we were also very active in the field:

- Helped clients deploy their philanthropic capital and leverage it to maximize impact.
- Hosted multiple networking and professional development events for charity partners.
- Launched the philanthropy peer group "Give'r".
- Supported a wild salmon campaign starring Canadian icon William Shatner.
- Hosted the second Tyson Barrie & Friends benefit concert, bringing the total amount raised for local charities to \$1M.
- Co-hosted screenings of the Dan Pallotta film "Uncharitable" across Canada.
- Launched a new website that better reflects our purpose and scope.
- Expanded our social media presence to support our charity partners.
- Sponsored fundraising events in small communities.

Our impact focus evolved this year to reflect our clients' interests and our own strengths. Increasingly we moved to support smaller health and wellness, environment, and education charities serving rural and remote communities in western and northern Canada.

With so much opportunity to help, we realized we can be more effective by focusing our clients' resources on a grassroots number of charities with a more defined focus. We made tough decisions and began phasing some charity partners out of our portfolio, offering them one-time funding considerations to ease the transition. They will always matter to us and be part of our family.

Looking ahead to 2025, the four pillars of our strategic plan are simple, powerful, and unique to us.

I'm confident they'll guide us well and excited for what lies ahead:

1. Keep giving personal for clients.
2. Be venture philanthropists.
3. Build leadership capacity.
4. Bring people together.

We'll continue to find new ways to maximize impact and inspire clients and charities to be excited about their philanthropy with our relationship-based approach to everything we do.

I'm so grateful to our team, board, clients, charity partners and extended network for helping us make the world a better place every day.

And to my family, Brie, Georgia, and Grace—thank you for your patience and support and smiling faces. You keep me going!

Tim Cormode

CEO



FINANCIALS

Philanthropic Capital

In 2024 Power to Give received philanthropic capital donations from private individuals and foundations across Canada. As directed by these clients, we identified charities to receive grant funding and supported them “beyond the cheque” according to our venture philanthropy model. Power to Give was able to accept major philanthropic donations in three primary ways:

1. Into the “Community Fund” of charities with whom we have established relationships.
2. Into a bespoke fund unique to a new client.
3. Directly into our operational budget to support our administrative costs.

Expenditures

In 2024 we disbursed grant funds to our Charity Partners in two ways:

1. *Managed Gifts* - Grants flowed directly from the client, their family office or foundation, to the charity partners and capital projects that Power to Give has vetted. Power to Give managed the relationship on behalf of the client. Approximately 5% of clients engaged with us this way.
2. *Direct Gifts* - Grants flowed from the client through Power to Give to charities, and a portion of those funds were allocated to cover our administrative costs. Approximately 95% of clients engaged with us this way.

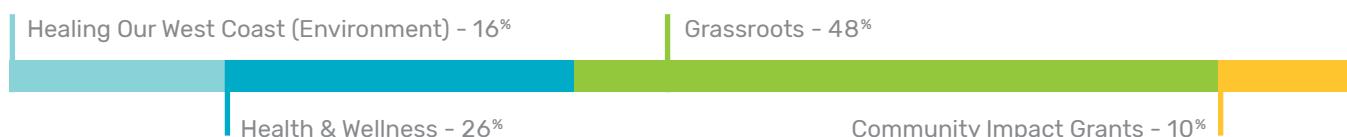
Administrative costs accounted for 15% of 2024 expenditures, including all wages and salaries for staff and consultants, travel, professional development, software, and marketing.

We also gave a small amount of discretionary grant funds in the form of event sponsorships and similar one-time specific uses to Community Partners. These accounted for fewer than 1% (.24%) of overall expenditures.



Gifts to Charity Partners comprised 85% of our overall expenditure and 90% of grants with the remaining 10% of grant funding going to Community Partners and Impact Grants:

1. *Charity Partners* - Social impact organizations receiving unrestricted, multi-year funding for programming.
2. *Community Partners* - Social impact organizations receiving a one-time community impact grant for a particular event or other specific use.



IMPACT

Aligned with our new mission, vision, and purpose, we measure our impact by our ability to excite philanthropy for the clients and charities that we serve, and in the positive change we make operationally for our charity partners.

We've developed a set of measurements to support our new strategic plan and track these outcomes. Those measures will be in place for 2025.

Each charity submitted an annual report to Power to Give recapping 2024. These are private reports for clients only. While it's not our explicit role to report each charity's impact on their behalf, in 2025 we'll develop a way to promote their achievements more directly.

For now, we've included some impact stories from the annual reports in the final pages of this report.

Philanthropists

We do not publish our philanthropist's names or provide details of their giving without their express permission.

Give'r

In 2024 we launched the Give'r network, a new community of entrepreneurs and philanthropists who've come together to form meaningful connections and find better ways to give back. Participants are from our client group and have made gifts of philanthropic capital. These gifts help us support the leadership development of our charity partners.

We convened 9 sessions with guest speakers on topics to support the Giver' team on their philanthropic journeys, connect them with each other, and introduce them to our charity partners. Going forward we're planning much more in-person engagement and charity partner matching.

"We have been so blessed to be able to contribute to the Tyson Barrie & Friends benefit concerts and to enjoy them with three generations of our family. Power to Give has brought much joy to our lives."

- The Johnston Family



Venture Philanthropy

It can be hard for grassroots organizations to find first funders, so our style of venture philanthropy started with discovering under-resourced social purpose charities with strong leadership and huge potential. We were often first or early in.

We gave unrestricted, multi-year funding, and prioritized sustainability with wrap-around supports like legal, finance, marketing and stewardship guidance.

Leaders from our charities were provided with additional funds for professional development and invited to attend in-person gatherings that we hosted in order to connect them to each other and help build a valuable peer network.



"Working with the Power to Give team has made it rewarding and fun to chart my own path in philanthropy. I've been able to focus on charities that are personally inspiring to me, to involve my friends and family and bring other NHL players along for exciting giving experiences. And as my kids grow up I'm looking forward to involving them as well, making giving back a big part of their lives."

- Tyson Barrie



Charity Partners

In 2024, on behalf of our clients, Power to Give supported over 60 charity partners focused on sustainable social impact through Health and Wellness, Youth Education, and Environment.

We continued to refine our philanthropic portfolio to reflect our emerging focus on improving the quality of life in remote communities in Canada's north and west.



13th Round Fight for Life	Pacific Wild
Abilitas	QQS Society
Artscan Circle	Reconciliation 365
Awinakola	Rick Hansen Foundation
Backpack Buddies	Roots of Empathy
Bulkley Valley Health Care and Hospital Foundation	Ruben's Shoes
Camp Onakawana	Salmon Coast
CICICA	Sarah McLachlan School of Music
Churchill Health Center	Sea to Cedar
Clayoquot Action	Shorefast Foundation
Clayoquot BioSphere Trust	Smithers Skate Park
Coastal Research Society	Soap for Hope Canada
Coco Café	Sole Food Farms
Cowichan Women Against Violence	Spirit North
Darkspark	Stqeyee Learning Society
Erika Legacy Foundation	Students on Ice
First Nations Wild Salmon Alliance	Surfrider Canada
Foundations for Social Change	Swim Drink Fish
Foundry	Trades Guild
GenWell	Trails Youth Initiative
Growing Chefs	Umista
Hazelton - Regional District of Kitimat-Stikine	University of Waterloo
Helicopters Without Borders	Urban Horse Project
Human Nature Counselling	Vancouver Island Children's Health
Impakt Foundation for Social Change	Washington Kids Foundation
Jack.org	Westcoast Multiplex
Jump Math	West Parry Sound Health Centre Foundation
LDS- Learn. Develop. Succeed	Wildlife Preservation Society
LiL E	Windmill Microlending
MinervaBC	Wuikinuxv First Nations
Mom2Mom	YESS
Network of Inquiry and Indigenous Education	Yo Bro Yo Girl
One to One Literacy	York Factory FN

Community Partners

In 2024 Power to Give clients provided one-time funding to these community partners to support specific events and initiatives:

Alberni District Secondary School
Assembly of Seven Generations
BV Youth Sport foundation
Community Food Centres Canada
Culture Shift
Golf Canada Foundation
Junior Golf Victoria
Kidsport Canada
Navy League of Canada (Sudbury Branch)
PainBC
Physical Literacy for Life (was Sport for Life)
Regional District of Kitimat Stikine
Ronin Sharma Foundation
Sound Future Foundation
Strong Circle
The AMP Legacy Foundation of Canada
The Board of Education School District No. 61
The Love for Lewiston Foundation
VGH & UBC Hospital Foundation
Victoria City Police Athletic Association
West Coast Multiplex Society
Westcoast Outdoor Academy
Yorkville Run

Something that allows you to be innovative & vulnerable in your leadership.

Sponsorships

Bringing people together to make great things happen is a big part of what we do at Power to Give, and 2024 was no exception. Most of our events brought our charity partners and clients together so that they could connect, learn, and forge relationships that would lead to greater impact and understanding.

Here are a few highlights from the year:

- Tyson Barrie & Friends – August 3, 2024
- Tofino Salt Water Classic – July 5-6, 2024
- Arrowhon Pines, Ontario: 8th Annual Social Impact Summit
- Cedar Coast Field Station, Vargas Island BC: Healing our West Coast
- 10 Virtual Café's on subjects including governance, stewardship, branding and strategic planning



Capital Projects

Working collaboratively with our clients and network, we contributed philanthropic capital to three projects in rural and remote communities.

To see the complete list of capital projects please visit our website. For purposes of this report we have included only the projects actively in construction or pre-construction in 2024.



CAPITAL PROJECTS ACTIVE IN CONSTRUCTION OR PRE-CONSTRUCTION IN 2024

Tsow Tun Le Lum Healing and Wellness Center, Duncan BC

Tsow Tun Le Lum means “House of Healing”. This community-driven facility provides holistic programs and services to support individuals on their journey to recovery from addiction and trauma. Guided by Indigenous teachings and spiritual beliefs, Tsow Tun Le Lum offers a safe and nurturing environment where people can reconnect with their cultural heritage while finding strength and healing.

CURRENT STATUS

Grand Opening, in January 2024. The capital contributions were made in previous years, we continued to contribute to program operations.

Nuxalk Nation Rediscovery Camp, Bella Coola BC

The current venue needs upgrades, improvements, and enlargement to adequately and safely support the community as hub for health and wellness and intergenerational learning.

CURRENT STATUS

In community consultation, with funding set aside.

Smithers Skate Park, Smithers BC

On a mission to improve the quality of life for Smithers families with an expansion of the original skate park (built in 1996) for all ages and abilities.

CURRENT STATUS

In final phases of completion of phase 2 of 3.



Staff

Tim Cormode • CEO

Ellen Henry • Director of Operations (Retired October 2024)

Sarah Glenn • Social Impact Lead

Lisa Stevens • Chief Creative Officer (March 2024)

Breanne Beckett • Operations Associate (September 2024)

Nicole Quast • Marketing Coordinator (Part Time, Temporary)

Shannon O'Reilly • Client Support Intern (Part Time, Temporary)

Board

Carla Matheson • Chair

Lindsay Hall • Treasurer

Tim Cormode • Director

Lisa Stevens • Director (ended February 2024)

Open Position (as of February 2024)

Professional Services

KPMG | **High Impact Labs** | **Roy Group** | **Jim Hayhurst**

OUR SINCERE THANKS TO EVERYONE IN THE POWER TO GIVE COMMUNITY WHO GAVE OF THEIR TIME AND TALENT TO HELP MAKE 2024 A PHENOMENAL YEAR:

17 Black Event Management

Aatif Baskanderi

Alessandro Vianelle, Vianello Hospitality

Breakwater Bistro

Canter Cellars

Canucks for Kids Fund and Michael Doyle

Chilly Ones

Claire Finch

Crystal and Sherin, Crust Bakery

Dallas Green

Dan Pallotta

Driftwood Brewery and Driftwood Spirits

Edery & Lord

Erica Chan Photography

Errin Massolin & Matthew Batery, Teatro Group

GFL Environmental Inc.

Greg Curtis

Hamilton Family Foundation, David Hamilton

Helicopters Without Borders, Danny Sitman

Hornitos

Irfhan Rawji

Jayce, Road Trip Cocktails

Jawl Properties

Jeff Jakobson, TD Asset Management

Jess Housty

Jess Taylor, Shuck Taylors

JP Green, Truffles Catering

Ken Chuan

Kevin Starr

Kim Hardy

Marilena Cafe

Matias Sallaberry, South Fire by Zambri's Media One, Video Production

Nathaniel Rateliff

Nimmo Bay Wilderness Resort, Fraser & Becky Murray

Northern Keep Vodka

Oak Bay Beach Hotel

Oliver Osoyoos Wine Country

Outway Socks

Overboard Ice Cream

Pacific Sands Beach Resort, Chris and Stephanie Nelson

Randy Bell, Kaleb Child and Tommy Child

Redbrick

Rifflandia Entertainment Company, Nick Blasko

Rowena Veylan

Ruth Whyte

Seaspan, Kyle Washington

Shelter Point Distillery

Silver Arrow Cars, Tim Q

Sparkmouth

Sue Matheson

Suzanne Simard

The Johnston Family

Tyson and Emma Barrie

Warren MacDonald

Wes & Brandy Schultz



"We're so proud to be supported by Power to Give and connected to their incredible network of charity partners and philanthropists. We've had a lot of great experiences together, and I've seen first hand their dedication to vibrant, connected communities. We are honoured to play a role in changing the lives of young artists at Sarah McLachlan School of Music through the support of Power to Give."

- Sarah McLachlan



"The Power to Give philosophy of relationship-based giving and collaborative networking spoke to me from day one. I'm proud that the Rick Hansen Foundation is included as one of their charity partners and grateful for the support that has been provided as we continue to set the bar higher."

- Rick Hansen





Powertogive.ca

We are a registered charitable foundation in Canada.

Our charity number is 806276721RR0001

Our mailing address is:

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Victoria, BC

V9C 4G3

We acknowledge with respect the Coast Salish people on whose traditional lands and waterways we live, learn and play.