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*Middle inset: Laurie Stovel, Moffat Family Council (left) with Meg Cameron, Kenora and Lake of the Woods Regional Community Foundation.
Bottom inset: Triple P.L.A.Y. program. All photos courtesy of Kenora and Lake of the Woods Regional Community Foundation.*

Giving beyond the Perimeter

Moffat Family Fund support extends beyond Winnipeg

When the Moffat family made their gift to The Winnipeg Foundation, they included provisions for a dozen communities – from Vancouver to Hamilton – where the former family business, Moffat Communications, operated.

Annually, these cities receive funds to support projects, determined at the local level, consistent with the Fund's mandate to benefit disadvantaged children and families. Where community foundations already existed, they have served as vehicles to allocate funds. In other cases, like Kenora, Ontario, the gift has inspired the creation of a community foundation.

"We'd talked about a community foundation for a number of years in the 90s, but there was never enough of an impetus," says Randy Seller, who is now chair of the grants committee and Vice-President of the Kenora and Lake of the Woods Regional Community Foundation. "When the Moffat family created the Fund and made it available to us, the City [of Kenora] was looking to find a group of individuals who could distribute the funds equitably. So that got us thinking about a community foundation."

"It [the Moffat family gift] was the catalyst," agrees Jack Martin, who, with Seller and others, helped establish the Foundation in 2003.

Over the past eight years, the Moffat Family Fund has provided the Foundation with nearly \$360,000, which it has distributed to approximately 40 organizations. One of those is the Minto Parent Child Resource Centre, where grant money has been used to provide meals and groceries to families in need.

"This money makes such a big difference in people's lives," says Karen Campbell, a resource worker at the Centre.

Barb Jackson oversees the Triple P.L.A.Y. (Positive Leisure Activities for Youth) program that provides sport opportunities for kids who would otherwise face economic and geographic barriers to participating. She also sees tangible benefits from the grants.

"When we get a grant from the Moffat family it means 150 more children can access the program," says Jackson.

In addition to providing money for immediate granting, the Moffat Family Fund has raised awareness of both local needs and the work of the community foundation, says Darlene McGillivray, the Foundation's Executive Director.

"The Fund has given us visibility and accessibility," says McGillivray. "All of a sudden, we had this windfall where we could distribute funds and then go out to donors and the corporate sector and say 'we already have the support of the Moffat Family Fund.'"



Over its eight years, the Foundation has seen impressive growth. Currently, it has assets of more than \$2.3 million, has hundreds of donors, holds 15 named funds benefiting a range of causes, and hosts a roster of annual events and programs.

Where grants from the Moffat Family Fund were once the only ones announced at the annual community celebration, they now account for less than half of the \$800,000 distributed by the Foundation since its inception.

"The fact that the Moffat family understood the power of endowments and created a lasting legacy has helped our community foundation get the meaning of endowments out into the community," says McGillivray. And it's inspiring other donors to follow suit.



In 2006, the Paterson family established a half million dollar endowment at the Foundation to support apprenticeships for First Nations youth. Other funds at the Foundation support the environment, health and literacy. Several local charitable organizations have also established endowments to help ensure their longevity.

The community foundation model of sustainability is a good fit in Kenora and its surrounding communities, where poverty, hunger and housing problems are entrenched.

"We're a small community wrestling with big issues," says Jack Martin. He adds that through volunteering with Triple P.L.A.Y. and working in local youth justice services he's seen first-hand the positive results of social programs for youth.

He adds that philanthropy's role has additional benefits for kids and families.

"Psychologically, it has a lot of impact," says Martin. "It builds a sense of community."

Out of town grants *at a glance*

In addition to Winnipeg, the Moffat Family Fund provides annual support to: Calgary, Dryden, Edmonton, Flin Flon, Fort Frances, Hamilton, Kenora, Moose Jaw, Prince Albert, The Pas, Thompson and Vancouver. Since 2002, the total granted to these communities is more than \$4.8 million, representing approximately 15% of the Fund's annual granting capacity.

Some recent grants include:

- *Support for a residential and counselling program for women and children fleeing family violence in Calgary,*
- *A skateboard park in Flin Flon,*
- *Development of a community garden to promote family activity and healthy eating in Fort Frances,*
- *A summer program for refugee and newcomer children in Moose Jaw, and*
- *Summer camp for children with learning disabilities in Prince Albert.*

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