

PHILANTHROPY

The Victoria Foundation & Black Press
Working Together – how philanthropy
shapes our community



From left to right: approximately 3,000 birds are banded by volunteers from the Rocky Point Bird Observatory each year; Olympian Simon Whitfield warms up runners participating in the Thrifty Foods Kids Run at the Victoria Marathon, the primary fundraiser for KidSport Greater Victoria; Helen Simpson, the late co-founder of the Family Caregivers Network, is seen here with her daughter Pat; amphibian biologist Kristiina Ovaska taking samples for the Salt Spring Island Conservancy (this photo by Robin Annschild). These four non-profit organizations are among 15 participating in the 75-Hour Giving Challenge Nov. 15 – 18.

Victoria Foundation to host 75-Hour Giving Challenge to support 15 local charities

It's a 75 for 75 event: in celebration of its 75th anniversary, the Victoria Foundation is putting up \$75,000 and hosting a 75-Hour Giving Challenge to help 15 local charities increase their endowment funds. For 75 hours starting on National Philanthropy Day, Nov. 15, all donations made to the foundation for any of these charities will be further supported through the Victoria Foundation's \$75,000 Challenge Fund.

While most people think of the Victoria Foundation as a charity that provides grants to non-profit organizations in the community (which it does via its Victoria Fund endowment), few realize the foundation also manages endowment funds on behalf of other registered charities. In fact, it manages 103 endowment funds for 73 registered charities, annually distributing earnings from these permanent funds to the organizations.

"These Hosted Organization Funds provide a consistent source of funding year after year for local charitable organizations," says Sandra Richardson, CEO of the Victoria Foundation. "It's a service that reduces costs and paperwork for the non-profits involved and – perhaps most impor-

tantly – it offers long-term stability for their funds."

To give a boost to the smallest of the funds, the 75-Hour Giving Challenge will support hosted organizations whose endowment funds were less than \$75,000 as of May 31 this year.

From 9 a.m. Nov. 15 to noon, Nov. 18, donors are encouraged to choose from the 15 participating charities and support their favourites by making gifts to the organizations' endowment funds. Based on how much is given to each fund during the challenge, the foundation will also make a gift of a pro-rated amount from the \$75,000 Challenge Fund.

Gifts can be made online through the Victoria Foundation's portal at CanadaHelps (see the "donate now" button at www.victoriafoundation.bc.ca). They can also be made directly to the Victoria Foundation by credit card or cheque as long as they are received during the challenge period. Publicly traded securities can also be accepted. See www.victoriafoundation.bc.ca for more information on the 75-Hour Giving Challenge.

Call 250-381-5532 for information.

Challenge Participants

The 15 eligible organizations that are rising to the 75-Hour Giving Challenge are:

Family Caregivers Network – Offers education, support and information to help keep family caregivers healthy in their caring roles.

Greater Victoria Dance Works Association – Produces an annual dance festival with three different components: competition, performance and master classes.

Horticulture Centre of the Pacific – Enriches the community by sharing the beauty and joy of gardening and by demonstrating the importance of plant diversity through education, demonstration, stewardship and community partnerships.

KidSport Greater Victoria – Ensure that kids from low-income families can participate in sports by assisting with registration fees for a "season of sport."

Pacific Centre Family Services Association – Provides education, counselling and creative program-

ming to encourage healthy patterns of living.

Pacific Salmon Foundation – Supports grassroots, volunteer and community-driven projects focused on the conservation and recovery of Pacific salmon.

Rocky Point Bird Observatory – Monitors bird populations and provides community education, public presentations and events such as International Migratory Bird Day.

Saanich Volunteer Services Society – Provides non-medical services that help Saanich residents live independently.

Salt Spring Island Conservancy – Helps the community preserve natural habitats on Salt Spring Island and in surrounding waters through public education and by holding conservation covenants.

Together Against Poverty Society – Provides free, face-to-face legal advocacy for people regarding income assistance, disability benefits and tenancy issues.

Victoria Cool Aid Society – Provides a wide range of services for

adults who are homeless or in need of help, including supported housing, emergency shelter, mental health and employment services, and the Downtown Community Centre.

Victoria Film Festival – Aims to expose youth and adults to a broad range of cultural, artistic and philosophical ideas and lifestyles through the presentation of film, video and new media.

Victoria READ Society – Helps children, youth and adults gain literacy and essential skills, including reading, writing and mathematics.

Victoria Women's Sexual Assault Centre – Provides services to assist individuals to heal from sexualized violence, including a 24-hour crisis line, criminal justice support, individual and group counseling, advocacy and outreach, and community education.

Victoria Women's Transition House – Provides emergency shelter services and counselling to abused women and their children.

You have 75 hours to make a difference, Victoria. Are you up for the challenge?

From 9:00 a.m. Nov. 15 to noon Nov. 18, you're invited to help celebrate the Victoria Foundation's 75th anniversary. We've put up a 75-thousand dollar challenge fund and when you donate to a participating charity your generosity gets a boost from the fund. What can we do together in 75 hours? Come on Victoria, let's rise to the challenge!

The Victoria Foundation: 75 years of connecting people who care with causes that matter.™
Learn more at www.victoriafoundation.bc.ca or call 250 381-5532



VICTORIA FOUNDATION
75 YEARS AND COUNTING

