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**Max Bell Foundation**  
**Annual Report 2015**

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# Max Bell Foundation Annual Report 2015

Since its creation in 1972 by the late Mr. George Maxwell Bell, Max Bell Foundation has made grants across Canada for a wide range of charitable purposes which benefit all Canadians.

In creating the Foundation, Max Bell charged the Board of Directors with managing the funds wisely, setting the Foundation's mission, and determining the fields in which grants would be made. These fields have changed over the years, and have included: media and journalism, physical fitness, sports, oceans and inland waters, the relationships of

Canada and Canadians with countries of the Asia Pacific region, veterinary science, health and health care, education, and stewardship of the environment.

While the particular fields of interest have evolved over the years, the primary purpose of Max Bell Foundation has remained the same. In contributing to Canadians and their communities, the Foundation has always sought to support innovative endeavors which encourage the development of human potential in pursuit of social, educational, and economic goals.

## DIRECTORS

Carolyn Hursh, *Chair*

Ken Marra, *Vice Chair*

Carol Hill

Brenda Eaton

Michael Wilson

Jim Gray

Professor Anthony Masi (until May 2015)

Dr. Christopher Manfredi (began September 2015)

## STAFF

David K. Elton, PhD *President*

Allan Northcott *Vice President*

Alida White *Administrator*

In our review process, Max Bell Foundation relies on input from anonymous experts. We thank them sincerely for their outstanding voluntary contributions, which are invaluable to our decision-making.

Max Bell Foundation's Auditors are Ernst & Young LLP, Chartered Accountants, 1000 - 440 2nd Avenue SW, Calgary AB T2P 5E9.

## MESSAGE FROM THE CHAIR AND PRESIDENT

**M**ax Bell's legacy has deep roots across Canada. We are surprised at how often, whether at a meeting or a conference or in some casual conversation, someone tells us about how their life was touched by Max Bell. Inevitably, the stories reflect Max's generosity and integrity. The many aspects of operating the Foundation that bears Max Bell's name are united by a common purpose: to reflect the spirit of the man. It is a privilege to embrace this purpose in partnership with the many creative and committed Canadians with whom we have worked in the past year.

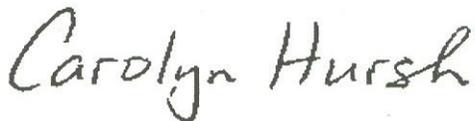
Max Bell Foundation's mission reflects the visionary approach Max himself took to his endeavors. We believe that great opportunity exists to improve Canadian society by approaching issues and concerns at the level of public policy. The scale and scope of many of the most pressing issues of our time require collective action for the public good. The decisions made by those who represent us all must be made under often challenging circumstances, yet they are decisions that profoundly impact our lives and our collective well being. We believe that bringing innovation and understanding to those

decisions is essential to improving the society we enjoy. In 2015, Max Bell Foundation invested more than \$1.84 million in grants to organizations who share this vision.

In 2015, Max Bell Foundation delivered its seventh Public Policy Training Institute (PPTI). The PPTI provides individuals with an opportunity to learn more about how engagement with public policy enhances the ability of the charities they represent to meet the needs of

Canadians. Nineteen leaders from Alberta's non-profit sector completed the PPTI between January and June.

Max Bell Foundation Chairperson, Carolyn Hursh, has announced that Dr. David Elton will retire as President of Max Bell Foundation as of December 31, 2016. He will continue on as special advisor to the Foundation. Mr. Allan Northcott will succeed Dr. Elton as President of the Foundation.



Carolyn Hursh  
Chairperson



David Elton, PhD  
President

## NEW GRANTS

The following new grants were initiated in 2015

### **C. D. Howe Institute**

*On Reserve Education after Bill C-33*

\$35,000 over 2 years

This research and communications project will develop and disseminate a series of recommendations for improving on-reserve Aboriginal and First Nations education using non-legislative, cooperative measures. The goal of the project is to provide forward momentum to stakeholders and policy leaders by helping to move the issue back onto the nation's priority list and by providing actionable, evidence-based recommendations.

### **Calgary Chamber of Voluntary Organizations**

*Video Production and Webinar*

\$5,000

This funding supported the creation of a video featuring the faculty of Max Bell Foundation's Public Policy Training Institute. It also helped support a webinar for charities interested in public policy advocacy.

### **Canada West Foundation**

*Research Centre Funding*

\$300,000 over 5 years

This funding will support program activities in the Natural Resources, Human Capital, and Trade and Investment research centres at Canada West Foundation. The Canada West Foundation undertakes high quality research and educates educating Canadians about innovative, evidence based, practical solution options to public problems.

### **Canadian Mental Health Association – Nova Scotia Division**

*Interprovincial Collaboration on Scaling Up Social and Emotional Learning*

*Programs in Atlantic Canada*

\$191,000 over 3 years

This project will scale an in-school social and emotional learning program across all four Atlantic provinces. Evidence based and research tested in-school programs improve emotional and social competencies among children and youth, reduce

aggression and behavior problems, and thereby improve the longer term prospects for participants.

### **Canadian Women's Foundation**

*Director's Donation*

\$5,000

### **Care Canada**

*Director's Donation*

\$2,500

### **CIVIX**

*Democracy Boot Camp*

\$80,000 over 8 months

Democracy Bootcamp is a professional learning conference for elementary and secondary school teachers designed to improve their capacity to deliver democratic engagement exercises and strengthen their commitment to civic education.

### **Dalhousie University – School of Health and Human Performance**

*Building on Successes and Learning from Challenges: A comprehensive evaluation of the school food and nutrition policy in Nova Scotia*

\$100,000 over 2 years

Childhood obesity remains a persistent problem in Canada, and nutrition in schools is an effective public policy intervention. This project will generate useful knowledge about how the Nova Scotia Food and Nutrition Policy can best be implemented in Nova Scotia's schools. The knowledge will be valuable as well for other jurisdictions wishing to improve the impacts of their own school Food and Nutrition Policies.

### **Fraser Institute**

*Founders' Award Dinner*

\$7,500

This grant supported a dinner honouring Mr. Fred Mannix and Mr. Ronald Mannix.

**Heart and Stroke Foundation of Alberta, Northwest Territories and Nunavut**  
*Director's Donation*

\$5,000

**Human Early Learning Partnership – University of British Columbia**  
*Enhancing the Social and Emotional Health and Well-Being of Canadian Children and Youth Through Monitoring and Community Engagement (Scaling the MDI)*

\$150,000 over 36 months

The Middle Years Development Instrument measures social and emotional development, connectedness, school experience, physical health and well-being, and the use of after-school time. The tool is in broad use across BC. This funding will support the addition of eight more sites across the country. The information gathered in this survey will be used for planning and policy decisions that affect the health and well-being of children and youth.

**Max Bell Foundation**  
[Public Policy Training Institute](#)

\$110,000

The eighth Public Policy Training Institute will be offered by Max Bell Foundation during 2016.

**McGill University – Department of Economics**  
*Eco-fiscal Commission on Alberta's Climate Policy*

\$4,000

This funding supported a panel discussion about the future of Alberta's climate policy and what it means for industry and consumers. The purpose of this event was to advance meaningful discussion with leaders of industry, government, and civil society.

**Miistakis Institute for the Rockies, Inc.**  
*Interprovincial Municipal Conservation Research Collaborative*

\$224,000 over 18 months

While Alberta municipalities' land use decisions have significant ecological implications, municipalities often struggle to obtain conservation policy support that is both useful and affordable. The goal of this project is to pilot test a crowd-sourced/crowd-funded research collaborative that will ensure that high quality,

impactful, usable knowledge about conservation and land use is made available to Alberta municipalities in an efficient and effective way.

### **Muttart Foundation**

*Consultation: "What Does the Sector Want?"*

\$7,500

The new federal government has explicitly said it will work with Canadian charities, and has indicated it wants to renew its relationship with the Canadian charitable sector. This consultation with 20 leaders from across Canada's charitable sector was intended to help develop a consensus response to the question: "what does the sector want?"

### **Pembina Foundation**

*Alberta Roundtable on the Economy and Environment*

\$7,500

This funding supported the Alberta Roundtable on the Economy and Environment, which gathered practitioners and strategic thinkers from inside and outside the province to assess environment and energy public policy opportunities. Senior representatives from industry, government, think tanks, environmental NGOs, labour groups, foundations, and First Nations groups attended.

### **Philanthropic Foundations Canada**

*Regulations and "Political Activities" by Canadian Charities*

\$5,000

This one-day meeting among the sector leaders provided an opportunity to exchange perspectives on how Canada's charitable sector might contribute to improving the regulatory regime related to "political activities."

### **Sage Hill Writing Experience Inc.**

*Director's Donation*

\$5,000

**Sheldon Kennedy Child Advocacy Centre**

*Project Planning for Training on Prevention and Treatment of Child Sexual Abuse*

\$15,000 over 3 months

This development grant supported refinement of a plan for a larger project intended to improve the knowledge base of practitioners and stakeholders about treatment and prevention of child sexual abuse.

**University of Calgary – Faculty of Nursing**

*CUPS One World Child Development Centre: Effects At Age 15 Following A Two-Generation Preschool Program*

\$26,811 over 3 years

This funding will support the extension (to age 15) of a longitudinal evaluation of a standardized program for vulnerable children and families that has been underway since the cohort was between the ages of 3 and 6. The project will contribute to the understandings among researchers and policy decision makers about the outcomes of early intervention programs – especially children of recent immigrants living in poverty.

**Victoria Hospice & Palliative Care Foundation**

*Director's Donation*

\$2,500

## ONGOING GRANTS

The Foundation continued the administration of the following grants during 2015

### **Alberta Children's Hospital**

#### *Supporting Self-Regulation at Age 3 (All Our Babies)*

\$375,000 over 3 years

Self-regulation is an essential part of child development and predicts success at school and in relationships with others. Self-regulation is exemplified in activities like waiting or taking your turn or following simple instructions. This project will determine how self-regulation can be encouraged before children reach school age.

### **Alberta Land Institute – University of Alberta**

#### *Analysis of Values to Inform Agricultural Land Use Policy*

\$50,000 over 36 months

This 36 month research, engagement, and communication project will inform agricultural land use policies in Alberta and other jurisdictions confronting issues of multiple land use pressures.

### **C. D. Howe Institute**

#### *Commentaries on Healthcare Policy Reform*

\$97,750 over 18 months

This research and communication project will draw the attention of policy decision makers, stakeholders, and engaged Canadians to a set of issues and policy solutions in healthcare policy.

### **Canada West Foundation**

#### *Bright Light: Promising Practices for Improving Urban Energy Systems*

\$95,000 over 10 months

This project will identify and share success stories from seven western Canadian cities that have undertaken demand-side energy strategies. The project sets out to establish the approaches used in cities, where the bulk of energy consumption occurs, to reduce energy demands in western Canada.

## **Canada West Foundation**

*Invest in the West*

\$300,000 over 3 years

Canada West Foundation will create three public policy research centres that will tackle three of the most important issues affecting western Canada's long-term prosperity: natural resource development; human capital; and trade and investment.

## **Canadian Institute for Advanced Research**

[Bio-inspired Solar Energy](#)

\$400,000 over five years

This new program will take lessons from biological systems to efficiently harvest the energy of the sun, and apply those lessons to create dramatically improved solar technologies. The new approach promises to provide plentiful energy while reducing the need for fossil fuels and limiting the damage caused by global warming.

## **Canadian Institute for Advanced Research**

[Successful Societies](#)

\$350,000 over five years

This program will build on earlier research to assess social resilience and the ways communities have faced social problems over the past thirty years. The project will result in a book that will look at the phenomenon of social resilience, understood broadly as the factors that condition how well societies, communities, and individuals respond to a range of social, economic, and political challenges to improve well-being over time.

## **Centre for Study of Learning and Performance**

[Emerging Literacy in Mathematics](#)

\$12,500 over 18 months

This education software development project will improve numerical literacy among Canadian students. The ultimate goal is to increase numerical proficiency of children, increase the number of students who might choose a STEM career, decrease mathematics anxiety, and increase math achievement. It will do so by developing and disseminating an evidence-based software tool that supplements

current curricula, informs teacher practice, and provides online materials for parents to use with their children at home.

**Concordia University – Centre for the Study of Learning and Performance**

[Inquiry Strategies for the Information Society in the Twenty-first Century](#)

\$300,000 over 36 months

This project involves the development, piloting and dissemination of enhancements to an innovative online educational software tool called *Inquiry Strategies for the Information Society in the Twenty-First Century (ISIS-21)*. This tool promotes critical thinking, self-regulation, reading comprehension, and writing.

**Conference Board of Canada**

[Developing a National Strategy for Skills and Post-Secondary Education](#)

\$75,000 over 10 months

This research and communication project is part of a larger, five-year initiative intended to develop and operationalize a *Skills and Post Secondary Education Strategy for Canada* that will place us on a competitive footing with other nations. The overall initiative has a budget of approximately five million over five years.

**Institute for Work and Health**

[Addressing Essential Skills Gaps in an Occupational Health and Safety Training Program](#)

\$173,000 over 24 months

This pilot program will assess and communicate to stakeholders whether embedding essential skills training in occupational health and safety training improves safety and other skills related outcomes. The ultimate goal is to inform the delivery of occupational health and safety training more broadly, contributing to improvements in overall company performance, improvements in skills and worker motivation, and improved health and safety for workers.

### **Macdonald Laurier Institute**

#### *Fostering Aboriginal Environmental Stewardship in Natural Resource Development*

\$60,000 over 18 months

This research and communication project will improve the ability of key stakeholders to implement best practices in environmental assessment and management.

### **Max Bell Foundation**

*Senior Fellow: Roger Gibbins*

\$111,000 over 18 months

In his role as Senior Fellow, Dr. Roger Gibbins will undertake an overview of the charitable sector's engagement with the public policy process.

### **McGill University**

#### *Spreading Inpatient Work Redesign to Improve Quality of Care and Work Environments*

\$251,286 over 30 months

This project is designed to test “spread strategies” to achieve larger organizational impacts of patient engagement changes in eight hospital units, including an adult teaching hospital, pediatric hospital and community hospital.

### **McGill University - Department of Psychiatry**

#### *Dissemination of Creative Expression Programs for Multiethnic Schools, Phase 2*

\$202,060 over 24 months

This training program is intended to improve the mental health outcomes of a large number of immigrant and refugee children. This project will introduce creative expression therapies into schools that improve expression of emotions, problem solving and conflict resolution skills through play and art. It will provide teachers with a multimedia training kit in creative expression therapy that includes continuous supervision and support.

### **McGill University - Faculty of Agriculture and Environmental Sciences**

*Water Quality Assessment Framework for a Safe Food System*

\$346,500 over 36 months

In order to ensure that microbial contamination does not undermine the health of Canada's food supply, policies must be implemented to actively prevent contamination in the field and to meet market expectations in terms of food safety. The purpose of this project is to develop a system for monitoring irrigation water in the Canadian Food Safety System.

### **McGill University - Faculty of Education**

*Schools where all Children Learn to Read*

\$200,000 over 24 months

This research and demonstration project will generate data concerning the Response to Intervention (RtI) approach to literacy instruction that then will be used to mobilize knowledge to inform public policy. The RtI approach measures literacy learning beginning in the early elementary school years. It favours frequent and early testing because evidence suggests that early identification and intervention is more likely to affect positive learning outcomes later in life.

### **McGill University - Lady Davis institute for medical research at the Jewish General Hospital**

*Caring for the Caregiver: A Service for Family Caregivers of Cancer Patients*

\$179,900 over 36 months

This three-year volunteer training, development, and pilot testing project is intended to help volunteers address the unmet needs of family caregivers who are caring for family members at the end of life. The intent of the training and subsequent service program is to reduce the burden on family caregivers, thereby improving their quality of life and health.

### **McGill University - School of Communication**

*A Service Delivery model to better Support Young Adults with Autism Spectrum Disorders in the Transition from School to Community*

\$154,300 over 36 months

This project aims to produce a feasible model that policy makers can use to establish transition and social inclusion programs for people with Autism Spectrum Disorder (ASD). People living with ASD require key supports with skill

instruction, real-life social communication, self-determination and problem solving in order to transition from school to community living.

### **McGill University**

#### *Canada's Ecofiscal Commission*

\$331,000 over 36 months

This research, communication, and outreach project will increase the likelihood that the suite of policy tools related to Ecological Fiscal Reform will be deployed in Canada.

### **Samara**

#### *Democracy Talks – Phase Two*

\$162,000 over two years

This citizen engagement, research, and communications project will improve the democratic engagement of newcomers to Canada and Canadian youth, as well as inform the ways in which governments and NGOs work to improve democratic engagement.

### **Social Research and Demonstration Project**

#### *Long Term Impacts of Supporting Students Leaving High School to Apply to Post-Secondary Education*

\$53,012 over 7 months

This evaluation project will extend by two years the one-year evaluation of an intervention called *Life After High School*, which is intended to “nudge” high school students into applying for post-secondary enrolment following high school completion.

### **University of Calgary**

#### **Calgary Urban Project Society (CUPS)**

#### *Prenatal to Three Program Evaluation Project*

\$200,000 over 48 months

This evaluation and knowledge dissemination project will improve policy and programming, primarily in Alberta, in a number of sectors including child welfare, health, education, social assistance, and housing.

## **Sustainable Prosperity**

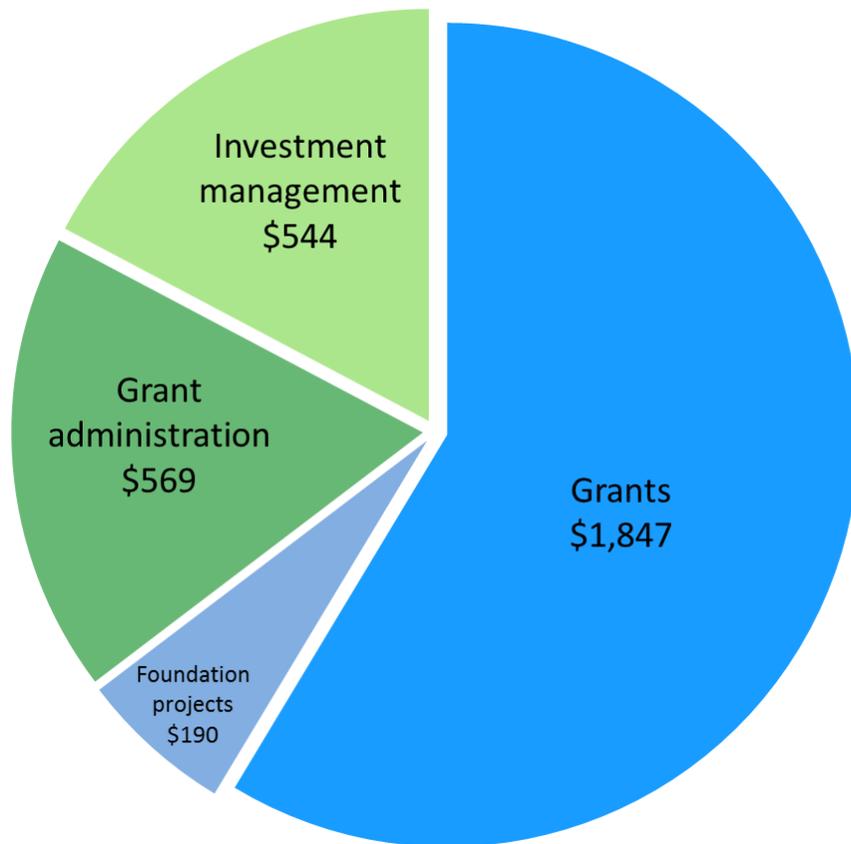
*The Green Economy: A Transformational Policy Change*

\$225,000 over 18 months

The purpose of this project is to demonstrate that environmental progress need not come at an economic cost. A Sustainable Prosperity Framework for Canada will accelerate progress on specific policy reforms across a range of environment-economy issues. This project will result in a framework outlining not only carbon and climate change recommendations, but other natural capital management strategies ranging from wood to mineral use strategies and technological innovations aimed at reducing pollution and waste.

## FINANCIAL REPORT

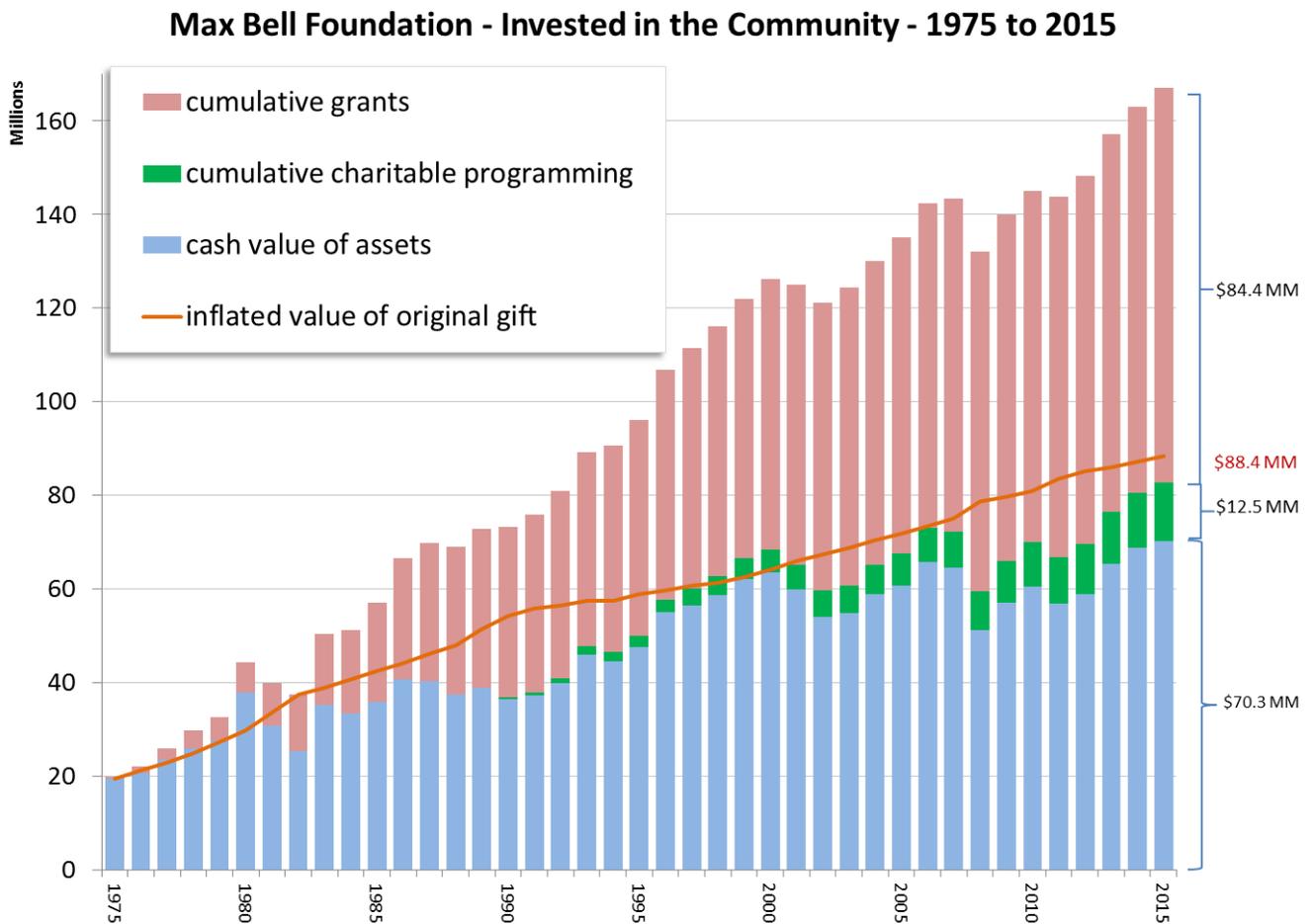
In 2015, Max Bell Foundation made disbursements for grants totaling \$1.85 million, and undertook charitable projects costing \$190,000. Combined, these account for 65% of the annual total expenditure of \$3.15 million.



2015 Expenditures (000s)

During calendar 2015, the Foundation’s investments funded the disbursement categories above and, in addition, the asset base grew from \$68.7 MM to \$70.3 million. Had the growth of the Foundation’s asset base kept pace with inflation since 1974, it would be valued at \$88.4 million at the end of 2015.

Since the Foundation’s inception, it has invested \$84.4 million in grants to improve Canadian society, and has invested \$12. million in identifying, helping develop, and administering those grants as well as directly delivering charitable programs.



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Max Bell Foundation  
Suite 380 - 1201 5<sup>th</sup> Avenue S.W.  
Calgary, Alberta  
T2R 0Y6  
Canada  
Tel 403-215-7310  
Fax 403-215-7319  
[www.maxbell.org](http://www.maxbell.org)