



Places to give: at home and abroad

CESO leverages the expertise of Canadian professionals to build capacity in First Nations communities



Among its efforts to foster socio-economic development, CESO is increasing its reach into more western First Nations, Métis and Inuit communities. PHOTO: ISTOCKPHOTO.COM

In addition to a number of international assignments, CESO volunteers are working with First Nations partners across the country to help them achieve economic independence, marketable skill sets and successful entrepreneurship, says Patrick Kelly, vice president, National Services, CESO.

With 3,000 volunteers, 30 staff members, and a lean and efficiently run administration, CESO is an organization that exemplifies Canadian values, says Mr. Kelly. "Many volunteers donate to CESO, and some make bequests."

Mr. Kelly, a descendant of the Sto'lo Nation, says CESO intends to increase its reach into more western First Nations, Métis and

Inuit communities.

CESO volunteers have worked alongside over 40,000 Aboriginal client and partner entrepreneurs, band and tribal councils, non-status, Métis and Inuit communities since 1969.

"We get a lot of calls from Aboriginal communities for help," he notes. "Matching the skills of our volunteers, who have backgrounds in engineering, banking, accounting and administration, with the client's needs is important – the client wants to know they can get the job done."

"First Nations chiefs readily identify the capacity of their members to do business with corporate partners – and also that that Canadian First Nations need help with that."

WWFC Tiger Program addresses the poverty and other human issues that drive hunting and habitat destruction



Asia's tiger population has earned an ally in the World Wildlife Fund, which is now helping defend the species. PHOTO: NATUREPL.COM/EDWIN GIESBERS/WWF

"Tigers are on the verge of extinction in the wild, and the World Wildlife Fund has launched an urgent campaign to save them," says Ernie Cooper, director, TRAFFIC and Wildlife Trade, WWF-Canada.

"There are only about 3,200 tigers left in the wild," says Mr. Cooper. "Tigers are critical to the health of Asian ecosystems. As a keystone predator, they significantly impact the types and numbers of other species in their environment. To lose tigers would have devastating consequences on the health of the ecosystems they live in."

Mr. Cooper also notes the love of tigers as a symbol. "Everyone in every

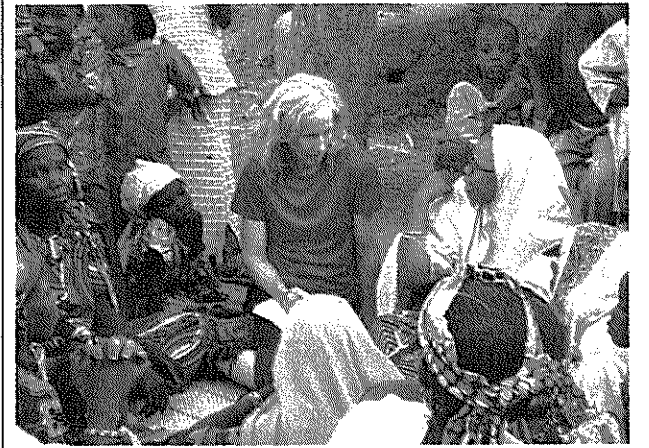
culture knows what a tiger is – if we can't save them, what does that say about our ability to save the rest of the planet?"

The campaign, aiming to double wild tiger numbers by 2022, is complex, Mr. Cooper notes.

"We need to ensure that tiger range states work together on anti-poaching enforcement and on combating illegal trade. We need to ensure that tigers have the habitat they need, and most importantly, we need to respond to the poverty and other human issues that drive the killing of tigers."

To donate, please go to WWE.ca and click on the donate button.

CUSO volunteers support long-term solutions in 34 countries



Ellen Woodley (centre) is a CUSO-VSO volunteer working on the 'Building Nigeria's Response to Climate Change' project. PHOTO: CUSO

Volunteering for international development is no longer just for the young, increasingly drawing from people of all ages with skills to share in developing countries, says Sean Kelly, head of communications for CUSO-VSO.

Today, the average age of a CUSO-VSO volunteer is 41, and 59 per cent are women.

"But we don't place volunteers just to do a job," says Mr. Kelly. "They pass on experience. Teachers work with local educators to improve skills. Doctors train local health workers. It's about long-term solutions."

"The key is collaboration. Our volunteers live at the heart of the community where they serve, on a similar salary and in the same

type of housing as their local co-workers."

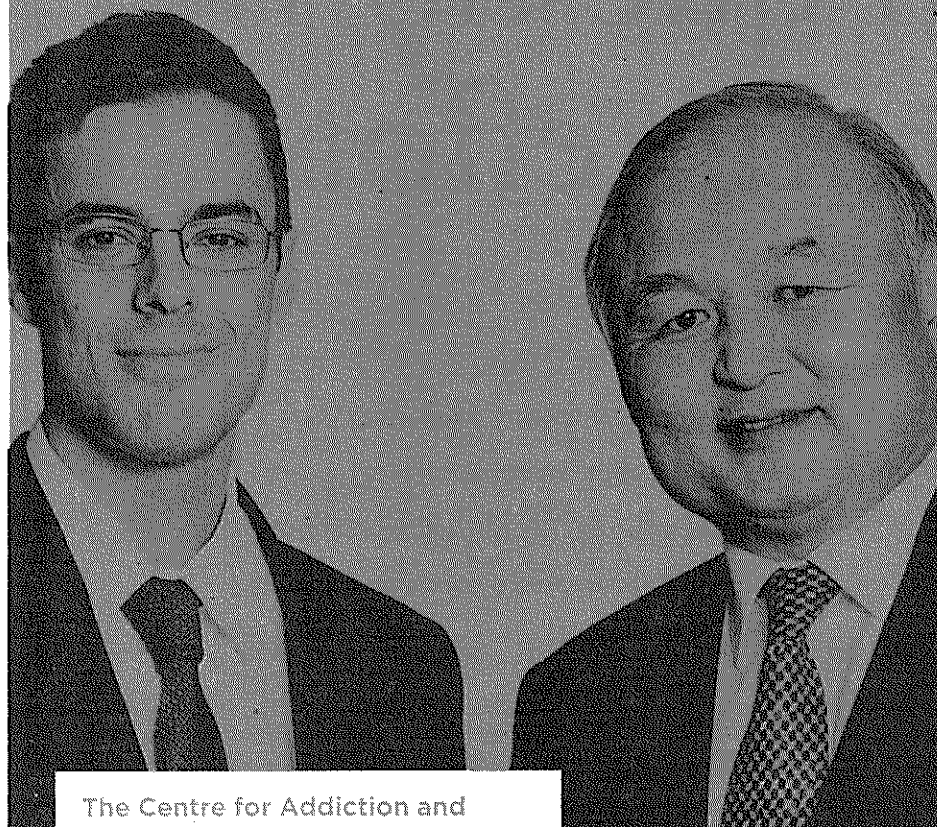
There are benefits for the volunteers' home country too, says Mr. Kelly. "Returning volunteers bring home a new global outlook important in our interconnected world."

CUSO moved beyond its university roots in the 1980s and later merged with VSO Canada (Volunteer Services Overseas) to extend its reach to over 40 countries. The organization turns 50 in 2011.

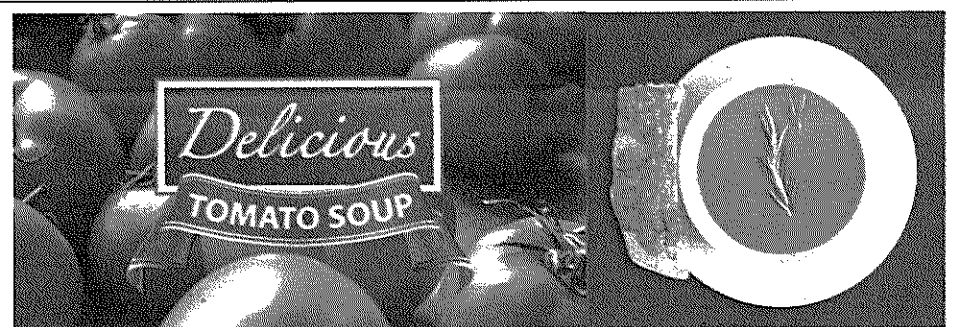
"CUSO and VSO had both shifted from service to solidarity," Mr. Kelly says, "and the amalgamation meant lower administration costs. We can send more volunteers abroad."

Last year, CUSO-VSO placed 225 volunteers in 34 countries.

THERE'S A NAME FOR PEOPLE WHO ARE HELPING BUILD A NEW KIND OF HOSPITAL. VISIONARY.



The Centre for Addiction and



With your donation a sense of dignity is within reach.



per cent of men income and three hours of volunteer work

[in Canada give much less [in percentage of income terms] than



Most charitable donations come from just 10 per cent of Canadians, who give 60 per cent of all financial gifts and 52 per cent of volunteer hours; only one in four tax returns has a charitable donation receipt attached. GIV3 is working to change that by helping Canadians achieve their own giving goals. PHOTO: SUPPLIED

places to give

THE UNIVERSITY OF GUELPH is ranked as one of Canada's top comprehensive universities because of its commitment to student learning and innovative research.

The university community shares a profound sense of social responsibility, an obligation to address global issues and a concern for international development.

The University of Guelph recently launched The BetterPlanet Project, an ambitious plan to help improve the quality of life here and around the world. This \$200-million fundraising campaign aims to help build human capacity and a strategy for accelerating innovation.

To find out more about how you can get involved, visit thebetterplanetproject.ca.

Canadian is wealthier than the average American, Canadians

places to give

LIONS FOUNDATION OF CANADA trains five types of Dog Guides to assist Canadians with disabilities in the areas of mobility, safety and independence. The foundation does not receive any government funding yet provides each Dog Guide at no cost to qualified applicants.

- Canine Vision Dog Guides** - for people who are blind or visually impaired
- Hearing Ear Dog Guides** - for people who are deaf or hard-of-hearing
- Special Skills Dog Guides** - for people with a medical or physical disability
- Seizure Response Dog Guides** - for people with epilepsy
- Autism Assistance Dog Guides** - for children with autism

To learn more, please call 1.800.768.3030 or visit dogguides.com.

which would mean an additional billion dollars each year going to the charitable sector, says Mr. Rosenbaum. "Our focus is on small, achievable changes in behaviour that can have an immense effect."

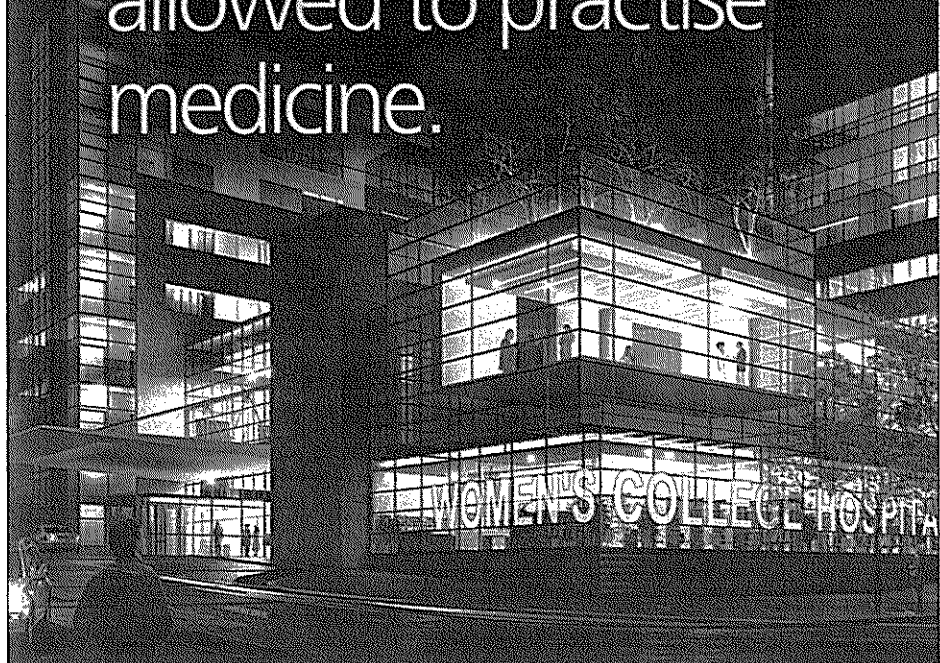
Through partnership with over 100 national charities, a number that continues to grow, GIV3 assists organizations in achieving their fundraising goals through co-promotional strategies that inform and inspire.

Creating awareness is the key to inspiring values-aligned behaviour, says Mr. Rosenbaum. "We know that when individuals consider their giving behaviour, they tend to give more. We're helping people achieve their own giving goals."

"As a proud Canadian, I felt a bit embarrassed when I learned how our charitable giving compares to that of Americans," says John Hallward, GIV3's founder. "I know Canadians to be caring, generous people, but when it comes to our behaviour, we have room to improve. Philanthropy is a learned thing. Our aim is to invite everyone to go to bed at night with a big smile on their face, knowing they made a difference to a starving person, a homeless person or an elderly person."

"No matter how bad your day is, when you know you helped somebody else, you feel good about yourself. We'd like all Canadians to have that opportunity."

One of the biggest things to happen to women's health care since women were allowed to practise medicine.



100 years ago, medically trained women were not welcome to practise medicine in a hospital, so we built a hospital where they were. A great deal has changed in this century, but our spirit of trailblazing has remained, and will be perhaps more alive than ever within our new state-of-the-art hospital.

Designed unlike any other, it will be built not around in-patient wards and bedrooms, but around specialized clinics, centres and surgical suites that combine treatment, care and education. We're creating a hospital that helps women and their families prevent and manage their diseases and conditions so that they can live healthier and more independent lives. In short, our new hospital is designed to keep people out of hospital.

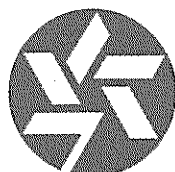
Join us in this innovative project. Learn how you can invest in the future of health care for all women and their families at womenscollegehospitalfoundation.ca


WOMEN'S COLLEGE
HOSPITAL FOUNDATION
Health care for women REVOLUTIONIZED

What do you look for in a charitable organization?

positive relationships
experience results
commitment influence
accountability
resourcefulness
success
leadership

For more than 40 years CESO has delivered over 46,000 initiatives across Canada and abroad in the areas of social and economic development, governance, youth and environment. Through the dedication of nearly 3,000 volunteers, we have provided businesses with the knowledge and skills necessary to help build more solid and sustainable foundations for growth.



CESO | SACO

Consider CESO your partner in fulfilling your corporate and personal philanthropic commitments.

Support CESO. Donate. Volunteer. Partner.

CONTACT:
Jason Laing, Volunteer Recruitment Manager, at jlaing@ceso-saco.com to volunteer.
Ryan Blackwell, Corporate Relations Manager, at rblackwell@ceso-saco.com to donate or to become a corporate partner.

 Canadian International Development Agency  Agence canadienne de développement international  Indian and Northern Affairs Canada  Affaires indiennes et du Nord Canada

CESO acknowledges the financial support of the Government of Canada provided through the Canadian International Development Agency (CIDA) and Indian and Northern Affairs Canada (INAC).

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