

Investing in Canada's Future



**ANNUAL PHILANTHROPIC GOAL:
\$1.5 MILLION**

Canada's future prosperity depends on the well-being of its children today.

Yet millions of children in Canada are growing up facing serious threats to their health, safety, and survival—including a youth mental health crisis, rising poverty, online harms, and the devastating impacts of abuse and neglect.

Despite being one of the wealthiest countries in the world, Canada ranks 67th on the global Child Rights Index due to lagging indicators on children's wellbeing. This highlights the urgent need for coordinated national leadership and action to improve outcomes for children and youth.



Children First Canada is working to change this by building a country where every child is seen, heard, and empowered—and where their rights to childhood are protected.

Ensuring that every child has the best possible start in life is not only a moral imperative—it is one of the most important investments Canada can make to future-proof our society, our economy, and our democracy. When children are able to reach their full potential, communities thrive, innovation flourishes, and nations prosper.

Through groundbreaking research such as the **Raising Canada report**, national advocacy initiatives like the **Countdown for Kids** for online safety, and youth leadership programs including the **Young Canadians' Parliament** and **Being, Belonging, Becoming**, Children First Canada is mobilizing a national movement to ensure that every child is **seen, heard, and supported to thrive**.

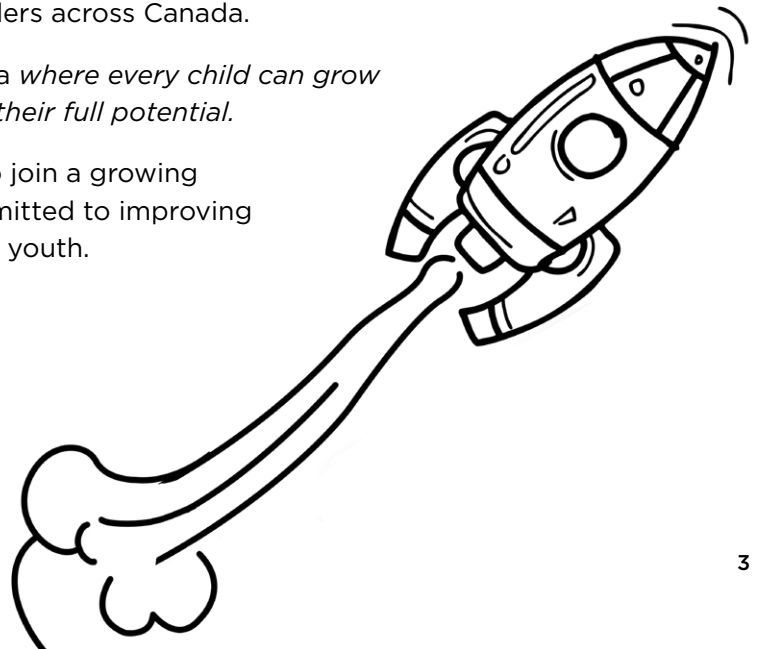
Our work brings together young people, parents, educators, researchers, health care practitioners, policymakers, and the private sector to develop evidence-based solutions and empower the next generation of changemakers. At the heart of this work is a commitment to ensuring that children have a meaningful say in the decisions that affect their lives—and that they are supported to help lead the change.

Philanthropic partners play a vital role in advancing this work. Their support helps elevate youth voices, strengthen research, influence systemic change, and mobilize Canadians to build a brighter future for the next generation.

Achieving this vision requires sustained philanthropic investment. Children First Canada is seeking to raise \$1.5 million annually to advance research, strengthen advocacy efforts, and empower youth leaders across Canada.

Together, we are working to build a Canada *where every child can grow up safe, healthy, and empowered to reach their full potential*.

Children First Canada invites supporters to join a growing community of philanthropic partners committed to improving the lives of Canada's 8 million children and youth.





Ways to Invest in Canada's Children

Supporters can participate in this work in a number of ways — through the **Friends of Children First Canada Annual Fund, leadership gifts, corporate partnerships, foundation grants, or legacy commitments.** Each investment helps strengthen Children First Canada's research, advocacy, and youth empowerment programs and ensures that children's voices remain at the centre of national decision-making.

Scaling Impact through Partnerships with Government

Children First Canada works closely with government partners to advance policies and programs that improve the well-being of children at scale. Our work has contributed to major national initiatives, including the introduction of a \$1 billion National School Food Program and the advancement of legislation such as the Online Safety Act to create a safer digital world, demonstrating how collaborative efforts between civil society and government can drive systemic change for millions of children.

Government partnerships also play an important role in funding key initiatives, such as programs like the **Young Canadians' Parliament** and the **SDG Accelerator**, which promote meaningful civic engagement on issues affecting children and youth. Public investment in these initiatives can often be **matched and leveraged through philanthropic support**, enabling Children First Canada to expand our reach, deepen our impact, and deliver programs at a national scale.

Philanthropic investment complements government partnerships by providing the flexibility to accelerate innovation, amplify youth voices, and respond quickly to emerging threats to childhood. Together, public and philanthropic funding create a powerful model that allows Children First Canada to mobilize resources, scale solutions, and drive meaningful improvements in the lives of children and youth across the country.





Philanthropic Leadership and Collective Action

Ensuring that every child in Canada can grow up safe, healthy, and empowered to reach their full potential requires leadership from across society.

Philanthropic partners enable Children First Canada to strengthen national research, influence public policy, mobilize public awareness, and support youth leadership initiatives that are shaping the future of childhood in Canada.

Children First Canada is seeking to mobilize **\$1.5 million annually in philanthropic investment to advance this work.**

Supporters can contribute through individual leadership gifts, corporate partnerships, foundation grants, legacy commitments, and through philanthropic leadership circles that bring together communities of supporters committed to advancing the wellbeing and rights of children across Canada.

Together, these philanthropic investments help build a national movement ensuring that every child is seen, heard, and supported to thrive.

How your support creates impact

Philanthropic support enables Children First Canada to advance its core program areas, including:

- National research and reporting (Raising Canada)
- Policy and advocacy initiatives
- Youth leadership and engagement programs
- Public awareness campaigns

Annual philanthropic support provides the flexible funding needed to sustain and grow these efforts, and to respond to emerging issues affecting children and youth across Canada.



A Community of Champions for Children

Children First Canada recognizes philanthropic partners through the **Champions for Children investment framework**, which reflects different levels of philanthropic leadership and engagement.

Supporters may participate at a range of levels depending on their philanthropic goals and interests, helping to advance research, advocacy, and youth leadership initiatives across Canada.

Visionary Leaders

INVESTMENTS OF \$100,000+

Visionary Leaders are transformational philanthropic partners who make significant investments to advance Children First Canada's national priorities and long-term impact.

Future Builders

INVESTMENTS OF \$50,000 – \$99,999

Future Builders are visionary philanthropists who make transformational investments to advance Children First Canada's national research, advocacy, and youth leadership initiatives. Their leadership helps drive catalytic change and ensures that children's well-being remains a national priority.

Future Builders may be recognized through opportunities to engage with national conversations about the future of childhood in Canada, including briefings, leadership events, and recognition in Children First Canada publications where appropriate.

Changemakers

INVESTMENTS OF \$10,000 – \$49,999

Changemakers are committed partners who help expand Children First Canada's impact by supporting research, policy influence, and youth empowerment initiatives. Their investment helps educate, inspire, and empower the next generation of leaders.

Changemakers may receive updates highlighting the impact of Children First Canada's work and invitations to events and conversations with leaders working to improve the lives of children across Canada.

Friends of Children First Canada

ANNUAL FUND | ANNUAL, MONTHLY, AND RENEWED GIFTS UP TO \$9,999

Friends of Children First Canada is the organization's annual fund—a community of donors whose gifts sustain Children First Canada's work throughout the year. These flexible gifts support research, advocacy, youth leadership, and public awareness efforts, and allow the organization to respond to emerging issues affecting children and youth across Canada.

Legacy for Children

A legacy gift to Children First Canada is an investment in the future of our country. By including Children First Canada in your estate plans, you help ensure that generations of children grow up in a nation where their voices are heard, their rights are protected, and their potential is fully realized. Legacy gifts create lasting change—supporting research, advocacy, and youth leadership for years to come and helping build a Canada where every child can thrive.

Legacy supporters may be recognized through legacy communications and impact updates, with opportunities to learn how their generosity is helping shape a better future for children across Canada.

Legacy gifts provide an opportunity to support Children First Canada's long-term sustainability and future impact.

Philanthropic Leadership Circles

In addition to the investment opportunities outlined above, Children First Canada is developing philanthropic leadership circles that bring together communities of supporters who share a commitment to advancing the wellbeing and rights of children across Canada.

Members participate through philanthropic contributions within the Champions for Children investment framework while connecting with others who are passionate about building a better future for the next generation.



Every Woman for Every Child Circle

Every Woman for Every Child brings together women leaders, mothers, grandmothers, caregivers, and advocates across Canada who are committed to protecting children's well-being, defending their rights, and building a better future for the next generation.

Through philanthropy, advocacy, and community leadership, women are united in building a stronger future for Canada's children.

Youth Ambassador Giving Circle

Children First Canada believes that young people must be active participants in shaping the decisions that affect their lives. The motto *nothing for children without children* guides our work.

The **Youth Ambassador Giving Circle** empowers young leaders across Canada to raise awareness about issues affecting children and youth while mobilizing their communities to support Children First Canada's mission.

Through storytelling, advocacy, and peer-to-peer fundraising, youth ambassadors amplify the voices of young people and inspire their communities to support a stronger future for Canada's children.

Together, We Can Future-Proof Canada

Together, these philanthropic partnerships help advance research, accelerate policy solutions that result in systemic change, and empower young people to shape a better future for children across Canada.

Investing in children is one of the most powerful ways to future-proof Canada. When children are given the opportunity to grow up safe, healthy, educated, and empowered, they become the innovators, leaders, and citizens who will shape the future of our country.

By investing in children today, we are strengthening our communities, building a more resilient economy, and ensuring that Canada becomes a place where every child can thrive.

To learn more about making a philanthropic investment or to discuss partnership opportunities, please contact Sara Austin, Founder & CEO, Children First Canada: saustin@childrenfirstcanada.com or visit childrenfirstcanada.org/donate.

**The future belongs
to Canada's children.**

**Together, we can ensure
they are seen, heard, and
empowered to lead.**



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