

# Partners

August 2021

## Philanthropy done right

### The CMA Foundation's support for family medicine goes beyond grant funding

When the COVID-19 pandemic reached our shores, the Canadian Medical Association (CMA) Foundation acted quickly to respond to critical health care challenges. The CMA Foundation, the charitable arm of the CMA, provides impactful charitable giving that furthers excellence in health care. In spring 2020 the CMA Foundation generously granted the Foundation for Advancing Family Medicine (FAFM) \$5 million to fund practice-based research to combat the pandemic. This gave the FAFM the impetus to launch the COVID-19 Pandemic Response and Impact Grant (Co-RIG) Program, which targeted innovations aiming to maximize the effectiveness of patient care and initiatives that address long-term challenges related to the pandemic.

The CMA Foundation's support of family medicine went beyond their generous donation, with collaborative efforts that included the participation of its Executive Director in the Co-RIG Steering Committee – Phase I and Phase II. It is this level of engagement in the FAFM's cause and this responsiveness to family medicine's call to action that define philanthropy done right.

"We recognized that Canada's physicians and health care providers were responding to COVID-19 in a challenging environment where

resources were scarce, and many unknowns affected their daily work. We wanted to do whatever we could to help," says Alison Forestell, Executive Director, CMA Foundation. "Approaching funding collaboratively is crucial to effect meaningful change in health care. We're pleased to have contributed through funding, steering committee participation, and providing in-kind support."



**Alison Forestell**

Executive Director, CMA Foundation

## Introducing Trailblazers, an elite community of donors

Every year during Family Medicine Forum, the FAFM and the College of Family Physicians of Canada honour family medicine champions for their inspiring leadership qualities and extraordinary dedication. So, we asked ourselves: How can we harness the qualities of our champions to benefit future generations of family doctors? Enter Trailblazers, a community of leaders created by invitation that includes recipients of

major FAFM awards brought together by their engagement in the FAFM's work and their desire to be the "shoulders" on which others will stand.

Trailblazers will advise the FAFM on how to expand opportunities for new generations of family physicians to advance their training or create new knowledge in innovative areas of family medicine.

## Community values

On May 19th corporate supporters of the FAFM joined us in celebrating Family Doctor Day. Along with their generous contributions, our friends at Halmyre, Scotiabank, MD Financial Management Inc., Fable, 1st Choice Staffing Ltd., and others expressed their appreciation of family physicians with their statements or through their social media accounts. We recognize their generosity and, most of all, their gratitude for the work of all family physicians. Learn more about our corporate supporters at <https://fafm.cfpc.ca/2021-corporate-giving-campaign>.

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“This year especially—but really every day—it is a point of pride to show our support and thank family physicians for our well-being and for seeing a healthier future ahead for all in society.”

—Christine Saunders,  
President and CEO, Halmyre

“We believe family medicine plays a vital role in the health and wellness of our communities. This is why MD Financial Management and Scotiabank are privileged to support the well-being of family physicians.”

—Daniel Labonté,  
President and CEO, MD Financial  
Management

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