

Partners

Spring 2021

Welcome to the first issue of our new *Partners* newsletter!

This refreshed version of the Foundation for Advancing Family Medicine (FAFM)'s newsletter turns the spotlight on what connects our initiatives and the support of our members and donors to the College of Family Physicians of Canada (CFPC)'s key priorities.

After a phase of self-reflection, the FAFM has renewed its focus on addressing the strategic goals of the CFPC and has retooled to achieve its mission. Through *Partners*, we want to tell you about it while dispelling antiquated notions about philanthropy and shedding light on the FAFM's current and future role in advancing family medicine.

We are guided in our endeavours by our community of colleagues, partners, and volunteer leaders, all of whom contribute to enhancing the FAFM's responsiveness to the challenges that affect family physicians and patient communities. We look forward to engaging in dialogues with you on our shared vision to advance family medicine. Stay tuned!

Claudia Zuccato Ria, Executive Director, FAFM

Who we are

The Annual Meeting of Members in November 2020 marked a changing of the guard at the FAFM.

Dr. Marie-Dominique Beaulieu, whose dynamic leadership of the FAFM Board saw the organization through significant changes over the past two years, completed her term, along with member-at-large **Dr. Peter Newbery** and CFPC President **Dr. Shirley Schipper**.

Dr. Jeanette Boyd stepped into the role of Board Chair, joined by Vice-Chair **Tom Berekoff**. **Dr. Roch Bernier** has renewed his term in the new position of Honorary **Secretary-Treasurer**.

Dr. Catherine Cervin joined in as the new CFPC President, and we welcomed **Dr. Frank Martino** and **Dr. Ali Damji** as newly elected members-at-large.

The FAFM's 2020–2021 Board Directors are:

Dr. Jeanette Boyd, Chair of the Board

Tom Berekoff, Vice-Chair

Dr. Roch Bernier, Honorary Secretary-Treasurer

Dr. Catherine Cervin, CFPC President

Dr. Ali Damji

Dr. Francine Lemire, CFPC Executive Director and CEO

Dr. Frank Martino

Dr. Pierre-Paul Tellier

Suja Suntharalingham

The following staff members support the FAFM Board:

Claudia Zuccato Ria, Executive Director
Elena Anufrieva, Administrative Coordinator
Belinda Chun, Development Specialist
Sonia Oleskevych, Co-RIG Grant Administrator
Nancy Wallace, Assistant Manager (interim),
Honours and Awards Program

Giving matters

We are seeing health system priorities evolve, and this evolution has been accelerated somewhat by the challenges the world is facing today. While adapting to this new reality has been a struggle at times, we proudly acknowledge the resilience of the family medicine community in these difficult and dynamic times. The FAFM is proud to support the family physicians of today and tomorrow in your pursuit of excellence in patient care, research, and education.

This year the FAFM community rallied its resolve and commitment, and with your generous contributions we have raised \$100,000 to meet the 2020 FAFM Giving Campaign goal!

These funds support initiatives such as family medicine research; education to prepare the next generation of family doctors to be effective in their roles; initiatives that aim to advance family medicine worldwide through transformative international partnerships; and programs to support physicians' lifelong learning.

Thank you for your generosity!

Philanthropy done right

How Scotiabank and MD Financial's charitable contributions enable the FAFM to serve family physicians better

Champion. Advocate. Donor. Supporter. There are many ways to identify those who contribute to a charitable initiative, just as there are many ways to support a cause. Ultimately, the intentions behind the gifts define those who make them. When their purpose and the charity's mandate align, philanthropy works best. In other words, it's about why we give and how we direct our charitable dollars.

On the subject of the philanthropic engagement of the FAFM's donor community, our long-term supporter Scotiabank is a good example. The FAFM, and consequently the community of family physicians we serve, has been the recipient of Scotiabank's—and more recently of Scotiabank and MD Financial's, or Scotiabank-MD's—charitable contributions for more than two decades. Their philanthropic investment has supported Canadian and international family medicine initiatives and research grants; it has helped sustain major awards celebrated at the CFPC's annual Family Medicine Forum, including Canada's Family Physicians of the Year Awards and scholarships for medical students and family medicine residents; it has contributed to the development of continuing professional development resources; and much more.

How should we describe Scotiabank-MD's history of contributions to family medicine? Some would say that corporate giving is a means to a business end. Granted, corporations often identify the recipients of their charitable

giving within the communities they seek to engage as customers. But when that is all that directs the engagement, the arc of the corporate donor-recipient relationship tends to last a few years at most and address a narrow sliver of corporate priorities.

In contrast, over more than 20 years, Scotiabank-MD's philanthropic dollars, in addition to their sponsorships, have addressed, with multi-year agreements, priority areas identified by CFPC members and by the FAFM. When we spoke with Scotiabank-MD about family medicine's emerging needs, they listened. And when they asked us what we needed, we answered. The result has been a relationship that has lasted for nearly a whole generation and has welcomed and celebrated many cohorts of newly minted family physicians.

The most influential philanthropic engagement can also address emerging needs, such as the challenges the COVID-19 pandemic has presented. Many corporations, among other funders, have mobilized to offer support. Scotiabank-MD responded by creating a partnership with the Canadian Medical Association to invest significantly in physician support across all specialties. The FAFM received \$600,000 for two additional pandemic-related programs the CFPC is implementing: the Physician Wellness+ Initiative to be developed over four years to address the wellness needs of family doctors and medical learners, and the creation and deployment of new COVID-19-related learning resources.

And our philanthropic engagement continues; as this article was being written, the FAFM was putting the final touches on a Scotiabank-MD-funded \$10,000 grant for CFPC member-led initiatives that address issues racialized patient communities are facing.

In the dynamic philanthropic environment in which we operate, funds matter, of course, but funds alone are not enough. Progress depends on the capacity and stability of our philanthropic relationships, with both our generous individual donors and our corporate partners who are committed to supporting family medicine through the CFPC's and the FAFM's strategic initiatives. There is room at the table for more long-standing, inspired philanthropic partners to help us support family physicians in providing care to everyone in Canada and improving lives.

COVID-19 Pandemic Response and Impact Grant Program

Phase II of the COVID-19 Pandemic Response and Impact Grant (Co-RIG) program launched in January 2021. **We received more than 100 diverse registrations** in the pre-application phase of the program, with \$3 million in funding available. Funded initiatives will be announced in June 2021. Thank you, CMA Foundation, for supporting this initiative!

Honours and Awards Program

The 2021 Honours and Awards Program is well under way. Applications and nominations have been received, and our reviewers are busy evaluating the submissions. The complete list of award recipients will be posted on the FAFM website in August and they will be recognized during Family Medicine Forum in November.

We asked Scotiabank and MD Financial employees: “What does family medicine mean to you?”

Click below to watch the video.



Five questions with ...

Daniel Labonté, President and CEO, MD Financial Management, and **Alex Besharat**, Executive Vice President, Canadian Wealth Management, Scotiabank, about their commitment to supporting family medicine.

1. Why do you support family medicine?

Family medicine has a positive impact on the health and wellness of the communities MD Financial Management (MD) and Scotiabank are committed to, including those of our employees and their families. We believe the well-being of family physicians is crucial to society as a whole and it is a true privilege to support the FAFM and the CFPC in helping your members meet the health care needs of their patients.

2. What is your philanthropic vision, and how does your support of family medicine fit into it?

We are committed to making a positive difference in the communities where we do business. Family medicine aligns with our vision because we believe that family physicians play a vital role in serving all Canadians and the communities in which they live.

3. How do you see your philanthropic activity evolving given the COVID-19 pandemic and the post-pandemic future?

We continue to target our support toward what is most important to physicians and what will have the greatest impact on them now and in the future. Throughout the pandemic, Scotiabank, MD, and the Canadian Medical Association (CMA) responded quickly to the needs of physicians, including the provision of \$15 million to fund physician wellness initiatives and \$4.6 million in COVID-19 relief funding. This assistance was distributed to provincial and territorial medical associations, national and provincial specialty societies, and representative groups rooted in the medical community, allowing funds to get where they were most needed more efficiently.

Physician wellness and burnout are areas of ongoing concern. We are currently working with the CMA to evaluate future needs and provision strategies to address burnout and support physician wellness.

4. Reflecting on the future impact of your philanthropic support of the FAFM and the CFPC, what are your key goals?

Supporting and nurturing the discipline of family medicine. We want to have a positive impact on your members and are firm in our belief that the FAFM and the CFPC are best suited to providing guidance on where funding should be targeted.

5. What is the vision that Scotiabank and MD share with the FAFM and the CFPC?

A healthy, vibrant community of Canadian family physicians that meets the evolving health care needs of Canadians.

MD Financial Management provides financial products and services, the MD Family of Funds, and investment counselling services through the MD Group of Companies. For a detailed list of these companies please visit <https://mdm.ca/md-financial-management>.

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