



# *The Book of Life*

**A Fusion of Performance  
and Philanthropy**

**Thursday, March 4, 2010**

6:30 p.m.

Royal Ontario Museum

100 Queen's Park

Toronto

Cocktails

Dinner

TopGun Presentations

Lazarus Charity Presentations

Live Auction

Entertainment

Dancing

Black Tie

## A CHRISTMAS STORY

Thirty years ago in early December, I met for a quiet lunch with some of my partners to contemplate the usual, annual, empty ritual, namely the dreaded company Christmas party! Three of us, all Catholics, were depressed by the upcoming spectacle. That year had been a terrible year and we had no extra cash or enthusiasm for a hollow celebration. On the second glass of wine, we rebelled unanimously. The Christmas party was off! What would we do instead? Given our moods, it was decided that little, if anything, would make us feel better. Then the inevitable... "there are lots of people worse off than us". Why not do something to help others? So who was worse off than us and what could we do to help them? While there were countless people who needed help and uplifting, we didn't really know who they were and how to reach them. As we meditated on this, the conversation began to light up with all kinds of ideas. In fact, there were so many ideas to look into, and causes to investigate, that we completely forgot about our meager funds. It was as if the desire to do something had multiplied our resources.

How could we get the most value to the end user? Which charitable organizations really delivered? Which were bureaucracies? Who had a handle on the best answers to social problems? What causes were the most important?

The next move was obvious. We would split up some cash amongst our employees and friends and ask them to seek out the best causes they could find and gather together for a dinner at which they would share the story behind what they did with the money. We agreed there would be no restraints on any basis - all religious and secular causes chosen by our friends were 'in'.

The education has been spectacular, the dinners have been inspirational, to say the least, and we couldn't have imagined how much could be done with so little money when the right people chose to put it into the right hands. We now call these efforts the Lazarus project.



**Brendan Wood**  
Chairman

## The TopGun Black Tie Ball 2010 Emcees

### Andrew Bell Berman's Call, Commodities, SqueezePlay



A native of Dublin, Ireland, Andrew Bell worked as an investment reporter and editor with *The Globe and Mail* for 12 years prior to joining BNN. Bell is a keen student of investing idiocy and corporate blunders, relishing the opportunity to examine stocks and mutual funds. Bell gives his blunt, well-researched assessment on the hot stocks of the day and takes viewers through the detailed numbers while asking experts the tough questions, giving viewers the hard truth about personal investing. Bell is the author of *Mutual Funds for Canadians for Dummies*.

### Kim Parlee SqueezePlay



Kim Parlee joined BNN during its infancy in 2001 and has worked as anchor, markets editor and technology reporter at the network. Parlee launched her journalism career at CBC Newsworld, but her in-depth knowledge of business evolved from working in finance at a number of blue-chip companies in Canada and abroad. Following that, she taught marketing at Dalhousie University, and helped start a technology venture capital company in Toronto. Parlee holds a commerce degree from the University of Guelph, an International MBA from York University and has done post-graduate work at IESA, one of South America's top business schools located in Caracas, Venezuela.

## Song and Prayer from Uganda

Uuuuu..... Uuuuu..... TopGuns  
Uuuuu..... Uuuuu..... ya hay yeah  
Lord, Lord, Lord  
Lord we are really grateful before you  
We are thankful for the Canadians  
As they are going to have their dinner  
It's our prayer that you bless it  
Sing Hosanna, Sing Hosanna  
To the king  
Amen

Father in the name of Jesus  
We humble ourselves before you  
Here at Nikibasika  
We pray that you give a blessing  
To the food and drink  
That the Canadians are going to take  
in the name of Jesus  
Amen



## TopGun Hall of Fame Lifetime Achievement Award Recipients

### HAROLD M. WOLKIN

Harold M. Wolkin is both a professional and front line executive. From August 1983 until his retirement in January 2008, Mr. Wolkin was employed with BMO Capital Markets, serving as the Managing Director, Diversified Industries, Investment and Corporate Banking. He returned to the industry in 2009 and is currently Executive Vice-President and Head of Investment Banking at Dundee Security Corporation.



Mr. Wolkin received his B.A. from York University in 1975, his M.A. from the University of Toronto in 1976 and became a member of the Chartered Financial Analyst Institute in 1980. Mr. Wolkin was a director of Brighter Minds Media Inc. (formerly Road Runner Capital Corporation), a TSX Venture Exchange listed company, from November 2004 to February 2008. He is President of the board, The Miles Nadal Jewish Community Centre.

### L. JACQUES MÉNARD, O.C.

Chairman of BMO Nesbitt Burns and President of BMO Financial Group, Quebec. Mr. Ménard is currently a director of the Montreal Heart Institute, the Montreal Symphony Orchestra, the Montreal Alouettes, Claridge Inc., the Institute for Research on Public Policy and the Trudeau Foundation. He acts as Deputy Chancellor of Concordia University and sits on the Advisory Board of Glendon College at York University.



He chaired the Task Force on the Sustainability of the Québec Health Care and Social Services System, established by the Québec Government in 2004 to identify the funding needs for health and social services in Québec in the coming years and decades and to propose appropriate measures.

He published a first book in 2008, “Si on s’y mettait”... that outlines a series of proposals to ensure Québec’s future growth. In the wake of this book, he established the “Groupe d’action sur la persévérance et la réussite scolaires”, comprised of 28 representatives from various fields, which released its action plan “Savoir pour pouvoir” in March 2009. Mr. Ménard subsequently published a book on the topic of high school perseverance “Beyond the Numbers... a Matter of the Heart”.

In June 2009, Mr. Ménard joined the Task Force on Financial Literacy as Co-Chair. This group was established to help create a coherent national strategy to support initiatives across Canada to improve financial education. He recently joined the Task Force on Competitiveness, Productivity and Economic Progress established by the Rotman School of Management of the University of Toronto.

In 2009, Mr. Ménard was one of the four recipients of the annual Public Policy Forum Testimonial Awards and was recognized as a Great Montrealer by the Board of Trade of Metropolitan Montreal. Mr. Ménard life long career in fundraising and public service is in itself a TopGun performance apart from his extraordinary business achievements.

Mr. Ménard is a graduate of the University of Western Ontario (M.B.A. 1970), Loyola College of Montréal (B. Comm. Hon. Econ. 1967) and College Ste-Marie (B.A. 1966). He is an Officer of the Order of Canada.

## **BRIAN WALSH**

Mr. Walsh is the founder and Managing Partner of Saguenay Capital LLC (and its sister company Qvan Capital LLC), a money management and investment advisory company, a position that he has held since January of 2001.

Mr. Walsh has over 30 years of investment banking, international capital markets and investment management experience. Mr. Walsh had a long career at Bankers Trust culminating with his appointment as Co-Head of Global Investment Banking and as a member of the Management Committee.

Previous to that position, Mr. Walsh served as Chairman of Bankers Trust International where he ran the global derivative business, which followed his position as President of BT Bank of Canada. After leaving Bankers Trust in 1996, Mr. Walsh focused solely on investment management, first working with Tommy Taylor to manage money for such notable clients as the Bass Family of Fort Worth, Texas and a major Canadian pension fund, followed by his setting up his own hedge fund management operation, Veritas Capital Management, prior to Saguenay.

Mr. Walsh serves on the Board of Directors of both the Great West Life and Annuity Insurance Company and Putnam Investments Inc., is the Chairman of Mountain Asset Management (investment firm owned by Great West Life) and serves on the International Advisory Board of HEC (Ecole des Hautes Etudes Commerciales).

He received a Bachelor of Arts degree and a Masters of Business Administration from Queen's University, Kingston, Ontario, Canada. Mr. Walsh is married with four children.



## **BRIAN JASON STECK (1946-2009)**

Known for his unparalleled integrity, insatiable curiosity and generosity of spirit, Brian Steck led a distinguished life and career as a pivotal leader in the Canadian financial, philanthropic and Jewish communities. He leaves behind his wife Donna Steck (McKinley), his beloved son, Stephen Steck and daughter-in-law Tammy Hesketh, his beloved son, Ethan Steck, and his loving mother, Lottie Steck.

A native to Montreal, Mr. Steck attended Sir George Williams University where he received his Bachelor of Commerce in 1968. He went on to the University of Pennsylvania's Wharton School of Business where he earned his MBA in Finance in 1970. Recognized as one of Bay Street's first Jewish executives, Mr. Steck became CEO of Nesbitt Thomson & Company Limited and all subsidiaries in 1987 and Chairman in 1990. He was then appointed Vice-Chairman of the Bank of Montreal in 1992.

He remained Chairman and CEO after merging Nesbitt Thomson and Burns Fry until his retirement from both Nesbitt Burns and Bank of Montreal on December 31, 1999. Most recently, Mr. Steck was President of St. Andrews Financial Corp., as well as a board member and an advisor for numerous North American organizations including Purolator Courier, Harris Private Bank, Investment Technologies Group Inc., Dundee Precious Metals Inc. and the Canadian Medical Association Holding Company (CMAH).

Mr. Steck's unique leadership skills, insights and attributes were particularly praised and recognized by his colleagues, peers and competitors resulting in his election as Chairman of the Investment Dealers Association of Canada, the Canadian Securities Institute and the Canadian District of the Securities Industry Association of America. Mr. Steck is also a past Governor of the Toronto Stock Exchange. Mr. Steck's business philosophy was well known to all whom had the privilege of working alongside him: 'To succeed you do not require a brilliant strategy, just a good one. The requisite is



brilliant execution. Mr. Steck was a firm believer that the difference between mediocrity and success was performing the last five percent of the job with the same degree of intensity as the first five percent, a discipline that he carried over to his charitable and community activities over the years.

Mr. Steck was truly honoured to serve as Chairman of the North York General Hospital, Chairman of the NYGH Foundation and President of the Canadian Society for the Weizmann Institute of Science. He maintained board positions with the Ontario Arts Council Foundation, the Ontario Cultural Attractions Fund, and the Canadian Friends of Simon Wiesenthal Centre.

Regardless of the arena, Mr. Steck was the ultimate competitor, a former pitcher for the Pittsburgh Pirate's Minor League Franchise and a man, who even in his sixties, could hit a golf ball three hundred yards. Mr. Steck would insist that all those who knew and loved him celebrate his life and accomplishments. Mr. Steck enjoyed the last years of his life at his home in Boca Raton, Florida.

Mr. Steck passed away on November 6, 2009 at his home in Boca Raton with his family by his side after his heroic battle against Leukemia finally came to an end. He is deeply missed by his loving family, devoted and loyal friends and many close business colleagues.



## **TopGun Lazarus Partners Hall of Fame Lifetime Achievement Award Outstanding Contribution to Charity Recipient**

### **GARRETT HERMAN**

Mr. Herman joined LOM in 1990, following an extensive career with Merrill Lynch Canada. While at Merrill, he held a number of progressive positions including Manager of Institutional Equity and Research, Executive Vice President, and Chief Administrative Officer, as well as Member of the Board of Directors.



As a Senior Vice President and Director for the Equity Division at Merrill, he was responsible for all Institutional Sales and Trading, Research, Syndication and Capital Commitment. Mr. Herman was a member of the Consular Corps of Ontario.

Mr. Herman is also a past President of the Canadian Sri Lanka Business Council and is the immediate past Honorary Consul for the People's Republic of Bangladesh.

Together with Jacques Lamarre of SNC Lavalin, Garrett co-chaired the ad-hoc committee on Private Public Partnership in Infrastructure, sponsored by Industry Canada. He also co-chaired the PPI conference entitled "Winning in Global Infrastructure Markets",



sponsored by Industry Canada. Mr. Herman is a Corporate Director of Gedex Inc. Garrett was Chairman of the Annual LOM Gala and Auction to benefit the Multiple Sclerosis Society of Canada, an event started in 1994 (15 years).

Mr. Herman is a Director-at-Large of the Multiple Sclerosis Society of Canada and a Director of the MS Scientific Research Foundation. Garrett also holds positions as Chairman of the Charles Darwin Foundation of Canada and a Director of Grapes for Humanity.

About 16 years ago Mr. Herman and the firm of LOM gathered to celebrate the retirement of a good friend and colleague Bruce Grinton, a LOM trader that had been battling MS for years. The event was so successful in raising funds for the cause that Mr. Herman quickly turned it into an annual gala. What started as a small retirement party has now become a highly anticipated Bay Street event.

Over the years Mr. Herman with the help of attendees, company partnerships and firm employees have single handedly raised several million dollars for MS research and have continued the legacy of a man who lost his battle to MS all too soon.



## Investment Banking & Institutional Equity Team Awards

### Bank of America Merrill Lynch

TopGun Investment Banking Team  
High Yield Bonds - All Caps - Silver Class

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### BMO Capital Markets

TopGun Investment Banking Teams  
TopGun Investment Banking – Mid & Small Caps – Gold Class  
Metals & Mining – All Caps – Gold Class  
Metals & Mining – Small & Mid Caps – Platinum Class  
Oil & Gas – Small & Mid Caps – Platinum Class  
Real Estate – All Caps – Gold Class  
Equity Underwriting – All Caps – Silver Class  
Equity Underwriting – Small & Mid Caps – Silver Class  
M&A – Small & Mid Caps – Gold Class  
Investment Grade Loans – All Caps – Gold Class  
High Yield Loans – All Caps – Platinum Class

TopGun Institutional Equity Teams  
Institutional Equity Team – All Caps – Silver Class  
Research Team – All Caps – Platinum Class  
Trading Team – All Caps – Gold Class

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## **Canaccord Adams**

### **TopGun Investment Banking Team**

Metals and Mining – Small & Mid Caps – Silver Class

### **TopGun Institutional Equity Team**

Sales Team – Small & Mid Caps – Gold Class

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## **CIBC World Markets**

### **TopGun Investment Banking Teams**

TopGun Investment Banking – All Caps – Gold Class

TopGun Investment Banking – Small & Mid Caps – Silver Class

Oil & Gas – All Caps – Gold Class

FIG – All Caps – Platinum Class

Industrials – All Caps – Silver Class

Special Sits – All Caps – Platinum Class

Equity Underwriting – All Caps – Gold Class

M&A – All Caps – Platinum Class

M&A – Small & Mid Caps – Silver Class

### **TopGun Institutional Equity Teams**

TopGun Institutional Equity Team – All Caps – Platinum Class

Trading Team – All Caps – Platinum Class

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## **Citigroup**

### **TopGun Investment Banking Team**

High Yield Bonds – All Caps – Gold Class

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## **Cormark Securities**

### **TopGun Institutional Equity Teams**

Institutional Equity Team – Small & Mid Caps – Gold Class

Research Team – Small & Mid Caps – Platinum Class

## **Credit Suisse**

### **TopGun Investment Banking Team**

High Yield Bonds – All Caps – Silver Class

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## **GMP Securities**

### **TopGun Investment Banking Teams**

Metals & Mining – Small & Mid Caps – Gold Class

Oil & Gas- Small & Mid Caps – Gold Class

Equity Underwriting – Small & Mid Caps – Gold Class

### **TopGun Institutional Equity Teams**

TopGun Institutional Equity Team – Small & Mid Caps – Platinum Class

Sales Team – All Caps – Platinum Class

Sales Team – Small & Mid Caps – Platinum Class

Trading Team – Small & Mid Caps – Platinum Class

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## **Goldman Sachs**

### **TopGun Investment Banking Team**

FIG – All Caps – Gold Class

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## **JP Morgan**

### **TopGun Investment Banking Team**

High Yield Bonds – All Caps – Platinum Class

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## **Macquarie Bank**

### **TopGun Investment Banking Teams**

Oil & Gas – Small & Mid Caps – Silver Class

M&A – All Caps – Silver Class

M&A – Small & Mid Caps – Platinum Class

### **TopGun Institutional Equity Team**

Research Team – Small & Mid Caps – Silver Class

## **National Bank Financial**

### **TopGun Institutional Equity Team**

Trading Team – Small & Mid Caps – Silver Class

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## **Paradigm Capital**

### **TopGun Institutional Equity Team**

Research Team – Small & Mid Caps – Gold Class

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## **Raymond James**

### **TopGun Institutional Equity Teams**

Institutional Equity Team – Small & Mid Caps – Silver Class

Sales Team – Small & Mid Caps – Silver Class

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## **RBC Capital Markets**

### **TopGun Investment Banking Teams**

TopGun Investment Banking – All Caps – Platinum Class

TopGun Investment Banking – Small & Mid Caps – Platinum Class

Metals & Mining – All Caps – Platinum Class

Oil & Gas – All Caps – Platinum Class

Real Estate – All Caps – Platinum Class

Industrials – All Caps – Platinum Class

Special Sits – All Caps – Gold Class

Equity Underwriting – All Caps – Platinum Class

Equity Underwriting – Small & Mid Caps – Platinum Class

M&A – All Caps – Gold Class

M&A – Small & Mid Caps – Silver Class

Investment Grade Bonds – All Caps – Platinum Class

Investment Grade Loans – All Caps – Platinum Class

High Yield Loans – All Caps – Silver Class

### **TopGun Institutional Equity Teams**

Sales Team – All Caps – Gold Class

Trading Team – Small & Mid Caps – Gold Class

## **Scotia Capital**

### **TopGun Investment Banking Teams**

Metals and Mining – All Caps – Silver Class

Investment Grade Bonds – All Caps – Silver Class

### **TopGun Institutional Equity Team**

Research Team – All Caps – Silver Class

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## **TD Securities**

### **TopGun Investment Banking Teams**

TopGun Investment Banking – All Caps – Silver Class

Oil & Gas – All Caps – Silver Class

Oil & Gas – Small & Mid Caps – Silver Class

FIG – All Caps – Silver Class

Real Estate – All Caps – Silver Class

Industrials – All Caps – Gold Class

Special Sits – All Caps – Silver Class

Investment Grade Bonds – All Caps – Gold Class

Investment Grade Loans – All Caps – Silver Class

High Yield Loans – All Caps – Gold Class

### **TopGun Institutional Equity Teams**

TopGun Institutional Equity Team – All Caps – Gold Class

Research Team – All Caps – Gold Class

Sales Team – All Caps – Gold Class

Trading Team – All Caps – Silver Class





## Corporate Team Awards

### **Agnico-Eagle Mines Limited**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO  
TopGun Board of Directors

### **Barrick Gold Corporation**

TopGun Corporation – Shareholder Confidence

### **Boardwalk Real Estate Investment Trust**

TopGun Rising Star Company – Shareholder Confidence

### **Bonavista Energy Trust Ltd.**

TopGun Rising Star Company – Shareholder Confidence

### **Brookfield Properties**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO

### **Canadian National Railway**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO  
TopGun Board of Directors

### **Canadian Natural Resources Ltd.**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO  
TopGun Board of Directors

### **Crescent Point Energy Trust**

TopGun Corporation – Shareholder Confidence  
TopGun CFO  
TopGun Board of Directors

### **Dollarama**

TopGun Rising Star Company – Shareholder Confidence

### **Eldorado Gold Corporation**

TopGun Rising Star Company – Shareholder Confidence

### **Enbridge Inc.**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO  
TopGun Board of Directors

### **Encana**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO  
TopGun Board of Directors

### **Goldcorp Inc.**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun Board of Directors

### **Kinross Gold Corporation**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO

### **Niko Resources**

TopGun Corporation – Shareholder Confidence  
TopGun Board of Directors

### **Potash Corporation of Saskatchewan Inc.**

TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO  
TopGun Board of Directors

**Red Back Mining Inc.**  
TopGun Rising Star Company – Shareholder Confidence

**Research in Motion**  
TopGun Corporation – Shareholder Confidence  
TopGun CEO

**Riocan Real Estate Investment Trust**  
TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun CFO  
TopGun Board of Directors

**Rogers Communications**  
TopGun Corporation – Shareholder Confidence

**Royal Bank of Canada**  
TopGun Corporation – Shareholder Confidence

**Shaw Communications**  
TopGun Corporation – Shareholder Confidence

**Shoppers Drug Mart Corp.**  
TopGun Corporation – Shareholder Confidence  
TopGun CEO  
TopGun Board of Directors

**Silver Wheaton Corporation**  
TopGun Rising Star Company – Shareholder Confidence

**Suncor Energy**  
TopGun Corporation – Shareholder Confidence

**TD Bank Financial Group**  
TopGun Corporation – Shareholder Confidence  
TopGun CEO

**TransCanada Corporation**  
TopGun Corporation – Shareholder Confidence



# Asset Management Team Awards

**Caisse de dépôt et placement du Québec**  
TopGun Asset Management Team

**Goodman and Company Investment Counsel**  
TopGun Asset Management Team

**RBC Asset Management**  
TopGun Asset Management Team

**Sentry Select**  
TopGun Asset Management Team

# Lazarus Partners

## CREDO

The Lazarus Partners concept was introduced over 29 years ago by Brendan Wood International. Inspired by Christmas, the first Lazarus project and those which have followed have consistently united the professional skills and relationships of Brendan Wood International with the humanitarians who define outperformance.

Lazarus Partners engages volunteers amongst our employees and friends, seeking out humanitarian organizations who view those they serve as “clients” and treat their benefactors as “investors”. Lazarus looks for effective and innovative solutions to underlying causes rather than those who treat the symptoms alone.

Lazarus Partners celebrates and promotes transparent accountability and seeks out humanitarians who provide the highest possible percentage and value of the funding dollar directly to the recipient/client and whose volunteerism is equally outstanding.

Finally, Lazarus acts as the “Voice of the Client” in a world of faceless, voiceless and powerless recipients too often seen and treated as “charity cases”.

Lazarus is especially sensitive and responsive to organizations who take it upon themselves to confront danger in treacherous theatres of operation with courage and faith. Lazarus believes that one of the fundamental financial disciplines guiding charity is the vow of poverty and treats religious organizations adhering to this virtue accordingly.

Over the years, Lazarus Partners has enlisted the moral and financial support of more than 1000 volunteers comprised of Brendan Wood International partners, employees, clients, advisors, families and

friends. We have invested considerably and worked hard, never to perfection, and never without fault. The challenge is great and in many ways we have only just begun.

## THE TREE OF LIFE

This theme captures Lazarus Partners aspirations in our third decade of giving. Having developed effective disciplines for choosing high performance charities over the years, we have identified dynamic roots in the tree of life. These root organizations yield a harvest of “saved lives”. Our goal is to maximize the level of our giving and add as many new clients as we can to the number of precious lives it is our privilege to serve.

## LAZARUS CHARITIES CORE SELECTION CRITERIA

The criteria used by our team to single out an organization to be supported by Lazarus Partners are:

### **1. TANGIBLE DELIVERABLES**

Delivery of precise quantifiable services and products to its clients. Exactly what does the charitable organization deliver and to whom? Precisely how many people are served monthly and what is the unit cost of each deliverable?

### **2. COMPETITIVENESS - EFFICIENCY OF THE DELIVERY SYSTEM**

Does the organization achieve results in an effective operating methodology? This includes such benchmarks as the ratio of human energy to results, adjusted for the conditions in the charity’s operating theatre.

### **3. COMPETITIVENESS - FINANCIAL EFFICIENCY**

Does the organization achieve results with an efficient ratio of dollars invested versus achievement/benchmarks? Are the organization’s financial goals and policies wise and objective? Above all is there a verifiable discipline and planned management of money based upon results for clients?

#### **4A. MANAGEMENT ACCOUNTABILITY TO CLIENTS**

Does the Management and Board operate at a high level of direct accountability to clients, absent condescension, dedicated to dignity as a fundamental right of the client?

#### **4B. MANAGEMENT ACCOUNTABILITY TO INVESTORS**

Does management deliver hard facts in a fully transparent and all encompassing view to donors?

#### **5. COMMITMENT AND PLANS TO ACHIEVE SUSTAINABLE CLIENT INDEPENDENCE**

Does management have a program at work which clearly achieves goals of self-help, personal independence and responsibility amongst clients?

#### **6. VOLUNTEERISM / RECRUITMENT**

How effectively does the charity recruit, train, and retain the energy of volunteers?



**TOPGUN**  
BRENDAN WOOD INTERNATIONAL

## **Lazarus Award Outstanding Achievement**

#### **THE SALVATION ARMY**

Speaker: Major Sandra Ryan

#### **VE'AHAVTA**

Speaker: Avrum Rosensweig

#### **NIKIBASIKA**

Speaker: Danny Nashman

#### **WAR CHILD CANADA**

Speaker: Dr. Samantha Nutt, O.C.

#### **DIGNITAS INTERNATIONAL**

Speaker: Dr. James Orbinski, O.C.

# **THE SALVATION ARMY**

When you give, you are investing in the future of marginalized and overlooked people in your community.

## **Tangible Deliverables**

The Salvation Army performs evangelical, social and charitable work and assists the poor, destitute and hungry by meeting both their physical and spiritual needs. The Salvation Army gives hope and support to vulnerable people today and everyday in 400 communities across Canada and 117 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, provides shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction. Its ministry extends to all, regardless of ages, gender, color or creed. The movement provides 6,370 shelter beds, one-quarter of all the shelter beds in Canada, for the homeless each night through a national network of 52 shelters and hostels. In one year The Salvation Army provides 6,300 shelter, addictions, detox and mental health beds for vulnerable men, women and families in Canada, serves 2.1 million meals as well as assists 994,000 persons with food, clothing or practical assistance. In addition, the movement assists close to 10,000 individuals with chronic addictions as well as provides disaster relief to help victims regain control of their lives.

## **Competitiveness - Efficiency of the Delivery System**

On average, 88 cents of every dollar donated to The Salvation Army is used directly in charitable activities – exceeding the Canada Revenue Agency guideline of 80% donation efficiency. The funds raised are used to provide direct assistance to the homeless, the mentally ill, the physically challenged, victims of drug and alcohol abuse and others under care.

## **Competitiveness - Financial Efficiency**

The Salvation Army has recently joined Imagined Canada's Ethical Code Program. The Ethical Fundraising and Financial Accountability Code reinforces The Salvation Army's commitment to high standards of accountability. The Code represents a set of standards to help manage and report charitable activities responsibly. By adhering to these standards, The Salvation Army is complying with solid accepted practices for soliciting and managing donor dollars.

## **Management Accountability to Clients**

The Salvation Army highly values its relationship with donors and recognizes that without their support, it would not be able to continue to serve more than 1.5 million people every year. Through a wide range of services, the movement assists those who need help the most as it gives hope to the marginalized in communities from coast to coast. Transparency and accountability are essential to its success.

## **Commitment for Sustainable Development**

As a result of the wide scope of the services provided, The Salvation Army is uniquely positioned to think in terms of long term solutions to social problems. The movement continues to meet the short term needs of individuals for food, shelter and clothing as well as they offer a variety of programs aimed at equipping individuals to make a new start in life. For many, literacy training is the first step toward stable employment and for others, overcoming addictions is the biggest challenge. Their hospital services provide holistic health care. The long term care services provide a continuum of care based on the philosophy of "aging in place" wherever possible.

## **Volunteerism/Recruitment**

The Salvation Army has over 50,000 volunteers across the country working alongside officers and employees to provide direct services to those in need. The volunteers provide invaluable support and the movement would not be able to carry out its work without them.

## **Contact Details**

### **Telephone:**

+1 416 646 2315

### **Website:**

[www.salvationarmy.ca](http://www.salvationarmy.ca)





# **VE'AHAVTA**

The Canadian Jewish Humanitarian & Relief Committee

## **Tangible Deliverables**

In 2009, Ve'ahavta's 530 volunteers distributed basic necessities almost 6000 times to those living on the streets of Toronto. Sixty volunteers offered free tutoring at 2 homework clubs in some of the most impoverished areas in the city. A breakfast club served 20 children per day at Evangel Hall Mission. Internationally, Ve'ahavta distributed almost \$1 million dollars worth of pharmaceuticals, medical and educational supplies to communities in Guyana, the Salvation Army's Howard Hospital in Zimbabwe, and the Tzedakah Foundation community pharmacy in Argentina, which distributes to 65 social welfare agencies throughout the country. An additional international project, the annual Guyana Medical Mission, involves sending a multidisciplinary team of medical volunteers to Guyana for two weeks, each bringing with them \$100,000 of donated supplies to the local health care workers who provide medical care to Amerindian and Afro Guyanese peoples in remote rainforest communities in Region 7. Also, Ve'ahavta has purchased much needed emergency medical equipment for The Soroka Hospital of Be'er Sheva, Israel, which is the medical facility that deals with every military and civilian casualty caused by the war in Gaza, regardless of their personal political stance. Ve'ahavta's response to the Haiti Earthquake was immediate. In partnership with Canadian Feed the Children, Ve'ahavta provided transport, food, fuel, water, and temporary shelter to the victims of the disaster through the House of Hope Orphanage in Port-Au-Prince. As a long term investment in Haiti, Ve'ahavta will help rebuild the damaged areas of the orphanage and provide educational materials for the facility's school, so that the children do not lose track on their future.

## **Competitiveness – Efficiency of the Delivery System**

To maximize productivity, Ve'ahavta serves clients directly through their own projects, however, also works with various partner organizations that share their values. Such partnerships enhance output quality and scope of all of Ve'ahavta's programs. Partner agencies include: Toronto District School Board, Children's Aid Society, Hazon Yeshaya (Israel), Salvation Army (Zimbabwe), Agence Ometz, (Montreal), Davenport/Perth Neighborhood Office, Evangel Hall, Jewish Family and Child Services, Tzedekah Foundation (Argentina), Working Women's Community Centre, Rough River Early Years Centre, Flemington Neighborhood Services, New Circles, Thorncliffe Neighborhood Services.

Ve'ahavta's 13 years of extensive experiences in recruiting, training, and monitoring volunteers and partners has allowed them to effectively deliver their services. These actions have produced widely respected results in the streets of Toronto, the Darfurian refugee camps of Chad, the rainforests of Guyana or fighting HIV/AIDS in rural Zimbabwe.

## **Competitiveness – Financial Efficiency**

For every dollar contributed to Ve'ahavta, \$0.85 is project directed and \$0.15 accounts for administration costs. The administration cost during a disaster response falls to \$0.07.

## **Management Accountability to Clients & Investors**

In 1997, Avrum Rosensweig founded Ve'ahavta to encourage all Jewish people to play a role in *tikun olam* (repairing the world). In a span of 13 years, this dream has expanded to include people of all faiths playing their part to assist the homeless people of Toronto, medical projects in Zimbabwe and Guyana, crisis response to natural disasters such as the Asian tsunami and the earthquake in Haiti, as well as continuously raising awareness on behalf of the victims of the ongoing genocide in Darfur. Ve'ahavta's 2009 financial statements, which are publicly available, clearly show delivery on its financial responsibility to its investors.

## **Commitment and Plans to Achieve Sustainable Client Independence**

The results speak for themselves. For example, 85% of female patients at the Zimbabwe Howard Hospital are now actively seeking HIV testing and treatment. This creates awareness of HIV among the locals but it also reduces the spread of HIV thereby reducing the death rate in the community. Over the years, Ve'ahavta has developed the infrastructure and expertise to implement international and local projects that have been replicated in other organizations and parts of the world and will continue to build partnerships in order to enhance their *tikun olam* (repairing the world) efforts.

## **Volunteerism/Recruitment**

Ve'ahavta currently has over 1,000 committed volunteers who engage in various supportive roles which range from international medical missions to administrative office support. Ve'ahavta takes pride in providing volunteers with a well-supported and nurturing environment which utilizes their skills and helps them actualize their potential.

**Contact Details:** [www.veahavta.org](http://www.veahavta.org)

# **NIKIBASIKA**

The organization supports children in western Uganda with food, clothing, school fees, medical aid and care givers.

## **Tangible Deliverables**

Nikibasika is the home of 52 “orphaned and vulnerable” children in western Uganda. The organization is based on educating and supporting the children in the house to grow up to become self-sustaining adults who will contribute to their communities. Nikibasika means “it is possible” in one of the local languages and describes exactly what the organization is all about. The organization believes that they can best support Uganda by strengthening its citizens. They are committed to helping the children achieve their imagined futures by providing education, shelter, food, medical care and housing until they are self-sustaining adults. They support each of the children with vocational training, university or the development of a business, in order for them to sustain themselves and be leaders in their communities.

## **Competitiveness - Efficiency of the Delivery System**

Nikibasika is based around a rented house in Kasese, which provides the children with a safe place to live, study, learn basic household skills and play football and other games. There are 5 full-time staff: a director, a social worker, a matron, a cook and a security guard. These five staff run all programs, shop, cook, look after the children and maintain the household as well as each child has chores to contribute to the running of the household. There is no other infrastructure and it is a grass-roots organization.

## **Competitiveness - Financial Efficiency**

The total budget for the project is approximately \$75,000 CAD per year. The exact costs shift as food, transportation and exchange rates vary. As the children get older, costs increase, since secondary school fees are 10 times higher than primary school fees (currently 22 of the children are in primary, 25 are in secondary and 5 are in university or vocational training). The costs are very basic, with school fees representing more than one third of the cost. Food,



housing, clothes and other basic needs represent a second third and household costs including rent, utilities, care givers and project leadership in Uganda etc. represent the remainder. Donations can be sent directly to the project or, for those who need charitable tax receipts, funds can be sent through their partner, the Canada Africa Community Health Alliance (CACHA), who require that 10% of our funds raised go directly to support CACHA’s other projects in Africa. There are no other administrative costs.

## **Commitment and Plans to Achieve Sustainable Client Independence**

The focus of the organization is on the 52 children in the house, rather than continuing to add new children to the project. The goal of the work is not to create a “permanent infrastructure,” but rather, to give each of the children who are part of the Nikibasika “family” the best chance possible to become contributing members of their community. They have already seen what is possible when the children start to feel confident, unique and loved. In addition to formal education, to help the children learn how they can make a difference in the world, the organization is partnering with community officials to create volunteer projects for the children.

## **Volunteerism/Recruitment**

Volunteers help tremendously with the project and a group of four in Canada manages the project and raise funds. Nikibasika’s Canadian partner, the Canada Africa Community Health Alliance (CACHA), provides oversight and accountability and enables them to provide charitable tax receipts to donors. Their Ugandan partner, Reach the Youth, provides them with on-the-ground support and acts as the employer of the Nikibasika staff in Kasese, providing full accountability for spending. They also receive support from the Tri-Adventure, a unique event where 50 volunteers raise sponsorship donations for completing a 3-day triathlon.

**Contact Details:** [www.nikibasika.org](http://www.nikibasika.org)



# WAR CHILD CANADA

War Child Canada works with children all over the world to reduce the effects of poverty, to provide education and to defend and promote child rights. War Child Canada works to help children whose lives have been torn apart by conflict, and provide them with the means to build a brighter future. By working with local people and organizations in Afghanistan, Darfur (Sudan), Uganda, Sierra Leone, Democratic Republic of Congo, Ethiopia, Sri Lanka, Georgia and Haiti, War Child Canada ensures that its development projects are sustainable and have long lasting effects on people and communities.



## **Tangible Deliverables**

War Child Canada provides support to war affected communities through long-term programming in education, skills training and rights protection. By working with local organizations, War Child builds the capacity of local people to rebuild their communities after the horror of war. More than 200,000 children and their families benefit from War Child Canada programming every year.

## **Competitiveness - Efficiency of the Delivery System**

Approximately 90% of all donations go directly to War Child Canada's charitable programming. In addition, the organization strives to work with local people and organizations when delivering programs to ensure investments are made not only in local people but in local markets. Furthermore, War Child Canada does not impose any requirements on local partners or communities to brand its humanitarian activities with the War Child name or logo.

## **Competitiveness - Financial Efficiency**

War Child Canada strives to maintain the highest ethical standards in all policies and programs. It values every donation and always seeks new ways to maintain a low overhead. War Child Canada works hard to develop relationships with partners who can provide in-kind support and minimize in-house costs. In addition, War Child Canada has adopted the Canadian center for Philanthropy ethical fundraising and financial

accountability code as its policy and does not sell, rent or trade donor databases and ensures completely transparent reporting to donors.

## **Management Accountability to Clients**

War Child Canada is adherent to the code of conduct for the International Red Cross and Red Crescent movement and other non-governmental organizations in disaster relief.

## **Commitment and Plans to Achieve Sustainable Client Independence**

All of the War Child overseas programs focus on creating a climate of sustainable change, rather than bandage solutions. War Child is an implementing agency; it creates, implements, monitors and evaluates its own projects and programs, in cooperation with local stakeholders.

## **Volunteerism/Recruitment**

The organization promotes excellence amongst staff and volunteers in Canada and all around the world. War Child Canada recognizes that it cannot carry out its work without the invaluable contribution of its supporters.

## **Contact Details**

**E-mail:**  
info@warchild.ca

**Telephone:**  
+1 416 971 7474





# **DIGNITAS INTERNATIONAL**

Your Donation will help save lives in Malawi, Africa.

## **Tangible Deliverables**

Dignitas is based on a very simple idea called community-based care. Sustainable community-based approaches bring essential medical care to the community level, helping to address the single greatest obstacle preventing millions of people from gaining



access to effective treatment and prevention; the severe shortage of healthcare workers in areas overwhelmed by AIDS. Dignitas trains hundreds of nurses, clinical officers, and community-based volunteers to work in an integrated, systematic fashion to contain and control the HIV epidemic. Dignitas has collaborated with the Zomba Central Hospital, the District Health Office, the Christian Health Association in Malawi, and other organizations implementing healthcare services in Zomba District. The program implementation methodology is designed to maximize the number of patients gaining access to services along a continuum-of-care in the short term, while at the same time building the capacity of clinicians, healthcare workers and lay persons to treat, care for and support people with HIV/AIDS, and their family members. Training received by the clinicians will be followed up with ongoing and on-the-job training and support, ensuring that people "learn by doing."

## **Competitiveness - Efficiency of the Delivery System**

Dignitas established its pilot project in the Zomba District of Malawi in 2004. Due to its extensive work with the local governments, more than 13,000 children and adults have started on life-saving antiretroviral therapy (ART), and, by January 2010, an average of 350 new patients are gaining access to antiretroviral (ARV) medications each month, an average of 3,800 people are tested for HIV each month at 41 HIV Testing & Counseling (HTC) sites, 90,000+ mothers-to-be have accessed Prevention of Mother-to-Child Transmission (PMTCT) services to help prevent transmission of HIV to their newborns, and an average of 3,000 mothers-to-be continue to access PMTCT services each month at 29 PMTCT sites.

## **Competitiveness - Financial Efficiency**

Dignitas International does not earmark a certain dollar value going towards a certain purpose. It is interested in developing the healthcare system as a whole, and ensures the various aspects of a decent healthcare system are fulfilled. Dignitas strives to keep fundraising and administrative costs low and currently uses 17% of funds to cover these costs. Its goal is to get this number down to 15% in the next few years as it moves out of its initial growth phase. 83 cents of every dollar raised goes directly to people living with and affected by HIV/AIDS in Malawi. For example, \$100,000 can provide the province of Malawi with transportation for an entire year of 4 vehicles, fuel, workers, medication and run the costs for the entire program in Malawi for a month.

## **Accountability to Clients & Investors**

Dignitas International is funded by private donations and support from BMO Financial Group, The Donner Canadian Foundation, MAC AIDS Fund, Rotary International, St. Michael's Hospital Foundation, Stephen Lewis Foundation and CIDA.

## **Commitment and Plans to Achieve Sustainable Results**

The following is a part of its critical path: HIV testing/counseling, prevention of mother-to-child transmission, information, treatment and prevention of opportunistic infections and sexually-transmitted infections, palliative and psychosocial care and treatment with life-extending ARV therapies. Dignitas is now at the point where it can grow exponentially in terms of its ability to work within this community-based care model. Dignitas International's next goal is to take the knowledge around community-based care and disseminate that widely so that others can take up the approach.

## **Volunteerism/Recruitment**

The campaign is being run by volunteers who understand the effect of a deadly disease like AIDS, and are trying to help save lives in impoverished areas which are heavily affected.

## **Contact Details**

### **E-mail:**

info@dignitasinternational.org

### **Telephone:**

+1 416 260 3100



# **CANADIAN MAGEN DAVID ADOM**

Sole authorized fund-raising organization in Canada dedicated to supplying Ambulances, Medical Equipment, Supplies and Blood Testing Kits to support the life saving efforts of MDA in Israel.

## **Tangible Deliverables**

MDA, Israel's only Ambulance and Emergency medical service has treated over 310,000 patients, traveling 5.65 million operational miles since 2005. MDA has attended 60,000 traffic accidents, 6,250 calls to women in labour and collected 287,000 units of blood.



Over 430,000 people receive services from MDA every year. In 2006, MDA totaled 468,347 ambulance drives, averaging 1,283 drives per day, a 5% increase from the previous year. Moreover, MDA volunteers collected 35,070 food portions for the needy per year.

## **Competitiveness & Efficiency of the Delivery System**

As a unique combined force of volunteers and staff, MDA is able to provide ambulance and emergency medical services at reduced costs.

## **Financial Efficiency**

Since 2006, Canadian Magen David Adom supporters have sent 136 ambulances to Israel, including 53 Mobile Intensive Units, 83 Standard Ambulances and 2 Blood Mobiles. Operating a fleet of over 700 ambulances, MDA responded to nearly half a million calls from all People of Israel regardless of race, religion or creed.

## **Accountability to Clients & Investors**

Synagogues, schools and Magen David Adom have an obligation to service the people of Israel. In times of crisis, terror, and peace in everyday life, MDA is available to all Israelis regardless of nationality, religion or race. It provides ambulances with medical supplies and life-saving equipment, and ensures safe blood supplies. It helps to make Israel a world leader in hematology and human genetic research.



## **Commitment and Plans to Achieve Sustainable Results**

Magen David Adom is committed to achieving sustainable results. MDA ambulances scheduled about 468,340 operational drives, an average of about 1,280 journeys per day. MDA operates with a staff of only 1,400 for the entire country, and another 10,000 volunteers.

## **Volunteerism/Recruitment**

Currently the youngest volunteer is 15 and the oldest 86. One-half of the volunteers are under the age of 20 and many volunteers are Canadians who pay their own air fare to Israel and spend their summers riding on the ambulances. Using advanced teaching technologies and simulations of real time emergencies, MDA trains over 50,000 people a year in first aid and sophisticated paramedical skills.

## **Contact Details**

### **Telephone:**

+1 416 780 0034

### **Website:**

[www.cmdai.org](http://www.cmdai.org)





# **AMERICAN REFUGEE COMMITTEE (ARC)**

## **EMERGENCY IN HAITI**

ARC works with its partners and constituencies to provide opportunities and expertise to refugees, displaced people and host communities.

### **Tangible Deliverables**

The American Refugee Committee's emergency response team is on the ground in Haiti, bringing relief to some of the millions who were devastated by the recent earthquake. They are working in Port-au-Prince and Fond Parisien as we speak, and have flown in experts from all over the world in health, sanitation, water, protection, security, and logistics. The goal is to reach as many people as possible, as quickly and effectively as possible. Most recently, with the rainy season beginning in Haiti and thousands of homeless earthquake survivors still waiting for shelter, sanitation is a huge issue. There are not enough latrines for everyone and people are forced to use the rivers, causing human waste to flow through settlements. As a result when the rains start, deadly diseases like cholera and typhoid will spread quickly. Therefore the American Refugee Committee is doing everything they possibly can to quickly provide shelter and sanitation to people as soon as possible although lots of help is still needed.



### **Competitiveness & Efficiency of the Delivery System**

ARC has efficiently delivered services to reach as many earthquake survivors as possible during this critical time. They aim to work as effectively as possible to address the needs of those in need with every dollar donated.

Since the earthquake in Haiti, ARC has:

- Established a medical clinic serving a camp of 8,000 people. Their medical team has treated thousands of patients suffering from earthquake-related injuries and other illnesses.
- Constructed a settlement for hundreds of families, distributed shelter materials and tents to provide cover from the rain and sun.
- Dug latrines and established sanitation systems to prevent the spread of disease and installed hand pumps for clean water.
- Have 4-child-friendly spaces up and running, giving thousands of children a safe place to play and learn.

### **Financial Efficiency**

ARC takes financial responsibility very seriously and they make sure donations in any amount help provide essential supplies to people who need them as soon as possible. In 2008, 89 cents of every dollar raised went directly to serve survivors of conflicts and natural disasters and this number continues to stand true.

### **Accountability to Clients and Investors**

ARC receives an A rating from the American Institute of Philanthropy and meets the Better Business Bureau's careful standards for charity accountability. The efficiency of their programs has been recognized by Reader's Digest Magazine, Worth Magazine, and Money Magazine. ARC provides constant updates on their website, blogs and through events to make sure their clients and investors know exactly what is going on.

### **Commitment and Plans to Achieve Sustainable Results**

ARC is currently working to form partnerships with local and international NGOs to maximize their ability to respond most effectively and sustain their programs. They are collaborating with the Office of the Mayor of Delmas and a local organization called Aimer Egale Servir (To Love is To Serve) in Haiti to help target their response to the people who need it the most. In addition, ARC has hired local staff to help with logistics and reconstruction in order to achieve sustainable results for as long as needed.

### **Volunteerism/Recruitment**

The ARC volunteer program accepts volunteers/interns for positions at several overseas locations as well as at its headquarters office in Minneapolis, MN for many different positions. The organization also encourages recruitment through employer involvement programs, workplace meetings and/or just by spreading the word.

### **Contact Details**

**Telephone:**  
+1 612 872 7060

**Website:**  
[www.arcrelief.org](http://www.arcrelief.org)





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MONOPOLE DES DOMAINES LOUIS JADOT



## MAISON LOUIS JADOT

On behalf of Maison Louis Jadot I would like to send our congratulations to all the Canadian TopGun award winners in business and finance.

We applaud your selection and support of the many excellent Lazarus charitable organizations who replicate the levels of performance you achieve in business with their outstanding commitment to relieve the suffering of our human family around the world.

We have chosen some lovely selections from the Louis Jadot family of wines which we trust will add to the inspirations of your most wonderful evening.

**Pierre-Henry Gagey**  
President

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Tél. 03 80 22 10 57 • Fax. 03 80 22 56 03 • maisonjadot@louisjadot.com • www.louisjadot.com  
SAS au capital de 10 000 000 € • SIRET 403 231 137 00023 • APE 4634 Z

# Menu

Artisanal Breads, sweet butter

## First Course

Roasted Cookstown Rainbow Beet Salad  
Watercress, goat's cheese, citrus vinaigrette

## Main Course

Cumbræ Farms Beef shortrib  
Truffled pommes purée, Daniels baby spinach, shitake soy reduction

For our vegetarian guests...

Soy marinated eggplant, filled with shitake risotto, Daniels baby  
spinach

## Dessert

A Trio plate...

Sticky toffee pudding cake, brown butter sabayon  
Profiterole filled with Caramel Mousse, dusted with icing sugar  
Flourless chocolate cake diamond, white  
chocolate crème fraîche, pomegranate

Freshly Brewed Coffee, Decaffeinated Coffee, Select Teas

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*Thank you for your support!*

For more information on additional events please contact:

**Brendan Wood International**

+1 416-924-8110

[mail@brendanwood.com](mailto:mail@brendanwood.com)