



**NOMINATION FOR “GIVING HEARTS AWARD”**  
AFP Vancouver Chapter – August 14, 2009

**Category: Outstanding Corporation** – Cadillac Fairview Corporation Ltd.  
**Submitted by:** The Kettle, mental health services & housing

**1. How have they significantly helped your organization?** Describe their impact on your organization: Cadillac Fairview chose The Kettle in 2007 as one of the organizations they would support, both financially and in other ways, in a multi-year partnership. They were one of the first corporations in Vancouver to stick their neck out and support an issue and an organization that was barely on the public/corporate radar in 2007.

Here is how they explained it: “As investors, owners and managers of commercial real estate in downtown Vancouver, Cadillac Fairview recognized that, with our resources and relationships, we could play an important role in helping to address homelessness and mental illness. These important issues are often overlooked by many fundraising efforts.”

Their public activities, fundraising and corporate leadership in support of The Kettle has helped us leverage grants and donations that would not have materialized otherwise – especially for our SEED employment and job development program that we had had difficulty funding.

**2. Was there a significant investment of their resources (it is not necessary to list exact financial contributions) and did they encourage / motivate others to give to your organization?** The Kettle was one of the 3 recipients (a significant donation) of Cadillac Fairview’s annual corporate event, The Big Broly, two years in a row. The high profile of the event helped raise awareness of The Kettle in the corporate community. In addition, through shopping centre (Pacific Centre, etc.) holiday clothing drives (2007) and a coin drive (2008) our profile was raised with the public and Kettle clients were supported. Our annual “Making a Difference” Luncheon has received significant support (including moral support!) and sponsorship from Cadillac Fairview.

**3. Did their involvement inspire / motivate others to take on leadership roles toward philanthropy and community involvement. If so, please explain.** Our long-term relationship with CTV and Tamara Taggart has been reinforced by the commitment of another corporate group; and some significant donations from foundations have come about due to this impressive partnership with Cadillac Fairview. In addition, our annual “Making a Difference” Luncheon – launched two years ago – was successful in large part to their support.

**4. Are they involved in your organization in any other way (i.e. board members or as volunteers)?** Their Senior Marketing Director sits on The Kettle board and provides very welcome and exceptional advice and support from a corporate point of view.

**5. How long have they been involved with your organization?** Two and a half years.

**6. Which other not-for-profit organizations do they support?** Coast Mental Health, Lookout Emergency Shelter, BEST and many other community organizations.

**7. What special qualities exhibited by this corporation reinforces your nomination?** Cadillac Fairview’s decision to jump into this sometimes controversial area, commit itself to being part of the solution and sticking with it! This is incredibly inspiring for individuals and organizations like The Kettle who slog away at this problem day in and day out. Cadillac Fairview is an unsung hero in the corporate community in Vancouver.