

Dear Friends,

For ninety years, the **Canadian Council on Social Development (CCSD)** has been providing voice and vision to some of Canada's most entrenched social issues. Each decade has brought different challenges of which CCSD has been at the forefront in putting forward unconventional solutions that have become the foundation of Canada's social landscape including:

- In the 1920s CCSD helped shape the first **Disability Pension** program.
- In the 1940s CCSD promoted the concept of **Employment Insurance**.
- In the 1960s CCSD helped shape **Canada's Old Age Pension** program.

Today, CCSD acts as a catalyst that convenes a broad array of organizations, and individual Canadians to foster important connections across diverse sectors, regions and systems, building broad consensus for sweeping social progress and collective action on an expansive array of critically important issues for today's Canada. Grounded in thoughtful evidence and research this work has never been more important or essential to building healthy thriving communities for all Canadians. CCSD is focused on addressing the conditions that constrain social equity with an emphasis on:

- Poverty Eradication
- Social welfare reform
- Disability & Mental Health reform

The Future of Social Development in Canada is in Jeopardy ---- We Need you to Act Today

Recent funding cuts have forced the organization to **rethink and renew** its approach and business model...we have seized the opportunity to become Canada's **independent** authority in social development. AND we need **you** to join us

Why Should this Matter to You?

Social development has been the key to Canada's social cohesion, economic success and national unity, since 1920, CCSD has been a catalyst in the evolution of Canada's infrastructure. Infrastructure that encompasses many of the pillars that Canadian's embrace with pride, truly Canadian made solutions through which Canada has been heralded a beacon internationally such as medicare, employment insurance, disability and old age pensions.

The Way Forward and How you can Participate

CCSD is determined to continue the fight for social development. To do so requires a solid base of core funding, drawing on diverse sources – foundations, corporations, unions and individual Canadians. This diversity ensures that no single voice dominates the research. It also ensures that Canada will benefit from an independent authority who can objectively critique government policy freed from constraints associated with shifting priorities of government and the incessant churn of unsustainable project funding.

To get us there, CCSD is launching a three year **Funding raising Campaign** called **Canada's Nation Builders** with a fund raising goal of 3 Million dollars to build long term financial sustainability. In order to get there, we must make up our funding shortfall of 350,000.00; we are asking you as leaders and partners in our sector to work with us today.

You can join other individual Canadians, CCSD partners and members, Foundations and Business leaders who care about the future of this great country and who understand the importance of working together across all differences toward a shared vision to build and strengthen our social infrastructure. .

With you we will be launching a **Nation Builders Movement** that includes our next **ACT NOW FOR CHANGE FORUM in 2011**, connecting and convening Canadians through Emerging Technology, Regional Meetings, Summits and Conferences, to continue to advance social development in Canada.

You won't be simply supporting CCSD; you are supporting a necessary capacity for continued social progress in Canada. More than ever, we need to ask ourselves, does it make sense to know less about our social problems and have fewer forums to come together given our current social climate, the pace of change, and challenges associated with a globalized world?

Every Canadian can make a difference. Become a **member... donate** and **participate**. Every person who is making a social contribution, from nurses in hospitals to food bank volunteers wants to believe they are part of a system increasing the general good. We say to each one of you that **we need you** to continue to work for the renewal **of that good**.

taillon@ccsd.ca

<http://www.ccsd.ca/membership.htm>

<https://www.gifttool.com/donations/Donate?ID=1858&AID=680>