

2022/23

A letter from Burkhard Mausberg





**Dear Change Bringer,**

More than ever, the voices we want you to hear in this letter need to come from our donors and partners, not just from me.

That's because their impact and influence on both our work, and our organization, have been transformational.

*"We won our campaign. No one said we had a chance."*

Michelle Tom / Stop Sprawl Hamilton

In the year and a bit since our last impact report, we've worked in more new and unexpected ways than ever before. Often with great success.

As always, we dug in and supported our projects' fundraising, communications and campaign efforts. But we went further, creating several entirely new projects and initiatives of our own.

We will always be the country's first crowdfunding website, and we're constantly innovating what our platform can do. But while a platform connects people, it can't bring them together.

That uniting is the key to our success.

We bring the right people together: people who are fighting the fights, and people who've spent their lives figuring out how to win them, like communicators, strategists, researchers and public opinion experts. And of course, fundraising wizards.

What comes out are coalitions, campaigns and connections that most groups could never imagine having access to.

*"Partnering with Small Change Fund is among our very best decisions."*

Alan Van Norman / No MZO in Blair

Like Alan says, we're a partner to peoples' projects, not just a host. And over the last year and a half, those partnerships grew from 60 to some 111 today.

Clearly, 111 is just too many projects to list here. But they all deserve to be seen, because they represent people at their best, working for what we all share. And maybe one or two will pique your interest enough to want to help them.

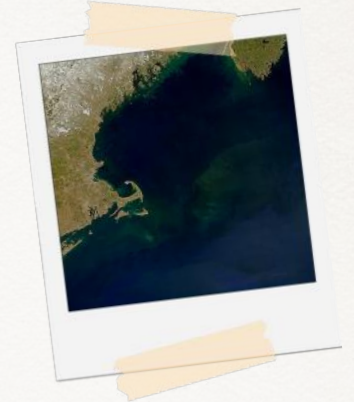
[So here they all are.](#)





However, I said that this has been a transformational time. So here's a handful of projects from that long list that reflect just some of the new areas and approaches — from new Indigenous partnerships, to tackling the emotional toll of climate change, to new nationwide youth programs — that we've dived into.

**Georges Bank on the west coast of Nova Scotia** is an important ecological treasure. We funded a government relations campaign to help implement a 10-year ban on oil and gas drilling to protect this important oceanic ecosystem.



**The Anishnabe First Nation in northwestern Quebec** sees the decline of moose populations firsthand. We are helping fund their historic study to restore the moose they rely on, through the Anishnabe-led Moose Research Project, working with Ojibwe and Algonquin artists as part of our fundraising.

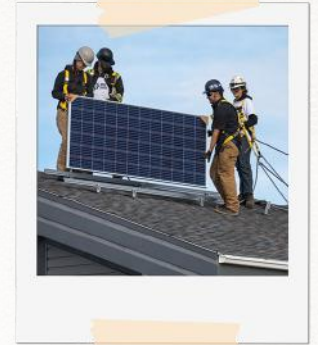
**Getting youth on public transit opens countless doors.** So we've hired the leader of the award-winning youth transit program in Kingston to lead a nationwide youth transit revolution, which includes free transit for all high school students, to help them 'Get on the Bus' and to freedom.



**Old growth forest in BC is at risk from logging.** We funded government relations experts to successfully help protect 2.1 million hectares of these forests, as well as provide solutions for long-term structural changes in forest policy.



The green energy transition is an opportunity for fossil fuel industry and Indigenous workers. [To help these workers make their own transition](#), we supported the creation of a Climate Career Portal, led by our partner Iron & Earth, that provides resources, training and job opportunities in green energy.



**Naturalized gardens** — transforming lawns into healthy, natural oases — tackle the climate crisis and biodiversity loss. But many bylaws prevent them. [We helped residents of Smiths Falls, Ontario appeal a local bylaw](#), saving a private naturalized garden with over 150 native trees and plants. This sets a healthy precedent for those who want to restore the planet, one lawn at a time.

**Researcher and author Britt Wray** is a global leader in tackling the emotional damage of climate change on youth, and [we're helping her grow the community](#) and the actions needed to address the mental health crisis in our children.



One thing all our projects have in common? We listen hard, collaborate and advise, and understand that people know best how to fix the problems in their community, province and country. They tell us how to best help them, then we bring our skills and ideas to it.

*“We’ve been learning a ton since day one. We didn’t expect the quality and depth of strategic advice and guidance we would receive!”*

Mitchell Beer / Energy Mix Productions

We’ve been learning a ton as well, including this: to be effective, we’ve got to be open — to try new, even radically new things, to take risks, and to be fearless.

*“Small Change Fund has provided support anytime I asked for it, often going above & beyond. Do I want to connect to a funder? Do they want to partner with me on a project? Can they offer me communications support? They sure can! And here’s a consultant and a bursary to make it possible!”*

Emma Norton / Climate Emergency Unit



Thanks, Emma. And the nice things Emma says are possible only because of the people we've brought to our team, including some key new hires. That includes a leading strategic fundraising expert, who's helping us transform our award-winning giving portal. A creative director/writer who's worked on campaigns for over 500 non-profits. And a master of community organizing who did something that no one else has: beat global corporate giant Nestlé in the water-for-profit game.

*“Small Change Fund is a small but mighty team of deeply caring individuals who are incredibly responsive to the needs of their partners!”*

Jacqueline Lee-Tam / The Climate Hub

We couldn't agree more... so meet that small but mighty team of deeply caring individuals [right here](#).

As you can imagine, our explosive growth has forced us to start a complete overhaul of our operating systems, which were fine when we were serving just a few dozen projects, but can't meet our growing demands. We expect to complete this ambitious and unprecedented overhaul in late 2023, with the aim to serve our partners and donors even better and more efficiently.

**Overhauls like this are where donations directly towards Small Change Fund, outside of our projects, really make a difference.** We can do more, invest in the latest tools, and of course, support our projects even better.

What has all this organizing, coalitioning, campaigning, learning, fundraising, teaching, strategizing, advertising, media and government relating added up to?

The answer is, a lot. We've already shared our significant increase in project count with you, and to handle it, we've doubled our staff to 37 in the last year. But the most remarkable change is in our revenues, which have seen a 31-fold increase in the last four years. When I said at the beginning of this letter that the impact of our donors and partners has been transformational, I wasn't kidding.

*“We've invested in Small Change Fund since its inception. They fill an important role in helping to amplify and support the work of community-led projects.”*

Sandy Houston / Metcalf Foundation

True story: long ago I was a radio deejay, spinning the blues under the nickname... Easy Walter. (Go ahead and laugh, I am, too.) I bring this up because I was looking into how crowdfunding got started, and discovered that it began with a handful of music fans who pulled together to fund a tour for their favourite band. Crowdfunding is a relatively new field, yet few fields have seen as much innovation, passion and impact as our specific one: the field of people-led change. And in this country, we are at the front of it, and unique in how we amplify the projects under our care.



So how do we stay at the front of the pack? And what will that front look like?

To meet the demand, we plan to grow to 200+ active projects by 2024, with at least 40% outside of Ontario, and many led by Indigenous communities and people of colour. We're also planning to thoughtfully increase the number of projects aimed at alleviating poverty and its effects.

To support all this, we plan to boost our overall donor base and revenues by at least 60% by 2025. We also need more people noticing and supporting all this great work, so we're undertaking our first-ever brand strategy, which will play out in new language, promotional activities and a new website with a state-of-the-art donor system.

*"We support a variety of successful projects through Small Change Fund, and are particularly keen to watch the growth and influence of the Public Voice Fund. The staff and project partners are quite capable and most importantly – they get results."*

**Kevin Leonard** / Echo Foundation

To close, I want to end this letter the same way it started. By thanking the very people who are giving us and our 111 people-powered projects hope: our donors.

Our donors are everyone and everywhere, from ordinary Canadians with a few dollars or a few hundred, to some of the most generous foundations in the country. In fact, while these sophisticated foundations support many huge, household-name charities, they're becoming more and more supportive to both us and to our grassroots projects that are getting things done.

So thank you, donors.

Thank you, to all the mighty people fighting the good fight in communities everywhere.

Thank you, to our ridiculously talented, cool-in-the-face-of-chaos Small Change Fund Board and staff.

And thank you, reader, for taking the time to read this, and letting me share why there really is no such thing as small change. Change can be big and scary, even for veterans of change like us. And the fact that more and more people are choosing to bring their change here is big and scary — and so, so exciting.



Burkhard Mausberg  
President

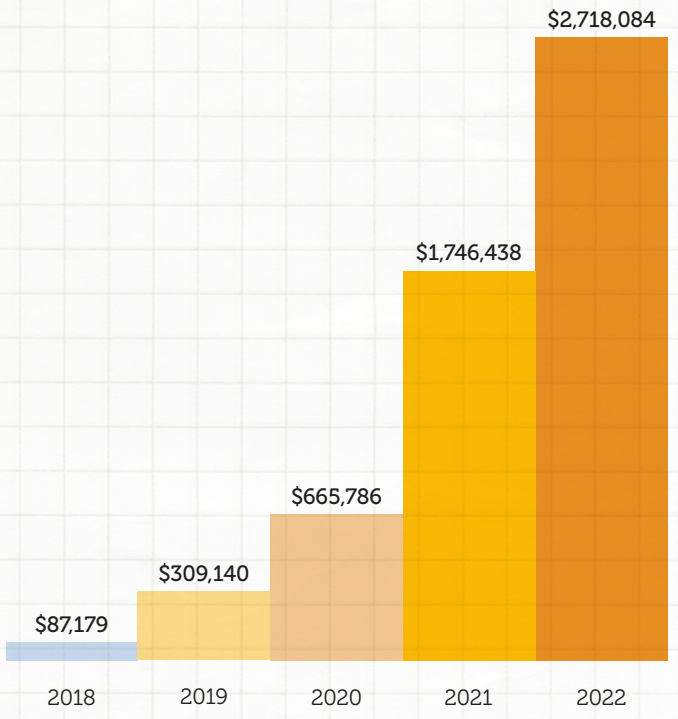




**Financials**  
*(audited 2022)*

	\$
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<b>Revenue</b>	
Foundations	1,435,477
Individuals	1,256,253
Other	26,354
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<b>Expenses</b>	
Project Costs	1,110,002
Professional Fees	1,022,035
Communications	325,053
Office, Administration & Travel	218,568
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	2,675,658
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Small Change Fund Revenue Change





## Our Donors

We're deeply grateful to the thousands of Canadians who support Small Change Fund with gifts of every size. We appreciate every penny. Thank you, donors.

We're also saying a special thank you to the Foundations who support our work. Each one believes that small can get big done, and they prove it through their generosity. Thank you, Foundations.

Aqueduct Foundation  
Benefaction Foundation  
Benevity  
Birch Island Foundation  
Burgundy Legacy Foundation  
Canada Gives  
Canada Helps  
Catherine Donnelly Foundation  
Chawkers Foundation  
Chisholm Thomson Family Foundation  
Cole Foundation  
Consecon Foundation  
The Definity Insurance Foundation  
Echo Foundation  
Edmonton Community Foundation  
Emerald Foundation  
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Gosling Foundation  
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Jarislowsky Foundation  
Langar Foundation  
Laidlaw Foundation  
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