

Keeping In Touch

Fall 2004



CANADIAN
FOUNDATION
FOR DIETETIC
RESEARCH

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Corporate Golf Challenge Raises \$72,000 for CFDR

Congratulations to the foursome from **ACNielsen Canada** on winning CFDR's Third Annual Corporate Golf Challenge. The event, held on a sunny September 13 at the scenic Royal Ashburn Golf Club, was enjoyed by 125 golfers representing 34 corporations.



The ACNielsen Canada winning foursome (L to R): Rick Winslow and Dave Mann, and their guests Mike Barry and Bob Howran (McCain Foods)

At the dinner following the golf tournament, CFDR President-Elect **Barb Anderson** thanked the many participants, volunteers and donors for their dedication and commitment. "What a great day for golf, and what a great day for dietetic research! I want to thank each and every one of you," said Barb. "Through your support of the CFDR Corporate Golf Challenge, you are advancing applied nutrition and dietetic research as funded by our Foundation."

Board member and Fundraising Committee Chair, **Mike Hill**, General Manager of Novartis Medical Nutrition, along with his hard-working committee,

initiated the golf tournament three years ago as a key component of the Foundation's annual fundraising. As Mike indicates, "Our original goal was to provide a one-of-a-kind golfing and networking opportunity that would raise for the Foundation \$50,000 in year one, \$60,000 in year two and \$70,000 in year three. I am happy to say we have reached these goals and expect that \$75,000 will now become our annual target. This has evolved into the single most important fundraising event for the Foundation."

Special thanks are extended to Mike Hill for chairing the Corporate Golf Challenge planning committee; to Novartis Medical Nutrition for serving as event sponsor; to McCain Foods for sponsoring the dinner; to Kraft Canada Inc. for sponsoring the lunch; to sponsors of the special events such as the putting contest and the longest drive; and to all who donated prizes and contributed and/or purchased silent auction items.



Mike Hill, key organizer of CFDR's Corporate Golf Challenge

The final word goes to **Rick Winslow**, Group Director, Client Development, ACNielsen Canada: “On behalf of the winning team for 2004, my compliments to the organizing committee on a first class golf event. From the check-in (great shoes, thanks!) to the course itself, to the excellent prize table...all ingredients ensured a great time was had by all. And the fact it was to support the important mission of CFDR was icing on the cake. I am already looking forward to next year’s tournament!”

Register Now for 4th Annual Corporate Golf Challenge

Plans are well underway for the 2005 event, tentatively scheduled for Monday, September 19, at the Royal Ashburn Golf Club. McCain Foods, winner of the 2003 Corporate Golf Challenge, has already signed on as Event Sponsor. Register early and save your spot—to play and to sponsor an event!

Annual Meeting December 2

Mark your calendar for the CFDR annual general meeting, to be held at noon on **December 2, 2004, at the Metropolitan Hotel in downtown Toronto**. Join the Board of Directors for lunch and learn more about the Foundation’s new strategic plan and what it means to you. An official notice of the AGM will be distributed in advance of the meeting.

CFDR Board Approves New Strategic Plan

CFDR has a new Strategic Plan for 2004–2007, approved by the Board in September. As the Foundation implements this plan, we will continue to focus on two key strategic directions:

1. Fundraising to support applied nutrition and dietetic research
2. Research and granting funds to worthy researchers

In the words of one member of the Strategic Planning Committee, **Stephanie Minna**, Manager of Corporate Affairs, Kraft Canada Inc.: “CFDR’s new strategic plan reassures corporations that the

Foundation is directing its energies and focusing its efforts in two key areas: fundraising and grants. It lets us know that our charitable dollars are being used for the right reasons.”

CFDR is refining its approach by adopting a donor-centred fundraising model. We will be evaluating our communications with donors and corporate supporters to find out what information you want to know, and how you want to receive it. Donor-centered fundraising will be incorporated into all CFDR programs and activities, including donor benefits, recognition, and communications.

“We are also investigating ways to develop innovative partnerships, and to encourage more dietitians to apply for CFDR grants,” says CFDR President Nancy Schwartz. “Key to the success of CFDR is adoption of a set of values to guide the Foundation in all of our activities.”

Vision: CFDR is the pre-eminent funder of applied nutrition and dietetic research in Canada.

Mission: CFDR contributes to the health of Canadians by generating funds for applied nutrition and dietetic research.

Values: CFDR is committed to demonstrating the following organizational values as guiding principles in fulfilling its mission:

- **Innovation** – Demonstrates creativity and support for the emergence of new knowledge, in an environment that embraces both freedom of inquiry and unrestricted dissemination of research results.
- **Integrity** – Functions with honesty, fairness, transparency, and objectivity.
- **Respect** – Operates inclusively and collaboratively, leveraging the wisdom and diverse perspectives of board members and partners to achieve results.
- **Accountability** – Manages resources responsibly by demonstrating the highest level of ethical conduct in support of desired outcomes.
- **Excellence** – Promotes high standards in research by supporting excellence.

