



Moffat Family Fund

The Moffat Family Fund was established at The Winnipeg Foundation in December 2001. Over the past twenty years the Fund has granted more than \$80 million in Winnipeg, as well as in 12 other communities across Canada – Vancouver, Calgary, Edmonton, Prince Albert, Moose Jaw, Thompson, The Pas, Flin Flon, Kenora, Dryden, Fort Francis and Hamilton.

The attached document is part of the agreement signed by the Moffat Family when their fund was created, and outlines the mission and vision of the Moffat Family Fund, as well as the primary goal of the fund which is “to support and advance the economic, social, physical and intellectual well-being of children and families.”

Over the years the Fund has supported a wide range of initiatives – early childhood education; literacy projects; nutrition programs for children and youth; parenting programs; family resource centres; supports for newcomers; cultural programming for Indigenous children, youth and families; youth employment projects; and teen drop-in centres. And while the majority of the grants have focused on support for children, for youth (teens and young adults) and families, in more recent years the fund has supported initiatives that address addiction and mental health, including access to addiction treatment for both youth and adults.

The examples above are not a comprehensive list, but rather examples of the many ways the Moffat Family Fund fulfills its vision of “a Canadian society where all individuals have equal opportunity to develop their potential.”

From the fund agreement:

The purpose of this Schedule is to describe the vision, mission, goals and principles of the Moffat Family Fund (all of which vision, mission and goals may be referred to in this Schedule and the Agreement as the “Moffat Family Fund Purposes”).

The vision of the Moffat Family Fund is a Canadian society where all individuals have equal opportunity to develop their potential.

The mission of the Moffat Family Fund in furtherance of its vision, is to enhance the quality of life and make a lasting difference, in communities where Moffat Communications Limited conducted business.

The primary goal of the Moffat Family Fund is to support and advance the economic, social, physical and intellectual well-being of children and families, consistent with and in furtherance of the vision and mission of the Moffat Family Fund.

The Moffat Family Fund’s Purposes further include the following principles:

The Moffat Family Fund’s Purposes rest on the premise that there will always be some members of our society who will not have enjoyed the level of opportunity to develop their potential which may be considered as the norm. The Moffat Family Fund’s primary focus should be upon those members of our society who suffer genuine disadvantage and who require the assistance which the Moffat Family Fund is able to provide, whether directly or indirectly. In administering the Moffat Family fund, reasonable efforts should be made to actively promote and encourage innovative approaches, activities and methodologies by which the Moffat Family Fund’s Purposes may be furthered. It is an important goal of the Moffat Family Fund to maximize current distributions to further the Moffat Family Fund’s Purposes, while recognizing the need to preserve the value of the Moffat Family Fund.