

# Canadian Fair Trade Network Annual Report 2012

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## Report from the Chair

On behalf of the Board of Directors of the Canadian Fair Trade Network (CFTN), I'd like to welcome everyone to this first Annual General Meeting and, given that memberships just recently became available, to the CFTN. It has been a whirlwind six months that has led us to this point and I'd like to acknowledge the commitment and very hard and effective work of our Executive Director, Sean McHugh, and the members of the Board.

While Sean will be reporting on the program side of the CFTN, I'd like to cover the highlights of what the Board has been doing in helping to create the structure, mission, regulations and related documentation that hopefully will make our joint work on fair trade principled, organized, sustainable and participatory. We aim to be a truly national and representative organization.

Over the past six months, with the aim of the CFTN possessing a strong governance model, the Board has focused on:

- A constitution
- A set of by-laws
- A Board that is national in scope
- Documents in English and French
- A process for nominating and electing Board Members
- Collaboratively-set agendas and detailed meeting minutes
- A bank account and financial process
- A membership sign-up process and effort to broaden and deepen our movement through connections to individuals, business, labour, not-for profits, faith-based and other groups.
- Support for federal registration as a not-for-profit corporation and looking into the potential of becoming a registered charity
- Opportunities for the Board members to share news and information on the activities and issues in their regions in order to discuss their implications and encourage joint initiatives
- Planning the AGM and first national Conference
- Supporting the work of staff and volunteers in campaigns and programs such as Fair Trade Campuses and Towns and our Fair Trade Magazine, popular web site, social media presence, and more.

The statements, policies and procedures that we have produced through our cooperative efforts and put before you today are not meant to be the final word. We invite your comments as we move into our first full year of CFTN activities, and your continued support and participation in the future.

Zack Gross  
President of the board  
January 3<sup>rd</sup>, 2013

## Board Members:

### The Executive:



Zack Gross (MB)  
President



Nancy Allan (SK)  
Vice President



Bruce Morton (ON)  
Treasurer



Lia Walsh (ON)  
Secretary

### Directors:



Eric St Pierre (QC)  
Director



Kaan Williams  
(BC)  
Director



Kelly James (AB)  
Director



Nadia Berger (ON)  
Director

### Executive Director:



Sean McHugh



## The CFTN – Creating a vision for the future of Fair Trade in Canada

There is a need and an opportunity for Canada to play a leadership role in achieving the current goals and shaping the future impact of Fair Trade, nationally and globally. There is a need and an opportunity to develop a social movement of educated and informed consumers focusing on Fair Trade and its potential for developing a new economic model that creates stability, opportunity and increased sustainability in our social and environmental worlds. The Fair Trade movement can be built through raising awareness and greater understanding of the landscape and by focusing on the fact that change is possible if Canadians unite and act.

To date, the Fair Trade movement in Canada has benefitted from many initiatives but lacked a central organization, with many pockets of activity and activism mixed with business and institutional initiatives making up a dotted and patchwork of stakeholders wanting to create change. Bringing these actors into alignment can have wide-reaching effects on a variety of levels; from organizational and individual empowerment, to the support of businesses, to encouraging institutions and corporations to make changes. Given the complexity of the stakeholder landscape, a national coordinating and movement building body was needed to fill the space between third party systems, companies and consumers.

### *The Canadian Fair Trade Network*

The Canadian Fair Trade Network (CFTN) was founded in 2011 as a body designed to create and foster a space for collaboration and communication for the systemic integration of the fair trade movement in Canada. The CFTN has been operating informally since September 2011 and was incorporated under the Not-for-profit Corporations Act on August 23, 2012.

## Theory of Systemic Change

The CFTN aims to integrate fair trade into Canadian public, business, and private spheres. In order to achieve this aim:

- Canadians must know, consume, and request fair trade on a large scale.
- Fair trade must be available in all consumer outlets including retail, hospitality and food service, and public institutions.
- Fair trade stakeholders must work to maximize opportunities and resolve bottlenecks to ensure mass availability and consumption of fair trade products.

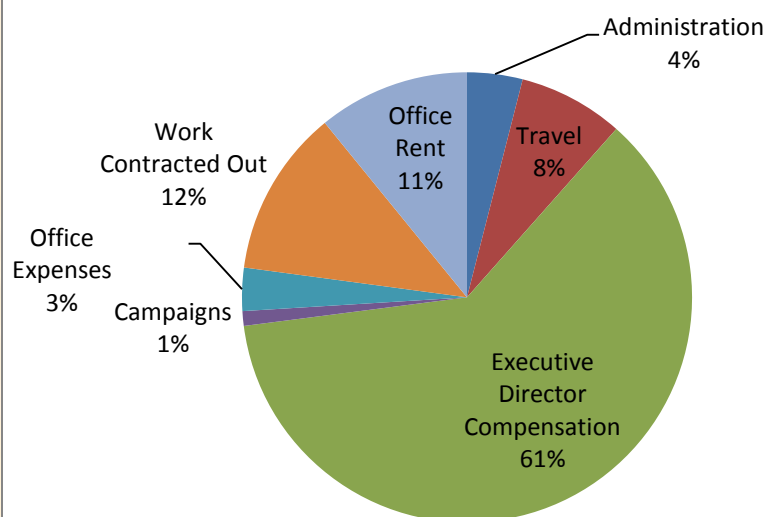
The CFTN will achieve its aims by leveraging change in partnership with four key stakeholder groups, with whom it will work to provide the tools, advocacy, coaching, and coordination, as follows:

1. Grassroots movements: local coordinating partners, fair trade towns, campuses, schools, workplaces, groups.
2. Public Institutions: hospitals, schools, colleges, universities, museums. In partnership with the grassroots movement and businesses, the CFTN aims to make fair trade a food service and goods procurement criterion for all public institutions.
3. Partners: certifiers, non-profits, technical service providers, educationists. The CFTN aims to partner with these organizations to facilitate dialogue and support to the grassroots movement, public institutions, and businesses toward fair trade goals.
4. Businesses: retailers, brands, hospitality and food service. The CFTN aims to engage businesses in dialogue to initiate and strengthen their commitment to fair trade.

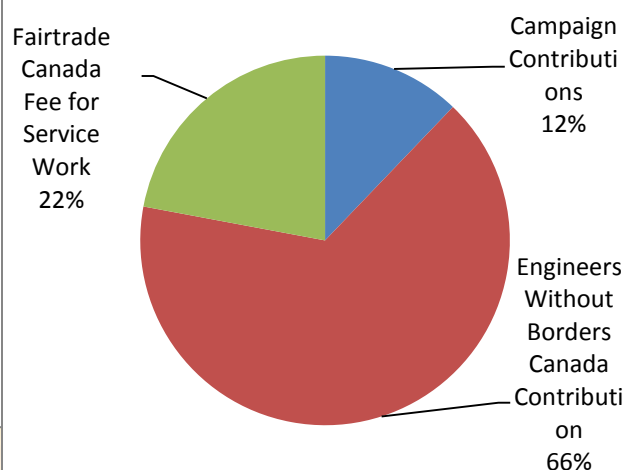
## Financial report for the fiscal year ending December 15, 2012

<b>2012 Statement of activities</b>	
<b><u>Operating activities:</u></b>	
<b>Operating revenues</b>	
Campaign Contributions	\$2,588.54
Engineers Without Borders Canada Contribution	\$14,000.00
Fairtrade Canada Fee for Service Work	\$ 4,695.00
<b>Total operating revenues</b>	<b>\$21,283.54</b>
<b>Operating expenses</b>	
Administration	\$830.44
Travel	\$1,575.74
Executive Director Compensation	\$12,800.00
Campaigns	\$219.77
Office Expenses	\$645.00
Work Contracted Out	\$2,500.00
Office Rent (Oct, Nov, Dec)	\$2,268.00
<b>Total operating expenses</b>	<b>\$20,838.95</b>
<b>Net operating Income</b>	
	<b>\$444.59</b>

### Operating Expenses



### Operating Revenues





## Activities carried out in 2012

### January

- Initial gathering in Ottawa

### February

- “My Fair Valentine” campaign

### March

- Website re-launch – [www.cftn.ca](http://www.cftn.ca)

### April

- Visits by Executive Director to Ontario and Quebec

### May

- Simon Fraser University becomes Canada’s second Fair Trade Campus
- Fair Trade fortnight (May 1 – 15)
- Launch of “Take a step in 2012” with Fairtrade Canada
- World Fair Trade events coordinated nationally with Ten Thousand Villages and other national partners
- Attendance by Executive Director at the North American Fair Trade Stakeholders Council meeting in Minneapolis

### June

- Visits by Executive Director to Alberta, Saskatchewan and Manitoba

### July

- First board meeting with regional representatives from across Canada

### August

- Bylaws, Terms for board members and the Executive Director developed
- Federal Incorporation under the Canada Not-for-profit Corporations Act

### September

- Visits by Executive Director to Ontario and Quebec

### October

- Fair Trade Halloween launched
- Fundraising opportunity launched with Camino

### November

- University of Guelph becomes Canada’s third Fair Trade Campus
- Visits by Executive Director to Manitoba, Ontario and Quebec

### December

- AGM and Conference planned
- Fair Trade Magazine published



## Network report as at date of publishing

### *The CFTN as an organization*

The Canadian Fair Trade Network is an incorporated non-profit organization built upon a strong governance model and partnerships developed through 2012.

### *National Partners*

- Fairtrade Canada
- Engineers Without Borders Canada
- World University Services of Canada
- Carrefour de solidarité internationale
- NAVTI Foundation of Canada
- Make Poverty History
- Fair Trade Resource Network

### *Provincial Organizations*

- Manitoba Council for International Cooperation – Fair Trade Manitoba
- Association Québécoise du Commerce Équitable

### *Fair Trade Towns/Groups/Organizations:*

- |                      |                  |                       |
|----------------------|------------------|-----------------------|
| • Barrie*            | • Montreal       | • Toronto             |
| • Calgary            | • Nakusp*        | • Trois-Rivières      |
| • Canmore*           | • Neville*       | • Vancouver*          |
| • Centre Wellington  | • Olds*          | • Wakefield/La Pêche* |
| • Edmonton,          | • Ottawa         | • Wolfville*          |
| • Gimli*             | • Port Colborne* | • Woodstock           |
| • Golden*            | • Quebec City    |                       |
| • Halifax            | • Revelstoke*    |                       |
| • Huronia            | • Saguenay       |                       |
| • Kamloops           | • Sainte Anne de |                       |
| • Kingston           | • Bellevue*      |                       |
| • Mercier-Hochelaga- | • Saskatoon      |                       |
| • Maisonneuve*       | • Sherbrooke*    |                       |

\*15 Fair Trade towns  
designated as of January 3<sup>rd</sup>,  
2013

### *Fair Trade Campus Groups (University/College of)*

- |                                  |                 |                 |
|----------------------------------|-----------------|-----------------|
| • Alberta                        | • Guelph*       | • Sherbrooke    |
| • British Columbia*              | • Kwantlen      | • Simon Fraser* |
| • British Columbia<br>(Okanagan) | • Manitoba      | • Trent         |
| • Brandon                        | • McGill        | • Toronto       |
| • Brock                          | • McMaster      | • Victoria      |
| • Calgary                        | • Niagara       | • Waterloo      |
| • Camosan                        | • Ottawa        | • Winnipeg      |
| • Capilano                       | • Polytechnique | • Western       |
| • Carleton                       | • Montreal      |                 |
| • Concordia                      | • Queens        |                 |
| • Dalhousie                      | • Regina        |                 |
|                                  | • Saskatchewan  |                 |

\*3 Fair Trade campuses  
designated as of January 3<sup>rd</sup>,  
2013





## Overall strategic objectives

The CFTN work to achieve systemic integration of fair trade in Canada by 2020 via fulfilling the mission, vision and targets of the CFTN, while maintaining CFTN's values.

**Objective 1** Map and clarify the fair trade space in Canada and partner with all stakeholders therein to collectively move fair trade forward

**Objective 2** Converge and catalyze growth of a grassroots movement that will drive the awareness, demand, consumption and commitment for fair trade in Canada.

**Objective 3** Provide the tools; products, services, coordination and encouragement for all stakeholders to scale fair trade in Canada more effectively (incl. curriculum, website design, etc.)

**Objective 4** Engage in dialogue and advocacy with policy makers and other systemic change agents to leverage enabling action toward fair trade on scale

**Objective 5** Achieve organizational sustainability via the business model and operations of the CFTN

## Looking Forward

2013

- Strong Board of Directors
- Positive stakeholder relations
- Strengthened Fair Trade Towns and Campuses programs
- New engagement strategies and programs

2014

- Wide scale adoption of Fair Trade as a pathway to social and global responsibility

2015

- Fair Trade is normalized in the public sphere

2020

- Fair trade is a core part of every public institution's procurement policy
- Wide scale understanding and support of fair trade and broad availability in all sectors

## Thank you to our AGM Sponsors

### Event Sponsors



### Event Partners



### Event Supporters

