



Fondation
Rideau Hall
Foundation

CONCEPTUALIZE
ACTUALIZE
LOCALIZE
SYNERGIZE
MAXIMIZE
PRIORITIZE
EMPATHIZE
OPTIMIZE
HUMANIZE
ENERGIZE
REALIZE
AMBITION
GALVANIZE
VISUALIZE
PUBLICIZE
EQUALIZE
RECOGNIZE
DEPOLARIZE
SPECIALIZE
CATALYZE
DEMOCRATIZE
ACTUALIZE
CONCEPTUALIZE



A CAMPAIGN FOR CANADIAN POTENTIAL



**THE RIDEAU HALL
FOUNDATION
IS ON A MISSION:
to set Canada
up for success
by investing in
learning, innovation,
leadership, and
community building.**

This is more than just a
fundraising initiative.

It is a national effort to ignite
Canadian ambition and shape
a brighter future for all.

THE TIME IS NOW.

→ **REALIZE AMBITION** **A CAMPAIGN FOR CANADIAN POTENTIAL**

As Canadians, our ambitions define us — who we are and what we do. It's time that we show the world where that will take us.

The Realize Ambition campaign is singularly focused on activating Canadians.

The Rideau Hall Foundation has spent its first thirteen years preparing for this moment.

- Visionary leadership has set the direction.
- National programs have inspired thousands upon thousands of Canadians to get engaged.
- A network of dynamic partnerships is leveraging the Foundation's impact across the country.

**Today, we are calling on all
Canadians to dream big —
to take action to shape the
future together.**

THE LEGACY



Throughout my lifetime, I have often talked about the importance of building a smarter, more caring Canada. Through the Rideau Hall Foundation, we are seeing that vision take shape across the country. By using trust and empathy as our guideposts, we are creating the conditions where, as Canadians, we can fully realize our shared potential.

The Right Honourable DAVID JOHNSTON
28th Governor General of Canada
Founding Chair of the Rideau Hall Foundation

THE CAMPAIGN



We are ambitious for Canada: how we engage with the world, how we connect with one another, and how we define ourselves as Canadians.

Realize Ambition is the RHF's \$150 million campaign to accelerate our collective ambition — to connect and empower people, causes, and organizations who share a common belief in, and commitment to, a better Canada for all.

Together we can narrow the gap between what is and what might be.

J. ROBERT S. PRICHARD
Chair
Rideau Hall Foundation

NOW IS THE TIME...



...to commit to excellence and innovation in everything we do for Canadians. Let's create a Canada where dreamers, doers and problem-solvers can realize their ambitions, for themselves and for the country.

I look forward with excitement to what we can accomplish together, through the nation-building reach, commitment and talent of the Rideau Hall Foundation's team. With you as our partners, we will focus on the transformational, creating ripples of change and opportunity for all.

TERESA MARQUES
President and CEO
Rideau Hall Foundation

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teresa.marques@rhf-frh.ca

actualize →

IMPACT TO DATE ACROSS CANADA

CATAPULT



\$18M

invested in community-
based programming for
at-risk youth

100,000+
youth benefited across the country

INDIGENOUS
TEACHER
EDUCATION
INITIATIVE



\$21.8M

in support of 19
Indigenous-led and
community-driven
projects

QUEEN
ELIZABETH
SCHOLARSHIPS



2,500+

scholars with
112 projects funded

55
participating Canadian
universities and colleges

FORUM FOR
YOUNG
CANADIANS



27,770+

youth participants

Joined RHF in
2020

GOVERNOR GENERAL'S
CANADIAN LEADERSHIP
CONFERENCE

2,400+

leaders have participated
in the program

Joined RHF in
2024

MICHENER AWARDS
FOR PUBLIC SERVICE
JOURNALISM

100+

awards and fellowships
awarded over the past
50+ years

Partnered with RHF since
2020



GOVERNOR GENERAL'S
INNOVATION AWARDS

60

Laureates over 10 years



CANADIAN
INNOVATION
WEEK



10,000+

contributors

121,000
engagements since 2018

INGENIOUS+



\$800,000

invested in young innovators
from coast to coast to coast
over four years

18
national winners

305
regional winners

ARCTIC
INSPIRATION
PRIZE



\$29.3M

awarded over the
past 13 years

78
winning teams

AMBITION #1

YOUR SUPPORT WILL:

- Enable post-secondary learning for 100K+ young Canadians

- Connect 100s of youth-serving organizations to multiply their impact

- Expand global horizons for 2,500+ college & university scholars

- Build pathways to Indigenous learning and success

CAMPAIGN GOAL:

\$50M

maximize → OPPORTUNITY AND EXCELLENCE IN EDUCATION

A smarter, more caring Canada starts with expanded learning opportunities for everyone. Canada's education system is strong, but we must do better.

At the Rideau Hall Foundation, our work for youth at risk fuels educational opportunities and skills training nation-wide. Already, we've invested over \$20 million to help more young people progress to post-secondary opportunities. And through study projects abroad, we're empowering post-secondary students with life-changing experiences that build leadership and careers.

When it comes to Reconciliation, the Honourable Murray Sinclair said it best: "Education got us into this mess and education will get us out of it." Our Indigenous Teachers Education Initiative is well underway, delivering on our vision to support 10,000 First Nations, Inuit and Métis teachers to unlock the full potential of future generations of Indigenous peoples in Canada.

**Let's re-imagine a future for Canadian learning
where all students rise to their potential.**



Halifax-based Prep Academy leveraged \$350,000 from the RHF to expand coaching and mentorship offerings supporting 100s of Black youth in Nova Scotia to enter post-secondary education.

- **Catapult Canada:** Removing barriers to post-secondary learning
- **Queen Elizabeth Scholarships:** Growing global-minded leaders
- **Indigenous Teacher Education Initiative:** Training 10,000 Indigenous teachers

AMBITION #2

YOUR SUPPORT WILL:

- Fire up 1000s of budding innovators and entrepreneurs
- Support Northern ingenuity that benefits 100s of communities, and all of Canada
- Celebrate dreamers and doers, and ignite Canada's "can-do" spirit

CAMPAIGN GOAL:

\$30M

catalyze → CANADIAN INNOVATION AND INNOVATORS

Innovation is not a 'nice to have' — it is critical to our country's prosperity and quality of life. Whether as a catalyst, convener or champion, the Rideau Hall Foundation is playing a unique role within Canada's innovation ecosystem.

At the RHF, we celebrate Canada's best, from scientists to social change-makers. Across the North, our 12-year partnership with the Arctic Inspiration Prize supports life-changing community solutions that benefit thousands each year.

And to make Canada more competitive today, and tomorrow, we invest in the talented high-school innovators who will shape our future.

We want to be the smart and caring nation; a society that innovates, embraces its talent and uses the knowledge of each of its citizens to improve the human condition for all.

The Right Honourable DAVID JOHNSTON

Join us in championing Canadian innovation.



Celebrating innovators like Victoria's Liam Pope-Lau is our mission. Liam won a \$10,000 national prize from the RHF for his water-activated self-heating survival pack LifeHeat, a life-saving innovation brimming with commercial potential.

- **Ingenious+:** Championing the next generation of Canadian genius
- **Governor General's Innovation Awards:** Celebrating Canadian excellence
- **Canadian Innovation Week:** Showcasing our Innovation nation – Canada
- **Arctic Inspiration Prize:** Investing in Northern-led collaborative solutions

AMBITION #3

YOUR SUPPORT WILL:

- Inspire 1000s of youth to know and get involved in public service and our parliamentary democracy

- Build back local journalism that matters to Canadians

- Convene young people to find common ground, across Canada

CAMPAIGN GOAL:

\$25M



At this critical time of challenge and opportunity for our country, now more than ever we need people of all ages and stages to become active participants in their communities and in our democracy. This is a priority for the RHF and I am inspired to help further that work.

The Honourable ELIZABETH DOWDESWELL, O.C.
29th Lieutenant Governor of Ontario and RHF Board Member

revitalize → TRUST IN PUBLIC INSTITUTIONS

Trust in democratic institutions has steadily eroded in many countries, and Canada is no exception. At our core, the Rideau Hall Foundation is committed to ensuring we live in a healthy and thriving democracy.

The RHF encourages youth to contribute to their communities – and to their country. We bring together high school students from every part of Canada to experience how our government works. At a time when truth is in jeopardy, we nurture outstanding, unbiased journalism that shines a light on the important issues facing Canadians, building trust and bringing our communities closer together.

For over 50 years, programs that are now part of the RHF have inspired young leaders and dedicated journalists alike to do more for Canada. Let's ensure we build on this for the next 50.

Help strengthen the future of Canada's institutions and our democracy.



MCpl Matthieu Racette, Rideau Hall © OSGG, 2024

The 2024 Michener-Deacon Fellowship for Investigative Journalism was awarded to Eve Levesque and Marie-Christine Noel by Her Excellency the Right Honourable Mary Simon, Governor General of Canada. Their reporting looks at the socio-economic mechanisms and public policies that threaten food security in Canada.

- **Forum for Young Canadians:** Inspiring Canada's future leaders
- **Michener Awards for Public Service Journalism:** Investing in the future of Canadian journalism that matters

AMBITION #4

YOUR SUPPORT WILL:

- Plant the seeds of service for a new national volunteerism strategy
- Equip 5,000 mid-career leaders with national perspective to build stronger communities
- Amplify impact of the Governor General of Canada, the Lieutenant Governors and Commissioners, to connect, honour and inspire Canadians

CAMPAIGN GOAL:

\$30M

galvanize → CIVIL SOCIETY AND CANADA'S CULTURE OF VOLUNTEERISM

Volunteerism is declining in Canada. Youth want to help out but don't know where to start. Meanwhile, studies show that serving in our communities reduces polarization and brings Canadians together. Unlocking this puzzle gets to the very 'why' of the Rideau Hall Foundation.

Looking ahead, our national volunteer strategy aims to inspire more Canadians — especially youth — to get involved, solve problems, and increase their employability.

Convening emerging leaders from across the country broadens perspectives and opens dialogue, building relationships that will yield better outcomes for Canada, long term.

And let's not forget, the RHF was conceived to amplify the reach of the Office of the Governor General, for the good of all Canadians. That work continues today as we collaborate on initiatives that connect, honour and inspire Canadians.

Let's come together for a smarter, more caring Canada.



2017 Governor General's Canadian Leadership Conference participants, 258 mid-career leaders from across Canada and representing all sectors, assemble in front of Rideau Hall in Ottawa.

- **Empathy Engaged:** Building a National Volunteer Strategy
- **Governor General's Canadian Leadership Conference:** Bringing mid-career professionals together for 40 years
- **Working with the Office of the Governor General of Canada:** Connecting, honouring, and inspiring Canadians

AMBITION #5

YOUR SUPPORT WILL:

- Enshrine the RHF as a permanent feature-for-good in Canada

- Help build an endowed fund trusted by 100+ Canadian philanthropists

- Align your legacy with David Johnston's vision and service to Canada

CAMPAIGN GOAL:

\$15M

(to build the Legacy Fund to \$50M)

realize → OUR COLLECTIVE AMBITION FOR CANADA'S POTENTIAL

The work of the Rideau Hall Foundation is long-term and enduring. It started with the vision of the RHF's founder, David Johnston:

The founding purpose of the Rideau Hall Foundation holds as true today as it did over a decade ago: mobilizing ideas, people and resources across the country to tap into our national spirit and to help realize our shared ambition.

The Right Honourable DAVID JOHNSTON

Since 2012, the RHF has delivered real results to hundreds of thousands of Canadians.

Today, we are seeking to accelerate the nation-building work that has taken root, while growing the RHF legacy endowment to \$50M in honour of David Johnston's legacy of service to Canada. Doing so will ensure that the RHF is permanently secured to benefit all Canadians, and that our expanding program capacity is supported far into the future.



I believe it's important to support and contribute meaningfully to causes I believe in. This has been a focus for me throughout my life. The work the RHF does with young, enterprising Canadians will have an impact far into the future; and I see my donation as an investment in this vision. Giving back is something I believe everyone should consider, and a gift to the RHF is a gift to Canada.

DONALD K. JOHNSON, O.C.,
former Vice Chairman of BMO Nesbitt Burns

→ **THE RHF
BELONGS TO
ALL CANADIANS.**

prioritize → VALUES-DRIVEN LEADERSHIP

The RHF's Board of Directors is comprised of leaders from across the country who share a commitment to excellence in governance. In combination with Directors Emeriti and the RHF's purpose-driven team, the Board ensures that the RHF responds with agility and effectiveness to the grand challenges and opportunities that lie ahead for Canada.

30

ambitious
Canadians
make up
our board

5

Board committees
and top-tier
external advisors
steer our success

12+

years balancing
results with
high operational
efficiency

WHY WE'RE ON BOARD



I am honoured to work with David Johnston to help build a better Canada, particularly through the advancement of innovation, learning, and entrepreneurship opportunities for young people. I'm proud of BC's innovation culture and look forward to growing it with the RHF.

JOHN MONTALBANO
RHF Board Member;
Chair of the RHF Investment Committee;
Principal, Tower Beach Capital;
Board Member of the Canada Pension Plan



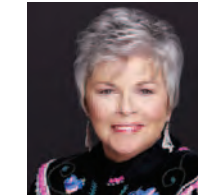
Excellence in education and equality of opportunity are national priorities. The Rideau Hall Foundation speaks to my pride in Canada, and to my commitment to help young people achieve their life goals and build their communities, at home here in Alberta and across the country.

DR. ELIZABETH CANNON, O.C.
RHF Board Member;
President Emerita of the University of Calgary



Putting a spotlight on Canada's potential as a country of forward-thinking and exponential ideas, the Rideau Hall Foundation has created a nationwide platform for innovators to grow and connect. Their commitment to engaging young Canadians — through programs like Ingenious+ — is empowering youth to lead the way in innovation and in the economy of the future.

ABDULLAH SNOBAR
RHF Board Member;
Executive Director of the DMZ and CEO of DMZ Ventures



The Rideau Hall Foundation is leading transformative work that will enrich our country and benefit all Canadians, including First Nations, Inuit, and Métis Peoples.

ROBERTA JAMIESON, O.C.
RHF Board Member;
Board member RBC, Deloitte Canada and Chile;
Formerly CEO of Indspire;
Elected Chief Six Nations of the Grand River Territory;
Ombudsman of Ontario

mobilize →

WE CAN DO THIS TOGETHER



The Waugh Family Foundation is proud to invest in innovation and global thinking through the Rideau Hall Foundation. The international post-secondary exchange program that we support creates opportunities, year after year, for bright young minds to advance their education and expertise — the ripples of which will go beyond borders and generations.

RICK WAUGH, O.C.
The Waugh Family Foundation
Former Deputy Chairman, President
and CEO, Scotiabank

Imagine a Canada where young people are equipped to realize their ambitions. Where youth from all backgrounds are supported to pursue education, skills and meaningful employment. Where innovation leads to national prosperity and resiliency. Where Canadians are brought together through shared community, and where core values unite us.

The *Realize Ambition* Campaign is anchored in the values and objectives from the RHF's 2023-2028 Strategic Plan — *Creating Opportunities, Connecting Communities* — and will accelerate these priorities in support of a better Canada.

A Campaign Advisory Council, made up of Canadians with aligned values and trust in the RHF's work, will help deliver on our mission to ignite the shared potential of Canadians.

→ JOIN THE CAMPAIGN FOR CANADIAN POTENTIAL



From the time of our first gift back in 2013, we knew the RHF had the potential of being a champion for Canada...The RHF is about pride in Canada. We are thrilled to see the RHF grow its impact and find new barn-raising approaches for Canadians to work together in building a smarter and more caring country.

DON AND RUTH TAYLOR
Taylor Family Foundation



I am honoured to work with David Johnston and the Rideau Hall Foundation to build opportunities for all Canadians — for minorities, for women, and for Indigenous peoples. Let's build a better Canada, together.

NANCY SOUTHERN
RHF Director Emerita
Chair and Chief Executive Officer,
ATCO Ltd.



At the Azrieli Foundation, we believe education is the greatest accelerator of success. Our partnership with the RHF will positively impact thousands of ambitious young people every year — and have ripple effects in communities across the country for years to come. I invite Canadians to join in supporting this work for our shared future.

NAOMI AZRIELI, O.C.
Azrieli Foundation

recognize →
**WHAT OUR SUPPORTERS HAVE
MADE POSSIBLE. BUILDING ON
THIS FOUNDATION, IMAGINE WHAT
WE CAN ACHIEVE TOGETHER.**



\$2M awarded to University College of the North will fund training for 50 Indigenous teachers over five years.



Dalhousie University received QES funding in support of their Global Perspectives on Sustainability through Education in The Bahamas program.



Vancouver's Take a Hike received \$300K from Catapult Canada, benefiting 300 low-income youth.



300 youth returned to Parliament in March 2025 with Forum for Young Canadians.



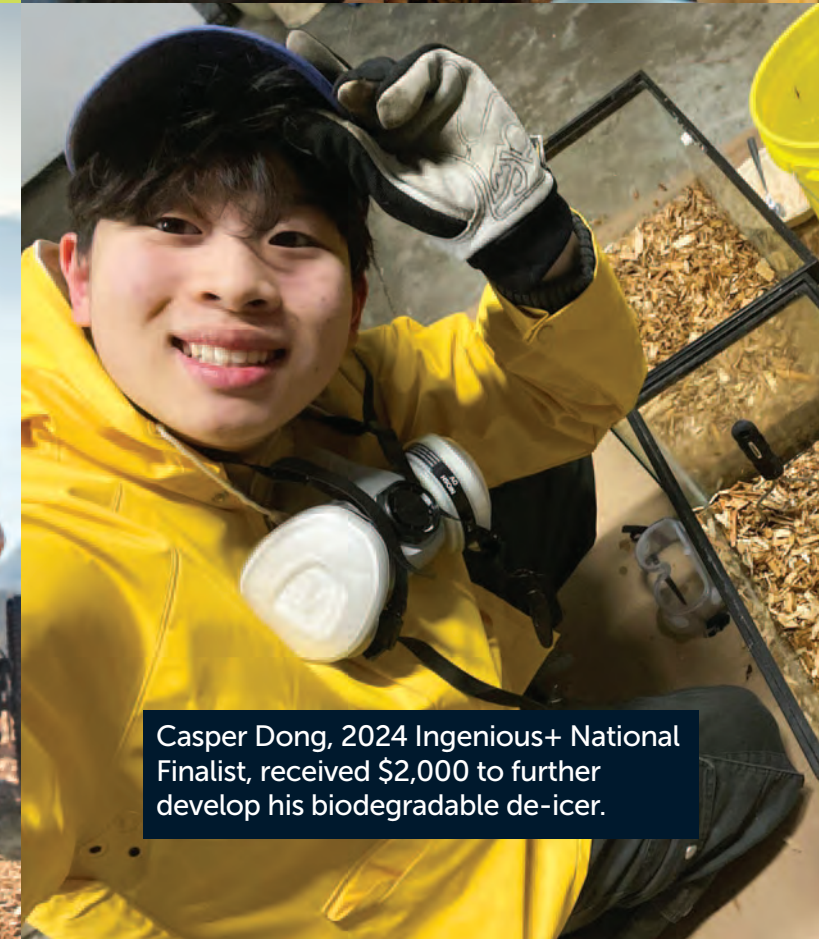
Adventure 4 Change received \$103,400 to support 120 youth in Waterloo, ON.



The Michener Awards convened a Canadian-first symposium on the future of local journalism.



Governor General's Innovation Awards Laureate Christian Bagg, Bowhead Reach, opening nature to Canadians with disabilities.

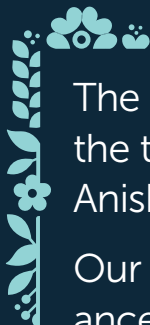


Casper Dong, 2024 Ingenious+ National Finalist, received \$2,000 to further develop his biodegradable de-icer.



Lessons from our Elders was awarded \$450,000 from the Arctic Inspiration Prize to engage high school students in identifying artifacts from stories told by Elders.

→ **REAL PROGRESS**
→ **MEASURABLE IMPACT**
→ **REALIZING AMBITION**



The Rideau Hall Foundation is headquartered on the traditional, unceded territory of the Algonquin Anishinabeg Nation.

Our staff and board live and work across Turtle Island, the ancestral lands of First Nations, Inuit and Métis peoples.

This acknowledgment is intended to show respect to Indigenous peoples, who have taken care of these lands since time immemorial. Through our work for Canada, we acknowledge the harms of the past and are learning to do better in the future, and we invite all Canadians to join forces in relationship with Indigenous peoples to tackle the challenges of today and tomorrow.



**Fondation
Rideau Hall
Foundation**

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Charitable # 848037248 RR0001

GLOBALIZE
SYMBOLIZE
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CONVULS