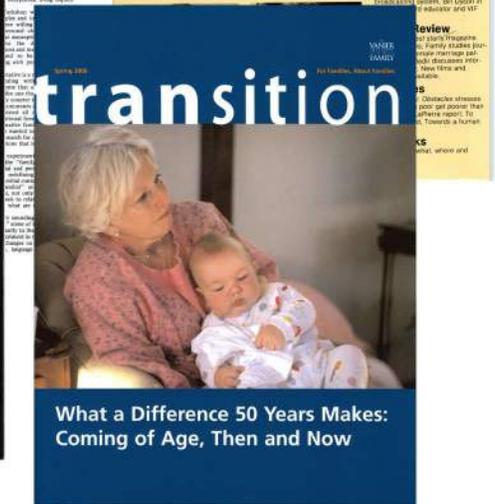
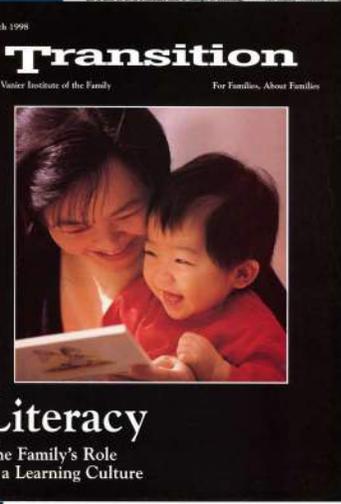
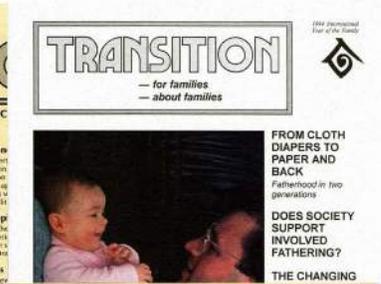
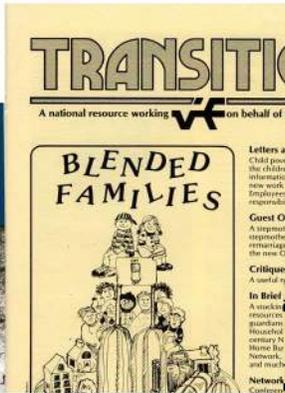
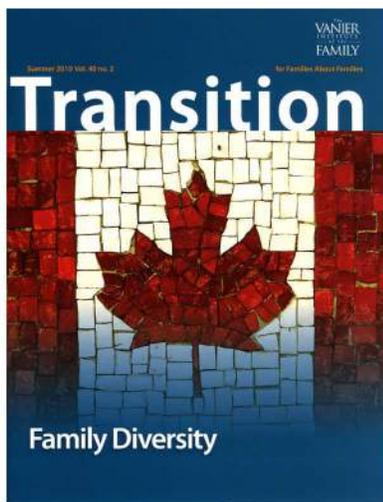


Annual Report 2010



40 years of transition

Annual Report

2010

VISION

The Vision of the Vanier Institute of the Family is to make families as important to the life of Canadian society as they are to the lives of individual Canadians.

MISSION

To create awareness of, and to provide leadership on, the importance and strengths of families in Canada and the challenges they face in their structural, demographic, economic, cultural and social diversity.

Information from the Institute's research, consultation and policy development is conveyed through advocacy, education and communications vehicles to elected officials, policy makers, educators and researchers, the business community, the media, social service professionals, the public and Canadian families themselves.

THE YEAR IN REVIEW

According to the Chinese Zodiac, 2010 was the year of the Tiger, a year that would be filled with intensity and change. For the Vanier Institute of the Family, it was all of that, as the organization undertook a number of major projects which stretched its resources to the limit as it carried out its responsibilities as Canada's most respected and authoritative voice on family life.

2010 saw the production of *Families Count: Profiling Canada's Families IV*, the only national study of its kind. This quadrennial status report on families, produced under the direction of Katherine Scott, the Institute's Director of Programs, was released in October during National Family Week. It was launched with a special event on Parliament Hill and a week-long series of in-depth news articles on the report's findings in Postmedia newspapers and websites across the country, authored by journalist Shannon Proudfoot. The *Families Count* report generated considerable website traffic and orders of the hard-copy publication continued strongly in the weeks after its release.

The story told by *Families Count* is not a new one; it is that families in Canada continue to change and adapt to the society in which they function. This is an essential and constant truism for families first articulated by Dr. Frederick Elkin in his 1964 book *The Family in Canada*, a study prepared for the Canadian Conference on the Family, the seminal forum which resulted in the creation of the Vanier Institute. Dr. Elkin observed "The family has never remained constant...The family, with its crucial functions, does not expire, it changes." The Vanier Institute, in its commitment to expand knowledge of how families function, tracks and assesses these changes to help all involved in the development and implementation of family policy to better understand how this unique social organism, to which we all belong in one way or another, is functioning.

Over the coming years, the Institute will take that understanding and add additional research as it functions as an agent of knowledge mobilization on family matters. There is a concern, however, that the next volume of this on-going series of studies may not be as robust as previous editions. The decision of the federal government to abandon the mandatory long form census may not produce the same quality of data upon which the Institute has traditionally relied to develop its Profiling reports. This past year the Institute added its voice to those of hundreds of other respected organizations and individuals, by writing to the Industry Minister and the Prime Minister urging a reconsideration of this change in census policy.

As if the creation of *Families Count* was not enough, the Institute this past year undertook a major re-design and re-build of its website. As many families discover when they renovate, the project takes much longer and is much more involved than originally anticipated. However, by the end of September, just ahead of the release of the Profiling report, the Institute unveiled its new website designed to better showcase its research initiatives and make finding information much easier. Our stakeholders

have responded by increasing both the frequency of visits and spending more time per visit on the new site www.vifamily.ca. The new site improves access to our considerable library of publications, makes it much easier to apply for and renew memberships and make charitable donations. Over the coming year the Institute will explore how to integrate some Web 2.0 interactive features, to compliment our presence on Facebook and Twitter.

In addition to *Families Count*, the Institute again attracted considerable attention with its annual assessment of *The Current State of Canadian Family Finances* released just before the federal budget. With the extensive work and focus required to produce *Families Count*, the Institute did not release any Contemporary Family Trends papers in 2010, but they will return in the coming year.

You will find more detailed information on VIF programming in the following pages of this report, as well as a review of topics covered in the four 2010 editions of *Transition*, and the monthly *Fascinating Families* fact sheets. There is also a summary of our extensive interaction with the media, which calls upon the Vanier Institute more regularly and more often than any other organization to provide context and perspective to the many issues which have an impact on family life in Canada.

Like most families, the Institute's budget felt the impact of the economic downturn, as the Endowment Fund which provides the organization with the bulk of its operating income, declined in value. During 2010, the Fund slowly began to regain value as the economy improved, and while yet to return to its pre-recession values, it continues to provide a stable revenue base upon which to fund our research, education and outreach activities. However, in order for the Institute to grow and expand its capacity to participate in the national conversation about family life, it will require additional financial resources. The Board will be increasing its focus on marketing and fundraising as priorities at future meetings.

Without the financial underpinning provided by the Endowment Fund, the Institute would not be in the

position it is today, which is to begin thinking how to celebrate its 50th anniversary in 2015. Achieving a half century of service is a remarkable accomplishment in an environment which has seen many worthwhile organizations within the NGO and not-for-profit community close their doors because of funding challenges. The Board has struck a special committee to look at how we can best honour the legacy of Governor General Georges Vanier and his wife Pauline, build upon what the Institute has accomplished, and set a course for our next fifty years.

As 2010 drew to a close, the Institute said goodbye and thank you to Clarence Lochhead, who stepped down as Executive Director at the end of December. Clarence made a number of substantial contributions to the work and profile of the Institute during his four years with VIF, and provided leadership that was based on integrity, compassion and a deep sense of responsibility for the Vanier Institute's role as a strong and independent voice for Canadian families. In recognition of his contributions, Clarence has been appointed a Senior Fellow of the Institute, and we expect to have his voice associated with the work of the VIF in the future.

As one chapter of the Vanier Institute story is closed, the next is preparing to be written as the Board undertakes a search for new leadership which will direct the organization in the coming years. As Dr. Elkin observed yearly a half century ago, in family life change is a constant, and it is no different for the Institute.

For the year ahead, according to the Chinese Zodiac calendar 2011 is the year of the rabbit, and we are told that rabbits believe strongly in friends and family. It is a good omen.

Ottawa
May 2011

BACKGROUND ON THE VANIER INSTITUTE OF THE FAMILY

The Vanier Institute of the Family is an independent, national, bilingual, non-profit institute committed to promoting the well-being of Canadian families. The Institute was established in 1965 under the patronage of Their Excellencies Governor General Georges P. Vanier and Madame Pauline Vanier.

Canada's families come in many different shapes and sizes. And in their ethnic background, beliefs, character and economic status, they are as varied as the Canadian mosaic. Nevertheless, family is a universal fact of life since every human being is moulded by family ties and experiences. The late Governor General and Madame Vanier knew that when a nation works to strengthen its families, it strengthens every individual citizen, as well as the society as a whole.

From their perspective as Canadian leaders, the Vaniers saw the need for an independent institute to:

- Build public understanding of important issues and trends affecting the healthy functioning of Canadian families.
- Foster a society that identifies and provides for the needs and aspirations of families.
- Encourage a family perspective among policy-makers, service providers, employers, educators and others whose work affects the lives of families.
- Promote the inherent capacity of families to help themselves.

The Vanier Institute of the Family fulfills its mandate through many activities, especially:

Research and Analysis: VIF undertakes and commissions research on Canadian families and the context in which families nurture their members and contribute to their communities. Using data distilled from many sources – academia, government, social agencies and other primary research groups – VIF moulds complex facts and figures into accessible, authoritative information available to all Canadians.

Public Education: Through publications, media interviews, presentations and Internet publishing, VIF keeps Canadians up-to-date on issues pertaining to families. As a public resource, VIF provides informed

and sophisticated advice and critiques of social policy. It is the single most relied-upon source of concise, balanced and practical information on families in Canada.

Partnership: VIF enlarges its capacity to contribute to Canadian society by developing strategic partnerships with public and private institutions, corporations, the media and the non-profit sector.

THE WORK OF THE VANIER INSTITUTE OF THE FAMILY

Families Count: Profiling Canada's Families IV

Families Count is the new edition of the Vanier Institute's popular data book on families in Canada. The Vanier Institute of the Family has been producing this essential resource since 1994.

The name has changed but readers will still find a wealth of information on families in Canada - in all of their diversity - and on the range of factors influencing their wellbeing.

Through the use of easy-to-read charts and tables and commentary, *Families Count* identifies trends, successes, and challenges facing Canada's families today. The new electronic format will ensure broad accessibility for all those with an interest in families.

Among the highlights:

- The population born outside of Canada rose 13.6% between 2001-2006, an increase 4 times greater than the growth of the Canadian born population
- Median age of Aboriginal people was 27 in 2006 versus 40 among non-aboriginal Canadians
- Fewer children are living with married parents, now 66% in 2006 down from 81% in 1986
- 'Married with children' families now 39% in 2006 versus 55% in 1981
- 84% of two parent families had two or more earners
- Over half of first unions are now common law for Canadians between 20-29 years old
- 40% of first marriages end in divorce
- In 2007, 13 % of households were in poverty
- 4.7 million Canadians provided care to a senior in 2006

Here's what people are saying about this new report...

"An encyclopedia of Canadian family trends and statistics" – Post Media News

"This is one resource that I must have on my shelf. Whether writing a paper, giving a talk or responding to media queries, it is the one place where I can get reliable information literally at my fingertips."

– Kerry Daly, PhD, Dean, College of Social and Applied Human Sciences, University of Guelph

Contemporary Family Trends

VIF commissions and publishes papers written by Canadian experts on a wide range of topics of relevance to families in Canada. Our Contemporary Family Trends papers contribute to the discussion of important family issues by making current knowledge on families available to researchers and policy-makers, educators and students, businesses and social service agencies, media and other interested parties. The papers are published both in print and on our website.

Due to our undivided attention on the production and release of *Families Count*, there were no Contemporary Family Trends papers published in 2010.

Transition

Transition, a quarterly, bilingual magazine, is VIF's flagship for public education on Canada's families. Each issue of the magazine features several engaging articles on a particular theme of relevance to families, as well as news about Canadian groups working on behalf of families.

Published since 1970 by the Vanier Institute of the Family, *Transition* which in 2010 celebrated 40 years of publication, is widely read and well-respected by policy-makers, researchers, educators, students, journalists, family-service workers, doctors, lawyers, parents and many others interested in family issues.

The print run for *Transition* is 3,500 copies, but the actual readership is much higher: 10,500 is a conservative estimate. Readers often pass the magazine on to friends, family members and co-workers. The magazine also appears on the VIF website, where it is read by many more people.

In high schools and universities, many educators use *Transition* as a classroom resource. Other organizations photocopy and distribute our articles, or reprint them in their own publications.

40 years of publishing the magazine have taught us that it has a considerable "ripple effect" in Canadian society. This influence can be accounted for by its quality, by VIF's reputation as a balanced, reliable source, and by the fact that *Transition* is read by people who are in a position to influence others – teachers, journalists, parents, government officials, politicians, corporate leaders and others.

2010 Transition Titles

Spring, Vol.40-1: Recession Realities

Summer, Vol. 40-2: Family Diversity

Autumn, Vol. 40-3: *Families Count: Profiling Canada's Families IV*

Winter: Vol. 40-4: Creating Family

2010 Transition Editorial Contributors

VIF's expertise was greatly supplemented by the following experts who donated their time, research and writing for use in *Transition*:

- Jenni Tipper is the Research Associate and Editor of *Transition* Magazine at The Vanier Institute of the Family.
- Roger Sauvé is President of People Patterns Consulting.
- Kate Bezanson is Associate Professor of Sociology at Brock University.
- Canadian Labour Congress, Communities in Crisis Research Team
- Eric Sager is a Professor of History and the University of Victoria.
- Sandra J. Forbes is a marriage and family therapist and approved adoption practitioner.
- Brian de Vries is Professor of Gerontology at San Francisco State University and Editor of the Sexuality Research and Social Policy Journal.

Fascinating Families

A web feature that builds on VIF's expertise in monitoring family trends and in making complex statistics accessible and understandable to a wide audience. Published on the 15th of each month, *Fascinating Families* highlights timely, family-related facts and uses a "family lens" to frame a brief discussion of the implications for families in Canada. This feature is designed for journalists, policy makers, educators, students and, anyone interested in understanding the strengths of Canadian families and the challenges they face. Hyperlinks to related resources and research are provided whenever possible.

Issues of *Fascinating Families* in 2010:

- *The Decade of Debt*
- *Two incomes the norm...and the necessity*
- *Families Working Shift*
- *Canada's Racial and Ethnic Diversity*
- *Family Pathways to Retirement*
- *Canada's Seniors: Living Longer, Together*
- *Forming Unions – Again*
- *Children Growing Up in Stepfamilies*
- *National Child Day: Freedom of Expression*
- *Canada's Care Force*

Canadian Family Finances Program

VIF's Canadian Family Finances program produces an annual report on family finances and publishes it on our website. We commission Roger Sauvé, President of People Patterns Consulting, to research and write the reports, which are of particular interest to politicians, journalists, business leaders, teachers, family professionals and counsellors. By monitoring family finances every year, we keep Canadians informed of the latest patterns and trends in family incomes, expenditures, savings and debt. The report clearly meets a need, as proven by the tremendous media interest it generates each year.

The Current State of Canadian Family Finances: 2009 Report (Released on February 16, 2010)

by Roger Sauvé, People Patterns Consulting

The 2009 Report indicates that many families walk a financial high wire, citing research in which 59% of respondents say they would be in trouble if their

paycheque was delayed by even a week. The study stresses that personal debt is an increasing problem at the kitchen table, with a 50% increase in mortgages running 90 days or more in arrears in 2009 compared to a year before. The number of credit card holders who were behind at least three months in their payments was up 40% during the same period. The report also flags growing concern over housing prices. Over the past 20 years, house prices have averaged 3.7 times household earnings. Now it is 5 times earnings, with real estate now providing 48% of the net worth of Canadian households, the highest it has been in 20 years.

Among other findings:

- In 2009 the average household debt climbed to \$96,100, creating a debt to income ratio of 145%, the highest it has ever been. Some are predicting it could climb to 160% by 2012.
- Almost half the job losses during 2009 were lost by young people 15 to 25. Youth now entering the labour force face a big challenge as only 7% of companies say they now face a labour shortage compared to 36% a year ago; its the lowest number since 1997.
- Interest rates are at record low levels and are likely to remain there for at least several more months before moving up again.

THE VANIER INSTITUTE OF THE FAMILY'S WEBSITE

2010 saw a complete redesign and rebuild of the VIF website. Working with an independent contractor, Institute staff mapped out the architecture and design elements which would incorporate a Content Management System (CMS) and open source software. By early summer, uploading of our extensive library of reports, news releases, speeches and other documents was underway. August was spent testing, retesting the new tools and in September we launched the new look www.vifamily.ca.

The CMS on the new site allows for increased accessibility by users and search engines and a much better organization of the data behind the scenes. We now have a search by topic feature which includes links to all related documents that can be found on the site.

In December of 2010 we added the e-commerce elements which allow supporters to become a member or renew their membership, make a donation and/or purchase books, such as our very popular data book, *Families Count*, all online. The electronic membership system was launched to coincide with our annual member renewal campaign.

A micro website devoted to *Families Count* is in the process of being built. This new site will facilitate ease of access to the publication and allow us to update this vital resource more regularly. Additional resources (such as presentations, tables and charts, research updates) will be posted regularly.

A Statistics section is being developed that will replace "Family Facts" on the old website. This section will include current statistics on a range of topics, drawing on material prepared for *Families Count*.

Some Web Statistics

Since October 2010, there have been 36,354 visits to the Vanier website and almost 150,000 page views.

- Prior to the launch of the new site, we had an average of 2.58 page views per visit. In November and December of 2010 we had an average of 4.4 page views per visit.
 - The *Families Count* content page was our number one visitor stop (after the home page), followed by our research topics page and our publications overview page.
 - Our French site is generating traffic as well, with close to 2,500 visits to the French home page and close to 1,000 visits to the content page for La famille compte.
- The launch of *Families Count* generated a huge increase in visits. On launch day itself, we had over 2,100 visitors and 6,750 page views.

MEDIA RELATIONS

In 2010, VIF staff responded to hundreds of media requests for interviews, commentary, and background information. They responded to queries and gave interviews in English and French to a wide variety of television, radio and print media.

Many of these requests were prompted by VIF press releases, such as the annual family finances report and the release of *Families Count*, both of which generated a great deal of interest from media. Other media inquiries arose in response to news stories that relate to family issues for which the Institute is understood to have some expertise and which are reported below.

What is a “media hit”?

The VIF staff monitors and records those news stories making direct reference to the VIF. Each news story is counted as a media hit. Note: The total number of “media hits” for 2009 was 456.

Selected Interviews and Media Hits from 2010

Newspapers:

- The Wall Street Journal: Getting Personal Canada: A Precarious Way to Live [September 13, 2010]
- Financial Post: It’s summertime and the living is pricey [July 3, 2010]
- Victoria Times-Colonist: Parenthood, incomes draw people to the suburbs [June 8, 2010]

Media Hits, 2010							
	Media Type						Total
	Newspaper	Magazine	Radio	TV	Web ¹	Newswire ²	
British Columbia	94		18	3	5		120
Alberta	73		10		1		84
Saskatchewan	39		1				40
Manitoba	12		4				16
Ontario	113		29	2	1		145
Quebec	28		3		1		32
New Brunswick	11		1				12
Nova Scotia	13		1				14
Prince Edward Island	2		1				3
Newfoundland and Labrador	2						2
Yukon Territory	3						3
Northwest Territory							
Nunavut							
Maritimes	2		2		3		7
National	28	4	9	14	76	17	148
International					6		6
Total	420	4	79	19	93	17	632

*excludes references to VIF on blogs
¹ “Web” accounts for media hits that appeared on a website (not affiliated with a newspaper or broadcaster, e.g. canoe.ca)
² A “Newswire” is an organization of journalists that supply their stories to all other media types (e.g. The Canadian Press).

- Financial Post: Second mortgages: Pile on the debt [June 1, 2010]
- Regina Leader-Post: Mortgaging our future: a generation in debt [May 6, 2010]
- Ottawa Citizen: The family is back [February 15, 2010]
- Calgary Herald: Calculating the cost of children [February 8, 2010]

Web:

- Conseiller.ca: Budget personnel : trois priorités pour vos clients [November 15, 2010]
- CTV.ca : Will your retirement be a wealthy one? [November 8, 2010]
- Lapresseaffaires: Épargnez-vous trop pour la retraite? [September 28, 2010]
- Canadian Christianity: The Great Family Meltdown [June 24, 2010]
- Canada.com: Middle class Canadians still drawn by the suburbs [June 9, 2010]
- CanadianBusiness.com: Average Canadian family debt reaches \$96,100 in 2009, study finds [February 16, 2010]
- CBC News: 2000s were “decade of debt”: report [January 29, 2010]

Radio:

- Cross-Canada Check-In: Why do you live where you live? [July 18, 2010]
- CHQR: Federal budget child-care tax break causes new headache for feds [March 9, 2010]
- News1130: Mortgage changes could heat up home market as buyers rush to beat deadline [February 16, 2010]

Magazines:

- Canadian Business: Why buying a house is a bad investment [March 15, 2010]
- MacLean's: Head of the household [March 15, 2010]

Selected Interviews and Media Hits from the Release of *Families Count*

- Whitehorse Daily Star: Canada's typical family shows married couples with kids in the minority: report [October 4, 2010]
- La Presse Canadienne: La famille canadienne typique vit une révolution [October 4, 2010]
- National Post: The real Canadian family [October 4, 2010]
- The Globe and Mail: More Canadians unmarried, more couples childless: report [October 4, 2010]
- 660 News Radio: Canadian families are no longer bound by tradition [October 4, 2010]
- Edmonton Journal: More women bringing home the bacon, more men cooking it [October 7, 2010]
- Sympatico.ca: Être parent, ça coûte cher! [October 10, 2010]

CONSULTATIONS AND COLLABORATIONS

VIF staff members regularly serve as expert advisors and consultants to community projects, government departments and non-profit organizations. Our commitment to partnership is evident in our staff's ongoing participation as members of boards of directors and advisory committees, and our participation in specific projects.

Selected Ongoing Consultations and Collaborations:

- Roger Sauvé – *The Current State of Canadian Family Finances - 2009 Report; Families Count: Profiling Canada's Families IV*
- Media Awareness Network
- Janet Fast – Co-Director of Research on Aging, Policies and Practice, Department of Human Ecology, University of Alberta
- Nora Spinks, President of Work-Life Harmony Enterprises
- Deanna Williamson, Chair, Department of Human Ecology, University of Alberta
- Lois Harder, Department of Political Science, University of Alberta
- Meg Luxton, School of Women's Studies, York University

- Barb Neis & Sharon Roseman, Memorial University of Newfoundland
- Canadian Association of Family Resource Programs (FRP Canada)
- National Alliance of Children and Youth (NACY)

Speeches, Presentations & Conference Attendance

- March 31st, 2010: Katherine Scott and Sara MacNaull attended the “Knowledge to Action Day” focusing on missing and murdered Aboriginal women and girls, hosted by the Native Women’s Association of Canada in Ottawa, ON.
- April 11-13th, 2010: Jenni Tipper participated in the Quality of Women’s Lives Conference, hosted by the National Union of Public and General Employees in Ottawa, ON.
- April 15th, 2010: Sara MacNaull attended the launch of the 1st Heart Gallery in Canada, an initiative by the Adoption Council of Canada and the Children’s Aid Society of Ottawa in Ottawa, ON.
- April 26-27th, 2010: Clarence Lochhead was a discussant at the Socio-economic Conference, hosted by Statistics Canada in Gatineau, QC.
- June 2nd, 2010: Clarence Lochhead presented at the Retail Lending Knowledge Exchange training day in Mississauga, ON.
- June 3-4th, 2010: Sara MacNaull attended the Congress of the Humanities and Social Sciences at Concordia University in Montreal, QC.
- June 9th, 2010: Clarence Lochhead presented at the Retail Lending Knowledge Exchange training day in Mississauga, ON.
- June 10th, 2010: Clarence Lochhead presented at the Annual General Meeting of the Ontario Association for Family Mediation – Ottawa Chapter, in Ottawa, ON.
- June 10-11th, 2010: Clarence Lochhead attended Canada’s Maintenance Enforcements Programs roundtable in Gatineau, QC.
- June 14-15th, 2010: Jenni Tipper and Katherine Scott presented at the Centenary Conference of the Canadian Public Health Association in Toronto, ON.
- September 22nd, 2010: Clarence Lochhead attended the Annual General Meeting of the National Alliance on Children and Youth in Ottawa, ON.
- October 5th, 2010: Clarence Lochhead and President, Verna Bruce presented on Parliament Hill to launch the beginning of Family Week and the release of *Families Count: Profiling Canada’s Families IV*, in Ottawa, ON.
- October 14-15th, 2010: Clarence Lochhead was a panellist at the Second Annual Conference & Annual General Meeting of the Association of Family and Conciliation Courts (Ontario Chapter) in Toronto, ON.
- November 19th, 2010: Clarence Lochhead presented at the Equal in Dignity: Human Rights and the Passage of Generations Conference, hosted by the Trudeau Foundation, in Winnipeg, MB.

FUND DEVELOPMENT

To ensure a secure financial future for the Institute and its work, the Board of Directors' Investment Committee carefully manages the VIF Endowment Fund. The portfolio, combined with careful management of operating funds, continues to provide the Institute with the core financial resources needed to carry out its program of research, public engagements, and publications, including Contemporary Family Trends papers and *Transition* magazine. Given the current condition in equity and financial markets, the value of the Endowment Fund has declined, placing significant pressure on annual operating revenue. As a result, prudent financial management and fund development activities remain vitally important to the long-term sustainability of the Institute.

Our efforts during 2010 were successful in garnering over \$30,000 in new funds. Unless targeted otherwise, donations were used at the discretion of the Institute, including over \$13,000 in membership revenues and over \$16,000 in individual, memorial and corporate donations.

2010 Highlights

- Membership revenue \$13,532
- Individual, memorial and corporate donations \$16,283

(For detailed contributor information, please see the Contributors on page 13).

FINANCIAL REPORT

The 2010 audited financial statements for the Vanier Institute of the Family show that revenue received in the general operating section was \$757,018 with expenditures of \$823,061, for a year-end deficit of \$(66,043). In 2010, expenditures from the GPV fund for the publication of *Families Count* totalled \$79,626, with sales revenues of \$18,394. A total of \$281,699 remains available in the GPV Fund for future projects. The year ended with a cumulative surplus in the operating section of \$99,467.

Revenue from the Endowment Fund for Endowment Fund Projects was \$9,180. No expenses were incurred and the cumulative surplus in these funds is \$103,847.

A grant of \$5,000 was received in 2010 toward the translation of *Families Count*.

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