
















2023-2024 Annual Report



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Land Acknowledgment

We acknowledge and show gratitude that we are able to work and live on the traditional and unceded lands of the xʷməθkʷəy̓əm (Musqueam), Sḵw̓xwú7mesh (Squamish), Stó:lo and Sə́ilwətaʔ/Selilwitulh (Tsleil-Waututh) Nations, and that our work humbly extends to all First Nations, Métis, and Inuit Peoples across what we call British Columbia.

We make our commitment to continue on our path of learning and reconciliation and, where welcomed to do so, to work with communities to support undoing inequities that have harmed and continue to harm Indigenous Peoples across the stolen and colonized lands of Turtle Island, or what we now call Canada.

Letter from our Board Chair



This year, I had the honour of becoming the Chair of our Foundation, and I am proud of the direction we are taking as an organization as we continue to grow and make an impact in all corners of our province.

By grounding our work in partnerships and collaboration, we continued our growth by increasing partnerships and funding across the province. Our valued partners span all areas of public health, ensuring we stay agile and responsive to community needs where, how, and when they need it most.

We selected and pursued equity-driven initiatives that reduce harms, promote health, and maximize public health impact. The toxic drug poisoning crisis and the unintended consequences of the pandemic continue to be public health areas of priority. We launched vital campaigns this year addressing these priorities, with projects demonstrating tangible results and long-term impact on public health. We also continued promoting proactive population health strategies that employ an upstream mindset to prevent illness and injury before they occur.

Although our organization is small, we are making a very big impact on public health. Throughout the year, we worked on a momentous branding project that led to a new name — Pacific Public Health Foundation — that better captures who we are and what we do with and in support of our partners across BC. We continue to leverage our momentum to tackle the most significant health crises BC is facing while focusing on collaboration, equity, and innovative, purpose-driven programming.

None of this work would be possible without the dedicated support of our donors and partners. Because of you, we are able to fund projects and implement critical public health activities that have an immediate and measurable impact on communities across our province. We thank you for your trust in our work and dedication to our cause as we pursue our vision of a healthier, safer, and more equitable future for all.

A handwritten signature in black ink, which appears to read "Douglas Nelson". The signature is fluid and cursive.

Douglas Nelson, Board Chair

Letter from our CEO



As the health landscape in BC changes, so too does our work. Beginning early in the year, we began a project that saw us launch a new brand and a new name in January 2024. While we remain the same organization with the same commitments to public health in every corner of our beautiful province, our new name distinguishes us as BC's premier public health charity and provides clarity in who we are and what we do. Being recognized as an independent organization working through critical partnerships across the sector puts us in a better position to advance public health in BC. We're very proud of what we accomplished with our rebrand and what it will enable us to do moving forward as we undertake the next few years of our strategic plan. I encourage you to flip to [page 17](#) to learn more about the new brand and the thoughtful elements that make it unique.

This past year we moved into pandemic recovery, which includes youth mental health, Indigenous health, Rights, and Truth and Reconciliation, and the climate crisis, while continuing our strong focus on addressing the toxic drug poisoning crisis. Our work is intersectoral and common themes cross everything we do. We must understand these intersections and undertake work that centres populations who experience inequities due to systemic barriers. To that end, we launched two fundraising campaigns that are built upon the current crises facing our province, while remaining nimble, responsive, and flexible to the needs of public health, *Your Health, Our Commitment* and *Together We Act*. You can learn more about these important campaigns on pages 6-7 of this report.

We continue to build and strengthen partnerships to support BC's broad public health community of practice with a shared interest of improved population health outcomes. While collaborating with the British Columbia Centre for Disease Control (BCCDC) and other trusted partners, such as the Ministry of Health and Michael Smith Health Research BC, we expanded our reach by securing new partnerships with organizations like Northern Health, and new donors such as TD Bank Group, learn more on [pages 12](#) and [13](#).

The Foundation continues to grow, as we welcomed a new member to the board and new colleagues to the office. This growth improves our capacity to advance public health as a cause. Going beyond bringing new investments to the sector and funding critical projects, we also implemented education, knowledge translation, and advocacy projects that truly improve understanding of what public health is and why it matters — we are particularly proud of our unique, two-pronged approach. Grounding our solutions-focused work in equity, social-justice, anti-racism, Truth and Reconciliation, partnerships, and advancing public health, we ensure that our work is impactful to communities across BC.

Thank you to all our donors, partners, advisors, and board members who support us as we continue to improve public health in BC. Thank you as well to Foundation staff who drive our purpose and vision. We appreciate your dedication, positivity, and passion as we make transformational change for public health in BC.

A handwritten signature in blue ink that reads "Kristy Kerr".

Kristy Kerr, BSc, MPH-HP
CEO

In Memoriam

It is with a heavy heart that we said goodbye to a dear colleague and friend, Cathy Daminato. Cathy passed away in February 2024 after a courageous battle with cancer.

Cathy joined the Foundation as a Board Director in 2017, and became Chair in 2019, serving the organization faithfully through the pandemic and other critical priorities. Never one to shy away from hard work, Cathy led the Board and supported the leadership team with kindness, compassion, strength, and vision.

During her tenure, we accomplished many things. She would likely say her proudest moment was our successful partnership with the Ministry of Health, that led to a significant investment into COVID-19 response and recovery efforts, and solidified our reputation as the go-to public health charity for BC.

Cathy's career and expertise spanned decades in fundraising and leadership roles at Douglas College, BCIT, the Royal Columbian Hospital Foundation, and Simon Fraser University. In 2003, she became the first Vice-President of Advancement and Alumni Engagement at Simon Fraser University, tripling the fundraising activity, building endowments, and raising significant funds for key capital projects. Cathy earned a BSc in Life Sciences and an MBA, and held various volunteer and board roles during her career. She was awarded the Association of Fundraising Professionals' Giving Hearts Lifetime Achievement Award in November 2014 and was a finalist for a Woman of Distinction Award in the Non-Profit and Public Service category in 2007.

Cathy retired from her many years of service in 2016, and we were so lucky to gain her expertise at a time when the Foundation was launching ourselves into the new world of fundraising for public health. Cathy believed in our purpose and vision, and it fueled us to take a transformational approach to philanthropy every day.



Cathy Daminato

“Cathy was a joy to work with. She always supported me, listened, and offered to help where she could. She was always open-minded even with my wildest ideas, and such a great sounding board. With a small team and managing a very heavy load during the pandemic, Cathy was a strong leader, friend, and advisor, always there if and when I needed her. I miss her leadership, her humour, her friendship, and her compassion every day.” — Kristy Kerr, CEO

Cathy had a full and rich life. Retiring and moving to Osoyoos brought her much joy, and she was always talking about her family and was so excited to become a grandmother, often sharing stories and photos that reflected her love and pride.

She took up art in her retirement and enjoyed sharing photos of her work, oftentimes with a wry quip about her skills. She also loved to share stories of golfing and taking the boat out on the lake with her husband, Paul.

“Cathy's absence is deeply felt by all, and we are eternally grateful for her service, dedication, and commitment to the Foundation over the years. We miss her around the Board table and her legacy lives on.” — Douglas Nelson, Board Chair

Even after her difficult diagnosis, Cathy always wanted to hear how we were doing, and what progress the Foundation was making. It was clear she remained very proud of her contributions to our impact. Cathy touched many peoples' lives and she is greatly missed, and we will never forget her commitment to the Foundation, to public health, and to this province.

Our Campaigns

Together We Act

Unintentional drug overdoses have caused more than 15,000 deaths since being declared a public health emergency in BC in April 2016. This crisis is having a tragic impact on people facing inequities and injustices due to systemic barriers including oppression, harmful drug policies, prohibition, and misinformation. **We know that people are losing their lives, every day, and we need this to end.** We are dedicated to action on the toxic drug poisoning crisis — before more lives are lost.

[Together We Act](#) is a public health campaign created to educate and advocate for solutions to the toxic drug poisoning crisis, and to fund projects and initiatives that take action through innovative solutions, flexible and bold policies, and collaboration across communities, governments, and healthcare.

Project Spotlight: Wastewater Testing for Unregulated Drugs

The Foundation is currently fundraising for an initiative that is harnessing wastewater testing for unregulated substances. Testing wastewater for trends in unregulated drug use, like fentanyl, may help provide a crucial new tool to combat the toxic drug poisoning crisis. With anonymous, population-level data, the testing will be used to arm our decision-makers with invaluable information that will help to create healthier public policies, ensure programs and policies keep pace with the changing needs and landscape of this emergency, and provide evidence to help understand the potential for new community-based safer supply models.

This work is being led by Dr Alexis Crabtree, Medical Lead of Harm Reduction and Substance Use Services at BCCDC, and Dr Natalie Prystajeky, Program Head for the Environmental Microbiology Program at the BCCDC Public Health Laboratory. The goal of this testing will be for communities to be advised of the presence of life-threatening substances before they can cause fatal harm.



A scientist studies samples through a microscope in a lab

“This project supports an equity-driven approach to collecting and using sensitive data, which ultimately can influence critical health policies to advance life-saving solutions. And the scope of this population-level data is not available elsewhere, making it a real game changer for our partners across the province.” — Dr Prystajeky and Dr Crabtree, BCCDC

Your Health, Our Commitment

The pandemic severely worsened existing inequities for people already made vulnerable due to systemic barriers and determinants of health such as poverty, colonialism, and criminalization. It exposed the gaps, but it also showed us the opportunity to reinforce a well-funded, proactive, preventative public health system, and to prioritize and strengthen that system so that we can provide better public health solutions, and demonstrate why public health matters for the well-being of everyone.

Project Spotlight: Test, Link, Call

Test, Link, Call is an innovative project our Foundation has been supporting for a number of years. It is led by Dr Sofia Bartlett, Interim Scientific Director Clinical, Prevention Services at the BCCDC. This initiative supports people with chronic hepatitis B and C, HIV, and syphilis by increasing their access to health and social services. It focuses on **support for equity-deserving populations**, including people who experience criminalization, stigma, racism, or other determinants of health.

As inequities are increasingly driven by digital determinants of health, for people without access to the internet or a phone, healthcare and other social services have become even more difficult to access. This program provides participants with a cell phone and a six-month plan, and support from peers with lived experience. According to recent data, the program is currently operating with over 90% of participants with HCV enrolled in treatment, which is more than twice as high as rates usually achieved in this population.

Not only has *Test, Link, Call* increased the uptake of dedicated care and treatment for the populations served, it also saves money for the healthcare system, by testing and treating people before they require hospitalization. Dr Bartlett estimates a savings of \$5,961 per participant, compared to the program cost of just over \$1,000 per participant.

Your Health, Our Commitment is about our commitment to proactive population health initiatives for people across British Columbia. Through this campaign, we hope to strengthen the public health system so that it will be better equipped and able to respond to current and emerging threats to our health, keep people safe, promote positive well-being, advance equity, and foster healthier communities.



Pictured here are Trey Helten and Smokey-Devil, local graffiti artists, and some of the team members including Dr Sofia Bartlett, and Pam Young from *Unlocking the Gates*.

Test, Link, Call's success to date has proven it has the potential to change the current trajectory of these diseases and begin to reverse years of chronic underinvestment in care and treatment.

"I think it's big what you are doing by offering that device because it shows that a) you care and b) that there is a treatment out there that is clearly close to 100% effective. It gives people inspiration to follow through with it. It's a two-way street right? You trust us by giving these phones out before we begin the treatment."
— *Test, Link, Call* Participant

Working Upstream to Create Long-Lasting, Proactive Solutions

What if we could prevent illnesses and injuries before they occur?

That perspective on public health solutions is “working upstream,” preventing health problems from occurring at the source. Upstream has become a key analogy for how we must think about health. It encourages a focus on prevention, health promotion, protecting people, creating

environments that foster good health, and importantly, addressing social injustice, inequities, and the determinants of health.

From building trust with Indigenous Peoples, to addressing the negative impacts of the climate crisis on equity-deserving populations, and making our roads safer, thinking upstream is fundamental to our work. Find out more at [Working Upstream](#).



Cycling Safe Passing Distance Study

With more cyclists on the roads in BC since the pandemic, we partnered with the Ministry of Health and Provincial Health Services Authority on a project, conducted by the University of British Columbia, BCCDC, Australia’s Monash University, and Fraser Health Authority, to make the roads in our province safer for both cyclists and drivers. This project seeks to establish, for the first time, the average passing distance when vehicles pass cyclists.

This initiative is taking an upstream approach by researching driving and cycling habits to potentially **prevent accidents in the future**, and is already informing legislation..



Fall Prevention

We funded a project in the Northern Health region that is taking an upstream approach to **preventing serious injuries in seniors**. This project is studying the impact COVID-19 had on fall risks for seniors and fall prevention measures in rural and remote communities.

Working with seniors, elders, health authority, and community leaders, this information will help to create the Healthy Aging in the North Strategy and Action Plan and help provide more regional programming to support senior fall prevention.



Members of the Chee Mamuk team assemble Kloshe Nanitch medicine bundles

Kloshe Nanitch

Supporting Indigenous-led health initiatives is a core priority for the Foundation and a key responsibility within the public health sector. One of our current funding priorities is the Kloshe Nanitch medicine bundles, a thoughtful project which demonstrates how **we can work upstream to build trust** and forge new ways of working collaboratively to eradicate the harms of colonialism and structural racism. This project is led by communities who collaborate with [Chee Mamuk](#), the Indigenous-led, self-determining program within the BCCDC.

Kloshe Nanitch means “take care” in Chinook Jargon, used as a trade language between First Nations, Métis, Inuit, and early settlers and traders. This is precisely what these bundles strive to do. They take care of health and wellness needs in Indigenous communities throughout the province. Because gifting is such an important way to show respect in many Indigenous cultures, these bundles build trust and reciprocity.

The act of reaching out to Indigenous communities with bundles of support, hope and healing is a small step in our work towards Truth and Reconciliation. The historical and ongoing colonization and oppression of Indigenous Peoples has created a pervasive lack of trust in government and related institutions, including public health. It has created ongoing health and socioeconomic disparities, poorer health outcomes, and extensive inequities. Building that trust and addressing these inequities will require hard work and collaboration with Indigenous communities, with a focus on thoughtful public health initiatives rooted in respect.

“When we think and act upstream, we create a healthier and safer world. Small or big, upstream solutions must become the way of our future.”

*— Kristy Kerr, CEO,
Pacific Public Health Foundation*

Societal Consequences of the Pandemic

Supporting Population Health Surveys

Since 2020, our generous donors have funded the vital British Columbia Surveys on Population Experiences, Action, and Knowledge (SPEAK). The aim of this series of surveys is to better understand British Columbians' general health status and well-being. Round three of SPEAK had close to 90,000 people sharing their thoughts and experiences. Combined with the data from

[SPEAK 1 and 2](#), SPEAK 3 is providing important information about how British Columbians experienced the pandemic and how those experiences changed over time, **ensuring that inequities and unintended societal consequences are addressed**, and the overall health and well-being of the population is improved.

Investing in Youth Mental Health

Growing evidence of the unintended consequences of the last few years is showing damaging effects on youth mental health, and data from [BC's SPEAK surveys](#) shone a light on the fact that youth mental health deteriorated during the pandemic.

This evidence prompted us to partner with the Ministry of Health, Vancouver Coastal Health and the Public Health Association of BC to collaborate on solutions. We funded a project that included a provincial Best Brains Exchange forum, as well as regional discussions throughout BC. This important conversation brought many voices together, including BC's regional health authorities, medical health officers, and of course, and perhaps most importantly, youth.

Grounding our work in a population mental wellness approach, directing adequate resources to support research and evaluation, joining forces with the education sector, addressing mental health for equity-deserving groups, and collaborating with Indigenous communities are just a few recommendations that came out of the Best Brains Exchange forum.

“We're very grateful to Pacific Public Health Foundation for this opportunity because we think there is a window here for that burning platform that really sees a shift for child and youth mental health. And not just to focus on once the damage is done, but what are we doing to protect children? Upfront, upstream, and create conditions that lead them to fulfill their potential.” — Shannon Turner, Executive Director, PHABC

Supporting Youth Mental Health and Substance Use Intervention

We partnered with Vancouver Island Health Authority (Island Health) on a project that improves access to mental health and substance use supports for youth. This project allows Island Health school districts to provide evidence-based programming to middle-school aged students deemed at risk for mental health and/or substance use issues. Qualified programs that promote mental health and substance use intervention techniques will be implemented in various school districts throughout the Island Health region, supporting students to access the tools they need to cope with the challenges they face in these important years of development.

Donor Spotlight



TD Bank Group — Supporting Work that is Driving Change

TD Bank Group (TD) joined our community of supporters recently and we are thrilled to work with them as a like-minded organization that recognizes the importance of funding upstream health solutions. TD has generously committed to supporting *Test, Link, Call*, featured on page 7, with a donation of \$200,000 over 2 years!

“TD is proud to support Pacific Public Health Foundation and Dr Bartlett’s efforts to bring awareness, screening, testing, and personalized care for people from vulnerable communities who are living with sexually transmitted and blood-borne infections. Through the Better Health driver of our corporate citizenship platform, the TD Ready Commitment, we aspire to support projects and initiatives like *Test, Link, Call* that work to provide access to tools, programs, and services that help underserved communities access the care they need.”

— Richard Lennon, Manager, Sustainability and Corporate Citizenship, TD Bank Group

“*Test, Link, Call* aims to reach equity-deserving populations in need of care that meets their needs and bridges gaps in healthcare while promoting a more inclusive approach to public health. We’re working to provide supportive and non-judgmental care that addresses both structural and interpersonal barriers to care and acknowledges outcomes ‘beyond cure’ by treating the person, not just the disease. Thank you, TD, for your support and steadfast commitment to investing in our communities.”

— Dr Sofia Bartlett



**TD READY
COMMITMENT**

Members of the Foundation’s Fundraising and Marketing teams are pictured with Richard Lennon, National Granting Manager, Better Health | Sustainability and Corporate Citizenship, TD Bank Group (middle left) and Dr Sofia Bartlett, Scientific Director (Interim), Clinical Prevention Services, BCCDC (middle right).

Mural credit: Quw’ustun’ (Cowichan) artist Charlene Johnny, as seen in the BCCDC building lobby, Vancouver, BC

Partner Spotlight

Northern Health Authority

Northern Health Authority (Northern Health) is one of our many valued partners. At the Foundation, we believe in fostering youth mental health and working toward Truth and Reconciliation — two important priorities shared in the Northern Health region.

Food and Nutrition Literacy

We were privileged to partner with our friends at Northern Health to support the creation of an evidence-informed nutrition curriculum tool for high school educators that supports positive and culturally-inclusive approaches to nutrition education. The new curriculum tool also protects against risk factors for disordered eating among youth by discouraging the promotion of unsafe dieting behaviours. This work is supporting educators in the Northern Health region by providing quality, safe, and positive food and nutrition education approaches for youth.

Food Action

Rural, Remote, and Indigenous (RRI) communities in northern BC have been impacted in many unique ways by the COVID-19 pandemic, climate change, and climate-related events. During the pandemic, it became clear that RRI communities are vulnerable to food insecurity. Northern Health collaborated with the First Nations Health Authority (FNHA) to create the Rural, Remote, and Indigenous Food Action Grant. This grant was developed to support community food action across northern BC with the goal of promoting food security and Indigenous food sovereignty within the region, and to support sustainable, long-term food-based projects in RRI communities. Our Foundation helped bolster this program by adding to their funding, allowing Northern Health to support even more important food action initiatives in their region.

In 2023, nine programs, with impact in at least 18 Indigenous communities, were supported with RRI Food Action Grants. For example, both the Saik'uz First Nation and Tea Creek, an Indigenous-led, culturally safe, land-based Indigenous food sovereignty and trades training initiative, received funding to support the purchase of farming machinery.



“We’re incredibly grateful to Pacific Public Health Foundation for supporting programs in the Northern Health region that have an immediate and lasting impact on the health of the many diverse communities that we serve. We have already accomplished great things together with our aligned goals of Truth and Reconciliation, fostering youth mental health, and addressing the consequences of the climate crisis, and look forward to further collaboration on programs that will advance equity and improve well-being for all those who live in Northern BC.” — Dr Jong Kim, Chief Medical Health Officer, Northern Health

Thank You to our Donors

Thank you to all our donors who have provided crucial support to our Foundation. Your compassion and commitment to the well-being of people across BC is the driving force behind the many positive changes we are seeing across the spectrum of public health. We hope you are proud of your investment in building and strengthening the many crucial initiatives you have read about here. Your support is changing and saving lives today, while paving the way for improved health and wellness for the generations to come. We are so grateful to all of you for your commitment to our cause.

Our Donors

Visionaries \$250,000 - \$1,000,000

BC Centre for Disease Control

Changemakers \$100,000 - \$250,000

Island Health

TD Bank Group

Leaders \$50,000 - \$100,000

AbbVie Canada Corp.

Gilead Sciences Canada Inc.

Allies \$10,000 - \$50,000

BC Alliance for Healthy Living Society

BC Injury Research and Prevention Unit

TB Vets Charitable Foundation

Ambassadors \$1,000 - \$10,000

Leith Wheeler Investment Counsel

Mathisen Family Private Foundation

The Medical Cannabis Dispensary, Vancouver Dispensary Society

Douglas Nelson

Friends < \$1,000

Kim Acedo

John Andru

John Boggiss

Lesli Boldt

Jessica Chenery

Geoffrey Chum

Melanie Cotiangco

Georgine Cua

Danielle D Sa

Nicolas Dufort

Thanyathip Erawat

Kristi Ferguson

Lai K Fung

Dr Judith Hall

Carol Harrison

Bruce Harwood

International Network on Health and Hepatitis in Substance Users

Arif Kassam

Wendy Kebwaro

Kristy Kerr

Danielle Kimmerly

Natasha Krotez

Rowena Lunn

Madison Mackenzie

Alison Maclennan

Jennifer Merrifield

Nadine Nickull

Hala Nugent

Justin Parks

Tracy Penner

Jat Sandhu

Judy Sturm

Proud Zebra

Mitchell

Tourangeau

Ann True

Frank Turley

WZ

Carmen Wiseman

Jason Wong

Matthew Wright

“I recently decided to become a monthly donor to the Foundation after years of giving occasionally. I believe it’s important for us to be looking at long-term, proactive solutions to some of our most pressing health needs, and this is an organization that truly gets behind that aim.” — Melanie, Monthly Donor and Long-Time Supporter since 2019

We acknowledge and appreciate all those who donated anonymously.

Thank You to Our Partners

Thank you to our partners, who continue to provide crucial support to our Foundation. Your advice, collaboration, and shared commitment make it possible for us to develop programs and projects grounded in the most significant public health priorities facing our province.

“As an avid table tennis player, I thought it would be fun to challenge my colleagues on Giving Tuesday to try to beat me at a game or match to raise some money. The BCCDC works with Pacific Public Health Foundation on some of the most important public health issues in BC, so raising money to support them was an easy decision to make. Some of my colleagues even got in on the fun and generously matched my donation. Kristy Kerr, the Foundation’s CEO, also matched what we raised, and in total we donated \$2,440 in support of the Kloshe Nanitch medicine bundles project.

I played 10 matches made up of 22 games and only lost three. We had fun and got some exercise. What a success!” — Dr Jat Sandhu, Chief Strategy Officer, BCCDC

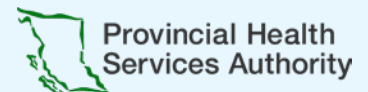
A Special Thanks to some of our Key Partners



Ministry of Health



BC Centre for Disease Control
Provincial Health Services Authority



Please visit [our website](#) for a full list of our partners.

Financials

This year we proudly invested **over \$1.1M into public health initiatives and actioned 32 projects**, some of which you can read about in this report. We conducted a massive organizational rebrand, and launched new campaigns and fundraising projects.

We also added new members to our team, and as we grow, so too does our reach and ability to advance equity, community resiliency, and measurable population health outcomes.

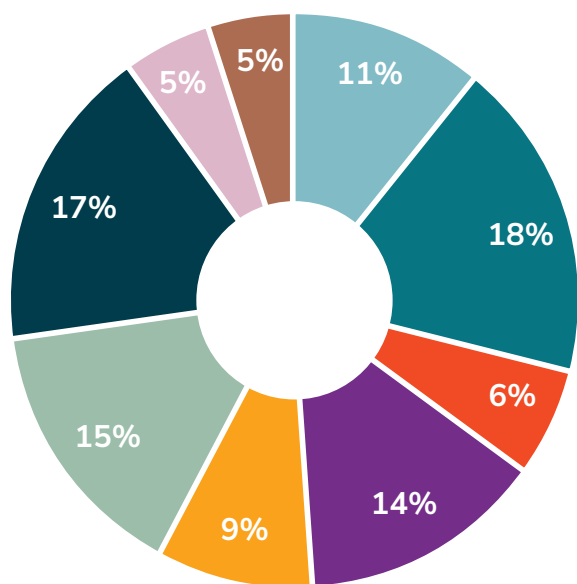
Statement of Financial Position

	2022/23	2023/24
Assets	\$12,016,537	\$11,953,747
Liabilities	\$1,570,744	\$4,841,209
Deferred Contributions	\$10,197,520	\$11,580,440
Unrestricted Net Assets	\$248,273	\$373,307

Statement of Operations

	2022/23	2023/24
Total Revenue	\$1,169,342	\$2,256,140
Project Expenses	\$983,558	\$1,053,683
Operating Expenses	\$759,717	\$1,077,423
Excess (deficiency) of revenues over expenses	-\$505,207	\$125,034

Investments in Public Health



	2023/24
Pandemic Reponse and Recovery	\$205,946
Indigenous Health Promotion	\$61,650
Advancing Priorities for Equity-Deserving Groups	\$160,605
Impacts of the Climate Crisis	\$99,570
Youth Mental Health	\$169,000
Increasing Immunization	\$194,375
Improving Food Safety	\$53,737
Injury Prevention	\$52,976
Education and Knowledge Translation	\$121,275
Total	\$1,119,134

Celebrating Our Rebrand

After 10 years of active service, we launched a refreshed brand and new name at the start of 2024. The shift allowed us to better represent the broad scope of our work, positioning ourselves and our partners for increased opportunities to fund and implement vital equity-driven public health initiatives throughout British Columbia. **Our new brand is inspired by the idea of a mosaic, of distinct parts coming together to form a whole, a concept that is integral to the work we do.**

Our logo tells the story of our work, with the triangles in part representing communities coming together, and the essence of public health being about groups and partnerships, working together, diversity and equity. It puts people at the centre of public health.

The logo also represents data-driven, evidence-based change, as the shapes are pieced together to create a whole, much like research and evidence combine to produce credible, trusted, and practical solutions, and our focus on collaboratively integrating multiple approaches and activities.

The wordmark is positioned as a part of the circle, indicating that our Foundation fills a critical space in the pursuit of fulsome and complete public and population health. The logo also suggests that, through our unique approach to transformational and impact philanthropy, we collaboratively integrate multiple approaches and activities to advance population health.



Further, the placement of the triangles/arrows with their tips inward indicates that our Foundation supports a diverse mosaic of

multiple organizations, communities, and priority areas, while maintaining a singular, consistent focus on our vision of a healthier, safer, and more equitable future for all.

See the new brand in action by visiting our website, and following us on social media, as we grow our community dedicated to the advancement of public health in BC.

Thank You to our Board of Directors and Advisors

We would like to thank our Board of Directors and Advisors that contribute so greatly to the success of our organization. These accomplished volunteers dedicate their time because they believe in our cause and support our work. We are accomplishing great things, together.



Douglas Nelson
Board Chair



Andrew Montgomerie,
CPA, CMA
Secretary-Treasurer,
and Finance Audit
Committee Chair



Caryn Dooner
Director and
Governance &
Nomination Committee
Chair



Jane Ingman Baker,
PhD
Director



Noorjean Hassam,
MHA, CHE
Director



Carmond Ng
Director



Edoye Porbeni
Director



Kelly Pollack
Director



David M. Patrick, MD
FRCPC, MHSc
Advisor



Jat Sandhu, PhD, MBA,
MPH
Advisor



Jason Wong, MD, MPH
Advisor

Education Resources

Would you like more information about public health concepts? Take a look at these articles, and check out our website for [what's new](#)



[The Five Waves of Public Health Development](#)



[Prescribed Safer Supply](#)



[Working Upstream](#)



[Why Public Health Matters](#)



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