

CFTC Achieves Governance Distinction from Imagine Canada

Agency becomes one of just 24 non-profits to achieve Standards accreditation in latest round

Toronto, June 12, 2013— Canadian Feed The Children (CFTC) has become one of just 24 new Canadian charities to be accredited under the **Imagine Canada Standards Program**.

Designed to strengthen public confidence in the charitable and non-profit sector, the program sets rigorous criteria that require organizations to demonstrate excellence in board governance, financial accountability and transparency, ethical fundraising, staff management, and volunteer involvement. Just 45 organizations out of more than 90,000 charities in Canada have earned the accreditation.

“The Imagine Canada process has been an important part of a larger journey to change that CFTC is on – one that has required both courage and diligence,” said **Debra Kerby, Executive Director**. “We’ve gained clarity at each step which has allowed us to focus our work and position the agency to become even more effective. We’re a stronger organization than we were at the beginning of this process, and one that knows exactly where we need to grow to help create long-term, sustainable change for the children and families we serve.”

Rob King has overseen the agency’s re-dedication to governance excellence during his two-year tenure as Chair of the CFTC Board, culminating in today’s announcement. In addition to the Imagine Canada accreditation, CFTC was awarded the 2012 *Voluntary Sector Award of Excellence in Financial Reporting Transparency* by the CA-Queen’s Centre for Governance, the Institute of Chartered Accountants of Ontario and PricewaterhouseCoopers earlier this year.

“Strengthening the organization from within is not only critical to allow CFTC to deliver its mission, but it is aligned with our core operating philosophy of building capacity in the communities and local organizations with whom we work,” said Rob. “As we enter our 28th year, CFTC must constantly refresh our approach and set the bar higher each year to earn and maintain our supporters’ trust. The Imagine Canada standards accreditation gives us a solid foundation to grow beyond our traditional charitable roots to bring lasting change through sustainable development,” he added.



Executive Director Debra Kerby (left) and current Board Chair Derek Briffett (right) visit a Ghanaian basket weavers’ group supported by CFTC’s local partner, TradeAID Integrated, in April 2013.

“We cannot accept anything other than the very best from ourselves if we hope to inspire others to do the same, and if we expect to achieve our vision of a world in which every child can grow up to fulfill their ultimate potential.”

For more information, please contact:

Jennifer Watson

Director of Communications

416 757-1220 ext 248 | jwatson@CanadianFeedTheChildren.ca

About Canadian Feed The Children:

Canadian Feed The Children is an independent international development agency that works to reduce the impact of poverty on children. CFTC works with local partners in six countries including Canada supporting education, food security and capacity-building programs that enhance the well-being of children and the self-sufficiency of their families and communities.

For more information on the Imagine Canada Standards Program, visit: <http://www.imaginecanada.ca/standards>