

For immediate release

Canadian Feed The Children Award of Excellence Highlights Financial Best Practice

Toronto, Feb. 15, 2013—Canadian Feed The Children has been awarded the 2012 Voluntary Sector Reporting Award of Excellence for Financial Reporting Transparency in the category of International Organizations headquartered in Ontario.



Accepting the VSRA Award of Excellence for CFTC (L to R): Anne Marshall, CFO/CAO; Jennifer Watson, Director of Communications; Debra Kerby, Executive Director; and Rob King, Chair of the Board.

“For CFTC, this award is extremely meaningful as it is a reflection of the value we place on striving for transparency and accountability to our supporters. As an organization going through an exciting organizational transformation to deliver and report on the specific impact of our work, the honour of winning the VSRA 2012 Award of Excellence is welcome recognition that we are on the right path in our efforts,” said CFTC Executive Director, Debra Kerby.

She thanked the VSRA organizers and judges for the valuable feedback they had offered CFTC last year and for supporting the process to highlight and celebrate the important role played by Ontario’s charitable sector.

“CFTC is an organization dedicated to continuous improvement. The guidance provided by VSRA – along with IMAGINE Canada – is raising the bar on critical financial reporting, communications and governance practices so vital throughout the sector. The VSRA Award of Excellence marks an important step

in CFTC’s transition from charity to change agent, and in our journey towards our ultimate vision to help create a world where all children thrive,” Kerby added.

Organized by Queen’s School of Business and the Institute of Chartered Accountants of Ontario (ICAO), and sponsored by PricewaterhouseCooper, the Voluntary Sector Reporting Awards (VSRAs) is now in its fifth year recognizing best practice in financial reporting in the charitable sector.

Canadian Feed the Children is a first-time award winner and has been a finalist for the past two years of the VSRAs. A panel of three judges noted CFTC’s “excellent visual presentation by country with statistics, stories and pictures that are relevant to the organization’s purpose and even an eye-opener on the issues faced at home in Canada, not only abroad. The summary audited financial statements and the independent auditor’s report is a best practice example other organizations can leverage.”

Founded in Canada in 1986, Canadian Feed The Children is an independent, registered Canadian development agency that works with local partners in Canada and around the world to reduce the impact of poverty on children and enhance the well-being of children and the self-sufficiency of their families and communities.

CFTC’s Annual Report can be viewed online at: www.CanadianFeedTheChildren.ca/annual-reports

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“The VSRA Award of Excellence is a clear signal of our capacity and commitment to reduce the impact of poverty on children with high integrity, effectiveness and responsibility.”