

## Facts Matter.

For years, Tides Canada (now MakeWay) has been accused of false and bizarre things. We mostly ignore them as they have little impact on our organization's work, and because we have chosen not to fan the flames of political theatre. But these rumours can create confusion. And so, at a time in our history when facts matter more than ever, we are taking a moment to set the record straight about who we are and what we do.

The following are false statements and misinformation that have been put forth by critics, pundits, and even elected officials in recent months, despite [robust de-bunking](#) from [credible media](#) sources.

### ***Many often claim that Tides Foundation is the Canadian branch, or the affiliate of a US conglomerate or entity.***

This is false. Despite repeatedly clarifying that we are an independent registered national charity and that Tides US and Tides Canada are distinct organizations, with no legal or governance ties, this false depiction continues to be shared.

Tides Canada – now MakeWay – was indeed inspired by and modelled after Tides US when the organization was designed in Canada twenty years ago.

We shared two board members with Tides US at one point and we partnered on an international giving program that ended in 2016. To be clear, funding from Tides US was just 1% of our international revenue between 2009 and 2019.

### ***Here's another theory being peddled: "Tides Canada take money from the foundations of U.S. billionaires like the Ford Foundation, the Carnegie Foundation, the Hewlett Packard Foundation, and then they transfer that money through their accounts, and send it up here to Canada"***

MakeWay receives international support for the work we do in conservation, on critical ecosystems and climate change—issues that know no borders. International philanthropy is an important and standard aspect of the charitable sector in Canada and around the world. There is nothing new or surprising here. Note that the vast [majority of foreign money given to Canadian charities does not go towards environmental issues](#), but to support the work of universities, hospitals, and churches. Really, there is a shortage of international funding going to Canadian environmental initiatives dealing with climate change, given U.S. foundations spend a very small amount of their global climate change grant making budgets in Canada: according to the Foundation Center in the US it is just under 4%.

Between 2009 and 2019, 34% of MakeWay's total revenue came from international contributions, in accordance with Canada Revenue Agency guidelines.

Of our international funding between 2009-2019, 74% came from two US foundations (The Gordon and Betty Moore Foundation and the Margaret A. Cargill Foundation). This funding went

to [support the world-renowned and historic Great Bear Rainforest conservation and human well-being agreements—not to sabotage the oil industry as our critics suggest.](#)

***We've been accused of funding "radical left-wing politics seeking to landlock the Canadian energy industry"***

Well this couldn't be further from the truth. We are in full compliance with the rules of the Canada Revenue Agency for charities, and have never funded or engaged in partisan politics. Our full grants database is available on our [website](#).

There have been attempts to paint MakeWay as a vehicle dedicated 100% to stopping the oil sands, which is simply not true. Work on oil and gas issues has only made up a tiny fraction of our work over the last twenty years. In fact, over the last decade between 2009-2019, just 1.4% of our funding went to oil sands and pipelines related issues. This support went to Indigenous communities and environmental organizations as they address the impacts that such projects would have on their lives and the environment.

Where did the other 98.6% of funding go? The majority of MakeWay grantmaking supports community-led initiatives for Indigenous resurgence, community well-being, healthy land and waters, food sovereignty, and capacity building for emerging leaders. We work on diverse issues, we also have many offerings under one roof: strategic grantmaking, donor advised funds, advisory services, collaboratives, impact investment, and a shared platform. That said, MakeWay, along with the scientific community and a rapidly growing population of Canadians, believes we must transition to a clean energy economy. We absolutely support activities that move us in that direction.

***Here's another goodie: "Tides Canada have been the largest participants in the highly coordinated and well-funded campaign to landlock Alberta energy"***

Not true. We were never a member of a Tar Sands Campaign. In fact, the board and management has sought to build bridges between the energy sector and environmental initiatives by facilitating forums for productive dialogue.

***Here's what Premier Kenney said about us recently: "They are bullies. They picked on Canada and Alberta because they thought we were boy scouts. They thought that we were the weakest kid in the playground. That's what bullies do. Well, we finally stood up and pushed back against the bullies...we will keep exposing the actors who commit economic sabotage against the hard-working women and men of this province"***

There is deep irony here, where a powerful elected official backed by some of the wealthiest corporate sectors in the world, calls a charity "bullies."

We empathize with the economic and social challenges being experienced in Alberta today, but won't be scapegoats in this dangerous political theatre that breeds hate and fear.

We believe respectful dialogue is the best path forward. The leadership that will see us through these tragic and hopeful times, is not leadership that points fingers. New leadership is rising,



and the dramatic changes needed to tackle climate change, biodiversity loss, racism, and socioeconomic inequalities seem more possible. More of us are recognizing our interconnectedness. The time has come to make a transformative shift. For nature and communities to thrive together. This is MakeWay's purpose, and that's what we will continue to focus on. We know what side of history we want to be on, and there is no time to waste.

### ***Some attackers have accused us even of tax scams***

Ironically, due to continued scrutiny of Tides Canada's publicly available tax filings with the Canada Revenue Agency, the MakeWay team have become experts in charitable compliance and the rules and regulations guiding the charitable sector. We dot every "i" and cross every "t" and this diligence is why many of our partners choose to work with us. We also conduct independent financial audits ([publicly available](#)) annually. These attacks have truly made us a more impactful and well-run organization today, so perhaps we should thank our harshest critics for their attention.

### ***So did we change our name because we were afraid?***

Nice spin. Actually, the impetus for the change was in part due to inaccurate conflation with Tides US, but it also afforded us the opportunity to step out with our own identity.

No organization takes on a name change lightly, and we wanted to make sure we did it for the right reasons. It's true that the constant confusion with Tides US by our critics and even our allies was not helping. We've also received many confused phone calls inquiring about Tides soap pods! But this is not why we changed our name. As a quiet leader in environmental and social justice philanthropy in Canada for the last 20 years, we know it is time to better tell the story of this unique organization and its network of partners. We wanted a name that truly reflects this unique organization and the momentum of change it enables. We have loved being Tides Canada and are proud of what we have done the past two decades for social equity, economic prosperity, and a healthy environment in Canada.

Now, we are [MakeWay](#). We build partnerships and solutions to enable nature and communities to thrive together.

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