



MakeWay Search for Board of Directors

MakeWay is seeking new members for its outstanding Board of Directors.





Who we are

MakeWay is a groundbreaking charitable organization based in Canada, delivering tools and critical funding for environmental and social justice initiatives. Incubated by a small group of changemakers and philanthropists, MakeWay provides tools to enable philanthropy, including a unique shared platform that powers over 65 social change initiatives across the country. Founded under the name Tides Canada in 2000, our early work included helping create BC's Great Bear Rainforest, supporting historic First Nations-led conservation agreements.

Since then, we have achieved a regional presence in Manitoba, Northern Canada, the Pacific, and Ontario, with programs, funder collaboratives, and 150 environmentally and socially donor-advised funds. In 2020 Tides Canada was rebranded as MakeWay. Two decades on our purpose is clear: building partnerships and solutions that help nature and communities thrive together.



What we do

At MakeWay we are big believers in doing things differently; in backing ideas from the communities most affected, and helping local leaders achieve their goals.

Building on our two decades of experience, our integrated programs leverage our unique expertise and tools, strategic partnerships and deep community connections to tackle challenges within a geography or around a pressing issue.



Why we do it

Climate change and environmental degradation disrupt economies, communities, and lives. At MakeWay, we understand the intersection between people and nature, and believe that social justice, healthy environments and economic well-being for all is at the heart of creating a planet where all life can flourish. Now more than ever, on the land, in deep coastal rainforests, fresh waters, small towns, and big cities, it's time for change. We are making way for:

- Clean waters, a stable climate, healthy forests
- Equity-informed ideas that generate prosperity for all
- Community-led solutions with global impact
- Indigenous resurgence
- Investments and funding that nurture well-being
- Partnerships and tools that amplify impact

How we do it



ADVISORY SERVICES: In collaboration, we create custom solutions to help achieve change. With 20 years of experience building and implementing a unique approach, MakeWay is a proven partner.

STRATEGIC GRANTMAKING: At MakeWay, we believe giving should be active, not passive. We help donors make more meaningful gifts and build relationships with people on the ground so that they can see their money in action.

COLLABORATIVES: A strong collective effort with a unified mission takes us all to greater heights. Collaboratives bring grantmakers and community representatives together to pool resources and share ideas.

SHARED PLATFORM: Creating on the ground impact takes time and resources. The shared platform supports grassroots initiatives by providing charitable expertise and operational support.

IMPACT INVESTING: We believe in using economic levers to create positive social change and encourage corporate responsibility. MakeWay offers the country's first fully-customizable 100% impact invested donor advised fund – ImpactDAF.

DONOR ADVISED FUNDS: An alternative to starting your own foundation, donor advised funds are an efficient and flexible vehicle for charitable giving. Deliver on your philanthropic vision, while minimizing costs and maximizing impact.

Our values

P

Partnership - We are stronger when we work together. Because we believe that we are all connected, we build trust through reciprocity and transparency, seeking opportunities to share and learn from our partners.

L

Listening - Listening and being open helps us find the best solutions. Hearing out different perspectives helps us build empathy and makes us better colleagues, partners, and collaborators.

A

Action - We are committed to helping our partners solve problems and achieve their visions for change. We think innovatively and efficiently, work hard to fill gaps and find creative solutions.

C

Courage - We are not afraid to do things differently—to experiment to accelerate change. We take on complex challenges with courage and compassion. Rather than fall prey to fear and polarization, we choose optimism and perseverance.

E

Equity - Social, environmental, and economic equity is the essence of lasting positive change. We recognize that many people and communities face injustice and we believe that a healthy environment is a matter of social justice.



2021 Board of Directors & CEO



Joanna Kerr

President / Toronto
CEO, MakeWay



Andrew Heintzman

Chair / Toronto
CEO, Investeco



Jane Rabinowicz

Director / Montreal
Executive Director, SeedChange



Denise Williams

Director / Vancouver
CEO, First Nations Technology
Council.



Leslie Campbell

Director / Toronto
Policy Development Officer,
City of Toronto



Justin Ferbey

Director / Yellowknife
Deputy Minister of Economic
Development, Government of Yukon



Liisa O'Hara

Director / Vancouver



Sandy Houston

Director / Toronto
CEO, Metcalf Foundation



Aerin Jacob

Director / Vancouver
Conservation scientist, Yellowstone
to Yukon Conservation Initiative



Peter MacLeod

Director / Toronto
Principal, MASS LBP



Michael Jantzi

Director / Toronto
CEO, Sustainalytics



Maxine Ifill

Director / Ottawa
Senior Director with the Government
of Canada

The Opportunity

Like many organizations, MakeWay is undergoing exciting changes in the ways we think, act and respond to the pressing issues of our time. To help guide us in our mission, MakeWay is seeking new members for its outstanding Board of Directors.

Board Summary

The MakeWay Board of Directors has a governing role and bears responsibility for the vision and stewardship of the organization. This responsibility includes:

- determining the organization's mission and overarching objectives
- overseeing the organization's financial viability and risk management
- shaping organizational strategic and financial plans
- ensuring the organization is operating in compliance with relevant laws and regulations
- developing policies; evaluating the performance of the CEO
- managing CEO succession planning
- ensuring that the organization's culture is consistent with its mission and desired impacts
- ensuring that the organization has an appropriate governance evaluation and succession planning framework in place.

The Board is responsible for its own management, continuity, and renewal.



Candidate Profile

All candidates must demonstrate commitment to and passion for MakeWay's mission and vision. This includes an ideological commitment to shifting power, building communities, and protecting the planet.

At this time we are specifically looking for three candidates who could add the following competencies, qualities, characteristics, and skills:

- **Public Relations & Media Savvy:** experience with, or expertise in, communications, public relations or interacting with the media. This may include knowledge of effective advocacy and public engagement strategies, developing key messages, crisis communications, or social media marketing.
- **Philanthropic Expertise:** Knowledge of, and experience within the Canadian philanthropic landscape, networks and best practices, and the ability to foster relationships and strategic partnerships for resource development.
- **Government Relations:** deep knowledge of the federal government systems and ways MakeWay's mission could be best achieved through governmental and public policy holder relations.
- **Charitable Governance:** experience with or expertise in regulatory, compliance and governance components of the charitable sector. This includes in-depth understanding of the strategic priorities and policies of the CRA, and particular trends, challenges and opportunities within the charitable sector.

Statement on Diversity

At MakeWay, we recognize and lament that racism and white supremacy have long excluded Black, brown, and Indigenous people in environmental policy, conservation, and climate issues. We can no longer afford to continue a trajectory of environmental and social justice work that excludes the voices and priorities of Indigenous people and people of colour. The environmental movement will only benefit from the knowledge and expertise of BIPOC communities.

This is why we are committed to building an organization whose leadership and staff are reflective of the populations we serve. We strongly encourage BIPOC candidates to apply, and help lead our mission to create a more just, equitable world.

[Read more about our commitment to diversity, equity and inclusion here.](#)



Join Us

Interested in joining the MakeWay board of Directors, and contributing you time and talents to a meaningful mission?

Contact Lillian Onyido with your cover letter and resume, or an audio/visual recording explaining your interest in the role (7 minutes max).

Lillian Onyido

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