



Canuck Place Connectors – Frequently Asked Questions

What is a Connector?

A Canuck Place Connector is a next generation leader who has committed to shaping the future of philanthropy at Canuck Place. **Connectors are community advocates, entrepreneurs, business professionals, parents, educators, and creators** who are passionate about making a difference and building a community rooted in engagement.

Connectors come from diverse backgrounds, industries, and walks of life. Whether early in your career or well-established, what matters most is Connectors' commitment to connection, care, and community. Individuals, businesses, and young professional groups are all welcome to join.

What does a Connector do?

This program offers a platform to learn, advocate, and lead with purpose alongside others with shared values. Participants are invited to special events and learning experiences that foster connection and community while their contributions support critical Canuck Place care.

Each Connector engages in their own way—there is no one-size-fits-all approach. Whether you are lending your voice to raise awareness, sharing time, or offering innovative approaches to philanthropy, Connectors help build the next 30 years of care for children and families on the Canuck Place program across BC and the Yukon.

What are the benefits of joining the Connectors community?

Connectors are a cohort of business and community leaders who become part of a growing network and create meaningful impact. Connectors gain access to intimate learning exchanges with Canuck Place leaders and clinicians. **Connectors are featured on the Canuck Place website and profiled on LinkedIn to amplify their impact.**

What is the financial commitment?

Connectors—whether individuals, businesses, or young professional groups—**pledge \$5,000 or more annually.** This can be fulfilled through a personal contribution, corporate or business donation, fundraising, or a combination of all three.

Connectors have one year to fulfill their contribution, which is eligible for a charitable tax receipt*

**Canuck Place adheres to CRA guidelines for charitable receipting.*



What is the minimum time commitment?

There is no required level of involvement. We hope Connectors take part in events and engagement opportunities, but the program is designed to meet people where they are—whether contributing behind the scenes or participating more actively in the community.

Can my partner or spouse participate as a Connector too?

Yes—if you join the program, your partner or spouse is included as part of the Connectors community.

How will my support make a difference?

The Canuck Place Connectors program has harnessed the power of collective action to support children and families today and for years to come. However you choose to give, your support helps provide complex care for children with life-threatening illnesses. As BC and the Yukon's pediatric palliative care provider, Canuck Place raises approximately 60% of annual operating funds required to provide heart-centered, interdisciplinary care. Your help raises essential funds for children and families. In turn, others will be inspired to follow your example!