

Not-for-profits Shine at Third Annual VSRAs



Institute President and CEO Rod Barr, FCA, (centre) presents a Voluntary Sector Reporting Award to representatives of the Canadian Paraplegic Association Ontario (from left): Gillian Lynne-Davies, Communications and Marketing Coordinator; Joanne Beaton, Director of Finance & Administration; John Shepherd, Vice-Chair of the Ontario Board of Directors; and William Adair, Executive Director.

The winners of the third annual Voluntary Sector Reporting Awards (VSRAs) were announced in November at a luncheon ceremony held in North York. Created in 2008 by the CA-Queen's Centre for Governance, which is a partnership between the Queen's School of Business and the Institute of Chartered Accountants of Ontario, and sponsored since day one by PwC, the awards recognize best practices for financial reporting by registered charities that produce annual reports in Ontario.

Submitted annual reports are rated for availability, clarity, user friendliness, accessibility and impact. In 2010, organizations competed in four categories – three based on revenue size and one for national or international organizations headquartered in Ontario. The winner in each category received \$5,000 and recognition as leaders in their field. The 2010 winners were:

Total revenues over \$10 million (tied):

- Canadian Paraplegic Association Ontario
- United Way Toronto

Total revenues from over \$1 million to \$10 million:

- Kingston Literacy & Skills

Total revenues up to \$1 million:

- Sarnia-Lambton "Rebound" A Program for Youth

National and international organizations headquartered in Ontario:

- World Vision Canada

Sarnia-Lambton Rebound and United Way Toronto both won for the third time, and, in doing so, they were named "Exemplars" that were worthy of emulation. In light of this special status, three-time winners will sit out of the competition for the next two years to allow other worthy charities a chance to win. As Steve Salterio, FCA, Director of the CA-Queen's Centre for Governance, noted: "Our three-



Gino Scapillati, FCA, Institute Council member and National Managing Partner at PwC (left), presents a Voluntary Sector Reporting Award to volunteer Roger Warren and Mary Ellen Warren, Executive Director of Sarnia Lambton Rebound.

time winners didn't rest on their laurels, they became better each year, which is the point of the competition."

Brian Leader, FCA, the Institute's Vice-President of Learning, said: "We believe this type of competition can motivate the entire sector to continually raise the bar for financial reporting and helps them accomplish the many wonderful things they do in communities across Ontario."

