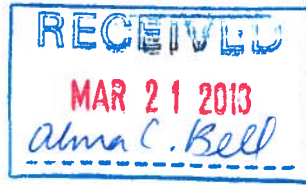


February 28, 2018



Bob Lindsell  
200-1 Wesley Ave  
Winnipeg MB R3C 4C6

Dear Bob,

Over the past few months, my colleagues and I have been working through the difficult decisions that organizations like ours have to make every year. We need to allocate scarce resources through our annual budget.

And – while it’s a challenging task to decide what activities we’re going to invest in – we must also raise that money in the first place! To be straightforward, that’s why I’m writing to you today. I’m asking you to renew your financial commitment to the Canadian Centre for Policy Alternatives by increasing your monthly donation.

My job with this letter is to report to you on what we’ve achieved with your help, and to convince you that our work in 2018 is worthy of your continued support. We want you to stand with us.

I’d like to share some of our thinking with you, so that you can have a clear picture of what the CCPA has accomplished, and what comes next.

#### 1. **Shining light into dark places**

Right wing corporate interests love to boast about the inherent superiority of the free market economy. Their (often smug!) pronouncements of what works best are made with total confidence, and some would say arrogance. And yet, their claims often don’t stand up to scrutiny in the light of day.

That’s where we come in. For decades, the CCPA has put people ahead of markets and exposed the untruths, mistakes and misleading facts put forward by right wing pundits and corporate-funded think tanks like the Fraser Institute and the Canadian Taxpayers Federation. This is a vital role for us, and we must continue to be the voice of research-based reason.

And I’m proud to say that’s exactly what we did over the past year, as we stood up against corporate greed.

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**CCPA**

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CCPA research uncovered the circumstances that allowed the Sears Canada disaster to happen. Our report ‘The Lion’s Share’ was received with shock from Canadians as it revealed how corporations routinely put shareholders’ interests ahead of workers’ pension obligations while regulators stand by and watch.

Our Corporate Mapping Project worked with major media outlets and journalism schools to expose how Saskatchewan’s oil industry has been imperiling community and environmental health for years, right under the government’s nose. The project also revealed the massive lobbying efforts undertaken by fossil fuel corporations and powerful organizations like the Canadian Association of Petroleum Producers.

Recently, media coverage of our annual exposé on CEO pay blanketed the country with the reminder that there is nothing normal or inevitable about corporate executives earning the average worker’s salary by breakfast time on the first working day of the year. The report, ‘Climbing Up and Kicking Down,’ also underlined the hypocrisy behind corporations digging in their heels to oppose a fair minimum wage, and provides a path forward with clear policy recommendations.

## **2. Imagining bold, progressive ideas and practical solutions**

This is, as you well know, our bread and butter. As our name suggests, we were founded in the early days of the free trade debate in order to provide an alternative vision to an unrestricted free market economy. Our founding mission was to articulate policies and platforms that would build a sustainable, equitable and secure future for everyone—not just a privileged few.

Over the years, the Canadian Centre for Policy Alternatives has earned a global reputation for the quality of our studies, reports, position papers and alternative budgets. We know that you value this work highly—and we are deeply committed to continuing to earn your confidence and trust.

I am pleased to report that 2017 was very productive on this front.

Research you supported was instrumental in making the case in Ontario (and beyond) for protecting workers’ rights and raising the minimum wage. Our work, public hearing testimony and partnerships with community groups, helped realize important, historic changes in provincial labour law. We’re also on the same track in BC, where our office has developed solutions to the problem of working poverty, and the affordability crisis in housing and child care. CCPA offices in other provinces—Manitoba, Saskatchewan and Nova Scotia—have likewise been hard at work making the case for decent working conditions and strong public services that improve our quality of life.

With your renewed support in 2018, we’ll undertake new research on precarious work and the job insecurity now faced by too many communities across various sectors. One area of particular importance to our work this year will be the income pay gap and workplace barriers faced by Canada’s racialized workers.

### 3. Acting as the government’s progressive watchdog

Historically, the CCPA has played a vital role holding governments accountable for the promises they make at election time to win votes. This role has become especially important with the election of the Trudeau government just over two years ago.

Canadians had high hopes for this government in October of 2016. We have an important job to do in reminding the government of the progressive mandate on which it was elected, and the expectations that we as Canadians have of them.

That is why in October, with your help, we released ‘Missing the Mark,’ a mid-term report card on the federal government’s performance on 16 key issue areas ranging from Truth and Reconciliation to Pharmacare. This report went beyond well-deserved criticism for lack of progress. It included specific prescriptive steps that the government can take in the second half of its mandate to get back on track with its election promises.

Our annual report on ‘The Best and Worst Places to be a Woman in Canada’ highlighted regional gender inequalities across the country and challenged the federal government to make good on its “feminist” agenda. This report has sparked remedial initiatives in several Canadian cities as a result of our findings.

As the next federal election approaches, with your support, we will keep up our efforts to track and challenge the government to meet its progressive commitments and expose its failures when it doesn’t.

I’ve just outlined three priority areas of our work that you’re no doubt familiar with. We will continue to do our very best to shine light into the dark corners of free market mythology. We will continue to flesh out promising policy alternatives that benefit the many, not just the few. And, we’ll keep the Trudeau government’s feet to the fire to live up to the promises it made to us more than two years ago.

#### **What’s next—from 2020 to 2040**

On top of all this, in 2018 we’re embarking on our 20/40 Project. As you may recall, I wrote to you late last year about this exciting new CCPA project that will help us deliver a better life for the generations that will follow us. I hope that its potential excites you the way it does me!

We think that now is the time to engage our allies, friends and partners in deciding how we want our country, our society, our economy and our world to look in the year 2040.

The time is right to define an ambitious vision that is firmly rooted in the hard work we are doing now—reversing inequality, creating good jobs, improving social supports, and tackling the climate crisis. Together we can articulate the future we want and steer ourselves toward it.

You know, I get notes, emails and calls from donors and supporters pretty much every day. I'm struck by one universal theme that I hear over and over again. Our friends and donors keep saying "*I'm so glad that I can count on the CCPA to do the critical work that you do. Our country wouldn't be what is without you. Keep up the good work!*"

I am inspired every time I hear someone say that. And, I'm reminded just how many people count on us to shine lights in dark places, prescribe sound policy alternatives, keep a sharp eye on our governments and help create a vision for the generations that will follow us.

I want to close by thanking you for your support over the years. Your trust is humbling to all of us who work here. And, I want to encourage you to increase your monthly donation in 2018. You have my pledge that we will use your money wisely.

Yours in solidarity,

A handwritten signature in black ink, appearing to read "P. Bleyer". The signature is fluid and cursive, with the first name "P." and the last name "Bleyer" clearly visible.

Peter Bleyer, Executive Director  
Canadian Centre for Policy Alternatives

P.S. The CCPA must continue to expose corporate excess and greed. We must do our solid policy work to demonstrate that there are alternative progressive solutions to the problems in our society and economy. We must continue to hold the Trudeau government accountable and constantly push them to deliver on their promises. And finally, we must imagine and define a just, sustainable and equitable society and economy that our children and grandchildren will inherit in the year 2040.

I hope you share our determination to make real progress on these four fronts. And, I hope that you will continue to support the CCPA's work. Your support makes everything we do possible – and I can't thank you enough for that.

P.P.S. Attached to the front of the letter is your 2018 CCPA supporter card. We hope you will carry it with pride and as a reminder that you are fighting for a more progressive and equal world

P.P.P.S. **Please also find enclosed the tax receipt for the gifts you made in 2017.** Thank you for your incredible support!