



**Kw'umut Lelum**  
— FOUNDATION —

**ANNUAL REPORT**  
**2021 - 2022**



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# Welcome

## Executive Director Message

My name is Ha-youly and I am from the Wilp Malii of the Gitksan Nation.

My English name is Sharon Hobenshield and I am grateful for the Coast Salish Nations who have hosted me on their lands for the last 25 years.

I started with the Kw'umut Lelum Foundation in October 2021 and I would like to express appreciation to the nine Nations and Board of Directors for their trust in me to lead this work.



Indigenous philanthropy is gaining momentum as a means for Indigenous people to exert our value systems and be self-determining. We have strong traditions related to gifting and how we care for our families, communities, lands and waters. Our goal at the foundation is to operationalize these worldviews and put into practice what our ancestors taught us - transforming current systems to better serve the needs and aspirations of Indigenous people, which will ultimately benefit everyone by creating a more equitable society.

As a newly established Foundation, we anticipate we will learn a lot in these first few years of development and invite communities, organizations, donors, families, children and youth to be part of our work, creating relationships and sharing knowledge. In this collective endeavour, we can create somethings that is truly unique to the Coast Salish Nations and invest in the children and youth who are future.

With respect,

Ha-youly, Sharon Hobenshield



# Kw'umut Lelum Foundation Strategic Directions

**VISION:** Investing in our Indigenous Youth and Communities, weaving courage, hope and opportunity for the future

**VALUES:** Uy ya'tulct ci'cuwatulct (Walking hand-in-hand); Stitumstuxw tun shqwuluwun (Self-determination); Xwunuts'amaat uw' muqwstem (inter-connectedness)

## STRATEGIC PRIORITIES



**Invite community and donor collaborations to activate strong supportive relations as leaders in community building**



**Build trust and transparency by investing in opportunities and potential that transform the future for Indigenous youth, families, and communities**



Create partnerships that work toward systems change



Engage Member Nations to ensure that we are being transparent and accountable



Identify priorities with Nations that reflect the needs of their communities



Continually challenge notions of wealth & work to shift & share power



Develop programs and grants that are inclusive of sharing wealth for individual and collective benefit



Invoke generosity as a shared principle to listen, learn, and gather knowledge



Engage donors, partners, community to advance Indigenous philanthropy



Be the recipients of gifts to distribute and honour our shared existence



Expand Kw'umut Lelum Foundation's presence within North America

**MISSION:** Investing in the future through Indigenous-led collaborations that open pathways, power and potential. Creating transformational change through education and wellbeing. Working hand-in-hand as nine powerful Nations through purposeful collaborative actions.



**Ensure projects and programs benefit all 9 communities and embody Indigenous worldviews connected to health, wellbeing, traditions**



Establish priorities that reflect Indigenous laws and teachings



Uphold preservation of land and language as integral to wellness



Communicate the ethical considerations of Indigenous-settler relations in philanthropy



**Advance self-determination through the implementation of Indigenous wisdom, laws, and values**



Become a leader in governance and management of Indigenous-led philanthropic work



Contribute to self-determining projects and programs



Uphold the practice of Indigenous gift giving as a shared responsibility for community wealth distribution



Enhance social and economic impact through philanthropy



**Kw'umut Lelum**  
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# Our Nations



## HALALT

Halalt are Coast Salish people who speak the Hul'qumi'num dialect. Halalt territory is located on the central east coast of Vancouver Island. The Administration office is located in Chemainus. The membership consists of just over 200 people.

## LYACKSON

Lyackson Mustimuhw are a Central Coast Salish Hul'qumi'num community of over 220 members presently based in Chemainus, Vancouver Island. The traditional area is located on Valdes Island.

## MALAHAT

The Malahat Nation represents approximately 360 members with two reserve lands located on the western shore of Saanich Inlet, south of the village of Mill Bay, about 40 kilometres north of Victoria.

## PENELAKUT

Penelakut Tribe is a Hul'qumi'num speaking community that is separated into 4 reserve locations, the largest of which is Penelakut Island. The island reserve locations are only accessible by ferry or boat. The membership consists of just over 1000 people.

## QUALICUM

The Qualicum First Nation, with a membership of more than 270 people, is located in Qualicum Bay at the mouth of the Big Qualicum River, 15 minutes north of Qualicum Beach on Vancouver Island.

## SNAW-NAW-AS

Snaw-Naw-As First Nation are located on the west side of Nanoose Bay, Vancouver Island and just north of the cities of Nanaimo and Lantzville. The Snaw-Naw-As First Nation Membership numbers 270.



## SNUNEYMUXW

The Snuneymuxw are a vibrant First Nation of the Coast Salish People, located in the centre of Coast Salish territory in Nanaimo. The Snuneymuxw First Nation is one of the largest Nations in B.C. with a population of over 1,700 people.

## STZ'UMINUS

Stz'uminus First Nation have lived around the Salish Sea for thousands of years. Their traditional territory on east Vancouver Island includes four reserves of more than 1,200 hectares, much of it bordering the Strait of Georgia and Ladysmith Harbour and the Nation has about 1,420 members.

## TS'UUBAA-ASATX

Ts'uubaa-asatx First Nation has their traditional territory on the north shore of Cowichan Lake, west of the Cowichan Valley. Today, Ts'uubaa-asatx has approximately 30 people residing on its reserve and many more wanting to come back home.



# Board of Directors



**John Elliott, Thólmén**

Board Chair  
Former Chief, Stz'uminus  
First Nation



**Ralph Nilson**

President Emeritus, VI  
University, 2021 Appointee to  
the Order of Canada



**William Yoachim, Sqwulutsutun**

ED Kw'umut Lelum,  
2022 BC Achievement  
Community  
Award Winner



**Louise Mandell**

Lawyer, advocate for  
Indigenous rights.



**Mary-Ellen Turpel Lafond, Akikwe**

Lawyer, judge, children's  
rights advocate.  
Officer to Order  
of Canada



**Pamela Anderson**

Actress, Activist,  
Philanthropist



**Brent Edwards**

Board Co-Chair  
Snaw-Naw-As Council  
Member

# Highlights



## April 2021- KLF Incorporated

2021 - 2022 marked the first year of operation for the Kw'umut Lelum Foundation. Officially incorporated in April of 2021 the Foundation is one of the first of its kind in Canada - a wholly First Nation-owned and led organization whose purpose is to collaborate with private and public philanthropists to invest in Indigenous youth and communities, ensuring equity of access to support programs, positive outcomes in education, and increased community wellbeing.

In July 2021, we announced the hiring of Sharon Hobenshield, Ha-Youly, as Executive Director.

*"I really believe in Indigenous community-led organization and change. It's the direction First Nations are going and an opportunity for the country to show their support to create a better future for our children and our Nations."*

— Dr. Hobenshield



## Sharing the Love of Hul'q'umi'num

**nan ch' uw' nu stl' i' siem** | You are important to me  
**tl' i' stamu tsun** | I hold you dearly  
**nu stl' i' ch** | I love you

The Foundation's first public donation campaign sought to spread awareness and love during the season of sharing love: Valentine's Day. The Valentine's Day card we created featured original commissioned artwork by local artist, Benson Nelson, of Snaw-Naw-As and Nuxalk Nation. On the card it says, nu stl' i' ch, meaning "I love you" in hul'q'umi'num'. Indigenous language revitalization is one of our focuses and we hoped that spreading some love would help raise awareness of our charitable foundation and hul'q'umi'num'.

And it did. With help from cultural support worker Kayla Seymour, we shared the gift of hul'q'umi'num and details of the Foundation with audiences throughout the region. The result was millions of media impressions, 15K video views, thousands of new web site visitors and donation dollars.

The story reached far and wide, and the cards were available by donation at 10 supportive retailers in Nanaimo and Ladysmith. A small card with a big impact.

Benson Nelson with his design:  
"Mother Earth's Heart"







## KL Foundation Launch at Cedar Gala

Thursday, March 24th, Kw’umut Lelum hosted a Cedar Gala to celebrate 25 years of providing Indigenous-centered programming and services as an agency. This presented the perfect opportunity to publicly launch the KL Foundation. At the Vancouver Island Conference Centre in Nanaimo, more than 250 guests gathered together for an opportunity to collaborate, grow partnerships, and unite efforts to expand cultural, economic, social, educational, and recreational access for our families.

Museum-style exhibits encouraged attendees to learn about Coast Salish history, culture and art, and the program included singers, dancers, a fashion show by Ay Lelum, and a video retrospective of Kw’umut Lelum’s community impact. A silent auction featuring items created by Coast Salish artists, as well as donations from attendees throughout the night, raised thousands of dollars for the KL Foundation, alongside a thrilling announcement from both the MasterCard Foundation and Indspire who pledged considerable sums to help the Foundation fund needed programs within our communities.

"The Kw’umut Lelum Foundation is a response to the call for Indigenous self-determination and independence from government funding. It will open new opportunities for education and well-being for our people." - John Elliot, Thólmén, Chair of the Kw’umut Lelum Foundation



# Finances



## Growth and Development

In Kw'umut Lelum Foundation's first year of operations the focus has been on development. We have established our infrastructure to ensure we can activate the receiving and distributing of gifts identified within our mandate and supported by our vision, values and purpose. This work also involved reaching out to our 9 Member Nations to identify how the Foundation can support their specific communities. The surplus funds at the end of this first year will be allocated in the 2022-23 fiscal year through different gifting areas to promote health and wellness programs and access to education.

**\$333,334**

Revenue



18% through private donations

**\$134,850**

Expenses



Organization and policy development

**\$341,564**

Net Assets



Earmarked for 2022 gifting and operation

## Looking Forward

Over \$1M in funds will be distributed in Kw'umut Lelum communities in 2022-23 to support gifts of:

- Physical Literacy
- Language, Arts and Culture
- Community Capacity Development
- Scholarships
- Financial Literacy
- Community Request Fund
- Emergency Response



Future work for the following year includes:



Present virtual Truth and Reconciliation Panel Conversations bringing together leaders, activists and agitators in support of Indigenous-led philanthropy



Host a variety of networking and fundraising events to create continued awareness of the Foundation's work and opportunities for engagement



Outreach to donors identifying ways to give to Indigenous communities that honors the importance of reciprocity in creating long-term relationships and investments for the future good



Share stories of impact through social media and in person gatherings



# Huy tseep q'u

*We wish to acknowledge all the donors who supported the Kw'umut Lelum Foundation in its first year. We are grateful for your support and look forward to continuing our relationship as we build community and invest in the future potential of Indigenous youth.*

## Corporate Donors

Avago Contracting

1223184 BC Limited

BC College of Family Physicians

Creative Tea Towels Inc

Dale R Steele MD Inc

Indspire

Keycorp Consulting Ltd

Law Foundation of BC

Mastercard Foundation

McElhanney Ltd

MNP LLP

Nanaimo Toyota

Real Estate Foundation of BC

Seacliffe Properties

## Individual Donors

Stephanie Abbat-Slater

Wetmore Alexander

Billie Allan

Angela Anderson

Leslie Anderson

Paul Boechler

Christopher Bohnasck

Meaghan Bowes

Anja Brown

David Bullis

Craig Canine

Keith Cherry

Peter Collum

Cheryl Cottrell

Susan Courtemanche

Jackie Cox-Ziegler

Doug Darwish

Trevor Doyle

Dawn Dreger

Cindy Dyck

Kristen Elder

Julie Emond

Andrew Ferris

Tyr Fothergill

Christie Fraser

James Friesen

Laurie Gabriel

Dana Gage

Ayako Gallagher

Mel Gantly

Elizabeth Garrett

Susanna Gasser

Erin Gawne

Lara Graaten

Alison Groll

Margaret Gwyn

Jane Harmon

Katie Harris

Miranda Harvey

Sharon Hobenshield

Linda & Kees Hof

Carly Hyman

Gemma Irwin

Lenni Jabour

Elliott James

Dana Jennejohn

Lesley Jones

Leona Jones

Ruby Kaur

Ann Kealey

Cora Kozaris

Christiane Laroche

Richard Last

Jess LeBlanc

Jeremy Lind

Daniel and Barbra Lines

Galen Loiselle

Rachel Lovick

Marie Mackenzie

Paul Manly

Melody Marat

Roberta Mason

Leslie Maxwell

Madi Mayfield

Barbara Mazzega

Melissa McDowell

Jennifer McGill

Nancy McGovern

Lisa McIntosh

Charlene McKay

Kim McLeod

Morgan Meloche

Linda Mullen

Charles Nelson

Sierra Newlove

Penny Newman

Amy Newton-McCann

Hugh Nichols

Christine Norman

Mischa Oak

CE O'Higgins

Katrina Pacey

Susanne Palmer

Loretta Paoli

Josh Paterson

Suzanne Perrin

Alison Phosy

Nicole Poirier

Sarah Prusinowski

Mary Ellen Purkis

Julia Roberts

James Russell

Angelsea Saby

Jason Seaton-Stewart

Lorraine Sharpsteen

Raeleen Siu

Emily Southey

Anvit Srivastav

Jessica Starr

Howard Stiff

Andrew Sutherland

Dia Tamminga

Josh Turner

Erin Tzvetcoff

Leigh Waters

Chris Watt

John Wilson

Kathryn Zdriluk

Kate Zisman



**Kw'umut  
Lelum**

F O U N D A T I O N