



Canadian Centre for
**Policy
Alternatives**.ca

2024

ANNUAL REPORT



CCPA
CANADIAN CENTRE
for POLICY ALTERNATIVES



CANADIAN CHARTER OF RIGHTS AND FREEDOMS

Driving social change now

The CCPA is a non-partisan
research institute producing
research and analysis to
help policy-makers,
activists, and Canadians
make informed decisions.

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DONATE TODAY:

CCPA experts are front and centre, cited by media on issues like trade and tariffs, affordability, housing, health care, education, social justice, and climate change.



**Celebrating 45 years as
Canada's leading
progressive policy
research institute**

About the CCPA

The Canadian Centre for Policy Alternatives (CCPA) is Canada's leading progressive think tank. We are an independent, non-partisan, non-profit research institute focused on social, economic and environmental justice. We deliver original, peer-reviewed, fact-based research and educational materials—and we've been proudly doing so for 45 years.

The CCPA is a registered non-profit charity. We depend on the support of our more than 12,000 supporters across Canada. Charitable registration number: 124146473RR0001.

Our work is rooted in the values of social justice, inclusion, democracy, and sustainability.

By donating to the CCPA today, you can help keep our experts front and centre in the public debate over trade and tariffs, affordability, housing, health care, education, social justice, climate change—and more, because we cover a lot of policy ground at the CCPA.



Message from the Executive Director


“This is the moment when CCPA’s work is more crucial than ever, acting in the best interests of all Canadians”

— Peggy Nash, CCPA Executive Director

We live in increasingly unsettling times. Two world orders are chafing against each other: the rules-based international order, however imperfect, and the emerging strong man power brokerage order. These approaches are in friction, and we don’t yet know what the outcome will be. Countries are rapidly trying to forge new alliances.

Donald Trump is a disrupter par excellence, but he is not alone in attacking government and institutions, dismissing science, riding roughshod over human rights and embracing a triumphalist winner-take-all approach to politics.

In Canada, we face Trump’s baseless retribution in an escalating game of tariff chicken and his threats to annex our country. He muses about a military takeover of Greenland and the Panama



“What is the best way forward? How do we protect ourselves, our country, our planet?”

—Peggy Nash

Canal. He is abandoning Ukraine and increasingly allying with Putin's Russia, and we see him severing trade, military and social alliances in place since the Second World War. Will the old system fracture? What would a new system bring?

For 45 years, the Canadian Centre for Policy Alternatives (CCPA) has provided analysis on the key issues facing Canadians. Widely respected researchers and communicators anticipate upcoming challenges to not just engage in the debate but to help shape a progressive vision. This research, analysis and policy solutions are needed now more than ever.

What is the best way forward? How do we protect ourselves, our country, our planet? This is the moment when the work of the CCPA is more crucial than ever. This is not to advocate for paralysis and endless debate, but rather for thoughtfulness, acting in the best interests of all Canadians.

In uncertain times like these—fuelled by confusion and insecurity—the CCPA shines a light on the best path forward for the key challenges of the day. Let's rally together and join in concert with other progressive organizations. We are stronger together.



Peggy Nash, CCPA Executive Director

“The CCPA continues to move the needle on the key policy issues of our time — inequality and affordability, sustainable communities and a just transition, and investments in the public infrastructure and social programs that leave no one behind.”

— Erika Shaker, CCPA National Office Director



Making an impact

Our experts are in high demand as media commentators, promoting solutions that unite, rather than divide, Canadians. Both politicians and policy-makers turn to CCPA research when they need credible non-partisan analysis.



1,400 Television appearances



4,900 Radio spots



7,100 Online and print stories



44,000 Facebook followers



30,200 X/Twitter followers



8,100 Instagram followers

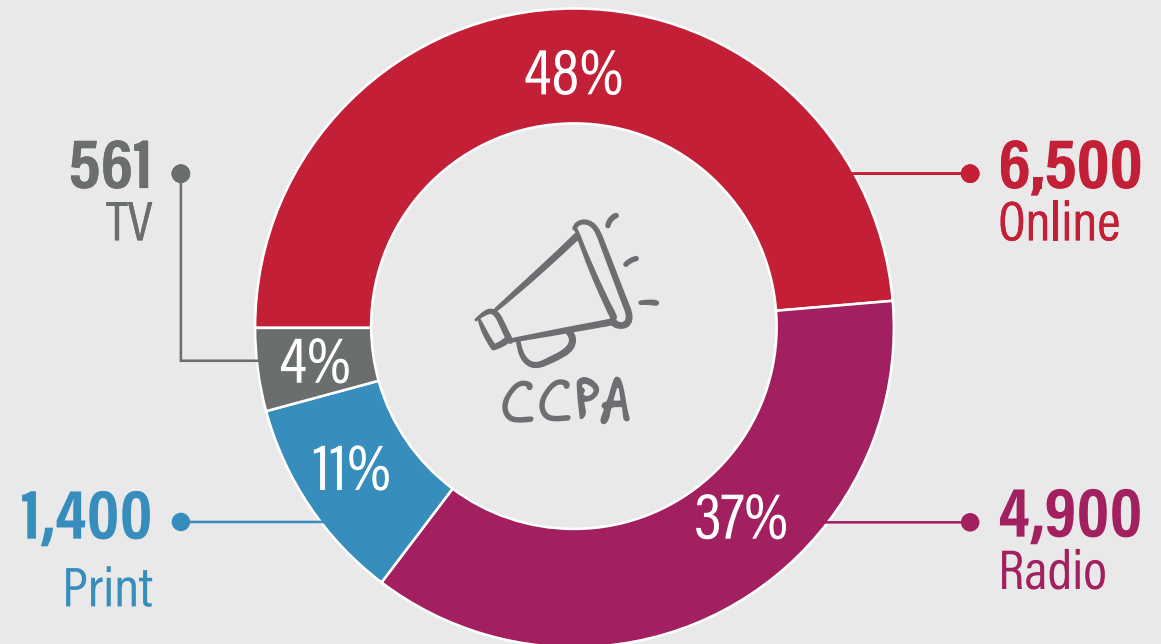


408,000 Website visits

CCPA experts across the organization are speaking truth to power on TV, the radio, and newspapers, including community papers. We're also active on social media channels, sharing myth-busting facts to inform our friends and family.

CCPA research in the media:

Media mentions by platform, Jan 1-Dec 31, 2024



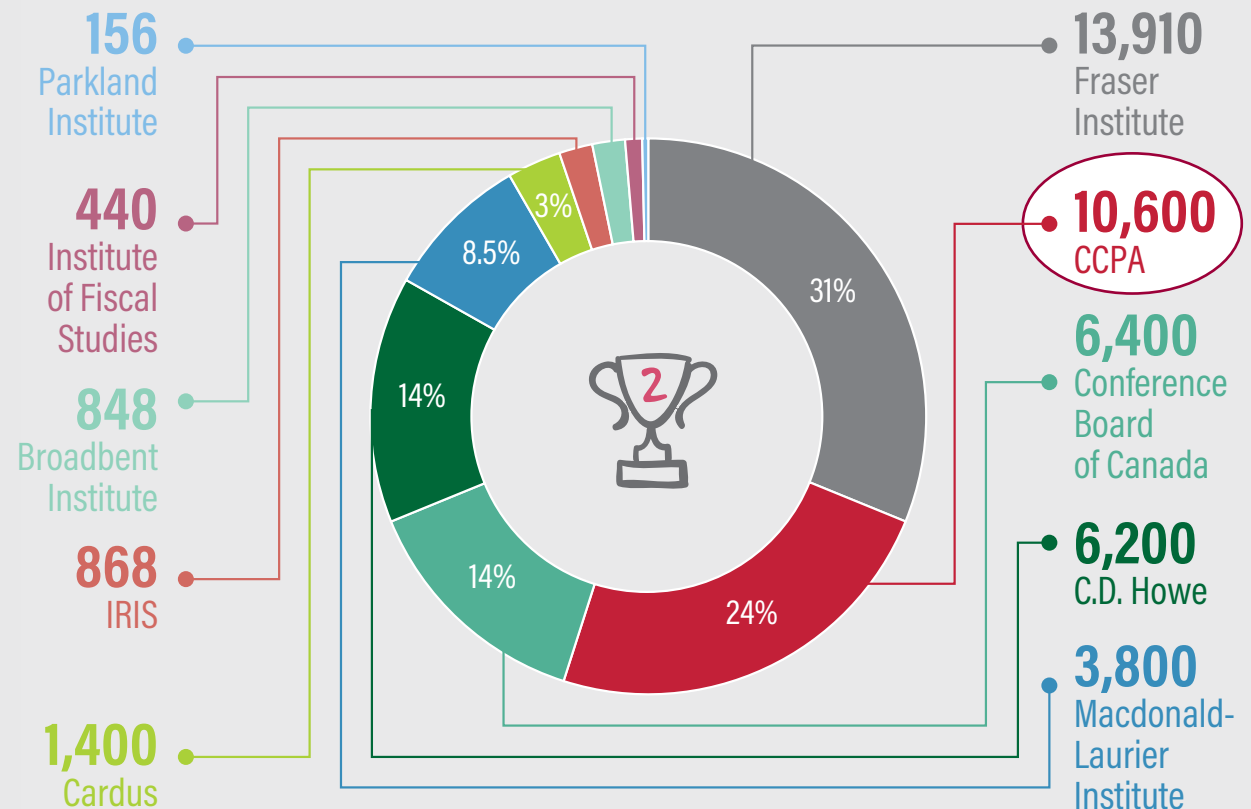
Media mentions: CCPA was cited, quoted, or featured in a news story

13,355 times!

In 2024, the CCPA ranked the second most cited organization in news stories, out of 10 think tanks in Canada. We work hard to get the word out there — and to counter right-wing myths.

CCPA vs competitors

Media mentions key words, Jan 1-Dec 31, 2024



CCPA is #2 in media mentions!

Fun fact: CCPA punches above its weight. With about half the funding of the #1 organization, we make ourselves heard!

CCPA produces research and analysis to help policy-makers, activists, and Canadians make informed decisions.

Our website is a newsroom for progressive public policies.

Please visit policyalternatives.ca

Research that makes waves





2024's most viewed report

Canada's New Gilded Age:

CEO pay in Canada in 2022

By David Macdonald

Our most popular report in 2024:
20.8K views on our website!

"The data this year is breaking new all-time highs..."

This is very much related to what happened to corporate profits in 2022. It is a similar story of inflation driving profits, profits driving bonuses, and CEOs reaping the rewards."

— David Macdonald,
Canada's New Gilded Age,
The Canadian Press, 2024

2024 Living Wages for Newfoundland and Labrador, Nova Scotia and Prince Edward Island



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for POLICY ALTERNATIVES
MANITOBA OFFICE

December 2023



Manitoba's Living Wage Update 2023

Niall Harney, Jesse Hajer and Natalie Danderneault

CCPA is Canada's authority on the living wage

Living Wages for Newfoundland and Labrador, Nova Scotia and P.E.I.

By Christine Saulnier and Russell Williams

Closing the gap between the cost of living and low-waged employment,

Our 5th most popular report: 4.6K views!

LIVING WAGE FORMULA



Income from
employment

+



Income from
government
transfers

-



EI and CPP
premiums,
federal and
provincial taxes

=

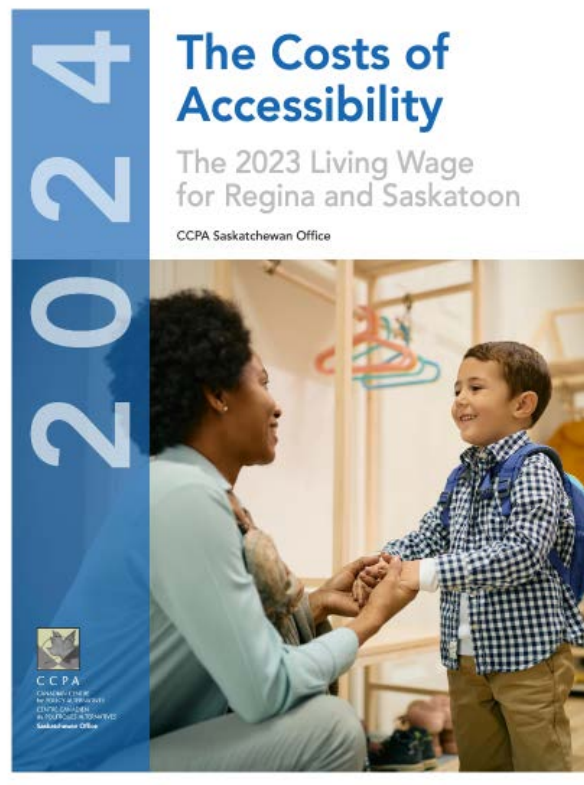


Annual
family
expenses

Manitoba's Living Wage Update 2023

By Niall Harney, Jesse Hajer and Natalie Danderneault

The definitive guide, and it's popular: 3K views!



2023 Living Wage for Regina and Saskatoon

By CCPA Saskatchewan

Pushing for higher wages in Saskatchewan!

The Economic Benefits of Minimum Wage

By CCPA Manitoba

Popular: 5K views!



Working for a Living Wage

Making paid work meet basic needs in Metro Vancouver

2024 UPDATE

By Iglika Ivanova and Anastasia French

NOVEMBER 2024



CCPA
CANADIAN CENTRE
FOR POLICY ALTERNATIVES
BC Office



Living Wage BC

Working for a Living Wage:

Making paid work meet basic needs in Metro Vancouver
2024 update

By Iglika Ivanova and Anastasia French

Our 9th most popular report: 6.9K views!

Fighting for affordable housing and rent

Out of Control Rents:

Rental wages in Canada 2023

By David Macdonald and Ricardo Tranjan

Our 3rd most popular report: 2.1K views!

Rent Control in Ontario:

The facts, the flaws, the fixes

By Ricardo Tranjan and Paulina Vargatoth.

A resource for affordable rent activists:
our 15th most popular report!

"You could drive a very large truck through the loopholes in our rent control system. Over the last decade, Ontario's rent control guideline has allowed landlords to increase rents by 16.5 per cent, but over that time, average rents have actually increased by 54.5 per cent."

— Ricardo Tranjan, *Toronto Star*



"In 2024, the Manitoba office pushed back against neoliberal tax cuts, which rob the public purse of revenue needed to provide essential public services and meet the needs of those struggling with the affordability crisis. We were cited in the mainstream media 301 times, encouraging the Manitoba government to act quickly and decisively on the evidence-based research we prepare."

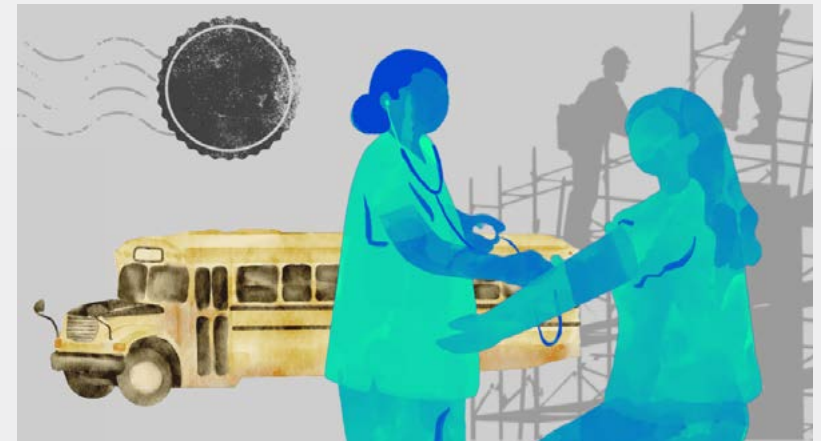
— Molly McCracken, Manitoba Director



Promoting public services and progressive taxation

Time to end tax cuts and invest in public services

By Molly McCracken and Jim Silver



Capital gains tax increase is a step towards a fairer tax system in Canada

By Marc Lee

Time to reinstate the Manitoba gas tax

By Niall Harney and Molly McCracken

Canada's Shift to a More Regressive Tax System

By Marc Lee and DT Cochrane



"'Caring for the Future: Frontline Workers on the Challenges in Saskatchewan's Long-Term Care Sector' investigates the current state of our province's long-term care sector based on interviews with frontline workers. These workers paint a picture of a deeply broken and unsustainable part of our health system."

— Simon Enoch

Working to get more people access to health care

Missing Teeth:

Who's left out of Canada's dental plan

By David Macdonald

Our 2nd most popular report! 1.8K views!

At What Cost?

Ontario hospital privatization and the threat to public health care

By Andrew Longhurst

2.9K views!

No Time to Wait:

Private, for-profit health care and wait times for Saskatchewan

By Simon Enoch

Caring for the Future:

Frontline workers on the challenges of Saskatchewan's long-term care sector

By Simon Enoch

"Budgets are about choices: The CCPA has been coordinating the Alternative Federal Budget (AFB) since 1994, with the participation and support of researchers, activists and leadership from a broad spectrum of civil society organizations representing millions of Canadians. The AFB is a "what if" exercise. It demonstrates a concrete and compelling way that a better Canada is truly possible."

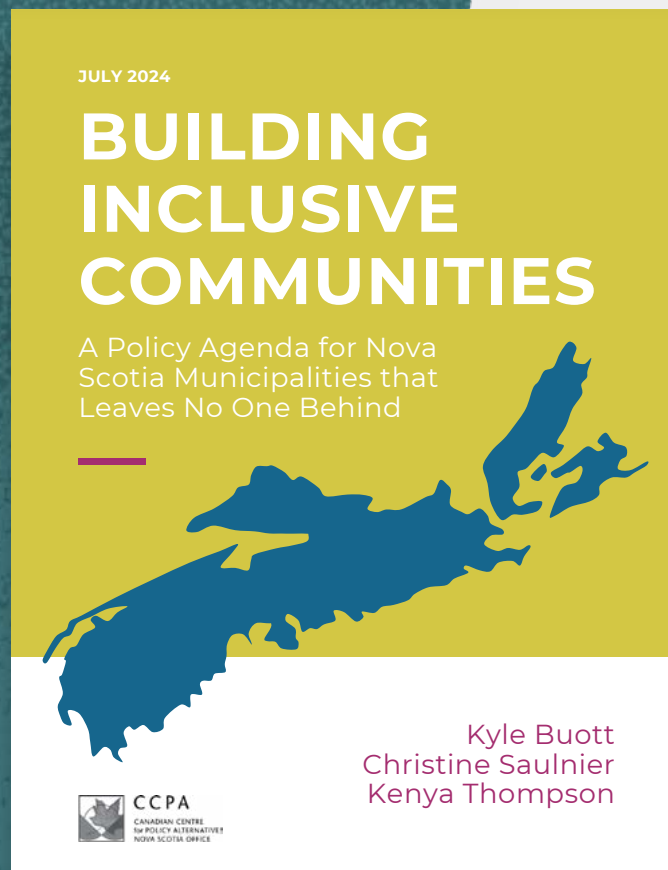
— David Macdonald, Director, AFB project

Offering alternatives to the status quo

Alternative Federal Budget, 2025

A comprehensive guide to Canada's federal budget—and how to make it better.

Always a helpful resource: 2K views!



A vision for inclusive municipalities

Building Inclusive Communities:

A policy agenda for Nova Scotia municipalities that leaves no one behind

Our 4th most popular report!

A Modest Proposal:

A plan to give municipalities access to personal income taxes

By David Macdonald

7th most popular report!

Connecting Communities:

Strengthening public transportation options in rural Manitoba

By Hannah Muhajarine

"When the COVID-19 pandemic hit home, the walls rapidly closed in—especially for women. Some lost their job due to the economic shutdown at the start of the pandemic. Some figured out how to work from home (often with little ones underfoot or home schooling). Some coped with having to risk their health and safety by reporting to work in hospitals, grocery stores, and other front-line "essential" jobs."

Tracking the post-pandemic recovery for women

A Paradox in COVID-19 Pandemic Recovery:

Increased precarity of women hotel workers in British Columbia

By Julia Smith, Michelle Travis, Alexandra Selinger, Stefanie Machado and Alice Murage

1.3K views!

Free contraception is a win for all

Universal access to birth control is popular, smart policy, and a building block for universal pharmacare in Canada

By Katherine Scott

Beyond Recovery:

The pandemic's heavy toll on women in Canada

Will women ever fully recover from the harsh realities of the pandemic?

By Trish Hennessy, *The Monitor* – Summer 2024





CLIMATE
CHANGE
IS REAL

"There is a short runway to prepare for decline before oil sands projects start to shut down in the 2030s. Without proactive transition plans in place, this decline will cost tens of thousands of jobs, tens of billions of dollars in public revenues, and it will leave behind more than \$50 billion in unfunded environmental cleanup costs."

—Heads in the Sands: Understanding the social and economic risks of declining global demand for Alberta oil

Fighting for climate action

Getting to Net-zero in Canada

By David Hughes

2K views!

TC Energy loses \$15-billion NAFTA lawsuit against U.S.

By Stuart Trew and Scott Sinclair

3.4K views!



Heads in the Sands:

Understanding the social and economic risks of declining global demand for Alberta oil

By Hadrian Mertins-Kirkwood and Matt Hulse

25 years of research in Nova Scotia

"2024 marked CCPA Nova Scotia's 25th anniversary. Over these 25 years, we've made an incredible impact, becoming a trusted source of knowledge as the go-to progressive research institute in Atlantic Canada. While we do good work every year, we definitely outdid ourselves in 2024. Last year we published 10 reports and nine articles (including a miniseries), and hosted, cohosted, or spoke at 21 events. Our media mentions went up in 2024—they increased by 31 percent!"

— Christine Saulnier, Nova Scotia Director



Research you can count on

"We are proud to continue hosting the Manitoba Research Alliance with the Community-Driven Solutions to Poverty: Challenges and Possibilities Social Sciences and Humanities (SSHRC) Partnership grant led by Principal Investigator Dr. Shauna MacKinnon. This grant has enabled CCPA to publish community-based research in Manitoba with concrete solutions to social exclusion and reconciliation."

— Molly McCracken, Manitoba Director

"Our team works with researchers and activists across Canada to deliver research and policy solutions that impact us in real time. Whether it's critiquing provincial and federal budget priorities, or pushing for better working conditions, or promoting ways to improve public services, you can count on the CCPA to be there for what matters."

— Erika Shaker, National Director



The Monitor:

Canada's progressive policy magazine

Our quarterly magazine, the *Monitor*, is packed with facts and analysis that will help you untangle the spin. Donors who give \$35 or more can get the *Monitor* delivered straight to your mailbox.

More than 12K people across Canada get the print *Monitor* in the mail.

5K views online!

"I find so many reasons to appreciate the work of the CCPA through reading the 'Monitor'. I like the balanced analysis."

—Mark Abbott, CCPA donor

In 2020, the COVID-19 pandemic hit the care economy like a brick

Hospitals were overcrowded with deathly ill patients. COVID-19 rippled through long-term care facilities, hitting frail seniors with no protections.

The child care sector almost imploded with the sudden shutdown of services.

Stress at work and at home

Government orders to stay home saved lives, but many women were trapped inside a violent household during a stressful time in our history.

The frontline workers in the care economy haven't had an easy time of it. Nurses and other health care workers, personal support workers, child care workers, and staff in women's shelters. They are underpaid and overworked.

Years of funding cuts

Governments had been starving the care economy with funding cuts before the pandemic struck. The system had been drained and strained for years. There's not enough staff. There's a huge amount of churn as women leave those jobs, burned out and stressed.

Some provinces are privatizing public care services instead of investing in the system.

Care workers—three-quarters of whom are women—have been in emergency mode since 2020. Something's gotta give.

RUNNING ON EMPTY



Canada's care economy is in trouble

About three million people are paid care workers in Canada—working as nurses, personal support workers and shelter workers. They make up one-fifth of the total labour force.

Female care workers earn 80 cents for every dollar a male care worker makes. The pay gap was even larger among Indigenous and racialized women, at 70 cents on the dollar.

Demand for care workers has surged since the pandemic—vacancies in health care and social assistance are now twice the level as in 2019. But it hasn't been enough to push up wages.

With high inflation, experiencing real wage

- Nurses down 4.3%
- Community services down 1.1%

Care wages are low: the average offered nurse aides and orderlies is \$13.50 an hour, and even less for early educators (\$10.23).

Governments have promised to create 250,000 new jobs by March 2026, but these programs?

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"Your goal SHOULD'N'T be to replace a million fossil fuel vehicles with a million electric vehicles. It should be to replace a million fossil fuel vehicles with 250K electric vehicles. The main answer HAS to be FEWER cars."

— Brent Toderian, X/Twitter, Nov. 25, 2023

Monitor centre spreads from 2024

INSTEAD OF TRAFFIC JAMS: THE 15-MINUTE CITY

Fewer traffic jams!

It's good for our well-being and it can help us address climate change.

"Making streets safer to navigate and interesting to walk on results in more people opting to walk over driving for shorter distances. We can do this by designing streets that encourage traffic to move slower. And also by paying attention to what makes a walk through a neighbourhood or down a mainstreet interesting."

—Catherine McKenney and Neil Saravananuttoo

Paris is doing it.

The city plans to get gas-powered cars off the road by 2030. Car traffic has been declining as biking and public transit takes its place.

What if everyone living in a city had access to essential services within 15-minutes of where they live? That's the idea behind the 15-minute city.

THINK:

- ✓ Widened sidewalks.
- ✓ Safe bike lanes and expanded bike networks.
- ✓ Community-based education and health care.
- ✓ Local grocery stores, retail shops, working spaces.
- ✓ Recreational spaces for picnics, appreciating nature, and having fun.

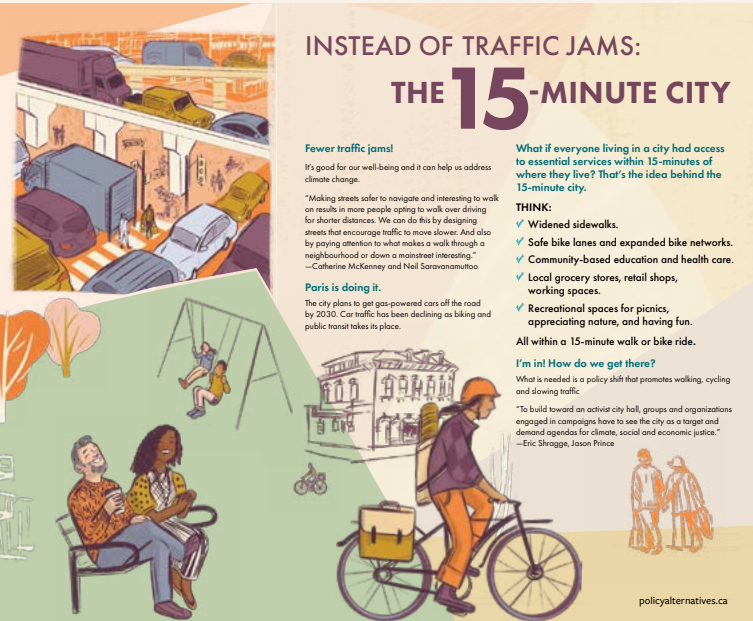
All within a 15-minute walk or bike ride.

I'm in! How do we get there?

What is needed is a policy shift that promotes walking, cycling and slowing traffic.

"To build toward an activist city hall, groups and organizations engaged in campaigns have to see the city as a target and demand agendas for climate, social and economic justice."

—Eric Shragge, Jason Prince



policyalternatives.ca

Our challenges:

The climate crisis, pressure points in the global supply chain, ongoing food insecurity and potential future food shortages in a planet with a growing population.

Protect the pollinators

Pollinators, such as bees and butterflies, are central to our biodiversity. They'll need to be protected from environmental threats.

Water: liquid gold

Extreme weather, caused by the climate crisis, will disrupt our food systems. Water scarcity alone will change how we farm.

Hunger games

The UN predicts the world's population will mushroom to 9.7 billion by 2050. Food insecurity will be a recurring theme in the future.

THE FUTURE OF FOOD

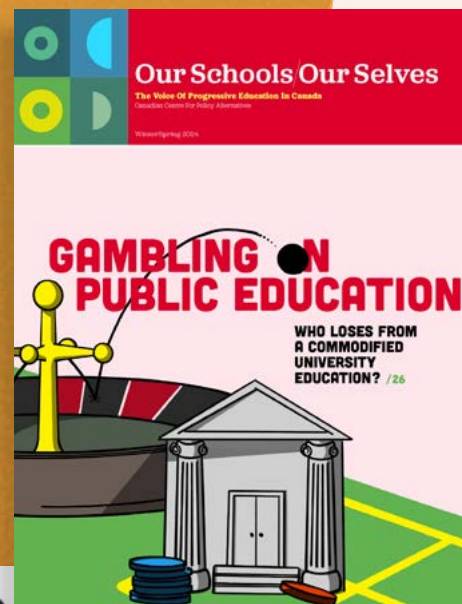
Sustainable, ethical

Think: regional supply chains, vertical farming, food cooperatives, community gardens, a plant-based diet, decent wages and living conditions for all food production and processing workers.

Government leadership

The future of food can't be left in the hands of profit-motivated corporations. We'll need government regulations to ensure public health and safety over corporate giants' insatiable appetite for profits.

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Our Schools/Our Selves CCPA's education magazine

A properly-funded, well-rounded and accountable public education system has the potential to challenge existing power structures and taken-for-granted hierarchies. This is why it's a constant target of regressive forces — and also why public engagement and awareness is paramount to not only protect but improve this important institution.

Our Schools / Our Selves, CCPA's popular education magazine, covers the key educational issues of our time — social justice and anti racism, privatization, education funding, and academic freedom — from an unapologetically progressive perspective. Because public education is too important to leave to the marketplace.

Check out full issues, and other education content, on our website.

Message from the Chair and Treasurer

In 2024, the Canadian Centre for Policy Alternatives continued to make policy waves and increase our media impact and audience reach. Internally, 2024 proved to be a challenging year. But the steps we have taken, during and since, have put the CCPA on much stronger and more sustainable footing.

Over the past decade, B.C. office leadership requested more and more operational and financial independence. While the CCPA board, staff and offices worked hard to modify our structure to respond to these demands, there were limits to how much independence of a provincial office that a charitable entity could accommodate under the law.

In the fall of 2024, the finances of the CCPA were seriously threatened. To ensure the ongoing sustainability of the entire CCPA, the board made the necessary decision to restructure our operations in British Columbia to ensure the long-term sustainability of the organization. We eliminated service duplication and strengthened board oversight over the work and the resources of the organization.

We are confident that the decisions made and the actions taken will provide the CCPA with a solid financial, operational and governance foundation from which to expand our reach, at a time when our work and analysis has never been more necessary—now, and well into the future.

We are also very pleased to welcome Peggy Nash to the position of executive director. We can think of no one better equipped to help steer the work of this vital think tank during a period of organizational renewal, and at such a critical moment in the evolution of our country.

Both of us were elected in the past year, and we're proud that we've been able to manage these changes to, above all else, protect the future of this vital organization. We're grateful to the hard work of the board, governance bodies, and the staff across all offices who do their job with passion, skill, and dedication. And we're so appreciative of the donors who make all of this possible.

Thank you for your support—you can continue to expect great things from the CCPA.

In gratitude and solidarity,



Nora Loreto, Chair



Jason MacLean, Treasurer

2024 Financials

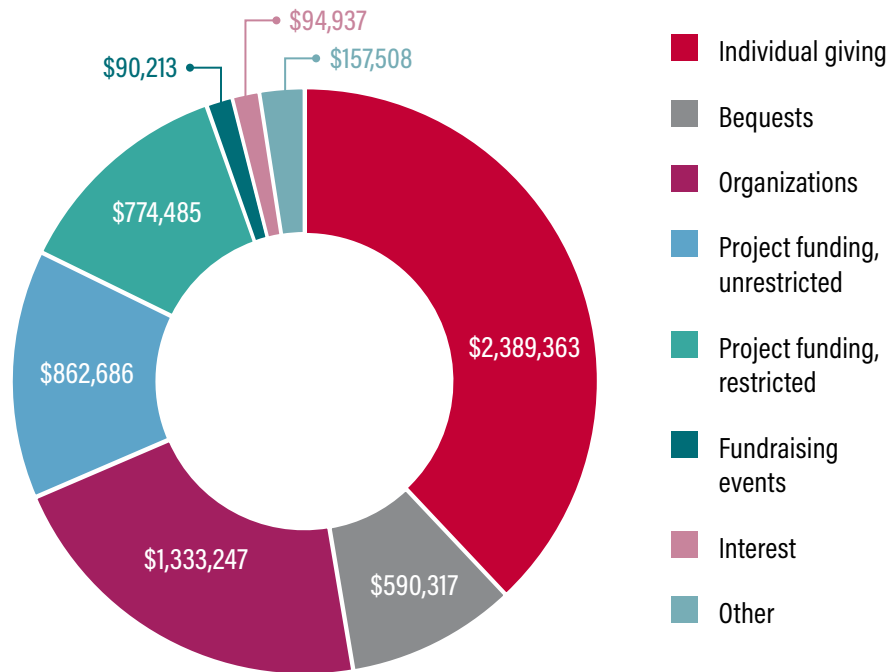
FINANCIAL POSITION

AS AT DECEMBER 31, 2024

	2024 (audited)	2023 (audited)
ASSETS	\$ 3,273,484	\$ 4,678,656
LIABILITIES	2,709,413	2,662,242
NET ASSETS	\$ 564,071	\$ 2,016,414
INVESTED IN CAPITAL ASSETS	\$ 4,940	\$ 19,775

2024 SOURCES OF FUNDING BY TYPE

Thousands of individual funders support the work of the CCPA. We also receive donations and grants from organizations, foundations, and other research grantees.



REVENUES AND EXPENDITURES

YEAR ENDED DECEMBER 31, 2024

	2024 (audited)	2023 (audited)
REVENUES		
Individual giving	\$ 2,389,363	\$ 2,502,896
Individual bequests	590,317	1,231,870
Organizations and grants:		
General funding	1,333,247	1,473,952
Project income and grants, restricted	774,485	1,104,942
Project income and grants, unrestricted	862,686	940,430
Fundraising events	90,213	119,343
Interest	94,937	63,051
Other	157,508	205,978
Total revenues	\$ 6,292,756	\$ 7,642,462

EXPENDITURES

Administrative/overhead materials and services	\$ 853,107	\$ 720,414
Amortization (of capital assets)	23,166	15,981
Programming materials and services	778,065	962,901
Development materials and services	671,505	678,432
Employee compensation expenses	5,419,256	5,193,495
Total expenditures	\$ 7,745,099	\$ 7,571,223
(Deficiency) or excess of revenues over expenses	\$ (1,452,343)	\$ 71,239



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