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# CASE FOR SUPPORT 2020





## **Stories move hearts and minds in ways that numbers cannot.**

Consider this simple, “bite-sized” illustration involving two pieces of bread.

John Montague was the 4th Earl of Sandwich. He was a statesman and notorious gambler who, during a 24-hour gambling streak in 1762, instructed a cook to prepare his food in such a way that it would not interfere with his game. The cook presented him with a piece of meat between two pieces of bread — no utensils required and could be eaten with one hand while the other hand was free to continue the game!

Now for reasons I don’t pretend to understand it’s a safe bet that for the rest of your life you will remember — mostly — how the sandwich came to be.

Did etching that into your mind require some secret memory tonic? No. Rather it required something far simpler yet far more powerful: It required telling a story.

For the past thirty years – most of it with the Canadian Taxpayers Federation (CTF) – I’ve been working in the advocacy and public policy field mostly tossing around a lot of big numbers and economic jargon but also, importantly, telling a few stories along the way.

My observation has been that storytelling – or at minimum strong narratives – lie at the heart of persuasive and lasting communication. And it’s not just public policy. It’s equally true in arts, business, politics or virtually any walk of life for that matter. Stories stick. Stories capture. Stories move hearts and minds in ways numbers cannot.

It’s not that economic data and statistics aren’t vitally important, they are, but that we often look past what’s behind those numbers. We look past what the experiences are of the individuals, families and entrepreneurs that make up statistics. Jenny Mckenzie is a number on a waitlist for hip surgery, but she’s also a woman who could not put on her socks without assistance, enjoy the outdoors in ways she grew accustomed or pick up and play with her grandchildren.

This became a frequent conversation with my friend and former colleague at the CTF Mark Milke (who has also worked with the Fraser Institute and other think tanks) that led us to pull together a business plan for a new organization. SecondStreet.org would be dedicated to policy research and ideas but inspired by

the experiences and stories of the people affected by public policies. Our mission statement: “to tell the stories of ordinary Canadians and their families and show how public policy choices harm or help their prosperity, freedom and lives.”

Thanks to a volunteer board of directors and a handful of donors who took a flier on this idea – SecondStreet.org was brought to life in late February 2019.

This Case for Support shows our progress in year one and lays out how we plan to grow SecondStreet.org in the years to follow.

Success rests in Canadians investing in our mission but also in Canadians from coast-to-coast sharing their unique stories and experiences. Those stories may not all be as entertaining as John Montague’s gambling-inspired invention of 250 years ago, but they will hopefully stick in hearts and minds in creative and inspiring ways that advance the mission to improve the prosperity, freedom and livelihoods of all Canadians.

**Troy Lanigan / Founder & CEO**

**“This Case for Support shows our progress in year one and lays out how we plan to grow SecondStreet.org in the years to follow.”**







# VISION

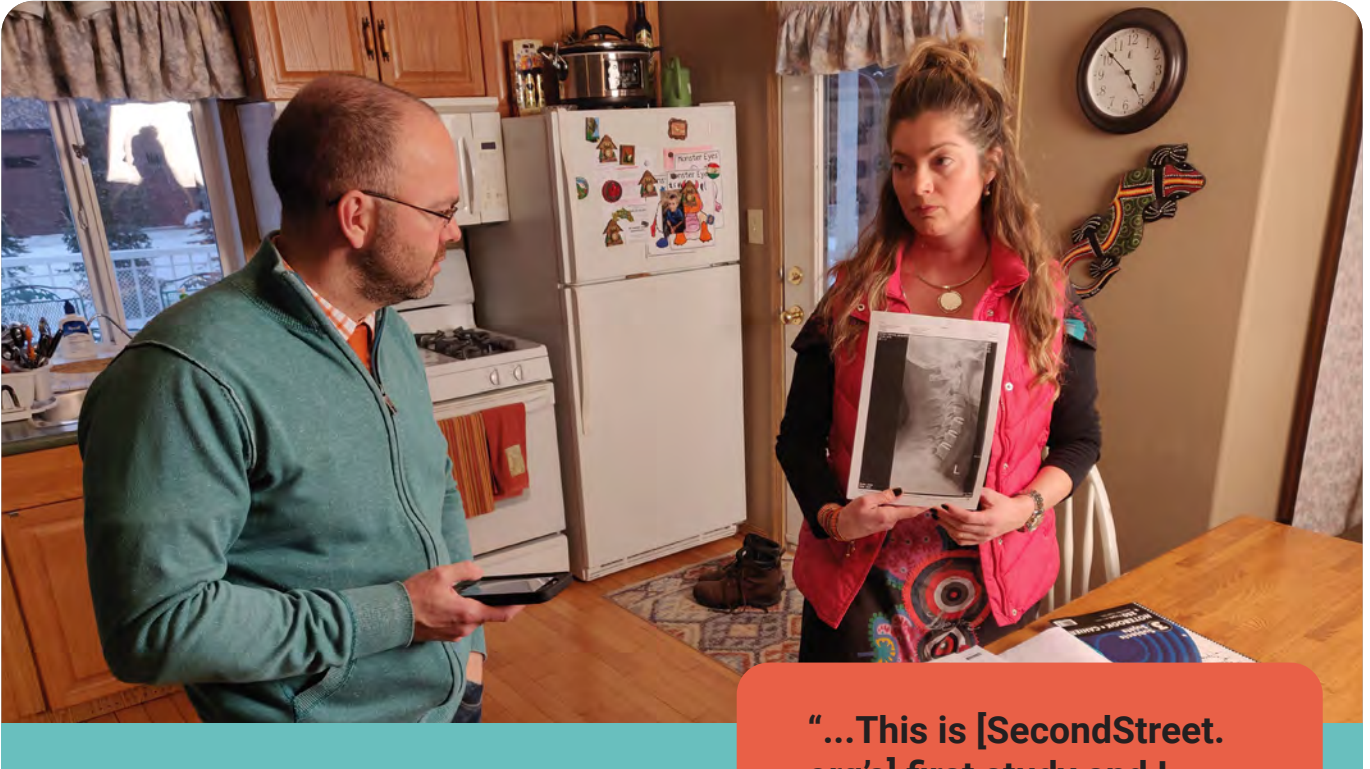
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A prosperous, free Canada where all can pursue happiness. We see opportunity, choice and responsibility as three pillars for the successful, self-governing nation envisioned by Canada's founders.

# MISSION

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To tell the stories of ordinary Canadians and their families, and show how public policy choices harm or help their prosperity, freedom and lives.



## WHAT'S IN A NAME?

Second Street is the most common street name in Canada – there is one in almost every community across the country. Symbolically, it is where people live, work, learn, pray, shop, eat – it's where lives are lived, discussions had, experiences shaped.

Whether it's a local infrastructure project, provincial environmental regulation or the federal government's response to a pandemic, people are having conversations and exchanging their experiences on Second Street. SecondStreet.org seeks to gather those experiences, examine the public policy choices involved and advance recommendations that support improved prosperity, freedom and livelihoods.

## HISTORY

Troy Lanigan and Mark Milke founded SecondStreet.org in 2017.

Their observation was that public policy research and discussion would gain more traction amongst the public, stakeholders and lawmakers if it was better connected to real life experiences. In other words, put a face to numbers

**"...This is [SecondStreet.org's] first study and I have to say I think that if we're going to see this kind of information coming out, bravo I hope we see more of it."**

*– Danielle Smith,  
Talk radio host, Calgary  
March 11, 2019*

and statistics primarily through short videos and articles but also give voice to those people whose stories are being told through avenues like media or lawmakers seeking public input.

Moreover, while SecondStreet.org would undertake its own research it would also advance the work of other think tanks where public policy issues and the search for solutions overlapped with the stories and narratives being advanced by SecondStreet.org.

After writing a business plan in 2017, the pair sought seed capital in 2018 that would eventually secure the hiring of a full-time president, Colin Craig, late in 2018. After a short period of capacity building that included development of a student internship program, SecondStreet.org was launched publicly in February 2019.





# More Canadians leaving country for health care: Report

JANE STEVENSON  
MARCH 12, 2019

The flight of the...



## Most Canadians unwilling to pay much for carbon tax: Poll

GRAEME GORDON Updated: June 29, 2019

The majority of Canadians support battling climate change but don't want to cough up more than \$200 a year in carbon tax.

Think-tank **SecondStreet.org** hired polling company Nanos Research to conduct the poll that found 47.5% of Canadians are willing...



## Sally Pipes: Sorry, Bernie Sanders, American health care is not 'barbaric' (and Canada's system isn't perfect)

By Sally Pipes | Fox News

Sept 24, 2019

COLIN CRAIG, SecondStreet.org

### FINANCIAL POST

Leaving Canada's oil in the ground doesn't only hurt the economy — it hurts the environment, too

...volunteers at the fo...  
...thank us

...surprised by the weak environ...  
...rules... other...



## Double dipping: Edmonton spending \$4.4 million on second pension: report

JEFF LABINE Updated: November 25, 2019

The City of Edmonton is spending \$4.4 million to provide another pension for some city employees such as the city manager, according to a recent think tank report.

**SecondStreet.org** looked at 11 Canadian cities including Edmonton and Calgary to see how many provided double pension... municipal employees. According to the report, Ed... two suppl...

## 2019 AT A GLANCE\*

### 6

#### Six policy briefs

ranging from natural resource development and health care to carbon taxes and supply management.

### 26

#### 26 videos released,

including: several patients talking about how they had to travel abroad for surgery, a worker in Scarborough describing how he's affected by government-obstructed natural resource projects and a mom just outside Calgary explaining how her family pays more for milk due to supply management.

### 1

#### 1 million+ impressions

through our social media content.

### 5

#### 520,000+ views

of our videos online. Some viewers even contacted us to ask permission to play our videos in classrooms.

### 50

#### 50+ times

our columns were published by major news outlets.

### 20

#### 20+ radio interviews

across Canada discussing SecondStreet.org research and the stories we've brought to light.

# FINANCIALS

<b>Revenues</b>	<b>2019*</b>	<b>2018*</b>
• Donations	\$258,764	\$48,557
• Gifts in kind	–	\$5,283
	\$258,764	\$53,840

<b>Expenses</b>	<b>2019</b>	<b>2018</b>
• Salaries, benefits, and consulting	\$137,191	\$28,025
• Research, videos, and equipment	\$72,661	\$479
• Advertising	\$4,691	\$32
• Bank charges	\$1,291	\$46
• Other	\$34,454	\$20,399
	\$250,288	\$48,981

\*SecondStreet.org fiscal year runs July 1 to June 30. So, for example, 2019 is for period July 1, 2018 - June 30, 2019.



# ISSUE PROFILE: HEALTH CARE

In 2019, SecondStreet.org released ground-breaking health care research.

We purchased some previously unreleased Statistics Canada data that showed Canadian patients made over 217,500 trips abroad in 2017 specifically for health care. The data not only demonstrates our system is struggling, it also highlights a missed economic opportunity for Canada. In 2017, Canadians spent nearly \$2 million every day on health care abroad.

We brought to light several medical tourism stories, including Christina Sanford's – a nurse from Nova Scotia who had no choice but to go to Mexico for back surgery. Incredibly, the government's health care system was content to let the young mother use painkillers for the rest of her life. While the Nova Scotia government claimed there was nothing they could do to help her, Christina's surgery in Mexico was a success.

We also highlighted the story of Jenny McKenzie. The retired Vancouver senior citizen was told she would have to wait 1 to 2 years for hip surgery – all the while living with chronic pain. Our efforts to shine a light on Jenny's story resulted in local media pick up and – lo and behold – her wait for surgery was shortened.

Without a doubt, health care is one of the most important public policy issues facing the country. Our system has its upsides, but timely access to procedures is not one of them. With a growing and aging population, pressure on the system will only increase. SecondStreet.org is working hard to bring forward constructive policy ideas that could improve outcomes.



**Colin Craig**

SecondStreet.org



**Christina Sanford**

Nova Scotia Patient, Nurse

*A Canadian nurse discusses having to travel to Mexico for back treatment.*

# ISSUE PROFILE: NATURAL RESOURCE DEVELOPMENT

For years we've seen news stories about large oil and gas, mining and forestry projects held up in Canada by government red tape or political opposition.

SecondStreet.org decided to make a list of such projects and total up Canada's missed economic opportunity in the natural resource sector.

Between 2014-19, the value of stalled or cancelled natural resource projects was roughly the equivalent of building an NHL-sized arena every day for a year.

What does that look like for workers? We profiled the story of Andre Williams who works at a plant in Scarborough Ontario that applies protective coatings to various products, including pipes used to transport oil and gas.

He told us that when work orders slowed, the company he worked at had no choice but to reduce hours to four days a week. That meant it

was harder for him to put aside money to help his daughter with tuition costs; a colleague told him the decrease in hours made it hard to make the mortgage payment of his family's home.

Consequences like these often get lost in headlines about project delays or cancellations. Such delays affect workers across the country and these stories need to be part of the conversation.

We also launched a series that examines how our lives would be affected if we listened to activists who want to keep oil in the ground. The first in the series was shot in Vancouver and looked at how a typical classroom would be affected. With 110,000 views, it quickly became our most successful video of 2019.



Our "Oil in the classroom" video was a top hit this year. The clip shows all kinds of different oil-based products in a typical classroom.

## ISSUE PROFILE: SUPPLY MANAGEMENT



Consumer Melissa From discusses the impact of supply management on her family.

Melissa From was quite surprised when SecondStreet.org sat down with her to compare milk prices online between the U.S. and Canada.

The mother of two told us her household goes through two, four litre jugs of milk a week so she was keen to see the price comparison.

We looked at a few examples of milk prices in Canadian cities and compared those with prices in nearby American urban centres.

The results were in keeping with some extensive research we had conducted – Canadian milk prices are, on average, nearly 30% more than the same jug of milk in the U.S.

“I knew there was a difference in the cost of milk and dairy in Canada versus the United States, but I didn’t actually know it was that big,” said From. “So, for my family of four, we’re going through two of these [four litre] jugs a week, so if you do the math on that,

we’re out of pocket \$100 [annually] because of that difference.”

A key reason for the price difference is Canada’s supply management policy – a regulatory regime that protects Canada’s dairy producers from competition.

When the policy was phased out over ten years in Australia, prices dropped for consumers 24% in the first year.



# Your donation brings stories to life.

A contribution of just \$5 helps us advertise a SecondStreet.org video to over 750 Canadians.

Alternatively, a \$500 donation helps us write a column and have it published in a major newspaper or shoot an online video, edit it and promote it to the public. For example, our “People rely on natural resources for a good life” column was published in the *Toronto Sun*, *Ottawa Sun*, *Calgary Sun* and *Edmonton Sun*. Our online interview with Nova Scotia nurse Christina Sanford reached over 29,000 Canadians.

Even larger donations help us shoot professional videos – on site – and bring Canadians’ stories to light in an even more impactful way. Our professionally shot “Oil in the classroom” video earned over 110,000 views in 2019 and led to multiple live radio interviews and a column about the clip.

Larger donations also help us purchase data from governments and write policy briefs, such as our ground-breaking research that showed Canadian patients made over 217,500 trips outside the country in 2017 specifically for health care. Larger donations helped us conduct public opinion research and tell stories like Peter Gossman’s, an entrepreneur from Ontario who discussed how the carbon tax affects competitiveness and the ability of companies to retain workers.

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*Ontario worker Andre Williams discusses how his family is affected by stalled pipeline projects.*



# 2020: PROJECTS & PRIORITIES



## Health Care

The COVID-19 pandemic helped shine a light on a major weakness of Canada's health care system – government rationing left Canadians facing a pandemic with access to fewer doctors, hospital beds and equipment per capita than most other developed nations. In 2020, we'll be examining this issue through a new report and patient stories.

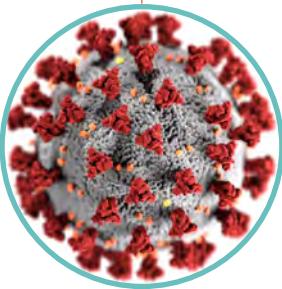
We're also looking into the sad reality that long health care waiting lists in Canada are contributing to premature patient deaths. Dr. Brian Day, a past president of the Canadian Medical Association, has estimated the number to be in the thousands. We're taking a closer look.



## Natural Resource Development

Canada has enormous potential when it comes to developing our oil and gas sector, mining and forestry divisions. Yet far too often, these projects are ground to a halt. We're going to keep talking with everyday people about how large projects, such as the \$20.6 billion Teck mine, affect them.

SecondStreet.org will also continue its series on how our lives would be affected if we listened to activists who want to keep oil in the ground. In 2020 we will release a report and show the role oil plays in producing electric vehicles, our food supply and bringing a baby into the world.



## COVID-19

The COVID-19 pandemic has altered public policy discourse in Canada more than any other event in our modern history. SecondStreet.org has a few projects underway, one of which is to shine a light on all the government regulations that have been relaxed in the name of helping everyday Canadians and businesses cope – from allowing patients to videoconference with their doctors to allowing restaurants to sell alcohol with delivery orders.

We'll be telling the stories behind these relaxed regulations and examining whether or not the restrictions should be permanently rescinded.



## Student Interns

From its inception, SecondStreet.org would be committed to supporting the next generation of public policy leaders in Canada. In 2019, we provided internships to two university students and plan to do so again in 2020.

Whether a graduating student wants to work at a think tank, find stories as a member of the media or perhaps even run for public office, helping us with public policy analysis, research and reaching large audiences will prove to be a valuable experience.

