



CASE FOR SUPPORT 2021



Includes 2020 Annual Report



Communicating policy ideas through storytelling

Last year we launched a new think tank that set out to do things differently.

Beyond conducting original research into government policies, a key objective of SecondStreet.org was to complement that research with real life experiences. In other words: to put a face to numbers and statistics.

We sought to share personal stories from coast-to-coast, showing how everyday people are affected by government policy decisions; for better or worse.

After all, politicians across the political spectrum regularly make bold claims about what their policies will do for Canadians. We wanted to shine a light on what everyday Canadians have to say about their experiences with those same policies.

SecondStreet.org uses storytelling as a vehicle for discussing public policy for the simple reason that stories stick in the hearts and minds of people in ways that numbers cannot. It's one thing to hear that a \$7 billion pipeline project was blocked by the government in

Canada, but it's another to hear a worker from Scarborough describe how that decision resulted in his shifts being cut back to four days a week and how it affected his family.

From Jackie Herrera's struggles with Canada's health care system to Brett Hogan's positive experience with a cut to red tape in Prince Edward Island, we brought to light all kinds of new stories from coast-to-coast in 2020.

Brett's experience was related to new research SecondStreet.org undertook after COVID-19 emerged in Canada. One policy development stemming from COVID-19 was governments across Canada eliminating or suspending regulatory measures to allow consumers, businesses, professionals, and other organizations to better cope. SecondStreet.org tracked these changes, told stories, commissioned public opinion research and shared the material with lawmakers across the country.

The result? Ontario has since committed to permanently get rid of one such red tape measure – restaurants will continue to be allowed to sell alcohol with delivery orders even after COVID has passed – cheers to that! In Alberta, the government has decided to permanently allow doctors to bill for video conferences with patients.

Our “made with oil” video series comprised our top clips of 2020. We examined how Canadians' lives would be affected if governments listened to those who suggest oil should be “kept in the ground.” The videos showed how Teslas are dependent on oil, how a grocery

store would be affected, how difficult raising a child would be and how fighting COVID-19 would be nearly impossible. These clips earned over one million views.

We released ground-breaking research in 2020 tackling the issue of patients dying while waiting for surgery in Canada's health care system. From patients passing away while waiting for potentially life-saving treatment, to patients spending their final year(s) waiting for surgery that impacts their quality of life, the research – along with recommendations – demonstrate the critical urgency for health care reform in Canada.

These are just a few highlights of our work in 2020 – none of which would be possible without those who invested and continue to invest both their moral and financial support in SecondStreet.org. Thank you!

I would also like to acknowledge our volunteer board of directors. Their guidance and support have been invaluable as we launched SecondStreet.org and particularly over this past year as we navigated through difficult times and developed a plan for 2021 and beyond.

We look forward to continuing in our mission: “To tell the stories of ordinary Canadians and their families and show how public policy choices harm or help their prosperity, freedom and lives.”

Troy Lanigan / Founder & CEO

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





VISION

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

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

Welcome aboard Heidi! This past August SecondStreet.org hired Heidi McKillop, our new Communications Director. Heidi has been busy chatting with Canadians coast-to-coast about their experiences with government policies – particularly when it comes to red tape and health care.

numbers 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.



2020 AT A GLANCE

10 **Ten policy briefs**

ranging from labour reform and government employee compensation to health care and natural resource development.

40 **40 videos released,**

including two patients describing their trips to Germany for health care, a Toronto doctor explaining the benefits of being allowed to videoconference with patients, a restaurant owner in Winnipeg discussing how he was helped by red tape reduction and a pair of videos that examine government employee pay during the pandemic.

2.4 **2.4 million impressions**

through our social media content – Facebook, Twitter, YouTube and more!

2 **2 million video views online.**

One viewer even asked to share our clips during his classroom presentations.

25 **25 columns**

published in major newspapers 57 times.

26 **26 live radio interviews**

across Canada to discuss SecondStreet.org research.

FINANCIALS

Revenues	2020*	2019*
• Donations	\$479,792	\$258,764
• Other	\$2,618	-
Total	\$482,410	\$258,764
Expenses	2020	2019
• Salaries, benefits, and consulting	\$301,680	137,191
• Research, videos, and equipment	\$85,457	72,661
• Advertising	\$14,040	4,691
• Bank charges	\$1,853	1,291
• Other	\$32,205	34,454
Total	\$435,235	\$250,288
Surplus / deficit	\$47,175	\$8,477

*SecondStreet.org's fiscal year runs July 1 to June 30. Eg. "2020" is for period July 1, 2019 - June 30, 2020.

ISSUE PROFILE: HEALTH CARE

Health care has been a cornerstone area of research for SecondStreet.org since our launch last year. In 2020, we released four policy briefs and 19 videos on health care issues.

Most notably, we released ground-breaking research into the sad reality that patients sometimes die while waiting for surgery. We were able to gather government data showing 1,480 patients died while waiting for surgery in 2018-19. The procedures ranged from surgeries that could have potentially saved the patient's life to procedures that could improve a patient's quality of life (eg. hip surgery, cataract surgery, etc.). Prior to passing away, patients waited anywhere from less than a month to more than eight years for surgery.

As the health bodies that provided the data cover less than half of Canada's population, we expect the true number of patient deaths to be closer to 4,000.

We also released a brief in 2020 that examines the amount of health care resources available in Canada compared with other developed nations. The data shows Canada's rationed health care system trails when it comes to hospital beds and doctors per capita – leaving us susceptible to overload during pandemics such as

COVID-19. Notably, the same brief provided a summary of how universal health care models work in countries that spend less, but out-perform Canada's system. Notably, they all have both public *and* private health care options.

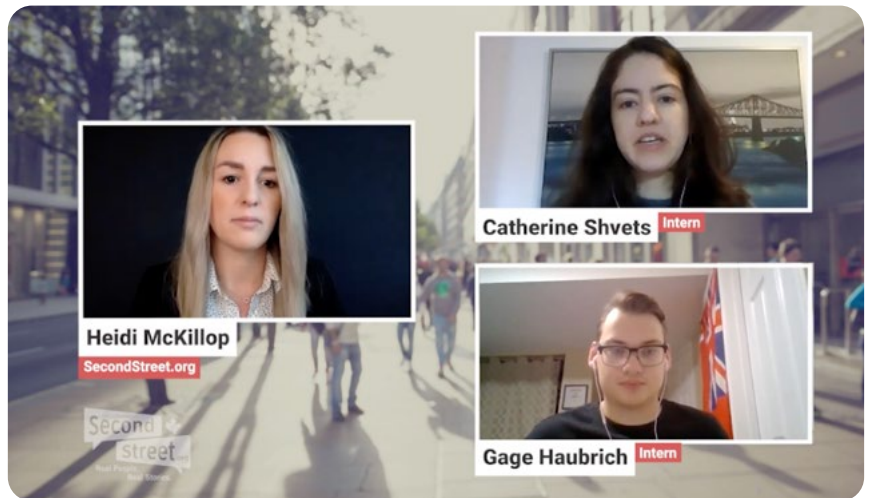
Our two interns authored a report in 2020 on commercial cafeterias in hospitals losing millions of dollars. Their research even showed a pair of government hospitals losing money through operating their own Tim Hortons franchises.

Complementing our policy briefs were several stories of patients and their experiences with the health care system. John Massing and Jackie Herrera shared with us their experiences with travelling to Germany for back and neck surgery respectively. Kim Purdy described her painful 14-month-wait for hip surgery in Alberta.

SecondStreet.org released many other health care-related videos this year, including two videos that examine Australia's health care system, a discussion with a patient on Canada's paid plasma supply, and we interviewed a pair of entrepreneurs who help Canadians travel abroad for health care.



Kim Purdy discusses her long and painful 14-month wait for surgery.



Heidi McKillop discusses our new report on cafeteria losses with interns Catherine Shvets and Gage Haubrich.

ISSUE PROFILE: RED TAPE REDUCTION

Many families and businesses have been harshly impacted by COVID-19 and government lockdowns. There haven't been very many good news stories coming out of the pandemic.

However, one positive change we observed early on was the decision by governments across Canada to relax many rigid government rules and regulations in order to help people and businesses. We compiled a list of more than 30 examples of different types of red tape that governments temporarily cut – from allowing restaurants to sell alcohol with their delivery orders to letting doctors bill for videoconferences with patients (instead of having to meet in-person).

SecondStreet.org polled the public to see what they thought of these changes and shared our findings with provincial governments across the country. In short, the public overwhelmingly found the relaxed rules helpful. Fortunately for consumers and businesses, governments have already announced they're going to permanently

cut some of the red tape measures they had changed temporarily. For example, Ontario and Alberta have both announced that even once COVID-19 is defeated, consumers will be able to continue to purchase alcohol with restaurant delivery and take-out orders.

Complementing our research, we shared Tony Siwicki's story. The Winnipeg restaurant owner explained how being allowed to sell alcohol with delivery orders helped keep his restaurant afloat during a very difficult time. We also shared the Bridgeland Distillery's story and their experience with being able to produce hand sanitizer in short order—thanks to the government changing their rules to make it easy for businesses to get approvals.

More than anything, these stories showed how governments can often help businesses and consumers by simply getting out of the way.



SecondStreet.org contributor Kris Sims speaks with Bret Hogan about how cutting red tape helped his pub in Prince Edward Island.



Jacques Tremblay, co-owner of Bridgeland Distillery, discusses how his company was able to start producing hand sanitizer quite quickly after the federal government cut red tape.

ISSUE PROFILE:

NATURAL RESOURCE DEVELOPMENT

It's not uncommon to see some people advocate for governments to keep oil in the ground instead of allowing development of the resource.

We produced a short policy brief and video series that looked at how society would be affected if governments listened and stopped allowing development of oil and gas resources.

Our "Made with Oil" series has been our most successful video series to date, earning more than one million views across the five videos. The series includes the following five clips:

- **Oil in a Tesla:** A short clip that examines how electric cars are heavily dependent on petroleum products – from their plastic parts to the diesel vehicles that deliver them to the dealership and everything in between.
- **Oil and COVID-19:** This video clip examines the many ways that oil products have helped in the fight against the pandemic – from plastic face shields to the cell phones we use to reach our loved ones.
- **Oil in your grocery store:** We shot this video in Winnipeg (in the middle of winter) to demonstrate how grocery store shelves would be almost completely empty without oil.
- **Oil and having a baby:** This video shows all kinds of products that parents use as they welcome a child into the world – ultrasound machines and their gels, cute baby shoes, toys, etc.



SecondStreet.org's Colin Craig and Karen Chong discuss all kinds of products that are made with oil and help with raising a baby.

- **Oil in the classroom:** We released this video to educate students about the many different products in a typical classroom that depend on oil.

In addition to media interviews on these videos, we also had multiple columns published and even had a couple of people contact us about sharing the videos in classrooms.



Colin Craig speaks with a Winnipeg grocery store owner about how grocery stores would be affected if governments kept oil in the ground.

Your donation brings stories to light

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 *“Many unionized workers will like proposed Alberta bill”* column was published in the *Toronto Sun*, *Ottawa Sun*, *Winnipeg Sun*, *Calgary Sun* and *Edmonton Sun*. Our online interview with John Stewart from the Canadian Nuclear Association reached over 25,000 Canadians.

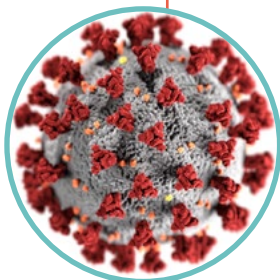
Even larger donations help us shoot professional videos – on site – and bring Canadians’ stories to light in an even more impactful way. Our professionally shot “Oil in your grocery store” video earned over 372,000 views in 2020.

Larger donations also help us purchase data from governments and write policy briefs, such as our ground-breaking research into Canadians dying on waiting lists. Larger donations help us conduct public opinion research and tell stories like Rachel Danzinger-Marmer’s. She is a parent and founder of Learning Pods Canada, a new group that helps connect parents who would like to have their children taught outside of the public education system.



Andre Williams discusses how stalled pipeline projects affect his family and his colleagues in Scarborough.

2021: PROJECTS & PRIORITIES



COVID-19

In 2021, we will continue to research how governments across Canada have been reducing red tape to help businesses and consumers get through COVID-19. We'll be examining how those changes have benefitted people and businesses and will be looking into other ways governments can help Canada's economy grow without spending tax dollars. This research will be complemented by stories of consumers, workers and entrepreneurs discussing the benefits of red tape reduction.



Health Care

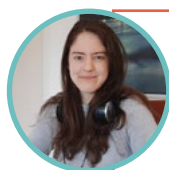
Health care will continue to be a major research and storytelling area for SecondStreet.org in 2021. We will be continuing our research into the sad reality that many patients die while on waiting lists. Complementing this research, and many other health care projects, will be more stories featuring everyday Canadians describing their positive and negative experiences with the health care system.



Natural Resources Development

SecondStreet.org has identified over \$200 billion in natural resource projects that have been held up or stalled due to government policies. These stalled projects cost the economy thousands of jobs and opportunities for workers and businesses right across the country.

As Canada scrambles to recover from COVID-19, we'll be shining a light on how better natural resource policies could unleash billions in economic growth, creating thousands of job opportunities for Canadians nation-wide.



Student Interns

From its inception, SecondStreet.org committed to supporting the next generation of public policy leaders in Canada. In 2020, 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.



