



CASE FOR SUPPORT 2022



Includes 2021 Annual Report



Report from the CEO

This past year was another tumultuous period for Canada's public policy environment.

In response to COVID-19, governments postponed hundreds of thousands of surgeries and important medical tests. Lockdown measures caused immense difficulties for business owners, workers, consumers, parents and children. Meanwhile, Canada's national debt surpassed \$1 trillion – two years ago, no one would have predicted we would reach that milestone so soon.

In the earliest days of the pandemic, SecondStreet.org tracked and shared stories showing how government decisions to cut red tape and relax regulations were helping businesses, consumers, patients and more. Our public opinion research showed Canadians were firmly behind the red tape cuts which led to some governments making changes – such as being able to videoconference with your doctor – permanent.

Unfortunately, most health care news has not been good as waitlists in particular have ballooned across the country. Our most viewed video in 2021 was Judy Anderson's tragic story. The retired Ontario nurse lost her daughter in early 2021 after she was forced to wait too long for surgery to address a treatable heart problem. But what's truly unimaginable is that this is the second time Judy lost a daughter due to long waiting periods in the health care system.

SecondStreet.org continued our ground-breaking research into situations like the one Judy's daughters faced. We released two *Died on a Waiting List* policy briefs in 2021 which identified 26,875 cases where patients died while waiting for surgery, diagnostic scans and appointments with specialists.

Many think tanks across Canada are doing great work to identify, measure and offer public policy solutions. At SecondStreet.org, we pride ourselves on highlighting, complementing and collaborating with other organizations. In 2021, along with four other groups, we published a downloadable eBook — *Life After COVID*. Our eBook discusses the policy challenges our nation will face once we emerge from the pandemic — and, most importantly, it identifies policy solutions. From policy changes that can create jobs (without requiring subsidies) to health reform and deficit reduction, the eBook covers a wide array of important subjects.

One of those important subjects post-COVID will be economic recovery. To date, the federal government has adopted policies

with more stick than carrot. This is particularly an acute problem as it pertains to carbon-reduction measures: raising carbon taxes, impeding pipeline infrastructure and capping energy production. SecondStreet.org is focussing on a more constructive climate change solution — “carbon tech.” In short, we're documenting how entrepreneurs are pursuing innovative ways to turn CO2 into useful products: vodka, soap, cement and blue food colouring for M&Ms to name a few. Our “carbon tech” success stories are proving to be some of our most positively received videos — highlighting a great opportunity for meeting environmental goals without dampening economic recovery.

In 2021, we were pleased to learn the *Global Go to Think Tank Index* named SecondStreet.org to its “Best New Think Tanks” list — an international acknowledgement of the innovative approach and success SecondStreet.org is having.

For 2022, health care reform will continue to be a top issue alongside natural resource development, housing costs and a new project we're calling *Survivors of Socialism*. Canada has welcomed people from all over the world, including many refugees who fled socialist and communist countries. We've been speaking with those Canadians to learn more about their experiences and gather their insights so that our nation — and especially its young people — can understand and avoid the pitfalls of totalitarianism.

In closing, I'd like to recognize the outstanding work of our team led by President Colin Craig and our volunteer board of directors who continue to navigate us through uncertain times. And finally, to our many donors whose moral and financial support makes our work possible. Thank you. We look forward to the year ahead!

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

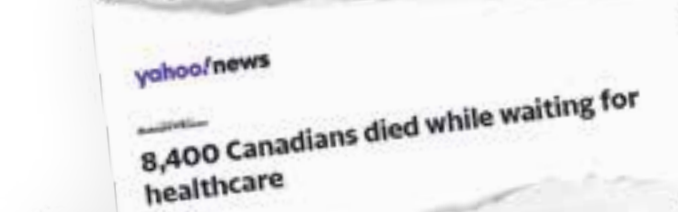
Troy Lanigan and Mark Milke founded SecondStreet.org in 2017.

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 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 told 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.

MAKING THE NEWS (2021)



2021 AT A GLANCE

9

9 policy briefs

produced from original research that examine a wide array of policy areas – from health reform and how municipal governments can be more cost-effective, to cool things entrepreneurs are making with CO2 and how governments can support our budding carbon tech sector.

38

38 videos released

including patients describing their trips to Lithuania and California for health care, a business owner describing how the carbon tax affects her enterprise and three videos that examine Canada's growing carbon tech sector.

4.0

4.0 million impressions

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

2.0

2 million online views

of SecondStreet.org's videos.

15

15 columns

published in major newspapers more than 40 times.

44

44 television and radio interviews

across Canada to discuss SecondStreet.org research.

FINANCIALS

Revenues	2021*	2020-21**
• Donations	\$254,605	\$479,792
• Other	\$21	\$2,618
Total	\$254,626	\$482,410
Expenses	2021*	2020-21**
• Salaries, benefits, and consulting	\$146,697	\$301,680
• Research, videos, and equipment	\$38,803	\$85,457
• Advertising	\$11,199	\$14,040
• Bank charges	\$1,674	\$1,853
• Other	\$23,665	\$32,205
Total	\$222,038	\$435,235
Surplus / deficit	\$32,588	\$47,175

* SecondStreet.org switched from a July 1 – June 30 fiscal year to a calendar year format in 2021. This column represents revenue and expenditure estimates during our half-year transition period (July 1, 2021 – December 31, 2021)

** These figures represent the July 1, 2020 – June 30, 2021 period.

ISSUE PROFILE: HEALTH CARE

This policy area has become even more important since the pandemic emerged and waiting lists ballooned as a result of governments postponing hundreds of thousands of surgeries.

In 2021, SecondStreet.org released four policy briefs on health care issues as well as several videos and newspaper columns. Further, we participated in local and national media interviews to discuss our findings and policy solutions.

Most notably, we released more ground-breaking research into the sad reality that patients sometimes die while waiting for surgery. To date, SecondStreet.org has gathered government data showing nearly 27,000 waiting list deaths since April 2018.

Behind these statistics are countless stories of patients suffering with chronic pain, limited mobility and other problems during their final years. Some patients even paid the ultimate price as they were forced to wait too long.

For instance, SecondStreet.org brought to light Judy Anderson's story. The retired Ontario nurse described how her daughter Shannon required a heart procedure in early 2021. Her condition was treatable, but doctors told her she would have to wait at least a month for care. Sadly, Shannon was forced to wait too long and passed away, leaving behind four children.

This was just one of the patient stories we shared, helping to humanize the often tragic consequences of long waiting lists in Canada – and those who have been pushed aside as governments prioritized COVID-19.

Fortunately for patients, public opinion research procured by SecondStreet.org shows the public is ready for health reform. Our Leger poll found 62% of Canadians agree with patients having the right to choose private health options outside of the public system. This is up from 51% just prior to the pandemic.

A majority of Canadians also support governments working with private clinics to reduce waiting list backlogs as well as greater transparency for waiting list data.



Judy Anderson spoke to SecondStreet.org about losing two daughters due to long waiting lists

ISSUE PROFILE: NATURAL RESOURCE DEVELOPMENT AND CARBON TECH

Natural resource development and climate change continue to be major public policy issues in Canada. SecondStreet.org continued its research into these two policy areas in 2021, including how the two issues intersect.

While environmental activists continue to call for both the phasing out of oil and gas usage and development of those resources in Canada, SecondStreet.org examined how those resources play a role in the food that we eat. Our *“Plant to Plate”* video examines how oil and gas resources are used by agricultural equipment, fertilizer companies and the transportation of food products to name a few aspects.

SecondStreet.org also released *“A Winter Without Natural Gas”* and *“From Poverty to Prosperity”* in 2021. The former is a short video that examines how Canadians use natural gas throughout the winter while the latter takes a look at how natural gas development in Kitimat, B.C. is helping to lift local Aboriginal people out of poverty.

Of course, the challenge for policy makers is how to balance oil and gas usage with government targets to reduce emissions. SecondStreet.org released *“25 Innovative Carbon Tech Examples”* in 2021 to address this challenge. This policy brief examines a wide array of innovative examples of how entrepreneurs are reducing emissions – from capturing CO₂ and using it to make vodka and crayons, to companies in the oil sands sharing technological advancements to reduce emissions. The brief also examines policy options that could help Canada’s carbon tech sector.



SecondStreet.org contributor Karen Chong discusses several products that entrepreneurs are making with CO₂

Our policy brief on carbon tech was accompanied by several videos, including a clip featuring SecondStreet.org contributor Karen Chong showing all kinds of products that entrepreneurs are making with captured CO₂. A second clip tells the story of Carbon Upcycling, a Calgary-based company that is using captured CO₂ to make an additive for concrete – one that even increases the strength of the material.

Polling procured by SecondStreet.org shows Canadians are concerned with the government’s plan to raise the national carbon tax over the next nine years; 52% opposed the plan while 32% supported the plan. Similarly, 57% of Canadians indicated they want the government to focus on “returning to normal,” while only 34% supported a grand restricting of the economy to reduce emissions. Shalini Sheth, the Director of Operations at Surati Sweet Mart, spoke with SecondStreet.org about how the nation’s carbon tax policy affects the ability of her company to compete internationally.



Alberta Premier Jason Kenney shares a news story featuring SecondStreet.org’s research

EBOOK PROJECT – LIFE AFTER COVID

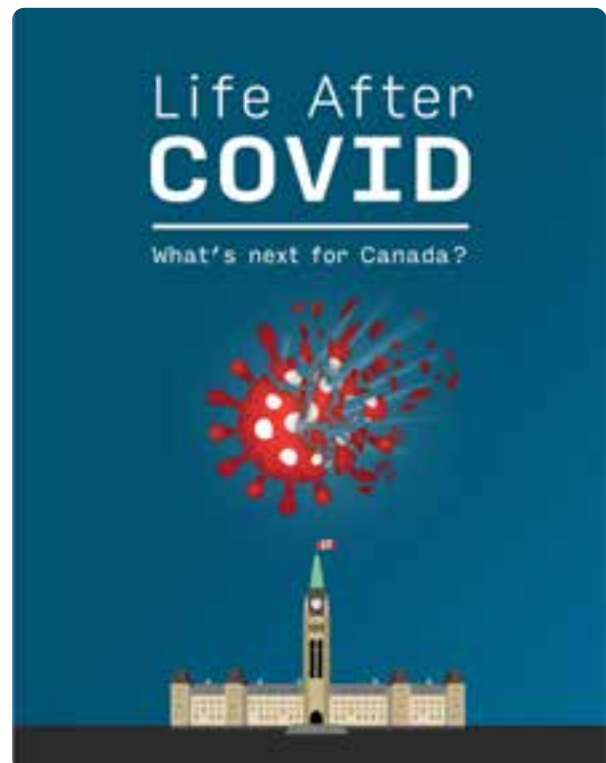
Once the pandemic is under control, Canada will face many significant issues that will affect people from coast-to-coast. SecondStreet.org thought it would be helpful to develop a book that examines the challenges ahead, potential solutions and the need to learn from pandemic mistakes.

With that in mind, we reached out to four organizations involved in public policy in Canada to collaborate on developing a free eBook – [*Life After COVID: What's next for Canada?*](#)

Topics in the eBook include:

- **Ballooning government debt** – *The Canadian Taxpayers Federation* (CTF) examines how governments can get spending under control.
 - **Health reform** – *The Montreal Economic Institute* (MEI) discusses several options for health reform, including ideas that can help address Canada's growing surgical backlog and reduce patient suffering.
 - **Economic growth without subsidies** – *SecondStreet.org* highlights several ways governments can spur significant economic growth by simply getting out of the way.
 - **What about the original emergency plans?** – Guest author *Anthony Furey* reviews government lockdown decisions during the pandemic and compares them with the government's original emergency plans.
- **Were infringements on our rights reasonable?** – *The Canadian Constitution Foundation* (CCF) examines several examples from across Canada whereby citizens' charter rights were violated.
 - **Sidestepping our democracy** – *The Justice Centre for Constitutional Freedoms* (JCCF) reviews several actions taken by governments during the pandemic which circumvent proper democratic channels.

To download a copy, please visit SecondStreet.org.



Your donation brings stories to light

A contribution of just \$5 helps us advertise a SecondStreet.org video to over 700 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 “*Great Reset, not so great with Canadians, polling shows*” column was published in the *Toronto Sun*, *Ottawa Sun*, *Winnipeg Sun* and *Edmonton Sun*. Our online interview with Dr. Shawn Whatley reached over 23,000 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 “*Jobs without subsidies*” video examines how governments could create jobs without spending any money. The clip earned over 76,000 views in 2021.

More sizable contributions 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 Judy Anderson’s, a retired nurse in Ontario who lost her daughter Shannon after she was forced to wait too long for surgery.



To make a donation, please visit:

www.secondstreet.org/donate

For questions about donations, please contact us at

donations@secondstreet.org



Colin Craig

SecondStreet.org

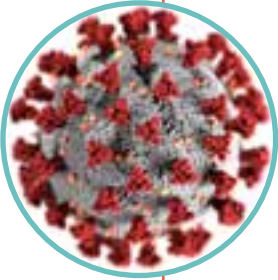


Dr. Shawn Whatley

Ontario Physician



2022: PROJECTS & PRIORITIES



Health Reform

As we enter 2022, one of the most important public policy issues in Canada is health care reform. Waiting lists have never been longer and thousands of patients are suffering – some are even dying. SecondStreet.org will be continuing to research this problem and bringing to light more stories featuring everyday Canadians describing their experiences with the health care system along with solutions.



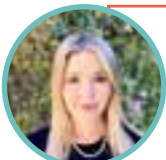
Natural Resource Development

SecondStreet.org has identified over \$200 billion in private sector 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 – not to mention government coffers. SecondStreet.org will continue to examine natural resource development in Canada and efforts to reduce emissions through the nation's emerging carbon tech sector.



Survivors of Socialism

Canada has welcomed people from all over the world, including many who have fled socialist and communist regimes. Our “*Survivors of Socialism*” project is pulling back the iron curtain to examine the stories and experiences of people who came to Canada from these countries.



Student Interns

Since our launch, SecondStreet.org committed to supporting the next generation of public policy leaders in Canada. In 2021, we provided internships to two university students and plan to do so again in 2022. 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 stepping stone.





To make a donation, please visit
www.secondstreet.org/donate

For questions about donations, please contact us at
donations@secondstreet.org