

CaM/07/0009/5

R. Roy MacMurtry, Q.C.

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BY TELEFAX

Archbishop Edward W. Scott
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Dear Archbishop:

Thank you for your letter of July 23rd, which provides an excellent summary of where we are to date. I share a number of your serious concerns with respect to the future of the Fund, notwithstanding the very significant efforts of yourself and some of our colleagues.

I do agree that we are at a crisis point and I believe it is urgent that a meeting be arranged with the Honourable Joe Clark as soon as he can make himself available. In my view, the assistance of the government will be necessary if we are going to be able to get the Fund off the ground. At this time I don't believe that there are sufficient sources of "up front money" available to appoint the "necessary staff" or prepare the "urgently needed resource materials".

I have spoken to a number of people in the business community and with the exception of the generous response of Avie Bennett and the more modest response of Christopher Ondaatje, the attitude has ranged from disinterest to open hostility. Unfortunately, the glamorous media star treatment afforded to Mr. Mandela has been followed up by events which have created a very negative atmosphere in the corporate community.

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When I spoke to Joe Clark some weeks ago about the difficulty that we had been encountering in the corporate community, he stated that he had always believed that the campaign would probably be a grass-roots campaign. I think this is realistic, but for a grass-roots campaign to be successful resources have to be put in place. Significant up front financial resources are probably only available from either the government or the business community.

To make any headway in the business community we must have major corporate leaders articulating why the corporate community should be interested in this campaign when there are so many domestic demands made for worthy causes every hour of the day. For example, if someone like Matt Barrett could be persuaded to follow up with the message that we heard from Joe Clark, namely that there is a special window of opportunity for the Canadian business community to influence developments in a post-apartheid South Africa in areas such as the debate over nationalization, then it may be possible to turn around some of the negative feeling in the corporate community. However, this message will only be credible if it comes from somebody like Barrett, or perhaps from Joe Clark speaking to a hand-picked group of corporate leaders at a luncheon or dinner.

In the absence of "up front money" from corporate sources, then I think we are simply going to have to have some quiet but meaningful assistance from the federal government. I have some difficulty with the idea that we simply attempt to hire "temporary staff" as I believe that we should be reluctant to proceed further until we know that we are in a position to be around for the long haul. By this I mean that I do not believe that we should hire staff and commence the more formal fundraising until we are assured that we will have an infrastructure in place for the duration of the campaign. Nothing could be more embarrassing than having to fold our tents a few weeks down the road, far short of our objective.

I was delighted that I was able to persuade my sister-in-law, Janet MacInnis, to come on board as I believe

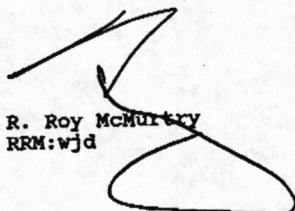
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that she is probably one of the most experienced fundraisers in the Metropolitan Toronto area, and we know that her advice will continue to be sound. I know from our conversations that she shares my concerns.

At the same time, I do not think, my dear Archbishop, that you should accept any particular responsibility for the challenges that face us. Your efforts have been unstinting and undoubtedly personally exhausting. We simply have taken on a more monumental task than perhaps was envisaged, and we will simply have to make every effort to get the appropriate infrastructure in place.

I look forward to discussing this with you further.

Yours very truly,



R. Roy McMurtry
RRM:wjd