

Twitter Thread by David Fisman



David Fisman

[@DFisman](#)



I do want to talk a bit about connections, conflicts and information during a pandemic. Since [@fordnation](#) insinuated I have COI which I don't, let's take a look at a single instance where [@fordnation](#) and Hospital for Sick Children are both making interesting decisions.

Both share a powerful supporter in Peter Gilgan, who has been a great supporter of Sickkids

<https://t.co/oL3pGiBny2>

But his company, Mattamy Homes, has also substantially bankrolled Ontario Proud, which I have reason to believe pushed the Postmedia hit on my reputation.

Ontario Proud

From Wikipedia, the free encyclopedia

Ontario Proud is a [right-wing](#)^[1] political advocacy group and third-party advertiser.^[2] It was founded by Jeff Ballingall in 2016 as a [Facebook](#) page.^{[3][4]} Ontario Proud offices are located at 36 King Street East in Toronto, Canada.^[5]

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Leadership [edit]

Ontario Proud was founded by Jeff Ballingall, a former political staffer who previously worked for [Sun News Network](#).^{[2][6]} Ballingall worked in the administration of [Conservative](#) Prime Minister [Stephen Harper](#), working as a video specialist for the Conservative Caucus and as a communications manager for [Jim Prentice](#).^[7] Jeff Ballingall is also the founder of Mobilize Media Group LTD. which promotes media for Ontario Proud.^[5] As of August 2018, he has been one-third owner of *The Nectarine*, a digital news platform.^[8] Ballingall also serves as the Chief Marketing Officer of *The Post Millennial*, a [conservative](#) leaning [Montreal](#)-based online news website.^[9] The director is currently Ryan O'Connor.^[10] Nicolas Spoke is also a current company officer.^[5]

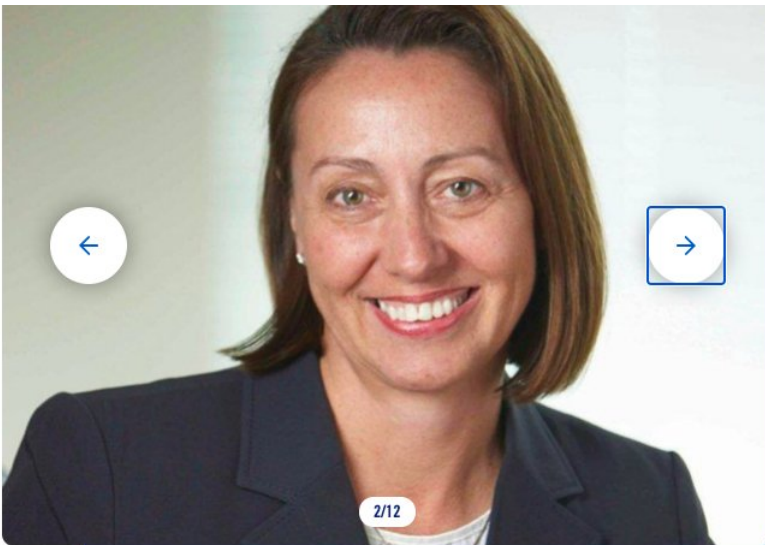
Activities [edit]

Ontario Proud was active during the 2018 Ontario provincial elections, attacking liberal Premier Kathleen Wynne, later shifting its focus to [NDP](#) candidate [Andrea Horwath](#) as the NDP rose in the polls.^{[2][10][11]} The group spent approximately \$60,000 on [television ads](#) and engaged in door-to-door [canvassing](#).^[7] The group is reportedly very active in [social media](#) marketing, particularly on [Facebook](#), where it used [microtargeting](#).^[12] They have a very narrow right-wing focus, putting business above all else.

Ontario Proud

Founded	February 13, 2016
Type	Canada Not-for-profit Corporations Act
Registration no.	1010260-1
Location	36 King Street East, Toronto, ON, M5C 1E5, CA
Product	Soliciting
Founder	Jeff Ballingall
Director	Nicolas Spoke
Director	Ryan O'Connor
Website	www.ontarioproud.ca ^[9]

Sickkids and Mattamy have very close ties. Here is Mary Federau, a longtime Sickkids exec who has moved to Mattamy but remains involved with the Sickkids foundation:



Mary Federau

Mary Federau is the **Executive Vice President, Mattamy Asset Management**, playing an integral role in the organization's strategies for growth, investment and operations. She was appointed in 2018 after serving for eight years as Chief HR Officer for Mattamy Homes. Mary is also Chair of the Peter Gilgan Foundation, which has donated \$300 million to worthy causes. Previously, Mary was the EVP Global Human Resources, MDS Inc. and held executive roles at the Hospital for Sick Children.

Mary's bio is too modest. It looks as though it has been scrubbed a bit over the last 72 hours. Here's the google cache from Jan 25:

<https://t.co/DUk89IfHPU>

Here's her more fulsome bio from a few days ago:

Mary Federau is the Executive Vice President of Mattamy Asset Management, the parent company of Mattamy Homes. Mary plays an integral role in setting direction and execution of the organization's overall strategies for long-term...

...growth, investment and operations across North America. She was appointed to this position in September 2018, after having served eight years as Chief Human Resources Officer for Mattamy Homes.

Mary is also Chair of the Peter Gilgan Foundation, which has contributed more than \$300 million to a variety of worthy causes. [I guess 1/3 of that to her former employer]. Previous to joining Mattamy in 2010, Mary was the EVP Global Human Resources of MDS Inc...

an international life sciences company headquartered in Toronto. Prior to MDS, she held several executive roles at the Hospital for Sick Children in Toronto, including SVP of Child Health Services (Operations), SVP of Corporate and Professional Services...

and Director of Strategic and Financial Planning. Mary holds an MBA from the Richard Ivey School of Business and was named one of Canada's Top 40-Under-40 in 1997. Mary has obtained the Chartered Director designation and currently serves on the board of the SickKids Foundation

and Good Shepherd Ministries in Toronto and is a member of the International Women's Forum.

She sounds like an impressive and good person. I am absolutely NOT suggesting any misdeeds on her part.

But given the oddness of Sickkids school guidance, the degree to which their reports seem very coordinated in both timing and message with government messaging, while simultaneously being at odds with some of the good guidance now being put out south of the border...

...I have wondered whether politics and the flow of donor money have politicized their messages.

Even more so having learned that Sickkids is pushing public messaging that lockdowns are harming child mental health, while sitting on data showing kids' mental health, according...

...to a number of different measures. They have the details...they can share them. That's a good news story. Why would you sit on that?

Again, I'm not accusing anyone of wrongdoing here. But if we're going to talk about transparency and who funds who, let's all do it, k?

Parenthetically, we can do this all day. At some point, thanks to friends who have helped me so much, I might. But I think this is a job for journalists, not epidemiologists.

Some very important conflict situations that exist are well known to journalists, and I realize...

...most outlets don't want to be perceived as doing smear jobs (leave that to Postmedia). But some of these relationships, whether monetary or romantic, probably are damaging our public discourse in a pandemic, and that literally kills people.

But as I say, that's your job, not mine.