



Julie Toskan-Casale

VITALS Co-founder of The Toskan Casale Foundation, which supports community-based social programs across the country. First Canadian graduate of The Rockefeller Foundation's prestigious Philanthropy Workshop. Toronto hockey mom. World traveller. Forty-one years old.

WHY WE LOVE HER Because at age 21, straight out of high school, she co-founded M.A.C Cosmetics and the M.A.C AIDS Fund. Because her foundation's Youth and Philanthropy Initiative will encourage more than 20,000 high-school students this year to gain hands-on volunteer experience at everything from fund-raising to feeding the homeless. Because her three sons – ages 17, 13 and 11 – have followed in her footsteps; her eldest spent last summer helping to build schools in Kenya. Because, despite raising hundreds of thousands of dollars for charity each year, she says she's most proud of her Italian immigrant parents: "They developed this sense within me of wanting to do for others."

PHOTOGRAPH BY JAMES PATTYN