

BE A
BRAND FOR
CANADA
OVERVIEW

BRANDS FOR CANADA
FOR FAMILIES. FOR THE ENVIRONMENT.

93%

of consumers shift to brands that support environmental and social issues

1 IN 7

Canadians live below the poverty line, while new unsold goods end up in landfills



BRANDS FOR CANADA

COLLECTS

UNSOLD GOODS

DISTRIBUTES

THEM TO CANADIAN FAMILIES IN NEED

REDIRECTS

GOODS THAT WOULD OTHERWISE END UP IN LANDFILLS

CANADA'S #1 SUSTAINABLE SOLUTION

New clothing, personal care items and housewares kept out of landfills

200+ BRAND DONORS

Leading Canadian brands, retailers and corporations

DISTRIBUTED THROUGH

160 national charity partners 1,200+ schools

\$52 MILLION DONATED (retail value annually)

\$684 MILLION GIVEN to date, to those in need

#1 COST-EFFICIENT CHARITY

For every \$1 donated, we put \$56 back into the social services sector

ABOUT US



200+

BRANDS



160+

CHARITIES



33

YEARS

Who we are

Brands For Canada (BFC), a registered charity, was founded in 1991. We collect surplus and unsold new goods, that would otherwise be liquidated, incinerated or end up in landfills. We de-label and redistribute the goods to Canadian families in need through partnerships with 160 charities, 1,200+ schools, colleges and universities.

Geographic reach

BFC works across the country with fully functional programs in the Greater Toronto Area, Peel Region, Niagara Region, Ottawa, Vancouver, Halifax and many other First Nations communities. BFC's network of partner agencies is continually growing.

Supporting people in need

Our distribution partner charities and schools assist families who are struggling with poverty and other life difficulties including physical and intellectual disabilities.



WHY WE EXIST

Mission

Distribute surplus clothing and life essentials to those in need

Connect donors with communities in need

Protect the environment by diverting surplus goods from landfill sites

Provide high quality, comprehensive employment programs

Raise awareness of poverty issues, causes and solutions

Our Vision

A sustainable world where surplus goods are purposefully used to eliminate poverty and inequality.





BRANDS FOR
CANADA
/ PROGRAMS

/DONATION PROGRAM

DONATION PROGRAM



52M

DONATED
ANNUALLY



1M

FAMILIES



For 32 years this cost-efficient program has been helping Canadians.

COLLECT

Surplus goods

REDIRECT

Goods that would otherwise end up in landfill

DISTRIBUTE

Goods to Canadian students and families living in need

DONATION PROGRAM

The Brands For Canada donation program is now the largest poverty fighting program in Canada for students and families.



DONATION PROGRAM

Our donation program provides three essential services:

We provide a national network to pick up donations from retail stores and distribution centres across the country and to deliver donations to families local to store locations.



1,200+

SCHOOLS

Box: Student care packs



Our Box program provides a student care pack of basic essentials, Tooth paste and brushes, Soap and shampoo, deoderant and feminine products, underwear and seasonal hats & gloves. Each school recives a box where staff



\$2M+

HOUSEHOLDS

Bulk Shipment



Our Bulk Shippemnt program provides national distribution to communities accross Canada. Allowing brands to donate loccally or nationally to support the communities where they do business.

Buggy Delivered Every Month



Our Buggy program delivers over \$500,000 of Clothing, personal care and household goods to over 50 partner charities and first nations communities every month.

/RECYCLING

RECYCLING

We provide the most cost-efficient and sustainable service for brand surplus, while supporting communities, families and our environment.



The BFC recycling program was created to provide a complete sustainable service for our Brand and community partners. We process new, used and damaged goods. Our three main services:

DE-BRAND

to maximize reuse in Canada

REUSE

new, used and damaged textiles

RECYCLE

converting textiles

RECYCLING

Eliminates
100% of textile
waste;
0% landfilled;
100% Recycled

Converting textiles



The BFC converter program eliminates 100% of all waste and produces a new composite material.

our new converter program currently provides services for many national leading brands.

The converter will process textiles, zippers, buttons and other hard wear with no emissions.

The end products is a sterile textile composite material. This material is 100% recycled and used in industries such as furniture, car manufacturing, and construction.

/EMPLOYMENT

EMPLOYMENT



1,000

CLIENTS ANNUALLY



78%

SECURED
EMPLOYMENT



97%

SATISFACTION



Leading-edge programs for vulnerable people looking for work.

TRAIN
Job skills

PROVIDE
clothing for
job interviews

PLACE
in jobs

EMPLOYMENT

EDGE Program Suitable Impressions Program

Soft skills training

Essential skills to succeed in employment

97% of EDGE program graduates reported that the soft skills they gained through the program helped them in effective decision-making and built confidence.

Job development

Career coaching and wrap-around supports to facilitate sustainable employment

Over 78% clients secured employment.

Preparing for employment

Interview prep, first impressions training, professional clothing, personal care supplies and a complimentary haircut

All clients receive new professional clothing, personal care supplies and a complimentary haircut to prepare them for the world of work.





BRANDS FOR
CANADA

/ CLOSER LOOK

OVER 200
BRAND
PARTNERS



BANANA REPUBLIC



WINNERS

www.brandsforcanada.com/brands/product-donors/

BRAND PARTNER BENEFITS

Recognition and Media

Donors are provided with the following opportunities:

- Recognition on BFC web-news feed
- Recognition on BFC Social Media platforms (Instagram, Facebook, Twitter, LinkedIn)
- Mention in BFC Annual Impact Report
- Charitable gift-in-kind receipt
- Opportunity to increase donor brand awareness through BFC special projects and/or employment training programs
- Corporate Volunteer Team Days



KEY SECTORS & COMMUNITY PARTNERS



National Media



Community Organizations and Leaders



Government



Retail Brands



Corporate Sponsors



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