

**28**  
YEARS  
1991-2019

# BRANDS FOR CANADA

FOR FAMILIES. FOR THE ENVIRONMENT.

IMPACT  
REPORT  
2018/  
2019



# OUR VISION

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**A SUSTAINABLE WORLD  
WHERE SURPLUS GOODS  
ARE PURPOSEFULLY USED  
TO ELIMINATE POVERTY  
AND INEQUALITY**

## OUR 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



# FROM THE PRESIDENT OF THE BOARD AND EXECUTIVE DIRECTOR

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## THIS PAST YEAR WAS THE BEST YET!

With the incredible support of our product donors, volunteers, funders, agency and program partners, we distributed more than \$40 million worth of brand-new clothing, personal care items and household goods. These new, basic-needs items were delivered across our country to over 111,000 people living below the poverty line. We also provided job training for 946 individuals seeking sustainable employment AND diverted approximately 469,000 lbs of brand-new items from landfills! We gave out more brand-new items than ever before. While our statistics are impressive and the numbers continue to grow, we wanted to know the actual impact of our work upon our clients and the community? For example:

- The community support a refugee settling in Toronto feels after receiving a new winter coat
- The relief a single mother of two fleeing abuse experiences when provided with new clothing, shoes and school supplies for her children

- The sense of hope for the future a youth facing barriers to employment feels when receiving pre-employment training, new professional clothing, personal care items and a haircut

We are continually hearing great stories from our clients and discovering our true impact. As one graduate from our EDGE program explained, “I’m feeling motivated knowing that I have support.”

We thank our generous donors, dedicated staff, tireless volunteers and supportive partners all of whom have been integral to the successful delivery of our programs this past year!

**DONNA CANSFIELD**  
President of the Board

**HELEN HARAKAS**  
Executive Director





# WHAT WE DO

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**COLLECT**  
SURPLUS AND UNSOLD  
NEW GOODS

**REDIRECT**  
GOODS THAT WOULD  
OTHERWISE END UP  
IN LANDFILLS

**DISTRIBUTE**  
NEW GOODS TO  
CANADIAN FAMILIES



# OUR IMPACT IN 2018-2019

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**111,544**

estimated number of total clients served

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**3,000**

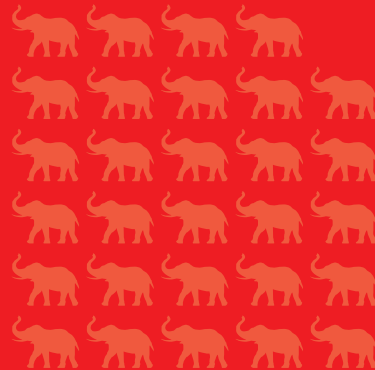
total volunteer hours

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**372,426**

clothing and basic-needs items processed



**469,749**

LBS. TOTAL WEIGHT IN ITEMS DIVERTED (OR THE EQUIVALENT OF 94 AFRICAN ELEPHANTS)



**\$40,136,502**

estimated retail value of donations

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**74**

total number of referral agencies

“

I AM AN IMMIGRANT TO CANADA AND A SINGLE MOM OF A 10 YEAR OLD. WE HAVE NO FAMILY OR SUPPORT HERE. BFC HELPED US MEET OUR NEEDS. MY GREATEST THANKS IN MY TIME OF NEED.

”

STEPHANIE I.

# OVER THE LAST 28 YEARS

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**2,000** pollutants kept out of environment

**9,670,000 LBS**  
new goods kept out of landfills

**1,484,144**  
people helped



**\$540,700,300**  
SAVED BY CANADIANS IN NEED



**4,043**  
job-seekers  
trained

**55,000**  
volunteer hours

**10,200,000,000**  
gallons of water  
saved

# OUR ANNUAL MODEL OF EMISSIONS/ ENVIRONMENTAL REDUCTIONS

**1.2  
MILLION**

of CO2 stopped  
from being  
emitted into our  
atmosphere

**1.2  
BILLION**

litres of water saved  
due to less clothing  
being produced

## CO2

Every year, we keep at least 200 tons (400,000 lbs) of clothing from decomposing in landfills and emitting harmful CO2 into the atmosphere. Using the accepted formula of 3-4 pounds of CO2 saved for every pound of clothing spared from landfill, we can confidently say that we keep between 1,200,000 and 1,600,000 lbs of CO2 from going into the atmosphere.

## WATER

It takes approximately 3,000 litres of water to produce one pound of clothing. This means we save a precious 1,200,000,000 (one billion two hundred million) litres of water, as less clothing needs to be produced when new usable clothing is saved and given to people in need.

## METHANE

Anaerobic digestion happens in landfills and involves micro organisms breaking down organic matter in an oxygen-free environment. Ongoing compression of layers of waste produces ideal conditions for anaerobic bacteria. As the clothes start to decompose, they produce damaging byproducts, the main one being methane. Methane is a greenhouse gas that is far more potent than carbon dioxide, warming the atmosphere 20 times more than CO2.

## METHANE GAS REDUCTION

20 times more damaging to the environment than CO2

**400,000 LBS**

of clothing kept out of landfills





# DISTRIBUTION PROGRAM

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Our warehouse is the heart of our distribution program. Every week generous donors send skids of brand-new clothing and basic-needs items to be sorted, de-labelled, counted and given out to those who need them the most. The items are sent to social service agencies and schools for direct distribution.

Our Distribution Program is supported by both job-training participants and volunteer groups. Without these two essential groups, we could not do what we do. Training participants in the warehouse are referred to us by partner employment agencies. Volunteers from corporate and community groups come in weekly to help with sorting, counting, de-labelling, organizing and shipping.

“

“WHEN I WAS TOLD I WOULD BE GETTING CLOTHES, I THOUGHT IT WAS A JOKE OR THEY WERE GOING TO GIVE US USED CLOTHING THAT WAS DONATED BUT WHEN I FOUND OUT THEY WERE BRAND-NEW CLOTHES THAT WERE DONATED FROM BIG CLOTHING COMPANIES, I WAS SHOCKED AND REALLY GRATEFUL, NO ONE REALLY GETS AN OPPORTUNITY THIS AMAZING, THANKS FOR EVERYTHING YOU DO.”

”

CHRISTINE



## SOCIAL SERVICE DISTRIBUTION PARTNERS

### EMPLOYMENT AGENCIES

- ACCES Employment
- COSTI Immigrant Services – Weston Employment Services
- YWCA Employment Program
- YWCA Moving On To Success (MOTS)
- YWCA Women Employment Centre
- YWCA 1st Stop Woodlawn

### FAMILY AND COMMUNITY SERVICES

- Alexandra Park Community Centre
- Braeburn Boys & Girls Club and Family Programs
- Community Action Resource Centre
- Community Living Toronto - Warden Woods
- Culturelink Settlement and Community Services
- Corvette Family Resource Centre -- East Scarborough Boys and Girls Club
- Church of God Sabbath Keeping -- Scarborough Youth Outreach
- Elspeth Heyworth Centre for Women – Newcomer Settlement Program
- Esperance Charitable Fund
- Fred Victor -- Open House
- Jane Alliance Neighbourhood Services
- Ma Mawi Wi Chi Itata Centre (Winnipeg)
- Margaret's Housing and Community Support Services – Toronto East Drop-In Centre
- Muslim Welfare Centre of Toronto
- Regional Municipality of Niagara (Niagara)
- New Circles Community Services
- Northwood Neighbourhood Services
- Restoration Christian Ministries
- River Oak – Parent Resources
- Rhema Christian Ministries
- Rotary Club of Etobicoke
- San Romanoway Revitalization Association

- Settlement Assistance and Family Support Services – Violence Against Women
- St. Felix Centre
- Sun Youth/ Youth Soleil (Montreal)
- Syme Woolner Neighbourhood and Family Centre
- The Housing Help Centre
- The Learning Enrichment Foundation
- The Teresa Group
- Toronto Community Hostel – Shelter Program
- Waterfront Neighbourhood Centre

### MEN'S SHELTERS

- Blythwood Road Baptist Church – Out of the Cold
- John Howard Society of Toronto – Reintegration Centre

### FAMILY SHELTERS

- Birkdale Residence 1229
- Birkdale Residence 1651
- Macaulay Child Development Centre
- Sojourn House – Shelter Program

### WOMENS' & CHILDREN'S SHELTERS & PROGRAMS

- Anduhyaun Inc.
- Elizabeth Fry Toronto
- Ernestine's Women's Shelter
- George Herman House
- More Than Child's Play
- Rosalie Hall
- Seaton House
- Sistering
- The Native Women's Transition Centre (Winnipeg)

### DISABILITY SERVICES

- Community Living Toronto – Adult Protective Services
- Safehaven Project for Community Living – Residential and Respite

### YOUTH SHELTERS AND PROGRAMS

- Jessie's – The June Callwood Centre For Young Women
- Faith Sanctuary Hope Missions
- Humewood House

### OUTREACH PROGRAM

- Homeless Connect Toronto
- The Scott Mission
- Ve'ahavta – Homeless Outreach

### HEALTH & MENTAL HEALTH SERVICES

- reakaway Addiction Services – Satellite Clinic
- CAMH
- Canadian Mental Health Association (CMHA) – Safe Bed
- Margaret's Housing – Community Support Services
- Margaret's Housing – Mental Health and Justice
- Our Place Community of Hope
- Regeneration Community Services – Housing and Support
- Sound Times Support Services
- St. Michael's Hospital – Patient Comfort Fund

### SCHOOLS/UNIVERSITIES/COLLEGES

- Toronto Catholic District School Board
- Toronto District School Board
- Peel District School Board
- Surrey District School Board
- University of Toronto

# EMPLOYMENT PROGRAMS

In 2018-2019,  
we trained:

43

EDGE Program  
participants

903

Suitable  
Impressions  
participants

3

Toronto  
Employment &  
Social Services  
Participants

BFC is committed to training and providing sustainable work for people who have difficulty finding employment.

BFC offers multiple employment programs. These include:

**Suitable Impressions Workshop:** clothing, personal image and first impressions training for youth and others facing barriers to employment. Serves over 900 marginalized, but work-ready, clients each year.

**The EDGE Program:** an intensive 4-week, soft skills development program for those living with disabilities. The program features in class training, personal coaching sessions, new professional clothing and accessories, and upon graduation, participants are supported to find employment by working with a job developer.

**Toronto Employment & Social Services Placements:** on-site, full-year placement in our admin offices, programs or warehouse.

**Agencies referring clients to these programs include:**

Ability Learning Network  
ACCES Employment  
Anduhyaun  
A-Way Express  
CAMH  
Corbrook  
Drewry High School  
Economic Reintegration Centre  
Etobicoke General Hospital  
Eva's Phoenix  
Eva's Place  
Eva's Satellite  
Free & Alive Ministry  
Fresh Start  
The Gateway  
George Brown College  
JobStart  
John Howard Society of Toronto  
Light & Life Ministry  
Mainstay Housing  
Metrics Vocational Services  
Miziwe Biik Aboriginal Employment and Training  
PTP Adult Learning & Employment Programs  
Rehabilitation Network Canada  
Robertson House  
Seaton House  
St. Joseph's Health Centre Queensway  
St. Stephens Community Centre  
Toronto Council Fire Native Cultural Centre  
Toronto Employment & Social Services  
VPI Working Solutions  
Youth Employment Services  
YMCA  
519 Church Street Community Centre

“

I AM A SINGLE MOTHER TAKING CARE OF A MENTALLY ILL SON, I HAD PART TIME JOBS AND LOST MY JOB TWO YEARS AGO. I COULD NOT AFFORD TO BUY CLOTHES FOR MY INTERVIEWS. BFC HELPED ME WITH LEARNING ABOUT INTERVIEWING AND GETTING BACK INTO WORK.

”

NASIBA





**1 IN 7 CANADIANS  
LIVE BELOW THE  
POVERTY LINE,  
WHILE THE MAJORITY  
OF NEW UNSOLD GOODS  
END UP IN LANDFILLS**

# UNITED HEARTS

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In 2018-2019:



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500 SCHOOLS

Student Basics Boxes and backpacks filled with new clothing, basic-needs items and school supplies delivered to schools in priority areas. Partnerships with Toronto District School Board, Peel District School Board, Toronto Catholic District School Board, and Surrey District School Board.



# OUR PRODUCT DONORS

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Air Canada

Advanced Pedorthic - Services and  
Medical Equipment

Anita Canada Ltd.

Arcade Men's Shop

Athletic Knit

Banana Republic

Barbara Somerville

Bargains Group

Bell

Brava Boutique

Canadian Sportswear Corporation

Cantafio Sales

Eugenia Clothing

Freeman Fashion Agencies

Fruits and Passion

Gap Inc.

GOJO

Head Mistress

Hil-Jay Fashions Inc.

H&M

Ikea

Kol-kid

Marshalls Canada

Mendocino

Mitzvah Knitters

Mauritius

Midland Clothing

Moores

MSL Group

Narnia Fashion Inc.

New Era Cap

Nina Jones

New Balance

PepsiCo Canada

Periphery

P&G Canada

Quaker Oats Company

Queens University

Remco

Richview Collegiate

Roots

Set Me Free

Sianna Inc.

Snug as a Bug

TJX Canada

The Candi Factory

Teeny Weeny Bikini

TuEllys Inc.

William Ashley

Winners

YM Inc.

And other anonymous donors





**93% OF CONSUMERS  
SHIFT TO BRANDS THAT  
SUPPORT ENVIRONMENTAL  
AND SOCIAL ISSUES**

# MANY THANKS TO OUR FINANCIAL DONORS (\$1,000+)

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Antorisa Investments Ltd.

Canadian Institute of Traffic and Transportation

The Harry E. Foster Foundation

Humbervale Montessori School

Joel Mechanical

Jo's Snowflake Fund

The Mariano Elia Foundation

Ontario Trillium Foundation

Elaine V. Osin

Robert Kerr Foundation

Sprott Foundation

State Street Foundation

# MANY THANKS TO OUR COMMUNITY AND CORPORATE PARTNERS

Adler Institute Toronto

Apparel Textile Sourcing Conference

Bison Transport

Community Living Toronto

Credit Canada

George Brown College, Fashion Exchange Division

Ministry of Children, Community and Social Services

Ontario Textile Diversion Collaborative

Partners in Project Green

Rotman School of Management, University of Toronto

The Disability Channel

United in Change

Wiseman Exports

Yorkdale Shopping Centre



# GET INVOLVED

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## DONATE

Give money to support our programs, donate products, designate BFC as charity of choice at an event or through workplace giving.

## VOLUNTEER

Individuals, corporate groups, schools and community groups help us sort, de-label, and pack new clothing and basic-needs items for our clients.

## MENTOR

Support a participant in our job training program.





# BOARD MEMBERS

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**DONNA CANSFIELD** President

**GEORGE BECK** Vice President

**IAN WEBSTER** Secretary

**ANDY WNEK** Treasurer

**KIMBERLEY GADWAH**

**TYSON HALLER**

**BOB KIRKE**

**CATHERINE MCCUTCHEON**

**HEATHER PARTRIDGE**

**CHARLOTTE ROUSE**

**STEPHEN THOMAS**

# STAFF MEMBERS

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**HELEN HARAKAS** Executive Director

**CYNTHIA ROEMER** Employment Programs Director

**NEVINE SEDKI** Director of Development

**TRIA URNOM** Senior Programs Director

**INGA SKAYA** Business Development Manager

**TANYA SYROKOMSKAYA** Finance Manager

**JULIA ALEXANDER** Employment Program Assistant

**MARTHA AMAYA** Logistics and Warehouse Coordinator

**ORAL CAMPBELL** Warehouse Assistant

**ELIZABETH HUBAND** Business Partnership Assistant

**ALEXIS PASTUCH** Learning Assistant

**BLANCA ROSALES** Tailor

**MISHA SEIDL** Training Program Assistant

**JULIE ANN YOUNG** Program Coordinator



**28**  
YEARS  
1991-2019

# BRANDS FOR CANADA

FOR FAMILIES. FOR THE ENVIRONMENT.

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416.703.8435  
[brandsforcanada.com](http://brandsforcanada.com)

BN: 13540 1180 RR0001

**29**  
YEARS  
1991-2020

# 20 20

## IMPACT REPORT

**BRANDS FOR CANADA**  
FOR FAMILIES. FOR THE ENVIRONMENT.



# OUR VISION

**A SUSTAINABLE  
WORLD WHERE  
SURPLUS GOODS  
ARE PURPOSEFULLY  
USED TO ELIMINATE  
POVERTY AND  
INEQUALITY.**



A grayscale photograph of a man and a young boy smiling and holding up a piece of clothing. The man is in the center, and the boy is on the right. The background is slightly blurred, showing what appears to be a clothing store or warehouse.

# OUR 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



# FROM THE PRESIDENT OF THE BOARD AND EXECUTIVE DIRECTOR

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As much as we like to plan for challenging scenarios at BFC and have mitigation strategies in place, none of us ever imagined the complications of 2020!

The COVID-19 pandemic presented several challenges and even though we could not have anticipated the direct effect it would have on our organization, we are very pleased to report that this past year was very successful and has made us stronger and more determined to ensure that families facing difficulties have the basics of life.

As an essential service, we kept our warehouse open with minimal staff and all protective measures in place. The warehouse team rose to the occasion and was able to receive and ship out donations to all agency partners and schools that were open to receiving them. We received incredibly generous support from the Sprott Foundation which helped us to add 60 more distribution partners across the country to support people affected by the pandemic in all provinces. The foundation's ongoing support of our programs, coupled with our brand partners' commitment to zero waste, resulted in substantial growth of our distribution and recycling programs. Together we have been able to help more than 100,000 Canadians in need with clothing and basic needs items and divert over 331,000 lbs of items from the landfill in 2020.

Our progressive employment programs, EDGE and Suitable Impressions, immediately went online and the feedback from the participants has been exceptional. Throughout the year, participants attended job training and soft skills development training online with a special focus on employment skills in a virtual and remote setting and were supported with wrap around supports to get them through this time. We were able to graduate 82 participants in our EDGE Program with 60% of those participants finding job placements. 400 participants completed our Suitable Impressions program.

We would like to thank the tireless staff members of BFC who responded to the challenges of the pandemic and continue to provide critical services to people who are facing extremely difficult challenges at this time. Our thanks to our board members who never faltered in their support of our organization. Many thanks to all our funders, brand donors and volunteers. Your support this past year has enabled us to successfully continue our essential work assisting Canadian communities and protecting our environment.

**DONNA CANSFIELD**  
President of the Board

**HELEN HARAKAS**  
Executive Director

## WHAT WE DO

---

**COLLECT**  
SURPLUS AND UNSOLD  
NEW GOODS

**REDIRECT**  
GOODS THAT WOULD  
OTHERWISE END UP  
IN LANDFILLS

**DISTRIBUTE**  
NEW GOODS TO  
CANADIAN FAMILIES



## OUR IMPACT IN 2020

100,000

Estimated number of total clients served (through partner agencies)

322,251

clothing and basic-needs items processed

2,400

total volunteer hours

\$34,259,450

Estimated Retail Value of Donations

10,500

Estimated number of students in schools served

55

Total Number of Referral Agencies

331,762 LBS

Total Weight in Items Diverted

## OVER THE PAST 29+ YEARS

55,000

volunteer hours

5,000

job-seekers trained

10,200,000,000

gallons of water saved

1,484,144

PEOPLE HELPED

2,000

pollutants kept out of environment

\$552,433,500

SAVED BY CANADIANS IN NEED

10,305,000 LBS

new goods distributed to people in need

# OUR PROGRAMS

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Brands For Canada Programs provide a complete sustainable and cost-efficient service for all our community partners.

At Brands For Canada we engage all key sectors of our community to work together. Working directly with our community partners, charities, schools, retail and whole brands, corporations, government, foundations, community organizations, local leaders and the Canadian public. We have now co-created the complete sustainable and cost efficient service for all Canadians.

Our 3 main BFC programs work as one to support each other producing a continuous cyclical sustainable service model, that supports Canadians families and protects our environment.





# UNITED HEARTS/ DISTRIBUTION



**10,000**  
TOTAL CLIENTS  
SERVED



**322,251**  
ITEMS DONATED



**\$34,259K**  
ESTIMATED  
RETAIL VALUE OF  
DONATIONS



Generously supported by The Sprott Foundation



This 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

Our warehouse is the heart of our distribution program. Every week generous donors send skids of brand-new clothing and basic-needs items to be sorted, de-labelled, counted and given out to those who need them the most. The items are sent to social service agencies and schools for direct distribution.

Our Distribution Program is supported by both job-training participants and volunteer groups. Without these two essential groups, we could not do what we do. Training participants in the warehouse are referred to us by partner employment agencies. Volunteers from corporate and community groups come in weekly to help with sorting, counting, de-labelling, organizing and shipping.

### National distribution

BFC works across the country with programs in the Greater Toronto Area, Peel Region, Niagara Region, Ottawa, Vancouver, Victoria, Nanaimo, Edmonton, Calgary, Winnipeg, Montreal, Halifax and many other smaller communities. BFC's network of partner agencies is continually growing.





# UNITED HEARTS/ KIDS, STUDENTS, FAMILIES

IN 2020



600  
PACKAGES



10,500  
STUDENTS  
RECEIVED PACKAGES



529  
SCHOOL  
DISTRIBUTION  
PARTNERS

This 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

The United Hearts Program supports children and families in need across Canada through the delivery of boxes and backpacks filled with new clothing, personal care items and school supplies. The program not only provides children and their families with the items they need but reduces financial stress and increases social inclusion and participation in school activities. This project is delivered through partnerships with local shelters and school boards in priority areas to identify those in greatest need.

New partnerships created include the following: Hamilton-Wentworth District School Board, Hamilton-Wentworth Catholic District School Board, Greater Essex County District School Board, Vancouver School Board, University of Toronto, George Brown College, Humber College, Ryerson University, and Seneca College.





**"I THINK BECAUSE WE'RE ABLE TO PROVIDE THE BASIC NEEDS... THE FOCUS CAN THEN SHIFT TO TREATMENT BECAUSE THE ISSUE AROUND WHAT A PERSON IS WEARING IS ALREADY TAKEN CARE OF, THAT KIND OF ALLEVIATES THAT STRESS AND THEN WE CAN FOCUS ON THE TREATMENT PROCESS WITH THAT PATIENT."**

**PARTNER AGENCY**

**"WHEN YOU THINK ABOUT PEOPLE LIVING ROUGH... THERE'S NO QUESTION OF THE HEALTH BENEFIT OF HAVING SOMETHING WARM ON A COLD NIGHT."**

**PARTNER AGENCY**

**"ANY TIME YOU'RE HELPING PEOPLE NOT HAVING TO BUY THINGS FROM THE STORE YOU ARE HELPING THEM IMMENSELY WITH BEING ABLE TO PAY THE RENT, OR PAY THE UTILITY BILL,... BECAUSE IT IS EXPENSIVE TO BE POOR... WHEN PEOPLE DO GET HELP YOU'RE AUTOMATICALLY LINKING THAT TO LESS STRESS AND WHEN YOU HAVE LESS STRESS YOU, HAVE LESS HEALTH ISSUES."**

**PARTNER AGENCY**



# EMPLOYMENT

Leading-edge programs for vulnerable people looking for work:

**Provide**

Clothing for job interviews

**Train**

Job skills

**Place**

In jobs

IN 2020  
WE TRAINED



82

EDGE PROGRAM  
GRADUATES



400

SUITABLE IMPRESSIONS  
PARTICIPANTS



54

EDGE GRADUATES  
PLACED IN 6-13-WEEK  
JOB PLACEMENTS

BFC is committed to training and providing sustainable work for people who need help connecting to employment.

BFC offers multiple employment programs. These include:

### Suitable Impressions Workshop

Clothing, personal image and first impressions training for youth and others facing barriers to employment. Suitable Impressions serves hundreds of clients each year.


### The Edge Program

An intensive 4-week, soft skills development program for people living with disabilities. The program features in-class or virtual training, personal coaching sessions, and provides new professional clothing and accessories. Upon graduation, participants are supported in their employment search by working with a job developer.

### Toronto Employment & Social Services Placements

On-site, full-year placement in our admin offices, programs or warehouse.





**"I LEARNED A LOT ABOUT WORKPLACE PROFESSIONALISM AND HOW TO SOLVE WORK-RELATED STRESS ISSUES THAT I CAN IMPLEMENT INTO MY DAILY ROUTINE TO IMPROVE, NOT ONLY MY QUALITY OF LIFE BUT THE LIVES OF THOSE AROUND ME AS WELL."**

**SUITABLE IMPRESSIONS PARTICIPANT**

**"THE EDGE PROGRAM PROVIDED THE KINDLE I NEEDED. I WAS AMAZED WITH THE FEEDBACK I RECEIVED FROM APPLYING TO JOBS."**

**EDGE GRADUATE**

**"I LIKED THE THINGS PROVIDED AND IT WAS A GREAT FIT, THANKS TO JULIE ANN."**


**SUITABLE IMPRESSIONS PARTICIPANT**

# RECYCLING

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 for partners. Our main services:

  
**200+**  
BRANDS

  
**322,251**  
ITEMS DONATED

  
**100%**  
OF PROCEEDS  
GO BACK TO THE  
COMMUNITY

**Re-brand**  
To maximize  
reuse in Canada

**Recycle**  
New, used and  
damaged textiles

**Repurpose**  
Converting textiles

We process new, used and damaged textiles in large volume for our local and international partners at a 50,000 sq. ft. facility in Toronto.

All donations from brand returns, damaged, used, in store and community collections are sorted into categories. These goods are then prepared for local donations, international partner markets, repairs & repurposing or salvaging of materials. Any textiles that are designated as no use or waste (that would normally be landfilled) are sent to our textile conversion program.

Generously supported by The Sprott Foundation







# OUR IMPACT ON THE ENVIRONMENT



## What's in a shirt?

Growing enough cotton to produce a single shirt requires 2,700 liters of water, or about the amount of water a person would drink in 2.5 years.

In addition to water usage in growing cotton, both natural and synthetic cloth and clothing production emits substantial amounts of CO2 and other greenhouse gasses. For instance, each kilogram of polyester production results in the equivalent of 5 ½ kilograms of CO2 emissions. (4.3 kilos for cotton, Ibid).

Even as a piece of clothing is used and washed, this creates further environmental impacts, amounting to about a third of a garment's total environmental impact over time.

## What happens if a shirt is not sold?

If the clothing that Brands for Canada received as donations this year were incinerated, it would have produced enough energy and material that eleven to fifteen (11-15) Canadians use in a year. Incineration is not the ideal option because it does not burn clean and it does not support people in need.

## Brands For Canada Environmental Impact

Because the surplus goods that we provide to our community partners and their clients are new, they can be used in the way that they were originally intended, and not incinerated or landfilled.

All together then, we estimate that our clothing donations resulted in enough energy and material savings to provide for up to 428 average Canadians' total consumption this year.

## How much energy is saved by donating new clothing items instead of incinerating or recycling them?

By reusing/donating clothing items through BFC's programs, we have saved the equivalent of 370 Canadians annual energy consumption. In comparison, had those same items been incinerated, the annual consumption of 13 Canadians would have been saved, where recycling those items would have saved the equivalent annual consumption of 120 Canadians.

<sup>1</sup> (Drew and Yehounme 2017: World Resources Institute. <https://www.wri.org/blog/2017/07/apparel-industrys-environmental-impact-6-graphics>)

<sup>2</sup> (-31%, Rana et al 2015, p. 153, citing Jungmichael 2010).

<sup>3</sup> (Schmidt et al 2016, citing Nordic European per capita energy consumption and Normalization Factors from Benini et al 2014; adjusted for Canada using Sustainable Development Index 2015 and Sachs et al 2020 to suggest that the Canadian economy is 69-93% as sustainable/efficient as the average Nordic country cited in Schmidt et al 2016).

<sup>4</sup> (417.7-428, based on same calculations as above)



## PANDEMIC RECOVERY AT BRANDS FOR CANADA

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Responding to the novel coronavirus pandemic presented Brands For Canada with several challenges to our operations. But throughout the last year we have proved that we are nimble, adaptable and ready to serve a greater need than ever. Throughout the year our partner agencies saw a greater need of items for their clients. After prolonged periods of social distancing, loss of work and an increasingly difficult job market, the demand for employment programming increased as well.

In order to pivot from the impacts of COVID-19, and to meet the growing and changing needs of our partner agencies and clients, we embarked on a number of activities to re-shift our programming and operations to provide sustainable continuation of our services, ensuring we met health and safety needs for staff, volunteers and clients. We were also able to meet the shifting basic-needs and employment-based needs of the community that resulted from the COVID-19 shutdowns.

BFC staff members increased the use of technology to fully integrate our employment-based programs, EDGE and Suitable Impressions, to an online service delivery model. Our warehouse and wardrobing areas (essential services) continued to operate with minimal staff observing distancing, health and safety regulations.

We provided our programs and services in ways that were safe, accessible and low barrier. We were privileged to be able to work towards assisting our partner communities with their recovery from the impacts of the COVID-19 pandemic.

# BFC'S THEORY OF CHANGE



# SOCIAL SERVICE DISTRIBUTION PARTNERS

## EMPLOYMENT AGENCIES

- / ACCES Employment
- / YWCA Moving On To Success (MOTS)
- / YWCA 1st Stop Woodlawn

## FAMILY AND COMMUNITY SERVICES

- / Alexandra Park Community Centre
- / Agincourt Community Services
- / Braeburn Boys & Girls Club and Family Programs
- / Community Action Resource Centre
- / Community Living Toronto - Warden Woods
- / Corvette Family Resource Centre -- East Scarborough Boys and Girls Club
- / Church of God Sabbath Keeping -- Scarborough Youth Outreach
- / Elspeth Heyworth Centre for Women – Newcomer Settlement Program
- / Esperance Charitable Fund
- / Jane Alliance Neighbourhood Services
- / Ma Mawi Wi Chi Itata Centre (Winnipeg)
- / Margaret's Housing and Community Support Services – Toronto East Drop-In Centre
- / Regional Municipality of Niagara (Niagara)
- / Northwood Neighbourhood Services
- / Restoration Christian Ministries
- / River Oak – Parent Resources
- / Rhema Christian Ministries
- / Rotary Club of Etobicoke
- / San Romanoway Revitalization Association
- / St. Felix Centre
- / Sun Youth/Jeunesse au Soleil (Montreal)
- / Syme Woolner Neighbourhood and Family Centre
- / The Housing Help Centre
- / The Learning Enrichment Foundation
- / Waterfront Neighbourhood Centre

## MEN'S SHELTERS

- / Blythwood Road Baptist Church – Out of the Cold
- / John Howard Society of Toronto – Reintegration Centre

## FAMILY SHELTERS

- / Birkdale Residence 1229
- / Birkdale Residence 1651

## WOMEN'S & CHILDREN'S PROGRAMS

- / Elizabeth Fry Toronto
- / George Herman House
- / More Than Child's Play
- / Rosalie Hall
- / Seaton House
- / Sistering

## DISABILITY SERVICES

- / Community Living Toronto – Adult Protective Services

## YOUTH SHELTERS AND PROGRAMS

- / Jessie's - The June Callwood Centre For Young Women
- / Faith Sanctuary Hope Missions

## OUTREACH PROGRAMS

- / Homeless Connect Toronto
- / The Scott Mission
- / Ve'ahavta – Homeless Outreach

## HEALTH & MENTAL HEALTH SERVICES

- / Breakaway Addiction Services - Satellite Clinic
- / Canadian Mental Health Association (CMHA) - Safe Bed
- / Our Place Community of Hope
- / Regeneration Community Services - Housing and Support
- / Sound Times Support Services

## SCHOOLS & UNIVERSITIES

- / Surrey District School Board
- / Toronto Catholic District School Board
- / Toronto District School Board
- / University of Toronto

## EMPLOYMENT PROGRAM PARTNERS

- / 519 Church Street Community Centre
- / ACCES Employment
- / Anduhyaun
- / Christian Horizon
- / Concord Mental Health
- / Corbrook
- / COSTI
- / Ernestine's
- / Economic Reintegration Centre
- / Etobicoke General Hospital
- / Eva's Place
- / Free & Alive Ministry
- / George Brown College
- / JobStart
- / John Howard Society of Toronto
- / Light & Life Ministry
- / Metrics Vocational Services
- / NewComers Women's Services
- / Polyculture
- / PTP Adult Learning & Employment Programs
- / Rehabilitation Network Canada
- / RNC Employment
- / Robertson House
- / Salvation Army
- / Seaton House
- / St. Joseph's Health Centre
- / St. Stephen's Community Centre
- / Toronto District School Board
- / Toronto Employment & Social Services
- / Tropicana Employment services
- / VPI Working Solutions
- / YMCA
- / Youth Employment Services



# OUR PRODUCT DONORS (PAST 3 YEARS)

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- / Air Canada
- / Advanced Pedorthic Services and Medical Equipment
- / ALDO Shoes
- / Anita Canada Ltd.
- / Apolline Women's Wear
- / Arcade Men's and Boy's
- / Aritzia
- / A.T. Cantafio Sales
- / Athletic Knit
- / Banana Republic
- / Barbara Somerville
- / Bargains Group
- / Bell Canada
- / Benetton
- / Boom Marketing
- / Brava Boutique
- / Brenda Beddome
- / Brooks Brothers
- / Buchanan Advertising (Canada) Inc.
- / Canadian Brokerage
- / Canadian Sportswear Corp.
- / Canadian Tire
- / Chico's
- / Close Out King
- / Empathy Brand
- / Freeman Fashion Agencies
- / Fresh TV
- / Fruits and Passion
- / Fuse Marketing
- / Gap Inc.
- / GOJO
- / Graco
- / Habitat for Humanity
- / Head Mistress
- / Hil Jay Fashion
- / H&M
- / I Clothing
- / IKEA
- / IMG Canada
- / Jenuine Print Inc.
- / Julimay
- / Lamanna Fashion For Men
- / Lavender Lily Boutique
- / Lipson Shirt Makers
- / McCarthy Uniforms
- / Mendocino

- / Midland Clothing
- / Mitzvah Knitters
- / Moka Atelier
- / Moores
- / MSL Group
- / Narnia Fashion Inc.
- / New Balance
- / New Era Cap
- / Northern Reflections
- / Old Navy
- / Organic Lifestyle
- / P&G Canada
- / Peace Collective
- / PepsiCo Canada
- / Periphery
- / PhiloSOCKphy
- / Pink Tartan
- / Quaker Oats Company
- / Queens University
- / Ranka Enterprises Inc.
- / Remco
- / Rogers
- / ROOTS
- / Sanmar Canada
- / Sea Corp
- / Shaar Shalom
- / Shiseido
- / Shoppers Drug Mart
- / Snug as a Bug
- / Solidwear Enterprise
- / Spencer Bros.
- / Teeny Weeny Bikini
- / TJX Canada Distribution Centre
- / The Candi Factory
- / Tu Ellys Inc.
- / Wearcraft
- / Weston Wear
- / William Ashley
- / WINNERS - Cloverdale Mall
- / World Vision Canada
- / YM Inc.
- / Yorkdale Shopping Centre Merchants

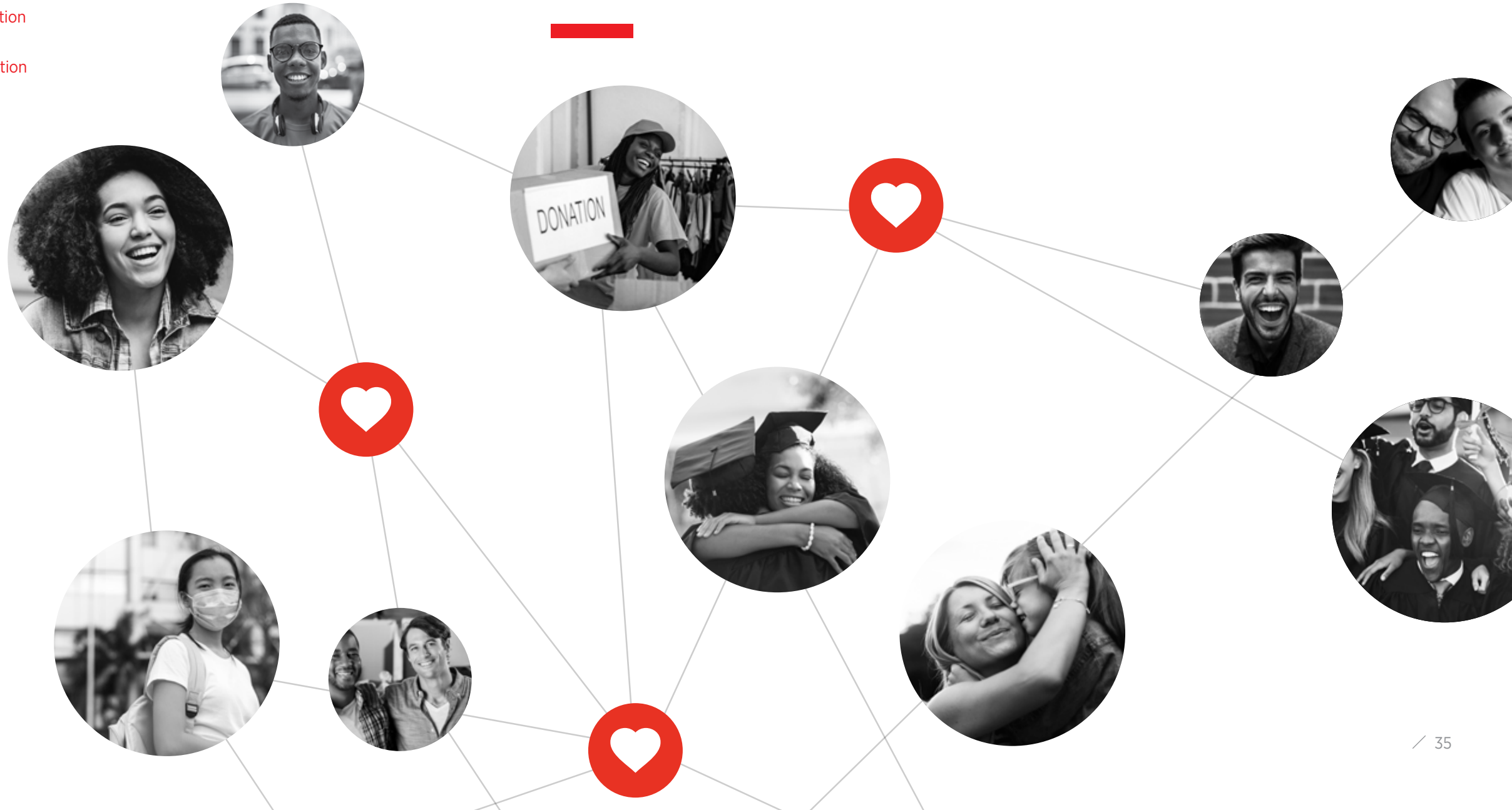
*And many other anonymous donors*

# MANY THANKS TO OUR FINANCIAL DONORS (\$1,000+)

- / Anonymous Fund at Toronto Foundation
- / Bell Canada
- / Ben and Hilda Katz Charitable Foundation
- / The Harry E. Foster Foundation
- / Humbervale Montessori School
- / Families of Humbervale Montessori School
- / Joel Mechanical
- / Jo's Snowflake Fund
- / J.P. Bickell Foundation
- / Marion Ethel & Frederick John Kamm Foundation
- / Michael Marcovitz
- / The Mariano Elia Foundation
- / Ontario Trillium Foundation
- / Elaine V. Osin
- / The Propeller Project
- / RBC Foundation
- / Robert Kerr Foundation
- / Sprott Foundation
- / State Street Foundation
- / Joshua Zuchter

# MANY THANKS TO OUR COMMUNITY AND CORPORATE PARTNERS

- / Apparel Textile Sourcing Conference
- / Bison Transport
- / Community Living Toronto
- / Credit Canada
- / George Brown College, Fashion Exchange Division
- / Ministry of Children, Community and Social Services
- / Ontario Provincial Police (OPP)
- / Ontario Textile Diversion Collaborative
- / Partners in Project Green
- / Rotman School of Management, University of Toronto
- / The Substance Group | Substance Cares
- / The Disability Channel
- / Trucks For Change
- / Wiseman Exports
- / Yorkdale Shopping Centre



## BOARD MEMBERS

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**Donna Cansfield** President

**Ian Webster** Vice President

**Andy Wnek** Treasurer

**Stephen Thomas** Secretary

**Charlotte Rouse**

**Heather Jessiman**

**Kimberley Gadwah**

**Bob Kirke**

**Melissa Mirowski**

**Sahar Ziaey**

**Tyson Haller**

**Gabriel De Lucca**

## STAFF & CONSULTANTS

---

**Helen Harakas** Executive Director

**Tria Urnom** Senior Programs Director

**Nevine Sedki** Director of Development

**Tanya Syrokoms kaya** Finance Manager

**Martha Amaya** Logistics and Warehouse Manager

**Oral Campbell** Warehouse Assistant

**Vernon Borden** Warehouse Assistant

**Julie Ann Young** Suitable Impressions Program Co-Ordinator

**Inga Skaya** Edge Program Director

**Olivia Barden** Edge Program Senior Job Developer and Facilitator

**Siofra Burgoyne** Edge Program Job Developer and Facilitator

**Camela Reid** Edge Program Job Developer and Facilitator

**Julia Alexander** Edge Program Assistant

**Seamus Clarke** Consultant, United in Change

**Emmett Ferguson** Consultant, Eko Nomos

**Julie Smith** Consultant





## GET INVOLVED

---

### Donate

Give money to support our programs, donate products, designate BFC as charity of choice at an event or through workplace giving.

### Volunteer

Individuals, corporate groups, schools and community groups help us sort, de-label, and pack new clothing and basic-needs items for our clients.

### Mentor

Support a participant in our job training program.



**29**  
**YEARS**  
1991-2020

29 Connell Court, Unit 3  
Toronto, ON M8Z 5T7  
416.703.8435  
[brandsforcanada.com](http://brandsforcanada.com)

**BRANDS FOR CANADA**  
FOR FAMILIES. FOR THE ENVIRONMENT.

BN: 13540 1180 RR0001

2021-22

IMPACT REPORT

**BRANDS FOR CANADA**  
FOR FAMILIES. FOR THE ENVIRONMENT.



# OUR VISION

**A SUSTAINABLE  
WORLD WHERE  
SURPLUS GOODS  
ARE PURPOSEFULLY  
USED TO ELIMINATE  
POVERTY AND  
INEQUALITY.**



# OUR 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



# FROM THE PRESIDENT OF THE BOARD AND EXECUTIVE DIRECTOR

---

This past fiscal year proved to be just as challenging and complicated as the one before - due to the pandemic. Ongoing or on-and-off closures of schools and partner agencies kept us on our toes the entire time. Things changed from one week to the next and we found ourselves having to switch plans and strategies almost weekly.

However, having learned a lot about modifying our programs, we were able to respond to the ever-changing needs of our partners and their clients.

We received an incredibly generous donation from the Sprott Foundation, who not only gave us their committed support, but actually doubled their 2021 gift in order to help us address the increased demands upon our services. Our gratitude to their progressive and enlightened staff and board members cannot be expressed in words.

This invaluable support, paired with the tireless work of our staff, volunteers and board members, enabled us to make a substantial impact upon the communities we serve across the country. We were able to increase the number of items given out, add many new lead and associate national agencies and reach thousands more people in need.

Our product donors also stepped up and increased their donations. We helped many more clients and program participants through increased donations of: clothing, coats, boots, shoes, backpacks, personal care items, masks, hand sanitizers, purses, accessories, hygiene kits, small household goods, job training, interview preparation sessions and job placements.

Through our formal evaluation process, and the daily feedback we received from partners and clients, we know that Brands for Canada's work made a significant impact upon the COVID recovery to hundreds of thousands of people struggling with poverty in communities across Canada. Our statistics speak for themselves.

**DONNA CANSFIELD**  
President of the Board

**HELEN HAKAKAS**  
Executive Director

## WHAT WE DO

---

**COLLECT**  
SURPLUS AND UNSOLD  
NEW GOODS

**REDIRECT**  
GOODS THAT WOULD  
OTHERWISE END UP  
IN LANDFILLS

**DISTRIBUTE**  
NEW GOODS TO  
CANADIAN FAMILIES

OUR  
IMPACT  
IN  
2021-22

120,000

clients served



\$52,435,684

estimated retail value of donations

16,000

total  
items  
de-branded

784

total  
job-seekers  
trained



25

referring agencies to  
employment programs

651,000 LBS  
items diverted from landfill

692  
SCHOOLS  
SERVED

221  
DISTRIBUTION  
AGENCIES

OVER  
THE  
PAST  
31  
YEARS

57,400  
VOLUNTEER HOURS



10,540,000,000  
gallons of water  
saved

1,584,144  
PEOPLE  
HELPED



\$604,833,500  
SAVED BY CANADIANS IN NEED

10,956,000 LBS  
new goods distributed to people in need



# OUR PROGRAMS

---

Brands For Canada Programs provide a complete sustainable and cost-efficient service for all our community partners.

At Brands For Canada we engage all key sectors of our community to work together. We work directly with our community partners, charities, schools, retail brands, corporations, government, foundations, community organizations, local leaders and the Canadian public. We have now co-created the complete sustainable and cost efficient service for all Canadians.

Our three main BFC programs work as one in a continuous cyclical sustainable service model that supports Canadians and protects our environment.





# UNITED HEARTS/ DISTRIBUTION

## What we do:

### Collect

Surplus goods

### Redirect

Goods that would otherwise end up in landfill

### Distribute

Goods to Canadian students and families living in need

Our warehouse is the heart of our distribution program. Every week generous donors send skids of brand-new clothing and basic-needs items to be sorted, de-labelled, counted and given out to those who need them the most. The items are sent to social service agencies and schools for direct distribution.

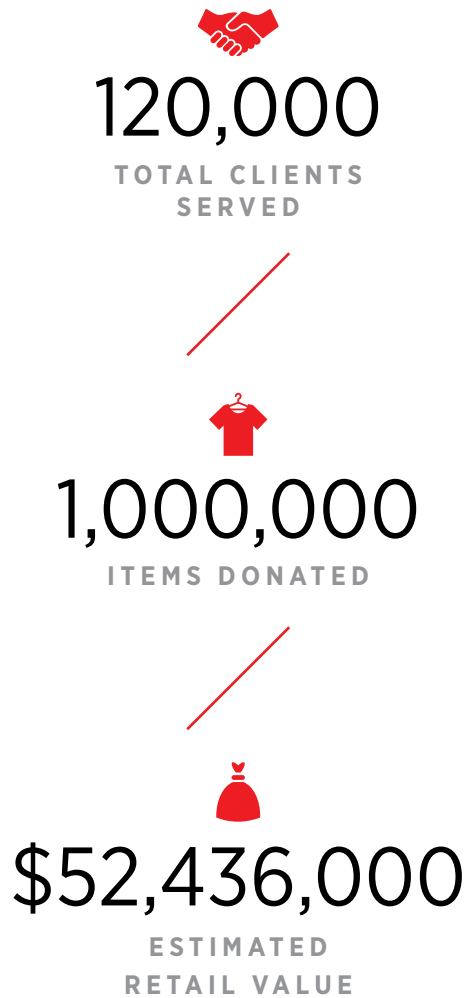
Our Distribution Program is supported by both job-training participants and volunteer groups. Without these two essential groups, we could not do what we do. Training participants in the warehouse are referred to us by partner employment agencies. Volunteers from corporate and community groups come in weekly to help with sorting, counting, de-labelling, organizing and shipping.

## National distribution

BFC works across the country with programs in the Greater Toronto Area, Peel Region, Niagara Region, Ottawa, Vancouver, Victoria, Nanaimo, Edmonton, Calgary, Winnipeg, Montreal, Halifax and many other smaller communities. BFC's network of partner agencies is continually growing. Over the past two years, BFC's list of national lead partner agencies, and their associate agencies, has grown to 221!



Generously supported by The Sprott Foundation





# UNITED HEARTS/ CHILDREN, STUDENTS, FAMILIES

FROM APRIL 1, 2021  
TO MARCH 31, 2022



600

BACKPACKS



12,500

STUDENTS  
RECEIVED PACKAGES



692

SCHOOL  
DISTRIBUTION  
PARTNERS

## What we do:

### Collect

Surplus goods

### Redirect

Goods that would  
otherwise end up in  
landfill

### Distribute

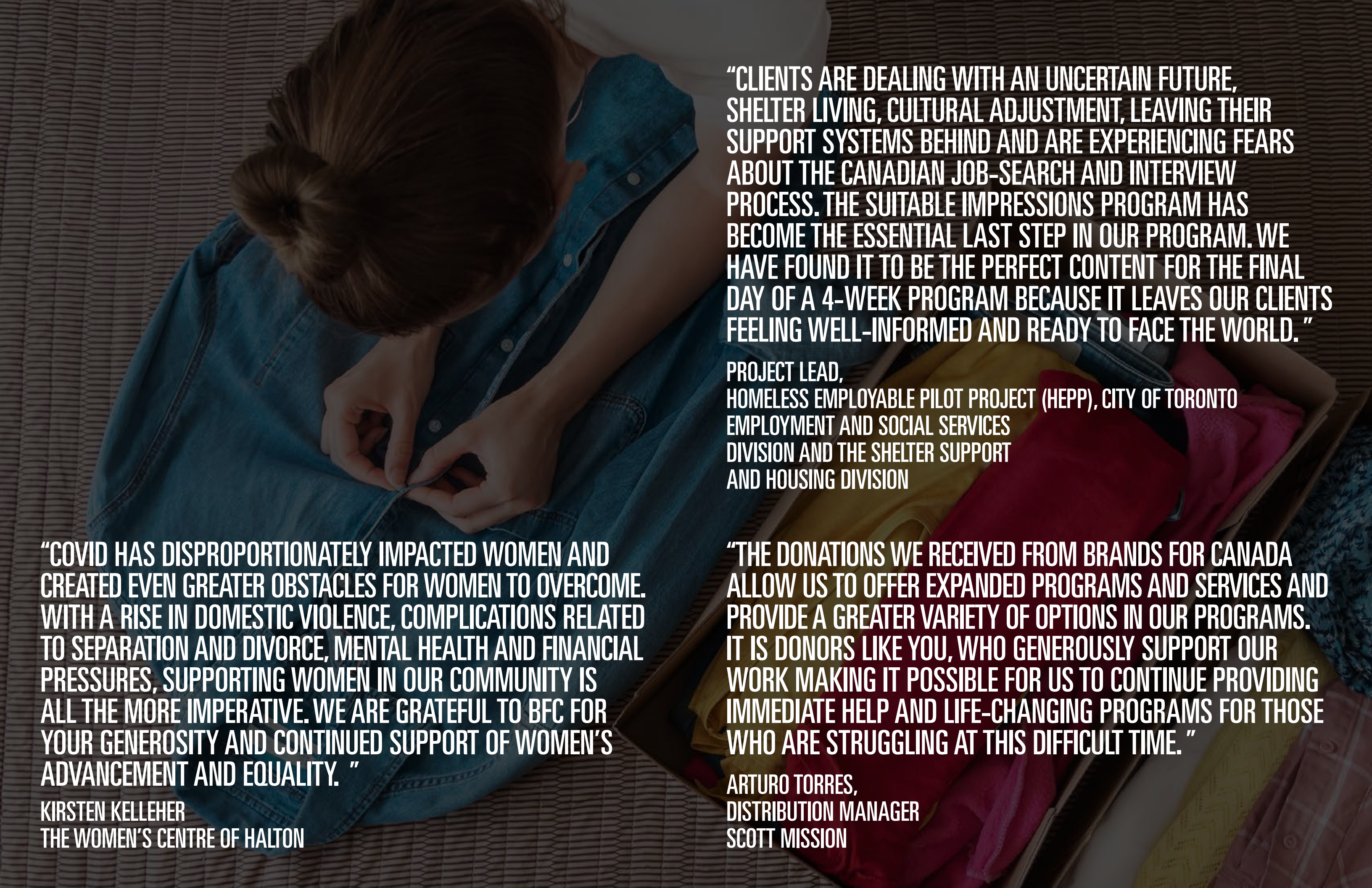
Goods to Canadian  
students and families  
living in need

The United Hearts Program supports children, students and families in need across Canada through the delivery of boxes and backpacks filled with new clothing, personal care items and school supplies. The program not only provides children and their families with the items they need but reduces financial stress and increases social inclusion and participation in school activities. This project is delivered through partnerships with social service charities, colleges and universities, and school boards.

New partnerships created include the following: Hamilton-Wentworth District School Board, Hamilton-Wentworth Catholic District School Board, Greater Essex County District School Board, Vancouver School Board, University of Toronto, George Brown College, Humber College, Ryerson University, and Seneca College.







**"COVID HAS DISPROPORTIONATELY IMPACTED WOMEN AND CREATED EVEN GREATER OBSTACLES FOR WOMEN TO OVERCOME. WITH A RISE IN DOMESTIC VIOLENCE, COMPLICATIONS RELATED TO SEPARATION AND DIVORCE, MENTAL HEALTH AND FINANCIAL PRESSURES, SUPPORTING WOMEN IN OUR COMMUNITY IS ALL THE MORE IMPERATIVE. WE ARE GRATEFUL TO BFC FOR YOUR GENEROSITY AND CONTINUED SUPPORT OF WOMEN'S ADVANCEMENT AND EQUALITY. "**

**KIRSTEN KELLEHER  
THE WOMEN'S CENTRE OF HALTON**

**"CLIENTS ARE DEALING WITH AN UNCERTAIN FUTURE, SHELTER LIVING, CULTURAL ADJUSTMENT, LEAVING THEIR SUPPORT SYSTEMS BEHIND AND ARE EXPERIENCING FEARS ABOUT THE CANADIAN JOB-SEARCH AND INTERVIEW PROCESS. THE SUITABLE IMPRESSIONS PROGRAM HAS BECOME THE ESSENTIAL LAST STEP IN OUR PROGRAM. WE HAVE FOUND IT TO BE THE PERFECT CONTENT FOR THE FINAL DAY OF A 4-WEEK PROGRAM BECAUSE IT LEAVES OUR CLIENTS FEELING WELL-INFORMED AND READY TO FACE THE WORLD. "**

**PROJECT LEAD,  
HOMELESS EMPLOYABLE PILOT PROJECT (HEPP), CITY OF TORONTO  
EMPLOYMENT AND SOCIAL SERVICES  
DIVISION AND THE SHELTER SUPPORT  
AND HOUSING DIVISION**

**"THE DONATIONS WE RECEIVED FROM BRANDS FOR CANADA ALLOW US TO OFFER EXPANDED PROGRAMS AND SERVICES AND PROVIDE A GREATER VARIETY OF OPTIONS IN OUR PROGRAMS. IT IS DONORS LIKE YOU, WHO GENEROUSLY SUPPORT OUR WORK MAKING IT POSSIBLE FOR US TO CONTINUE PROVIDING IMMEDIATE HELP AND LIFE-CHANGING PROGRAMS FOR THOSE WHO ARE STRUGGLING AT THIS DIFFICULT TIME. "**

**ARTURO TORRES,  
DISTRIBUTION MANAGER  
SCOTT MISSION**



# EMPLOYMENT

Leading edge programs for vulnerable people looking for work

## Provide

Clothing for job interviews

## Train

Job skills

## Place

In jobs

IN 2021-2022  
WE TRAINED



42

EDGE PROGRAM  
GRADUATES



742

SUITABLE IMPRESSIONS  
PARTICIPANTS



27

EDGE GRADUATES  
PLACED IN JOBS

BFC is committed to training and providing sustainable work for people who need help connecting to employment.

BFC offers multiple employment programs. These include:

### Suitable Impressions Workshop

Clothing, personal image and first impressions training for youth and others facing barriers to employment. Suitable Impressions serves hundreds of clients each year.

### The Edge Program

An intensive 4-week, soft skills development program for people living with disabilities. The program features in-class or virtual training, personal coaching sessions, and provides new professional clothing and accessories. Upon graduation, participants are supported in their employment search by working with a job developer.

### Toronto Employment & Social Services Placements

On-site, full-year placement in our admin offices, programs or warehouse.



A woman wearing a light-colored hijab and a dark top is looking thoughtfully to the side. She is holding a blue pen in her right hand. The background is a plain, light-colored wall.

**"I AM A SINGLE MOTHER TAKING CARE OF A MENTALLY ILL SON, I HAD TWO PART-TIME JOBS AND LOST THEM TWO YEARS AGO. I COULD NOT AFFORD TO BUY CLOTHES FOR MY INTERVIEWS. THANK YOU BRANDS FOR CANADA FOR THIS WONDERFUL OPPORTUNITY AND I AM CONFIDENT IN GETTING A JOB NOW!"**

**NASIBA (SUITABLE IMPRESSIONS CLIENT)**

**"THE EDGE PROGRAM HAS BEEN HELPFUL TO ME. IT HAS HELPED ME FIND PART-TIME WORK FOR A PERIOD OF TIME AT MY LOCAL TORONTO PUBLIC LIBRARY BRANCH. ADDITIONALLY, I HAD BEEN ACCEPTED INTO AN ONLINE UNIVERSITY PROGRAM."**

**EDGE PROGRAM CLIENT**

**"IT WAS TRULY A BLESSING TO HAVE THE OPPORTUNITY TO ATTEND THE WORKSHOP. I WOULD RECOMMEND THIS PROGRAM FOR NEWCOMERS TO THE COUNTRY AND JUST FOR ANYONE LOOKING FOR A JOB IN GENERAL. THANK YOU BRANDS FOR CANADA FOR EVERYTHING. "**

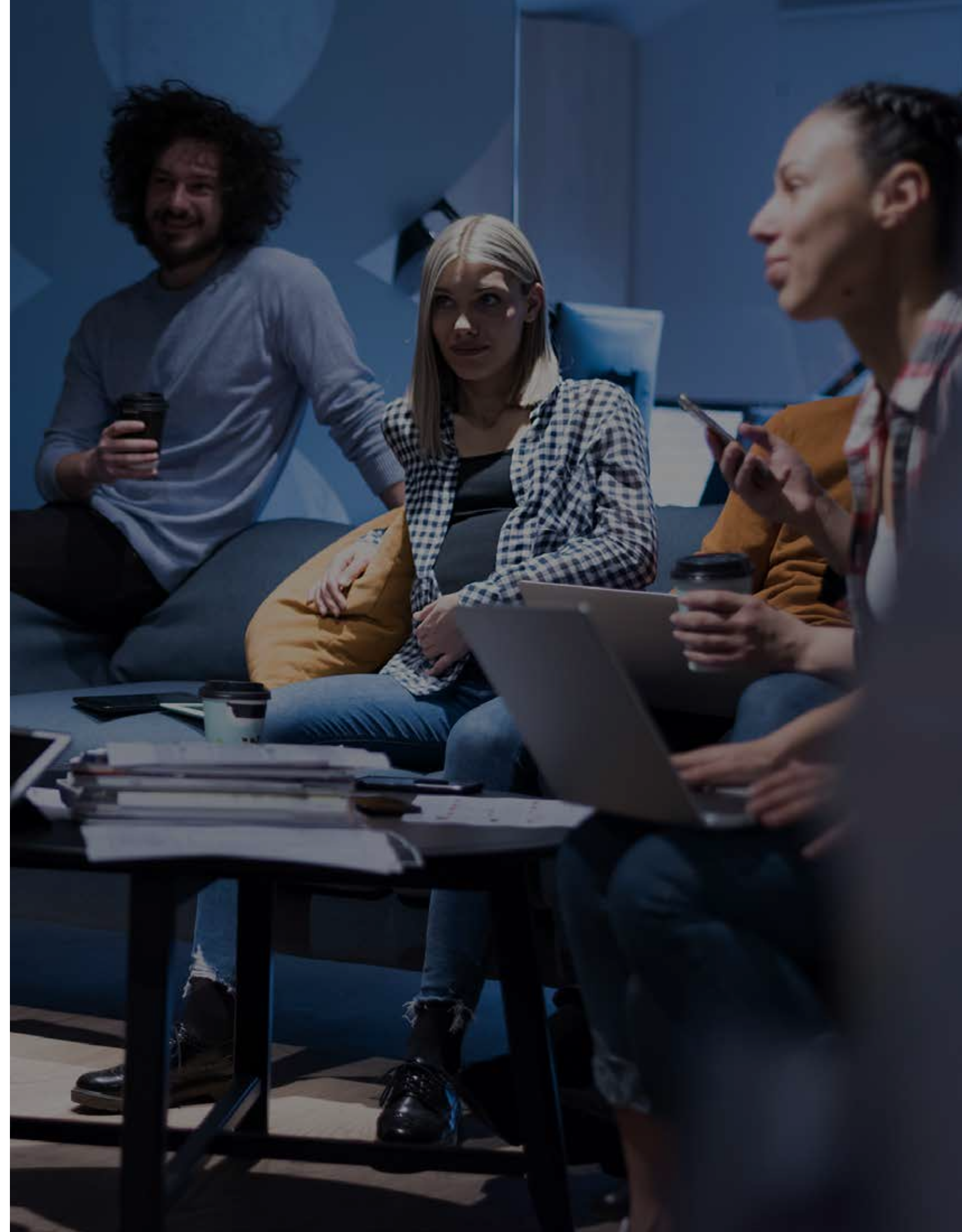
**ALIYAH (SUITABLE IMPRESSIONS CLIENT)**



# AGENCIES REFERRING CLIENTS TO OUR EMPLOYMENT PROGRAMS

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- / ACCES Employment Toronto
- / City of Toronto Employment and Social Services
- / Eva's Phoenix-Eva's Initiative for Homeless Youth
- / Eva's Place- Eva's Initiative for Homeless Youth
- / George Brown College- Augmented Education
- / Humber College Community Employment Services
- / John Howard Society of Toronto
- / Metrics Vocational Services
- / PTP Adult Learning & Employment Programs
- / Rehabilitation Network Canada (RNC)
- / Robertson House Crisis Centre
- / Seaton House
- / St. Stephens Community House-Employment and Training
- / Toronto Employment & Social Services (TESS)
- / VPI Working Solutions
- / Youth Employment Services (YES)
- / YMCA Employment SERVICES
- / The 519
- / Toronto Community Housing Corporation (TCHC)
- / COSTI Employment Services
- / Albion Neighbourhood Services
- / Next Steps Employment Centre (TDSB)
- / Tropicana Employment Centre
- / Salvation Army (Dreaming in Colour)
- / NPower Canada
- / Woodgreen Community Services





# RECYCLING

  
**200+**  
BRANDS

  
**322,251**  
ITEMS DONATED

  
**100%**  
OF PROCEEDS  
GO BACK TO THE  
COMMUNITY

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 and keep them out of landfills. Our main recycling services are:

## De-brand

To maximize reuse in Canada

## Recycle

New, used and damaged textiles

## Repurpose

by converting textiles into a sterile, reusable composite

We de-brand, recycle, and repurpose new, used and damaged textiles in large volume for our product donors.

Donations from brand returns, damaged, used, in store and community collections are sorted into categories. These goods are then prepared for local donations, repairs and repurposing. Items that are designated as waste (landfill) are sent to our Conversion Program, a partnership with Synergy Waste Systems, where they are converted and repurposed.

Generously supported by The Sprott Foundation





# OUR IMPACT ON THE ENVIRONMENT



## How much goes into a shirt?

Growing enough cotton to produce a single shirt requires 2,700 liters of water, or about the amount of water a person would drink in 2 ½ years.<sup>1</sup>

In addition to water usage in growing cotton, both natural and synthetic cloth and clothing production emits substantial amounts of CO2 and other greenhouse gasses. For instance, each kilogram of polyester production results in the equivalent of 5 ½ kilograms of CO2 emissions. (4.3 kilos for cotton, Ibid).

Even as a piece of clothing is used and washed, this creates further environmental impacts, amounting to about a third of a garment's total environmental impact over time.<sup>2</sup>

## Brands For Canada Environmental Impact

Because the surplus goods that we provide to our community partners and their clients are new, they can be used in the way that they were originally intended, and not incinerated or landfilled.

All together, we estimate that our annual clothing donations resulted in enough energy and material savings to provide for up to 900 average Canadians' total consumption this year.<sup>3</sup>

In addition, it is estimated that the clothing industry uses more than 2,000 chemicals in the production of clothing. When these items end up in landfills or are incinerated, the toxins go into our atmosphere and into our earth.

<sup>1</sup> Drew and Yehounme 2017: World Resources Institute. <https://www.wri.org/blog/2017/07/apparel-industrys-environmental-impact-6-graphics>

<sup>2</sup> -31%, Rana et al 2015, p. 153, citing Jungmichael 2010

<sup>3</sup> 317.7-428, based on same calculations as above





## PANDEMIC RECOVERY AT BRANDS FOR CANADA

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The pandemic presented us with multiple challenges. But during the past year, we have demonstrated that we are nimble, adaptable and ready to serve. Throughout the year, our partner agencies saw an increased need of items for their clients. We heard many stories of job loss, home loss, mental illness, suicide, substance abuse and family breakdown. Alongside these issues, we saw not only an increased demand for clothing, boots, shoes and personal care goods, but the demand for our employment programming increased as well.

In order to assist with the impacts of COVID-19, and to meet the growing and changing needs of our partner agencies and clients, we embarked on a number of activities to shift our programming and operations to provide sustainable continuation of our services. We ensured that we met health and safety needs for staff, volunteers and clients. We were also able to meet the changing basic-needs and employment-based needs of the communities that resulted from the COVID-19 shutdowns.

BFC Employment Program staff increased the use of technology to fully integrate the employment programs, EDGE and Suitable Impressions. They moved to an online service delivery model. Our warehouse and wardrobing areas (essential services) continued to operate with safe staffing levels observing distancing, health and safety regulations. This shift in our service model worked so well that we will be continuing to offer our programs online for years to come.

With generous support from the Trillium Foundation, we began the process of filming all the training sessions. These sessions will soon be offered to employment agencies across the country. Our thanks to our EDGE and Suitable Impressions program partners at the Disability Channel for the filming support.

# SOCIAL SERVICE DISTRIBUTION PARTNERS

## GTA

### EMPLOYMENT AGENCIES

- / ACCES Employment
- / YWCA Moving On To Success (MOTS)
- / YWCA 1st Stop Woodlawn

### FAMILY AND COMMUNITY SERVICES

- / Braeburn Boys & Girls Club and Family Programs
- / Elspeth Heyworth
- / Project Esperance Charitable Fund
- / Home First Society
- / Jane Alliance Neighbourhood Centre
- / Kids with Incarcerated Parents (KIP) Canada
- / Restoration Christian Ministries
- / River Oak -Parents Resource
- / San Romano Way Revitalization Centre
- / Seeds of Hope
- / Margaret's Housing and Family Support
- / St. Andrews Church
- / St. Felix Centre
- / Toronto Community Hostel
- / The Housing Help Centre
- / Waterfront Neighbourhood Centre

### MEN'S SHELTERS

- / Blythwood Road Baptist Church - Out of the Cold
- / V'eahavta Mobile Jewish Response to Homeless

### WOMEN'S AND CHILDREN'S SHELTERS AND PROGRAMS

- / Margaret's Housing-Drop In
- / More Than Child's Play
- / Seaton House
- / Settlement Assistance and Family Support Services

### YOUTH SHELTERS AND PROGRAMS

- / Jessie's-June Callwood Centre for Young Women
- / Faith Sanctuary Pentecostal
- / Scarborough Youth Outreach
- / The Scott Mission
- / Homeless Connect Toronto

## HEALTH & MENTAL HEALTH SERVICES

- / Breakaway Addiction Services
- / Canadian Mental Health Association
- / George Herman House
- / Our Place Community of Hope
- / Seaton House Junction Place
- / Seaton House Traveller's Hostel
- / Sound Times Support Services

## SCHOOLS & UNIVERSITIES

- / Toronto Catholic District School Board
- / Toronto District School Board
- / University of Toronto - Scarborough Campus
- / University of Toronto - Toronto Campus
- / Ryerson University
- / Vancouver School Board
- / Humber College
- / Winnipeg School Board
- / Hamilton-Wentworth Catholic District School Board

## National

### ONTARIO

- / Partner Agencies (GTA) Listed Above
- / Toronto District School Board (TDSB)
- / Toronto Catholic District School Board (TCDSB)
- / Peel School Board
- / University of Toronto
- / City of Ottawa Social Service
- / Niagara Region Social Services
- / The Women's Center of Halton
- / Ontario Provincial Police (OPP)
- / Toronto Police Services (TPS) 22 Division
- / Ottawa Food Bank

### QUEBEC

- / Sun Youth
- / Boys and Girls Club (Montreal)
- / Fondation Le Chaînon

## MANITOBA

- / Winnipeg Police Department
- / Ma Mawi Itata
- / Native Addictions Council of Manitoba
- / Dakota Ojibway Child Family Services
- / Immigrant and Refugee Community Organization of Manitoba
- / Youth for Christ Winnipeg

## ALBERTA

- / City of Calgary
- / Calgary Drop in Centre
- / Central Alberta Outreach Centre
- / Odyssey House
- / North East Family Connections Society
- / Centre for Newcomers
- / Portail de Immigrant Association (PIA)
- / Jasper Place Wellness Centre
- / Women's Centre of Calgary
- / Woods Homes
- / YWCA Lethbridge and District
- / Medicine Hat Women's Shelter Society
- / Boys and Girls Club Edmonton
- / Edmonton Food Bank
- / Community Living and Support Services

## BC

- / Central Vancouver Island Multicultural Society (Nanaimo)
- / Victoria Immigrant and Refugee Centre Society (Victoria)
- / Marpole Oakridge Family Place Society
- / Family Services of Greater Vancouver (14 Locations)
- / Mount Pleasant Family Centre Society
- / Richmond Family Place Society
- / Surrey School Board
- / The Federation of Community Social Services of BC (114 Member Organizations)

## NOVA SCOTIA

- / Remix Project
- / Fairview Family Resource Centre
- / Immigrant Services Association of Nova Scotia

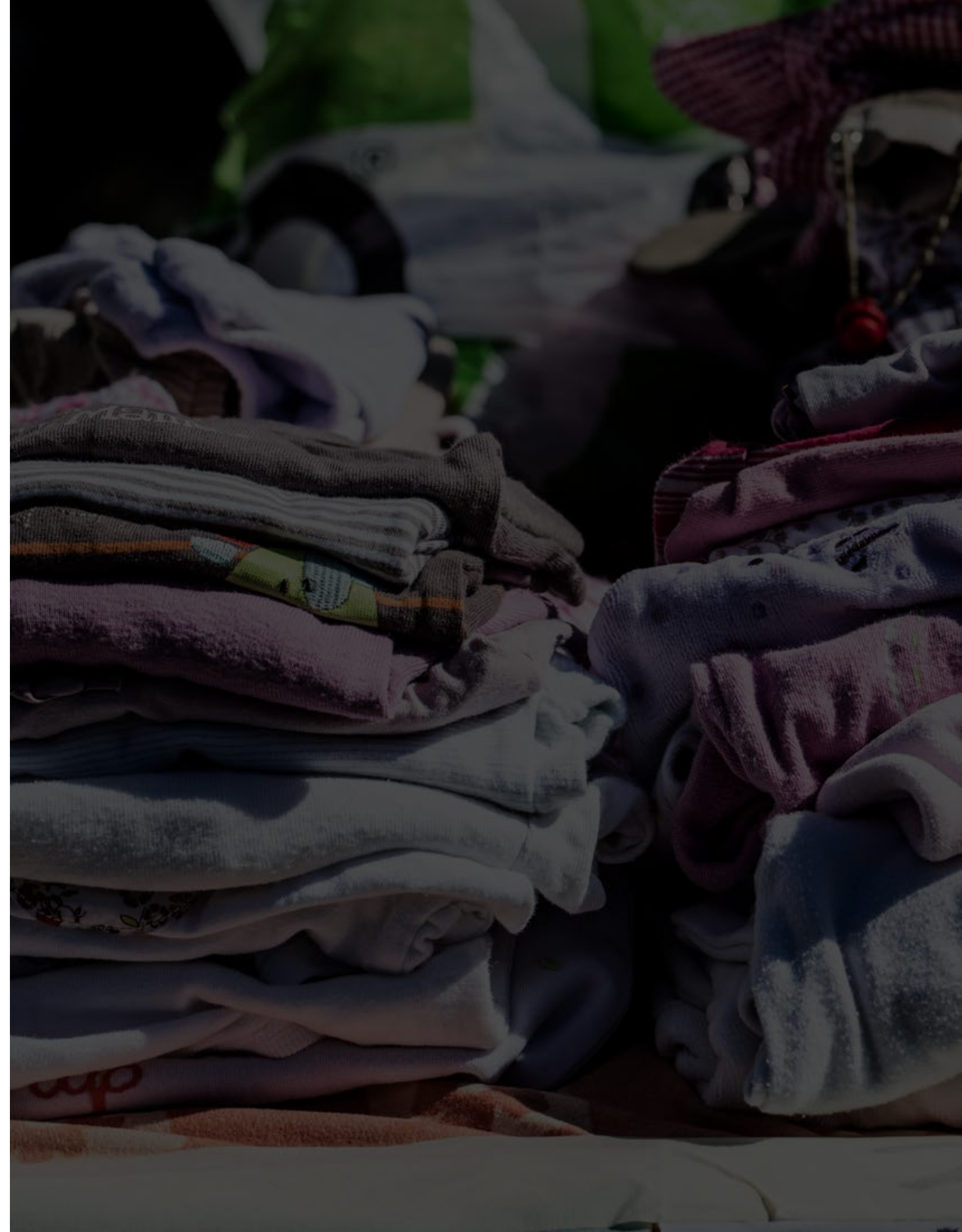


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- / Yorkdale Shopping Centre Merchants
- / ZARA

*And many other anonymous donors*





# OUR SINCERE THANKS TO OUR FINANCIAL DONORS (\$1,000+)

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- / Ministry of Children, Community and Social Services
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- / Ontario Textile Diversion Collaborative
- / Partners in Project Green
- / Rotary Club of Etobicoke
- / Rotman School of Management, University of Toronto
- / Spectrum Works | Substance Cares
- / Synergy Waste Systems
- / The Disability Channel
- / Toronto Police Service
- / Trucks For Change
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## Donate

Give money to support our programs, donate products, designate BFC as charity of choice at an event or through workplace giving.

## Volunteer

Individuals, corporate groups, schools and community groups help us sort, de-label, and pack new clothing and basic-needs items for our clients.

## Mentor

Support a participant in our job training program.



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