

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

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

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.

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

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

³ (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).

⁴ (417.7-428, based on same calculations as above)



PANDEMIC RECOVERY AT BRANDS FOR CANADA

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)

- / 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

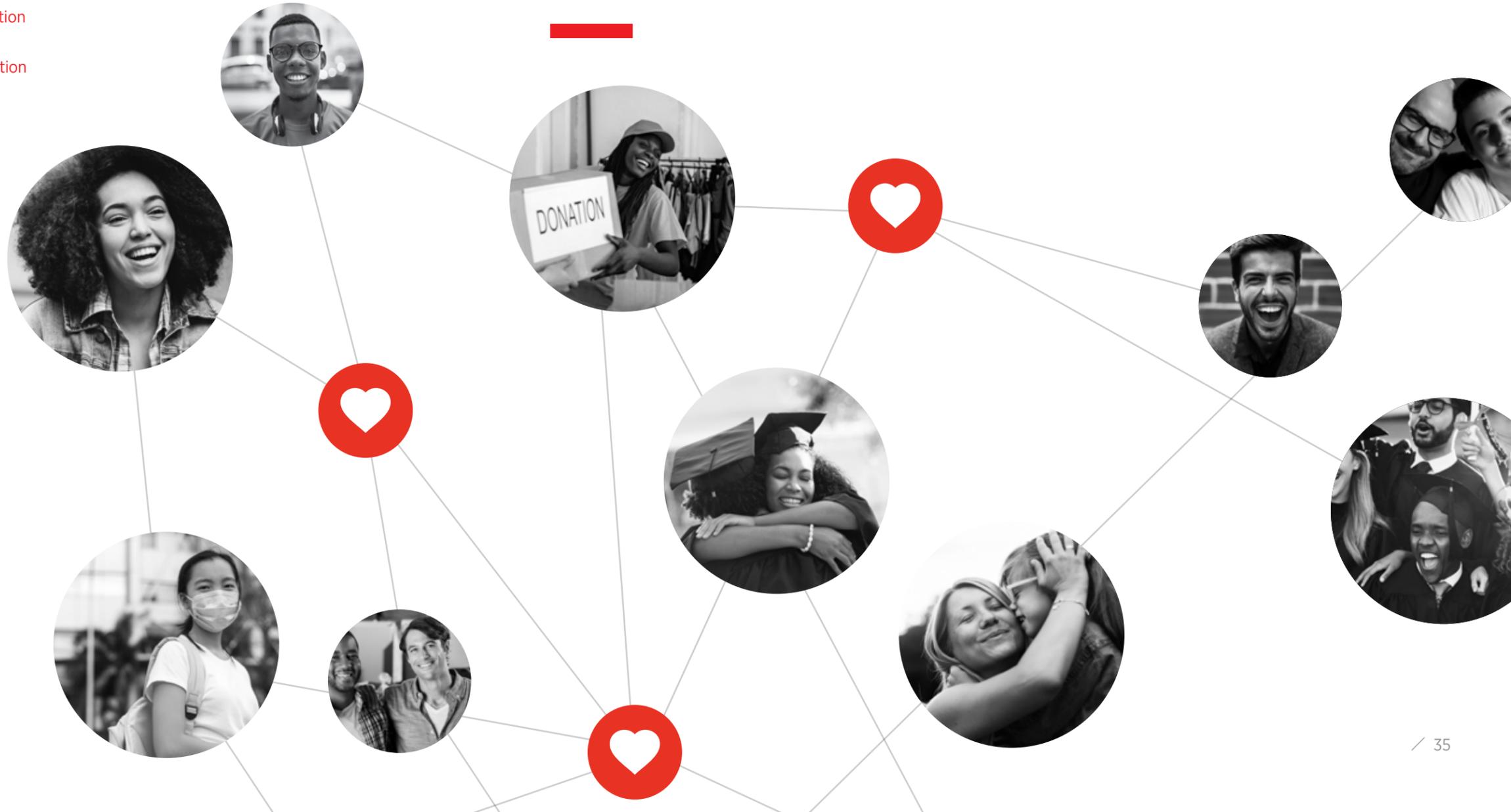
And many other anonymous donors

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



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Andy Wnek Treasurer

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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
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