

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.

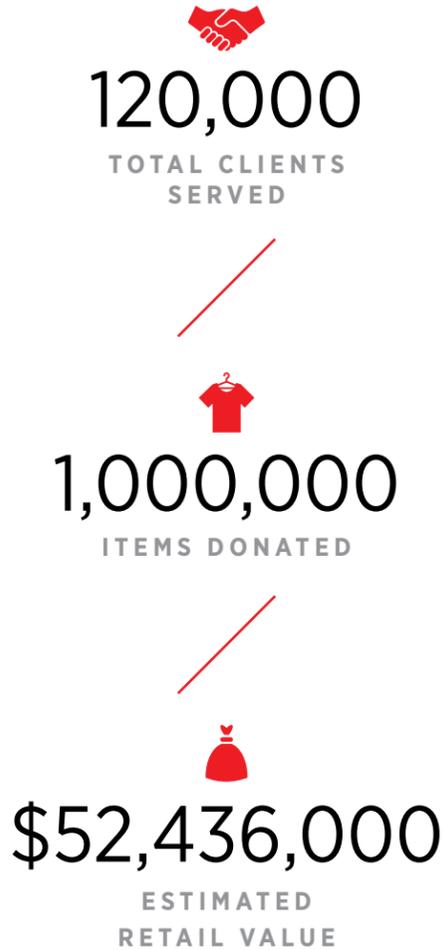
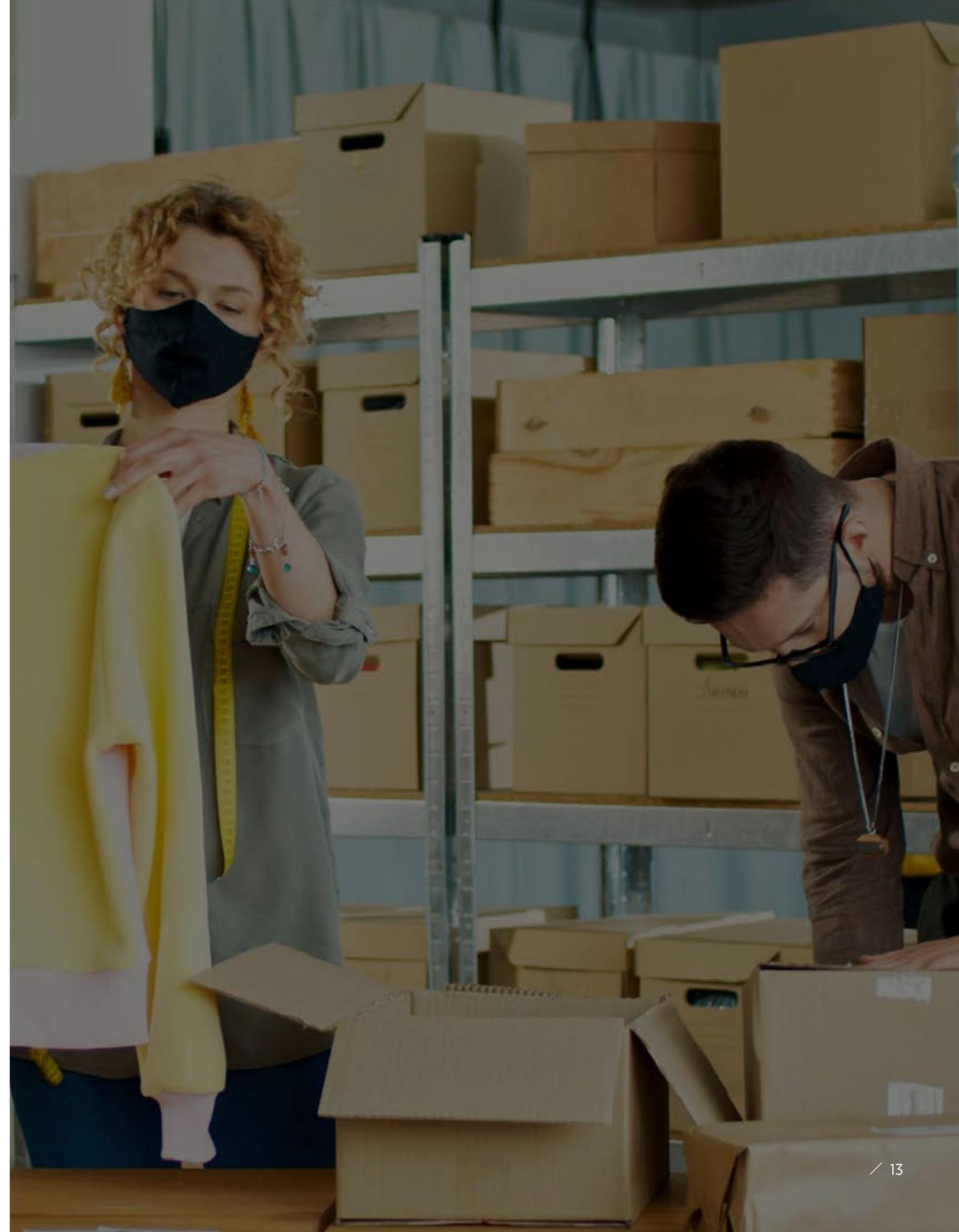
Our Distribution Program is supported by both job-training participants and volunteer groups. Without these two essential groups, we could not do what we do. Training participants in the warehouse are referred to us by partner employment agencies. Volunteers from corporate and community groups come in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

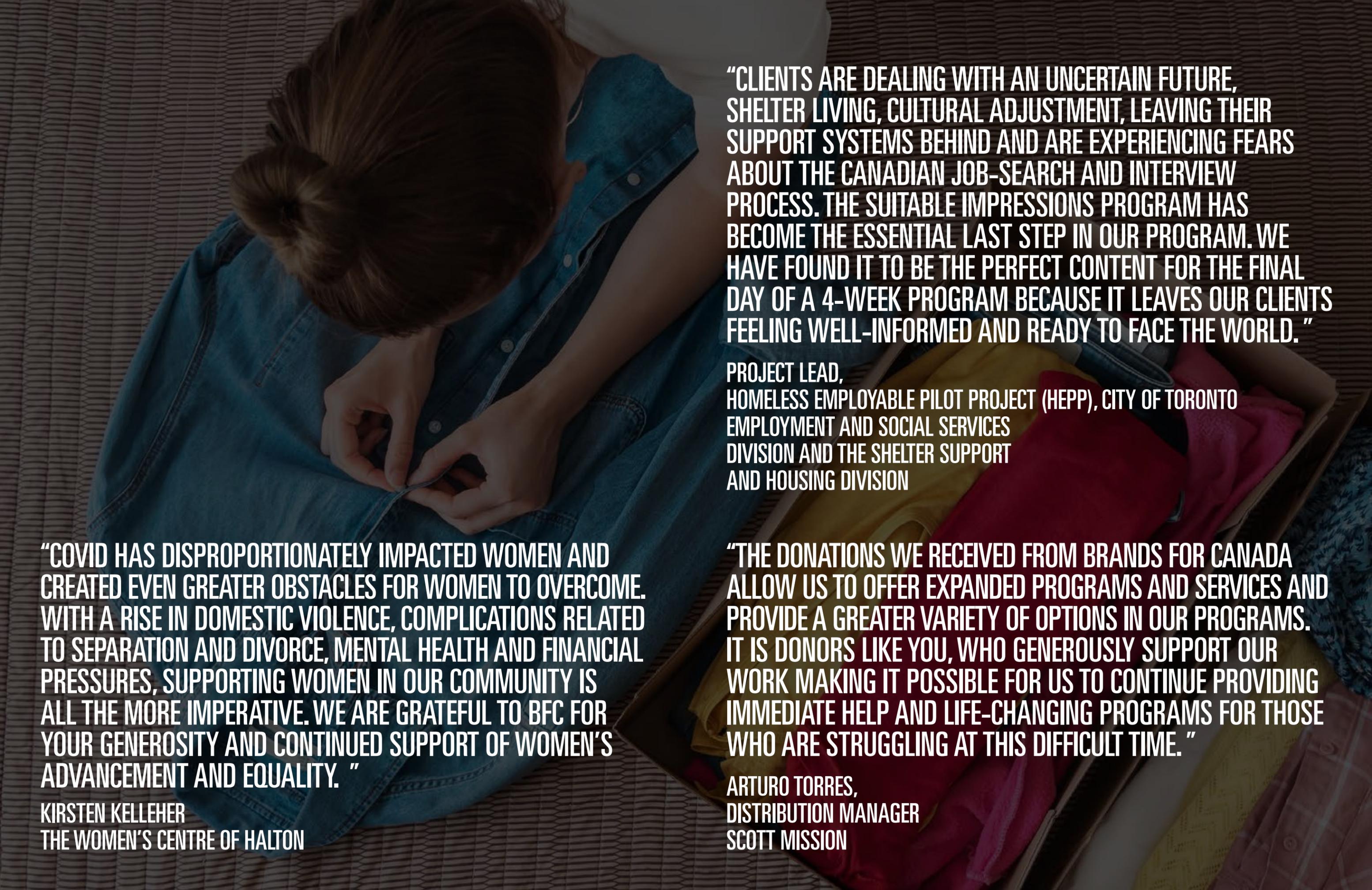
Distribute

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.





"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."

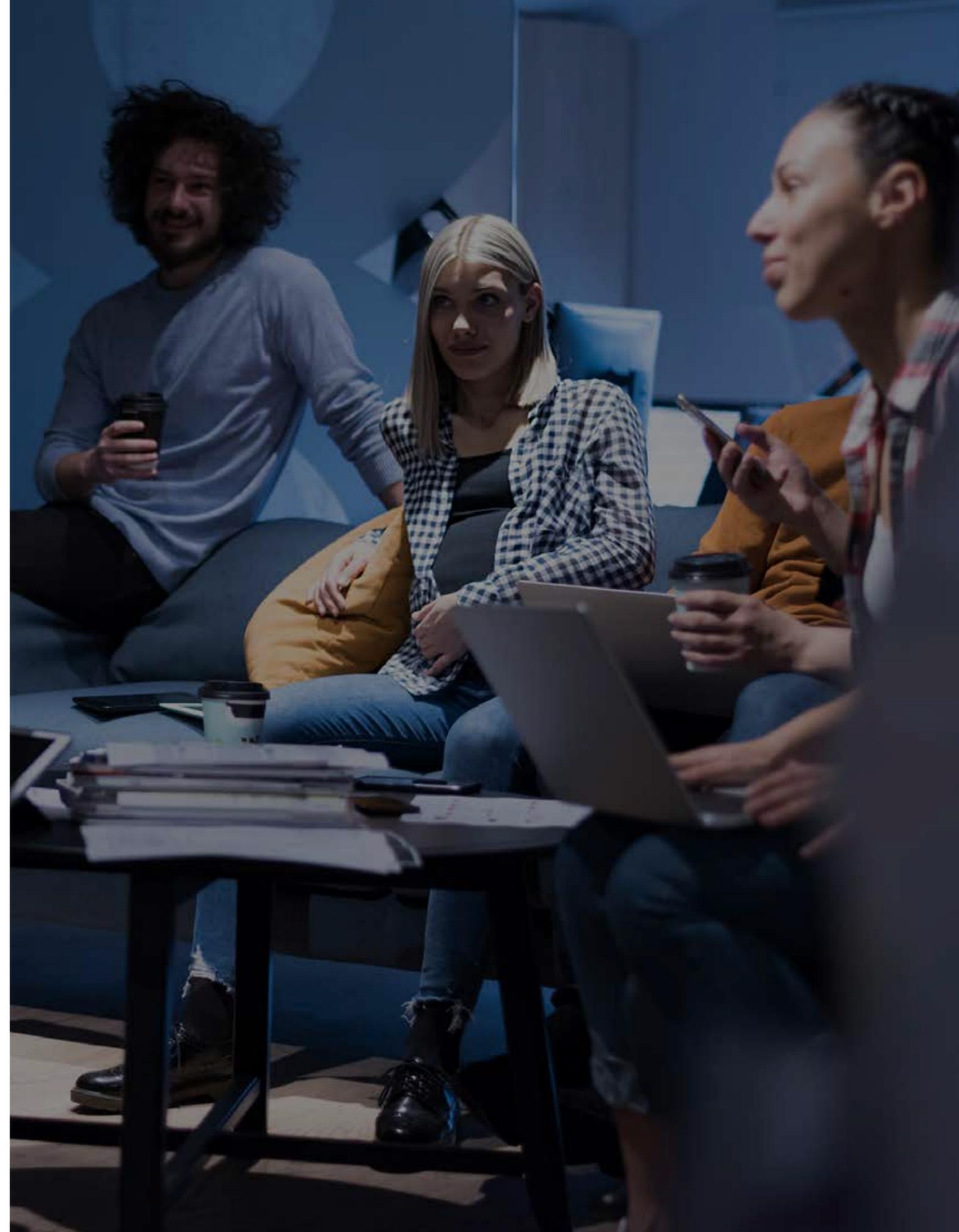
EDGE PROGRAM CLIENT

"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

- / 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.¹

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.²

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.³

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.

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

³ 317.7-428, based on same calculations as above

A group of children, including a young girl in the foreground and others behind her, are looking at a white garment. The image is dimmed and serves as a background for the left page.

PANDEMIC RECOVERY AT BRANDS FOR CANADA

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)

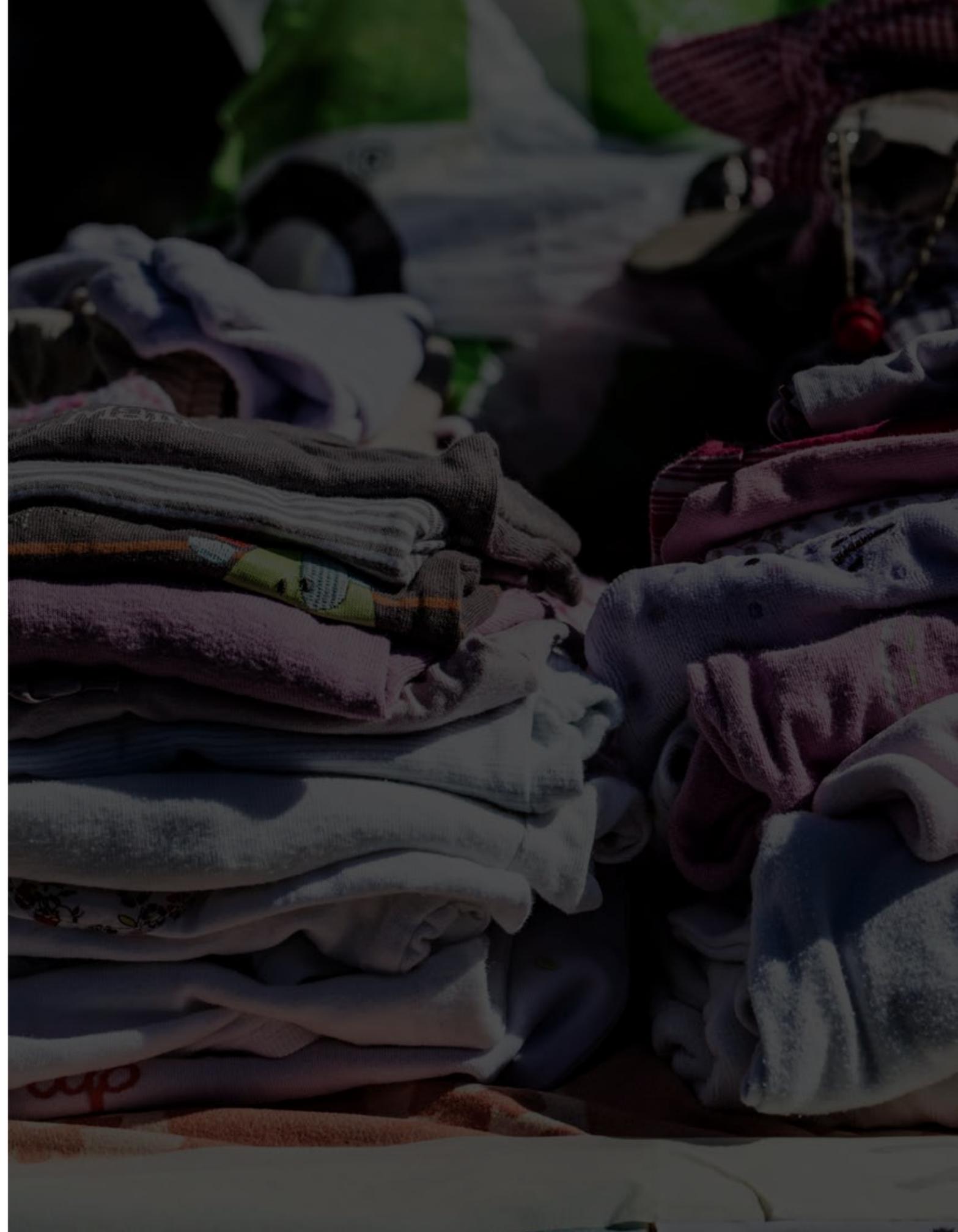
NOVA SCOTIA

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

OUR PRODUCT DONORS (PAST 3 YEARS)

- / Air Canada
- / ALDO Shoes
- / Alessia Pugliese
- / Anita Canada Ltd.
- / Aritzia
- / Athletic Knit
- / Banana Republic
- / Bell
- / Blue Notes
- / Brenda Beddome
- / Brooks Brothers
- / Cardinal of Canada
- / Car Nation Canada
- / Charlotte Laister
- / Community Living Toronto
- / Deciem
- / Delroy
- / Diva Cup
- / eco-solutions
- / Elaine Francoz
- / Empathy Brand
- / Fine Linen Imports
- / Freeman Fashion Agencies
- / GAP Inc.
- / GOJO
- / Golf Town
- / H&M
- / HANES
- / Hil -Jay Fashion
- / HomeSense
- / IKEA
- / Janice Flemington - Gole
- / Jennifer Torosian
- / KOTN
- / Levis
- / L'oreal Canada
- / Lush
- / Marshalls
- / McCarthy Uniforms
- / Mendocino
- / Mitzvah Knitters
- / Mizuno
- / Moonbun
- / Moores
- / My Dope Tee
- / Narnia Fashion Inc.
- / Neil Forester
- / New Era Cap
- / Northern Reflections
- / Old Navy
- / P&G Canada
- / Preloved
- / Purell
- / Ranka Enterprises Inc.
- / Redken Canada
- / RHEMA
- / ROOTS
- / Rostor Investments
- / Set Me Free
- / Shirley Curson-Prue
- / Shoppers Drug Mart
- / Silverts
- / Snug as a Bug
- / Speedo
- / Sportable Fine Clothing
- / Ted Baker
- / TJX Canada Canada
- / Viral Clean
- / Winners
- / World Vision Canada
- / Yorkdale Shopping Centre Merchants
- / ZARA

And many other anonymous donors



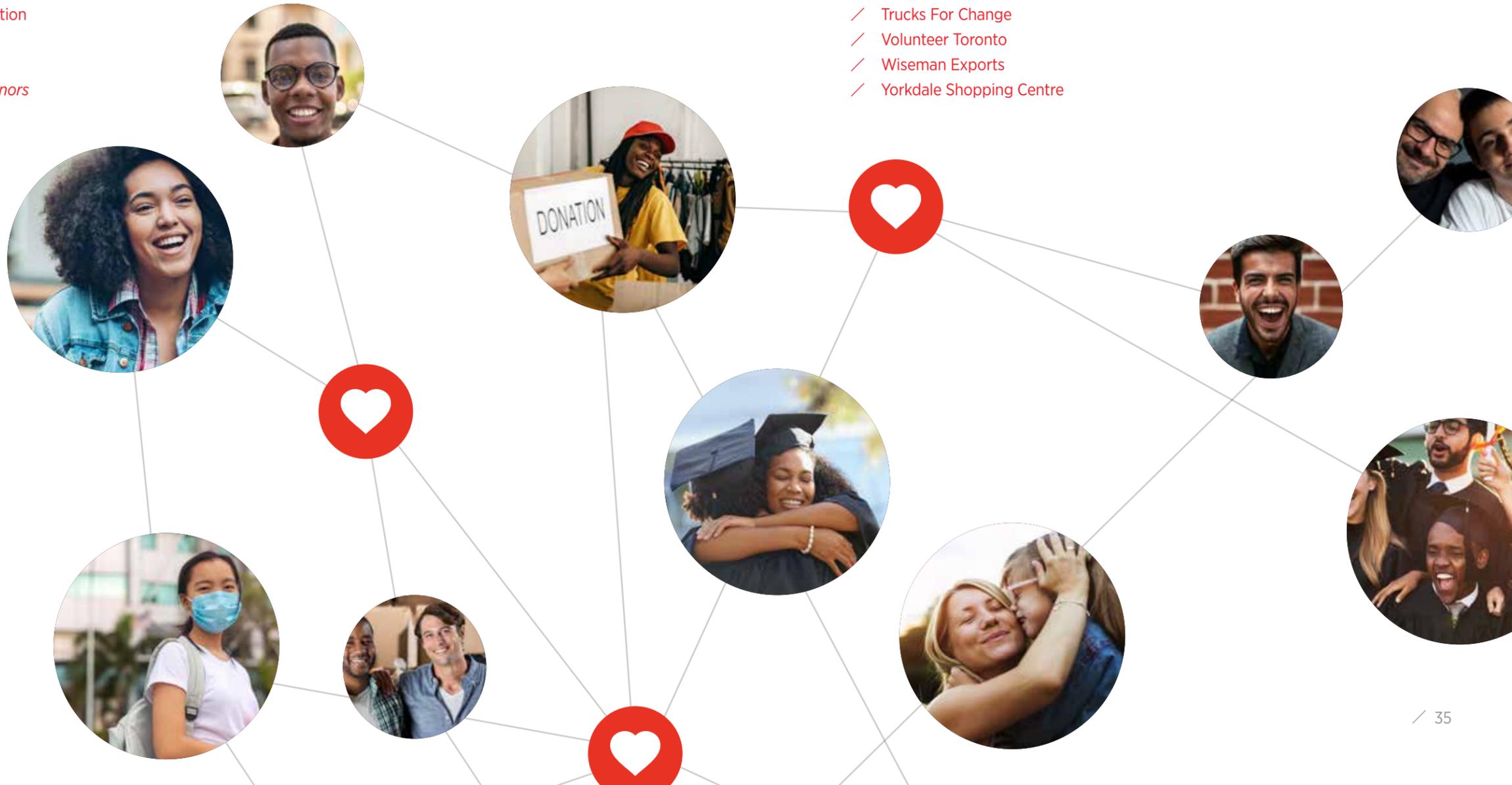
OUR SINCERE THANKS TO OUR FINANCIAL DONORS (\$1,000+)

- / Bell
- / 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
- / Mackenzie Strategic Charitable Foundation
- / Marion Ethel & Frederick John Kamm Foundation
- / Michael Marcovitz
- / The Mariano Elia Foundation
- / Ontario Trillium Foundation
- / The Propeller Project
- / RBC Foundation
- / Robert Kerr Foundation
- / Sprott Foundation
- / State Street Foundation

And Anonymous Donors

THANK YOU TO OUR COMMUNITY AND CORPORATE PARTNERS

- / Apparel Textile Sourcing Conference
- / Bison Transport
- / Change Connect
- / Community Living Toronto
- / Credit Canada
- / George Brown College, Fashion Exchange
- / Joel Mechanical, HVAC
- / Ministry of Children, Community and Social Services
- / Ontario Provincial Police (OPP)
- / 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
- / Volunteer Toronto
- / Wiseman Exports
- / Yorkdale Shopping Centre



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Tria Urnom Senior Programs Director

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Tanya Syrokoms kaya Finance Manager

Martha Amaya Logistics and Warehouse Manager

Oral Campbell Warehouse Assistant

Vernon Borden Warehouse Assistant

Fuad Oboaba Warehouse Assistant

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Siofra Burgoyne Senior Edge Program Job Developer and Facilitator

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Jo-Anna Davidson Edge Program Job Developer

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SPECIALISTS

Seamus Clarke Program Development & Sustainability

United In Change P.R. Marketing & Media

Cynthia Roemer Coaching Staff Development

Synergy Waste Systems Product Conversion

Tempest Solutions I.T. Support

Eko Nomos Inc. Program Evaluation

Julie Smith Systems and Database Support

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.

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BRANDS FOR CANADA
FOR FAMILIES. FOR THE ENVIRONMENT.