

2024/

2025

ANNUAL IMPACT REPORT

BRANDS FOR CANADA
FOR FAMILIES. FOR THE ENVIRONMENT.

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We acknowledge that we are on the traditional territory of the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples, covered by Treaty 13 and the Williams Treaties. We are grateful to live and work in this community and recognize the enduring presence of Indigenous peoples on this land.

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

A MESSAGE FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR



Dear friends, supporters and partners: we are proud to share the Brands For Canada Annual Impact Report for 2024-25.

This year brought tremendous growth, innovation, and impact thanks to your support and the dedication of our team, volunteers and partners.

Brands For Canada's mission is to provide new clothing and essential goods to individuals and families in need across Canada, while assisting with employment opportunities for people facing barriers. In 2024-25, we distributed more than \$52 million (retail value) in clothing and basic needs items through agency partners, schools and First Nations; converted 81,700 kg of unusable textiles; processed 99,318 kg of product keeping it out of landfills; provided comprehensive employment training to 179 clients; and delivered Suitable Impressions workshops and \$595,500 (retail value) to 1,191 clients.

We were very excited to have received funding from Environment and Climate Change Canada to create a Debranding and Repair Manual, which will promote sustainable clothing reuse and reduce textile waste. We also secured a Skills Development Fund job training grant from the Ministry of Labour, Immigration, Training and Skills Development, enabling us to help more people gain employment than ever before.

As we look ahead to 2025-26, we are excited to grow our clothing distribution programs, help more people facing barriers to find and keep meaningful work, and deepen our environmental impact.

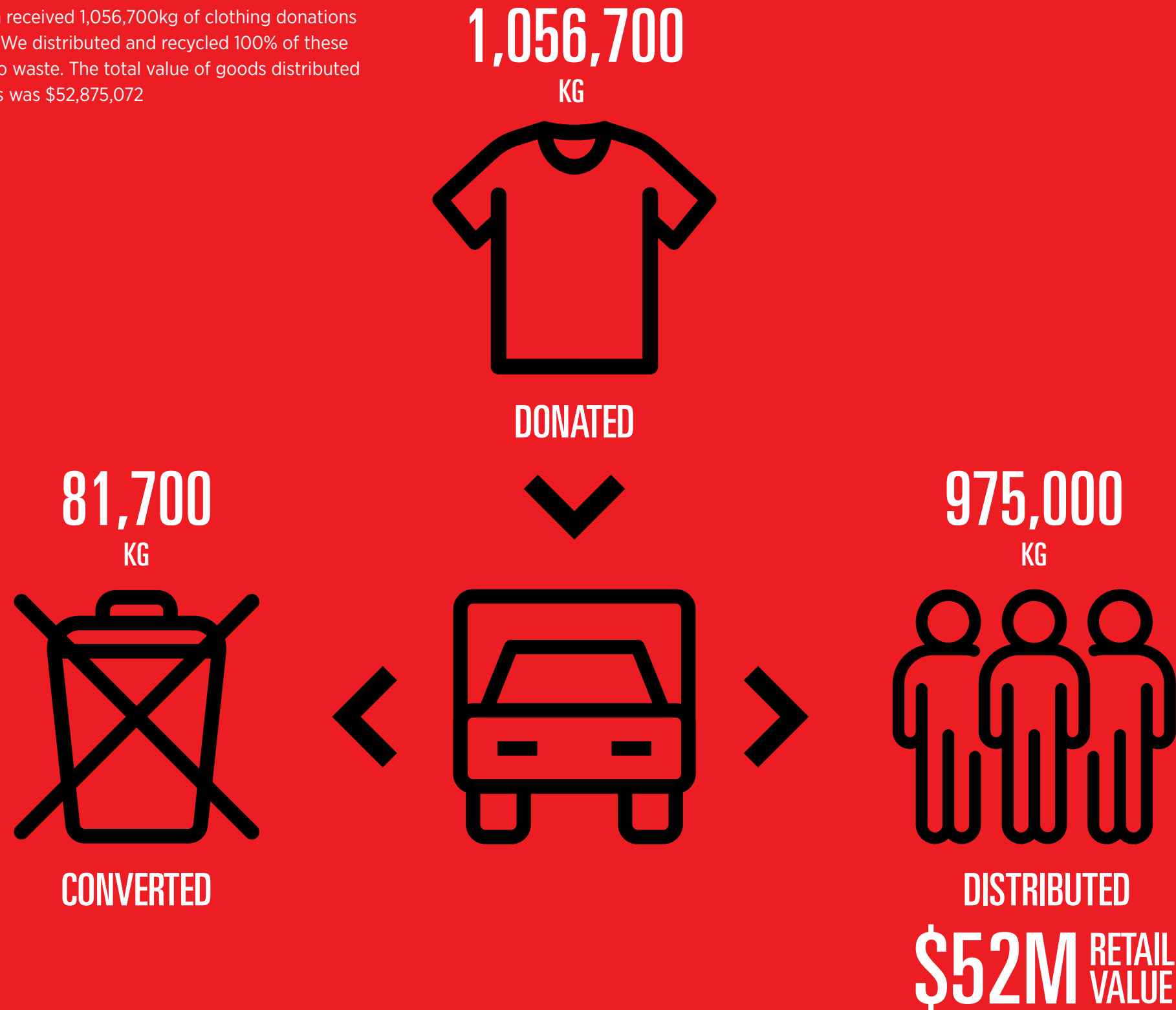
Thank you for making this possible. Your generosity helps people to change their lives.

HELEN HARAKAS
Executive Director

IAN WEBSTER
Board Chair

OUR IMPACT

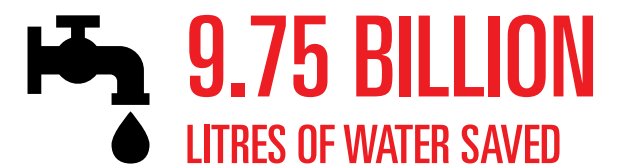
Brands For Canada received 1,056,700kg of clothing donations from retail brands. We distributed and recycled 100% of these donations with zero waste. The total value of goods distributed to Canadian families was \$52,875,072.



REDUCING OUR FOOTPRINT



Last year, we diverted approximately 1,056,700 kg of clothing from landfills. Based on the widely accepted estimate that 10 kg of CO₂ emissions are prevented for every 1 kg of clothing diverted, we confidently estimate that in 2024-2025, our work prevented 10,567,000 kg of CO₂ from entering the atmosphere. This reduction is equivalent to taking approximately 2,297 gas-line-powered vehicles off the road or powering 2,642 homes for a full year.



The fashion industry is one of the most water-intensive sectors globally, with around 10,000 litres of water required to produce just 1 kg of clothing. By redistributing 975,000 kg of clothing and other goods this fiscal year, we helped avoid the need for new production — and in doing so saved enough water to fill 4,000 Olympic-sized swimming pools, or supply water to 178,000 people for a full year.



When textiles decompose in landfills, they release methane, a greenhouse gas over 20 times more potent than carbon dioxide. Through our efforts to redirect clothing from landfill and place it into the hands of those who need it, we not only prevent textile waste but also reduce the production of harmful gases like methane.

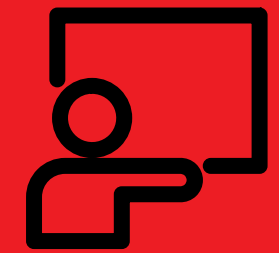
OUR PROGRAMS



**DISTRIBUTE
UNSOLD
GOODS**



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



**TRAIN
PEOPLE FACING
BARRIERS
TOWARDS
FINDING
SUITABLE
EMPLOYMENT**

DISTRIBUTION

Our core program facilitates the collection, sorting and distribution of new goods to our network of registered charities, schools and First Nations across Canada:

Receive

donated surplus and unsold goods from 200+ brands

Redirect

100% of goods from landfills

Distribute

\$52+ million annually



1,200+
schools



1M+
students & families



3.2M
national reach

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, delabeled, 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, delabeling, organizing and shipping.

National distribution

Brands For Canada works across the country with programs in the Greater Toronto Area, Peel Region, Niagara Region, Ottawa, Vancouver, Victoria, Edmonton, Calgary, Winnipeg, Montreal, Halifax and many other smaller communities. Brands For Canada's network of partner agencies is continually growing. Over the past two years, Brands For Canada's list of national lead partner agencies, and their associate agencies, has grown to more than 200!



RECYCLING

The Brands For Canada 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:



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

Donations of brand returned and damaged items are sorted into categories. These goods are then prepared for local donations, repairs and re-purposing. Items that are designated as waste (landfill) are sent to our Conversion Program, a partnership with Synergy Waste Systems, where they are converted into a sterile composite and re-purposed in the construction industry.



200+
brands



100%
recycled



100%
supporting families

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 2.5 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 gases. For instance, each kilogram of polyester production results in the equivalent of 5.5 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

EMPLOYMENT

Training programs for vulnerable people looking for work:

Provide

clothing for job interviews

Train

for essential job skills

Place

into meaningful employment



1,200+
clients annually



1.5M
clothing provided



97%
client satisfaction

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

Brands For Canada 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, and provides new professional clothing and accessories.

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. 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.

**“THE STAFF AT THE
EDGE PROGRAM SAW
THE POTENTIAL IN MY
ABILITIES AND HELPED
ME TO GET MORE
RESPONSES ON MY
JOB APPLICATIONS”
EDGE PARTICIPANT**

FINANCIAL SUMMARY

REVENUE

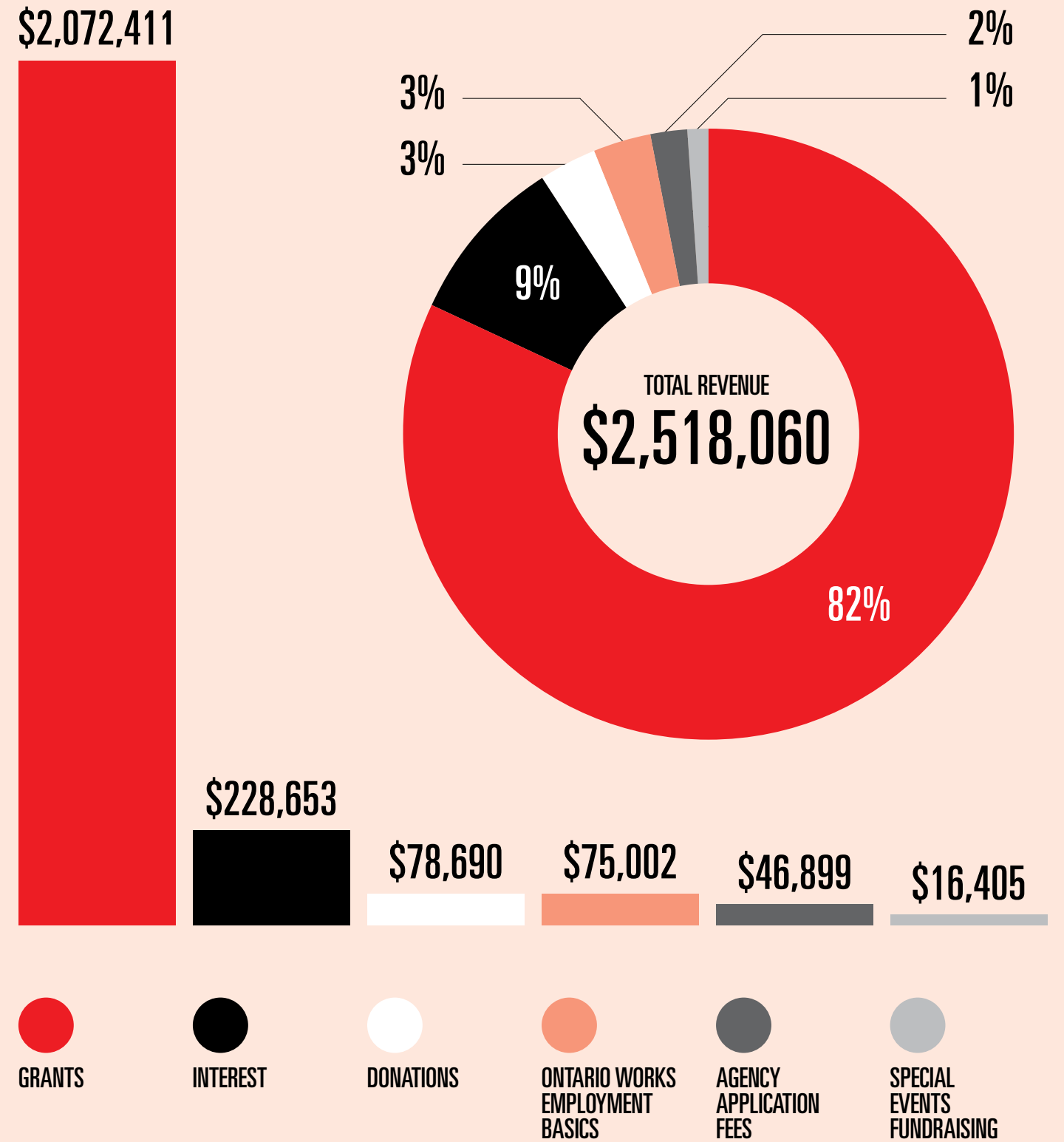
In the 2024–2025 fiscal year, Brands For Canada continued to grow its impact through a combination of in-kind donations, grants, and financial contributions from individuals, corporations, and foundations.

Our model is powered by the incredible generosity of brand partners who donate new, unused products. In 2024–2025, we received \$58 million in donated goods (retail value), which allowed us to distribute over 1.4 million items to Canadians in need. These donations are not recognized as cash revenue but are central to our mission and impact.

Thanks to the continued support of our funders and partners, we were able to expand our reach, enhance our programming, and serve more individuals and families across Canada.

Our commitment to transparency ensures that every dollar and every donated item is utilized effectively to maximize impact.

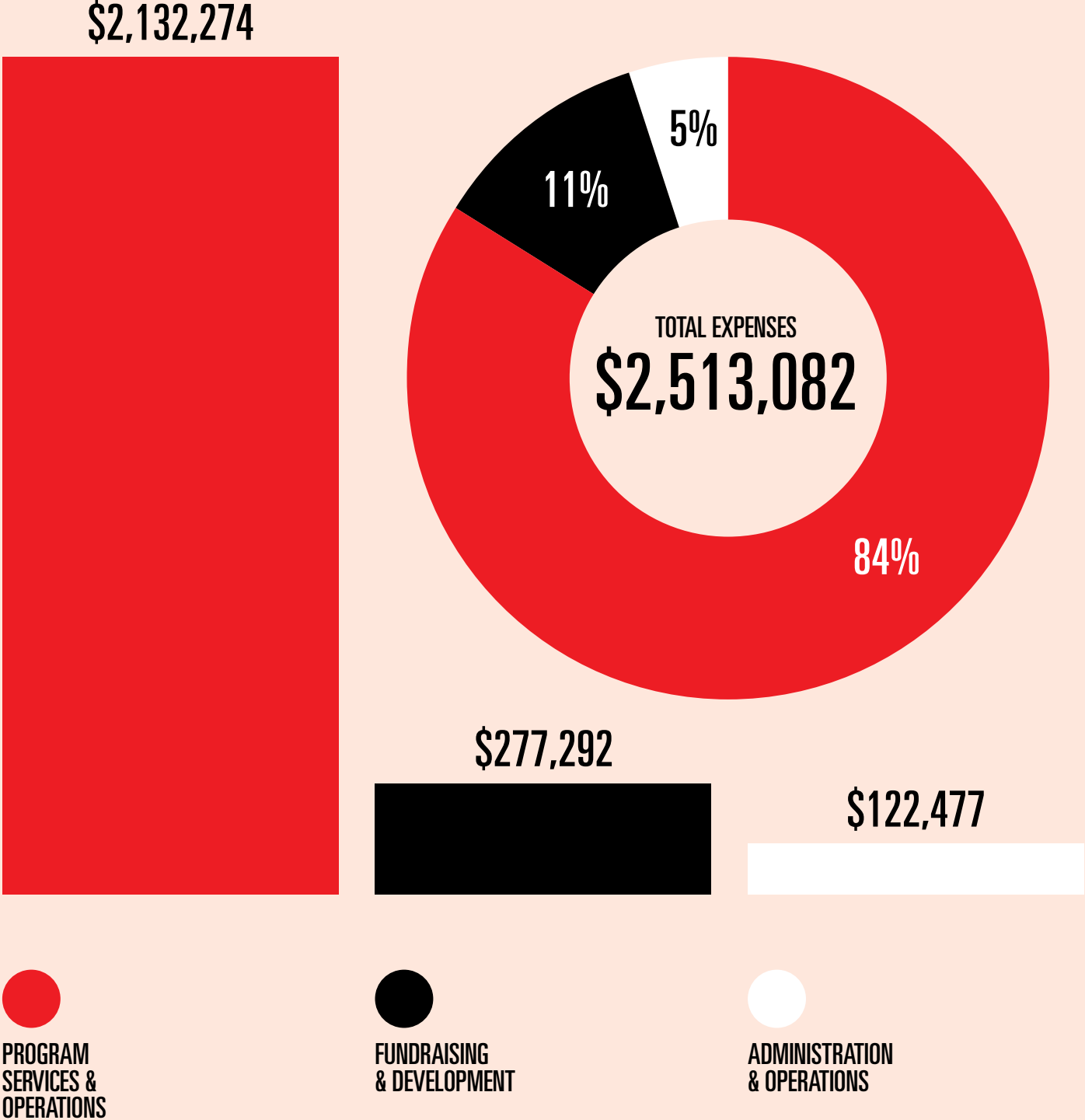
Note: A detailed audited financial statement is available upon request and on our website.



EXPENSES

In 2024-2025, Brands For Canada remained committed to maximizing the impact of every dollar received. Most expenditures were directed toward our core mission — distributing essential goods and services to Canadians in need.

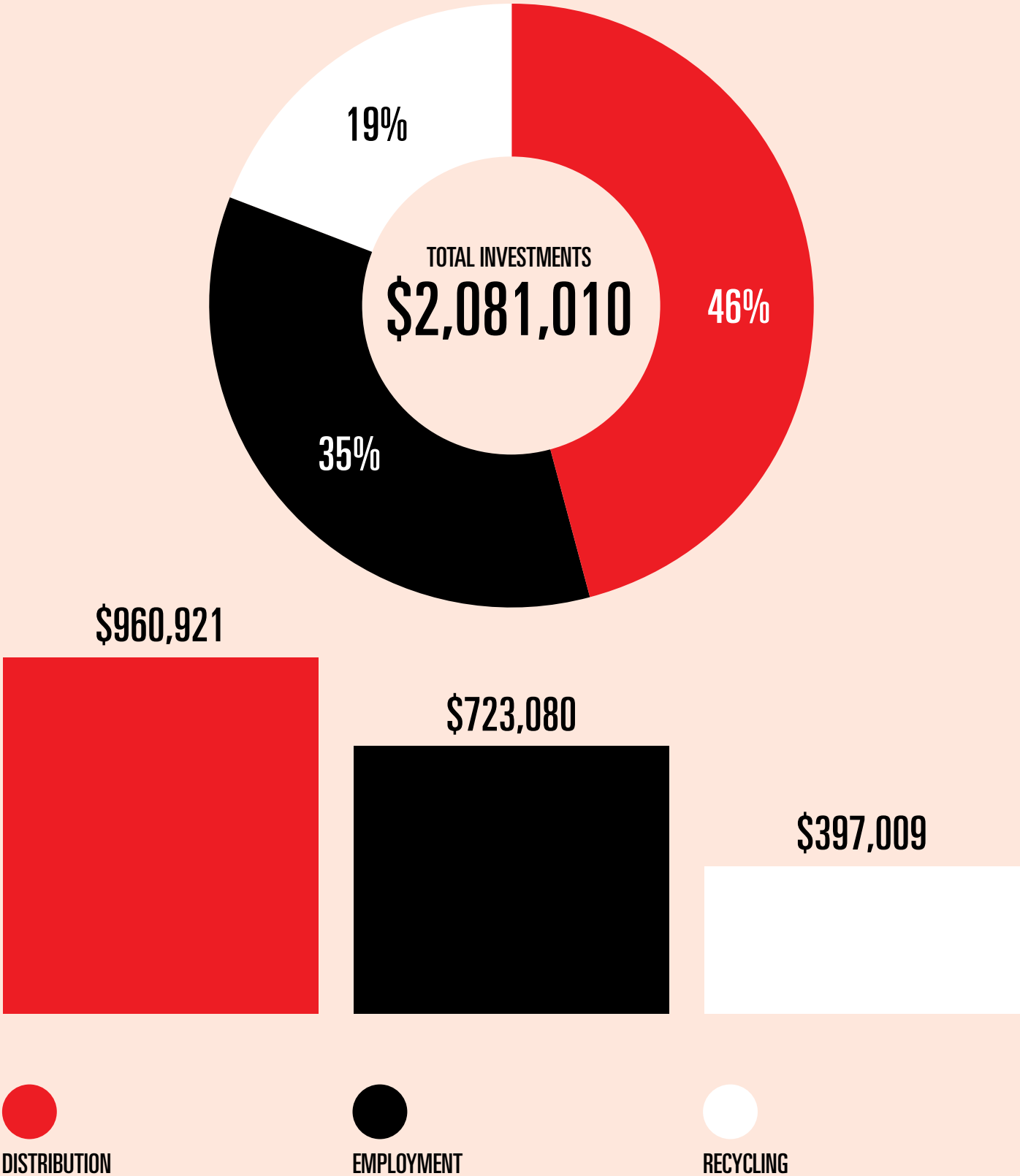
With over 84% of our expenses dedicated to program services and operations, we remain focused on delivering maximum impact while upholding strong financial and administrative accountability.



PROGRAM INVESTMENTS

As part of our commitment to building sustainable impact in the community, we allocate resources across key program areas that drive both environmental and social outcomes. Below is a breakdown of how funds were invested this fiscal year.

These investments ensure that clothing and goods are efficiently distributed, responsibly recycled and that meaningful employment opportunities are created for individuals facing barriers to employment.





OUR SUPPORTERS

We extend our deepest gratitude to all who made our work possible in 2024-2025. Your belief in our mission drives us forward.

PRODUCT DONORS

- ✓ AIR CANADA
- ✓ Aldo Shoes Group
- ✓ Anita Canada
- ✓ Aritzia
- ✓ Artessa
- ✓ Athletic Knit
- ✓ Bell Canada
- ✓ Bluenotes
- ✓ Brave Soles
- ✓ Brenda Beddome
- ✓ Church & Dwight Canada
- ✓ CityServe
- ✓ Deciem
- ✓ Freeman Fashion Agencies
- ✓ GOJO
- ✓ Greater Toronto Airport Authority
- ✓ H&M
- ✓ Hanes
- ✓ Henkel
- ✓ Hil-Jay Fashions
- ✓ IKEA
- ✓ Julia Moore
- ✓ Justice Fund
- ✓ KIP Canada
- ✓ Lee Me Boutique
- ✓ Lee Moreira
- ✓ Lenovo
- ✓ Lice Squad Canada
- ✓ L'Oreal Canada
- ✓ LaManna Fashions for Men
- ✓ Mitzva Knitters
- ✓ Mizuno
- ✓ MOONBUN
- ✓ Moores
- ✓ Morega
- ✓ Neil Rabovsky
- ✓ New Era
- ✓ Next
- ✓ Northern Reflections
- ✓ Northland Floral
- ✓ Nuama
- ✓ Parkhurst
- ✓ Periphery
- ✓ Philosockphy
- ✓ Scholar's Hall
- ✓ Shirley Curson-Prue
- ✓ Silvert's
- ✓ Snug as a Bug
- ✓ Sock Rocket
- ✓ Stitch It
- ✓ Sun Youth
- ✓ Swing Junior Apparel Inc.
- ✓ Ted Baker
- ✓ The Bishop Strachan School
- ✓ The Candi Factory
- ✓ The Kersheh Group
- ✓ The Sterling Hall School
- ✓ Thigh Society
- ✓ TJX
- ✓ Tom Manimanakis
- ✓ Tru Earth Detergent
- ✓ Unisync Group Ltd
- ✓ Violet's of Strathroy
- ✓ Viral Clean
- ✓ VistaPrint
- ✓ World Vision Canada
- ✓ York School
- ✓ Yorkdale
- ✓ Your Space
- ✓ Zara

COMMUNITY PARTNERS

LOCAL

Agencies & charities

- / 22 Division Toronto Police
- / 31 Division Toronto Police
- / 51 Division Toronto Police
- / Alexandra Park Community Centre - Clothing Share
- / Agincourt Community Services Association
- / Black Coalition AIDS Prevention
- / Blythwood Road Baptist Church - Out of The Cold
- / Boys and Girls Club Scarborough
- / Braeburn Boys and Girls Club and Family Services
- / Breakaway Addiction Services
- / Canadian Centre for Victims of Torture
- / Canadian Mental Health Association - Safe Bed Program
- / Casey House
- / CAYR Community Connections
- / Crescent Village Trust
- / Delta Family Resource Centre
- / Department of Family Medicine at Mount Sinai Hospital
- / Dixon Hall
- / East Scarborough Boys & Girls Club - Corvette Family Resource Centre
- / Elspeth Heyworth Centre for Women - Newcomer Settlement (NSP)
- / Ernestine's Women's Shelter
- / Esperance Charitable Fund
- / Etobicoke Muslim Community Organization
- / Faith Sanctuary - Hope Ministry
- / Fred Victor Centre
- / Haven Toronto
- / Homeless Connect Toronto
- / Jane Alliance Neighbourhood Centre
- / Jessie's - The June Callwood Centre for Young Women
- / John Howard Society of Toronto - Post Incarceration Housing
- / KIP Canada
- / Margaret's Mental Health
- / Margaret's Housing & Community Support Services - East Drop-In Centre
- / Margaret's Housing Respite Centre
- / More Than Child's Play
- / Ontario Provincial Police
- / Our Place Community of Hope
- / Restoration Christian Ministries
- / Rhema Christian Ministries
- / River-Oak Parent Child Centre - Parent Resources

- / Rotary Club of Etobicoke
- / San Romanoway Revitalization Association
- / Say Ministry Church of God
- / Scarborough Youth Outreach
- / Seaton Traveler Hostel
- / Settlement Assistance & Family Support Services
- / Sheen for She Foundation
- / Sistering - Outreach
- / Sound Times Support Services- Peer Support Self Help
- / Sprint Senior Care
- / St. Andrew Church
- / St. Felix Centre - Clothing Bank
- / St. Michael's Hospital
- / Sunnybrook Health Sciences Centre
- / Sprint Senior Care
- / Syme Woolner Neighbourhood and Family Centre- Harm Reduction Program
- / Syme Woolner Neighbourhood Services - Jane's Drop-In
- / The Learning Enrichment Foundation
- / The Beautiful Foundation
- / The Common Table
- / The Housing Help Centre
- / The Scott Mission - Women & Family Ministries
- / Toronto Community Hostel - Shelter Program
- / Ve'ahavta
- / YWCA-Focus
- / YWCA-MOTS
- / City of Ottawa
- / Gifts in-Kind Ottawa
- / John Howard Society of Durham
- / Links for Greener Learning
- / Regional Municipality of Niagara
- / R.O.C.K. Missions, Kent
- / Wesley, Halton
- / The Women's Centre of Halton

Schools, colleges & universities

- / Peel District School Board
- / Toronto District Catholic Board
- / Toronto District School Board
- / Vancouver School Board
- / Centennial College
- / George Brown College

- ✓ Humber College
- ✓ Seneca Polytechnic
- ✓ Toronto Metropolitan University
- ✓ University of Toronto
- ✓ University of Toronto Scarborough

FIRST NATIONS & FIRST NATIONS PROGRAMS

- ✓ 6 Nations of the Grand River
- ✓ Kenora Saakaate House
- ✓ Kenora Homeless Shelter
- ✓ Makawa Patrol
- ✓ Treaty Three Police Service
- ✓ Wabaseemoong Independent Nations
- ✓ Sexual Assault Centre
- ✓ Local Community Shelter in Kenora
- ✓ Asubpeeschoseewagong First Nations (Grassy Narrows)
- ✓ Naotkamegwanning First Nation (Whitefish Bay)
- ✓ Wabaseemoong Child Welfare Authority (Whitedog)
- ✓ Northwest Angle #33
- ✓ Dalles
- ✓ Kejick Bay
- ✓ Shoal Lake
- ✓ Saakaate House Women's Shelter
- ✓ Makawa Patrol - Kenora
- ✓ Kenora Homeless Shelter
- ✓ Dallas
- ✓ Northwest Angle 33/37
- ✓ Rat Portage
- ✓ Shoal Lake 40 (Ontario)
- ✓ Shoal Lake 40 (Manitoba)
- ✓ Washagamis Bay
- ✓ Youth Hub Kenora
- ✓ Healthy Babies Program ON
- ✓ Moravian First Nation, Kent
- ✓ Fish River MB
- ✓ Peguis MB
- ✓ Norway House MB

NATIONAL

- ✓ Dakota Ojibway Child Family Service
- ✓ Tri-County Women's Centre
- ✓ Carya Calgary
- ✓ Portail de l'Immigrant Association de Calgary
- ✓ Women in Need Society Calgary
- ✓ Women's Centre of Calgary
- ✓ North East Family Connections Society
- ✓ Wood's Homes, Calgary
- ✓ Centre for Newcomers, Calgary
- ✓ Calgary Drop In Centre
- ✓ Big Brothers Big Sisters Edmonton and Area
- ✓ Jasper Place Wellness Centre
- ✓ Edmonton's Food Bank
- ✓ Edmonton Emergency Response and Newcomers Services
- ✓ Edmonton Mennonite Centre for Newcomers (EMCN)
- ✓ Goodwill Industries of Alberta
- ✓ Lil Bear Resources, AB
- ✓ Odyssey House, AB
- ✓ Grande Prairie Women's Residence Association - Odyssey House
- ✓ Youth Art Connection, NS
- ✓ EFRY Mainland NS Youth Programs
- ✓ The Bridge Youth and Family Services Society, Kelowna, BC
- ✓ YWCA Lethbridge and District
- ✓ Coverdale Justice Society, NS
- ✓ Shelter NS Housing Hub
- ✓ Mi'kmaw Native Friendship Centre, NS
- ✓ Phoenix Youth Programs, NS
- ✓ Mainline Needle Exchange - Harm Reduction Program, Halifax
- ✓ EFRY - Truro Office Youth Drop In
- ✓ Medicine Hat Women's Shelter Society
- ✓ Central Vancouver Island Multicultural Society
- ✓ Family Services of the North Shore
- ✓ Helpline Inc. NB
- ✓ Central Alberta Outreach Centre
- ✓ Women's Outreach Winnipeg
- ✓ Richmond Family Place Society
- ✓ United Way Cape Breton
- ✓ Awanis Agency of Northern Manitoba
- ✓ Marpole Oakridge Family Place BC
- ✓ Mount Pleasant Family Centre Society
- ✓ Family Services of Greater Vancouver
- ✓ Victoria Immigrant and Refugee Centre Society

INDIVIDUAL DONORS & FOUNDATIONS

- / Federation of Community Social Services of BC
- / John Howard Society of Victoria
- / Sixteen13 Ministry MB
- / Immigrant and Refugee Community Organization of Manitoba
- / Youth for Christ Winnipeg Inc.
- / Elmwood Community Resource Centre
- / Men of the North SK

- / Bank of Nova Scotia
- / CIBC
- / Mulcahy Family Fund
- / Sprott Family Foundation
- / TD Private Giving Foundation
- / The Cooperators Foundation
- / The Estate of Jill Richardson
- / Toronto Foundation

VOLUNTEERS

A heartfelt thank you to our dedicated volunteers who contributed 795 hours of their time and talent. Your support and passion is invaluable!

OUR GOALS FOR 2025-2026

While the past year presented undeniable challenges, it also opened doors for growth, innovation and deeper collaboration.

While the past year presented undeniable challenges, it also opened doors for growth, innovation and deeper collaboration. We see opportunities to strengthen partnerships with corporate donors and community organizations, ensuring a more consistent supply of personal care items and clothing for children and men. By expanding our outreach to new donors and engaging the public in fresh ways, we aim to build greater awareness about the urgency of these needs. At the same time, we are exploring efficiencies

in distribution to help offset rising costs, ensuring that every donated item goes further. Most important, we remain committed to delivering dignity and hope to those we serve, and we are confident that with the continued support of our partners and donors, we will rise to meet the growing demand in the year ahead.

Building on the successes of 2024-25, Brands For Canada is committed to expanding our reach and deepening our impact in 2025-26. Our key goals include:



INCREASE ITEMS DISTRIBUTED

To distribute more than **\$60,000,000** (retail value) in new essential items.



INCREASE RECYCLING

By the end of our next fiscal year (March 31, 2026), we hope to increase the total amount (in weight) of textiles we recycle by **10%**.



SUPPORT MORE PEOPLE WITH DISABILITIES

Increase the number of people living with disabilities supported by the EDGE program by **10%**.

BOARD OF DIRECTORS

Ian Webster President

Financial Advisor, The Financial Fighter

Stephen Thomas Vice President

Founder & CEO, Halo Advisory

Alex Golikov Treasurer

Senior Analyst, Just Energy

Tyson Haller Secretary

Managing Director, TYS Agencies

Donna Cansfield Past President

Retired MPP/Minister Ontario Legislature

Charlotte Rouse Director

Retired Constituency Assistant, Ontario Provincial Government

Anthony Furey Director

Board Member, Rama Gaming

Sahar Ziaey Director

Corporate Partnerships Officer, Doctors without Borders

STAFF

Helen Harakas Executive Director

Tria Urnom Senior Programs Director

Inga Skaya Edge Program Director

Logan Thayalan Director of Fundraising and Community Engagement

Tanya Syrokoms kaya Finance Manager

Martha Bado Gonzalez Logistics and Warehouse Manager

Julie Ann Young Suitable Impressions Program Lead

Julia Alexander BFC Programs Support

Ela Abazi Senior Job Developer

Sopigha Sribaskaran Job Developer & Facilitator

Oral Campbell Warehouse Assistant

SPECIALISTS

United in Change Business development and marketing

Jas Jhooty Fundraising support

Mark DeMontis Strategic Partnerships Lead

GET INVOLVED

Your support is crucial to our continued success.
Join us in making a difference:



DONATE

Your financial contributions enable us to cover operational costs, logistics, and to expand our programs. Email Logan Thayalan: logan@brandsforcanada.com or visit brandsforcanada.com/donate



VOLUNTEER

Lend your time and skills to help us sort, pack and distribute goods. Email Logan Thayalan: logan@brandsforcanada.com



BECOME A CORPORATE PARTNER

If your brand has new, unsold goods, partner with us to make a meaningful impact. Contact Tria Urnom: tria@brandsforcanada.com



SPREAD THE WORD

Follow us on social media and share our mission with your network.

facebook.com/brandsforcanada#

[Instagram.com/brandsforcanada](https://instagram.com/brandsforcanada)

linkedin.com/company/brands-for-canada-ontario-/

x.com/brandsforcanada



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