Impact Report 2023/2024

The Snowsuit Fund | Le Fonds Habineige

Table of Contents

Message from our Chair 3

The Need for Snowsuits 4

Our Impact 5

Year In Review

Volunteers / Group Volunteering 9

Seasonal Appeal 12

Dinner Party In a Box 13

50/50 For The City 14

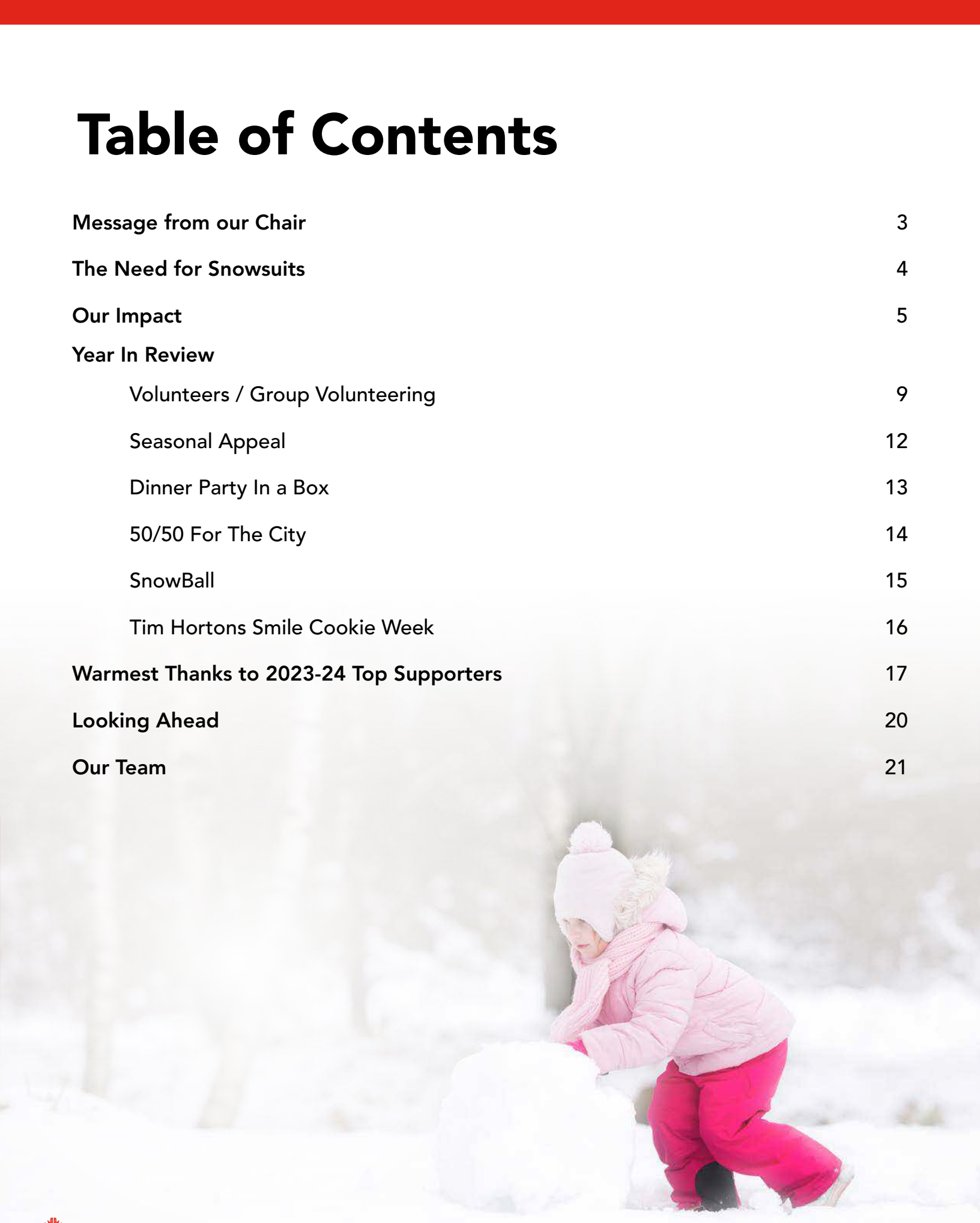
SnowBall 15

Tim Hortons Smile Cookie Week 16

Warmest Thanks to 2023-24 Top Supporters 17

Looking Ahead 20

Our Team 21



A Message from Our Chair

"I was warm heading off to school and I was active outdoors with my friends all-year round. My brothers, sister, and I continue to love winter in Ottawa. We snowboard, play outdoor rink hockey and skate on the canal. All activities we were able to start as kids because of a warm snowsuit from The Snowsuit Fund and the generous people of Ottawa."

Those are the words of Oscar Arrieta, a former Snowsuit Fund client and one of our newest board members. Although Oscar's trip to the Snowsuit Fund depot was nearly 20 years ago, the impact that a single snowsuit can make will last a lifetime.

Driven by continuous increases in the cost of living, the number of families turning to The Snowsuit Fund for winter outerwear for their children was unprecedented during the winter of 23/24. Through the generosity of donors and community partners, The Snowsuit Fund had the capacity to provide high-quality snowsuits to 16,500 vulnerable Ottawa children.

We are so thankful that our community came together to provide relief and dignity to those most in need in our community.

Can you imagine having to choose between buying groceries or paying utility bills and the well-being of your children? For most of us, this seems inconceivable, yet it remains the reality for many families. In Ottawa, 1 in 6 children live in poverty. In several neighbourhoods, including Ottawa-Vanier where The Snowsuit Fund depot is located, poverty rates are the highest in the country with 30% of families struggling to meet basic needs.

Children living in poverty are often denied everyday opportunities that are part of daily life for children from higher-income households. Outdoor activities are essential in maintaining good health, but for thousands of kids, it can be difficult to get outside during the cold winter months. Warm outerwear is a necessity that more and more families simply cannot afford. At The Snowsuit Fund, we believe every child in Ottawa needs and deserves a snowsuit to play outside and thrive.

When you support The Snowsuit Fund, you give more than a snowsuit. You're allowing disadvantaged children to reap the benefits of outdoor play with their peers. Less stress, less sickness, more confidence, and better grades are just a few of the positive impacts. Self-esteem, pride, and a sense of belonging all play a critical role in helping children and their families build a solid foundation that will benefit our entire community.

For 42 years this grassroots organization has been operating with just one full-time employee and seasonal staff. This year, we were grateful for the return of group volunteering at the depot which had been on pause during the pandemic. Volunteers are so important to help defray some of the operational costs at The Snowsuit Fund.

As I wrap up my second year as Chair, I want to thank our amazing board of directors for their tireless commitment and passionate dedication and to our small but mighty staff who serve clients with warmth, kindness, dignity and respect. The Snowsuit Fund would not exist without the incredible support of our committed volunteers and generous donors. We are deeply grateful for our many community and corporate partners for their generous donations, matching pledges and signature event sponsorships. To everyone in our amazing Snowsuit Fund family I say, "thank you!"

Danny Kingsbury
Board Chair

You can read more of Oscar's story right here in The Snowsuit Fund 2023/24 Impact Report.

The Need for Snowsuits

6,910 Families

Turned to The Snowsuit Fund for warm winter outerwear for their children

16,496 Kids Kept Warm

Snowsuits distributed

442 Snowsuits

Distributed in one day (October 31)

12,709 Matching Hats Purchased

And distributed with snowsuits to families in need

Every Child Deserves a Snowsuit

When you support The Snowsuit Fund you're giving more than a snowsuit You're giving them a chance to reap the benefits of outdoor play with their peers. Less stress, less sickness. More confidence and better grades are just a few of the positive changes. Self esteem, pride and belongingness all play a critical role in helping children and their families build a solid foundation upon which they can thrive and access opportunities regardless of economic circumstance.

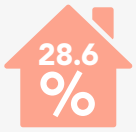
Families with children living in poverty in Ottawa is an ongoing issue that has been exacerbated by the continued rise in the basic costs of living.

Children living in poverty are often denied everyday opportunities that children living in higher income families do not worry about, such as: clothing, shelter, healthy foods, and dental care among others.

Source: Khanna & Tougas 2014

Our snowsuits help children, families, and communities to build the foundation for a better, more equitable life with better choices and more opportunities.

3/10 children residing in Ottawa-Vanier live in poverty. It is the highest rate of the Ottawa-area and the 18th highest rate in the country.



The child poverty rate in Ottawa South was only slightly lower, ranking 29th at 28.6 per cent.

Source: https://campaign2000.ca/wp-content/uploads/2018/06/Campaign-2000-Riding-by-Riding-Child-Poverty-Report.pdf

14% of children <18 and 15% of children <6 live in households living below the Low-Income Measure After Tax.

Source: SPC 2008

Poverty affects our children at an alarming rate: 1/6 Ontario children is living in poverty – because their parents are living in poverty.

Source: https://documents.ottawa.ca/sites/documents/files/poverty_ss_en.pdf

Snowsuits as a vehicle to provide access to outdoor play continues to be important to families and communities.

Impacting Lives With Your Help

$50 will keep one child warm this winter.

We distributed **16,496 new snowsuits** to children 15 years and under from low-income families

1 in 6 Children in Ottawa lives in poverty

We support **6,000+** low-income families

$50 =

$500 =

"You guys gave me a snowsuit when I was a child and made me feel like a have versus feeling like a have-not."

Daniel Rousey, Past Client

Paying It Forward

Our Snowsuit recipients often ask how they can help others in their community. Many who receive snowsuits for their family return to the Depot to volunteer. Others who received snowsuits as children become our biggest champions later in life.

Impact Story: Meet Alex

Alex Lawson, the director of operations at Capital Framers, holds a deep appreciation for the Snowsuit Fund's significance in enabling children to enjoy winter despite financial constraints. Lawson's personal history links him closely to the cause, as he was a beneficiary of the Snowsuit Fund during his childhood in the Herongate area. Raised by a single mother with limited financial resources, Lawson understands firsthand the impact such assistance can have on a family.

Reflecting on his journey from receiving aid to achieving success in his own business, Lawson is now determined to pay it forward. He recognizes the opportunity to make a difference and is committed to giving back to the community that supported him during his formative years. With gratitude for the assistance he received, Lawson aims not only to provide what was essential for him but also to extend support beyond what he received, ensuring that more children can experience the warmth and joy of winter.

Through his role at Capital Framers and his personal commitment to philanthropy, Lawson embodies the spirit of giving back and creating opportunities for others. His story serves as an inspiration, highlighting the transformative power of assistance programs like the Snowsuit Fund and the ripple effects of generosity within a community.

Impact Story: Meet Oscar

Can one snowsuit change your life?

Yes, it can, just ask **Oscar Arrieta**.

The warmth and comfort of a cozy snowsuit had a life-changing impact on Oscar's life after his parents made the difficult decision to move to Canada from Mexico. His parents knew that a life in Canada meant a better future for Oscar, who was only 13 years old, his younger brothers, 12 and 8, and his 10-year-old sister.

Oscar remembers what it was like when his family arrived in Ottawa with nothing but hope and determination. More than anything, he wanted to fit in and be with his new friends.

And then he experienced his first Ottawa winter.

Without warm clothing, Oscar couldn't spend time outdoors, and that hurt. Then, his mom took them to The Snowsuit Fund depot. Oscar remembers the big red metal door and inside, there were hundreds of snowsuits in different styles.

It was exciting for Oscar to pick his first winter jacket and pants. He found a suit in his favorite colours, blue and black, feeling it totally matched his personality!

When he left The Snowsuit Fund depot that day, Oscar was proud of his new jacket. He had no idea that a piece of clothing would give him confidence and change his life. In his warm snowsuit, he didn't shiver going to school and he could play outside with his friends for hours.

Today, Oscar is a successful engineer. In 2022, he married his beautiful wife and told her about his first cold winter in Ottawa, and how he still remembers his snowsuit. Together, they decided to help other kids who are too cold to go to school or play outdoors. Oscar is now a volunteer board member with The Snowsuit Fund, and says he is "excited to volunteer my time and help raise money to keep even more kids warm and give them the confidence I felt in my new snowsuit."

Thank you Oscar!

Volunteers

Depot Operations

Our Snowsuit Fund Depot operates with one full-time employee and seasonal staff who serve clients with compassion, dignity and respect. This year our core team was supported by individuals and organizations who donated their time to help serve clients and assist in the warehouse which significantly reduced our staffing and operational expenses.

Co-Operators

Volunteer Groups

Daughters of Penelope

Ottawa Police

Carleton University

Adobe

Rhea Group

Marriott

Cooperators

Atlific Hotel

Deliotte

Broadway Across Canada

Intact

Health Canada

Carleton - Race for Good

Compugen

Ciena

Volunteer Impact

$36,443 Value

of donated volunteer time if calculated at minimum wage.

2,202 Hours

of volunteer time contributed to supporting Snowsuit Fund operations and events.

"Providing snowsuits is so vital to the families who need them. I have witnessed the smiles, comfort and security a new snowsuit offers."

Kendra Lachine, Volunteer

Community Engagement

The Snowsuit Fund was the proud beneficiary of many unique and meaningful community initiatives. We are grateful to the numerous individuals and organizations who hosted fundraisers or collected gently used snowsuits on our behalf.

Brown's Cleaners

Colonnade Bridgeport

Walton - Muir Family Crantham Cres. Halloween Skele-bration

Hamre Real Estate Team RE/MAX Affiliates

"There is no better feeling than knowing that you have made a difference in the day, week or life of a family just by offering them a pleasant experience getting a snowsuit."

Depot Volunteer

2023-24 Annual Appeal

628
New Donors

In September 2023 the Snowsuit Fund kicked off its 42nd Annual campaign to raise funds to purchase snowsuits for children 15 years and younger from low-income families living in Ottawa. Direct mail and digital platforms worked in tandem over the fall and winter to convey our need and our impact to attract and retain supporters. This year, the Senators Community Foundation and Giant Tiger generously pledged to match individual donations up to a combined $55,000 inspiring even greater generosity.

The Snowsuit Fund Le Fonds Habineige

Donate before December 31 and keep even more kids warm this winter! Snowsuit Fund Community Match Partners will double the impact of your gift up to $55,000!

GIANT TIGER SENATORS COMMUNITY FOUNDATION

Date

Mrs. Jane Donor
123 Any Street
Ottawa, ON K1W 3V9

Dear <Preferred Salutation>,

Can one snowsuit change your life? YES!

Hello! My name is Oscar Arrieta. Thank you for being a <loyal donor to> the Snowsuit Fund. I'm writing to you today to tell you what the warmth and comfort of a blue and black snowsuit meant to me when I first arrived in Ottawa.

My family came to Canada from a small city in Mexico. The decision to uproot four children from their home and say good-bye to friends and family was difficult for my parents. I was 13 years-old, my younger brothers were 12 and 8 and my little sister was only 10. We were anxious about moving to a new country, but my parents knew that a life in Canada meant a better future for all of us, and they were right!

We arrived in Ottawa with nothing but hope and determination.

<Preferred Salutation>, do you remember what it was like being a teenager trying to fit in? More than anything, I wanted to be with my new friends, playing outside after school and on weekends, enjoying the freedom of being outdoors.

And then I experienced my first Ottawa winter.

Have you ever gone out to get the recycling bin or walked to the mailbox without your jacket or gloves in winter? You pull your sleeves down over your hands or stuff them in your pockets – but it's okay – it's only for a minute, right? If your neighbour stops you for a chat, it's not long before you start to shiver, and your hands begin to hurt.

Oscar and his siblings – then and now!

Donation Form *Please return in enclosed envelope. Cheques should be made payable to The Snowsuit Fund. If you wish to make a monthly gift, please see reverse.*

MAKE A SINGLE GIFT

«DonorNumber - LD»
«FullName»
«Address1»
«Address2»
«City», «Province» «Postal_Code»

Yes! I want to continue my support and give warmth and confidence to more kids like Oscar! Please match my donation.

Please accept my gift of: $ xxxxx $ xxxxx $ xxxxx

_ I have received duplicate mailings / my address
_ I would like to receive emails on upcoming Snow

snowsuitfund.com 225 Donald St., Unit 134 Ottawa ON K1K 1N1

The Snowsuit Fund Le Fonds Habineige
225 Donald Street, Unit 134
Ottawa ON K1K 1N1

RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

Your donation to the Snowsuit Fund will be matched! Help keep more kids warm this winter.

Dinner Party in a Box

On November 25, 2023, the Snowsuit Fund hosted a charming "Dinner Party in a Box" fundraiser, generously supported by BMO, Trexity and over 20 sponsors. Starting during the pandemic, this heartwarming event continues today, uniting people over gourmet meals while supporting children in need. Each box provided ingredients and recipes for a delightful dining experience, fostering community spirit and warmth.

296
Snowsuits

20+
Sponsors & Partners

50/50 For The City

With a view to helping even more deserving Ottawa families with children, the third annual Snowsuit Fund 50/50 fundraiser which was developed in consultation with Rogers Radio, broke new ground in 2024 by welcoming BGC Ottawa, one of The Snowsuit Fund's referral agencies, to share in the proceeds. Working together the 50/50 for The City campaign reached a wider audience and gathered broader support to fight the impact of poverty on families in our community. There's strength in numbers and together we made a positive impact on the lives of disadvantaged youth and children.

10,942
New Contacts

21,327
Tickets Sold

Radio Partners

KiSS 105.3 · 106.1 CHEZ · 101.1 COUNTRY

Early Bird Prizes Partner

CANADIAN TIRE OTTAWA DEALERS

SnowBall

In February *SnowBall, A Cool Winter's Eve* the Snowsuit Fund's annual all-inclusive cocktail party sold out for a 3rd year in a row. The exclusive guest list included Mayor Mark Sutcliffe, OBJ Publisher Michael Curran and Ottawa Senators Owners Michael and Lucie Andlauer among many others. Lead event partners Intega IT, BUMP, Norton Rose Fulbright and Ottawa Senators Foundation were joined by over 100 local businesses that sponsored the event or donated auction items.

1,900
Snowsuits

442
Attendees

40
Sponsors & Partners

Tim Hortons Smile Cookie

6,257
Snowsuits

208,600
Cookies Sold

In 2023 Tim Hortons Smile Cookie campaign in support of the Snowsuit Fund, historically staged in September, moved to May. Despite the date change, the annual community campaign raised enough to fund the purchase over 6200 new snowsuits. Kicking off onstage at the Fifty-Five Plus Lifestyle Show, Snowsuit Fund Volunteers set up a pop-up shop at the EY Centre and sold thousands of cookies to various weekend event attendees. Snowsuit Fund supporters could also pre-order Smile Cookies (by the dozen) on our website with free citywide delivery. Since 2000, Tim Hortons' ongoing support totals over $2.4 Million and warmth for over 60,000 Ottawa children.

Warmest Thanks

Organizational Gifts This Year

Over $25,000

Tim Hortons Ottawa Store Owners
CLV Group & Interrent REIT
Giant Tiger
Intega IT Inc.
Ottawa Senators Hockey Club

Over $10,000

BMO Private Wealth
BUMP, A Division of CBN
Humenkind
National Arts Centre Players Association
Norton Rose Fulbright Canada LLP
Rogers Sports & Media

Over $2,500

1155599 Ontario Ltd.
9th Hour Theatre Company
Andaz Ottawa
BBS Construction (Ontario) Ltd.
Borden Ladner Gervais LLP
Brazeau Seller Law
Cables Plus
Capital Framers
Compugen
Kinaxis Inc.
Lansdowne Consulting Group
Locations LouLou Lounge Inc
Mediaplus
Ottawa Fire Fighters
PCL-Constructors Canada
Salon Fiorella
Star Motors
Trexity
Urbandale Construction Ltd.

Over $1,000+

All Signs
Browns Cleaners
Great River Media
Colonnade Bridgeport
Gabriel Pizza
Hamre Real Estate Team RE/MAX Affiliates
Kichesippi Beer Co.
Ormes Furniture
Ottawa Carleton Public Employees' Union
Ottawa Police Service
Ottawa Region Contractors Association
Ottawa Titans Field of Dreams
Palladium Orthodontics
Ron Eastern Construction Ltd.
Trajectory Beverage Partners
The Promenade Retirement Community
United Brotherhood of Carpenters

Gifts from Schools, Colleges & Universities

Algonquin College SOHT
Ashbury College
Avalon Public School
Broadview Public School
Canterbury High School
Fern Hill School
Frank Ryan Catholic School
Kanata Montessori School
Lisgar Collegiate
Nepean High School
Sir Robert Borden High School
St. Laurent Academy
Westwind Public School

Gifts From Charitable Foundations & Funds

B Winslade Charitable Foundation
Benevity Community Impact Fund
CAF Charities Aid Foundation
Charitable Impact Foundation (Canada)
Columbus Club-Council 485
Dewaan Foundation
Fondation Jocelyne Et Gilles Ouimet
Minto Foundation
Ottawa Community Foundation
Paldos Charitable Foundation
Paypal Giving Fund
R.A. Beamish Foundation
Sahara Foundation
Senators Community Foundation
United Way
Wanaki Fund
WCPD Foundation

Special Thanks to:
Our volunteer knitting groups for donating thousands of colourful toques handmade with love.
Organizations and individuals who collect and donate new and gently used winter outerware for distribution to those in need.

Warmest Thanks

Individual Gifts This Year

Over $5,000

Sandeep Aggerwal
Alex Bordatchev
Penny Dodge
Carolyn Grainger
Valerie & Cliff Hammell
David Houghton
William J. Sinclair
Marion Trouten

Over $2,000

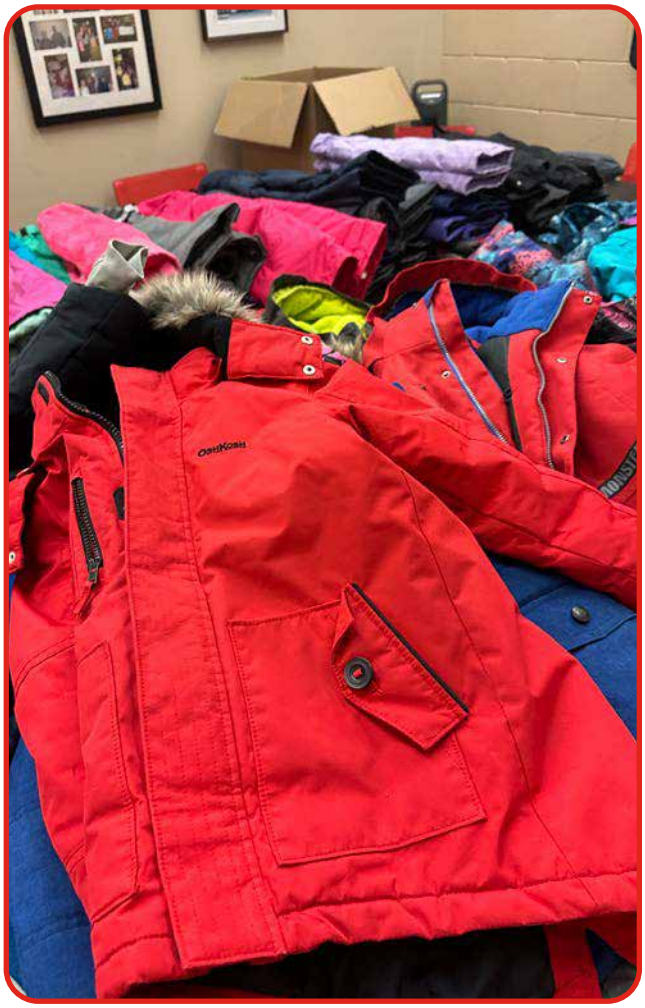
Ali Almezhel
Charles Cadieux
Tim Chadder
Paul Hamon
George Ireland
Donald Jordan
Audrey Kenny
Guy & Linda Marier
Donald Paul Bush and Sue Martin
Penelope McCann
Scott and Michelle McIntosh
Edward or Donna Ogonek
Michael & Melanie Polowin
Robert Redman
Steve and Donna Spooner
Ann Thompson

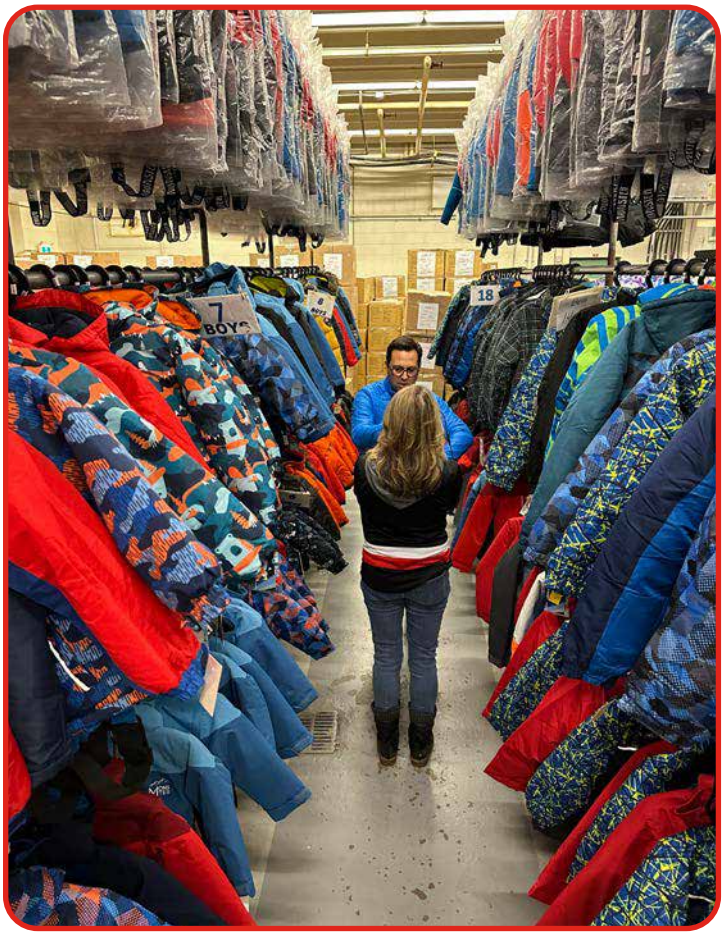
Over $1,000

Steve Adams
John Bahen
Alfred Basilious
Liz Briggs
Lucille Bristow
Jason Brown
Kent & Mary Browne
Tanya Buckley
Cheryl Bunnell
Joan Catterson
Stephen Conarroe
Liz Cosgrove
Monique Desrosiers
Louis A. Dugas
Bernadette M. Eischen
John Findlay
Kevin Fiset
Manfred Goetz
Cynthia Harrison
Jeremia Hurley
Heidi Jackson
Kacper Jakobik
Rob Lafortune
Julien Le Guerrier
Michael P. & Cheryl Leggett
John & Taryn Mackenzie
David Maclaren
Charles Maclaren
Douglas & Deborah Mallalieu
Martin Masse
Mary and Joe Meaden
Barbara Merrick
Joel Neuheimer
David Nikkel
Stefanie Philipp
Richard Robillard
Zachary Schenk
Mary Sheridan
Charles Smith
Craig Smith
John Tammadge
Jennifer Tuthill
Sylvie et Paul Vaillancourt
Barry Vandyk
Chelsea Walton & Family
Jim & Nancy Watson
Carole & Phil Whittall

Thank you to donors who wish to remain anonymous and who give through their Workplace Giving Programs & Charitable Foundations.
We have made every effort to be inclusive while respecting donor acknowledgement preferences.
If you see an error or omission, please let us know.

Warmest Thanks





Looking Ahead

In 2024/25, our primary focus remains on securing adequate funds to provide warmth to as many children as possible, while also laying the groundwork for expanding our impact in 2025 and beyond. To ensure the ongoing success and sustainability of our organization, strategic planning sessions were conducted this year, identifying the following key investment priorities:

- Implementing new technology to improve delivery and administration processes, allowing us to better understand and serve our clients in a data-driven manner.
- Enhancing our snowsuit fund distribution model to eliminate access barriers and facilitate broader distribution across the National Capital Region.
- Transforming our physical facilities to enhance service delivery capabilities.

September 2024 - January 2025

The Snowsuit Fund Annual Appeal

Become a Match Partner, organize a fundraiser or donate to support snowsuit purchases.

November 2024

Dinner Party In a Box

Sponsor or purchase boxes to enjoy with with friends and family at home. Host a stress-free dinner party or gift boxes to your staff and clients. All proceeds support snowsuit purchases.

February 2025

SnowBall, A Cool Winters Eve

Sponsor, purchase tickets or donate valuable items for our auction. All proceeds support snowsuit purchases.

September - December 2024

Group Volunteering at our Depot

Book a half or full day shift, wear your corporate T-shirts and take part in a heartwarming team-building experience that defrays our operational expenses. We will provide recognition on social media.

Please contact us at **communications@snowsuitfund.com** to discuss available opportunities.

Connect with us on Social Media to stay up to date on current events.

@snowsuitfund @SnowsuitFund @the_snowsuit_fund

April 29 - May 5 / Pre-order Online until May 1

Smile Cookies for The Snowsuit Fund

Order by the dozen with free delivery to multiple addresses

Every dollar spent on cookies comes to The Snowsuit Fund to support our 2024-25 season, and your company will receive recognition from the Snowsuit Fund commensurate with your investment.

April 29 to May 5

smile cookie™

Share Smile Cookies with your team and share your warmth with the Snowsuit Fund.

Pre-order a dozen for FREE DELIVERY to one or more addresses. Order for yourself and others.

Say Thanks or Pay it Forward with Smile Cookies. They're perfect treats for:

- **Staff, clients and guests** (sales calls, lunchrooms, job sites, staff lounges, boardrooms, remote workers).
- **Your tenants** tell them "We love having you here!"
- **Gifts for disadvantaged communities** distributed in the community by Ottawa Police Officers.
- **Your branch operations** It's a great way to foster goodwill.
- **Hungry construction site teams** They'll jump on the much-loved snacks!
- **Golf tournament swag bags** You'll hit a hole-in-one!
- **Community kitchens and charities** An unexpected sweet treat.

Tims · The Snowsuit Fund · Le Fonds Habineige · Trexity Delivery Partner

Order Today! snowsuitfund.com

Our Team

Danny Kingsbury
Chairperson (2022-24)
Media Consultant

Andrew Watson
Treasurer
KPMG

Martin Masse
Vice-Chair
Norton Rose Fulbright LLP

Mike Leggett
Second Vice-Chair
Scotia Wealth Management

Trina Fraser
Secretary
Brazeau Seller LLP

Lauren Parkes
CAA North & East Ontario

Jodie Harrison
Harrison Wealth Advisory/ BMO Nesbitt Burns

Steve Monuk
Ottawa Venues

Patricia Ferguson
Ottawa Police Service

Lise Clément
Lansdowne Technologies

Oscar Arrieta
Attabotics Inc.

Ian Burns
David Burns and Associates

Our Team

Daljit Nirman
Nirman's Law

Amanda Young
Rogers Media Ottawa

Mark Ford
RHEA Group

Susan Dennison
Tim Hortons

Ransome DrCar
JLL

Archie Crichton-Stuart
PwC Caanda

Joanne Andrews
General Manager

Karen Wood
Communications & Development

Seasonal Staff

Dorcas Abili

Mohammed-Tayeb Abdelaziz

Deborah Blasutti

Wendy Gayfer

Reem Haddad

Katia Hanna

Sara Habibyar

Nada Harika

Christina Miller

Heather Munro

Heather Peck

Lise Rowan

Michelle Sylvain

Mike Sylvain

Joelle Sylvain

2023/2024 Patrons

New this year, The Snowsuit Fund created the PATRON role to acknowledge outstanding individuals who have had a significant impact on our charity and continue to show unwavering support of our mission in various ways.

Kent Browne

Denis St Denis

Don Masters

Brian MacGregor

The Snowsuit Fund

Le Fonds Habineige