



the Caring and Sharing Exchange

People helping people since 1915



ANNUAL REPORT
2017 - 2018





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People helping people since 1915

OUR MISSION

To provide our neighbours with relief and dignity during difficult times of the year in the most fair and efficient way possible.

OUR VISION

A caring and sharing community where individuals and families receive the coordinated support they need at Christmas and other times of the year.

OUR PROGRAMS

The Christmas Exchange
Co-ordination Service

Sharing in Student Success
Kindness Week

A MESSAGE FROM THE PRESIDENT



Board President Paul Lalonde speaks at the annual Corporate Hamper-Packing Day at Lansdowne Park (December 20th, 2017).

I am thrilled to report that the 2017/18 fiscal year came with significant growth in the number of individuals and families in need for whom the Caring and Sharing Exchange (C&SE) provided relief and dignity through our programs.

Through the Sharing in Student Success Program, we provided assistance to all 2,553 children from families in need that were registered for the program. This assistance included a backpack stuffed with all the grade-appropriate supplies required for each child's grade level (as outlined by the Ottawa Boards of Education). This not only eased the tension on already extremely tight family budgets, but also allowed these children to return to school on an equal footing with their peers, ready to learn. This was no small feat. In the last 2 years, the need for this program has increased by 61.4%.

Through the Christmas Exchange Program, we were able to provide a record 17,351 individuals in need the opportunity to enjoy a festive holiday meal that otherwise would not have been possible. This represents an increase of 17.8% over the number of individuals we provided assistance to in the previous year. As always, my family enjoyed participating in the Corporate Hamper-Packing Day, where our corporate partners, volunteers, and community leaders came together to pack and deliver hundreds of hampers to Ottawa families in need in a single day.

In conjunction with both our assistance programs, the Caring and Sharing Exchange continues to run the Coordination Service, working to eliminate any duplication of service across the community. This year, the service saved the community \$69,900. Through this innovative service, the C&SE ensures that donor dollars go further and all savings are reinvested to help even more people in need.

The C&SE would not be able to help our neighbours in need without the generosity of all our donors, volunteers, partners, and community leaders. Thanks to these groups, we continue to make an incredible difference at both Christmas and during back-to-school.

It has been an absolute pleasure to have once again led a dedicated group of Board Directors over the past year. This year, we say goodbye to Brent Percival (Vice President), who joined the Board in 2013, and Cara Salci, who joined in 2014. Thank you to you both. It was a pleasure to work and serve with you over the past few years. You will surely be missed.

This year, I have also made the difficult decision to step down from the Board of Directors. I joined the Board of Directors in 2012, and have served as President of the Board for the past 2 years. I look forward to continuing to support the Caring and Sharing Exchange and its great work in a different capacity in the future. I know that I am leaving the organization in great hands.

During my time on the Board I have met, served and learned from many talented and generous people. I have also made many wonderful memories; from a very eventful first Annual General Meeting, volunteering at the Hope Beach Volleyball Tournament; packing Christmas Hampers with my girls and delivering them with my wife; and light moments with colleagues at Board and other meetings. All of this while helping individuals and families in need.

I am very proud to have been part of the Caring and Sharing Exchange and the great work we have done during my tenure. Thank you for one of the most fulfilling experiences of my life.

PAUL LALONDE
PRESIDENT, BOARD OF DIRECTORS

BOARD OF DIRECTORS 2017 - 2018

EXECUTIVE COMMITTEE

Paul Lalonde, President
Brent Percival, Vice President
Derek Dedman, Treasurer
Erin Johnstone, Secretary
Cindy Smith, Executive Director
(ex-officio)

BOARD DIRECTORS

Susan Anson (Voted in January 2018)
Wayne Crutchlow
Anis Hanna
Meghan Kennedy
Stephan May
Megan O'Meara
Alexandra Salamis
Cara Salci
Tim Wong

THE EXECUTIVE DIRECTOR'S REPORT



Cindy Smith, Executive Director of the Caring and Sharing Exchange, poses with Mayor Jim Watson on Backpack-Packing Day (August 23rd, 2017).

Overall, this was a great year for the Caring and Sharing Exchange (C&SE) team and we are thrilled to report many successes in 2017.

Through both the Christmas Exchange and the Sharing in Student Success programs, we provided dignity, relief, and hope to 19,904 Ottawa individuals in need. This is an 18.6% increase over the previous year.

To ensure that we are helping those most in need, beginning in 2017, the C&SE requires that all individuals and families registered for assistance fall within the LICO (Low Income Cut-Off) Measure. In addition, we continue to make our donor's dollars go further through our innovative Coordination Service, by eliminating any duplicate applications for assistance.

Because many individuals and businesses alike prefer to give back to the community in a more tangible way, we have seen a significant increase in the number of in-kind donations we are receiving. Firstly, the Sponsor-a-Hamper Program allows individuals, families, groups, and businesses to put together a hamper and deliver it directly to a person or family in need. During the 2017 Christmas Exchange Campaign, 1,299 hampers were sponsored as opposed to 505 in 2016, an incredible 157.2% increase! Secondly, we are finding an increase in donations of backpacks and school supplies for the Sharing in Student Success Program. In fact, the value of materials donated was estimated at \$99,162, an increase of 97.9% over the previous year.

Once again, Kindness Week in Ottawa was a tremendous success. The theme was "Kinds of Kindness." We spent the week running around with the very kind Rabbi Bulka all in the name of kindness,

surprising the city's kindest individuals and groups with awards - 60 awards were given out! Many other activities were held across Ottawa, including: a launch event in Accora Village; a Multi-Faith Airport Welcoming Committee; a Kindness Week Blood Donor Clinic; and much more!

I want to thank our dedicated Board of Directors, our donors, our partner agencies, the staff, and the incredible volunteers that help us provide assistance to those in need. We could not do it without you!

In closing, I'd like to say a special thank you to our outgoing Board President, Paul Lalonde. Paul has put so much energy, heart, and soul into the Caring and Sharing Exchange over the past several years. On a personal note, Paul has been an incredibly supportive leader, a mentor, a sounding-board, and a pleasure to have worked with.

CINDY SMITH
EXECUTIVE DIRECTOR

THE STAFF OF THE CARING AND SHARING EXCHANGE: 2017 - 2018

"The truth is that teamwork is at the heart of great achievement" — John C. Maxwell

Cindy Smith, Executive Director

Megan O'Meara, Communications Coordinator
(to April 2017)

Heather Fraser, Director of Resource Development

Kristen Coulas, Volunteer and Office Coordinator
(Contract October to December 2017)

Rebecca Nagrodski, Program Coordinator

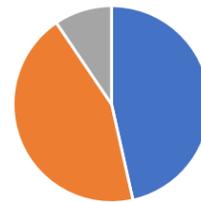
Monique Veselovsky, Communications Coordinator

PEOPLE HELPING PEOPLE: OUR PROGRAMS REPORT THE CHRISTMAS EXCHANGE PROGRAM

Although Christmas is a joyous time for many of us, for those experience financial hardship, it can be a daunting and stressful time of year. In 2017, we had 17,877 individuals requesting assistance through the Christmas Exchange. Thanks to our generous donors and supporters, **17,351 individuals were provided with relief and dignity through a food hamper containing all the fixings for a festive Christmas dinner, or a with redeemable gift voucher.**

We are so happy to report a tremendous growth in our Sponsor-a-Hamper program. In 2017, 1,299 families received assistance through Sponsor-a-Hamper—an increase of 88% from the year before! Our Corporate Hamper-Packing Day was also a huge success, with 407 hampers packed and delivered by wonderful volunteers all in a single day.

Demographics of Those Assisted Through the Christmas Exchange Program



- Number of Children (0-17yrs)
- Number of Adults (18-54yrs)
- Number of Seniors (55yrs+)

“Hi, my name is Jane and I received my first gift of the season today. I was on my way out the door to see the lights on Parliament Hill. My worker handed me this voucher.*

“Gifts come in so many forms, I am so glad for this program, because it came at the right time.”

2017 Voucher Recipient

**Jane’s name has been changed to protect her identity*

| 2017 Christmas Exchange Program - by the numbers | # of families | # of individuals |
|---|---------------|------------------|
| Assisted through the Sponsor-A-Hamper program | 1,299 | 4,714 |
| Assisted through Hamper-Packing Day | 407 | 994 |
| Assisted with a redeemable gift voucher | 3,673 | 11,643 |
| Total assisted through the Caring and Sharing Exchange | 5,379 | 17,351 |

THE SHARING IN STUDENT SUCCESS PROGRAM (SISS)

In 2017, we had **2,553 children from Ottawa families in need** register for our Sharing in Student Success (SISS) program. Despite a **23% increase in registration** over the previous year, we are happy to report that every child registered for the program received assistance in the form of a backpack filled with all the grade-appropriate supplies they needed for the school year.

We continue to be blown away by the incredible support of our donors, retail partners, volunteers, and supporters for this important program.

“My children had a big smile and happiness when they received backpacks filled with assorted school supplies. My last born didn’t want to take his backpack off his back because he wanted to keep it on his back for the whole night.

Your help is much appreciated.”

2017 Parent of Backpack Recipients



2017 backpack recipient.

THE COORDINATION SERVICE

During both our assistance programs, the Caring and Sharing Exchange ran its innovative 103-year-old Coordination Service! Through this important service, we worked with close to 250 agency partners to eliminate any duplicate applications for assistance city-wide. In fact, in just the last 5 years, our Coordination Service has **saved the community over \$2.5 million**. All savings are reinvested to help even more Ottawa individuals and families in need year after year.

| 2017 Community Savings by Program | # of duplicates | Total Savings |
|------------------------------------|-----------------|-----------------|
| Christmas Exchange Program | 607 | \$60,700 |
| Sharing in Student Success Program | 230 | \$9,200 |
| Total Duplicates Found | 837 | \$69,900 |

OTTAWA KINDNESS WEEK

"We rise by lifting others" — Robert Ingersoll

On February 16th 2018, we launched the 11th Annual Kindness Week! The theme this year was "Kinds of Kindness." To tie into this theme, we once again held the Multi-Faith Welcoming Committee, where Rabbi Reuven Bulka, Imam Sammy Metwally, Archbishop Terrance Prendergast, and Bishop Peter Coffin welcomed travelers at the Ottawa Airport and let them know it was Kindness Week.

Throughout the week we celebrated with many other "kind" events, including a week-long Kindness Blood Drive, a student "kind" art and poetry contest, a skate with MPP Yasir Naqvi, and more! We were also incredibly privileged to join Rabbi Bulka in surprising 60 incredibly kind individuals and groups with Kindness Awards throughout Ottawa. We continue to be blown away by the extremely kind individuals in this wonderful city!

As always, we are so grateful for the support of Ferguslea/Accora Village. They continue to support the Kind Ottawa initiative year after year—we couldn't do it without them!

THANK YOU TO OUR 2018

KINDNESS WEEK STEERING COMMITTEE

CHAIR AND FOUNDER OF KIND OTTAWA

Dr. Rabbi Reuven Bulka, Congregation Machzikei Hadas

MEMBERS

Lindsey Barr, World-Changing Kids

Heather Fraser, the Caring and Sharing Exchange

Rebecca Nagrodski, the Caring and Sharing Exchange

Suzanne Pinel, Former Canadian Citizenship Judge

Terri-Lyne Robinson, Office of Yasir Naqvi, MPP

Cindy Smith, the Caring and Sharing Exchange

Desiree Tomassini, Accora Village/Ferguslea Properties

Monique Veselovsky, the Caring and Sharing Exchange



Special guests from World-Changing Kids handing out Kindness Cards and bracelets at the 11th Annual Kindness Week Launch event on February 16th, 2018! (We especially love their hats).

THE FUNDRAISING REPORT

5th ANNUAL CORPORATE HAMPER PACKING DAY



On December 20th, generous corporate sponsors and community supporters gathered at the Horticulture building at Lansdowne park to pack and deliver hundreds of festive Christmas food hampers to individuals and families in need within our community. This heartwarming event and incredible achievement would not have been possible without the amazing support of our event sponsors: Foundation for Giving, Innovapost, Get 'Em Out Wildlife Control Inc., Miller Group, Konnexis Inc., TD, Conlin Bedard, CLV Group, Donna Conna, Emond Harnden, Life Therapies, Waste Connections Canada, and Welch Consulting.

"This experience is rewarding in so many ways and means a lot to us all here at Innovapost. Being able to help and give back to the community is what we're all about!"

"The Hamper-Packing event challenges our employees to come together to support such a great need for families in our community. It's a great way to increase employee involvement, raise awareness of the needs in our community, and do something that feels good! And for those who take it one step further and volunteer to deliver the baskets, the smiles from the families is the best reward."

*Connie Lee, CPG Change Management Support
Innovapost™ - GOLD SPONSOR*

A group shot of some amazing volunteers from Innovapost at Corporate Hamper-Packing Day (December 20th, 2017).

SPONSOR-A-HAMPER

This was a banner year for our Sponsor-a-hamper program! Now in its fourth year, this program provides the opportunity for individuals or groups to purchase, pack, and deliver a food hamper directly to an individual family in need. In 2017, the number of sponsored hampers went from 505 to an outstanding 1299, which represents a 157% increase! Thank you to all of our hamper sponsors!

30TH ANNUAL RUNNING ON EMPTIES EVENT

The Beer store and the Caring and Sharing Exchange celebrated a milestone in 2017, with the 30th Anniversary of the Running on Empties event! On December 16th, volunteers and community leaders were stationed at all beer store locations across the City to collect empties in support of our Christmas Exchange program. We were particularly delighted this year to have a special message from Rick Mercer to help promote the event.

In the last 30 years, the event has raised well over \$360,000 and has helped provide thousands of families with much needed support at Christmas time.



Wonderful volunteers at our 30th annual Running on Empties event (December 16th, 2017).

THANK YOU TO OUR SUPPORTERS!

The following individuals and organizations made contributions of \$500 and above to the Caring and Sharing Exchange during the fiscal period of March 1, 2017 to February 28, 2018.

To all of our supporters, we express our sincere gratitude. We apologize if we have inadvertently omitted or misspelled the name of any individual, company, or group, and ask that you please do not hesitate to let us know.

\$10,000+

| | |
|----------------------------|-----------------------|
| The Beer Store | Danbe Foundation Inc. |
| Christmas Cheer Foundation | Dan & Penny Dodge |

\$5,000 to \$9,999

| | |
|---------------------------------|--|
| Foundation for Giving | Ottawa Community Foundation |
| Innovapost Inc. | (Fund for a New Generation) |
| Ottawa Community Foundation | Steve Ramphos, District Realty Corporation |
| (Erdelyi Karpath Memorial Fund) | + 2 Anonymous Donors |

\$2,500 to \$4,999

| | |
|---------------------------|----------------------|
| Export Development Canada | Miller Waste Systems |
| Andrew & Heather Fraser | K.M. Morrison |
| Konnexis Inc. | TD Canada Trust |

\$1,000 to \$2,499

| | | |
|------------------------|-------------------------------|--------------------------------|
| Denise Allan | F & K Trudel Enterprises Inc. | K.S. McCormick |
| Kathleen Beausoleil | Victoria Godfrey | Michael Munroe |
| Bell Canada | Mary & Don Gowan | D. Desmond Nolan |
| Benefaction Foundation | Hallmark/Davis Agency | Claire Pike |
| Jennifer Brigandi | Holiday Photo Booth | Stephen Quick |
| CLV Group Inc. | Howard Jewellers | Nancy Richards |
| Malcolm Collins | Audrey Kenny | The Royal Canadian Legion, |
| Conlin Bedard LLP | Kott Lumber Company | Westboro (Ont. 480) Branch |
| Lance Cyr | Leah Lepage | Ian & Linda Shugart |
| Graham Dattels | Life Therapies | Cindy Smith |
| Donna Cona Inc. | Douglas L. Martin | Derek Street |
| Susan Elliot | Stephan May | WDS Investment Management Ltd. |
| Felicis Holdings Inc. | Mazon Canada | + 1 Anonymous Donor |

\$500 to \$999

| | | |
|---------------------------------|------------------------------------|-----------------------------------|
| Robert Boyd Aitkin | Cora L. Fisher | Tracy O'Meara |
| Susan Anson | Ilene Ford | Ottawa Community Housing |
| Kim Barnhardt | Lee Fournier | Foundation |
| Richard Birmingham | Mary K. Fye | Peter Ploegman |
| bitHeads | Dennis Gauthier | Cecylia Podoski |
| Jim Blake | Louise Gillin | Klaus Pohle |
| Joe & Deanna Bones | Jennifer Glass | Nancy Porter-Cathcart |
| Thomas Bonner | Sherline Hancock | Pierre Poulin |
| Borden Ladner Gervais LLP | Josee Helie | John Preston |
| Tony & Carol Brigandi | Peter & Shirley Holt | Iola Price |
| Sheena Brooks | Robert Humphreys | Quality Home Services |
| Brownlee Water Quality | James A. Inglis | Quickie Community Foundation |
| Management | IODE – Laurentian Chapter | Raymond James Foundation |
| Susan Brownrigg-Smith | Bob Jamieson | Richard H. Robillard |
| Jean Brunton | Garth Jones | Greg Roger |
| Janet Campbell | Maureen Kidd | Rotary Club of West Ottawa |
| Canadian Blood Services | Kiwanis Club of Nepean | Nick Sala |
| Anne Churchill | Wally & Gwen Kozar | David & Evelyn Smith |
| City View United Church | Suzanne Laplante | Renée Smith |
| John Comba | Leitrim Montessori Preschool | Somali Centre for Family Services |
| Community Foundation of Ottawa | Marie & Guy Lusignan | Stefani Speranza |
| Geraldine Cooney | Gregg McCooeye | Catherine Swimmings |
| R. John Corby | R. B. McDonald | Valerie Tait |
| Wayne Crutchlow | James F. McGregor | Patricia Ulch |
| Erinn Cunningham | Paul McKechnie | Martin & Mary Anne Van Gaal |
| Norma Davies | Patricia McKelvie | Vans Pressure Cleaning Ltd. |
| Clare Dillon | Kenneth Medland | James M. Watters |
| Patricia Dixon | Barry & Debbie Mersereau | Maxine & Edward Whelan |
| Larry Dobson | Donald Messier | Carole Workman |
| Chris Docherty | Kathleen Mitchell | Bill & Ferne Wyman |
| Dominion-Chalmers United Church | Kenneth Morgan | Alastair Younger |
| Women | Ayn Nagrodski | John Zarecky |
| Earl of March Secondary School | Suzanne Nault | + 1 Anonymous Donor |
| Colleen Edwards | NAV Canada | |
| Elizabeth Elliott | Novatech Disaster Restoration Inc. | |

Gifts: In-Kind Donors

| | | |
|--|---------------------------------------|--|
| Accora Centre | Emond Harnden | Nutrilawn |
| Aramark Entertainment | Giant Tiger | Ottawa Community Housing |
| ARC The Hotel | Grenfell Catering | Foundation |
| Bell | Hallmark Davis Agency | Ottawa Public Library |
| Bell Canada Employees | Hill+Knowlton | Ottawa Senators Foundation |
| Bridgehead Coffeehouse (Wellington at Fairmont) | Howard Jewellers | Ottawa Sports and Entertainment Group |
| CAA North and East Ontario | Innovapost | Pure Gelato |
| Canadian Museum of History | Innovapost Employees | Rideau Bakery |
| Canadian War Museum | Intelligent Audio Visual | RioCan Real Estate Investment Trust |
| Cielo Print Inc. | Joseph Allain Photography | Routific |
| City of Ottawa | Lumentum | Staples (Fairlawn) |
| Clear Channel Outdoor | Miller Group | TELUS |
| Côté Poultry Inc. | Minitel Communications Corporation | Tips for Cops |
| David E. Elliott | National Arts Centre | VIA Rail |
| Ed Stevens, RPM Creative | Netsuite | |

We would also like to extend our sincerest thanks to the individuals, families, and groups who generously purchased supplies for, packed, and delivered 1,299 hampers as part of our Sponsor-A-Hamper program!

THANK YOU TO OUR VOLUNTEERS

As always, we extend our deepest thanks to our incredible team of volunteers. We are so lucky to have such a consistent, reliable, and kind group of volunteers that **gave 1,117 hours to our organization** in the 2017/2018 fiscal year!

Our volunteers take on many diverse roles—including serving on our Board of Directors, in our Campaign Cabinet, and on our committees. They also support our fundraising initiatives by performing administrative duties and stuffing envelopes, and they play a huge role working behind the scenes in program delivery every year! To all our volunteers, we are lucky to share our mission with you. You are true gems.

“The best way to find yourself is to lose yourself in the service of others” — Gandhi



Welcoming Committee for Kindness Week



Volunteers at Backpack-Packing Day



Special guests at Hamper-Packing Day

GET INVOLVED

DONATE

Choose a monetary donation to help us make a difference in the lives of Ottawa's individuals and families in need. You can donate by calling our office at **613-226-6434** or by visiting our website at www.CaringandSharing.ca.

When donating, you can choose to make your gift to the Christmas Exchange Program, the Sharing in Student Success Program, or to the umbrella organization, where funds will be allocated where they are most needed.

To help even further, please consider becoming a monthly donor.

FUNDRAISE

Why not turn your next event into a Caring and Sharing Exchange fundraiser? We are grateful to the numerous individuals and organizations who host third-party fundraising events for our cause throughout the year. If you are interested in hosting an event, please contact our office at **613-226-6434** to discuss your great ideas with us!

Sponsor-a-Hamper is a great way to support a local family in need during the holidays. Get matched with a family and go shopping for their holiday meal—you put it together and deliver it directly to the family! To learn more, please visit our website at www.CaringandSharing.ca or email info@CaringandSharing.ca.

VOLUNTEER

We have a wide range of volunteer opportunities for those looking to contribute their valuable time to help further our cause.

Some of the opportunities available to motivated and engaged community members include: computer data entry; envelope stuffing; helping out at special events; making phone calls; and so much more!

Please contact us at **613-226-6434** or email volunteering@CaringandSharing.ca to discuss available volunteering opportunities with us.

STAY CONNECTED

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



[@CaringSharingExchange](https://www.facebook.com/CaringSharingExchange)



[@CS_Exchange](https://twitter.com/CS_Exchange)



[@CS_Exchange](https://www.instagram.com/CS_Exchange)



the Caring and Sharing Exchange

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