



# the Caring and Sharing Exchange

*People helping people since 1915*



ANNUAL REPORT  
2014-2015





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## 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

Christmas Exchange Program  
Coordination Service

Sharing in Student Success Program  
Kindness Week

## A MESSAGE FROM THE PRESIDENT

It has been wonderful to serve as President of the Board of the Caring and Sharing Exchange (C&SE) over the past year. Reflecting back on this year, it has been such a pleasure to lead such an amazing group of passionate, dedicated and forward thinking Directors. This year, we said goodbye to some of our valued Board Directors, including Howard Williamson (Vice President), Gillian Depew, Jose Lazo and Andrea Lee. Of course, with every goodbye, comes the arrival of new Directors who offer fresh ideas. We are thrilled to welcome our newest Directors Jane McVeigh and Darryl Prail.

C&SE could not continue to help our neighbours in need without the commitment and generosity of our donors, volunteers, partners and community leaders. We are so thankful to each and every individual, group and organization that made a difference this year. The people we help come from a variety of backgrounds, whether they are a struggling senior, a single parent, a new Canadian or a person with a disability. Many are struck by unfortunate events such as a job loss, illness or a death in the family. As a team we continue to show our neighbours that we care.

This year, we were thrilled to welcome His Excellency the Right Honourable David Johnston, Governor General to our Hamper Packing



Board President Wayne Crutchlow with Executive Director Cindy Smith at the 2014 backpack stuffing day for Sharing in Student Success.

### BOARD OF DIRECTORS 2014-2015

#### EXECUTIVE COMMITTEE

Wayne Crutchlow, President

Howard Williamson, Vice President (to March 2015)

Tim Wong, Treasurer

Paul Lalonde, Secretary

Maryam Awan, Member at Large

Cindy Smith, Executive Director - *ex-officio*

#### BOARD DIRECTORS

Derek Dedman

Gillian Depew (to January 2015)

Erin Johnstone

Jose Lazo (to November 2014)

Andrea Lee (to April 2015)

Stephan May

Osman Naqvi

Brent Percival

Alexander Rink

Cara Salci

#### NEWLY ELECTED

Jane McVeigh (February 2015)

Darryl Prail (March 2015)

Day. His Excellency along with His Worship Mayor Jim Watson, MPP Yasir Naqvi, many of our City Councillors, corporate partners and community volunteers packed hampers that were delivered to hundreds of families in need. We once again were proud to be able to help all the children in need through the Sharing in Student Success Program, which was no small feat as the requests increased by almost 20% over the previous year. Although we saw a significant waiting list for the Christmas Exchange Program, we are honoured to have been able to assist 12,445 of our neighbours through this program. Kindness Week in Ottawa continues to grow with more and more Ottawans choosing to be kind, creating a better community for all.

We are pleased to report that in working with over 200 agency partners through our innovative Coordination Service, we saved the community almost \$400,000 in the elimination of duplicate assistance. These dollars were reinvested so as a community we can help even more people in need. C&SE continues to work toward finding a more appropriate source of funding for the service other than the community at large.

With a strong Board of Directors, a dedicated staff and the generosity of our community I know that this year we are well-positioned to continue to build a caring and sharing community where individuals and families receive the coordinated support they need.

WAYNE CRUTCHLOW  
PRESIDENT, BOARD OF DIRECTORS

## THE EXECUTIVE DIRECTOR'S REPORT



Cindy Smith, Executive Director of the Caring and Sharing Exchange, poses with Mayor Jim Watson at the 14th Annual Ottawa's Biggest Bake Sale on Halloween 2014.

In 1914 as the First World War began, there was a resulting increase in the need for assistance within the city of Ottawa. In response to this, the local community came together to offer support at Christmas time to those who needed it. The following year the Christmas Exchange was created, giving an opportunity for individuals and organizations to provide Christmas cheer to those in need. The same year, the Ottawa Welfare Bureau set up a confidential index to coordinate relief to these families, by gathering information from those who were helping the less fortunate at this time. They created a master list for Christmas aid, allowing them to check for duplications so the community could help more people. One hundred years later, both our Christmas Exchange Program and the Coordination Service are alive and well, and we are thrilled to be celebrating our Centennial Anniversary in 2015!

This past year was a success for the Caring and Sharing Exchange, as over all through both our Christmas Exchange and Sharing in Student Success Programs we were able to help 13,964 individuals in need. We are so grateful

to the thousands of generous individuals, groups and companies in our community that helped make this possible.

Along with the success of our assistance programs, we were also proud to once again host Kindness Week in Ottawa. The theme for Kindness Week 2015 (February 13 - 20, 2015) was recognizing the Kindness of Youth. I had the distinct pleasure of visiting schools with Rabbi Reuven Bulka to personally recognize and thank those Ottawa Youth who have chosen to be kind. I have no doubt that the future of our community is in good hands after hearing each and every inspirational story of kindness!

Our success this year would not have been possible without many contributing factors. Among them are our generous donors and partners, our partner agencies, our staff - a small but mighty team who are hardworking and endlessly enthusiastic about the work we do, and of course, the 389 volunteers who helped us with everything from stuffing envelopes, routing our hamper deliveries, making phone calls, helping at events, sitting on committees and much more. I want to thank each and every one of you who have made an incredible difference for many individuals and families in need this year.

I am also very grateful to our phenomenal Board of Directors, who are such a dedicated and caring group of people. Thank you to Wayne Crutchlow, who filled the Presidency this past year, it was such a pleasure to work alongside Wayne. His passion, kindness and leadership have been much appreciated and we are so thrilled that he plans to remain on the C&SE Board of Directors.

It is a beautiful thing when a career and a passion come together and each day I count my blessings to be working with so many who contribute to make a difference in our community.



Cindy Smith, Executive Director of the Caring and Sharing Exchange, accepts a cheque from Innovapost employees on Hamper Packing Day.

CINDY SMITH  
EXECUTIVE DIRECTOR

### THE STAFF OF THE CARING AND SHARING EXCHANGE: 2014-2015

Cindy Smith, Executive Director

Oludayo Sola-Akinsola, Database Supervisor

Heather Fraser, Director of Resource Development

Megan O'Meara, Communications Coordinator

Sui-Ling Leung, Director of Development and Volunteers

## PEOPLE HELPING PEOPLE: OUR PROGRAMS REPORT

### THE CHRISTMAS EXCHANGE PROGRAM

During the excitement of the Christmas season, it is important to remember those individuals and families in need within our community. Each year the Caring and Sharing Exchange receives requests from thousands of individuals in need, more than half of which are children and seniors.

With the number of requests nearly equal to the maximum capacity of the Canadian Tire Centre, we rely on our generous donors, sponsors and volunteers to help us deliver Christmas to those less fortunate. In 2014, we were able to help a total of 12,445 individuals through the program.

A highlight of the program this year was our Hamper Packing Day, where hundreds of volunteers came together to pack and deliver more than 400 hampers to Ottawa families in need (an increase of 25% over last year). We were honoured to be joined by His Excellency the Right Honourable David Johnston, Governor General of Canada, who not only spoke at the event, but also packed several hampers.



The Right Honourable David Johnston, Governor General of Canada, helps pack hampers at the 2014 Hamper Packing Day. (Photo by Sgt Ronald Duchesne, Rideau Hall)

#### Christmas Exchange Program Testimonial

*“My family and I would like to express just how wonderful this help was in our time of need. As I have had health problems for some time and due to my father’s passing just before Christmas we have been struggling to make ends meet and we were very unsure of how Christmas would turn out this year but by some miracle someone was watching over us and sent us you. To see the joy in our three beautiful boys’ eyes on Christmas when they saw the dinner being prepared made our day a very special one. As impossible as we thought it would be for us to give our children a beautiful day, you all made it happen for us and there are no words to describe the appreciation my husband and I feel.”*

2014 Christmas Exchange Program by the numbers	# of families	# of individuals
Assisted through the Sponsor-a-Hamper Program	308	1,082
Assisted through the Hamper Packing Day	401	1,129
Assisted with a redeemable gift voucher	3,704	10,234
<b>Total assisted through the Caring and Sharing Exchange</b>	<b>4,413</b>	<b>12,445</b>

### THE SHARING IN STUDENT SUCCESS PROGRAM

In 2014, 1,519 children turned to the Sharing in Student Success (SISS) Program for assistance during the back-to-school season, which was an increase in need by almost 20% from the previous year.

Thanks to generosity of the community, the Caring and Sharing Exchange was once again able to meet the need and provide each and every one of those children with a backpack filled with all of the grade-appropriate school supplies they needed to succeed in the classroom.

#### Sharing in Student Program Testimonial

*“I would like to thank your organization, supporters and donors who helped supply backpacks and supplies for my three girls (ages 8 and 6 year old twins). I normally give to programs such as these but life circumstances this past year has put me in a less fortunate place financially. These backpacks are a huge help as I try to put my life and my girls’ lives back on track. Hopefully next year I will be able to contribute so as to help another family going through financial hardship. So from the bottom of my heart and on behalf of myself and my three girls...Thank you!”*

## THE COORDINATION SERVICE

The backbone of the Caring and Sharing Exchange is the Coordination Service. This service began back in 1915, during the First World War, when the need for assistance was very high. It was realized that with so many kind community members hoping to help those in need, some form of central list was needed to ensure that help was distributed fairly. One hundred years later the service is alive and well and in working with over 200 partner agencies C&SE has saved the Ottawa community almost \$2 million dollars over the last three years by eliminating potential duplications in service. This allows donor dollars to go even further!

2014 Community Savings by Program	# of duplicates	Total Savings
Christmas Exchange Program	1,038	\$103,800
Toy Mountain Program (administered by the Salvation Army)	1,674	\$251,100
Sharing in Student Success Program	97	\$3,880
<b>Total Duplicates Found</b>	<b>2,809</b>	<b>\$358,780</b>

## OTTAWA KINDNESS WEEK

The theme of this year's Kindness Week in Ottawa focused on recognizing the amazing youth in the Ottawa community. Cindy Smith, Executive Director of the Caring and Sharing Exchange, and Rabbi Reuven Bulka, Chair of Kind Ottawa, spent the week visiting school after school to surprise over 50 recipients with a Kindness Award!

Many other kindness focused activities were hosted across the city all week long, including a multi-faith welcoming committee at the airport, a Kindness Week blood drive with Canadian Blood Services, and a Family Day skate hosted by Yasir Naqvi, MPP.

Now in its eighth year (third with the Caring and Sharing Exchange) Kindness Week is presented by Ferguslea Properties, with additional sponsorship from Osgoode Properties and Clear Channel. Other supporters include Accora Centre, the Canadian Wildlife Federation, Rideau Bakery, and Bridgehead Coffee. For more information visit [www.kindottawa.ca](http://www.kindottawa.ca).



Kindness Award presentation at Assumption Catholic School. From left: Kind Ottawa Chair Rabbi Reuven Bulka, recipient student Georgia, and C&SE Executive Director Cindy Smith.

### 2015 KINDNESS WEEK STEERING COMMITTEE

#### CHAIR OF KIND OTTAWA

**Dr. Rabbi Reuven Bulka**  
Congregation Machzikei Hadas

#### MEMBERS

**Lindsey Barr**, Author of Plant a Garden of Kindness

**Stacey Diffin-Lafleur**, Jester Creative Inc.

**Heather Fraser**, the Caring and Sharing Exchange

**Rahmat Kassam**, Office of MPP Yasir Naqvi

**Joe Mebrahtu**, Kingdom Culture Ministries

**Nancy Oakley**, Kind Canada Génereux

**Megan O'Meara**, the Caring and Sharing Exchange

**Suzanne Pinel**, Citizenship Judge (retired)/Children's Entertainer

**Sana Qureshi**, Ferguslea Properties Limited

**Jillian Senyi**, YOU CAN

**Cindy Smith**, the Caring and Sharing Exchange

## THE FUNDRAISING REPORT

Throughout the year, the Caring and Sharing Exchange receives support in many forms from individuals, groups, organizations and corporations. The following are a few of the key fundraising initiatives which took place in 2014.

### 15th ANNUAL LAWYER'S PLAY

The Caring and Sharing Exchange was absolutely thrilled to have been chosen as the recipient charity by the County of Carleton Law Society for the 15th annual Lawyer's Play fundraiser! Dozens of local lawyers took to the stage and delivered an amazing performance of "A Mid-Summer Night's Dream." The C&SE had the privilege to speak prior to each performance about its Sharing in Student Success program, for which the event proceeds of over \$10,000 were attributed.



The Primecorp team of volunteers helping add milk to over 400 hampers at the 2014 Corporate Hamper Packing Day.

### THE CARING CHRISTMAS TREE

The C&SE was delighted to implement a new initiative in 2014 entitled The Caring Christmas Tree. This new fundraiser involved members of the community purchasing lights for \$5 to light the Tree in support of the Christmas Exchange program. The tree lighting services for this initiative were generously donated by Christmas Décor from Nutrilawn. In fact, the original concept for this initiative was put forth by a former C&SE Board member, Thom Bourne, President & GM of Nutrilawn Ottawa. When the C&SE approached Mayor Watson with the initiative he immediately invited us to light his tree, prominently located right in front of City Hall!

### 2nd ANNUAL CORPORATE HAMPER PACKING DAY

On December 19th, hundreds of corporate and community volunteers came together to pack and deliver over 400 food hampers to individuals and families in need. The number of hampers packed and delivered on this single day represented an increase of 25% over the inaugural year. The Caring and Sharing Exchange was delighted to have been joined by His Excellency the Right Honorable David Johnson, Governor General of Canada, who not only spoke at the event but also packed several hampers. This day would not have been possible without the generous support of our hamper packing event sponsors: Telus, National Capital Gala, Currey Insurance Agencies, Innovapost, Lim Geomatics, Clancy P.C. + Brion Raffoul, Domicile, Gowlings, Keller Williams Foundation for Giving, Miller Waste Systems, Minto, Ottos' BMW & Otto's Subaru, Primecorp, Ramius Corporation, Progressive Waste Solutions, 360pi, AffinityClick, and Emond Harden.

### 2014-2015 CAMPAIGN CABINET

Special thanks to the 2014 Campaign Cabinet members for helping raise the funds that made the Corporate Hamper Packing Day such a wonderful success!

**Alfred Jay, Chair**

President and CEO,  
Ramius Corporation

**Todd Burke**

Partner, Gowlings

**Melinda Currey**

Entrepreneur

**Phil Dame**

COO, Ramius Corporation

**Rob Lane**

CEO, My Music

**David Mason**

Partner, Deloitte

**Natalie Raffoul**

Managing Attorney,  
Clancy Brion Raffoul

**Alexander Rink**

CEO, 360pi

**Justin Shmoon**

CEO, AffinityClick

**Bruce Wolfram**

Vice-President, PrimeCorp

**Howard Williamson**

President,  
Williamson Consulting

## 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, 2014 to February 28, 2015.

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 advise us.

### \$10,000+

Christmas Cheer Foundation	National Capital Gala
Community Foundation of Ottawa	TELUS Corporation
The County of Carleton Law Association	The Beer Store
Ferguslea Properties Limited	(anonymous donor)
Giant Tiger	

### \$5,000 to \$9,999

Currey Insurance Agencies	Innovapost Inc.
David and Sue Rose Fund	Lim Geomatics Inc.
District Realty Corporation	Ottawa Community Housing Foundation
Dan & Penny Dodge	Shopify Inc.
Erdelyi Karpati Memorial Fund	(anonymous donor)
Fund for a New Generation	

### \$2,500 to \$4,999

Borden Ladner Gervais LLP	Osgoode Properties
Clancy P. C. + Brion Raffoul	OTIP/RAEO Ontario Teachers Insurance Plan
Domicile	Otto's BMW & Otto's Subaru
Andrew & Heather Fraser	PrimeCorp, Bruce Wolfgram
Innovapost Inc.	Ramius Corporation, Alfred Jay
Miller Waste Systems	ScotiaMcLeod
Keller Williams Foundation for Giving	TD Canada Trust
Minto Properties & Minto Communities	(anonymous donor)

## \$1,000 to \$2,499

360pi, Alexander Rink  
 AffinityClick, Justin Shimoon  
 Bon Appetit Ottawa  
 Bones, Joe & Deanna  
 Brooks, Sheena  
 City View United Church  
 Collins, Malcolm  
 Coupcity  
 Cunningham, R. J.  
 Cyr, Lance  
 Desmond, Nolan, D.  
 Emond Harnden  
 Employees of the Finance  
 Department of MBNA Canada Bank  
 (TD Bank)  
 Export Development Canada

F. & K. Trudel Enterprises Inc.  
 Gerster, Jean  
 Godfrey, Victoria  
 Gowan, Mary & Don  
 Gowlings, Todd Burke  
 Grant Mellow, Hubert  
 Hicks, T.J.  
 Holt, Peter & Shirley  
 IBISKA Telecom Inc  
 IODE Laurentian Chapter  
 Ireland, George  
 Kenny, Audrey  
 KOTT Lumber Company  
 Lepage, Leah  
 Malhotra, Jana  
 Mazon Canada

Morrison, K. M.  
 Nutri-Lawn Ottawa  
 O'Meara, Tracy  
 O'Neil, Mark  
 Pike, Claire  
 Progressive Waste Solutions  
 Richards, Nancy  
 Royal Canadian Legion-Branch 480  
 Westboro  
 Scotiabank Employee Volunteer  
 Recognition Program  
 Smith, Cindy  
 Tackaberry, Todd  
 Thomas, Margaret  
 Trinity United Church  
 (& anonymous donors)

## \$500 to \$999

Albrecht, Dennise  
 Allan, Denise  
 Barnett, Carrie Anne  
 Bauer, Ingrid  
 Blackburn Properties Corporation  
 Blake, Jim  
 Boos, Peter  
 Campbell, Janet  
 Charlebois, Richard & Barbara  
 Chong, May-Ling & Seep-Nyuen  
 Clarke, Beverley  
 Cline, Gloria  
 Comba, John  
 Cooney, Geraldine  
 Corby, R. John  
 Cork, David W.  
 Davies, Margaret  
 Docherty, Chris  
 Donna Cona Inc.  
 Foucault, Nicole  
 Fournier, Lee  
 Frosst, Douglas

Gauthier, Dennis  
 Hanes, Rita  
 Helie, Josee  
 Humphreys, Robert  
 IODE Lord Dundonald Chapter  
 Jackson, Heidi  
 Jamieson, Bob  
 Johnson, Joan  
 Jones, Garth  
 Joynt, Carman  
 Keillor, Elaine  
 Kirkey, Mark  
 Kiwanis Club of Nepean  
 Kozar, Wally & Gwen  
 Legasy, Karen  
 Leung, Sui-Ling  
 Lusignan, Marie & Guy  
 Martin, Douglas L.  
 McGregor, James F.  
 McCormick, K.S.  
 McKechnie, Paul  
 McNeil, Judith

Medland, Kenneth  
 Mitchell, Kathleen  
 Novatech Disaster Restoration Inc.  
 O'Hara, Kevin  
 O'Meara, Megan  
 Payment Source Inc.  
 Price, Iola  
 Quick, Stephen  
 Roger, Greg  
 Ruhl, Linda  
 Shaikh, Dean  
 Shugart, Ian & Linda  
 Smith, Renée  
 Staples Business Depot  
 Stuart, Joyce  
 Van Gaal, Martin & Mary Anne  
 Walsh, Steve  
 Watkins, Wendy  
 Watters, James M.  
 Whelan, Edward & Maxine  
 Wyman, Bill & Fern  
 (& anonymous donors)

## Gifts-in-Kind Donors

Accora Centre	The Cupcake Lounge	Ottawa Bagel Shop & Deli
Aladdin Bakery	Dollarama	Ottawa Lawn Bowling and
Bake Mob	Giant Tiger	Tennis Club
Beaudry Flowers	Golden Baguette Bakery	Pasticceria Gelateria Italiana Ltd
Bell	Grenfell Catering Delights	Première Moisson
Beyond the Batter	Hallmark Davis Agency	Rideau Bakery
Billings Bridge Centre	Holland's Cake and Shake	The Scone Witch
Bridgehead Coffeehouse (Wellington at Fairmont)	Innovapost	Second Cup
CAA North and East Ontario	Ladies Who Lunch	Strawberry Blonde
Cielo Print Inc. (City Centre Ave)	Life of Pie	Swiss Pastries
City of Ottawa	Marcello's Marché et Déli	The Cake Shop
Chelsea Bakery	MetroLand Media Group Inc.	Three Tarts
Clear Channel Outdoor	Mike Reynolds	Thyme and Again
Côté Poultry Inc.	Natural Food Pantry	Totally Squared
	Netsuite	Trillium Bakery

***We would also like to extend our sincerest thanks to the individuals, families and groups who generously purchased supplies for, packed and delivered 308 hampers as part of our Sponsor-a-Hamper program!***

## THANK YOU TO OUR VOLUNTEERS!

*Volunteers do not necessarily have the time; they have the heart— Elizabeth Andrew*

Last but not least, we would like to extend our sincerest thanks to our incredible group of volunteers. Without volunteers, the Caring and Sharing Exchange would not be able fulfill its mission of providing our neighbours with relief and dignity during difficult times of the year in the most fair and efficient way possible. These talented individuals help us with everything from sitting on the Board of Directors, the Campaign Cabinet or a Committee; envelope stuffing for our donor and voucher mail outs, making phone calls to confirm hamper deliveries, hamper stuffing and delivery at Christmas, backpack stuffing at back-to-school time, general office administration and helping out at fundraising events.

We are thrilled to report that during the 2014-2015 fiscal year a total of 389 volunteers contributed an incredible 2,495 hours! We thank all of our volunteers for your support and dedication to the Caring and Sharing Exchange.



Hamper Packing Day



Backpack Stuffing Day



Hamper Packing Day

## WAYS YOU CAN HELP

### 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](http://www.CaringandSharing.ca). You can give to the Christmas Exchange Program, the Sharing in Student Success Program, or to ensure your donation goes where it is needed most, to the umbrella organization.

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!

There are many types of events that can be held as fundraisers, including: concerts, bake sales, garage sales, comedy nights, fashion shows, auctions, casual days, car washes, BBQs and so many more!

### 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:

Special Events Committee  
Computer Data Entry

Phone Calls  
Envelope Stuffing

Special Events Assistance  
...and much more!

### STAY CONNECTED

Be sure to stay up to date with the Caring and Sharing Exchange by following us online year round!

FACEBOOK



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

TWITTER



[Twitter.com/  
CS\\_Exchange](https://twitter.com/CS_Exchange)

YOUTUBE



[Youtube.com/  
CaringandSharingXa](https://www.youtube.com/CaringandSharingXa)

PINTEREST



[Pinterest.com/  
CaringandSharing](https://www.pinterest.com/CaringandSharing)



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