



the Caring  
and Sharing  
Exchange

# ANNUAL REPORT | 2020-2021





the Caring  
and Sharing  
Exchange

*People helping people since 1915*

Échange  
cœur  
et partage

*L'aide et l'entraide depuis 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
- Sharing in Student Success
- Kindness Week
- Coordination Service



## Board of Directors 2020-2021

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### **Executive Committee**

Derek Dedman, President  
Anis Hanna, Vice President  
Erin Johnstone, Treasurer  
Megan O'Meara, Secretary  
Cindy Smith, Executive Director (ex-officio)



### **Board of Directors**

Susan Anson  
Keith Archer  
Amanda Bennett  
Wayne Crutchlow  
Christina Holmes  
Kimm Krueger  
Sharon Lloyd  
Sana Qureshi  
Catherine Thomas, CHRI, PCC  
Tracey White, CHRI, PCC



## Staff of the Caring & Sharing Exchange

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Cindy Smith, Executive Director  
Heather Fraser, Director of Resource Development  
Rebecca Nagrodski, Program Coordinator  
Leslie O'Sullivan, Communications Coordinator

# A MESSAGE FROM THE PRESIDENT



Board President Derek Dedman,  
M. Sc., CFA, CFP

This was a difficult year for Ottawa. Covid-19 has impacted the livelihood of Ottawa's most vulnerable. Parents who were already living off low-income wages are now struggling even more to make ends meet. Seniors have been isolated from their loved ones to try and stay healthy. People have been put out of work, children have faced numerous setbacks and hardships, and community resources/government supports have been stretched thin city-wide to try and compensate for the pandemic's effects.

We are proud to say that the Caring and Sharing Exchange made a difference in the lives of those in need of relief and dignity. In fact, through both the Christmas Exchange and Sharing in Student Success Programs, assistance was provided to everyone on our lists!

Through the Sharing in Student Success Program, we provided assistance to all 3,020 children from families in need that were registered for the program. This assistance not only eased the tension on already extremely tight family budgets, but also allowed these children to return to school with a sense of normalcy and on an equal footing with their peers. Through the Christmas Exchange Program, we provided 19,149 individuals in need the means to enjoy a festive holiday meal that otherwise would not have been possible.

For 106 years the Coordination Service has made our assistance programs more efficient and effective by eliminating any duplication of service across the community. This year, the service saved the community \$120,985, an increase of 49.5% over the previous year. Through this innovative service, the C&SE ensures that donor dollars go further, with all savings reinvested to help even more people in need.

None of this would be possible without the incredible support of our committed volunteers and generous donors. In addition, I am amazed year after year by what our CS&E team is able to accomplish. The small but mighty team works tirelessly and with such an amazing passion and the resulting impact on our community speaks for itself.

It has been an absolute pleasure to have led a committed group of Board Directors over the past year. This year, we say goodbye to Anis Hanna (joined the Board in 2017 and was elected to the role of Vice President in 2018), Sana Qureshi (joined Board in 2018) and Amanda Bennett (joined Board in 2019). Thank you, Anis, Sana and Amanda it has been a pleasure to work with you over the last several years.

# THE EXECUTIVE DIRECTOR'S REPORT

This was a year of transition and innovation for the Caring & Sharing Exchange (C&SE). The Covid-19 pandemic and the subsequent quarantine that was put in place in March of 2020 had staff working from home. As a result, the decision was made to move to a remote work environment permanently and by doing so, realizing a significant cost savings. Due to pandemic safety regulations, several festivals and events held to raise funds for our programs needed to be cancelled or reimagined. In fact, we had to do the same with our own initiatives, including Running on Empties, Corporate Hamper Packing Day, and our Backpack Stuffing Day. However, through our fundraising efforts, including several new partnerships, we had a very successful year.

Through our Christmas Exchange (CE) and Sharing in Student Success (SISS) programs, we were again able to provide dignity, relief, and hope to 22,169 Ottawa individuals in need, while ensuring that our dollars continued to go further through our innovative coordination service. We are very excited to report that through both assistance programs, we helped everyone on our list and were left with no waiting list.

Thanks to generous individuals, groups, and businesses across Ottawa, we saw a 43% increase in in-kind donors willing to provide families with festive food hampers through our Sponsor-a-Hamper program.



Cindy Smith, Executive Director of  
The Caring & Sharing Exchange

Kindness Week in Ottawa was celebrated online-only this year. Rabbi Reuven Bulka, co-founder of Kind Ottawa, was unfortunately unable to participate in this year's events due to illness. In his honour, we promoted the Rabbi Bulka Kindness Project ([rabbibulka.com](http://rabbibulka.com)). While we could not present deserving citizens with kindness awards this year, we were still able to promote kindness across the capital through online initiatives. We shared stories of kindness sent in from Ottawa citizens and hosted a virtual Art Show, featuring kindness themed artworks submitted by local artists. We launched the week with a Kindness Video, featuring prominent figures in Ottawa who spoke on kindness and Rabbi Bulka's influence.

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. You made it possible for us to have such a successful year, despite all the challenges faced. We could not do it without you!

# PROGRAMS REPORT



## THE CHRISTMAS EXCHANGE



Due to the Covid-19 pandemic, households were not able to gather this year at Christmas. On top of this, many families who were already struggling to make ends meet were experiencing income loss due to province wide lockdowns. As it has been done for over a century, the Caring and Sharing Exchange continued its tradition of mitigating the suffering of individuals and families in need through the holidays by providing them with means to enjoy a warm, homemade meal.

In 2020, we were unable to hold our annual Hamper Packing Day (which typically supplies 400 families with food hampers) and many of our other fundraising initiatives were either cancelled, or had to be altered, to abide to pandemic safety regulations. However, despite these set backs and thanks to the generous

contributions made by our supporters and donors, we helped every person who requested Christmas assistance. We provided the **19,149** individuals with either a food hamper containing all the fixings for a festive Christmas dinner, or with a redeemable gift voucher to so they can purchase their own food items.

2020 Christmas Exchange by the numbers	# of families	# of individuals
Assisted through the Sponsor-a-Hamper Program	1,831	6,176
Assisted through a redeemable gift voucher	4,511	12,973
Total assisted through the Caring & Sharing Exchange	6,342	19,149

*The gift certificate I received helped more than you could know. I was able to purchase some food and treats to enjoy on Christmas day, and knowing that others cared about me over the holidays meant so much to me.*

**- 2020 Christmas Exchange Client**

## SHARING IN STUDENT SUCCESS



In 2020, the Caring & Sharing Exchange (C&SE) was able to provide back-to-school assistance to every child on our list. The C&SE provided **3,020** students with a backpack full of grade appropriate school supplies so they could return to school on equal footing with their peers.

As well, **370** children received assistance thanks to partnering agencies. Through our Coordination Service, **250** applicants were determined to be duplicates, receiving assistance elsewhere in the city. We are beyond grateful for our volunteers and dedicated donors who supported this program so that children in need could be prepared to succeed.

We are also very thankful for our retail partners, who help us maximize donor dollars so that we can purchase three backpacks for the price of one.

*I thank you, so much, for the backpacks you provided for my children. Their faces lit up when they saw all the new supplies they get to use this year.*

**- 2020 Parent of Backpack Recipient**



# PROGRAMS REPORT



## THE COORDINATION SERVICE



Over the past five years, our Coordination Service has saved organizations across Ottawa almost \$800,000. Those community dollars were re-invested into back-to-school and holiday food assistance programs to help even more people. We are so thankful to our 250+ agency partners that continue to partner with us, improving the efficiency of our assistance programs city wide.

2020 Coordination Service - Community Savings By Program	# of duplicates	Total Savings
Christmas Exchange Program	1,049	\$104,900
Sharing in Student Success Program	250	\$16,085
Total Duplicates Found	1,299	\$120,985

## KINDNESS WEEK



Kindness Week 2021 ran from February 12-19 in Ottawa, but this year's events took place virtually with some adjustments. Firstly, Kindness Week Chair and Co-Founder of Kind Ottawa, Rabbi Reuven Bulka, fell ill this year and was unfortunately not able to participate in Kindness Week initiatives. As well, due to the risks associated with gathering in person, we could not host our traditional in-person events and did not distribute Kindness Awards to nominees.

Instead, we took to the digital sphere! We launched Kindness Week with a video featuring prominent members of Ottawa speaking about the impact and importance of kindness (see below). We encouraged community members to send in stories of kindness, whether given or received, and posted these stories across our social

media channels and on [www.caringandsharing.ca](http://www.caringandsharing.ca). We also encouraged citizens across Ottawa to submit works of art to us that exemplified what kindness means to them and compiled submissions into a Virtual Art Show video (see below).

In honour of Rabbi Bulka, we also encouraged Kind Ottawa followers to visit [rabbibulka.ca](http://rabbibulka.ca) and to take part in the Rabbi Bulka Kindness Project by submitting a story of kindness or sharing a story about Rabbi Bulka himself.

**Virtual Art Show:** [www.youtube.com/watch?v=PIMJl1kDG-Q](https://www.youtube.com/watch?v=PIMJl1kDG-Q)

**Virtual Launch:** [www.youtube.com/watch?v=AMM-2-ooJKE](https://www.youtube.com/watch?v=AMM-2-ooJKE)



Depicted above are the participants featured in our Kindness Week launch video. From left to right: Cindy Smith (C&SE Executive Director), Honourable Jim Watson (Mayor of Ottawa), Dylan Black (Radio Announcer at Boom 99.7), Yasir Naqvi (CEO of the institute for Canadian Citizenship), Suzanne Pinel (children's entertainer and former Citizenship Judge), John Fraser (MPP Ottawa South), Terry Marcotte (retired Reporter of CTV Ottawa News), and Emma Lamontagne (Award-winning singer/song writer).

# THANK YOU TO OUR VOLUNTEERS



**214**

Number of C&SE  
Volunteers in  
2020/2021

**434**

Total Volunteer  
Hours in  
2020/2021



**43**

Total tasks completed  
by volunteers in  
2020/2021

Our wonderful volunteers did not hesitate to reach out to us during the Covid-19 pandemic to express their desire to help in any way possible. Volunteer opportunities were limited this year, but when we did need support, we were able to rely on our volunteers to lend a helping hand. We sincerely want to thank each of our volunteer members for their unwavering commitment and support to our organization and the programs we deliver.



# FUNDRAISING EVENTS

## 33rd ANNUAL RUNNING ON EMPTIES FUNDRAISER

Since 1987, the Caring and Sharing Exchange has partnered with the Beer Store to raise funds for the Christmas Exchange program by running a bottle drive. In mid-December, volunteers and community leaders were stationed at over 30 Beer Store locations across Ottawa to collect empties.

This year, due to Covid-19, we were not able to run this event in person. However, the Beer Store generously asked customers to consider donating their empties at various locations across the city in support of the Christmas Exchange program.

Prominent community figures and Caring & Sharing Exchange followers helped spread the word about this event, encouraging everyone to donate their empties in support of our Christmas assistance program. Thanks to many joint efforts, we were able to raise a whopping 14,399.60!

In the last 33 years, the event has raised over \$400,000 and has helped provide thousands of families with much-needed support at Christmas time. Thank you to the Beer Store and our amazing supporters for keeping this event going, even during a global pandemic.

## ONLINE SILENT AUCTION

Typically, the Caring & Sharing Exchange invites generous corporate donors and community supporters to gather at the Horticultural Building at Lansdowne to pack and deliver hundreds of festive Christmas food hampers to individuals and families in need within our community. At this event, we also host a silent auction, where attendees can bid on numerous items donated by local businesses. Due to Covid-19 safety regulations, this entire event was cancelled in 2020.

However, we still decided to host a silent auction (as we do annually at our Hamper Packing Day event) online to help raise funds. Thank you to all the wonderful community businesses who donated items to the auction to be sold and to all the participants who placed their bids.

## CHRISTMAS CHEER 2020 (VIRTUAL)

The annual Christmas Cheer breakfast, a fundraising event that supports numerous charities across Ottawa at Christmas time, was held virtually this year on December 4, 2020. Featuring musical guests, inspiring speakers, and special surprises along the way, this event went off without a hitch! We are sincerely thankful for Christmas Cheer, it's partners and supporters, and to the generous attendees who donated during the event.



# IN-KIND GIVING

## TO OUR HAMPER SPONSORS AND SCHOOL SUPPLY DONORS

Our sincerest thanks to all our Christmas Exchange program Hamper Sponsors and to those who have donated school supplies and backpacks for our Sharing in Student Success Program. By taking the time to drop off your school supply donations, and/or by purchasing, packing, and delivering a hamper(s) to a family in need, you play a vital role in helping us meet the growing need for back-to-school and Christmas assistance.



## IN-KIND DONORS

### This list contains the following types of In-Kind donors:

- Sharing in Student Success: Companies that made an in-kind donation with a value of \$2,500+
- Christmas Exchange: Companies that sponsored 15+ hampers
- Christmas Exchange: Companies that donated to the Silent Auction
- Other: Companies that donate their skills/systems to the Caring and Sharing Exchange

4imprint's one by one® Charitable Giving Program

Adult Fun Superstore

Anthony's

Athena Greek Imports

Bar From Afar

Bell Canada

Boom Savings Charity Shopping Club

CAA North & East Ontario

Ed Stevens, RPM Creative

Eldorado Taco

Emma Lamontagne

Escape Manor

Exhālō Spa

Farm Boy

Frontline Project (Respond Ottawa)

Giant Tiger

Hallmark Davis Agency

Ingenium - Canada's Museums of Science and Innovation

Innovapost Employees

Khalsa Aid (Ottawa Chapter)

Kiwanis Club of Nepean

Kiwanis Club of Ottawa

Ladies Who Christmas Hamper

Lovely & Bubbly

LumberJaxe

Marineland

Meryann Spa

Minitel Communications Corporation

MyChurch

NI Muay Thai and Fitness

National Gallery of Canada

Nepean Rideau Osgoode Community Resource Centre

Netsuite

Ottawa Community Housing Foundation

Ottawa Professional Fire Fighters Association

Period Packs

Pita Pita Orleans

Proud To Be Me

Sewing For Ottawa

SoYoung

Staples

tentree

Telus Community Ambassadors

TD Grade One Book Giveaway Program

Twice Upon A Time

Wellington West Retirement Community

Westgate Shopping Centre / RIOCAN

Zoës Corner

# THANK YOU TO OUR SUPPORTERS

## 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, 2020 to February 28, 2021. To all of our supporters, we express our sincere gratitude.

### \$10,000+

The Beer Store  
Bell Canada  
The Car Club  
Christmas Cheer Foundation  
Community Foundation of Ottawa

Danbe Foundation Inc.  
Dan & Penny Dodge  
Happy Roots Foundation  
Ottawa Community Housing Foundation

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

District Realty Corporation  
Hallmark Giving  
Harry P. Ward Foundation  
K.M. Morrison

Karl St-Hilaire  
Thales Canada - Defence and Security  
Westview Projects Inc.  
*Plus 2 Anonymous Donors*

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

Andrew & Heather Fraser  
CIBC  
Department of Justice- National Litigation Branch  
IBISKA Telecom Inc.  
Innovapost Inc.  
George Ireland

Lunan Foundation  
Manulife Insurance  
Miller Waste Systems Inc.  
Rideau Park United Church  
St. John The Apostle Parish  
The Sharbot Group  
Woodroffe United Church

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

2Keys Corporation  
A & M Shaw Foundation  
Denise Allan  
Auger Hollingsworth  
Canadian Union of Postal Workers - Local Women's Committee  
Anne Churchill  
City View United Church  
Patricia Cocker

Malcolm Collins  
Conlin Bedard LLP  
Geraldine Cooney  
Barb Currie  
Lance Cyr  
Graham Dattels  
Karen Doherty  
Donna Cona Inc.

*See page 11 for continuation...*

## \$1,000 to \$2,499 (Continuation)

Emond Harnden  
Enterprise Holdings Foundation  
Vincent Ferraro  
Sheila Fraser  
Gap Inc  
Victoria Godfrey  
Mary and Don Gowan  
Hallmark/Davis Agency  
Josee Helie  
T.J. Hicks  
Stu Higdon  
Peter & Shirley Holt  
Audrey Kenny  
Kiwanis Club of Nepean  
KOTT Inc.  
Anne Lawson  
Leah Lepage  
Norah McManus  
Michael Munroe

Nepean Ravens Ringette U19 Blue Team  
Parsons  
Partham Engineering Ltd  
Claire Pike  
Cecylia Podoski  
Nancy Porter-Cathcart  
Stephen Quick  
Retired Women Teachers of Ontario  
Rotary Club of West Ottawa  
Shaw  
Dean Shaikh  
Ian & Linda Shugart  
Cindy Smith  
The Starbucks Foundation  
Derek Street  
Jennifer Tuthill  
Stacey Tzavelas  
Waste Connections of Canada Inc.  
*Plus 2 Anonymous Donors*

## \$500 to \$999

4517733 Canada Inc.  
Amin Adatia  
Robert Boyd Aitkin  
Marisa Akow  
Susan Anson  
Donald B. Bayne  
Sheila Bayne  
Jack and Kathleen Beausoleil  
Richard & Annette Birmingham  
James Blake  
Joe & Deanna Bones  
Thomas Bonner  
Vivian Brazeau  
Jennifer Brigandi  
Tony & Carol Brigandi  
Sheena Brooks  
Jean Brunton  
Kim Cabana  
Canada Helps  
Canadian Blood Services  
Joan Catterson  
Garry Chase  
Minji Choi  
John Comba  
Bruce Connery  
Barbara Conway  
Nancy Corbett  
Helen Creighton  
Wayne Crutchlow  
Ron Cunningham

Cynthia Currie  
Michael Davie  
Charlotte de Neeve  
Eva Devine  
Chris Docherty  
Eastgate Alliance Church  
Colleen Edwards  
Elizabeth Elliott  
Lee Fournier  
Dennis Gauthier  
Andrea Gibson  
Gus de la Fuente Wealth Management Inc  
Jake Harding  
Porter Heffernan  
Dale and Susan Hein  
Jennifer Hicks  
Robert Humphreys  
Invest Ottawa and Bayview Yards  
IODE - Laurentian Chapter  
Heidi Jackson  
Bob Jamieson  
Garth Jones  
Elaine Keillor  
Maureen Kidd  
Sarah King  
Judy Klenik  
Wally & Gwen Kozar  
Graham Ladner  
Roderick Lahey  
Richard Lane

Andrea Lee  
Karen Legasy  
Sharon Ann Lloyd  
Roland L. Locas  
Marie & Guy Lusignan  
John MacCaull  
Scott MacKinnon  
Carol MacLeod  
Myrna & Robert Mallett  
Elizabeth Margeson  
Wenda Martinho  
Bob McCaw  
Gregg McCooeye  
James F. McGregor  
Brian McIntyre  
Paul Merritt  
Barry & Debbie Mersereau  
Kathleen Mitchell  
Jane P. Morris  
Angela Murphy  
Ann Nagrodski  
Ken & Christine Newport  
Edward Norminton  
Ben Nyveld  
Valerie Parker  
Elsie Parkinson  
Deborah Prescott  
Lola Price  
Renu Massage Therapy and Spa Ltd.  
Rotary Club of Ottawa Kanata Sunrise

Moira Rushton-Marovac  
Barbara Schaefer  
Francine Schutzman  
Jan Schuurman  
Barbara Scott  
Laurie & Greg Singleton  
David & Evelyn Smith  
St. Andrew's Church Women's Guild  
Jane & Jacques St.- Denis  
Joseph Stanford  
Stanley Black and Decker  
Sandra Stevenson  
SW2 Sales Training and Coaching Inc.  
Valerie Tait  
Kim Thompson  
Patricia Ulch  
Maria Urbina  
Martin & Mary Anne Van Gaal  
Vans Pressure Cleaning Ltd.  
James M. Watters  
Maxine & Edward Whelan  
Heather & Andrew Wilson  
Corry Wink  
Carole Workman  
Bill & Ferne Wyman  
John Zarecky  
*Plus 3 Anonymous Donors*

# GET INVOLVED

## DONATE

Choose to make 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 343-803-0708 or by visiting our website at [www.CaringandSharing.ca](http://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 343-803-0708 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](http://www.CaringandSharing.ca) or email [info@CaringandSharing.ca](mailto: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; helping out at special events; making phone calls; and so much more!

Please contact us at 343-803-0876 or email [info@caringandsharing.ca](mailto:info@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  
@KindOttawa



@CS\_Exchange  
@KindOttawa



@CS\_Exchange  
@KindOttawa



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[WWW.CARINGANDSHARING.CA](http://WWW.CARINGANDSHARING.CA)

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