



DonateTO

DONOR REPORT

April to August 2020



We can all agree that 2020 has been an extremely challenging year. Thankfully, this hasn't stopped Torontonians from giving back to their neighbours and communities and inspiring us all during this pandemic to take care of one another. From acts of kindness to major donations that will help those who need it the most, many have been coming together to do a lot of good in the midst of the COVID-19 pandemic.

Following the City's State of Emergency declaration in March, many Toronto businesses and residents reached out to offer donations of personal protective equipment, other goods and services, food and financial gifts. The Emergency Operations Centre tasked the Toronto Office of Partnerships (TOP) to lead the Donations Coordination Task

Force, a task force that leverages the City's DonateTO platform and provides solutions to process the plethora of generous offers that were pouring in from people and businesses from all over the city.

Throughout this crisis, the Task Force, and DonateTO led by TOP have forged new relationships with donors and inspiring partnerships, reinforcing the notion that amazing things can happen through city philanthropy and when we come together. This hard work resulted in gifts of goods, services and funds valued at more than \$15.5 million so far, directly contributing to the delivery of absolutely vital, community-focused services across our city.

The generosity and teamwork displayed by so many residents and businesses involved is helping support the most vulnerable in our city and ensuring that we come through this stronger than ever. This is the Toronto way.

Thank you to everyone who has contributed so much up until this point and thank you to those who will come forward in the coming months to help us continue to help those who need it the most.

Mayor John Tory

DonateTO

BACKGROUND

In the last four months, DonateTO and the multi-divisional Donations Coordination Task Force have lead and managed:



monetary gifts
to COVID-19 relief
and recovery



a needs assessment
survey to consolidate
critical needs across
City programs
and those of our
community partners
on the front line



the launch of
COVID-19:
DonateTO
which provides
businesses
and residents
an easy to use
online system for
the donation of
products, services
and funds in
support of the
City's pandemic
relief efforts

the creation of a
Partnerships Table
to coordinate
staff outreach
to corporate
Canada and most
effectively speak
to the brands who
have stepped up
in a big way



a partnership with
academic institutions
to align our pandemic
response via the
Academic Institutions
Task Force

OUR DONOR STORIES

IKEA Canada

Secured in conjunction with the Furniture Bank, IKEA's donation of cabinets and associated hardware, has an estimated value of 10M and includes more than 140,000 items. Shelter Support and Housing Administration, in partnership with the Housing Secretariat and Toronto Community Housing, has accepted this incredible gift which will make a significant difference in the lives of those in an array of housing programs.



GlobalMedic and the University of Toronto Scarborough

As agencies have been challenged to meet the community's needs for food and hygiene products during the COVID-19 crisis, the City of Toronto partnered with GlobalMedic and the University of Toronto Scarborough (UTSC) to create the CARES program (Collective Action in Response for Everyone in Scarborough), coordinating donations of food, hygiene products, operational staff and space to alleviate food insecurity and provide hygiene kits to those in need. Operating out of 16,000 square feet of space at the UTSC, the CARES program produced 170,000 lbs of food (more than 1,000 of food each day) and 14,677 hygiene kits for City agencies and community organizations to distribute to Scarborough residents.

QuadReal Property Group

Working with DonateTO and the Toronto Office of Partnerships, QuadReal donated commercial space at Cloverdale Mall. Three community organizations were welcomed into the repurposed space allowing them to prepare and distribute much-needed supplies to aid the most vulnerable in our city.

North Toronto Baseball Association (NTBA)

A shining example of community spirit, NTBA turned a cancelled season into a \$41,250 donation by offering their registrants the opportunity to redirect their fees to COVID-19 relief and recovery.

North Toronto Baseball Association is a community baseball organization with more than 300 volunteers every year — we wanted to provide an opportunity to further facilitate that generous spirit. This donation by participating families is evidence that it continues to be strong. From the Mayor to City councillors to the city's front-line employees, NTBA is very grateful and we cannot thank everyone enough for their leadership and support through the COVID-19 pandemic.

JIM LISSER, PRESIDENT, NTBA

Uber

Uber delivered a donation of 1,000 free rides per week, over an eight-week period in support of 22 community agencies working across the city to help those most affected by COVID-19. Uber also contributed 2,000 promo codes of \$25 each for Uber Eats, the company's meal delivery service, to individuals and families undergoing the transition from the shelter system into housing, as part of Toronto Community Housing Corporation's Rapid Rehousing Project.

The Shoe Company

The Shoe Company provided more than \$20,000 worth of shoes, including 550 pairs of new children's shoes, to support vulnerable families in Toronto's shelters.



Disney Canada

Disney Canada made a gift of more than 700 toys in support of Children's Services and the Emergency Child Care centres. The donation of cars, activity sets and figurines will be enjoyed by more than 300 children, ranging from three months to 12 years of age, who have access to these centres while their parents contribute to the City's COVID-19 relief and recovery efforts as essential service workers.

Digital Donations

Technology and telecommunications companies including Cisco Systems Inc., Shaw Communications Inc. / Freedom Mobile Inc., OnX Enterprise Solutions, BAI Communications Canada, Beanfield Metroconnect, Bell Canada, and Rogers stepped up during the pandemic to donate services and equipment – from expanded Wi-Fi access to gifts of hardware and devices that help vulnerable communities stay connected online to social supports and vital services, helping to address the digital divide exacerbated by the pandemic.

Whoever is responsible for furnishing my apartment especially with the small things really went above and beyond. It has really touched my heart this whole experience. You're like The Avengers for the homeless!

Client, Rapid Housing Access Initiative

The donation of 600 grocery gift cards will make a vital and immediate impact in the lives of street youth, families in need, and adults experiencing chronic poverty in our community. Thank you for partnering with us to change lives, build communities, and transform Toronto. We couldn't do this without you! With profound gratitude,

ANGELA PETERS, PRESIDENT & CEO,
YONGE STREET MISSION

Dr. Joseph Wong and STOP COVID-19

Dr. Wong and the STOP COVID-19 volunteer group raised funds to purchase and donate more than 156,000 masks to help community agencies working with vulnerable residents. Together with the City's Social Development, Finance and Administration division, the Toronto Office of Partnerships is distributing personal protective equipment through the Community Coordination Plan, benefitting community agencies, including The East Scarborough Boys and Girls Club, Caribbean African Canadian Social Services and Anishnawbe Health Toronto.

Polysleep Canada

The homeless population in Toronto is among the most affected by the COVID-19 pandemic. Agencies serving the homeless population and their community partners have had to move quickly to transition individuals and families from the shelter system into a mixture of permanent and temporary housing to make social distancing possible. Initiatives such as the Rapid Rehousing project and the Regent Park project are working to make this happen. Polysleep Canada donated 100 mattresses and box springs valued at \$76,300 in support of both rehousing initiatives. Individuals in the Regent Park project are currently set up in temporary housing and the mattresses provided will be moved along with them as they secure permanent housing.

TORONTO IS A CITY THAT CARES

Value of donations exceeds **\$15,500,000**

From funds directed to COVID-19 relief and recovery efforts to beds for shelters, household supplies for the Rapid Rehousing Project and tablets to help residents in Long-Term Care Homes stay connected with loved ones, we have connected donors to programs where their gifts make a real difference.



DonateTO has responded to and tracked hundreds of offers from residents, businesses and organizations, from personal protective equipment to furniture, funds, food, space, technology and household items.



550,000+ Personal Protective Equipment items



\$1,000,000+ of product in support of food security



\$280,000 in monetary gifts for COVID-19 relief and recovery initiatives



\$11,000,000+ in beds, household items and technology to Shelters and the Rapid Rehousing Initiative



200+ community agencies supported



27,000+ hygiene & cleaning supply kits distributed to 30+ community organizations, including Toronto Community Housing and Ronald McDonald House Charities



80,000 sq ft of warehouse space supporting the production of 77,000 kilograms of dry food packages, providing more than 60 organizations the means to support 120,000 residents

DONORS

In addition to those in our donor stories and the more than 600 financial donors to COVID-19 relief and recovery initiatives, here's a small sample of the many gracious donors who gifted goods, services and/or funds through DonateTO in support of the city's most vulnerable. Thank you!

Bed Bath & Beyond

HelloFresh

Proctor & Gamble

Canadian Automotive Association

Indigo Love of Reading Foundation

Scotiabank Digital Banking

Canadian Tire Corporation

Kraft Heinz Canada

Sealy Canada

Concord Adex/Concord Pacific

Levelwear

Sharmistha Joshi and the Covid19 Support Team

Crate & Barrel

Loblaws

SiriusXM Canada

Crayola Canada

Lowe's Canada

Sleep Country Canada

Cisco Systems Inc.

Mad Engine LLC

Sobey's

GlobalMedic

Metro

University of Toronto Scarborough

GreenRock Real Estate Advisors

Peter Zehdee

Hasbro Canada

PetSmart Charities of Canada

These are all wonderful examples of the difference we've made together and how Toronto remains a city that cares. There are many ways you can support your community. Learn how at toronto.ca/covid-19