



FCR Thriving
Neighbourhoods
Foundation

Impact Report

2022

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**Bringing smiles to
our neighbourhoods**



Foundation Overview

Our Mission

We're working to create thriving communities, for everyone. Our employee-led Foundation supports charitable organizations that are actively working to improve and positively impact the neighbourhoods in which we operate.

There are two components of the Thriving Neighbourhoods mission:

- **Fundraising:** Fundraising and supporting registered charities
- **Volunteering:** Volunteering to at charities across Canada

We're proud to operate in six of Canada's largest cities (Toronto, Ottawa, Montreal, Calgary, Edmonton, & Vancouver) supporting organizations of all sizes.



Our Purpose

Our Foundation was established to achieve ONE goal – to help our neighbourhoods thrive. We are an employee-led, registered charity that was built upon four pillars: **Mental Health, Food Insecurity & Poverty, Social Justice, and Youth Initiatives.**

Since our Foundation's inception in 2020, we've held several fundraising events and charitable initiatives, to better serve our communities.

\$601k

Amount Raised to Date*

940k

Meals Donated to Date*

50+

Organizations Supported*

Pillars of Focus

Our Foundation was established with four Pillars of Focus, allowing us to focus our efforts on creating meaningful change.

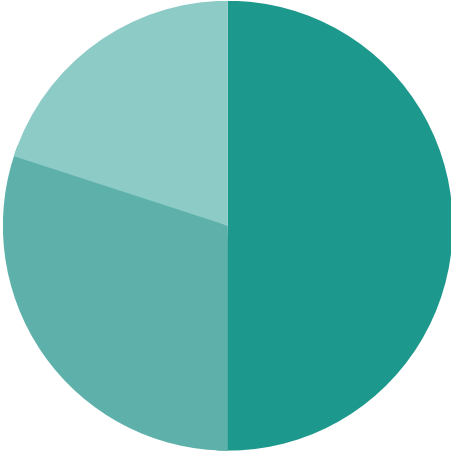
Our four pillars are:



Every two years, all FCR staff and Foundation members vote on a pillar of focus for the upcoming two year term. **For both 2022 and 2023, our pillar of focus is Mental Health.**

In 2020 and 2021, we launched our Foundation focusing on the Food Insecurity and Poverty pillar. We then selected Second Harvest, our signature partner for that pillar.

At the end of 2021, our staff voted to select **Mental Health** as the **pillar of focus for 2022 and 2023.**



2021 Voting Results:

- Mental Health: 50%
- Social Justice: 30%
- Youth Initiatives: 20%

Our Team

Our Foundation is led by FCR Staff, and is organized into a Council and three subcommittees. Our leadership team includes:

Foundation Core Team:

Meaghan Bach, Co-Chair
Noah Parker, Co-Chair
Melissa Campisi, Co-Chair
Huzefa Attarwala, Treasurer
Helen Hu, Treasurer
Elle Agourias, Treasurer
Mary Scotland, Secretary

Foundation Board:

Adam Paul, Board Member
Alison Harnick, Executive Sponsor
Jordan Robins, Board Member
Leonard Abramsky, Board Member
Michele Walkau, Executive Sponsor
Neil Downey, Board Member

Subcommittee Leads:

Jennifer Auyeung, Signature Event Subcommittee Lead
Anamaria Corbu, Signature Event Subcommittee Lead
Ben Jasper, New Ways of Fundraising Subcommittee Lead
Crystal Hodgson, Volunteer Day Subcommittee Lead
Sophie DeWitte, Marketing & Communications Lead

Our General Council members sit on subcommittees and drive our Foundation's objectives forward. The current council includes:

Albert Ho

Aleksandrina Tremblay

Alison Bailey

Carm Francella

Chris Atkins

Chris Mihailoff

Cindy Chung

Hayley Gonzalez

Janis Braun

Jennifer Arezes

Jennifer Devlin

Jesse Stellick

John Vacheresse

Katherine Lubitz

Kirryn Hashmi

Kirstyn Grant

Lisa Sturrock

Luisa Pitruzzello

Matt Gratton

Matt Silcoff

Melissa Jacobs

Melissa Mccullagh

Nadia Ieraci

Rachelle Earle

Robert Matusik

Robert Sewell

Sherri Matthews

Sue Klinner

Tina Steinberg



2022 Programming

In 2022 and 2023, Mental Health is our pillar of focus. At the beginning of 2022, we partnered with **Kids Help Phone** to help raise funds for the mental wellness of children in our communities. Through various fundraising initiatives, **we raised \$197,000 – all of which went to their Counsellor in the Classroom program.**

For 2023, we're building on the success of our events and will continue to raise funds in support of Kids Help Phone.

Kids Help Phone is Canada’s only 24/7 e-mental health service offering free, confidential support to young people in English and French. They’ve provided support over 11.6 million times to Canadian youth since January 2020 – a key indicator of the mental health need in Canada. Their purpose is to improve the lives and wellbeing of Canadian youth by providing a safe and trusted place for young people in any moment of crisis or support.

PROJECTS	DETAILS	OUTCOME
CRE Softball Classic	Industry softball tournament fundraising event	\$101,000*
Staff, Friends, and Family Draws	Held two draws in the summer and holiday seasons	\$25,000*
Corporate Fundraising	Reached out to industry peers for donations	\$67,000*
Volunteer Days	FCR staff volunteering at local charities	1,260 hours*
RioCan vs. FCR Hockey Game	Held a charitable hockey game against RioCan	\$5,000*

*As of December 31st, 2022

CRE Softball Classic Signature Event

On September 28th, we held the **2022 Commercial Real Estate Softball Classic** at Toronto's Coronation Park. We invited our staff and industry peers to join in on a fun-filled day of softball, lunch courtesy of our tenant Burger Drops, live music, and more.

Key highlights:

- 10 teams
- 45+ FCR volunteers
- 28 charitable donors
- \$101,000 raised

All funds donated to Kids Help Phone.



Staff, Friends & Family Draws

During the 2022 summer and holiday seasons, we held two **charitable draws**. While our Summer Draw was open to staff only, we extended our Holiday Draw to family, friends, and colleagues as well.

From \$1,000 Air Canada gift cards, sports tickets, Smart TVs and other electronics, hotel and spa packages, to fine wine and liquor baskets, both draws offered some of the most attractive prizes.

Key highlights:

- Summer Staff Draw: \$7,700
- Holiday Draw: \$17,000
- 80+ prizes drawn

Together, these outstanding charitable draws raised a total of \$25,000 in support of Kids Help Phone.



Corporate Fundraising

In the last few months of 2022, we began our Corporate Fundraising Campaign. During this time, our Leadership Teams reached out to their industry peers and contacts asking for corporate donations to support this worthy cause.

This campaign raised \$67,000 which came from 45 donors. All funds were donated to Kids Help Phone.

A few of our corporate donors:



Volunteer Days

In 2022, we continued our **Staff Volunteer Days Program** to ensure all employees have the opportunity to give back to their communities.

Throughout the year, our staff volunteered at various charitable organizations including Second Harvest, Feed Scarborough, Raise the Roof, Care BC, Salvation Army's Montreal Booth Centre, and more.

Our corporate goal for the year was to have at least 75% of our staff use their volunteer day. We're pleased to report that we surpassed this goal and **achieved 82% participation.**

Key highlights:

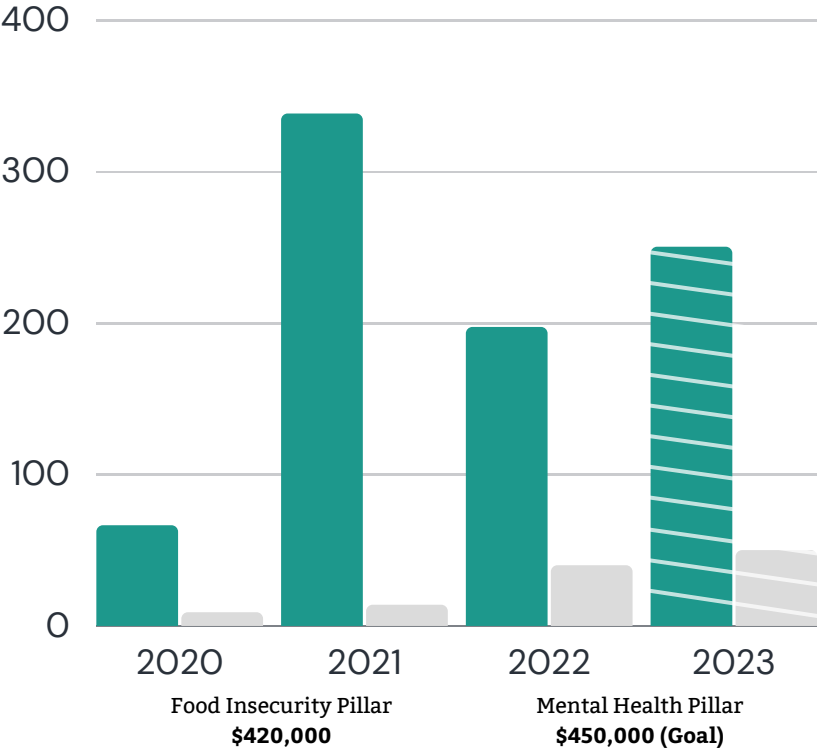
- 1,260+ volunteer hours from FCR staff
- 40+ organizations supported



By focusing on one pillar over a two-year period, we give enough time and effort to each pillar and are able to build upon our support for our neighbourhoods year after year. In 2020 & 2021, we focused on Food Insecurity and raised a total of \$404,000. We donated \$66,000 to local food banks across Canada and raised \$338,000 for our then-partner, Second Harvest. Focusing on Mental Health in 2022 and continuing on in 2023, we've partnered with Kids Help Phone.

Building on our Success

We're building a plan to grow our Foundation pillar by pillar.



2022 Finals:

40

Organizations Supported

\$196k

Dollars Raised

1,260

Hours Volunteered

After all our initiatives and programs in 2022, we're pleased to report the final results of our programming for the 2022:

- Donating **\$197,000** to the Councillor in the Classroom program at Kids Help Phone
- Contributing over **1,260 hours** of volunteer time
- Raising over **1,500 pounds** of food and toys for various charities
- Supporting over **40 organizations and non-profits**

2022 Volunteer Totals

296

Volunteers

1,260

Hours Volunteered

40+

Organizations Supported

82%

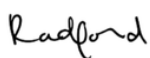
of FCR staff volunteered



FCR Volunteers

Supporters & Donors

We could not have made the significant positive impact in our neighbourhoods without our donors and supporters across Canada:



Our Next Steps

In 2023, we'll continue our focus on supporting mental health initiatives and grow our partnership with Kids Help Phone.

Our goal is to raise \$250,00 and we'll work towards achieving this by:

- Hosting the 2023 CRE Softball Classic and are looking to grow the event and build on the success of 2022
- Introducing our Payroll Donation Program
- Expanding our fundraising through new initiatives
- Encouraging more FCR team member volunteering through our corporate goal of 85% staff using their volunteer day

Our Foundation was founded to achieve ONE goal – to help our neighbourhoods thrive.

People are at the centre of our neighbourhoods. We'll continue to grow our long-term sustainable commitments to the communities we serve – **to generate and enhance value for everyone.**

2023 Signature Partner:



CRE Softball Classic, Toronto

We thank you for
your ongoing
support of our
Foundation.



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