



FCR Thriving
Neighbourhoods
Foundation

Impact Report

2023

Table of Contents

- 1 Foundation Overview
- 2 Our Team
- 3 Pillars of Focus
- 4 Year in Review
- 5 2023 Programming
- 11 2023 Charities Supported
- 12 Case Studies
- 14 Our Supporters
- 17 What's Next?



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 with charities across Canada

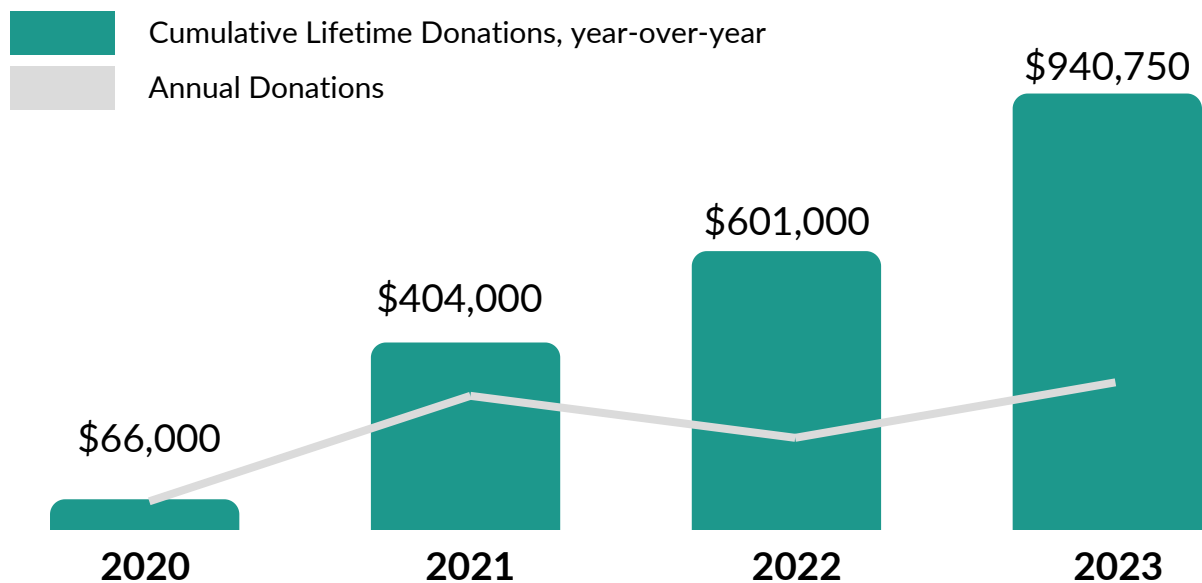
We're proud to operate in six of Canada's largest cities (Toronto, Ottawa, Montreal, Calgary, Edmonton, and Vancouver) supporting organizations of all sizes.

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.

Our Growing Impact



*As of December 31st, 2023

Our Team

Our Foundation is led by FCR Staff, who volunteer their time to support this important aspect of FCR's culture. The employees are organized into a Council and several subcommittees. Our Foundation leadership team includes:

Foundation Core Team:

Sonia Stramaglia, Manager, Fundraising and Charitable Programming
Meaghan Bach, Co-Chair
Noah Parker, Co-Chair
Helen Hu, Treasurer
Elle Agourias, Treasury Team
Anuj Sachdeva, Treasury Team
Mary Scotland, Secretary

Foundation Board:

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

Foundation Committee Leads

Kristyn Grant, Volunteer Day Co-Chair
Crystal Hodgson, Volunteer Day Co-Chair
Jennifer Auyeung, Central Event Co-Chair
Anamaria Corbu, Central Event Co-Chair
Kari Berekoff, Western Event Lead (Calgary)
Liz Kutos, Western Event Lead (Calgary)

Hayley Gonzalez, Western Event Lead (Edmonton)
Ben Jasper, Western Event Lead (Edmonton)
Matt Gratton, Western Event Lead (Vancouver)
Annabelle Gagne, Eastern Event Lead (Montreal)
Dimitra Papadopoulos, Event Chair (Vancouver & Montreal)

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

Jennifer Arezes
Mondy Azulphar
Leigh Balgopal
Cynthia Ciacci
Sabrina Dickinson
Cynthia Fawcett
Melissa Ferrato
Kirryn Hashmi

Albert Ho
Nadia Ieraci
Allana Klepko
Sue Klinner
Karen Kowal
Alanna Krasowski
Josée Laverdière
Elizabeth Manio

Robert Matusik
Chris Mihailoff
Mai Nguyen
Krutika Patel
Mahtab Pezhman
Sweden Pokomandi
Mona Poon
Bianca Posca

Ken Rozniak
Robert Sewell
Jesse Stellick
Lisa Sturrock
Debbie Tarkas
Rose Tran
Anthony Van
Catherine Vourakis
Alex Zelinsky



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:


Mental Health


Food Insecurity & Poverty


Social Justice


Youth Initiatives

Every two years, all FCR staff and Foundation members vote on a pillar of focus for the upcoming two year term.

When we launched our Foundation during the pandemic in 2020/2021, we focused on the **Food Insecurity & Poverty** pillar. We supported **Canadian food banks** for 2020 and selected **Second Harvest** as our signature partner for 2021. 2021 also saw our first signature event; a walk in our neighbourhoods.

At the end of 2021, our staff voted to select **Mental Health** as the **pillar of focus for 2022 and 2023**. We have spent the last two years supporting **Kids Help Phone** as our signature partner for this pillar. This two-year term has been a period of growth for the Foundation, seeing the launch of our CRE Softball Classic and the expansion of Foundation events across Canada.

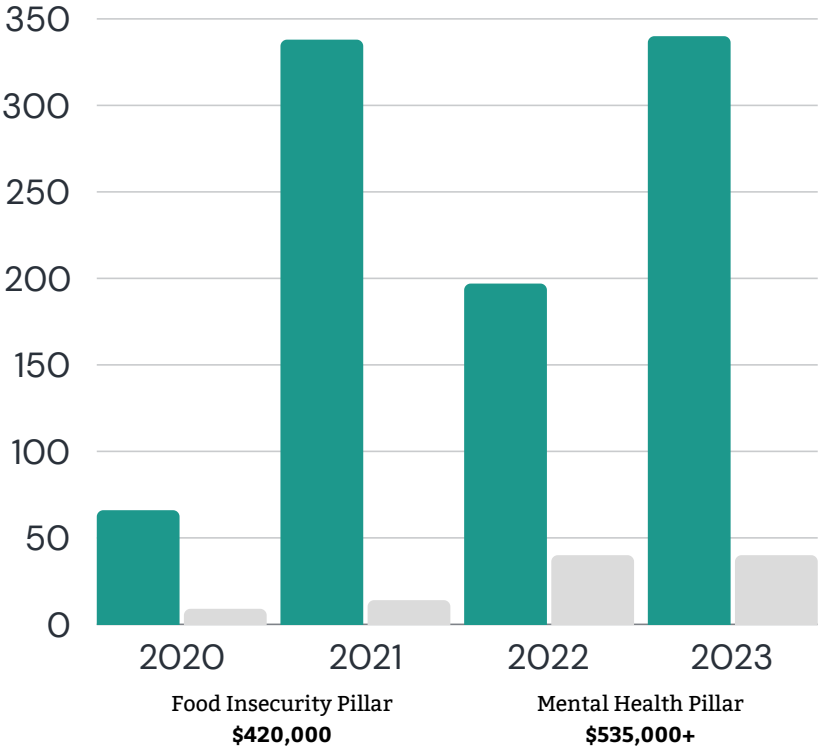


Year in Review

By focusing on one pillar over a two-year period, we are able to dedicate significant time and effort to our signature charity partner, and are able to build upon our support for our neighbourhoods year after year. For 2022 and 2023, our target was to raise \$450,000 over this two year term. We're very proud to report that we've passed that goal, raising a total of **\$536,750 for Kids Help Phone in the last two years.**

Building on our Success

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



2023 Milestones:

40+

Organizations Supported by the Foundation and FCR

\$339k

Dollars Raised

1,756

Hours Volunteered

We're pleased to report the final results of our programming for 2023:

- **\$339,750** donated to Kids Help Phone and their Councillor in the Classroom program
- **1,756 hours** of volunteer time contributed
- Over **2,100 pounds** of food, plus additional barrels and bags of toys and clothing raised for various charities through FCR properties
- Over **40 community organizations and non-profits** supported

2023 Programming

2023 was our second year partnering with **Kids Help Phone**. With the \$339,750 we've raised through our fundraising initiatives this year, we've been supporting their **Counsellor in the Classroom** program.

Kids Help Phone is a national organization dedicated to providing mental health support to Canadian children and youth.

Their **Counsellor in The Classroom** program is an innovative and community-based program designed to help students in Grades 4 through 12 connect with Kids Help Phone and learn about mental health. The program's goal is to empower young people and build resilience.

2023 Fundraising Programs

PROGRAM	DETAILS	OUTCOME
CRE Softball Classic	Our 2nd annual industry softball tournament	\$221,000*
Regional Foundation Events	Fundraising events in Calgary, Edmonton and Montreal	\$65,500*
Payroll Donations & Match	Donations by FCR Staff via payroll deductions, matched dollar-for-dollar by FCR	\$19,800*
Winter Draw	Friends & Family Draw over the holiday season	\$10,100*
Other Fundraising Initiatives	Various smaller or one-off fundraising initiatives	\$23,300*

*As of December 31st, 2023, rounded to the closest hundred

Second Annual CRE Softball Classic

On September 21, 2023, we held the second annual **Commercial Real Estate Softball Classic** at Toronto's Coronation Park. FCR staff and industry peers came together to enjoy a day of softball, featuring live music, a 50:50 lottery, a beer garden and lunch courtesy of our tenant Burger Drops.

Key highlights:

- **10 teams**
- **45+ FCR volunteers**
- **59 donors**
- **\$221,000* raised**



Montreal Bowling Event

On November 3, 2023, our Montreal Team held the Foundation's first regional fundraising event.

Hosted at Salle de Quilles Fleury, an FCR tenant, the team put together an enjoyable afternoon of bowling.

The event featured bowling, as well as delicious eats, a raffle for box seats at a Montreal Canadiens game, and a photobooth. We were delighted to be joined by Karine Couture Bienvenue, a Kids Help Phone counsellor who spoke to attendees about her experiences answering calls from youth at KHP.

Key highlights:

- **50+ FCR participants and volunteers**
- **39 donors**
- **\$52,000* raised**



*As of December 31st, 2023, rounded to the closest hundred

Edmonton Bowling Tournament

On November 16, 2023, our Edmonton Team hosted a bowling tournament at Plaza Bowling Co.

The cool retro vibe of the venue, 50:50 lottery, raffle for Edmonton Oilers tickets, and delicious food donated by FCR tenants (Crumbl Cookies, D Spot, Seoul Fried Chicken, and Wing Snob) all made for an unforgettable evening!

Key highlights:

- 15+ FCR participants
- 19 donors
- \$8,500* raised



Calgary 50:50 and Raffle

Our Calgary Team had two fundraising initiatives for the Foundation in 2023! They kicked off with a 50:50 lottery at Deer Valley Market Place's annual Calgary Stampede Caravan Pancake Breakfast.

At the end of the year, a Holiday Raffle was held for the public, featuring a range of prizes generously donated by FCR tenants and suppliers.

Calgary's giving spirit didn't end there. The team organized their own fundraiser: playing some holiday games in the office to raise funds and food for the Calgary Food Bank.

Key highlights:

- 10+ FCR volunteers
- 21 donors
- \$5,000* raised



*As of December 31st, 2023, rounded to the closest hundred

Property Charitable Initiatives

Many of First Capital REIT's properties partook in their own charitable initiatives in 2023. For each property, their contribution was unique and tailored to their own objectives, highlighting FCR's investment in the communities we serve.

Support ranged from donating space, making financial contributions, hosting donation bins and more. Some examples of these initiatives include:

Holiday Food & Toy Drives:

- Feed Scarborough: 580 lbs of food (Cedarbrae Mall & Parkway Mall)
- Community Care: 100 lbs of food, 2 barrels of toys, and 15 bags of clothing (Fairview Mall)
- Eden Food for Change: 687 lbs of food (Meadowvale Town Centre)
- Daily Bread Food Bank: 80 lbs of food (Humbertown Shopping Centre)
- 630 CHED Santas Anonymous: 52 bags of toys from Northgate (23), Westmount (7) and Meadowlark (22)
- Nelson House of Ottawa-Carleton: collected 4 shopping carts full of gifts (Merivale Mall)

Ad Hoc Property Events:

- Humbertown BBQ, May 13th: \$1020 raised and 49 non-perishables collected for Daily Bread Food Bank
- Merivale Drive-In, Sept 9: Raised \$629.10 and a full bag of non-perishables for Nelson House of Ottawa-Carlton
- Meadowvale Drive-In, August 19th: \$358.35 and 642 lbs of non-perishables for Eden Food for Change

Key highlights:

- 10+ properties participating
- 15+ organizations supported



Volunteer Days

In 2023, we continued our Staff Volunteer Days Program, ensuring all employees have the opportunity to give back to their communities.

The Foundation's Volunteer Day subcommittee works year-round to identify and arrange opportunities for staff to volunteer.

In April 2023, the subcommittee organized National Volunteer Week activities, with 120 staff contributing over 470 volunteer hours that week.

FCR's corporate objective for 2023 was to have at least 85% of our staff use their volunteer day. Staff rose to the challenge, **achieving 93% participation.**

Some of the charitable organizations supported in 2023 include: Grow Calgary, Holly's Haven Wildlife Rescue, Moisson Montreal, Ronald McDonald Children's House Edmonton, Simcoe Muskoka Regional Cancer Centre, SKETCH Working Arts, and the Surrey Food Bank.

Key highlights:

- **1750+ volunteer hours from FCR staff**
- **80+ organizations supported**
- **\$58,900+ economic impact from volunteering***

"Leading the Volunteer Day Subcommittee can have its challenges; however, it has also been one of the most rewarding experiences I have ever been part of. Knowing that I've had a small part in bringing my colleagues together to volunteer their time within the communities that allow us to thrive as a business is nothing but gratifying. The true champions are our employees for always being willing to participate and having fun in the process."

Crystal Hodgson, Volunteer Day Subcommittee Co-Chair

*Calculated with the 2023 Canadian average hourly wage rate, Statistics Canada. Table 14-10-0064-01



2023 Volunteer Milestones

362

Volunteers

1,756

Hours Volunteered

80+

Organizations Supported

93%

of FCR staff volunteered



2023 Charities Supported

In 2023 the Foundation, First Capital REIT and FCR Properties were proud to champion organizations across the country through donations, sponsorships and other means of support:

Signature Partner:



Case Study: Connecting with Kids Help Phone

When Kids Help Phone was first identified as a potential signature partner in 2022, we had a good feeling about it.

The partnership was a natural fit, addressing **two** of the Foundation's Pillars: **Mental Health** (our pillar of focus) and **Youth Issues**.

By supporting Counsellor in The Classroom and its community-based approach, we knew we'd be making a big difference to a lot of kids.

Counsellor in The Classroom is a free program offered to classes in Grades 4-12, designed to help students:

- gain a better understanding of mental health
- identify how / where they can seek support
- make a plan for how they can get help if they need it
- feel more confident in seeking support

Together, we empower youth, providing crucial mental health support and fostering resilience in our communities.

"I absolutely loved the program and the teaching materials. The students found the content enjoyable and we had many great discussions as a class within each lesson. I have recommended this service to many other educators and I appreciate all the information provided."

Participating Educator, Counsellor in The Classroom

"Kids Help Phone would like to thank FCR for their amazing support over the past two years. FCR employees are so committed to the causes they support and it shows in their enthusiasm and energy at their events. FCR employees should feel very proud of the amazing results they have achieved."

Kids Help Phone



KHP's Jamieson Scott addressing CRE Softball Classic attendees, September 2023



Special guests from KHP with some of the Foundation Team in Montreal, November 2023

Case Study: Growing with Feed Scarborough

In 2023, our partnership with Feed Scarborough flourished. Dozens of staff used their Volunteer Day with the organization in diverse roles including warehouse assistance, garden clean-up and supporting their Fall Market.

Demonstrating our commitment to supporting Feed Scarborough’s work, FCR’s Cedarbrae and Parkway properties generously donated their own funds to the organization and Parkway also provided space for Feed Scarborough to promote their work on sustainable development.

Our relationship was also instrumental in their successful Giving Tuesday campaign, encouraging public donations.

Together, we continue to help our neighbourhoods thrive, fostering a stronger, more sustainable community

Key highlights:

- 77 staff volunteers
- 379 hours contributed
- \$30,000 donated

“Your team was very engaging. I had the opportunity to speak with each group and their understanding, passion and willingness to learn/participate was great to see!”

Feed Scarborough



“I am thankful to be allowed to help such wonderful and passionate people that are part of Feed Scarborough organization. It is not easy to adjust to the needs of everyone in need of food or clothes, but they manage to do it. I left thinking I can’t wait to volunteer again, but I was sad to see how many people depend on the food Feed Scarborough is providing.”

Anamaria Corbu, FCR Accounting Manager

Our Supporters

We could not have made this impact in our neighbourhoods without our donors and supporters across Canada. The following organizations donated a minimum of \$500 to the Foundation in 2023:

Foundational Support:



\$25,000+



\$5,000 - \$24,999



\$2,000 - \$4,999



\$500 - \$1,999



Thank you to all our 2023 donors!

What's Next?

In 2024, we're beginning a new two-year term of focusing on another of the Foundation's pillars. Following a November 2023 staff vote, the 2024/2025 pillar of focus will be returning to Food Insecurity & Poverty.

2024/2025 Signature Partner:



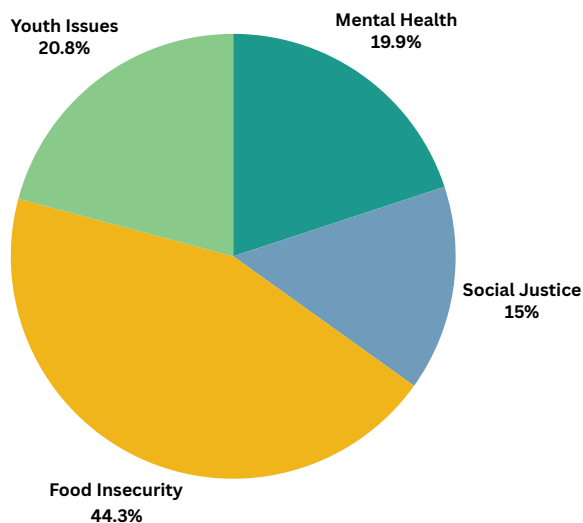
community food centres
CANADA good food is just the beginning

Our signature partner for this pillar is **Community Food Centres Canada**, a national organization that builds health, belonging and social justice through the power of food. With their programming across the country, they bring people together to grow, cook, share, and advocate for good food.

The funds raised by FCR and the FCR Thriving Neighbourhoods Foundation will forward their mission by:

- Supporting the operations and development of CFCC's Community Food Centre partners in Alberta, British Columbia, Ontario and Quebec
- Supporting organizations in CFCC's Good Food Network and its national Indigenous Network

2024/2025 Pillar Staff Vote Results



Our 2024 goal is to raise **\$350,000**. We'll work towards this by:

- Hosting the third annual CRE Softball Classic, continuing to build on the event's success
- Expanding the Foundation's national reach by hosting fundraising events in all of FCR's major cities: Calgary, Edmonton, Montreal and Vancouver
- Building on the success of our payroll donations and Winter Draw programs
- Encouraging more FCR team member volunteering through our corporate objective of 90% staff using their volunteer day

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.**

Thank you for your
ongoing support of
our **Foundation.**



FCR Thriving
Neighbourhoods
Foundation

FCR Thriving Neighbourhoods Foundation

85 Hanna Ave, Suite 400

Toronto, Ontario M6K 3S3

www.thrivingneighbourhoods.ca

foundation@fcr.ca

Charitable Registration Number: **71263 3536 RR0001**