



COMMUNITY INVESTMENT REPORT

2020



1995-2020

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OUR MISSION

The goal of The Cowan Foundation is to make a positive difference in the lives of Canadians and the broader well-being of our communities.

OUR VALUES

The Foundation's focus on community investment aligns with the corporate values of Princeton Holdings Limited:

- Innovation
- Integrity
- Commitment
- Client-Focus
- Collaboration
- Results-Driven

OUR FOCUS

To address emerging and ongoing needs in Canadian Communities, with a special focus on the priority areas listed below:

Children, Youth, and Marginalized Populations

Transformational programs that encourage excellence, teach valuable life skills, and expand leadership capabilities. Specifically, we are focused on programs assisting at-risk children/youth and marginalized populations.

Health and Well-being

Programs focused on improving the health and wellness of individuals in our communities, with particular attention on seniors.

A MESSAGE FROM THE EXECUTIVE DIRECTOR AND CHAIRMAN OF THE BOARD

We at the Foundation feel so privileged to have been able to work on your behalf with so many exceptional people and charities. In this report, we are pleased to share with you a sample of the incredible work being done by 64 charities and organizations that received support from The Cowan Foundation this past year. We are so proud to be associated with so many causes that are on the cusp of transforming lives, along with many that are on the front lines every day impacting students, seniors and so many others.

We also invite you to explore the highlights of the Foundation's 25-year history. Founded in honour of Frank Cowan, an astute businessman, a generous heart and person with a genuine love for people, he would be proud of the many ways Canadian lives have been positively impacted through the donations made to a diverse group of charities since the Foundation's inception.

Something that became abundantly clear during the challenging times of 2020 were the gaps. The gaps also highlighted the extraordinary creative and hard work of so many to not only fill those gaps, but to fundamentally change how things are done. Painful situations with the occasional bright light, we saw people come together to do everything they could for their communities. We leave 2020 secure in the knowledge of lessons learned, that collaboration and a generous spirit can accomplish far more than a single effort. The Foundation was pleased to support some of the many ways that employees of the Princeton Holdings group of companies rose to the occasion to lend a helping hand.

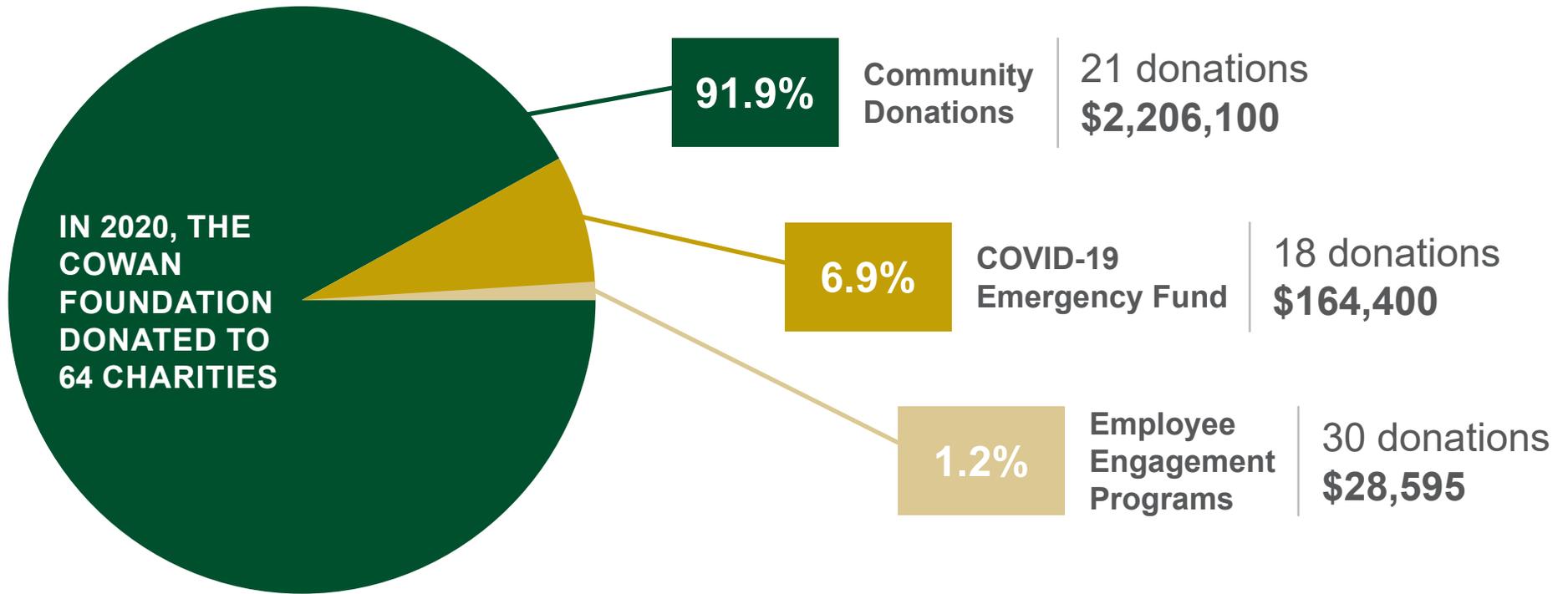
On behalf of The Cowan Foundation Board of Directors, we celebrate a record year of giving in our 25th year and we look forward to the next 25 years ahead while staying true to our commitment to make a positive difference in the lives of Canadians.

Sincerely,

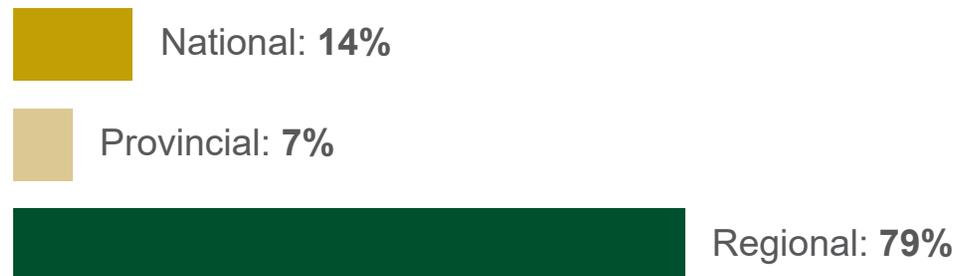
Mary D'Alton
Executive Director
The Cowan Foundation

Maureen Cowan
Chairman of the Board
The Cowan Foundation

2020 DONATIONS



GEOGRAPHIC SPEND



SINCE 1995, THE COWAN FOUNDATION HAS DONATED TO **637 CHARITIES**

2020 DONATION RECIPIENTS

\$100,000+



\$50,000+



\$25,000+

- Argus Residence for Young People
- Child and Nature Alliance of Canada
- City of Stratford - Festival Hydro Community Park
- Homewood Research Institute
- KW4 Ontario Health Team
- The Aids Committee of Cambridge, Kitchener, Waterloo and Area
- The Bateman Foundation
- Waterloo Education Foundation Inc.

\$10,000+

- Carizon Family & Community Services
- MS Society, Grand River Chapter
- Nutrition for Learning
- Perimeter Institute
- Strong Start
- Waterloo Region Catholic Schools Foundation
- Waterloo Region Family Network
- Why Not City Missions Brantford

Under \$10,000

- Boys and Girls Club of Ottawa
- Community Living Durham North
- Community Living North Halton
- Community Living Port Colborne
- Community Living York South
- CURE Foundation
- Deafblind Ontario Services
- E3 Community Services Inc.
- Harmony Centre for Community Living
- Operation Sharing of Woodstock
- Prostate Cancer Canada
- Reena Foundation
- Rosewood House
- Shepherds of Good Hope Foundation
- Simcoe Community Foundation Services
- Stedman Community Hospice
- Waterloo Wellington Down Syndrome Society

*See Community Volunteer Program and Holiday Fundraising Challenge recipients

TYPES OF PROJECTS AND PROGRAMS SUPPORTED IN 2020



73%
EDUCATION & RESEARCH



22%
HEALTH & SOCIAL SERVICES



2%
COMMUNITY/RECREATION



2%
ENVIRONMENT/GREENSPACE



1%
CULTURE & ARTS

COMMUNITY DONATION HIGHLIGHTS



CONESTOGA COLLEGE

A \$5M donation over five years was committed to address the urgent need for additional health care professionals including personal support workers (PSWs) at the frontline of care. Made in honour of Frances Cowan, the grandmother of the Foundation’s Chair, this investment will build upon the College’s existing Cowan Health Science Centre to create an epicentre for remote simulation learning, with a unique emphasis on innovative and tailored delivery approaches to support PSW learning, eliminating many of the financial, travel and time barriers that exist today for PSW students.



BAYCREST CENTRE FOUNDATION

\$600,000 over 3 years was committed to advance critical research that could help delay memory loss in older adults by supporting a cognitive behavioural study by scientists at Baycrest’s Rotman Research Institute (RBI). Made in honour of Frances Cowan, this gift will further the promising work around Transcranial Direct Current Stimulation therapy being led by Dr. Howard Chertkow, Chair in Cognitive Neurology and Innovation and senior scientist at the RRI. This research and clinical trials are showing great promise and have the potential to make a profound impact in the lives of people living with dementia and Alzheimer’s disease, and their loved ones.



MINT MEMORY CLINIC

\$100,000 was provided in support of the MINT Plus Project which will enable Ontarians living with dementia and family caregivers to have ongoing access to coordinated care within their own communities through digital technology. In addition to a dedicated team of skilled healthcare professionals in primary care, timely access to specialists in geriatric medicine, geriatric psychiatry, and cognitive neurology will be available when necessary to expedite the care protocol for patients. Using secure electronic technology platforms, the MINT Plus Project will establish new workflow processes that is designed to improve communication and efficiency of care between MINT Clinic physicians and specialists in dementia care. This donation was made in honour of Frances Cowan and will address the critical shortage of access to specialists in dementia care and builds healthcare system capacity in both primary care and specialist care.

COMMUNITY DONATION HIGHLIGHTS *continued*



INDWELL COMMUNITY HOMES

The second and final donation toward a \$400,000 commitment was provided to redevelop the former Royal Oak Dairy site in Hamilton into two affordable housing apartment buildings. Indwell provides permanent affordable housing with various levels of supports for tenants who were formerly homeless or living in precarious situations, often as a result of mental illness, addiction or other disabilities. Indwell is unique in its holistic approach and the built-in support for its tenants within their living communities. This year they have demonstrated their ability to be nimble in providing extraordinary care to their tenants at their existing homes to keep them safe.



ARGUS – Residence for Young People

\$97,500 over 3 years was committed to support the CARE pilot project, which stands for Children And Residential Experiences (CARE): Creating Conditions for Change. The multi-level program will provide out-of-home care for youth, ages 14-18, needing a trauma-focused program centred on preparation for independence. To support transformative change, Argus has partnered with Cornell University to implement their CARE practice model over the next four years. The model will enable Argus to deliver quality care according to research-informed principles to best support healing, learning and personal growth. In addition to financial support, staff at the Cowan Insurance Group hope to provide financial literacy counseling and mentorship to help pave the way for marginalized youth to achieve transformative outcomes.



STRONGSTART

An additional \$30,000 donation over 2 years was committed to support the Letters, Sounds and Words Program for children struggling with literacy in the Hamilton-Wentworth District School Board. The Foundation had previously provided \$15,000 to bring this impactful program to the City of Hamilton, which has since successfully launched.

COVID-19 EMERGENCY FUND DONATION HIGHLIGHTS

Since the beginning of the COVID-19 pandemic, The Cowan Foundation acted swiftly to address many challenges experienced by charities and organizations working on the ground serving those in need. Especially during challenging times, collaboration, support, and generosity is crucial to sustain our communities and ensure no one is left behind. The Cowan Foundation established a COVID-19 Emergency Fund and a total of \$164,400 was donated to 18 charities and organizations to help them continue their invaluable contributions to those who need it most.



Soft Phone System for staff and mentors to maintain contact with at-risk children



Funds to Purchase Personal Protective Equipment for charities across Ontario



Food, food storage and personal hygiene products for charities serving those in need



Internet Connectivity for low-income families to participate in e-learning



Funding to help limit harm to individuals who have substance abuse addictions



Pop-up Snack Program for families experiencing financial hardships

EMPLOYEE ENGAGEMENT PROGRAMS

The Cowan Foundation is pleased to donate to charities that are important to employees. Through a number of company-wide employee engagement programs 30 charities were supported.

COMMUNITY VOLUNTEER PROGRAM

The Community Volunteer Program celebrates employees and their families who volunteer in the community. Given the unique challenges of in-person volunteering during the pandemic, the minimum number of hours required to participate in the program was reduced to offer greater flexibility. Based on the number of volunteer hours completed during the program year, participating employees selected their charitable organization of choice and a pro-rated donation up to \$1,000 was provided by The Foundation.

2020	18 Employees	833 Employees	SINCE 2003
	800+ Volunteer Hours Logged	40,610+ Volunteer Hours Logged	
	18 Charities Supported	314 Charities Supported	
	\$16,000 Donated	\$615,500 Donated	

In 2020, The Cowan Foundation was pleased to donate a total of \$16,000 to the following organizations as selected by participating employees:

- Autism Speaks Canada
- Brant Waterways Foundation
- Cambridge Self Help Food Bank
- Cheryl's Hope
- Children's Foundation of Guelph & Wellington
- Community Living Guelph Wellington
- Community Resource Service
- Girl Guides of Canada - Ontario Council
- Highland Animal Relief Team
- Kitchener Public Library
- KW Water Polo Club
- Oxford County Animal Rescue
- Parkinson Canada
- Strong Start
- The Community Foundation of Mississauga
- Theatre Woodstock
- Waterloo Wellington Down Syndrome Society
- Wellkin Child & Youth Mental Wellness



“ I decided to volunteer at Oxford County Animal Rescue to help an influx of vulnerable cats in my community. I had the opportunity to foster kittens and provide them a safe and healthy home until they were adopted. The kittens provided a lot of needed smiles and positive energy throughout the pandemic. During a difficult year for most, The Cowan Foundation increased the maximum amount they would donate to charities through this program and I am grateful for their generosity. I feel very fortunate to work for a company that recognizes volunteer efforts and in addition, financially supports charities that matter to their employees.”

Crystal Breedon

Benefits Specialist, Cowan Insurance Group | Proud Volunteer, Oxford County Animal Rescue

CELEBRATING 25 YEARS OF GIVING

2020 marked a significant milestone for The Cowan Foundation. For the past 25 years, the legacy of Frank Cowan has lived on through the countless ways these donations have made a positive difference in the lives of Canadians and strengthened communities. During this time of reflection, we celebrate the 637 charities and organizations that have turned our donations into tangible support for those they serve. We also recognize that it is through the strength of the PHL group of companies and their valued clients that we have been able to invest back in communities where we live and work.



25
YEARS



637
CHARITIES AND
ORGANIZATIONS
SUPPORTED



TOTAL OF
36,913,429
IN DONATIONS
AND FUTURE
COMMITMENTS

While reflecting on The Cowan Foundation’s past we can see how the donation strategy has evolved over the years while the underlying fundamental goal of helping improve the lives of Canadians and the broader wellbeing of communities remained strong every step of the journey.

CELEBRATING 25 YEARS OF GIVING (1995 – 2020) *continued*



The Cowan Foundation provides its first donation to build the Princeton & District Museum and Library



The Cowan Foundation supports Lutherwood's Youth\$ave Program

1995 – 2000

In 1995, The Cowan Foundation was created to honour Frank Cowan, the founder of our organization and a true leader in the Canadian insurance industry. It was only fitting that the first donation made in 1996 was a sizeable contribution to build the Princeton & District Museum and Library, a combined facility project that was near to Frank's heart in his beloved community of Princeton, Ontario. Leading into the 21st century, the Foundation made a number of donations focused on supporting charities helping those in need in smaller communities such as a drop-in centre for teens (Upper Deck Youth Centre), charities serving people with hearing and visual impairments (Bob Rumball Association for the Deaf, John Milton Society for the Blind) and donations that improve access to healthcare and wellness for seniors (Hope Air, South Gate Centre).

2001 – 2005

A new millennium brought new growth to both Princeton Holdings Limited and to the increasing number of communities their employees, clients and partners called home. In an effort to support the impact this growth was having on the healthcare system in these regions, record donation commitments were made to build a hospital in Woodstock and support existing hospitals in Waterloo Region, Stratford, Hamilton, and Ottawa. Many other charitable contributions were provided that honoured Frank Cowan's legacy including the Life Skills Training Room at the Canadian National Institute for the Blind, Lutherwood's Youth\$ave program and funds to build a soccer park in Woodstock. The Community Volunteer Program was successfully launched in 2003 to recognize the contributions of employees in their communities and acknowledge their efforts by donating to their charity of choice.

CELEBRATING 25 YEARS OF GIVING (1995 – 2020) *continued*



The Cowan Foundation supports Heart & Stroke Canada's AED Program



The Cowan Foundation supports affordable housing through a donation to The Working Centre

2006-2010

During this time period, healthcare remained a prominent aspect of the Foundation's core mission but a shift began to emerge towards donations to charities and organizations who were focusing on prevention, intervention, and education that would benefit Canadians for years to come. Many lives were saved and continue to be saved through a multimillion-dollar donation to Heart & Stroke Canada and the installation of Automated External Defibrillators (AEDs) in communities across the county. The Foundation's largest commitment to an educational institution was provided to support the construction of the Cowan Health Sciences Centre at Conestoga College, a state-of-the-art applied learning and research facility for health and life sciences. Programs that supported children and youth continued to be a strong focus including donations to Pathways to Education, Big Brothers Big Sisters, Public Library literacy programs, Stop Bullying Today, and an internet safety program through the OPP Youth Foundation.

2011-2015

The Foundation began to explore ways that would improve the quality of life for seniors, specifically related to dementia and Alzheimer's Disease, through contributions to programs such as Our Journey Together (Alzheimer's Society of Oxford) and research-to-practice initiatives spearheaded by the Schlegel-University of Waterloo Research Institute for Aging. In funding the Bruyère Research Institute's Best Evidence Review Groups, greater knowledge was acquired about the most effective living environments for people with dementia in long-term care and fall prevention in various care environments. During this time, the Foundation was proud of the lasting impact made in communities by supporting the construction of various recreation facilities such as the twin pad arena at the Brant Sports Complex and Cowan Field in Stratford. Simultaneously, the Foundation continued to invest in programs rooted in support and prevention, including the first donation for an affordable housing building project (The Working Centre).

CELEBRATING 25 YEARS OF GIVING (1995 – 2020) *continued*



The Cowan Foundation supports the creation of a post-concussion app by St. Joseph's Health Care Foundation, London

2016 – 2020

Over the past 5 years, the Foundation has been laser-focused on creating positive change and opportunity through recognizing current challenges and barriers and lending support to leaders in their respective fields who are working for a better tomorrow. The financial commitments have grown during this time, aligning with the exponential impact the projects and programs have made, and will continue to make. Students and new Canadians are being supported in their search for employment (Cowan Welcome Centre at Conestoga College), a Post-Concussion Syndrome app will help countless people better manage their symptoms (St. Joseph's Health Care Foundation, London), and two new affordable housing projects with built-in supports will be life-changing for those with disabilities and mental health challenges (Indwell Community Homes, Hamilton

& Kitchener). In 2020, donations were made from the Frances Cowan Fund to improve the lives of people living with dementia and Alzheimer's Disease (Baycrest Foundation, MINT Memory Plus Program) and the Frances Cowan Centre of Excellence for Seniors Care at Conestoga College was established to address the urgent need to train additional Personal Support Workers.

The Cowan Foundation has been on an incredible journey the past 25 years and is proud to continue honouring the legacy of Frank Cowan by supporting charities that matter to employees, business partners, and clients, and that contribute to the well-being of Canadian communities.

THE COWAN FOUNDATION AND OUR GROUP OF COMPANIES

The Cowan Foundation was started in 1995 in honour of Frank Cowan, our founder. The Foundation is sustained by the ongoing success of the Princeton Holdings group of companies including Cowan Insurance Group (and its subsidiary Cowan Financial Solutions), and Fountain Street Finance. Together they provide insurance and risk management solutions to clients. The goal of The Cowan Foundation is to make a positive difference in the lives of Canadians and the broader well-being of our communities. For more information, please visit www.cowanfoundation.ca.



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