



COMMUNITY IMPACT REPORT

2021



We're committed to making a positive difference in the lives of Canadians and the broader well-being of our communities.

Since 1995, The Cowan Foundation has donated over \$32 Million to 641 charities

A MESSAGE FROM THE EXECUTIVE DIRECTOR AND CHAIRMAN OF THE BOARD

We write this with a deep sense of gratitude to all our staff, clients, and partners across the country. We have been fortunate to be aligned with so many people who have a strong sense of commitment to make our communities healthier, safer, and better places to live, work, and play during what have been extraordinary times. It has continued to be a year of adjusting our sails to the winds that blow.

The needs in our communities are many, and the work the Foundation is involved in is never done. The Community Impact Report highlights what we have been able to do together in 2021.

We face 2022 and beyond with a renewed focus on “what matters to you, matters to us”. We know the world has changed and will continue to do so. New realities of work, home, and play will mean we will have to adapt how we approach the challenges of today and tomorrow to assist those who need it most.

All your support, regardless of whether it is your time or funds, it collectively has an impact.

Sincerely,

Mary D'Alton
Executive Director
The Cowan Foundation

Maureen Cowan
Chairman of the Board
The Cowan Foundation



Our Focus

We address emerging and ongoing needs in Canadian Communities, with a special focus on the following priority areas:

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.

Our Values

Every donation made aligns with the corporate values of Princeton Holdings Limited:

- **INNOVATION**
- **INTEGRITY**
- **COMMITMENT**
- **CLIENT-FOCUS**
- **COLLABORATION**
- **RESULTS-DRIVEN**



2021 Donations

\$1,000,000+



\$500,000+



\$100,000+



\$50,000+



\$25,000+



\$10,000+

- Perimeter Institute
- Indwell Community Homes
- The Aids Committee of Cambridge, Kitchener, Waterloo and Area
- Why Not City Missions Brantford

UNDER \$10,000

- Ottawa Food Bank
- Independent Living Waterloo Region
- Canadian Cancer Society
- CURE Foundation

***VISIT THE COMMUNITY VOLUNTEER PROGRAM SECTION FOR A LIST OF ADDITIONAL CHARITIES SUPPORTED**



“I use Perimeter’s resources as often as possible. They are amazingly useful because they help to address topics that are traditionally difficult to find resources for.”

**Karen Kennedy-Allin,
Educator**

“Fast-growing phragmites is devastating natural areas along Ontario’s shorelines and wetlands. With the support of The Cowan Foundation, this pilot research project using biocontrol (moths) launched in Long Point, ON and has since expanded to 3 other properties in Southern Ontario. We will continue to monitor the progress using a combination of drone and ground truthing in 2022 to test the use of this innovative, long-term and cost-effective way to tackle this critical challenge. “

**William Jones, Senior Development
Officer, Ducks Unlimited Canada**

“Funds from The Cowan Foundation enabled us to provide our Leadership in Training participants with mental health training through the Start suicide prevention program from Living Works.

This training has proved invaluable in equipping our young leaders to better understand how to support their friends and peers - as well as take charge of their own mental well-being. This has literally saved the life of at least one of our teens over the summer. Thank you.”

**Susan Zuidema, Executive Director,
Why Not Youth Centre Brantford**

Education

CONESTOGA COLLEGE:

The Foundation’s \$4 Million commitment over 10 years for the expansion of Conestoga College’s Waterloo campus continues to make a difference for students and clients who use the Welcome Centre for programming, career exploration and job hunting. At the start of the pandemic, funds from the Foundation helped the College adapt quickly to offer services online. This resulted in greater efficiencies within the frontline team to better serve the needs of their students and clients.



The donation under Health/Wellness/Prevention for the Conestoga College PSW Program could also apply to the Education category.

PERIMETER INSTITUTE:

The final donation instalment of 3-year commitment as an Educational Outreach Resource Partner was provided. This donation assisted with the production of free digital resources that made cutting-edge science education available to educators and their students in classrooms across Canada and the world. Perimeter’s educational resources have been used 80 million times in 129 countries and have been an invaluable tool for classrooms around the world that shifted to online formats in the wake of COVID-19 lockdowns.

Environment

DUCKS UNLIMITED:

The second and final donation instalment toward a \$80,000 commitment was provided for an invasive species (Phragmites) study. Introduced Phragmites causes substantial ecological and economic harm. The research project is focused on developing a better understanding of the introduced and native Phragmites in Ontario and how to help control it using stem-feeding insects.

Youth/Marginalized Populations

ARGUS - RESIDENCE FOR YOUNG PEOPLE:

A donation for financial literacy counseling and mentorship is helping pave the way for marginalized youth to achieve transformative outcomes. During the second year of a 3-year donation commitment totaling \$97,500, the program saw great success with the first participant attain the education, skills and work experience needed to secure employment and independent housing.

WHY NOT CITY MISSIONS BRANTFORD:

The final donation instalment toward a \$25,000 commitment was provided to help deliver a Leadership in Training Program for at-risk youth. This program helps build the confidence, leadership, and life skills needed for a brighter future.

Health/Wellness/ Prevention

COWAN COMMUNITY HEALTH HUB:

The Cowan Community Health Hub opened its doors this past November in Paris, Ontario. A \$800,000 donation was provided to support this project and the many ways it will benefit the health and wellness of County of Brant residents.

CONESTOGA COLLEGE:

Since 2020, significant progress has been made to address the urgent need for personal support workers (PSWs). In the second year of a \$5M commitment to this cause, close to 2000 students enrolled in the PSW program, the highest of any college in Ontario. This donation has made it possible for state-of-the-art technology to be provided to students both at the Cowan Health Sciences Centre and within 5 ONSITE labs in hospitals and retirement homes in remote communities. A major milestone was achieved with the first group of PSW students who received Cowan support (\$500 Entrance Award, free uniform, free CPR/First Aid Certification) graduating this past April.

MINT MEMORY CLINICS:

In support of memory and dementia care, \$110,000 was committed over 3 years to help fund an educational and networking event called the Cowan Conference for MINT Memory Clinics: Building our Community of Practice. This virtual 2-day conference will be attended by both MINT Memory Clinic team members across Ontario and supporting specialists to update knowledge and skills, and to further develop collaborative working relationships.

BAYCREST:

In the second year of a 3-year donation commitment for \$600,000, the research of Dr. Chertkow, Chair in Cognitive Neurology and Innovation and senior scientist at Baycrest's Rotman Research Institute, is showing great promise. The clinical trials that are being run simultaneously in Montreal and Toronto (one bilingual) have had outstanding results thus far and are paving the way for international clinical trial opportunities. The results of the research and clinical trials have the potential to make a profound impact in the lives of people living with dementia and Alzheimer's disease, and their loved ones.

ST. JOSEPH'S HEALTH CARE FOUNDATION, LONDON:

After many years of research and development, an App to help individuals manage post-concussion symptoms was launched. MyBrainPacer™ App is a free tool to help users effectively pace and plan their daily activities. The Foundation provided the final installment toward a 3-year \$120,000 commitment.

“2020 was a life changing time for many, including myself. As I watched the pandemic unfold and saw the cries for help from both the government and the personal support workers of Ontario, I realized I could help. With the support of my children and husband I applied and was accepted to Conestoga College. Unfortunately, going to school full time meant working less.

This award not only allowed me to spend less time worrying about how to afford first aid and scrubs but also helped with my tuition. It allowed me to focus on my courses instead of trying to work extra hours. It's reassuring to know that others are supporting PSWs and they are being valued and recognized for the important work they provide.”

**Conestoga PSW
Winter 2021 Student
& Cowan Entrance
Award Recipient**



2021 Donations: A Year in Review

\$2,759,862
Donated

Education	Youth & Marginalized Populations	Health/Wellness/Prevention	Environment	Covid-19 Emergency Fund
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Geographic Donation Reach:

47% Regional **40%** Provincial **13%** National

Employee Donation Matching Initiatives & Employee Community Volunteer Program

23 donations

450
mental health wellness books distributed to children receiving mental health services

COVID-19 EMERGENCY FUND DONATION HIGHLIGHTS

Especially during challenging times, collaboration, support, and generosity is crucial to sustain our communities and ensure no one is left behind. The COVID-19 Emergency Fund was established in 2020 and 3 charities were supported this past year.

The Aids Committee of Cambridge, Kitchener, Waterloo and Area (ACCKWA)

Indwell Community Homes

Ottawa Food Bank

We acknowledge that the loyalty and support of the Princeton Holdings Group of Companies employees, clients and business partners makes it possible to give back to our communities.



Company Engagement Programs

Cowan Insurance Group led various fundraising events from June to September in support of Children's Mental Health Ontario (CMHO). The initiative was called Cowan CHMO Summer and The Cowan Foundation provided the following donations in support of the initiative:

- **SIXTY-ONE EMPLOYEES PARTICIPATED IN THE COWAN MOVES FOR MENTAL HEALTH WALK, RUN, BIKE OR PLAY CHALLENGE.** For every hour that employees spent outdoors with children and teens, The Cowan Foundation donated \$10/hr to CMHO, amounting to a \$6,732 donation. Direct employee donations to CMHO were also matched by the Foundation during this time period.
- **COWAN GOLF DAY IN SUPPORT OF CMHO TOOK PLACE ON SEPTEMBER 15TH** at Glen Abby and was a great success thanks to company sponsors, business partners, and golf tournament participants. Cowan Insurance Group was pleased to present CMHO with a cheque in the amount of \$50,000, which was matched by The Cowan Foundation for a combined total of \$100,000.

In December, 47 Cowan Insurance Group employees volunteered to put together holiday gift packages for over 300 children receiving mental health services throughout Ontario.



Employee Engagement Programs

COMMUNITY VOLUNTEER PROGRAM

The Community Volunteer Program celebrates employees and their families who volunteer in the community. Based on the number of volunteer hours completed during the program year, participating employees select their charitable organization of choice and a pro-rated donation up to \$1,000 is provided by The Foundation.

Since 2003

\$632,000 donated

In 2021, The Cowan Foundation was pleased to donate to the following organizations as selected by participating employees:

- Alzheimer Society of Waterloo Wellington
- Brant County SPCA
- Children's Foundation of Guelph & Wellington
- City of Kitchener: KW Water Polo Club
- Community Living Guelph Wellington
- Food4Kids Guelph
- Highland Animal Relief Team
- Homeward Bound Rescue
- Huron Perth Catholic District School Board: St. Patrick's & St. Columban Catholic School
- KidsAbility Foundation
- Kitchener Public Library
- Moisson Outaouais
- Ottawa Food Bank
- Parkinson Canada
- Strong Start
- The Terry Fox Foundation
- Waterloo Wellington Down Syndrome Society
- Princess Margaret Cancer Foundation: Cheryl's Hope
- Wellkin Child & Youth Mental Wellness

EMPLOYEE DRESS DOWN DAYS

Whether in the office or working from home, each Friday employees at the group of companies enjoy dress down days which generate funds benefitting various not-for-profit organizations each month. For the fifth annual year, The Cowan Foundation matched employee donations for National Denim Day and Wear Plaid for Dad, raising a combined total of \$840 for The CURE Foundation and \$500 for the Canadian Cancer Society (Prostate Cancer Canada).

"I like to get involved with the community. When the call came out for volunteers to assist at one of the local community COVID-19 vaccine clinics, I was quick to volunteer. Assisting people as they navigate my first-ever mass vaccination has been extremely rewarding. People are anxious, excited, and often confused when they show up to get their vaccine. If we as volunteers can assist in any way, we know it makes a difference."

**Lisa Wetzler, HR Business Partner,
Cowan Insurance Group**

THE COWAN FOUNDATION AND OUR GROUP OF COMPANIES

The Cowan Foundation was started in 1995 in honour of Frank Cowan, our founder. The success of the Princeton Holdings group of companies, including Cowan Insurance Group and Fountain Street Finance, have enabled the Foundation to continue to make meaningful contributions to the wellbeing of our communities and the people who live there. Cowan Insurance Group have provided insurance and risk management solutions to clients since 1927.

For over 25 years, 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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