

2025
**Community
Impact
Report**



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Our Mission

To make a positive difference in the lives of Canadians and enhance the broader well-being of our communities.

Values

In alignment with the values held by Princeton Holdings Limited, we believe in:

- Respect
- Integrity
- Collaboration
- Community
- Accountability

Message from our Board Chair & Executive Director

Our Foundation was built on a simple belief: that meaningful change happens when people come together with purpose, compassion and a commitment to strengthening communities. We believe when we make a donation, we are investing in community.

Each project we support, and each initiative we help move forward reflects that belief in action.

We are inspired by the work of our partners, and believe strongly that in collaborating, our donations are planted deeper and go further. The Foundation continues to evolve, responding to community needs. As we look ahead, we remain committed to thoughtful stewardship, collaborative action and supporting initiatives that build brighter futures for all.

We are proud of what we have accomplished these past 30 years and we look forward to what lies ahead.

With gratitude,

Maureen Cowan, *Chairman* & Mary D'Alton, *Executive Director*

Our Focus Areas

To address the needs of communities, as well as future generations, we are focused on:



HEALTH & WELLNESS

Increasing capacity by:

- providing highly trained professionals, and
- supporting accessible wellness opportunities within our communities.



COMMUNITY SUPPORT PROGRAMS

Equipping disadvantaged community members

with the tools necessary to live active independent, and fulfilling lives.



EDUCATION

Increasing capacity by:

- providing the skills of the future for business, and
- removing barriers for students to access skills necessary for future employment.



ENVIRONMENTAL SUSTAINABILITY

Providing opportunities for employees and their families to engage in and support ecosystem restoration activities.

Since 1995,
The Cowan Foundation
has distributed over
\$41 Million
across
706 charities.

Highlights of This Year's Contributions



Funding for **student training and equipment** in biotechnology and medical imaging programs



Funding for **new City of Kitchener Recreation Complex**, named the Cowan Recreation Centre



Funding a **health clinic** serving individuals experiencing homelessness



Funding for **pediatric vision screening initiatives**, helping identify early vision issues



Donation to the **Boys and Girls Club of Canada**, for mental health initiatives, supporting youth development and engagement



Health & Wellness

Clear Eyes - Bright Future: Ensuring Success

Through a unique four-year partnership involving The Cowan Foundation, Lions Club International Foundation, the School of Optometry and Vision at the University of Waterloo, and local school boards, **over 20,870 students have benefited from early vision screenings** to detect issues that could impact their learning.

This collaborative program ensures that children with potential vision challenges are recognized, thereby enhancing access to follow-up care and laying the groundwork for a more robust educational experience.



Lions Clubs International
FOUNDATION



UNIVERSITY OF
WATERLOO | SCHOOL OF OPTOMETRY
& VISION SCIENCE

Health & Wellness Research to Inform the Future

Transforming Care: Accelerating the Pace of Discovery

New innovation at Homewood Research Institute is **advancing breakthroughs** in Concurrent Disorders through a first of its kind national summit to share insights and chart the future of care through collaboration and cutting edge brain research. **These advances signal real hope for people**, by building the evidence needed to change how care is delivered.



Health and Wellness/Education

Building the Biotechnology Cluster

This donation boosts capacity in both public-facing laboratories and the specialized laboratories where analysis and research take place. It enhances hospital and walk-in lab services while also accelerating cutting-edge research, deepening our ability to understand and learn from what we can now see.

- The Cowan Centre for Medical Sciences and Biotechnology has provided high-quality education to 126 students across the Medical Laboratory Sciences and Medical Lab Assistant/Technician programs, with the inaugural MLA/T cohort completing their clinical practicums in January 2025 and graduating in April 2025.
- Placement partners reported strong satisfaction with student performance and have already committed to additional placements for Fall and Winter 2025/2026.
- The Cowan Centre's advanced facilities have enabled strong program growth, high workforce-readiness, and early employment success.



“The labs... closely simulated real clinical settings... significantly enhanced my understanding of laboratory techniques and procedures.”

— Aakansha J. Joshi, Student

Health and Wellness/Education

Seeing the Unseen - Medical Imaging

Behind every diagnosis lies a skilled individual who perceives what others may overlook. **Early detection significantly alters outcomes.** Imaging professionals play a crucial role in providing compassionate, accurate, and timely care. Our donation to the Diagnostic Medical Ultra Sonography program supported the launch of this program. As at this date, the program has received over 700 applications for its' inaugural Fall 2026 session.



Education: Providing Opportunities

Stronger boards, Stronger Communities

Donating to Capacity Canada's three-day Boot Camp was an investment in community.

Over these three days, 200 non-profit board members and leaders gathered to gain insights on best practices for governance from top experts.

They offered practical tools aimed at enhancing oversight, improving decision-making, and fostering genuine organizational transformation.



CAPACITYCANADA

Educating the Educators

Ideas that Change the World begin with curiosity.

For decades the Foundation has supported the Perimeter Institute Educational outreach program, educating the educators and their students.

In honour of their milestone anniversary, this year's donation covered new quantum themed resources, the Galileo Exhibit and Festival Week. At its core, this partnership fuels curiosity, encouraging people to imagine possibilities once thought impossible. That spark of exploration leads to remarkable discoveries.



Health and Wellness

Connecting Community & Wellness

Opening in late 2026, the 222,000 square foot Cowan Recreation Centre will be a **vibrant, inclusive, and fully accessible space designed to serve generations to come.** It is designed to inspire active living and community connections.

This project is a powerful example of what is possible when public and private partners unite around a shared vision for a healthier, more connected community.



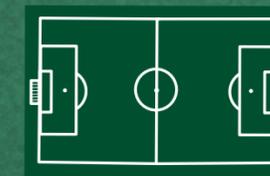
Rec Centre Features



Indoor aquatic center



Quad gymnasium



A community & tournament-sized indoor turf fieldhouse



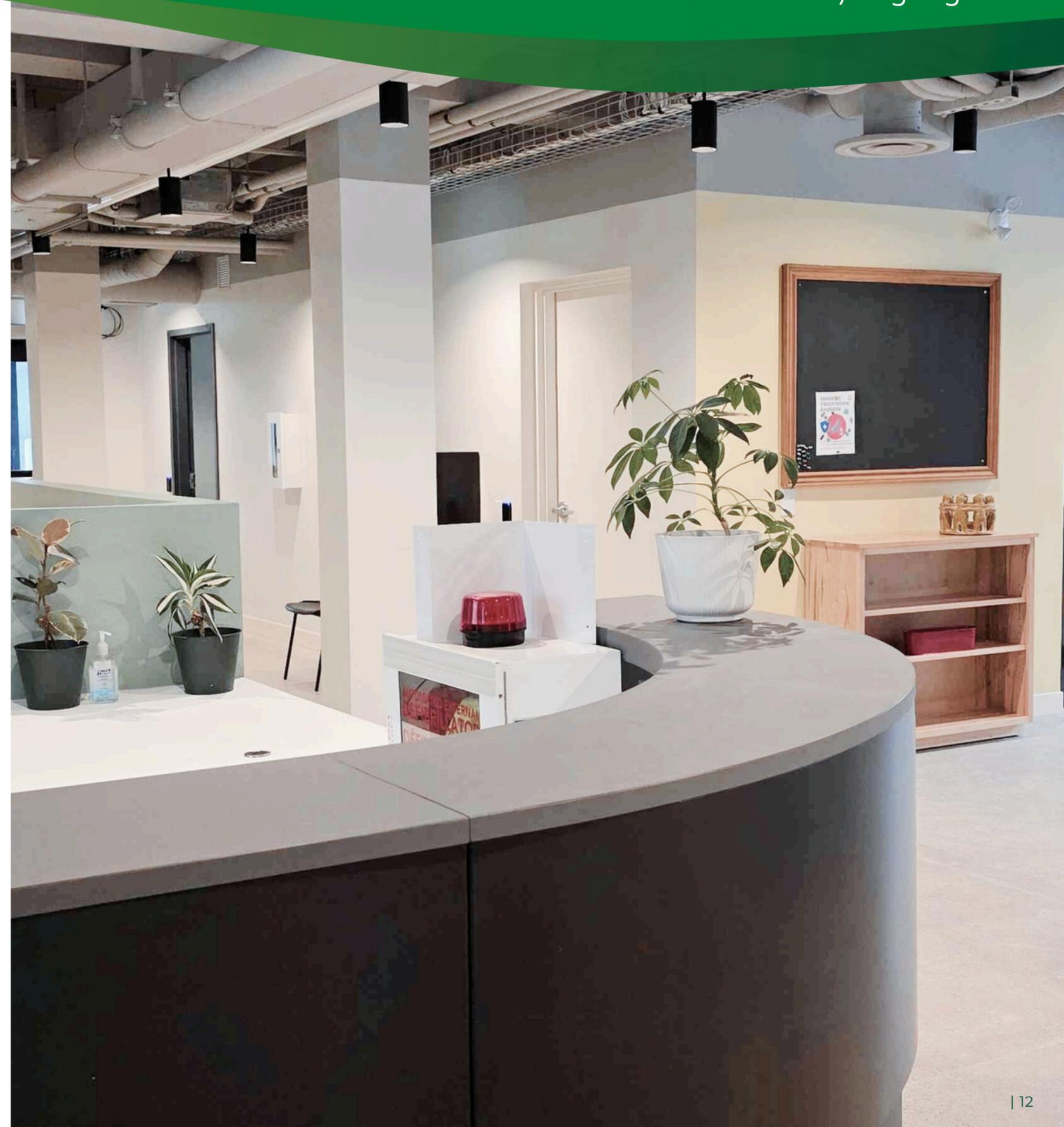
Elevated walking track

Health and Wellness/Community Support Programs

Building Stability, Restoring Dignity

The Working Centre "Making Home" project is delivering an integrated model of care, that **includes more than 600 daily meals, 44 transitional beds and wrap around coordinated community supports.**

The Cowan Foundation investment in the 3000 square foot medical clinic, along with its earlier funding of the expanded dental clinic, strengthens access to essential care for the homeless, who are among our most vulnerable community members.



Environmental Sustainability

City of Woodstock

As part of The Cowan Foundation's Community Action Day, the Former Cedar Creek Golf Course in Woodstock became a hub of environmental restoration as 60 volunteers, including employee volunteers, along with their families and friends, **planted approximately 400 aquatic plants in support** of a long-term City of Woodstock project to transform the former golf course into a thriving natural habitat.



City of Brantford

As part of the Cowan Foundation's Community Action Day and its commitment to fostering strong, sustainable communities, 52 volunteers, including Cowan employees and their families, gathered at D'Aubigny Creek Park in Brantford to support an environmental restoration initiative. **Together, participants planted 317 trees, contributing to expanded green space and helping to reduce erosion along the riverbank.**



Community Volunteer Program

Thank you
to our
volunteers
for their
time and
dedication



Amore Smith
Angela Helmer
Bob Herron
Craig Beaton
Adam Beattie
Anne Marie Nevins
Brian Geffros
Colleen McCabe
Amanda Hawkins
Karen Keast
Devin Norris-Lue
Alex Demrovsky
Nicole Zomer
Laura Cassidy
Gayathri Kamath
Ryan Haffner
Laura Van Brunt
Helene Papdalias
Shahzadi Zarnegar
Sharon Denault
Shannon Muir
Tobechi Emerenini
Tom Burns
Katie Sheedy
Vicky Brown
Tracey Price
Martin Brodigan



Community Volunteer Program

The Community Volunteer Program recognizes employees, retirees, and their families for their volunteer work. Based on the number of hours volunteered each year, participants can direct a pro-rated **donation of up to \$1,000 to the charity of their choice.**



2025 Community Volunteer Program Donation Recipients



Highlights of 30 Years of Community Impact/Collaboration

Driven by Purpose and Committed to
Building Brighter Futures - Together



Highlights of **30 Years** of Community Impact

With gratitude to our boards over the years and our leadership teams.



Howard Jasper
Past Executive Director
2000-2008



Terry Reidel
Past Executive Director
2008-2019



Mary D'Alton
Executive Director
2019 -



Maureen Cowan
Chair of the Board
1995 -

Highlights of **30 Years** of Community Impact



Health and Wellness

Where Families Gather and Communities Grow

COWAN FIELDS and COWAN PARK SPORTSPLEX have shaped Woodstock's recreational landscape and will continue to do so for decades to come. What began as a response to the need for more indoor and outdoor sports space, grew into two of the regions most valued gathering places, welcoming youth teams schools, families and community groups year round.

Together the Fields and Sportsplex created two recreational hubs that strengthen local identity and foster connection, belonging, and shared experience. Through partnership with the City, these spaces remain accessible, well-maintained, and rooted in the belief that strong communities are built through shared spaces and shared purpose - a legacy that continues to shape Woodstock today.



Highlights of **30 Years** of Community Impact

Health and Wellness

Restart a Heart, Restart a Life™

The Cowan Foundation made a significant donation to the “**Restart a Heart, Restart a Life™**” program to assist, through Heart and Stroke Canada, with the purchase and installation of automated external defibrillators (AEDs) in communities across Canada, as well as the associated training to use the AEDs, and rapidly expanding the availability of these life-saving devices in public spaces across Canada.



Driving Change in Memory Health

In 2013, The Cowan Foundation partnered with the Schlegel-UW Research Institute for Aging (RIA) for the first time to launch a pilot memory program **to improve the lives of those affected by memory loss and their families**. By donating to this program, we supported the research, that became the MINT program today, helping thousands across our communities.



Highlights of **30 Years** of Community Impact

Health and Wellness/Education

Building Skilled Hands and Compassionate Hearts for Our Communities

For five years, we have invested in Conestoga College's Personal Support Worker (PSW) program, increasing capacity of these valued healthcare professionals and supporting people in our community to build meaningful careers. Every learner who graduates from this program becomes a caregiver whose compassion and skill touch countless lives - supporting families at their most vulnerable moments.

These PSW programs have **empowered 6,396 students** to grow into confident, capable professionals, whose impact ripples through homes, neighborhoods and the broader community.



Highlights of **30 Years** of Community Impact

Education

Equipping our Communities to Face Future Challenges

The Foundation's significant donation to the Skills and Trades Campus at Conestoga College in Cambridge is a catalyst to opening new pathways for post-secondary education and **strengthening Ontario's capacity to confront the growing shortage of skilled trades** workers. This state-of-the-art campus gives learners access to cutting edge equipment, hands on training, and vital upgrading opportunities. It is a place where talent is built, futures are shaped, and communities gain the human resources they need to meet the challenges ahead.



Highlights of **30 Years** of Community Impact

Healthcare/Community Support Programs

Bringing Services Together to Strengthen Local Health Care

The Cowan Community Health Hub (CCHH) offers the Brant community an innovative, integrated model of care, bringing a wide range of health services under one roof. **By improving access to health care and community supports**, the CCHH helps ease pressure on the hospital system by helping transform how care is delivered. Newborns to seniors, every resident benefits from coordinated programs designed for their needs - delivered close to home.



Highlights of **30 Years** of Community Impact

Community Support Programs Independent Living

Over the past decade, funding to Independent Living Waterloo Region has **supported adults with physical disabilities to continue living independently and with dignity.** These donations have strengthened a full continuum of services- including 24/7 assisted living attendant support, outreach services in homes and workplaces and vital community resources.

Through initiatives such as the Access Fund , which provides support for essential equipment to foster independence, individuals are better able to make choices participate fully and thrive in their communities.



Highlights of 30 Years of Community Impact

Community Support Programs

Transforming Lives Through Supportive, Long-Term Housing

Our donations to Indwell, have supported three permanent housing projects, two in Hamilton and one in Kitchener. These developments have provided dignified, long term housing, with on site wrap-around supports needed for tenants who were formerly homeless or living in precarious situations, often due to mental illness, addiction or other disabilities. **Through this integrated model of care, residents gain stability, renewed confidence and the opportunity to thrive.**





Cowan Charity Classic Highlights

For more than two decades, the Cowan Charity Classic golf tournament has been hosted annually by Cowan Insurance Group in support of Canadian charitable organizations. The event brings together sponsors, business partners, and dedicated participants to raise meaningful funds each year.

The Cowan Foundation enhances the tournament's impact by generously matching all funds raised.



Highlights of Cowan Charity Classic & Cowan Foundation Donation Recipients





The Cowan Foundation

The Cowan Foundation was started in 1995 in honour of Frank Cowan, our founder. The success of the Princeton Holdings Limited group of companies which includes Cowan Insurance Group Ltd., Cowan Benefits Ltd., and Fountain Street Finance Inc., 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 30 years, the goal of The Cowan Foundation is to make a positive difference in the lives of Canadians and enhance the broader well-being of our communities. For more information, please visit www.cowanfoundation.ca.

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