

IMPACT REPORT

2022

HUDSON'S BAY
FOUNDATION



Our Journey of Change



For over 350 years, Hudson's Bay Company has played a critical role in both the culture and history of Canada. And, while this history has not always been perfect, the future of Hudson's Bay is rooted in our commitment to shaping a racially equitable Canada.

But this isn't a journey we've taken alone. Alongside our incredible impact partners, we've made monumental strides and meaningful impact in diverse communities across Canada. To date, Hudson's Bay Foundation has invested \$5,921,218 in education, employment, and empowerment programs, impacting over 89,210 lives.

While we're incredibly proud of our progress thus far, this is only the beginning. For the Foundation, meaningful impact isn't only measured in metrics, but also in the voices we have amplified and we're proud of the impact we've had on every life the Foundation has supported. Our approach has always been people-focused and we're proud of every person the Foundation has helped.

With each year, we will continue to build on the actions we've taken, strengthening our partnerships and creating meaningful impact on the lives of underrepresented people in Canada. This is not an easy or straightforward journey, but we encourage you to join us in shaping an equitable future for diverse communities across Canada.

Thank you,

A handwritten signature in black ink, appearing to read 'Sophia Hwang-Judiesch'. The signature is fluid and stylized, with a long horizontal stroke extending to the right.

Sophia Hwang-Judiesch, President of Hudson's Bay



Year Two Highlights

Oshki Wupoowane | The Blanket Fund Launch

On September 30th, 2022, we launched Oshki Wupoowane | The Blanket Fund, in partnership with the Gord Downie & Chanie Wenjack Fund. With 100% of net proceeds from the sale of HBC Point Blankets, this fund aims to provide meaningful support for Indigenous cultural, artistic, and educational activities. To date, the fund has grown to over \$2 Million.

Hudson's Bay Foundation Change Collective

In 2022, the Foundation launched the Change Collective, an employee engagement program designed to engage Hudson's Bay associates with the work of the Foundation. Through the program, Hudson's Bay Foundation offers opportunities for associates to learn about racial inequity in Canada, volunteer with our impact partners, and donate to those partners to help them to continue the important work they do. In 2022, over 2,900 associates were engaged to advance racial equity.

Evening for Change

In 2022, we hosted our second Evening for Change. During this annual fundraising event, we invited our vendors, impact partners, and leadership team to attend an evening centred around racial equity. At our 2022 event, we hosted over 300 guests who each had the opportunity to hear from young changemakers across Canada about their own experiences, and their hopes and visions for the future of Canada. The event raised \$1 Million for our impact partners to continue their incredible work.

CEE Donor Ally of the Year

Hudson's Bay Foundation was presented the CEE Centre for Young Black Professionals Donor Ally Award at their 10th annual CEE Celebration Gala. This distinct honour recognizes the commitments of the Foundation and its collaborative actions toward a racially equitable ecosystem. Alongside CEE, the Foundation aims to ensure Black youth receive the opportunities to gain economic and social opportunities to contribute to the Canadian economy.



About Hudson's Bay Foundation

About the Foundation

Hudson's Bay Foundation is a registered charity, working to address racial inequity by investing in three distinct pillars – Education, Employment, and Empowerment. Through these pillars, the Foundation aims to increase opportunities for underrepresented communities across Canada. In 2021, the Foundation launched Hudson's Bay Foundation Charter for Change, a 10-year \$30-million commitment to accelerate racial equity in Canada, and **in this past year, we disbursed \$4,081,653 impacting 18,405 lives.** To accomplish this, the Foundation formed long-term partnerships with organizations doing critical work and driving meaningful change. Together, the Foundation and its impact partners have reexamined the ways in which it invests in communities and the ways in which we can all create a better Canada.

Our Impact Partners



To date, we have:

Disbursed

\$5,921,218

Engaged

4,048

 associates

Impacted

89,210

 total lives

About Hudson's Bay Foundation Charter for Change

In 2021, Hudson's Bay Foundation Charter for Change was born out of a commitment to advance racial equity by reexamining the ways in which we give to those driving change. Through this commitment came a 10-year, \$30-million investment in educational, employment, and empowerment opportunities for underrepresented communities.

At the core of Hudson's Bay Foundation Charter for Change are the three pillars we leverage to accelerate racial equity. Alongside our impact partners, these three pillars represent the mission we've undertaken as we shape a better Canada.

Our Pillars of Impact:

Education

We direct funding to organizations that support equitable opportunities for diverse communities, and to partnerships that help educate Canadians on anti-racism.

Empowerment

We foster personal, professional, and cultural empowerment through Canada's diverse communities.

Employment

We focus on breaking down systemic barriers to career opportunities and advancements for diverse communities.



Our Impact Partners

Learn more about the Gord Downie & Chanie Wenjack Fund [here](#).

Gord Downie & Chanie Wenjack Fund

Inspired by Chanie's story and Gord's call to action to build a better Canada, the Gord Downie & Chanie Wenjack Fund (DWF) aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples. DWF provides education on the true history of Canada and the lasting impact of residential schools through their programming, partnerships, campaigns, and events that build awareness, education, and connections between all peoples in Canada.



Gord Downie & Chanie Wenjack Fund



Programs We Support

Oshki Wupoowane | The Blanket Fund

In 2022, the Gord Downie & Chanie Wenjack Fund and Hudson's Bay Foundation launched Oshki Wupoowane | The Blanket Fund. Designed to offer support for Indigenous cultural, artistic, and educational activities, the program receives its funding from HBC Point Blanket sales donating 100% of net proceeds.

- Continue to provide engaging online educational tools and resources in more than 80 categories that advance cultural understanding
- Feature more than 18 Indigenous Elders, Knowledge Keepers, musicians, and speakers through DWF's Indigenous History Month events in June 2022, connecting more than 8,200 viewers

Legacy Spaces

In 2021, Hudson's Bay Foundation partnered with the Gord Downie & Chanie Wenjack Fund to create two Legacy Spaces at HBC Corporate Offices. These spaces were designed to further educate associates about Indigenous culture, art, and history. Legacy Space funding, from the Foundation and other partners, has allowed the Gord Downie & Chanie Wenjack Fund to:

- Grow their Legacy Schools program to reach more than 173,000 students at all grade levels and in all provinces and territories
- Deliver their Youth Ambassador program to more than 130+ Indigenous and non-Indigenous youth that supported them to become champions of reconciliation in their schools and communities



Our Impact Partners

Learn more about Indspire [here](#).

Indspire

Indspire is an Indigenous national charity that invests in the education of First Nations, Inuit, and Métis people for the long-term benefit of these individuals, their families and communities, and Canada. With the support of its funding partners, Indspire provides financial awards, delivers programs, and shares resources so that First Nations, Inuit, and Métis students will achieve their highest potential. In 2022-2023, Indspire provided more than \$27 Million through 7,522 bursaries and scholarships to First Nations, Inuit and Métis students.

Lives impacted: 4,631



“The money awarded will be used to cover the purchase of my textbooks, scrubs, stethoscope, and other tools necessary to succeed in my studies. As a future physician, I want to be the voice of change for disadvantaged, underserved rural communities. Thank you for your generous support.”

Connor Roque (First Nation, First Year at University of Manitoba, Doctor of Medicine)



Indspire



Programs We Support

Building Brighter Futures: Scholarships, Bursaries, & Awards (BBF) Program

Building Brighter Futures aims to empower First Nations, Inuit, and Métis students by opening doors through education. Since 1996, Indspire has provided over \$190-million in financial support through more than 59,000 bursaries, scholarships, and awards.

Soaring: Indigenous Youth Empowerment Gathering

Soaring connects Indigenous high school students from across the country and engages them in career workshops to help them learn about career and post-secondary education options. The program also provides these students with the opportunity to meet Canada's top employers and learn more about financial support options.

National Gathering for Indigenous Education

The National Gathering brings together K-12 educators who work with Indigenous students to attend interactive workshops, collaborate and network with peers, and learn from high-profile guest speakers, with the goal to improve educational outcomes for Indigenous students.

Rivers to Success: Mentoring Indigenous Students

The Rivers to Success Mentoring Indigenous Students program provides a supportive learning environment for First Nations, Inuit, and Métis students at key stages of their educational journey. In Rivers to Success, students have access to Elders, Indigenous mentors, Indigenous Laureates, and Indigenous Building Brighter Futures alumni. Connecting with these resources enables students to prioritize their own development, seek out exciting opportunities, and ultimately achieve success in their chosen fields – all while maintaining essential connections to their cultures and communities.



Our Impact Partners

Learn more about CEE Centre for Young Black Professionals [here](#).

CEE Centre for Young Black Professionals

CEE Centre for Young Black Professionals is a charity dedicated to addressing economic and social barriers affecting Black youth ages 14 and over. Their activities are focused on youth workforce development, education, and advocacy to influence systems and policy.

CEE focuses on providing Black youth with:

- Exposure: To cultural competency, entrepreneurship, education, industry, mentorship, and leadership
- Experience: Soft skills, hard skills, on-the-job training, and building social capital with role models to facilitate career development
- Navigation: Systems navigation and social capital guidance to connection with employers, leaders, agencies, and support services
- Holistic Approach: Supporting the growth of the whole person, addressing both professional and personal challenges of trauma, basic needs, peer relationships, and so on.

In 2022, Hudson's Bay Foundation was given the CEE Donor ally of the Year award.

Lives impacted: 35



CEE Centre for Young Black Professionals



Programs We Support

Cybersecurity Program

CEE's free Cyber Security program helps youth gain the skills and expertise needed to land a career in one of the world's highest-paying industries. The program focuses on important cybersecurity concepts, including cryptography, computer networks and security, vulnerability analysis, and more.

Styling Cohorts

CEE's Styling program teaches youth the skills needed to break into the fashion world. It allows participants to gain practical industry knowledge through real-world case studies and examples, and get first-hand tips and advice from industry experts. The program is designed to foster creativity and lead participants to work in visual arts, film, fashion design, and fashion merchandising while contributing to the cultural enrichment of the Black community.

"I appreciated the overall support you gave us including the financial support. I have never had a program that has financially supported me at all. So thank you so much for the help that was given from CEE as a whole. Thank you guys so much for this experience.."

– Styling Program Participant



Our Impact Partners

Learn more about Nia Centre for the Arts [here](#).

Nia Centre for the Arts

Nia Centre is a Toronto-based organization connecting Black artists of all experience levels and backgrounds to mentorship as well as offering opportunities to hone their artistic practices. All their work is rooted in the conviction that Black artistic traditions can nurture community and foster healthy identities for generations to come.

Lives impacted: 283



“For years, we’ve known that Black artists in this city need hubs where they can gain the professional skills to create careers in their chosen disciplines. As the lead supporter for Nia Centre’s artistic and professional development program, we’ve been able to expand the program to include year-round training opportunities and workshops that enable creatives to reach their full potential.”

– Alica Hall, Nia Centre for the Arts Executive Director



Nia Centre for the Arts



Programs We Support

Left of Centre

Left of Centre is an artist incubation project which blends professional development, creative consulting, critical feedback, and seed funding to support emerging Black artists living in Toronto or the GTA. The project was developed alongside Black artists and advisors, across a wide range of disciplines, and aims to support artists in navigating traditional and non-traditional art spaces and institutions, securing funding, developing artistic practices, and continuing to inspire the creative community.



Our Impact Partners

Learn more about MLSE Foundation [here](#).

MLSE Foundation

MLSE Foundation is built on the belief that sport has the power to change the world. Fighting to provide every youth with an equitable chance to play, MLSE Foundation knows opportunities in sport help build skills and confidence both on and off the playing field, making for better academic and life outcomes. With Hudson's Bay Foundation's support, MLSE Foundation invested in programs, spaces, and organizations, such as MLSE LaunchPad, to increase capacity and address the systemic barriers to access and participation.

Lives impacted: 9,364



"This camp was great because I learned about leadership, grit, and how I can demonstrate leadership."

– Boys Leadership Camp Participant



MLSE Foundation



Programs We Support

Boys Leadership Camp

MLSE Launchpad's Boys Leadership Camp provides youth, ages 11-14, with the opportunity to engage with coaches, mentors, and other youth to engage in sports, activities, and workshops designed to develop them as leaders. The week-long March break camp alone offers 75 youth an opportunity to foster friendships, and new relationships, improve sports skills, and grow personally both on and off the court.

Boys Leadership Program

The Boys Leadership Program is a self-discovery and development program that takes place in downtown Toronto schools and is designed to mentor and empower self-identifying boys by incorporating sports and life skills. The program ultimately aims to instill leadership skills for long-term success.

Sport and Social Justice

Designed to engage youth both on the court and in the classroom, MLSE Foundation's Sport and Social Justice program educates youth on how present-day (and historical) social justice movements impact sports at all levels. The program looks at fashion, journalism, and athlete activism, and has featured special guests to help bring the lessons of the program to life.



Our Impact Partners

Learn more about MOSAIC [here](#).

MOSAIC

MOSAIC, one of Canada's largest settlement non-profit organizations, provides programs and services to immigrants, refugees, and those from diverse backgrounds to help advance an inclusive and thriving Canada. MOSAIC staff and partners work together to improve communities by welcoming and supporting newcomers with employment, settlement, and language services to further their success with their new life in Canada.

Lives impacted: 147



"The support of Hudson's Bay Foundation has been instrumental in the MOSAIC Centre for Diversity team being able to engage both employees and employers in a meaningful way"

– Olga Stachova, MOSAIC CEO



MOSAIC



Programs We Support

Diversity and Inclusion in the Canadian Workplace

In 2022, MOSAIC and Hudson's Bay Foundation launched a new multi-year partnership, formed as part of their shared commitment to addressing systemic barriers to employment for people from culturally-diverse backgrounds. As part of this partnership, the Foundation has committed funding for MOSAIC's new program Combatting Institutionalized Racism: Equitable Access to Employment.



Our Impact Partners

Learn more about Black Youth Helpline [here](#).

Black Youth Helpline

Black Youth Helpline (BYH) serves youth in communities across Canada, providing them with much more than advice. With a focus on prevention, access and cultural relevance, BYH's network of volunteers meet youth, their schools and families where they're at to build healthy and successful futures. Hudson's Bay Foundation is supporting BYH's Stay-in-School initiative, which engages with youth, families, school districts, and governments in a national strategy to ensure equitable opportunities to engage in school for Black youth in every province.

Lives impacted: 3,738



"Always but especially during these challenging times, vulnerable and other youth need clear messages that individual Canadians, businesses and corporations care!"

– Barbara Thompson, Founder



Black Youth Helpline



Programs We Support

Stay in School

The Stay in School initiative assists in building healthy relationships between schools, families, and communities with the goal of helping youth remain and succeed in school. The program ultimately helps address the needs of diverse student populations by working collaboratively with schools, students, and families in resolution of concerns and challenges.



Hudson's Bay Foundation Change Collective

When we come together to make a change, we become more than just people: We become a movement.

Launched in 2022, Hudson's Bay Foundation Change Collective serves as the Foundation's employee engagement platform, inviting Hudson's Bay associates to join in the Foundation's mission of advancing racial equity.

By engaging associates through the Change Collective, we are working to create a closer connection between our associates and our mission of advancing racial equity in Canada. Through the Change Collective, associates are given opportunities to support the work of the Foundation and impact the lives of underrepresented communities.

Designed with a people-first approach, the Change Collective focuses on driving meaningful impact by allowing associates the opportunities to volunteer, learn, and/or donate.

Through the Change Collective, associates can get involved in three distinct but impactful ways:

- **Collective Awareness:** Ongoing opportunities for associates to educate themselves on racial equity.
- **Collective Action:** Opportunities for associates to support the work of impact partners through volunteering.
- **Collective Support:** A variety of opportunities for associates to donate to the work of impact partners.





Walk for Wenjack

In October 2022, Hudson's Bay Foundation hosted its first-ever Walk for Wenjack in support of the Gord Downie & Chanie Wenjack Fund. This event spearheaded the Foundation's participation in Secret Path Week, a nationwide movement commemorating the legacies of Gord Downie & Chanie Wenjack.

Through the first Walk for Wenjack, Hudson's Bay Foundation was able to:

- Engage 1,020 associates from 56 stores, offices, and Distribution Centres from across Canada
- Walk 3,483 km greatly exceeding their goal of 600 km
- Raise \$6,891 to support the work of the Gord Downie & Chanie Wenjack Fund



MLSE Launchpad Summer Lunch Program

It's an unfortunate reality, but when school is out for the summer, many young people across Toronto lose access to nutritious lunches. Thankfully, MLSE Launchpad's Summer Lunch Program helps to close this gap by allowing associates the opportunity to prepare delicious summer lunches and curate physical activity programming for youth across the city. In 2022, 16 volunteers engaged in the program, serving meals and engaging youth across the city.



Indspire's Soaring

In 2022, Hudson's Bay associates virtually attended Indspire's Soaring: Indigenous Youth Empowerment Gathering. The event provides Indigenous high school students with the opportunity to learn about a myriad of career and post-secondary opportunities. Students also have the opportunity to participate in workshops, learn about financial support, and meet some of Canada's top employers.

At the 2022 Soaring event, members of Hudson's Bay Reconciliation and DE&I and Talent Acquisition teams hosted a virtual information booth, where students had the opportunity to ask our associates questions, explore career opportunities at Hudson's Bay, and learn about the work of Hudson's Bay Foundation.

Associates also delivered a workshop for students, entitled "Life at the Hudson's Bay." The workshop followed five associates on their day-to-day jobs, while also allowing students to glean insights into the work and how our associates got to their career paths. The workshop also highlighted Hudson's Bay's One Team approach, which highlights the importance of an associate's role throughout Hudson's Bay and how we all come together as a community to support our customers and each other.

Evening for Change

On October 26, 2022, Hudson's Bay Foundation hosted its second annual Evening for Change, presented by Breville. Here, associates, community members, vendors, and impact partners gathered at TIFF Bell Lightbox in support of Hudson's Bay Foundation's mission to accelerate racial equity. Throughout the evening, our attendees engaged in inspired conversation and celebrated all the individuals working alongside the Foundation to accelerate racial equity.

The 2022 Evening for Change raised an astounding \$1 Million to combat social injustice and advance racial equity in Canada. The event was graciously sponsored by over 100 organizations, including presenting sponsor Breville and Diamond sponsor Cadillac Fairview.

As part of the Foundation's commitment to equity, the food for the event was provided by Chefs Christina Mears and André Esteban of Oliver & Bonacini, as well as Chef Shawn Adler of Pow Wow Cafe. Cocktails and beverages were provided by O&B's resident cocktail specialist Raj Rijhwani. Music for the evening was provided by Canadian-Tamil producer and DJ, Lady Pista.



Community & Emergency Fund

About the Community & Emergency Fund

Each year, Hudson's Bay Foundation allocates a portion of its funds into the Community & Emergency Fund. Designed specifically to aid in emergencies, disaster relief, and community needs, particularly in communities where Hudson's Bay plays a role. In 2022, the Community & Emergency Fund was used to address the emerging and urgent needs impacting global communities.

In 2022, we gave to the a variety of community and emergency funds including:

- Reproductive Women's Rights
- BC Flooding (and Friendship Centers that were impacted)
- The War in Ukraine





Lives impacted: 46

About the Organization

The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health and addiction teaching hospital and a world-leading research centre in this field. CAMH combines clinical care, research, education, policy development, and health promotion to help transform the lives of people affected by mental illness and addiction. CAMH is fully affiliated with the University of Toronto and is a Pan American Health Organization/World Health Organization Collaborating Centre.

"Hudson Bay Foundation's support has fueled the work of 46 womenmind-funded scientists and counting, whose work will have an impact on the lives of women and girls everywhere."

- Deborah Gillis, President & CEO, CAMH Foundation.

Programs We Support

womenmind™

Hudson's Bay Foundation is one of the founding partners of womenmind, a community of philanthropists and thought leaders working to tackle the unique gender issues that underrepresented people face when it comes to their mental health. Inspired and empowered by their support of CAMH, members of the womenmind community connect with and learn from one another while also driving change for women's mental health and women in science.

At CAMH, the definition of women includes cisgender, transgender, and non-binary people.

Business Leaders Coalition for Mental Health Action

As part of CAMH's commitment to mental health, the Business Leaders Coalition for Mental Health Action serves as a philanthropic coalition of business leaders and companies advocating for the psychological well-being of employees.



Lives impacted: 161

About the Organization

Rainbow Railroad is a global not-for-profit organization that helps LGTBQI+ people facing persecution based on their sexual orientation, gender identity and sex characteristics. In a time when there are more displaced people than ever before, LGTBQI+ people are uniquely vulnerable due to systemic, state-enabled homophobia and transphobia. These factors either displace them in their own country or prevent them from escaping harm. In 2022, Hudson's Bay Foundation and Rainbow Railroad began a 3-year partnership to help provide support to the LGTBQIA+ community.

"Thanks to the Foundation's donation in 2022, we were able to support the travel and resettlement of 161 newcomers to Canada, where they can live openly and authentically. We are excited to continue our partnership to have an even greater impact in the coming years."

- Rainbow Railroad CEO, Kimahli Powell, L.L.D (Honours)

Programs We Support

Rainbow Railroad Resettlement Program

Thanks to Hudson's Bay Foundation, Rainbow Railroad was able to assist 161 LGTBQIA+ people fleeing immediate threats to their safety and well-being. In addition, Rainbow Railroad provided resources, mental health support, and financial assistance to an additional 4,231 LGTBQIA+ individuals to improve their health and well-being. In total, for 2022, Rainbow Railroad provided life-saving support to 4,457 individuals, more than double the amount helped in 2021.

"Things are better now than they ever were. I am working a full-time job and I feel like an active part of my community. I have also volunteered myself with Rainbow Railroad and it feels amazing just to give back and be part of the same program that helped me"

- Edwar, Rainbow Railroad participant who escaped Syria and resettled to Canada.



THANK YOU

Shaping a more equitable Canada is not an easy task, and we are incredibly fortunate to have such incredible impact partners joining us on this mission. We would like to thank everyone who has united their efforts in accelerating racial equity and their tireless work in creating meaningful and impactful change. We would also like to thank our vendor community and each of our donors for their continued support and commitment to our mission. Together, we can advance racial equity and create a Canada where everyone receives the opportunities they deserve.

