



# IMPACT REPORT 2021

Hudson's Bay Foundation

CHARTER  
FOR CHANGE™



# CHANGE IS A JOURNEY

*A letter from The Bay President and CEO, Iain Nairn, and Hudson's Bay President, Wayne Drummond*

One year ago, Hudson's Bay Foundation set out to accelerate racial equity in Canada by changing how it invests in communities. From that, Hudson's Bay Foundation Charter for Change was born: a ten-year, \$30M commitment to help create a more equitable future for all.

With consultation from community and subject matter experts, such as First Peoples Group, we've developed partnerships with some of Canada's most impactful charities working to accelerate racial equity through education, employment and empowerment. Now in our second year of fueling this work, we're starting to see its impact in tens of thousands of lives across Canada.

We believe that every life touched by these partnerships inspires hope for the coming decade. Whether it's helping a student overcome the financial or systemic barriers to education, empowering a young person to build skills and networks to launch a career, or driving critical and compassionate conversations about Canada's history and its future potential— all are integral to that long-term goal.

And while it's important for us to measure how our investments take shape, we know meaningful impact is reflected in more than numbers. Real change is cumulative, not instant. And as each action builds on the one before it, so will each year, until we're able to look back on a decade of partnerships, deeper conversations, more inclusive spaces and opportunities, and— hopefully— real change. We hope you'll join us on that journey.

Thank you,



Iain Nairn, President and CEO, The Bay  
Wayne Drummond, President, Hudson's Bay



# ABOUT OUR COMMITMENT

In 2021, Hudson’s Bay Foundation made a ten-year, \$30M commitment to accelerate racial equity by investing in educational, employment and empowerment opportunities for Indigenous Peoples and Black communities. Hudson’s Bay Foundation Charter for Change is focused on long-term partnerships with organizations working to accelerate racial equity through opportunities in three key areas: Education, Employment, and Empowerment.

Our pillars of impact:

## EDUCATION

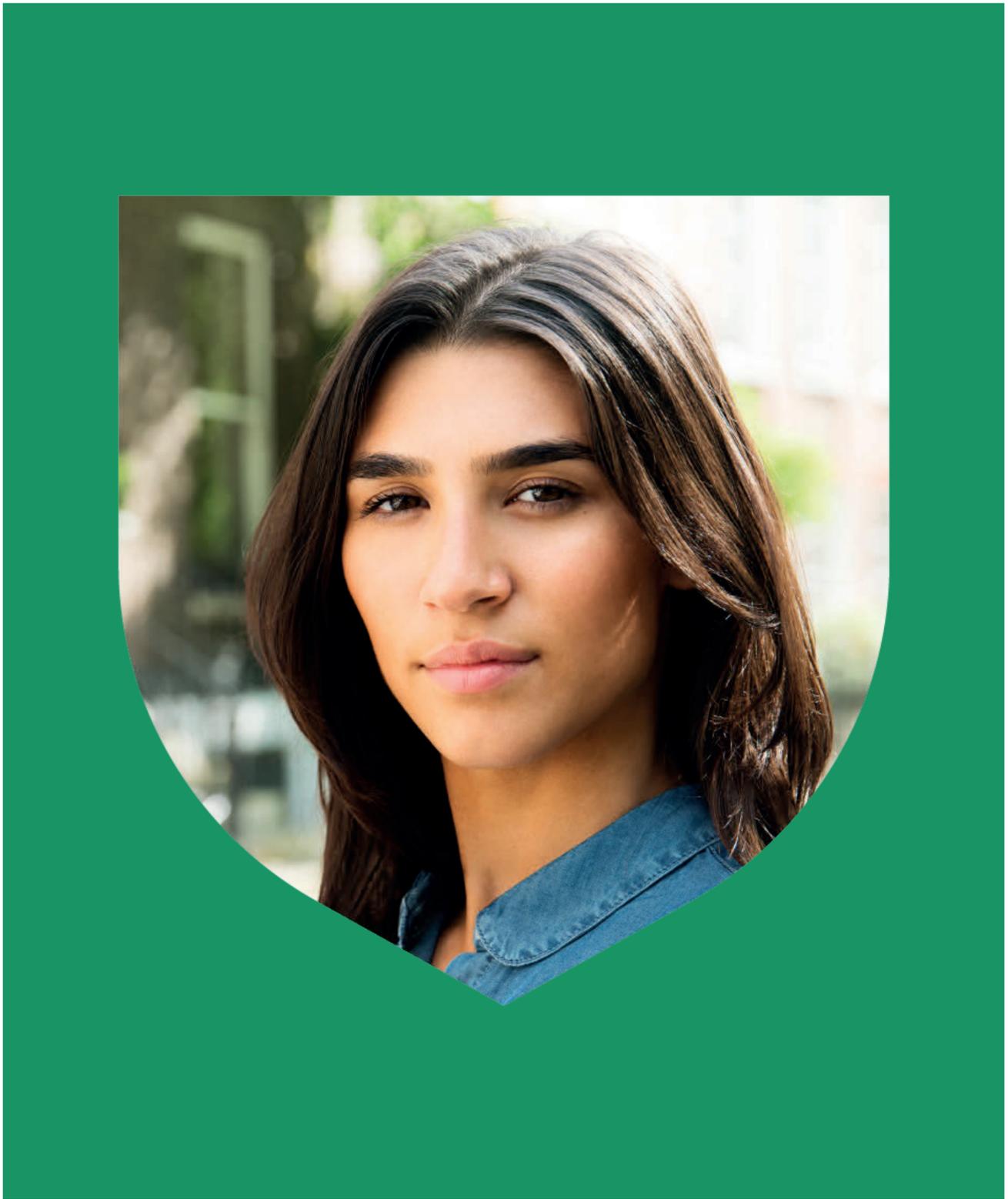
Our Education pillar directs funding to organizations that support equitable educational opportunities to diverse communities, and partnerships to educate all Canadians on anti-racism.

## EMPLOYMENT

Our Employment pillar focuses on breaking down systemic barriers to career opportunities and advancement.

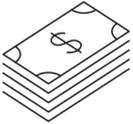
## EMPOWERMENT

Our Empowerment pillar is dedicated to fostering personal, professional and cultural empowerment throughout Canada’s diverse communities.



# MEASURING OUR IMPACT

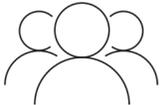
Hudson's Bay Foundation  
**CHARTER  
FOR CHANGE™**



**\$30 million**  
Dollars committed over 10 years



**\$1,839,565**  
Dollars disbursed to date



**70,805**  
Total lives impacted



**1,057**  
Employees engaged



**46** Scholarships and grants disbursed

**\$176,000** Scholarship value disbursed

**3,279** Students, mentors and teachers impacted through programming\*

**3,279** Total lives impacted



**22** Individuals supported on their path to gainful employment

**220** Community members impacted through programming

**242** Total lives impacted



**131** Individuals supported on their paths to gainful employment across all seminars

**151** Community members impacted by programming

**282** Total lives impacted



# MEASURING OUR IMPACT



**52,476** Youth impacted through sport and leadership programming

**4,639** Youth who accessed education and empowerment programs

**138** Youth participating in summer camps

**57,253** Total lives impacted



**3,380** Students' educations directly supported

**77** Schools/school boards benefitting from knowledge exchange on zero-exclusion

**11** Community education sessions

**3,465** Total lives directly impacted



**2** New Legacy Spaces launched at Hudson's Bay / The Bay / Hudson's Bay Foundation offices to facilitate programs and conversations about the history and impact of residential schools, and Canada's collective journey of reconciliation



## MOSAIC

**3** Tools developed to assess the gaps and barriers facing newcomers

**2** Instructional developers engaged

**3** Workshop leaders and facilitators engaged



# ABOUT OUR PARTNERS



## Indspire

Indigenous education, Canada's future. | L'éducation des autochtones, L'avenir du Canada.

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 2020-2021, Indspire provided more than \$20 million through 6,245 bursaries and scholarships to First Nations, Inuit and Métis students across Canada.

“ Thank you so much for your generous support in helping us students achieve our goals. I am so grateful to be able to fund my education all on my own. It takes away some of my stress of figuring how to pay for fees and daily living expenses. ”

- Vanessa Gull, Indspire



# ABOUT OUR PARTNERS



CEE's training programs are empowering the next generation of young Black professionals to access high-skill, high-demand careers, and contribute to equitable systemic change with confidence. The partnership with Hudson's Bay Foundation will fuel training programs for a new cohort of youth participants entering the growing fields of Cybersecurity and Styling.

“The CEE Cyber Security Program was such an amazing experience. I learned so much, not just on the technical side, but the one on one coaching sessions with my mentor created such a safe space for me to freely express myself. She connected me to resources outside of CEE and she held me accountable to my personal goals. I thank her so much and the rest of the CEE fam', the guest speakers, the facilitators, and the teachers—I really appreciated this program.”

- CEE Cybersecurity Program Graduate



# ABOUT OUR PARTNERS



Nia Centre is a Toronto-based organization connecting Black artists of all experience levels and backgrounds to mentorship and 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. Nia Centre's professional development program, Left of Centre, is connecting thousands of emerging artists to funding, seminars and consulting that help foster transferable skills and career mobility. With Hudson's Bay Foundation's support, Nia Centre is relaunching their micro-grants program to help participants access creative equipment and software, critical to their professional and artistic development.

“There’s a major gap in learning opportunities outside of the formal education system. There’s so much that is hands-on and the photography industry can be guarded. So, to have someone you can have an open dialogue where you can ask anything, it’s very helpful.”

- Creative Catalyst Participant



# ABOUT OUR PARTNERS

MLSE



MLSE Foundation is built on the belief that sport has the power to change the world. Fighting to provide every kid 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 led the largest youth sports study of its kind, assessing the COVID-19 pandemic's impact on access to sports, and kept hundreds of kids engaged through MLSE Launchpad's diverse programming.

“In 2017, MLSE LaunchPad was a real hot topic. The Raptors were here, the community was here, I knew this place would be important. I was trying to set myself up for the Leaders in Training program a year before I was even eligible. Besides the money, it's family here. It's comfortable here. Why wouldn't you want your summer job to be at a place that felt like home?”

- Abel, MLSE Foundation program participant



# ABOUT OUR PARTNERS



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.

“What would I have done without BYH? The school would not hear me, wouldn’t talk to me until BYH stepped in. He was about to be excluded and would be lost... It was a blessing to receive this kind of support.”

- Mother



# ABOUT OUR PARTNERS



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.

“The Legacy Spaces program is an opportunity for corporations, government, organizations and others to provide education and awareness about Indigenous history and the journey of reconciliation. Creating physical spaces reminding us of our ongoing commitment to transformative relationships with Indigenous people is critical. DWF is thrilled to welcome the Hudson's Bay Foundation as a Legacy Spaces partner committed to doing this important work.”

- Sarah Midanik, President and Chief Executive Officer,  
Gord Downie & Chanie Wenjack Fund



# ABOUT OUR PARTNERS



## MOSAIC

Since 1976, MOSAIC has worked to strengthen communities by supporting newcomers in building their new lives in Canada. Yearly, +35,000 people - including refugees, immigrants, migrant workers, refugee claimants and many from racialized or LGBTQ2+ communities find success and belonging by accessing MOSAIC's comprehensive programs and services. Hudson's Bay Foundation supports MOSAIC's continuous efforts to combat racism by funding the creation of tools and programs to help participating organizations identify their needs and gaps to advance racial equity.

“Being an immigrant to Canada myself navigating the systemic inequities over the past 20 years, I feel such gratitude and fulfillment leading the *I Will, You Will, We Will* project, focusing on both employee and employer education to address institutionalized racism. I strongly believe equitable employment access means reducing systemic barriers for diverse groups and newcomers, but also improving employers' capacity to meaningfully support them.”

- Sandhya Ghai, Manager,  
Equity, Diversity & Inclusion, MOSAIC



# YEAR ONE HIGHLIGHTS

## Hudson’s Bay Foundation Charter for Change

In May of 2021, we launched Hudson’s Bay Foundation’s new commitment to racial equity in Canada:

- Onboarded 7 new impact partners throughout the year
- Announced our \$30M commitment to accelerate racial equity over the next 10 years

## June Awareness Campaign

In June of 2021, we partnered with diverse, influential collaborators to announce our commitment, engage Canada in a dialogue about racial equity, and raise donations to fuel the needed change:

- Raised \$124,000 in donations from The Bay and Hudson’s Bay customers
- Reached 39M people through the campaign

## Evening for Change

In 2021, we launched a new fundraising event concept to rally vendors, impact partners, and community collaborators around our vision for a more equitable Canada:

- Engaged in a panel discussion with our impact partners and participants
- Featured a performance by Twin Flames
- Raised \$1,000,000
- Hosted 445 attendees



# ABOUT HUDSON'S BAY FOUNDATION

Hudson's Bay Foundation is a registered charity, working to address racial inequity in Canada by investing in education, employment and empowerment opportunities for Indigenous Peoples and Black communities. In 2021, we launched Hudson's Bay Foundation Charter for Change, committing \$30 million over 10 years to accelerate racial equity in communities across Canada. By partnering with organizations doing critical work under its three pillars, Hudson's Bay Foundation provides funding for programs and initiatives driving meaningful and sustainable change.





# THANK YOU

Creating real change is the work of more than any one organization. It takes the united efforts of partners large and small, working within local communities and with their leaders to drive positive change, each day.

We'd like to thank our partners, our vendor community and each one of our donors. Together you are helping make a more equitable Canada a reality.

