



THE DIFFERENCE REPORT

EXPECTING A LONG, COLD,
LONELY WINTER, WE'RE WARMED
BY YOUR GENEROSITY.



**SEE WOODGREEN
CHAIR'S MESSAGE INSIDE!**

CHAIRMAN'S MESSAGE



Over the past months, COVID-19 has disrupted all our lives in ways we never could have imagined. The individuals and families served by WoodGreen are among Toronto's most marginalized residents so, for them, the impact of the pandemic has risen exponentially. COVID-19 has shown us how precarious life is, how close so many are to the poverty line, and the critical role of agencies such as WoodGreen, to keep people safe and supported. We are immensely grateful for the compassion of our donors, which has enabled us to answer calls for help in virtually every aspect of our clients' lives during this crisis.

As this unprecedented year draws to a close and we look to the cold, hard months ahead - with no immediate end in sight to the pandemic - we fear a winter of hunger, homelessness and despair. We fear for those who have lost their jobs and may be unable to pay their rent, buy winter boots for their children, or put food on their tables. And we fear for our frail seniors who face long, debilitating months of isolation and loneliness.

But I know we are ready. I know that your support will enable WoodGreen to 'be there' - on the front lines - for everyone who turns to us for help this winter. You, our dedicated donors, have shown that you rise to the challenge in times of urgent need - with humanity and generosity. I know that, together, we can help

our vulnerable neighbours withstand the next few months and look to better days ahead.

It has been an honour to serve as chair of The WoodGreen Foundation for the past three years, working hand-in-hand with you to create a more equitable community. As I transition to the role of past chair, please allow me to express my heartfelt gratitude to you all. I have been overwhelmed, and humbled, by your humanity and your commitment.

I am pleased to announce that Bill MacKinnon, former CEO of KPMG Canada and a member of the Foundation Board since 2018, will be moving into the role of chair. Bill is widely recognized for his accomplishments, expertise and deep connections within Toronto's corporate and philanthropic communities - and his dedication to addressing the critical social issues that affect our city. Please join me in welcoming Bill to his new role.

Thank you again for choosing WoodGreen and making our work possible. I wish you and yours the very best for the new year. Be well.

Leo Salom
Chair, The WoodGreen Foundation





WOODGREEN'S FUNDRAISING TEAM SEEKS EVEN GREATER DONOR SUPPORT TO HELP OUR CLIENTS FACE THIS WINTER.

Since the pandemic started, society has had a glimpse into the lives of WoodGreen's clients. That is, the rest of us have seen our worlds shrink to the point we're waiting around for a delivery from the outside world. And for over 80 years, WoodGreen has been such a vital delivery service to those in need.

This donor newsletter is only one piece of a larger campaign. As winter sets in, we're also reaching out to the wider community using social media, email and other digital tools for support in delivering these services as we face greater challenges of the pandemic. You can help at woodgreen.org/winter.

THE DIFFERENCE MAKERS CAMPAIGN UPDATE.

During the past year, as we rolled out the 'quiet phase' of The Difference Makers - our \$20 million poverty reduction campaign - so many generous individuals and organizations answered the call to 'think differently and act collectively' and build a more equitable, inclusive Toronto. Social service organizations

often fly under the radar in the philanthropic community. However, we have been thrilled to witness the commitment of so many Difference Makers motivated to bring about real, sustainable change. This campaign update is a snapshot of our donors' vision and generosity.

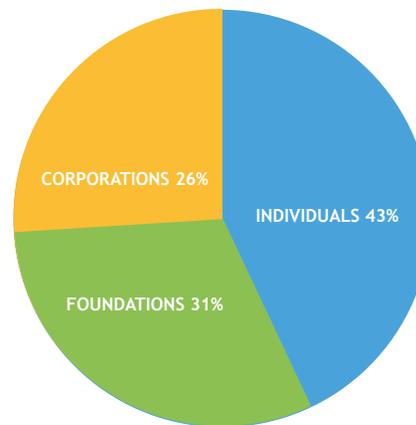
CAMPAIGN GOAL

RAISED \$13,246,959

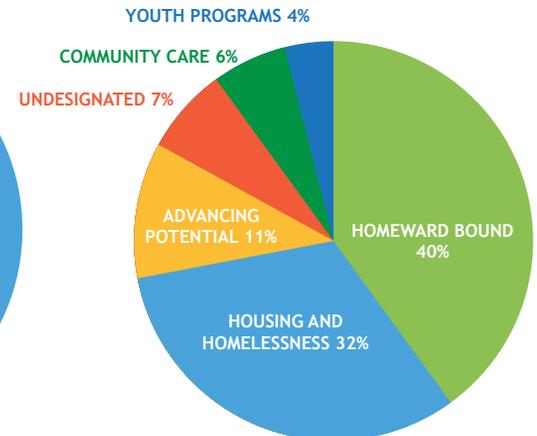
GOAL \$20,000,000



OF GIFTS COMMITTED
2553



GIVING BY DONOR TYPE



GIFTS BY PRIORITY AREA



COVID-19 AND WOODGREEN: HELPING SENIORS STAY OUT OF HOSPITAL AND REMAIN SAFE IN THEIR HOMES.

Since COVID-19 gripped the city of Toronto in March, our Toronto Seniors Helpline has seen up to 10 times more than our normal volume of calls, a record. Launched in 2016, the service supports thousands of seniors in crisis and their caregivers. With partners from across the city, this lifeline takes pressure off hospitals, 911 and 211 staff, providing seniors other support when they need it the most.

Until recently, most calls were for help with crises like mental health needs or questions about other services. Many new calls are from seniors enduring food

insecurity, requiring new government COVID-19 benefits and screening for COVID-19 symptoms, or experiencing extreme social isolation.

“The Meals on Wheels program delivered 200 times the number of meals in the same time period,” said Richard Pitter, Manager of Transportation & Food Service. “The program offers more than a hot meal, it is a connection. Often our team is the only interaction an isolated individual will have all day.”

WoodGreen also operates five busy Seniors Active Living Centres in Toronto’s East End.

Before the pandemic, seniors would gather to sing opera, enjoy meals together, exercise or learn how to improve their health from, say, visiting public health teams or local pharmacists. The Community Care team immediately modified those in-person programming services so people could still access them. Staff could identify who was at risk, and who’d need food, health and hygiene kits, masks, or even a friendly check-in phone call.

“Our team saves lives and changes lives,” said Dr. Frances Morton-Chang, WoodGreen’s former Director of Seniors Services. “When staff started calling clients weekly to check in and see how they were coping, it immediately became clear to the team that seniors were struggling with loneliness and isolation.”

Beyond essential services, we created modified virtual sessions and programs, including Chair Zumba, exercise programs, Short Story Club and virtual Town Hall. Many were delivered in multiple languages.

“COVID-19 has been hard for all of us, but being locked down took a tremendous toll on seniors who live alone and don’t have any support,” said Dr. Morton-Chang. “We knew they still needed us, and the interaction our programs provided. So basically overnight, we adapted our programs to go virtual, including providing hours of 1-to-1 tech support.”

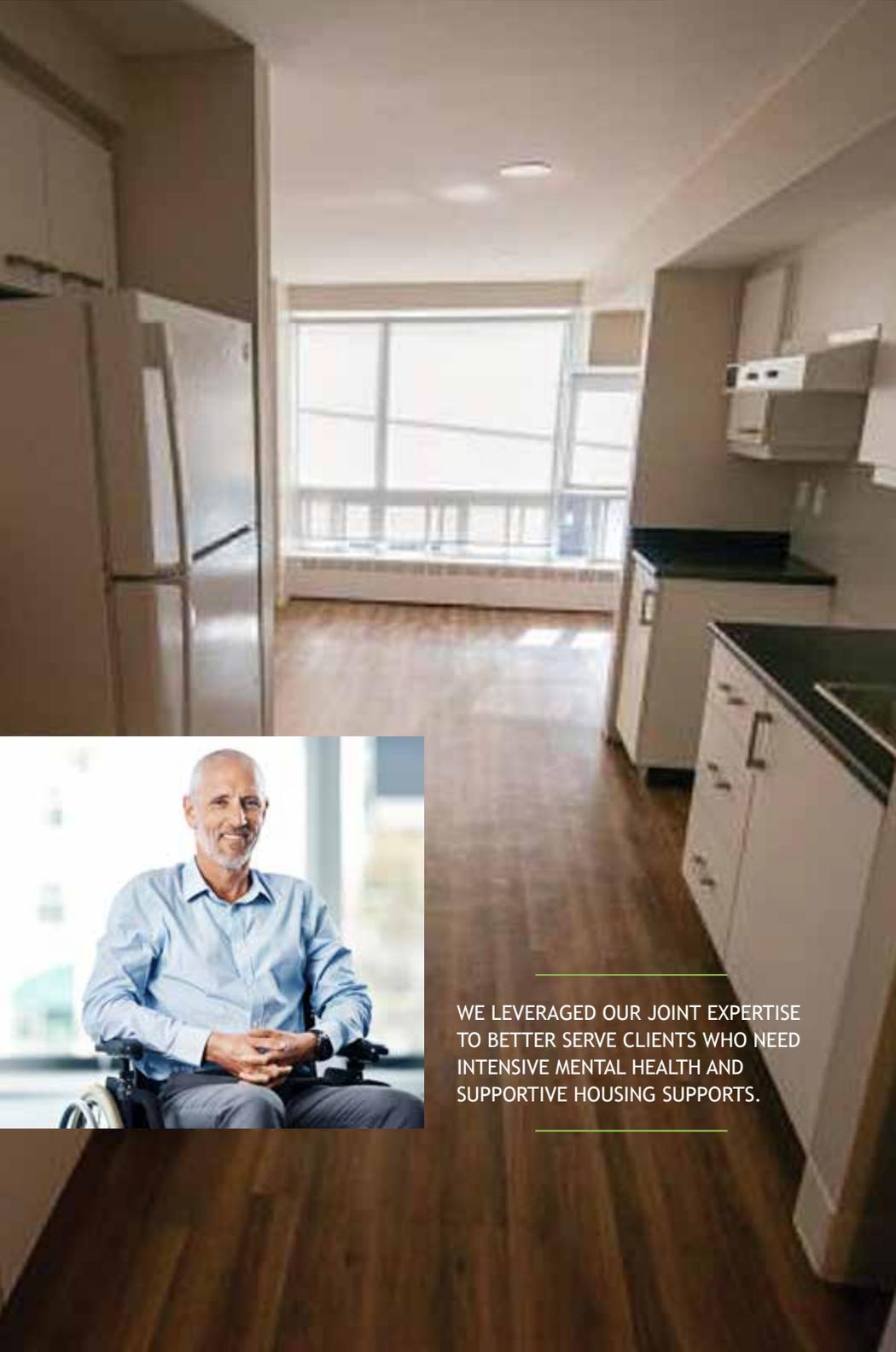
Community agencies like WoodGreen have always been crucial. They keep seniors out of hospitals and homes by providing wrap-around care and access to community services, bridging the gap between primary care and the community.

50,000
MEALS ON WHEELS
DELIVERED TO OUR CLIENTS.

20,000
CALLS TO THE
SENIORS HELPLINE.

11,000
IN-PERSON VISITS
BY WOODGREEN PSWS, SOCIAL
WORKERS AND VOLUNTEERS.





WE LEVERAGED OUR JOINT EXPERTISE TO BETTER SERVE CLIENTS WHO NEED INTENSIVE MENTAL HEALTH AND SUPPORTIVE HOUSING SUPPORTS.



ACCOMMODATION INFORMATION AND SUPPORT (AIS) JOINED WOODGREEN LEVERAGING OUR EXPERTISE IN AFFORDABLE HOUSING.

The Board of Directors of WoodGreen Community Services is pleased to announce the completion of our integration, effective April 1, 2020. AIS has provided safe, supportive housing in Toronto for almost 30 years. The four buildings, now part of the WoodGreen complement, are in the residential communities of Riverdale; Upper Beaches; Annex and downtown Toronto.

Both organizations found the timing during this unprecedented pandemic ideal. We leveraged our joint expertise to better serve clients who need intensive mental health and supportive housing supports.

Your newly united WoodGreen/AIS team thank the many donors and supporters for their generous gifts to the AIS Barrier Free Bathurst Street Renovation

Project. During such hard times, these organizations have demonstrated deep commitment to supporting the Toronto community.

- City of Toronto - Ontario Priorities Housing Initiative
- Echo Foundation
- Harold E. Ballard Foundation
- The Catherine & Maxwell Meighen Foundation
- Rotary Club of Greater Toronto
- McLean Foundation
- Realtors Care Foundation



WOODGREEN AND THE ONTARIO HEALTH TEAMS FOR EAST TORONTO AND DOWNTOWN EAST TORONTO IN ACTION.

Last December, before COVID struck, Deputy Premier and Minister of Health Christine Elliott announced East Toronto Health Partners as an official Ontario Health Team for east Toronto (EHT OHT). It was among the first of 24 new Ontario Health Teams in the province. Today, we're pleased to announce WoodGreen's partnership in the recently approved Downtown East Toronto Ontario Health Team (DET OHT). Together, these new teams of integrated health care providers deliver inclusive, inspired and responsive community healthcare through one coordinated system of diverse services.

WoodGreen quickly put this new model into action when COVID-19 hit some of Toronto's most marginalized communities. We mobilized our staff and coordinated the services of other EHT members to set up mobile COVID-19 testing sites, bringing care to people where they live. This initiative was so successful that now we've teamed up to create seven pop-up COVID-19 testing sites in East Toronto.

These temporary testing sites offer drop-in and same-day appointments for local residents in East Toronto's priority neighbourhoods. The sites also offer low-barrier testing for the homeless who do not have easy internet access to book appointments. Five new testing locations

opened in November, joining the two first pop-up sites in Thorncliffe Park and Taylor-Massey (Crescent Town).



Together, our donors, the community and government have helped these testing sites succeed, supporting these communities so hard-hit by the virus. We thank the Emergency Community Support Fund grant through United Way of Greater Toronto and the Government of Canada for supporting our clients in these disproportionately affected neighborhoods. Between them and other generous donors like you, we've provided emergency relief and the distribution of much needed grocery gift cards to over 1400 residents in Taylor Massey and Thorncliffe Park.

Many clients were also supported by a grant from the Community Food Centres Canada - Good Food Access Fund. It provided food for those who needed it most early in the pandemic as they were confined to their homes and unable to venture into the community.



THESE TEMPORARY TESTING SITES OFFER DROP-IN AND SAME-DAY APPOINTMENTS FOR LOCAL RESIDENTS IN EAST TORONTO'S PRIORITY NEIGHBOURHOODS.

THE WOODGREEN 2020 HOLIDAY GIFT GUIDE

This winter, social conditions threaten to become the worst Toronto's seen since the 1930s. And we know that, in light of this, many people are making charitable donations in lieu of buying presents this year. Would you consider making a gift to WoodGreen's work to honour a friend or family member instead of giving them a present?

Here are some of the kits we and our partners are assembling this year for, lonely seniors, single-parent families, people struggling with addictions and the less fortunate, who've been hit hardest by the economic ramifications of the pandemic.



Hygiene Kits
provide dignity to a struggling single mother and includes shampoo, soap/body wash, deodorant, sanitizer, bandages, toothbrush/toothpaste, mouthwash, dental floss, comb/brush, and sanitary supplies:

\$25.



Senior Isolation Gifts
ease the loneliness with puzzles, colouring books, pencils, arts & crafts, solo games, books:

\$50.



Groceries/Hot Meals
also feed the souls of seniors and adults living with disabilities, who count on the 30,000 hot and frozen meals delivered annually by WoodGreen as their primary source of nutrition:

\$75.



Winter Warmth Kits
provide comfort and save lives with gloves, socks, hats, scarves, earmuffs, coats, boots, warm clothing:

\$100.



Winter Family Kits
gives a needy family many of the essentials for winter: groceries, PPE, warm outdoor clothing, toys, games and more:

\$250.



The Gift of Education
Carswell Family Matching Gift Program doubles your generosity. Help support tuition for one of our Homeward Bound participants: your

\$1,000 donation = \$2,000 in tuition.

Visit woodgreen.org/holiday-gift-guide by December 31, 2020

AND FOLLOW THE SIMPLE STEPS TO COMPLETE YOUR DONATION, AND GIVE A WARM AND A WONDERFUL HOLIDAY TO THOSE IN NEED.

THE CONSTANTINE YORKVILLE RUN: HOW CAN YOU HOLD A FUNDRAISING RACE IN A PANDEMIC?

Even COVID-19 couldn't stop the organizers of one of Toronto's premium 5km runs from fundraising for the community! Instead, the 2020 Constantine Yorkville Run was a two-week Virtual 5K event that took place between Sunday, September 13th and Sunday, September 27th! Thank you to WoodGreen Community Services Board Chair, Antonella Ceddia, for leading Team WoodGreen and helping us raise \$21,332 to support our Youth Wellness Centre. This one-stop, multiservice, youth-friendly space provides access to services, including walk-in mental health counselling in a welcoming and non-judgemental space.

"A special thank you to Olympians, Lanni Marchant and Andre DeGrasse, who helped inspire our runners; to Brittany Moran of StrideWise running team, for coaching a group of youth to participate in their first ever 5km; and Dwight Drummond for featuring on CBC News. Congratulations and thank you to all Team WoodGreen runners who got active and supported our Youth Wellness Centre."

We salute and thank all who participated in the Isolation Run.

Federal Member of Parliament for Toronto-Danforth, Julie Dabrusin, challenged colleagues and their constituents to join in a group-trek across Canada. How? Starting July 15, they ran local



segments of the larger sea-to-sea run through their communities. Team Toronto-Danforth completed the race coming in second place! We thank Minister Dabrusin for raising funds for WoodGreen's Homeward Bound program. Learn more at WoodGreen.org/homeward-bound

INTRODUCING WOODGREEN'S "SUBSCRIBE FOR GOOD"

Imagine providing sustainable support to the most marginalized in your community for as little as you'd pay for a monthly coffee or a streaming service. "Subscribe for Good" is re-thinking monthly giving to make a tangible impact, in the simplest way possible! Just as many of us subscribe to monthly TV and music services, why not Subscribe for Good with any amount to benefit your community? Subscribe for Good provides the easiest, most efficient way to donate monthly. Rather than waiting for WoodGreen to contact you and ask if you'd like to renew your support, you

can set it up automatically. Even small monthly donations help WoodGreen make long-lasting critical improvements to the community.

The timing couldn't be more appropriate. We worry that this could be the worst winter we've faced since WoodGreen's first years in the community. If you'd like to become a Subscribe for Good donor and give for good, please visit woodgreen.org/subscribe-for-good.

**do you
Subscribe
for Good?**



SUBSCRIBE FOR GOOD PROVIDES
THE EASIEST, MOST EFFICIENT WAY
TO DONATE MONTHLY.



TO ALL OUR SUPPORTERS, WOODGREEN SAYS A SINCERE THANK YOU.

*From private individuals to corporate community-outreach teams and philanthropic foundations, you make
The Difference that we Report.*

Thank you, Carswell Family Foundation for matching gifts to the educational component of Homeward Bound, a four-year program that helps homeless or inadequately housed single mothers achieve lasting economic self-sufficiency.



Thank you, Gordon & Ruth Gooder Charitable Foundation for their gift to WoodGreen's Free2Be program, which provides housing for vulnerable youth leaving care.



Thank you, Sidewalk Labs, TJX and Dream employees' campaigns. When COVID-19 hit WoodGreen client communities, these companies hit back, making their #Covid19Commitment. We thank them and their employees for donating funds as well as assembling shelf-stable emergency groceries, household items and toiletry packages for our vulnerable families and seniors. You helped keep clients safe and out of hospitals in the early days of the crisis.



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