



2024

COMMUNITY IMPACT REPORT





Table of Contents

1	Mission, Focus, and Values
2	A Message from our Board Chair and Executive Director
3	Our Focus Areas
4	2024 Recipients
	Community Highlights
	▶ Healthcare
	▶ Education
	▶ Community Support Services
	▶ Environmental Sustainability
13	Cowan Charity Classic
14	Community Volunteer Spotlight
15	Community Volunteer Program
17	The Cowan Foundation



Our Mission

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

Our Values

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

- Respect
- Integrity
- Collaboration
- Accountability
- Community

Our Focus

The Foundation aims to address emerging and ongoing community needs, with specific emphasis on those most vulnerable: children, youth, and disadvantaged populations. Two key areas of focus are:

EDUCATION AND AWARENESS

Transformational programs designed to teach valuable life skills, encourage excellence, introduce opportunities, and foster leadership capabilities.

HEALTH AND WELLBEING

Wellness initiatives focused on improving the welfare, fitness, and vitality of communities, and specifically their more senior members.

A Message from our Board Chair and Executive Director

Through the Cowan Foundation's Community Impact Report, we hope to highlight the values that guide our decision-making. The Impact Report goes beyond the numbers; we work with others to rebuild lives, restore dignity, and open up opportunities by removing barriers. There is no greater evidence of this than the stories shared in our Community Highlights and Community Volunteering sections.

Whether partnering with other foundations or organizations, or simply seeing employees and friends come together in pursuit of a common goal, we focus not only on what is being said around us, but also on what people are doing and the impact they are having.

The Foundation board remains mindful that our most important responsibility is to be good stewards and to use our funds where we can make a positive impact on the challenges we are focusing on. Our goal is to assess those challenges and prioritize them based on need and our ability to make a meaningful difference.

We are committed to continuing our support for community building to foster a sense of belonging and shared responsibility—creating a vibrant society in which all people have the opportunity to thrive.

Sincerely,



**Mary
D'Alton**
*Executive
Director*
The Cowan Foundation



**Maureen
Cowan**
Chair of the Board
The Cowan Foundation

Our Focus Areas

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



HEALTHCARE

Increasing capacity and provide highly trained professionals.



EDUCATION

Removing barriers for students to access skills necessary for future employment.



SUPPORT PROGRAMS

Equipping disadvantaged community members with the tools necessary to live active, independent, and fulfilling lives.



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 \$38 Million across 702 charities.



Lions Clubs International
FOUNDATION



2024 RECIPIENTS

Visit <https://cowanfoundation.ca>
for an extensive list.

Community Highlights

HEALTHCARE

Improving the lives of people now and in the future through ongoing research.



Vision Screening Helping children see.

The University of Waterloo School of Optometry & Vision (UWOVS) is a leader in optometric education; clinical and biomedical research; as well as specialty and primary eye and vision care services. To ensure children have optimal vision for learning, the Cowan Foundation collaborated with the University and Lions Club International Foundation on a pilot project to support vision screening for Senior Kindergarten students.



Community Highlights

HEALTHCARE (Cont'd)**Homewood Research Institute****Improving quality of life through access to care.**

Real-time research ultimately impacting treatment outcomes. Our latest donation in partnership with Military Casualty Support Foundation and the Schlegel Family Foundation, will support continued research into online Goal Management Training (GMT) to develop standardized treatment for clients with Post-Traumatic Stress Disorder (PTSD).

Cognitive difficulties make it challenging for members of the military and RCMP to remain and perform at work, as well as receive and apply training in new fields post-retirement. Those suffering are often left feeling “stupid,” or simply unable to contribute. Preliminary findings indicate that GMT treatment not only improves cognitive function, but also assists with emotional issues. To learn how a research study helped change a life, see [**Paul’s story.**](#)



Community Highlights

EDUCATION/HEALTHCARE

Mitigating the shortage of personnel by increasing the capacity to educate through technology and research.

Simulated learning via state-of-the-art labs.

The ability to incorporate simulated learning that so closely mimics clinical practice allows the Medical Sciences and Biotechnology program to reduce the need for clinical placements by 50%, alleviating the drain on an already stressed healthcare system.



The MALDI-TOF, a diagnostic piece of equipment used on culture-grown colonies to identify bacteria and mycobacteria, reduces the time lapse between growing a bacterial plate and diagnosis to mere minutes—significantly improving the capacity to treat diseases.

Health and Life Sciences

With funding from The Cowan Foundation, the School purchased four Anatomage Tables. These tables display life-size, digitized versions of human bodies, providing an accurate 3D representation and simulation of anatomy, physiology, and pathology.



From left to right: Mary D'Alton, Cowan Foundation; John Tibbits, President & CEO, Conestoga College

Community Highlights**EDUCATION/HEALTHCARE**

Increasing the capacity to educate and provide well trained professionals to support our healthcare system.

**Flexible Program Delivery
for PSW Students**

"Working with Conestoga is a breeze. The program is very professional and well organized. We can't wait for Conestoga PSWs to be a part of our team."

— **Extendicare Northridge,
Oakville, Ontario**



Since 2020, the PSW program has had over 3000 graduates. In this same period, more than 1200 Cowan Entrance Scholarships were awarded, thus enabling students from diverse backgrounds to realize their academic aspirations, and providing well trained professionals to support our healthcare system.

Community Highlights

EDUCATION

Inspiring the next generation of critical thinkers.

Perimeter Institute Outreach Programs

Making scientific literacy global.

Our investment is helping to provide engaging science education critical to the future leaders seated in today's classrooms. At Perimeter, the Educational Outreach team is tasked with providing professional development in modern physics to teachers around the world, enabling young people, no matter where they live, and no matter their socio-economic circumstances, to be prepared. The team is producing and delivering free resources and training materials designed to inspire and prepare students, and the public, for a future shaped by quantum technologies.



Teachers

52,144

educators trained since inception

137

countries using Perimeter Education resources

Global Science

22 million

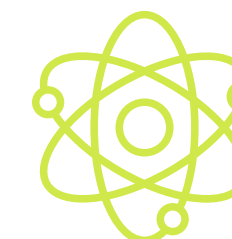
YouTube views since inception

Education outreach by the numbers

Students

188

students participated in the 2024 "inspiring Future Women in Science" workshops



Community Highlights

EDUCATION (Cont'd)

Helping young children reach their potential.

In a year that saw 4,000 children participate in Strong Start programming, The Cowan Foundation was proud to invest in Woodstock's Letters, Sounds and Words™ program. Multiple enhancements were made in preparation for a Fall 2024 launch that saw newly refreshed kits prepared for hundreds of active school partners.



"This is the most enjoyable and rewarding volunteer position you could ask for. The children are a delight, and helping them to understand and read opens a whole new world to them."

— Letters, Sounds and Words Volunteer Coach, 2024



Did you know?

Since its inception in 2001, Strong Start has helped **60,168** children learn how to read.

34,976 volunteer hours

272 Volunteer Coach Training sessions
606 trained Volunteer Coaches

Community Highlights

COMMUNITY SUPPORT SERVICES

Lifting communities up so we can stand tall together.



The Working Centre

Building community for over 40 years.



With the help of The Cowan Foundation, The Working Centre has introduced an integrated, but separate health clinic within the 97 Victoria Campus. This Campus provides those who are the most vulnerable within our population, and looking to move beyond the challenges of substance abuse, with access to support and resources, housing, and Acquired Brain Injury (ABI) services. The 4000 square foot medical clinic will be equipped and staffed to provide such services as:

- Wound care, injections, medication administration, connection to Public Health, pre-natal care, and connection to palliative care
- Hospital intake and discharge support
- Integrated network with encampment outreach and shelters
- Experienced clinicians in mental health, addiction, and therapeutic responses
- Linkages with Housing and homeless sector, income supports, Here 24/7, Service Resolution and more

Community Highlights

COMMUNITY SUPPORT SERVICES (Cont'd)

Empowering communities to thrive through collaboration and care.

Independent Living Waterloo Region

To support and champion independent living for people with disabilities through self-directed services and programs.

Our donation supports the cornerstone of all programs of Independent Living, helping people stay connected to vital community resources and providing a safe space for supported learning and socialization.



In 2024:



"My children finally feel safe, and we can start over."

Shelter Movers Southwestern Ontario

"You found the courage to leave. We'll find the hands to help."

Shelter Movers plays a crucial role in helping survivors of violence, families and children, escape abusive environments without the burden of financial or logistical barriers. The Cowan Foundation provided transportation, storage, and volunteer training. Each move represents more than logistics-it's a lifeline that enables survivors and their children to rebuild their lives free of violence.



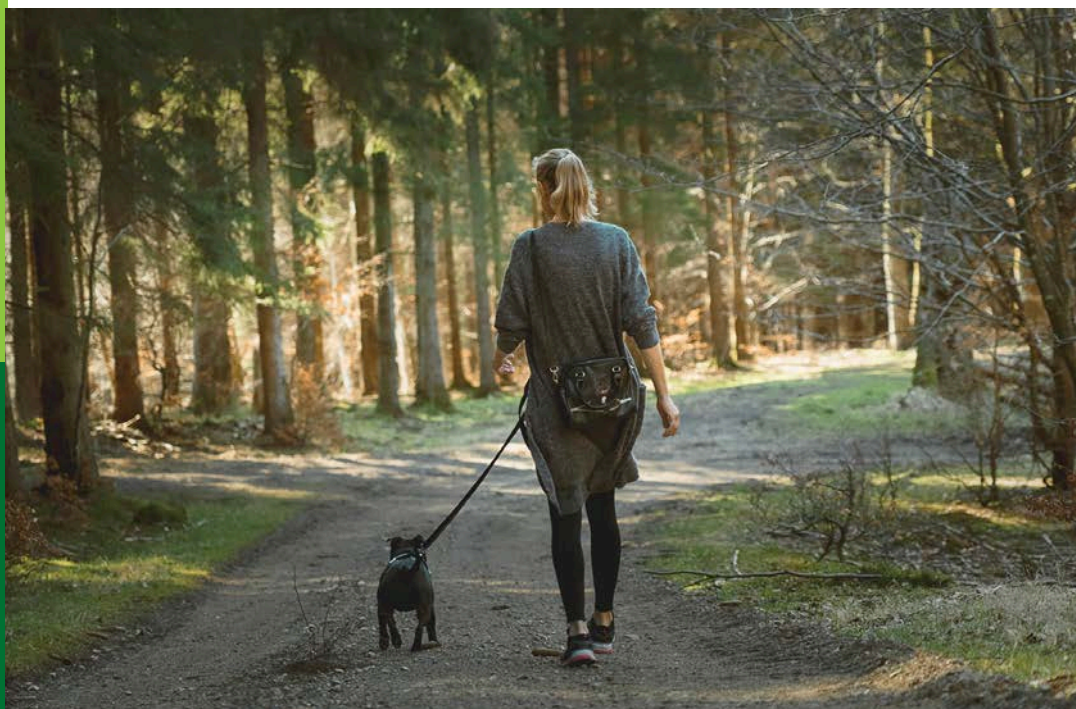
Community Highlights

ENVIRONMENTAL SUSTAINABILITY

Preserving nature for a better tomorrow.

Brant Waterways Foundation

Brant Waterways aims to protect and enhance the Grand River and adjacent lands in Brant County, Brantford and Six Nations of the Grand River. With help from The Cowan Foundation, Brant Waterways was able to improve access to the SC Johnson Trail at Hardy Road and Lafayette Ave. This scenic route, which follows alongside an old railway, takes outdoor enthusiasts between Paris and Brantford.



Tree Canada Improving the urban canopy.

As part of The Cowan Foundation's Employee Engagement Program, on September 28th, 2024, Cowan employees volunteered at Tree Canada's Ottawa National Tree Day (NTD) event where 450 trees were planted- contributing to the more than 8,700 trees planted by 2,300 volunteers coast to coast. This transformational event enhances critical urban greenspaces, increases community well-being, helps address climate change, and builds awareness among Canadians about the benefits, and value of trees.



18th Annual Cowan Charity Classic

Since 2002, Cowan Insurance Group has hosted an annual golf tournament in support of Canadian charitable organizations. This year's event helped raise funds in support of HRI's ongoing research on Concurrent Mental Health Disorders. Studies show that mental illness or substance use disorders will affect one in three Canadians in their lifetime.

People diagnosed with a substance use disorder are **3x more likely** to suffer from depression.



"Cowan is helping to support groundbreaking research focused on generating new knowledge and testing novel treatments that address substance use, trauma, depression, and other disorders that frequently occur together."

— Dr. Sidney Kennedy
Executive Director, HRI



Community Volunteer Spotlight

An ALS, (Amyotrophic lateral sclerosis or Lou Gehrig's disease) diagnosis is one that changes the trajectory of your life in an instant. At its most basic level, it robs you of time, as the disease has no cure and limited treatment options.

This scary reality is something Stephane has been dealing with personally for two years. Upon learning of his diagnosis he chose to focus his limited time on family and friends and staying involved at work. He also became actively involved with ALS Canada (<http://als.ca>) as an ambassador.

Until early February 2025 Stephane continued to generously mentor staff, sharing his business experience and knowledge. Focusing his time on the things and people he values. When faced with the most daunting challenge of his life, Stephane did not retreat. He met the challenge head on and worked with others to make things happen. To make a difference in people's lives.

The Ottawa office came together to participate in the Walk to End ALS (<http://walktoendals.ca>). Many employees pooled their volunteer hours, matched by the Cowan Foundation Community Volunteer Program to make a generous donation to ALS Research.

Stephane lives with the knowledge that by sharing his skills, knowledge and personal experience, he has already helped future generations.

Stephane, with our deepest gratitude, thank you.



Stephane (center) is seen with the team from the Cowan office in Ottawa as they present their donation to ALS Research.

Community Volunteer Program

The Community Volunteer program celebrates employees, retirees and their families who volunteer in the community. A pro-rated donation of up to \$1,000 is provided to the charity of their choice based on the number of volunteer hours completed during the program year.

"Strong Start does excellent work in the area of literacy, a key factor for children's future success in school and life. It is a well managed and growing organization."



"4-H Clubs is where you 'learn to do by doing.' 4-H is a not-for-profit youth development organization that spans ten provinces across Canada and 70 countries around the world. All kinds of projects—you can learn so much from each other."



"Girl Guides is a place where girls can just be girls. Girl Guides focuses on being a catalyst for girls empowering girls. they provide a platform for girls to speak out on issues that matter to them and to take action for causes they care about"



"The KW and Stratford Perth Humane Society mission is to secure loving lasting homes for every adoptable pet. Through education and advocacy they work to ensure the proper care of all animals."



"The mission of Elora House is to help provide safe housing to females who are victims of sexual exploitation or human trafficking. It provides a safe place to begin their healing journey to becoming key contributors in our communities. I have seen firsthand the life changing impact."



"Theatre Woodstock enriches my community and the volunteers by providing a safe, inclusive, fun and social environment where all are welcome, young and old, new and experienced. Theatre not only enhances the lives of volunteers of the cast and crew who become family but the patrons as well"

"Tree planting was very educational and a fun way to get involved in the Ottawa community. I am proud to work for an employer that is focused on social initiatives within our different communities"

"Onaping Falls Foodbank is a lifeline to the community. One day a month it provides people with basics for their pantry, fresh dairy and produce. Food insecurity terrifies families, and this program has huge impact!"

"Hope Haven helps mainly kids with physical and/or intellectual disabilities through horseback therapy. Horse-riding gives the kids confidence, teaches them balance and they have a great time. Many parents need financial help, which Hope Haven provides."

"Food4Kids Waterloo Region is addressing head on the childhood hunger crisis in Waterloo Region. They provide healthy food packages to vulnerable children on weekends and school breaks to foster their development and allow the to thrive. It is more than just food, it's hope."

Community Volunteer Program HIGHLIGHTS

Maya Khankan Samantha Gabby Stoneburner
 Gilberthe Bailey Beaudoin **Kayleigh** Jessica Liard
 Uwajeneza Taryn Dover Boucher Amal
 Vincent Abdallah
 Robert **ALS Walk &** Natasha
 Brittany **Tree Canada** Provost
 Clement Tari Duguay
 France Stephane **Activation** Amanda
 Beaulieu Socquet Pilkington
 Samira Daya Kelly O'Farrel Marc Benoit Helen Yang
 Lily Chen Angela Helmer Vlad April Leblanc-
 Mashcenski Smith
Abby Black



Abby Black



Teresa Norris-Lue



France Beaulieu



Karen Keast



Tracey Price



Shelly Redwood



Carol Parsons



Tom Burns (R)



Sharon Denault (R)

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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