



2022



**Community
Impact Report**

Table of Contents

2	A Message from the Executive Director & Chairman of the Board
3	Our Mission, Focus, and Values
4	2022 Donations Overview and Recipients
5	Donation Highlights
7	Spotlight
8	Company Engagement Program
9	Employee Engagement Program
10	The Cowan Foundation and our Group of Companies

A MESSAGE FROM THE EXECUTIVE DIRECTOR AND CHAIRMAN OF THE BOARD

Change is inevitable, whether it happens slowly or in an instant, but it is our collective response, both individually and collectively, to these changes, that is critical to the ongoing wellbeing of our communities and the many diverse individuals in it.

In addition to sharing Spotlights on previous donations which have come to fruition since our last report, the 2022 Community Impact Report shares stories of a few programs we have had the privilege to support.

Our donations have been given to organizations who are committed to providing the necessary tools, skills and opportunities to individuals who are working to have a positive impact on their own lives and the lives of their families, by facing the challenges that these changes sometimes bring, and embracing the opportunities available to them.

The people who lead these programs, and those who participate in them, are determined and purposeful, with a strong drive to succeed. We at the Foundation are pleased to have been a small part of their journey. May their work inspire you, as it has us.

Sincerely,

Mary D'Alton
Executive Director
The Cowan Foundation

Maureen Cowan
Chairman of the Board
The Cowan Foundation



Our Mission

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.

Our Focus

We address emerging and ongoing needs in Canadian Communities, with a special focus on the following priority areas:

CHILDREN, YOUTH, AND MARGINALIZED POPULATIONS

Transformational programs that encourage excellence, teach valuable life skills and expand leadership capabilities. Specifically, we are focused on programs assisting at-risk children/youth and marginalized populations.

HEALTH AND WELL-BEING

Programs focused on improving the health and wellness of individuals in our communities, with particular attention on seniors.

Our Values

The Foundation's focus on community investment aligns with our corporate values:

- RESPECT**
- INTEGRITY**
- CLIENT-FOCUSED**
- COLLABORATION**
- ACCOUNTABLE**

Types of projects and programs supported in 2022

EDUCATION & RESEARCH

HEALTH

SOCIAL SERVICES

COMMUNITY & RECREATION

ENVIRONMENT & GREENSPACE

CULTURE & ARTS

2022 DONATIONS

\$2,000,000+



CONESTOGA
Connect Life and Learning

\$200,000+

Baycrest

\$100,000+



\$50,000+



Lions Clubs International
FOUNDATION

\$25,000+



\$10,000+

- Perimeter Institute
- Reception House
Waterloo Region
- Independent Living
Waterloo Region

UNDER \$10,000

- Kitchener Lions
Community Fund
via Waterloo Region
Community Foundation
- Canadian Cancer Society
- CURE Foundation

***VISIT THE COMMUNITY
VOLUNTEER PROGRAM
SECTION FOR A LIST OF
ADDITIONAL CHARITIES
SUPPORTED**

The Cowan Foundation has donated over \$35 Million to 650 charities since 1995

\$2,812,477 donated in 2022

DONATION HIGHLIGHTS



Education

CONESTOGA COLLEGE PERSONAL SUPPORT WORKER (PSW) PROGRAM:

Over the past two years, significant progress has been made to address the urgent need for personal support workers (PSWs). In the third year of a \$5M commitment to this cause, over 2,250 students enrolled in the PSW program, the highest of any college in Ontario. Nearly 500 PSW students have been able to study close to home thanks to five Cowan-funded Ontario Sites for Integrated Training and Experiential learning labs (OnSITE™) located in hospitals and retirement homes in small/remote communities. Additionally, 11 simulation videos have been used by over 1,500 PSW students to learn how to prioritize care in different environments.



“The Cowan Foundation has truly made a big difference for this community and beyond. With the Cowan support, hundreds of new PSW graduates have found jobs in home care, retirement, long-term care homes, or community agencies. Many more are in the process of graduating and will join their colleagues in the near future. Together, they are changing the lives of people and their families, by bringing comfort, care and peace of mind. Thank you, Cowan Foundation, for valuing the importance of PSWs.”

- Dr. Veronique Boscart, Executive Dean, School of Health & Life Sciences, Conestoga College



CONESTOGA COLLEGE SKILLED TRADES CAMPUS:

A leadership gift was provided to support the development and expansion of a new Skilled Trades campus in Cambridge. Phase 1 of the new Skilled Trades campus opened in fall 2022 and delivers apprenticeship and post-secondary programs in the industrial/manufacturing and construction trades. This is the first phase of a multi-year project that will eventually include multiple buildings on the 41-acre campus. As a result of this investment, more pathways to post-secondary education will be created, as well as industry capacity to address the shortage of skilled trades workers in Ontario.

“We are deeply grateful for the leadership of The Cowan Foundation in supporting Conestoga’s efforts to address the needs of our growing community, foster innovation and create new opportunities for individuals to build the skills and knowledge that will contribute to successful careers, stronger businesses, improved health and well-being and economic growth across our dynamic region.”

- John Tibbits, President, Conestoga College



PERIMETER INSTITUTE:

\$45,000 over 3 years was committed to renew support as an Educational Outreach Champion. This donation will allow for the continuation of professional development for teachers and the creation of new digital resources. Perimeter Institute’s digital resources are free and designed to help teachers explain a range of cutting-edge physics and science topics to students in classrooms across Canada and the world. In just 2022 alone, more than 4,500 teachers were trained on Perimeter Institute’s digital resources, which have been used in more than 132 countries to inspire and nurture the next generation of critical thinkers.

Environment

DUCKS UNLIMITED:

The \$80,000 multi-year donation commitment for an invasive species (Phragmites) study continues to make great progress. Introduced Phragmites causes substantial ecological and economic harm. The research project is focused on developing a better understanding of the introduced and native Phragmites in Ontario and how to help control it using stem-feeding insects.

Health/ Wellness/ Prevention:



MINT MEMORY CLINIC:

The second of three instalments toward a \$330,000 commitment was provided in support of an educational and networking event called the Cowan Conference for MINT Memory Clinics: Building our Community of Practice. Held over multiple days, this event continues to be a great opportunity for MINT Memory Clinic team members and supporting specialists to update knowledge and skills, and to further develop collaborative working relationships in the field of dementia care.



Photo courtesy of Aastha Shetty, CBC Kitchener-Waterloo

UNIVERSITY OF WATERLOO SCHOOL OF OPTOMETRY AND VISION SCIENCE:

A \$60,000 donation by The Lions Clubs International Foundation was matched by The Cowan Foundation in support of a vision screening program for senior kindergartners in Waterloo Region. Led by the School of Optometry & Vision Science at the University of Waterloo (UWOVS), The Cowan Foundation, The Lions Club of Canada and Region of Waterloo Public Health have formed a partnership that addresses the gaps in vision care for children.



Recent studies in Canada have suggested that approximately 20 per cent of children aged 3 to 6 years have visual problems. To ensure children have optimal vision for learning, Lions Club of Kitchener and Cowan volunteers, along with third and fourth year UWOVS interns, are conducting vision screenings to more than 6,000 SK children at 150 schools in the Waterloo Region. In addition, the program will provide data for researchers to identify the effectiveness of translating vision screenings into comprehensive optometric eye exams and the potential barriers involved.

Youth/ Marginalized Populations:

ARGUS - RESIDENCE FOR YOUNG PEOPLE:

The final donation instalment toward a \$97,500 multi-year commitment was provided to help deliver financial literacy counseling, tutoring, and mentorship for marginalized youth. The multi-level program provided out-of-home care for youth, ages 14-18, needing a trauma focused program centred on preparation for independence.

“I am grateful for the tutoring support I received. I struggled with staying focused on school tasks and I don't think I would be where I am today without it.”

-Brianna, current student at the University of Waterloo

GUELPH NEIGHBOURHOOD SUPPORT COALITION:

\$31,000 was provided to support STEAM (science, technology, engineering, arts and mathematics) programming at 7 camps organized by neighbourhood groups in Guelph. These camps are primarily offered at a low cost or free of charge for children who have been identified by community partner agencies as being either new to Canada, experiencing financial hardship, and/or experiencing trauma.

“The donation provided by The Cowan Foundation allowed us to hire support staff who helped to build deeper relationships with campers, increase confidence in STEAM for both staff and youth, and sparked interest in a number of cutting-edge fields. Being able to explore, learn how to use new materials, share hypotheses, and make mistakes - all in a safe and supportive environment, has been transformative for so many of these children.”

- Sarah Stubbs, Youth Engagement Coordinator, Guelph Neighbourhood Support Coalition

SPOTLIGHT

BUILDING HOMES AND COMMUNITY: GRAND OPENING OF THE OAKS

In 2019, The Cowan Foundation was one of the first donors to step forward for an affordable supportive housing project in Hamilton by Indwell Community Homes.

Indwell has a long history of creating permanent affordable housing communities in southern Ontario with various levels of support. Their tenants are primarily individuals who have formerly been homeless or lived in precarious situations, often as a result of mental illness, addiction, or other disabilities. Supports are provided to enable independence, problem-solving, healthy lifestyle decisions, and budgeting.

The Cowan Foundation's lead investment in The Oaks housing project came to fruition this past September and members from The Cowan Foundation and Cowan Insurance Group were pleased to attend the official grand opening celebration.

108 homes have now been built thanks to the generosity of like-minded partners. The Oaks consists of three state-of-the-art sustainable buildings, including the new home of Sacajawea Non-Profit Housing. Thirteen of the units being operated by Sacajawea Non-Profit Housing are called Ain-dah-ning, which means "home within our hearts" in Ojibwe and are allocated to Indigenous families and individuals in need. Congratulations Indwell on another successful project and to the individuals and families who call The Oaks home.

"We're incredibly grateful for The Cowan Foundation and their focus on health and well-being. This gift towards affordable, supportive housing has enabled many in our community to thrive as they experience health, wellness, and belonging."

- Jeff Neven, Executive Director, Indwell

FOUNDATION-SUPPORTED STUDY GIVES HOPE TO MILITARY MEMBERS, VETERANS, AND FIRST RESPONDERS EXPERIENCING PTSD

People with PTSD often experience a breakdown in self-regulation and cognitive functioning. It is common for them to become overwhelmed, and they may not be able to stay organized or stay on task. When executive functioning breaks down, days may feel disorganized, unproductive, unsatisfying, frustrating, and confusing. Consequently, their emotional well-being, quality of life, and performance at work, home, and in relationships can all suffer.

In hopes of improving the lives of people experiencing PTSD, The Cowan Foundation partnered with the Military Casualty Support Foundation and RBJ Schlegel Holdings in 2019 to support a multi-year Homewood Research Institute (HRI) study aimed at reducing symptoms.

Using a cognitive training program called Goal Management Training (GMT), the study primarily targeted those with a history of military-related trauma and first responders. Through GMT, people learn and practice strategies to train and reactivate their executive functioning. Designed for small groups over nine weeks, this training focuses on functional goals and tasks to address inattentive or disorganized daily performance. The participants learn or relearn strategies to monitor their performance, set goals, follow through, and overcome distractions.

The study has now been completed, and the benefits of GMT treatment have shown to be effective in improving brain function for those experiencing PTSD symptoms. Research findings were shared in November 2022 at a symposium with clinicians, researchers, stakeholders, and those with lived expertise. HRI continues to work towards establishing GMT as a leading practice standard for treating PTSD and the next step is to create new programming for family members.



Company Engagement Program

ANNUAL COWAN CHARITY CLASSIC

The Cowan Charity Classic golf tournament is held annually by Cowan Insurance Group in support of Canadian charitable organizations. The Cowan Foundation generously matches funds raised at the tournament each year. With the support of company sponsors, business partners, golf tournament participants, and a \$90,000 donation from The Cowan Foundation, the 2022 tournament raised a record \$180,000. Children's Mental Health Ontario was chosen as the charity of choice for 2022, and funds raised will go toward their peer support initiative, which helps caregivers and parents of children with mental illness find connection and support.



From left to right: Janet Peddigrew, President, Cowan Insurance Group; Tatum Wilson, CEO, Children's Mental Health Ontario; Mary D'Alton, Executive Director, The Cowan Foundation



From Left to Right: Laurent Brosseau, Sales Vice President, Aetna; Janet Peddigrew, President, Cowan Insurance Group; Brenda Briddie, Sales Executive, Aetna; Jason McCormick, Senior Director and Country Manager, Aetna

“Parents and caregivers play an invaluable role in their children’s care, yet are often left without assistance for their growing needs. The Cowan Peer Support Program at CMHO will give parents and caregivers much-needed support to manage the challenges they are experiencing as they manage their children’s care. We are so grateful to Cowan Insurance Group and The Cowan Foundation for their generous donation and commitment to child and youth mental health—and the families that support them.”

- Tatum Wilson, CEO of Children’s Mental Health Ontario



Big Brothers Big Sisters of Waterloo Region - Emese Fabry (right), Sales Consultant, Cowan Insurance Group



Theatre Woodstock - Tracey Price (right), Senior Technical Support, Personal Insurance, Cowan Insurance Group



Blenheim District Public School - Teresa Weeks (left), Sales Consultant, Cowan Insurance Group



National Service Dog Training Centre, Mary Casagrande (right), Foundation Administrator, The Cowan Foundation



Supportive Housing of Waterloo - Carol Parsons (middle), Principal Consultant, National Benefits, Cowan Insurance Group

Since 2003, \$648,000 has been donated to employee-directed charities through the Community Volunteer Program.

Employee Engagement Programs

COMMUNITY VOLUNTEER PROGRAM

The Community Volunteer Program celebrates employees 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.

In 2022, The Cowan Foundation was pleased to donate a total of \$16,000 to the following organizations as selected by participating employees:

- Big Brothers Big Sisters of Waterloo Region
- Blenheim District Public School
- Children's Foundation of Guelph & Wellington
- Christ the King Catholic School (Brantford)
- Facile: Independent Facilitation Perth
- Girl Guides of Canada - Ontario Council (125th Nepean Guides)
- Guelph Wish Fund for Children
- Hope Haven Therapeutic Riding and Family Camp
- Kitchener Public Library
- KW Water Polo Club
- National Service Dog Training Centre
- Princess Margaret Cancer Foundation: Cheryl's Hope
- Strong Start
- Supportive Housing of Waterloo
- The Terry Fox Foundation
- Theatre Woodstock
- Turtle Pond Wildlife Centre

NATIONAL DENIM DAY AND PLAID FOR DAD

In support of breast cancer and prostate cancer research, employees participated in National Denim Day and Plaid for Dad for the sixth consecutive year. Employee donations through these initiatives were matched by The Cowan Foundation, totaling \$1,100 for The CURE Foundation and \$2,184 for the Canadian Cancer Society.

THE COWAN FOUNDATION AND OUR GROUP OF COMPANIES

The Cowan Foundation was started in 1995 in honour of Frank Cowan, our founder. The success of the Princeton Holdings Limited group of companies, including Cowan Insurance Group and Fountain Street Finance, 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 25 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.

CONTACT US

705 Fountain Street North
PO Box 1510
Cambridge, ON N1R 5T2

Phone	519-650-6363 or 1-866-920-6363
Email	info@cowanfoundation.ca
Twitter	@CowanFoundation
Web	www.cowanfoundation.ca

