



INVESTING IN YOUR COMMUNITY

**CORPORATE
ENGAGEMENT
GUIDE**

SECOND EDITION
September 2021

We invite you to work with us to change lives for the better.



THE OTTAWA MISSION was founded over one million hours ago in 1906 to meet the needs of very vulnerable members of our community. Over the following century, we've evolved to provide not only emergency food, clothing and shelter, but also wraparound supports to meet the needs of those who turn to us for help, including housing, employment, education and job training programs; primary, dental and hospice care; in-shelter mental health; addiction and trauma services; and spiritual care.

These programs help our clients to improve their lives by helping them restore their health, become independent and self-sufficient, obtain their own home, and find peace and dignity in their final days.

Given the overwhelming impact of COVID-19 on our collective mental health, finances, food insecurity and risk of homelessness, we anticipate remaining the first place of refuge for increasing numbers of very vulnerable people going forward for years after the pandemic has passed. As one example, in response to the deepening levels of hunger in our community, our average daily meal numbers have climbed by over 80% since the beginning of the pandemic.

We need and truly value our many partners to continue to meet the growing need for the vital services we provide across our community. As a corporate partner of The Mission, you can give back to your community and also provide meaningful engagement opportunities to your employees.

According to a 2018 survey, *"authenticity really matters to Canadians"* and *"the most reputable companies of 2018 are those that balance performance with purpose, conquering our hearts and minds by living up to their promise."* (Reputation Institute, reported in *Business Chief*, May 24, 2018.)

We at The Ottawa Mission understand the importance of corporate social responsibility for your business and are ready to partner with your organization to achieve your CSR goals. We can support your goals, and, in the process, you can help our most vulnerable citizens.

We invite you to work with us to change lives for the better.

In partnership and fellowship,

PETER TILLEY
CEO, The Ottawa Mission

Corporate giving is a fundamental part of successful business in Ottawa.

But it is more than a way to show appreciation for the communities in which we work. In a time when many firms are facing a talent shortage, it has also become an important way to recruit and retain top staff.

Many professionals now consider a social conscience a must for employers. After all, we spend the majority of our waking hours at work — why shouldn't the organizations we work for give back to the communities that enable them to prosper?

This is what leads many Ottawa-area businesses to support The Ottawa Mission through the Business on a Mission program.

More than a shelter, The Ottawa Mission provides an array of services to some of the city's most vulnerable residents.

The Ottawa Mission fights food insecurity throughout the city, provides job training and housing assistance, as well as a full spectrum of health services, including mental health counselling and addiction treatment. We are also there for those at end of their lives with our in-shelter hospice, ensuring everyone dies with dignity.

For businesses looking to give back, The Mission's partnership packages can be customized to fit any budget. Our corporate partners enjoy team building through volunteering, revenue stimulation with our cause-related marketing partnerships, heightened profile with our sponsorship packages and the opportunity to help those most vulnerable in our community through philanthropic gifts. As you will see on the following pages, all it typically takes is one visit to see why The Ottawa Mission is an organization worth supporting.



Terry Nichols / Urbandale Corporation

Lead partner of the Mobile Mission Meals food truck and donor

INSPIRED GIVING BUILDING A BETTER CITY

When Urbandale Corporation celebrated its 60th anniversary, the homebuilder marked the occasion with a major gift and doubled down on one of its most important community partnerships.

The family-owned business made sizable donations to several local charities, including a \$50,000 gift to The Ottawa Mission.

While the relationship between Urbandale and the organization dates back to the early 2000s, it was this donation that sparked a new era in the partnership.

“Philanthropy is extremely important for the company, and is usually something we do a bit under the radar,” says Urbandale president Terry Nichols. *“Homelessness and hunger is something we focus on a lot, so working with The Ottawa Mission was a natural fit.”*

Since the donation recognition party — which The Mission hosted in its dining room in 2019 — Urbandale has continued to find ways to engage with the organization.

The homebuilder has sponsored several of The Mission’s annual events including the **Blue Door Gala** and **Coldest Night of the Year**.

Most recently, the company donated another \$65,000 to The Mission to fund the Mobile Mission Meals food truck.

The travelling service operates seven days a week, visiting multiple locations and providing over 200 free, healthy meals at each stop.

“We loved the idea of the food truck because it enables the team to reach a much broader group of hungry individuals,” Nichols says. *“We were super happy to be able to help them get the first one off the ground.”*



Nichols adds that witnessing the food truck in action and seeing the appreciative smiles of the people in line puts everything in perspective.

“It’s a reminder that these are real people that you’re helping, not just a number or a statistic,” he says.

As a company that creates homes for local residents, teaming up with an organization that provides shelter to those in need just makes sense, Nichols says.

And, while The Mission benefits from the generous donations from companies like Urbandale, those doing the donating also reap the rewards.

“Employees take pride knowing that they work for somebody that’s out there supporting the community and helping the less fortunate,” he says. *“It can also inspire some people to go out and volunteer on their own time, which creates this nice cycle of giving.”*

INSPIRED GIVING

Strong business requires strong communities.

Now more than ever, it’s expected that businesses give back to their communities. A donation to support The Ottawa Mission helps boost your company’s ability to recruit and retain talented staff and positions your company as a community leader.

Donations to The Ottawa Mission help sustain and build on our already full spectrum of programs and services.

There is something for everyone. You can decide to support most immediate needs or speak with a representative on our Development Team to designate your gift to an area, program or services that inspires you and your team.



Employee engagement



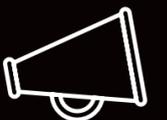
Team building



Community building



Corporate social responsibility



Brand awareness

For a full breakdown of the many corporate giving options and recognition benefits, please contact Erin Helmer at ehelmer@ottawamission.com or visit ottawamission.com/donate.

Domenic Madonna / D-Squared Construction

Lead partner for the Spread the Love campaign

DIY FUNDRAISER

SPREADING THE LOVE

For D-Squared Construction CEO Domenic Franco Madonna, giving back to the community is nothing short of a passion project.

As an Ottawa-born entrepreneur who worked his way to the top of the construction industry, Madonna is committed to using his business success to help others in the community experiencing hard times.

After hearing about rising levels of homelessness in the region, Madonna and the D-Squared team relaunched the company's **Spread the Love** campaign — an initiative originally designed to help families and businesses struggling during the pandemic — but shifted the focus to fundraising for The Ottawa Mission.

“Our team wants to be leaders and influence other people to step up and help their community,” says Madonna. *“It’s everyone’s responsibility to spread positivity and find their own way to give back.”*

With an original goal of raising \$100,000, D-Squared promoted the fundraiser to its clients, customers and business partners — bringing in a whopping \$80,000 on the first day of promotion.

Inspired by the willingness of others to give back, Madonna raised the donation goal to \$300,000, which the team achieved with help from more than 100 other businesses and individual donors.

“We had great partners and were able to achieve more than we set out to do,” says Madonna. *“When you donate to The Mission you can actually see your money going to work and making a difference, which is pretty special.”*



On top of the company's fundraising efforts, D-Squared donated \$25,000 to create winter warmth kits for residents in the community.

A team of employees from the company helped package the backpack kits — which contained a water bottle, gloves, a toque and a winter coat — and they learned about the homelessness crisis in Ottawa and how the kits will help residents through the winter season from Ottawa Mission staff.

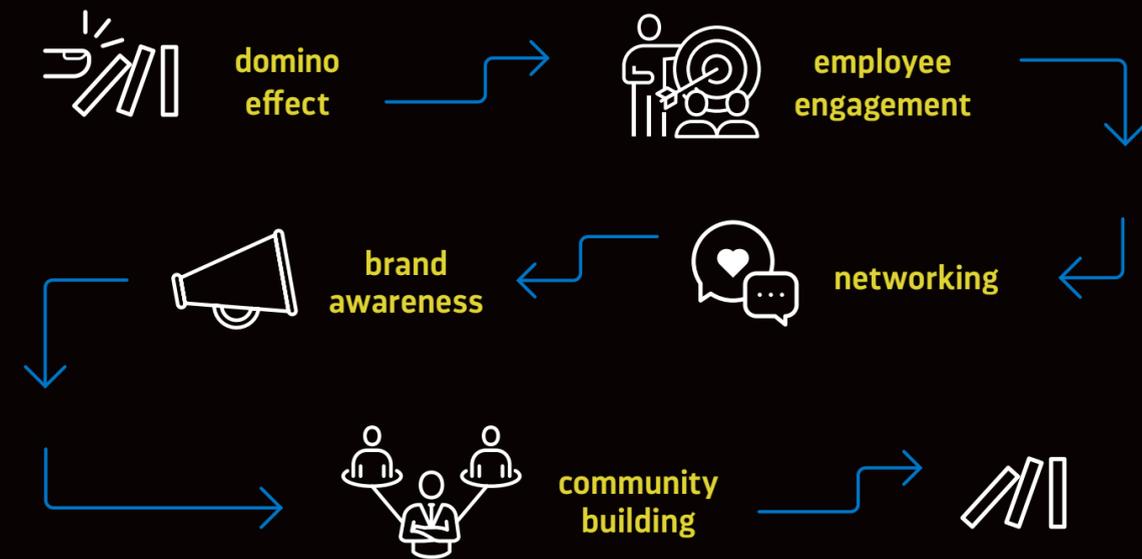
In total, D-Squared's donation created around 500 warmth kits, which were handed out throughout the community.

“Everyone involved felt really good about putting those kits together, and left with a full heart,” he says. *“It also creates a family-oriented atmosphere at work when employees get to help the community together.”*

DIY FUNDRAISER

Peer-to-Peer fundraising is a powerful technique that will help you build upon existing relationships (with your team, clients and other stakeholders) as well as demonstrate to the community your dedication to those most vulnerable in our city.

The Ottawa Mission has an easy-to-use online platform for organizations to set up their own fundraiser. No minimum is required, so even the smallest teams can make a difference.



For information on how to start, contact Erin Helmer at ehelmer@ottawamission.com or visit ottawamission.akaraisin.com/ui/diyfundraising

Jason Shinder / District Realty

Lead sponsor for Coldest Night of the Year

EVENT SPONSORSHIP

GETTING COLD FOR THE CAUSE

Ottawa's chilly February weather couldn't keep 277 residents from donning toques and mittens before venturing outdoors in support of The Ottawa Mission.

Participants at the annual **Coldest Night of the Year** charity walk hit the streets to raise money to fund life-changing programs for people experiencing homelessness and hunger.

Leading the corporate support was local property management firm *District Realty*.

The company signed on as the lead sponsor of the annual event, continuing the company's decade-long involvement with The Mission.

"We've been donors to The Mission for years, but this was a time for us to step up and help out more than we have in the past," says Jason Shinder, CEO and broker of record at District Realty. **"Coldest Night of the Year is a great event that highlights the experience of those who don't have a place to call home."**

Participants were invited to fundraise in the community, concluding their efforts with a walk of two or five kilometres on February 20, 2021.

While residents were limited to walking with members of their household or social bubble due to COVID-19, the event still attracted 52 local teams that collectively **raised \$120,214**. Teams were also encouraged to share their efforts on social media, sporting their blue and yellow toques to raise awareness for the campaign.

And, in an effort to warm the hearts — and stomachs — of participants, Ottawa Mission chef Ric Allen-Watson shared a chili recipe for families to cook together afterwards, adding some extra fun.



"The District team members who participated weren't able to be together for the event, but it was still a feel-good story," says Shinder. **"Our staff are immensely proud of the work we do with The Ottawa Mission. It gives a sense that we're working for more than just ourselves."**

As a company that deals with both commercial and residential properties, working with an organization that provides shelter for vulnerable members of the community is a natural partnership, adds Shinder.

Having worked closely with The Mission over the years — both philanthropically and professionally — Shinder says he's seen first-hand how the organization is building a stronger community.

The Mission also makes it easy for businesses to get involved in whatever capacity they can. With various sponsorship levels and ample opportunities to involve staff in volunteering or fundraising initiatives, working with The Ottawa Mission not only benefits the community, but helps create a great workplace culture.

"Whether it's volunteering time, spreading the word or writing a cheque, there is a real opportunity for everyone to get involved with The Mission," says Shinder. **"Our business is a strictly local business, and we make our living from the Ottawa community, so we're proud to be able to give back to those who need it most."**

SPONSORSHIP

Every year, The Ottawa Mission stages two very popular and unique events. These events are high profile in the community and always provide sponsors with strategic and highlighted profile recognition.



BLUE DOOR GALA

With an average of over 500 guests at our in-person event each year, the Blue Door Gala is a celebration of our Food Services Training Program. Inspiring stories are shared and a great time is had by all who attend. Corporate tables and sponsorships are available starting at \$2,500. Sponsors are acknowledged both online and at the event, in programs and display positions around the gala. In response to COVID-19 and for the safety of our guests, the 2020 and 2021 galas were staged as virtual events.



COLDEST NIGHT OF THE YEAR

A family-friendly walk held in February each year. Participants raise money for The Ottawa Mission so they can serve people experiencing homelessness, hurt and hunger. Sponsors benefit from on-site promotion and online through strategically planned social media campaign. Sponsorships start at \$500.



Employee engagement



Brand awareness



Community building



Corporate social responsibility

To learn more about sponsorships or to get your team involved, contact Erin Helmer at ehelmer@ottawamission.com or visit ottawamission.com/events/

Megan Paterson / Kinaxis

Volunteering & Corporate Engagement

EMPLOYEE ENGAGEMENT A LASTING IMPACT

Megan Paterson is the chief human resources officer at Kinaxis. When she invited a group of her local and international colleagues to volunteer at The Ottawa Mission during a leadership workshop, she knew it would give them first-hand insights into the organization's important role in the community.

What she didn't predict, however, was the long-lasting impact the experience would have on the tech firm's employees.

While Kinaxis is a big believer in corporate giving — the software firm includes a charitable element into all its major conferences and events — having participants volunteer their time was a new approach.

"It wasn't something we had ever done before, and the feedback was so overwhelmingly positive," she says. "For weeks afterwards, I had executives reach out to me and say that the experience really stuck with them."

Paterson and nearly 30 other volunteers spent their afternoon at The Ottawa Mission, learning about the various programs and initiatives run by the organization.

Following a tour of the kitchen and an insightful presentation about the history of The Mission and its community work, the Kinaxis team helped assemble sandwiches to prepare for the lunch rush.

"It was really eye-opening for a lot of people to be told you can only put one slice of meat on a sandwich because they are trying to feed as many people as possible," says Paterson. ***"It was so impactful to see where donations go and how reliant The Mission is on community support."***

Their time spent at The Ottawa Mission sparked a lasting relationship between the tech giant and the organization that's continued over the years.



Kinaxis has stepped up as an event sponsor and encourages its employees to give to local charitable organizations such as The Mission, matching all employee donations up to \$200.

Paterson was also pleasantly surprised when the company's head of sales in Florida chose The Ottawa Mission as his charity of choice at the team's annual sales kickoff meeting — resulting in a company donation to the shelter in January.

"This individual chose The Ottawa Mission because the experience he had volunteering there a year and a half earlier still stuck with him," she says. ***"I've always been a big believer that if you can get your employees to give their time, they instantly become more invested in the cause — and this is a great example of that."***

As Kinaxis continues to reach new heights, Paterson says the company is even more committed to giving back.

Employees take pride in knowing they are part of a team that values philanthropy, which also helps the company attract and retain top talent, she adds.

For Paterson, choosing to support and engage with The Ottawa Mission isn't only good for business, but for Ottawa as a whole.

"We knew The Mission was helping some of the city's most vulnerable residents, and as a company we had to help," she says. ***"It's more than just a shelter for a lot of people, and it's important that we recognize that as a community."***

EMPLOYEE ENGAGEMENT



Employee engagement



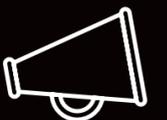
Team building



Community building



Corporate social responsibility



Brand awareness

Customize your team's volunteering experience with The Ottawa Mission.

Experience a life-changing day of team volunteering at The Ottawa Mission. Full-day and half-day experiences are available for groups of all sizes. The full day on-site experience is ideal for teams of up to 40 people. Larger groups can be accommodated by having teams work both on and off-site.

Experiences include working in our kitchen, serving meals, sorting donations, hosting a special activity for our clients or assembling sandwiches or Hope Packages for clients.

The Mission's staff will work with you to develop an experience that your employees won't soon forget, all while benefiting the most vulnerable in our community. Experiences are fully customizable*.

*COVID-19 status will determine when we are able to welcome corporate volunteer groups at The Mission.

To create a customized volunteer experience that will be unforgettable for your team, contact Erin Helmer at ehelmer@ottawamission.com.

Jo-Anne Payant / The Natural Food Pantry

Working together to succeed

CAUSE-RELATED MARKETING GIVE WHERE YOU LIVE

Four years ago, the Natural Food Pantry — an Ottawa-based health food store — found itself with an abundance of food on hand after spending a full day trialing new recipes.

Not wanting the food to go to waste and seeing an opportunity to give back to the community, Natural Food Pantry's Jo-Anne Payant made a call to The Ottawa Mission and initiated what would turn into a lasting relationship between the two organizations.

"It just dawned on me to reach out to The Mission," she says, recalling that initial meeting. "We've been bringing excess ingredients like flour and oatmeal there ever since."

Seeing the impact of the food donations, Payant decided to take the store's efforts one step further.

Last fall, the Natural Food Pantry began a fundraising drive, donating 20% of the proceeds from the sale of Thanksgiving goods such as pumpkin pies, loaves and muffins to The Mission.

Customers were also encouraged to include a donation with any purchase they made, either online or in-store.

Leveraging both social media and posters throughout the business, the Natural Food Pantry raised more than \$3,000 for The Mission.

"It's a small way that we can contribute to hopefully make the world a better place," says Payant. "Food is a big part of what drives our business, so it makes sense for us to try and share that with the community."

The fundraising initiative also sparked excitement within the business itself.



As the online sales and social media lead, Payant says her team was inspired to try and get as many donations as they could — coming to work each day with new ideas and strategies for the campaign.

The team also worked closely with The Ottawa Mission's social media team, bouncing ideas off each other and ensuring the campaign had maximum impact.

"There was a real team-building aspect to the project," she adds. "When October was over, we all felt very fulfilled, especially given the time of year."

As a family-owned business operating in Ottawa for 40 years, the Natural Food Pantry takes pride in its community involvement.

On a personal level, Payant is also inspired by The Mission's efforts.

She hears first-hand accounts from friends who work at The Mission of the impact of community giving on the local residents who visit the shelter and use its services.

For her, it drives home the importance of giving back to the community in where lives.

"From the staff to the residents, The Mission is filled with really kind, gracious people," says Payant. "The more good we put out into the community, the more we'll all get back."

CAUSE-RELATED MARKETING

Cause-related marketing is a mutually beneficial collaboration between a business and The Ottawa Mission designed to promote your sales and bring awareness to the needs of The Mission. No matter the size of your business, we will be happy to work with you to create a strategic promotional plan that helps drive customers to your business.

WHAT ARE YOUR BENEFITS?

- Increased sales and marketing share
- Strengthened brand positioning
- Enhanced corporate image
- Increased ability to attract, motivate and retain employees



Brand awareness



Community building



Corporate social responsibility



Team building



Networking

For a full breakdown of the perks that come with each package, contact Erin Helmer at ehelmer@ottawamission.com.

QUICK STATS

AVERAGE OVER ONE YEAR



1,755

unique people sheltered



1,422

average numbers of meals served each day



202

individuals successfully housed



39

educational and job training program graduates



17,713

primary care clinic patient consults



85

graduations from Addictions and Trauma Programs

MISSION STATEMENT

Our Mission is to provide food, shelter, clothing and skills, and offer healing, faith and hope for building a wholesome life.

Since 1906, The Ottawa Mission has provided the basic necessities of life, including food, shelter and clothing to the hungry, homeless and poor in our city.

Today, more people are using shelters than ever before and homelessness does not discriminate. The Ottawa Mission serves people who have suffered a life of trauma, living on the streets for a long time. But we also serve individuals who are educated, come from loving families and have had successful working lives in the past.

Through corporate partnerships, we are able to expand our programs to reach more individuals and increase opportunities for those who use our services. We value our partners and the critical role they play. As a corporate partner of The Ottawa Mission, you can give back to your community, and you can also provide meaningful opportunities to engage your employees.

It costs about \$15.6 million a year for us to be able to provide basic necessities and transformative programs to people who are homeless and poor. In addition to city funding, we need an additional \$9.6 million in donations this year from caring individuals, corporations and foundations to help people who are hungry, hurting and homeless in Ottawa.

We need your help. Every single gift makes a difference.



SERVICES

- Food, shelter & clothing
- Spiritual support
- Mental health services
- Day & residential addiction treatment
- Education & job training
- Employment & housing services
- Primary medical & dental care
- Hospice/palliative care

COMPASSION
DIGNITY
COMMUNITY

**CORPORATE
CHAMPION**



BUSINESS ON A MISSION



Development Office, 46 Daly Avenue, Ottawa, ON K1N 6E4 • 613.234.1155 • OttawaMission.com