



2021

IMPACT
REPORT

January 19, 2022

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Looking forward to 2022

To our faithful supporters and friends across Canada,

These past 12 months have been another challenging year for all Canadians. The continuation of the global pandemic with intermittent lockdowns, health restrictions, economic hardship and all the mental and emotional stress that comes as a result has been overwhelming for many. It is hard to call on the endurance needed to see it through with no end in sight.

For remote Indigenous communities in northern Canada, these challenges are amplified. On top of the lack of access to clean drinking water, medical care, food security, and severe housing shortages, the discovery of thousands of unmarked graves at former residential schools in Canada has exacerbated the continued pain felt by Indigenous peoples from coast to coast to coast. To say these past two years have been difficult would be an understatement.

Thousands of people throughout Canada and worldwide have been impacted by the news of the historical wrongs faced by Indigenous peoples in Canada. The resilience and determination of Indigenous Peoples to reclaim their culture and build a better future for future generations has inspired individuals, groups, businesses, and many organizations. Donors have given generously to charities, like True North Aid, dedicated to serving and supporting First Peoples.

At True North Aid, we have been amazed by the outpouring of support through financial gifts and volunteerism. Our revenue for the fiscal year 2021 increased almost threefold over 2020. Through our collective efforts, we led more than 80 initiatives throughout dozens of communities across northern Canada, supporting thousands of Indigenous peoples. We believe that self-governance and self-determination is the key to alleviating poverty and that is why we are doing all that we can to support First Peoples and their right to determine how best to serve their communities.

This impact report displays the many ways True North Aid has fulfilled its mandate and we are just getting started. If you are a donor, thank you for entrusting us with your generous financial support. If you are a member of a northern community who has received assistance, thank you for the honour to support your efforts to empower your communities. You inspire us and we will continue to dedicate ourselves to providing practical humanitarian assistance to northern communities in Canada.

With deepest gratitude,



Kenneth Smid
Executive Director

Our Vision

True North Aid is dedicated to serving and supporting northern Indigenous communities in Canada through practical humanitarian support. With more than 60 percent of Indigenous children living below the poverty line, there is much work to be done. The issues facing Indigenous communities in Canada are complex and the result of many things that have transpired over the past 150 years. True North Aid believes that the right to self-governance and self-determination is key to closing the poverty gap.

As a Canadian charity, our mandate is to provide practical humanitarian assistance with the priority to help ensure the dignity and health of Indigenous people through our actions. Our self-determination activities are designed to help inspire and empower Indigenous youth to pursue their dreams and, in turn, empower their people and community. Through reconciliation and education, we raise awareness and promote an understanding of the tragic history of non-Indigenous/Indigenous relations in Canada, helping us to understand why we find ourselves in this present situation. As we do, attitudes and prejudices change and we open doors to a broader discussion and understanding of the options that are available. We believe that mutual cooperation and respect will make a difference.

At our core, True North Aid respects the diversity of belief and conviction found with the people and organizations we support, and the people and organizations who support us. True North Aid does not fund activities that directly promote the beliefs and/or convictions of any group. However, we are open to partnerships with organizations whose initiatives and activities fall within our mandate as approved by the Canada Revenue Agency (CRA) and are aligned to our mission of helping to reduce poverty through our eight foundational stones of support.

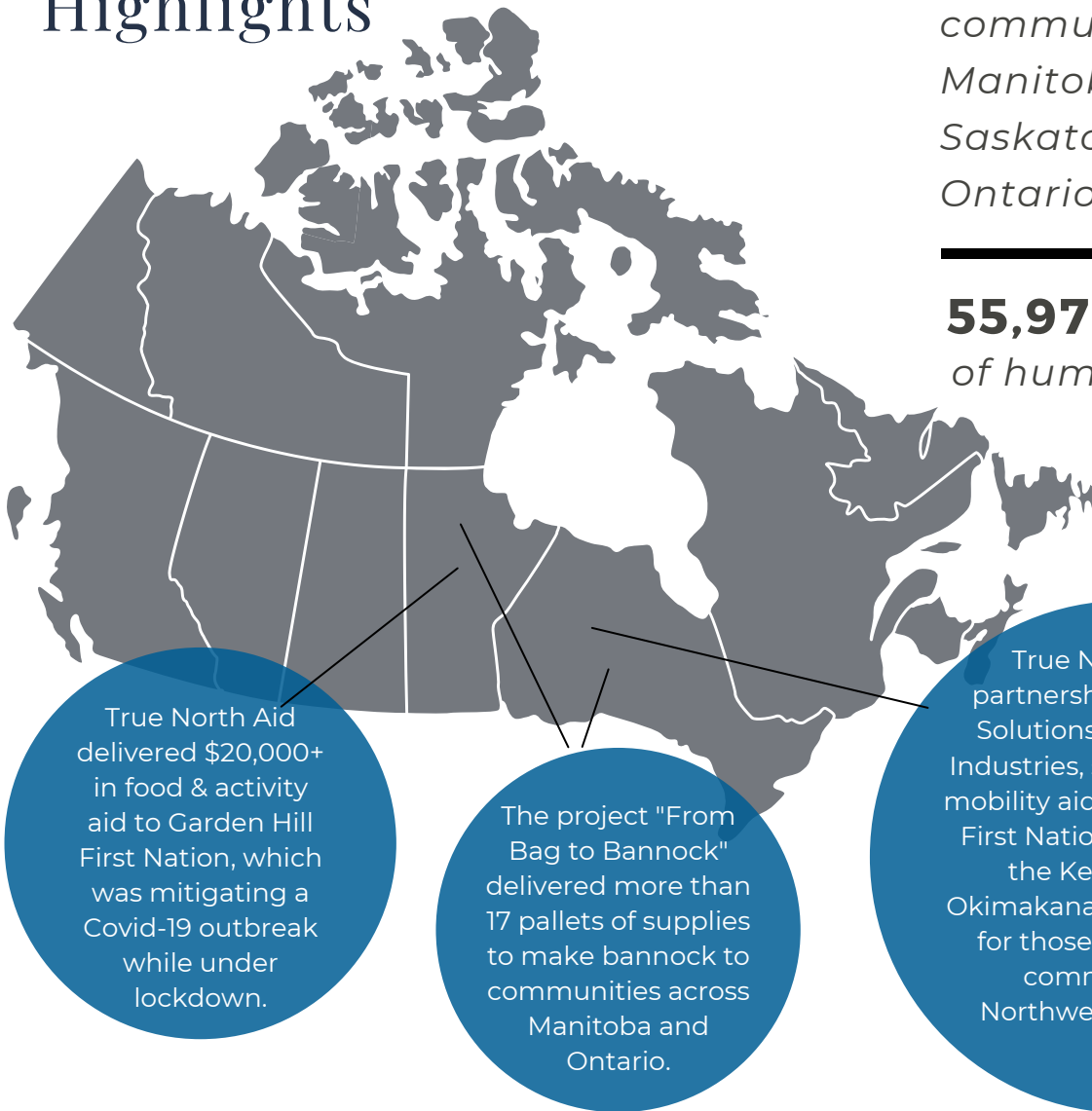
Our Impact: Quarter 1 Highlights

40+

*communities in NWT,
Manitoba,
Saskatchewan and
Ontario*

55,970lbs

of humanitarian aid



“True North Aid, True Angels! I never knew there was something so incredible for our community... This made our HCC speechless of knowing that there are other organizations out there that care, and want what we want for our elders and children. I think everything your organization does for so many shows how much compassion, and respect you represent. ”

STEPHANIE, PSW AT KO
CHIEFS IN THUNDER BAY

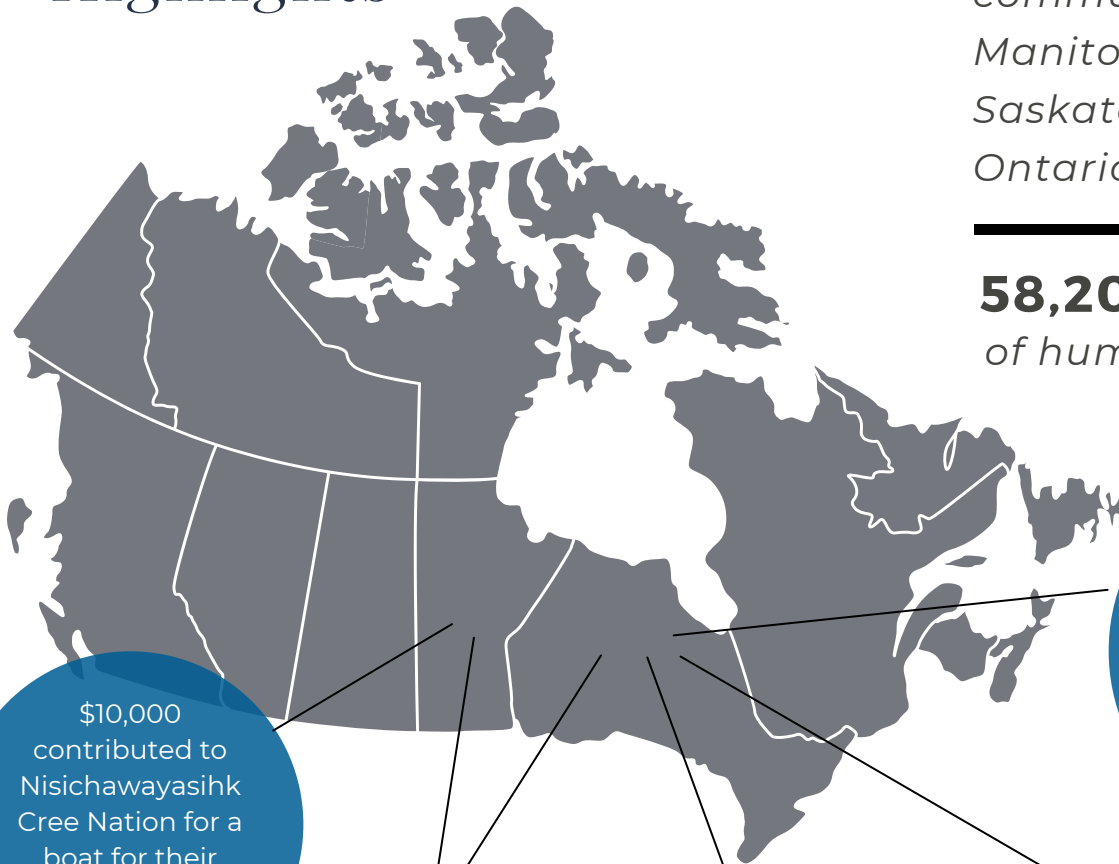
Our Impact: Quarter 2 Highlights

21+

*communities in NWT,
Manitoba,
Saskatchewan and
Ontario*

58,206lbs

of humanitarian aid



\$10,000 contributed to Nisichawayasihk Cree Nation for a boat for their outdoor cultural activities.

2,000+ books were collected and donated through our Rez Reads program to support 3 communities in Ontario and Manitoba.

\$25,000 contribution to Mennonite Central Committee in Timmins to help support the James Bay communities that were affected by the Covid-19 outbreak.

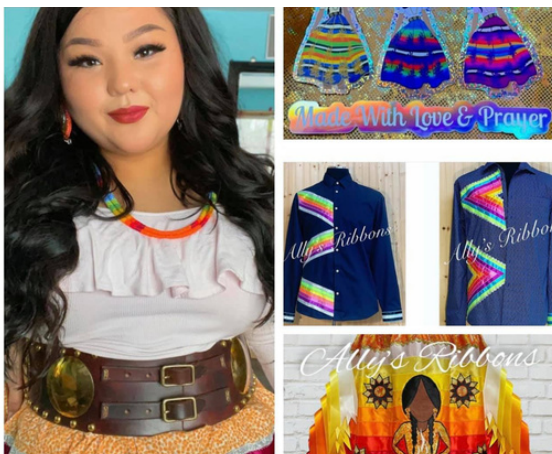
3,000+ lbs of seeds and gardening supplies sent to Eabametoong First Nation to support the growing season.

48 mattresses, platforms, protectors and pillows were donated to Eabametoong First Nation to support their isolation pods and tents.



PROGRAMMING HIGHLIGHT: INDIGENOUS YOUTH OPPORTUNITIES PROGRAM

On June 21, 2021, the Indigenous Youth Opportunities Program launched! This program supports Indigenous Youth who desire to lead mental health and wellness programs within their community. By providing grants to candidates, True North Aid is empowering youth to express and articulate their own wellness journeys through interest-based activities; ranging from the arts, music, sports, to traditional, cultural and land-based healing strategies. Participants are selected through an application process and are guided by mentors throughout the duration of the program. The pilot included 7 youth who are mentored and supported to make their dreams a reality.



"Ally's Ribbons officially became my business January 2020, through Ally's Ribbons I want to see our youth in our communities getting back to our roots and feeling fabulously comfortable with wearing ribbon skirts. I also wanted to keep up with today's fashion and infuse it into our native ribbon skirt. My main objective is to bring more youth back to our ceremonies"

- Alyssia Sutherland, IYOP Grant Recipient



Russell's business is called Mikinaak Buttons, he is active in the community and at events selling various kinds of buttons. Russell's project aims to bring people together of all walks of life through the use of pop culture in his pins.

"Wearing these buttons mean keeping awareness and momentum going for important issues within our communities"

- Russell Grisdale, IYOP Grant Recipient

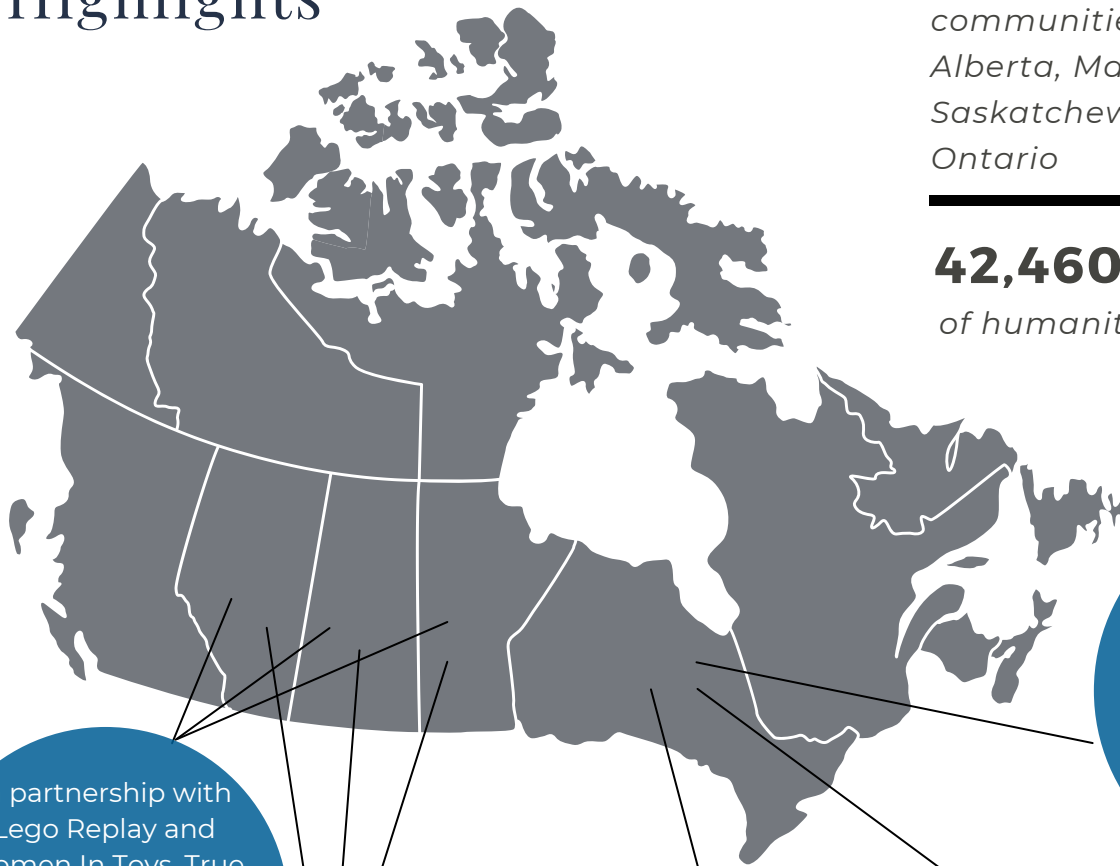
Our Impact: Quarter 3 Highlights

21+

communities in NWT, Alberta, Manitoba, Saskatchewan and Ontario

42,460lbs

of humanitarian aid



In partnership with Lego Replay and Women In Toys, True North Aid supported communities in MB, SK and AB with toys for the children.

The Backyard Niitawaakiiks Program supported 8 families in Siksika First Nation with the skills and tools needed to raise their own chickens and sell their eggs for profit.

Contributed \$20,000 to Keewaytinook Okimakanak Chiefs council in Thunder Bay to support their home and community care team with medical supplies and critical care items for evacuees fleeing from fires in remote Ontario.

Donated \$10,000 worth of Northern Store Gift cards to support families and seniors struggling through lockdowns in Moosonee + Moose Factory, ON!

The Good Allyship Project ran its second annual Reconciliation Walk in Kingston. Over 100 people supported this walk & learned about Canada's history!



Our Impact: Quarter 4 Highlights

28+

communities in Nunavut, British Columbia, Alberta, Manitoba, Saskatchewan and Ontario

524

bed sets approved

357,000+

menstrual products sent to communities



Supported the Youth Connections Program in Grande Cache, AB with new equipment.

Moon Time Sisters Ontario, Saskatchewan and B.C collected over 357,000 menstrual products to ship to more than 28 communities.

True North Aid provided winter clothing including jackets, boots, toques and gloves to Valleyview School in Beauval, SK.

\$30,000 donation to Qajuqturvik Community Food Centre to support Water Crisis in Iqaluit



PROGRAMMING HIGHLIGHT: A GOOD NIGHT'S SLEEP

In the fall, True North Aid, in partnership with Silk and Snow, a Toronto-based sleep and wellness brand launched A Good Night's Sleep. This project aimed to bring new bed sets to northern and remote Indigenous communities in Canada. After putting out a request for applications, we received more than 100 applications from communities across the nation. This prompted us to launch a national fundraising campaign where we were able to raise more than \$30,000 in support of this initiative. With the help of our donors, we will be providing 28 communities with over 500 beds.

Whitesand First Nation was the first community to receive their bed sets. 27 more communities are slated to receive their bed sets in 2022.



"I never thought I would get a new bed!"

"We have not had such a good sleep in 20 years!"

"These beds are so comfortable, we do not want to get out of bed!"

- Elders who received new bed sets this year

Board of Directors

Scott Harris, *Chairman*

Bob Langlois, *Vice-President*

Ally Cooper, *Secretary/Treasurer*

Katie Koopman, *Director*

Kim Sigurdson, *Director*

Indigenous Advisors

Christine Lefebvre

Norman MacCallum

Staff

Part-Time:

Kenneth Smid, *Executive Director*

Marilyn Shuart, *Budget & Donor Relations Coordinator*

Full-Time:

Emily Everett, *Operations Manager*

Amanda Stolk, *Outreach Manager*

Erin Filliol, *Communications & Corporate Relations Coordinator*

Tamara Stafford, *Administrator & Bookkeeper*

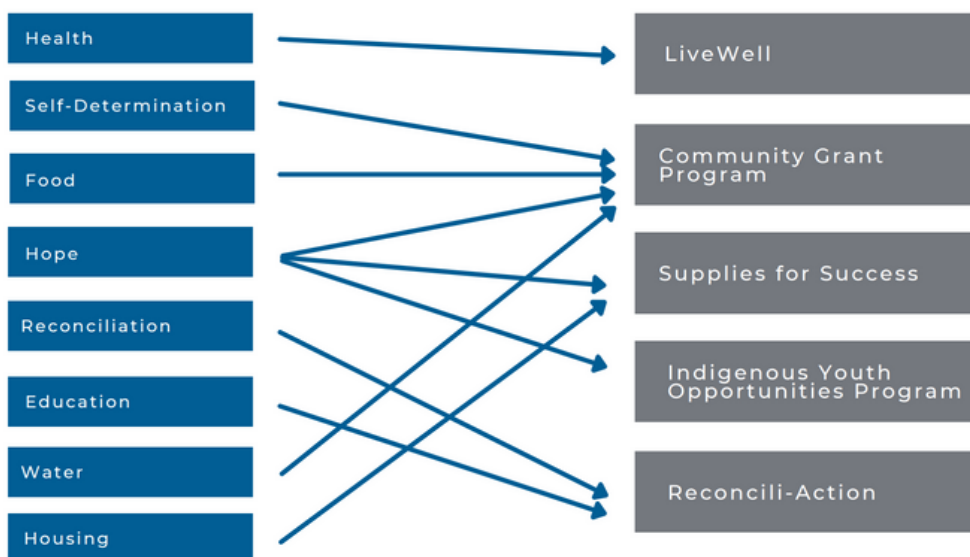
Looking forward to 2022

True North Aid is dedicated to providing continued humanitarian support to northern and remote Indigenous communities in Canada. As of January 4th, 2022, we transitioned our programming to serve northern communities better. This includes moving away from our eight stones of support and introducing 5 new programs.

- LiveWell
- Community Grant Program
- Supplies for Success
- Indigenous Youth Opportunities Program
- Reconcili-Action

... and more to come!

While our activities will still be guided by the 8 stones of support, donors will have the opportunity to redirect their generosity to one of our new programs.



[Read more!](#)