

providing practical humanitarian aid to northern and remote Indigenous communities across Canada

## OUR MISSION

In 2009, a young woman travelling in northern Canada witnessed communities living in poverty and lacking basic necessities. Rachel Brown learned that the high cost of delivery coupled with low incomes meant many families and individuals went without food, hygiene items, furnishings and household products - things taken for granted in the south. Her concern led to establishing an organization to help those living north of the 55th parallel. True North Aid was formed to provide practical humanitarian aid. Our charitable objects are:

1. To advance education by providing books, equipment and educational aids to students in northern Indigenous communities;
2. To relieve poverty in northern Indigenous communities by providing food, clothing, shelter, sustainable solutions and other basic necessities of life to individuals and families who are poor, of low income or in need;
3. To provide publicly available scholarships and educational programs for the benefit of Indigenous youth;
4. To support reconciliation efforts through programs that promote meaningful cross-cultural exchanges, respect for diversity and inclusion, and national awareness about the ongoing impacts of Canada's unique history for Indigenous people, particularly in the most northern and remote areas in the country; and
5. To undertake activities ancillary and incidental to the attainment of the above mentioned charitable purposes.



# OUR IMPACT

Today, we strive to meet the needs brought to us by Indigenous communities. We provide funding and supplies donated by individuals, corporations, foundations, and organizations and act as a bridge between those in the north seeking assistance and those in the south offering support.

Our four full-time staff coordinate activities virtually without a brick and mortar location. Operations are as cost effective and efficient as possible. In 2024, True North Aid provided practical humanitarian aid to:



**25,000  
PEOPLE**



**165  
INDIGENOUS  
COMMUNITIES**



**100,000  
LBS OF  
SUPPLIES**



## FINANCIAL SNAPSHOT

Fiscal year January 1, 2024 to December 31, 2024

### REVENUE

Donations	\$649,931
Grants	\$1,830,358
Events	\$2,452
Interest	\$34,662
<b>Total</b>	<b>\$2,508,403</b>

### EXPENSES

Indigenous Programs & Supplies	\$970,396
National Operations	\$184,625
Education & Outreach	\$100,951
Donor Restricted Moon Time Connections	\$1,148,371
Donor Restricted Work2Give	\$228,230
Donor Restricted Hockey Cares	\$65,602
<b>Total Expenses</b>	<b>\$2,698,175</b>



# CHARITABLE PROGRAMMING

Hundreds of one-of-a-kind requests for vital necessities, as well as educational and culturally relevant projects, are funded through our Community Initiatives Program and our Supplies Program. These requests range from land-based teachings for youth, sending pallets of supplies to a food bank in Iqaluit, providing baby bundles and car seats to an Innu Midwifery Program to supporting traditional hunting and fishing practices across the country. All are provided without cost to recipients, paid for by donations and grants.

In addition to variable requests, True North Aid offers the following program support annually.



## A Good Night's Sleep

Brand new beds, mattresses, bedding, and pillows from a Canadian manufacturer are provided to community members facing inadequate sleeping conditions due to the high cost of delivery.

## Northern Reads

3,000 books by Indigenous authors are donated to libraries, schools, and literacy programs. Sourced from an Indigenous-owned business, these books are carefully selected to reflect the local language and culture.



## Back to School

2,000 backpacks, filled with essential school supplies and sourced from an Indigenous-owned business, are provided to elementary and high school students who lack the resources needed to begin their school year.

## PROJECTS OF TRUE NORTH AID

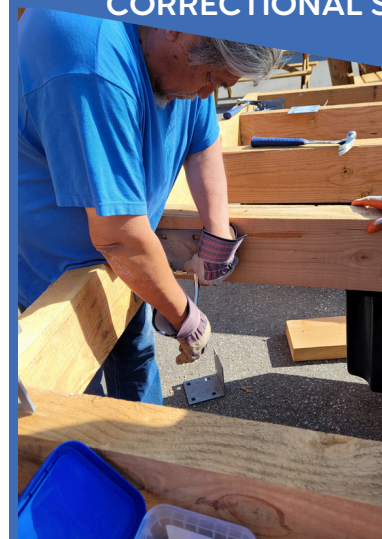


Moon Time Connections, an Indigenous-led program, has provided over 4 million sponsored menstrual products to schools, health centres, shelters and food banks.



Hockey Cares is a meaningful, annual cultural exchange between Oakville and northern Ontario Indigenous hockey players.

## IN PARTNERSHIP WITH MOVEMBER & CORRECTIONAL SERVICE CANADA



Work2Give - Indigenous inmates inside five federal institutions learn carpentry skills to build picnic tables, park benches, tiny homes, etc., to gift back to their home communities.

# HOW TO SUPPORT TRUE NORTH AID

Financial support is required for areas of greatest need. Our projects are guided by the immediate needs identified by Indigenous communities.

Our Community Initiative Program, Supplies Program, and Education and Outreach efforts can only be met when greatest need funding is available.

There are several ways to provide support:



## DIRECT DONATION

Individuals, organizations and corporations are invited to make an online donation at [truenorthaid.ca](http://truenorthaid.ca). Alternatively, a cheque can be mailed to True North Aid at the address below. If you are able, please consider giving monthly; either automatically withdrawn from a bank account or charged to a credit card.

## CUSTOM GROUP FUNDRAISER

Organizations of any kind (church groups, schools, corporations, unions, etc.) can engaged employees with a company fundraising campaign to meet a goal within a set timeframe. Please contact Donor Relations at [donate@truenorthaid.ca](mailto:donate@truenorthaid.ca) for assistance in setting up your company fundraiser.

## SPONSOR A COMMUNITY INITIATIVES PROGRAM

True North Aid supports projects that empower communities with holistic and sustainable projects. Make an impact by sponsoring a community program. \$10,000 funds a program in a specific northern, remote Indigenous community, and fosters a true connection.

## LEGACY GIFTS

You may be in a position to arrange a legacy gift; a bequest in your will, a gift of stocks or mutual funds or naming True North Aid as a beneficiary in a life insurance policy. In addition to helping others, the charitable tax receipt issued can reduce your taxable income. Please contact [donate@truenorthaid.ca](mailto:donate@truenorthaid.ca) to make your wishes know.



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226-444-3385

[www.truenorthaid.ca](http://www.truenorthaid.ca)

[info@truenorthaid.ca](mailto:info@truenorthaid.ca)

Charitable Registration #813183696 RR0001

