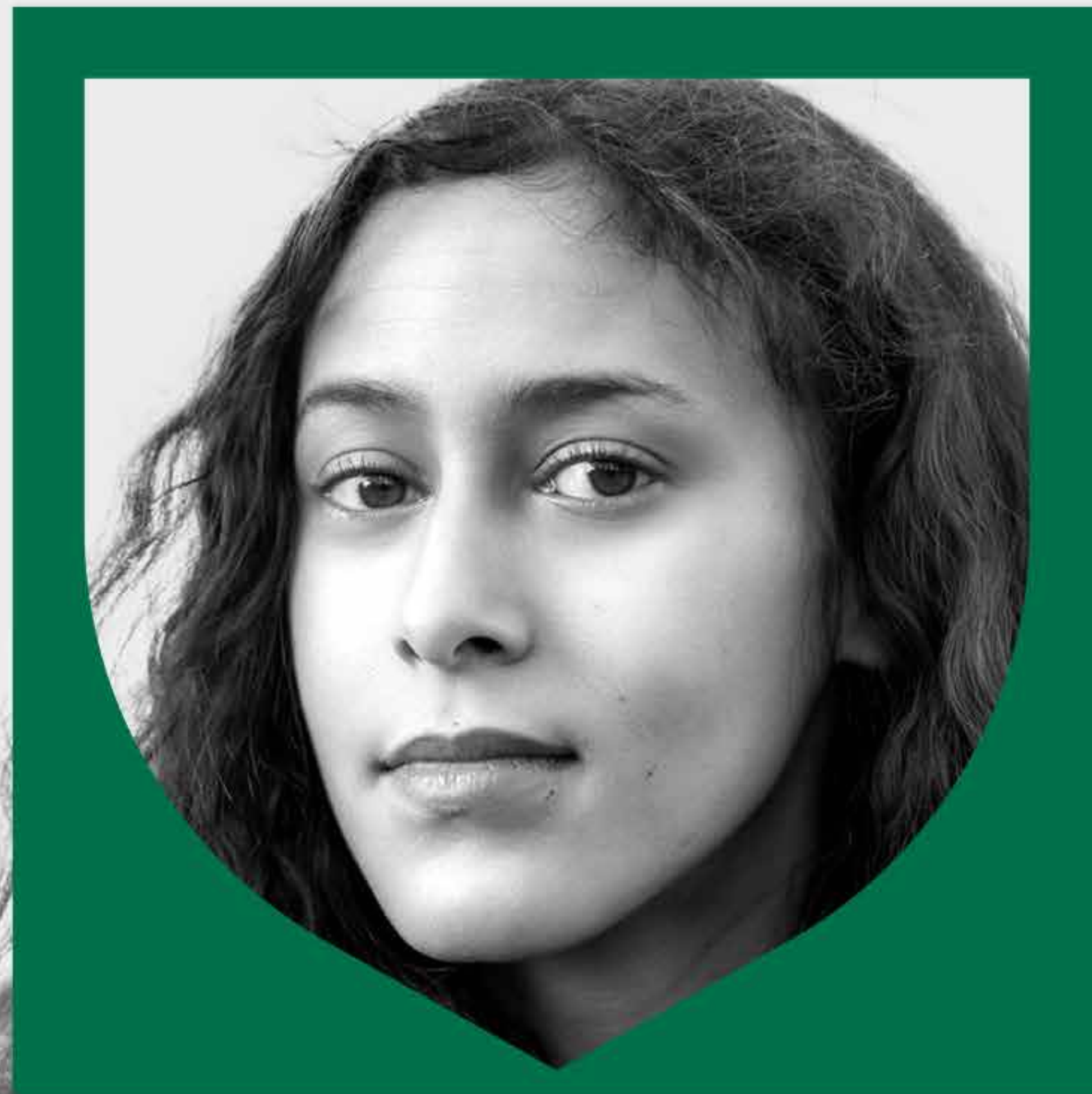


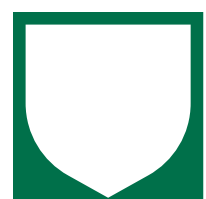
IMPACT REPORT

2023

Hudson's Bay Foundation

CHARTER
FOR CHANGE™





OUR COMMITMENT IN FOCUS

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Three years ago Hudson's Bay set out a mission to accelerate racial equity in Canada, to help drive systemic change with a ten year \$30 million commitment. We're working in close collaboration with our incredible impact partners, and together, we are on a journey towards making a positive difference.

Through the work of our impact partners, community level transformation is happening all around the country. Since the launch of Hudson's Bay Foundation Charter for Change, we've distributed over \$10 million to support various initiatives that have gone on to impact over 120,000 lives. Our Hudson's Bay associates are also stepping up to live the code of our commitment by participating in events, jumping into volunteer opportunities and creating Employee Resource Groups.

There is a lot of momentum as we head into our fourth year of this work, and we look forward to continuing working alongside our partners to impact thousands of lives across Canada. In 2024 we'll move even closer to our goal of accelerating racial equity thanks to everyone involved.

Thank you,
Liz Rodbell, President, Hudson's Bay Company



YEAR THREE HIGHLIGHTS

First Round Recipients of Oshki Wupoowane | The Blanket Fund | ᐅᓪᓶ ᐱᑦᐸᓴᓂ

The Blanket Fund was created in partnership with the Gord Downie & Chanie Wenjack Fund to provide meaningful support for Indigenous cultural, artistic, and educational activities. In 2023, we were able to announce the first round of recipients under the Reconciliation Action Grant stream, which include eight incredible organizations that do work from hosting community workshops like moccasin-making to athletic-focused programs. We're proud to be collaborating alongside organizations that are making waves in reconciliation across Canada.

Charter for Change Day

Last year marked the 353 anniversary of Hudson's Bay and we wanted to celebrate in a meaningful way. So on May 2nd, we launched Charter for Change Day: an annual moment that's meant to highlight the work of our impact partners. To mark the day, we were joined by Cliff Fregin from Indspire, Gyasi Moffett from MLSE Launchpad, and Bilana Cidade from CEE Centre for Young Black Professionals. It was an inspiring day for our associates to connect on the past, present, and future of both Hudson's Bay and Canada.

Strengthened Partner Support

Our relationships with our impact partners grew even stronger the past year as we dove further into their world of impact. We connected on a deeper level during a number of inspiring events including: the Gord Downie & Chanie Wenjack Fund | Walk for Wenjack, Nia Centre for the Arts | New Building Tour, CAMH | Business Leaders Summit, Rainbow Railroad | Freedom Party, and MLSE Foundation | Raps City Social.

*See full recipient list on Page 10.



BACKGROUND & STRUCTURE OF HUDSON'S BAY FOUNDATION

About Hudson's Bay Foundation

Hudson's Bay Foundation is a registered charity, working to address racial inequality by investing in education, employment and empowerment opportunities for diverse communities. In 2021, Hudson's Bay Foundation launched Hudson's Bay Foundation Charter for Change, committing \$30 million over 10 years to help drive reconciliation and accelerate racial equity in communities across Canada. Through long-term partnerships with organizations doing critical work under its three pillars, Hudson's Bay Foundation provides funding for programs and initiatives driving meaningful and sustainable change.

Hudson's Bay Foundation Charter for Change

It's clear that racial equity in Canada needs to be prioritized. Charter for Change is our commitment to advancing racial equity and creating a better future for all. Our impact partners are doing significant work under our three pillars, Education, Employment, and Empowerment.

Our Impact Partners



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CHARTER FOR CHANGE

IMPACT PILLARS

In 2021, Hudson's Bay Foundation Charter for Change was born out of a commitment to help drive reconciliation and advance racial equity by reexamining the ways in which we give to those driving change. Through this commitment came a 10-year, \$30-million investment in educational, employment, and empowerment opportunities for underrepresented communities.

At the core of Hudson's Bay Foundation Charter for Change are the three pillars we leverage to accelerate racial equity. Alongside our impact partners, these three pillars represent the mission we've undertaken as we shape a better Canada.

Education

Our work directs funding to organizations that support equitable educational opportunities for diverse communities, and partnerships that educate all Canadians on anti-racism.

Employment

Our work focuses on breaking down systemic barriers to career opportunities and advancements for diverse communities.

Empowerment

Our work is dedicated to fostering personal, professional, and cultural empowerment through Canada's diverse communities.



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COMMUNITY & EMERGENCY FUND

In addition to Hudson's Bay Foundation Charter for Change, every year the Foundation allocates a portion of our funds to the Community & Emergency Fund to respond to emergencies, disaster relief, and community needs.

We distribute these funds based on a set of pre-defined criteria which takes into consideration our mission alignment, our responsibility to respond, urgency, and available funds at the time of the decision. A strong priority is given to existing and emerging needs of Indigenous communities including clean water, food security and health supports.



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IMPACT BREAKDOWN

Lives Impacted to Date:

120,394

Dollars Distributed to Date:

\$10,213,653

Associates Engaged to Date:

5,334

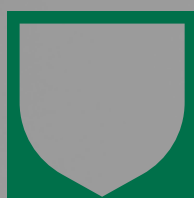
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GORD DOWNIE & CHANIE WENJACK FUND

Chanie Wenjack was an Anishinaabe boy born in Ogoki Post on the Marten Falls Reserve on January 19th, 1954. Chanie's story, tragically, is like so many stories of Indigenous children in this country; he fell victim to Canada's colonization of Indigenous Peoples. In 1963, at the age of nine, Chanie was sent to the Cecilia Jeffrey Residential School in Kenora, Ontario. In 1966, at 12-years old, Chanie ran away from the Residential School, attempton to reunite with his family 600 kilometers away in Ogoki Post. Nine others ran away that same day, all but Chanie were caught within 24 hours. Chanie's body was found beside the railway tracks on October 22, 1966, a week after he fled. He succumbed to starvation and exposure. In his pocket was nothing but a little glass jar with seven wooden matches.

Inspired by Chanie's story and Gord's call to build a better Canada, the Gord Downie & Chanie Wenjack Fund aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples. Our goal is to improve the lives of Indigenous people by building awareness, education, and connections between all peoples in Canada.



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FUTURE GENERATIONS FOUNDATION

Healing, Reconciliation, Knowledge Building

The Future Generations Foundation provides resourcing to create meaningful opportunities that improve the quality of life for First Nations and Métis people. They are committed to helping First Nations, Métis people and communities to address the impacts of the Residential School system, and to support healing. They aspire for today's youth and future generations to be grounded in language, culture, and a way of life that fosters a strong identity and resiliency.



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FUTURE GENERATIONS FOUNDATION

Programs We Support

Beneficiary Grants

Future Generations Foundation provides grants for students who are forging their own path into their careers, through education. These grants support the empowerment of these individuals and their families, and help to provide access to employment and cultural programs.



“I was speechless when I saw I had been awarded a scholarship by the Future Generations Foundation. I had dreamed of becoming a physician since I was a young child. I am grateful beyond words for your generous support. The scholarship I received has allowed me to focus on my schooling. I am grateful I get to be part of the change that needs to happen. With gratitude’ Wela’lin.”

- Participant Quote

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INDSPIRE

Education Can Open Doors to Boundless Opportunities

Indspire is an Indigenous national charity that invests in the education of First Nations, Inuit, and Métis people. Not only is the individual set up for long-term success, but their success has a ripple effect into their families, communities and the rest of Canada. With the support of its funding partners, Indspire provides financial awards, delivers programs, and shares resources to help students reach their highest potential.



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Programs We Support

Building Brighter Futures: Scholarships, Bursaries, & Awards (BBF) Program

Building Brighter Futures has been empowering First Nations, Inuit, and Métis students through education since 1996. Over \$248+ million has gone towards 75,000+ bursaries, scholarships and awards to create more pathways into education.

Soaring: Indigenous Youth Empowerment Gathering

Soaring connects Indigenous high school students from across the country and engages them in career workshops to help them learn about different career paths, as well as post-secondary education and financial support options.

National Gathering for Indigenous Education

The National Gathering brings together educators who aim to improve educational outcomes for Indigenous students from kindergarten to grade 12. Through the program educators attend interactive workshops, collaborate and network with peers, and learn from high-profile guest speakers.

Rivers to Success: Mentoring Indigenous Students

In Rivers to Success, students have access to Elders, Indigenous mentors, Indigenous Laureates, and Indigenous Building Brighter Futures alumni. These resources help fill students with a wealth of knowledge and confidence to take leadership in their development, reclaiming space, tradition, and culture.



“When I received the award(s) I was able to stay close to the university and study and I became a role model for several of the younger students...I had at least three young people come up to me and tell me that seeing me every day at the Aboriginal Student Lounge studying made them feel positive and that if I could do it then they too could do it.”

- Participant Quote

CEE CENTRE FOR YOUNG BLACK PROFESSIONALS

2006 was “the summer of the gun” - one of the most violent years for youth in Toronto. CEE is a legacy initiative of the Youth Challenge Fund which was established in response to that particularly violent summer.

CEE Centre for Young Black Professionals is a charity dedicated to addressing economic and social barriers affecting Black youth ages 14 and over. CEE’s activities are focused on youth workforce development, education, and advocacy to influence systems and policy.



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CEE CENTRE FOR YOUNG BLACK PROFESSIONALS

Programs We Support

Cybersecurity Program

CEE helps Black youth develop both the technical and soft skills needed to help land them a career in one of the highest paying industries in the world. The 12-week program is free, and focuses on important cybersecurity concepts, including cryptography, computer networks and security, vulnerability analysis, and more.

Styling Cohorts

CEE's Styling program works with Black youth to help them break into the fashion world. Through the program, students are able to learn from real-world case studies, and industry experts. It's an excellent program for creatives looking for a career in the visual arts, film, fashion design, and fashion merchandising.



“Through transformative programs like Cybersecurity and Styling cohorts, we’ve directly impacted the lives of 70 participants, providing them with vital skills and pathways to success. Together with HBF, we’re not just changing lives; we’re shaping futures and building a resilient community of opportunity.”

- Agapi Gessesse, Executive Director

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NIA CENTRE FOR THE ARTS

Nia is a Swahili word that means purpose.

Nia Centre is a Toronto-based organization connecting Black artists of all experience levels and backgrounds to mentorship as well as offering opportunities to hone their artistic practices. All their work is rooted in the conviction that Black artistic traditions can nurture community and foster healthy identities for generations to come.



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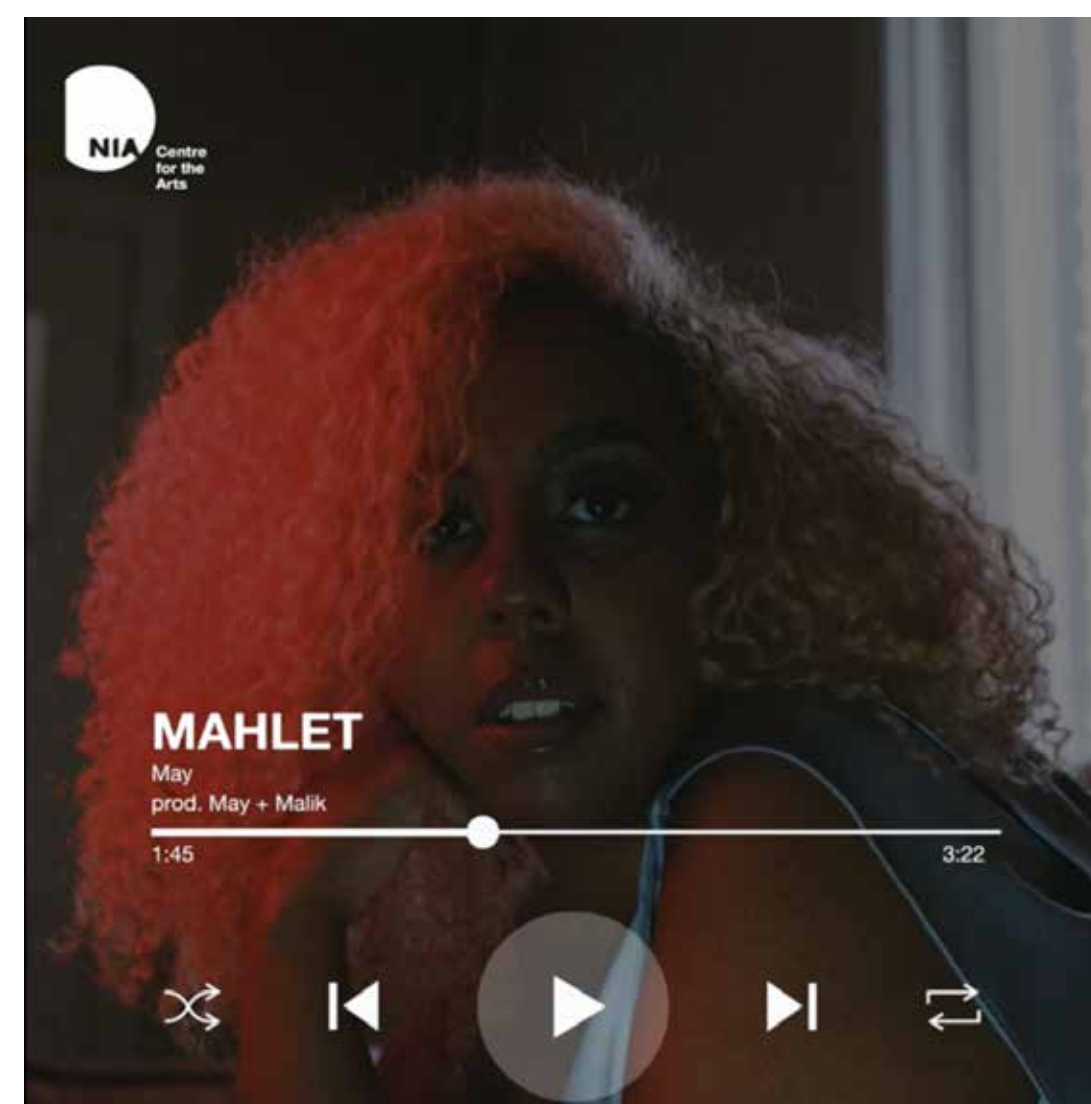
NIA CENTRE FOR THE ARTS

Programs We Support

Left of Centre

Left of Centre is an artist incubation project which blends professional development, creative consulting, critical feedback, and seed funding to support emerging Black artists living in Toronto and the GTA. The project was developed alongside Black artists and advisors, across a wide range of disciplines, and aims to support artists in navigating traditional and non-traditional art spaces and institutions, securing funding, developing artistic practices, and continuing to inspire the creative community.

*Scan the QR code to listen to a track from xeynammay, an emerging artist from the Left of Centre program.



“Artists play such an important role in helping us understand the world around us. With the support of HBF, Nia Centre is proud to create a platform for artists to create and share their gifts ensuring that Black history is documented and artistic traditions are preserved.”

- Alicia Hall, Executive Director

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MLSE FOUNDATION

Sport is a unifying force that helps youth reach their potential and creates more equal playing fields for all. Lives can truly be changed through the spirit and power of sport. We know the game is fixed, that the playing field isn't even, that the score doesn't start 0-0. That needs to change.

MLSE Foundation is built on the belief that sport has the power to change the world. Fighting to provide every youth with an equitable chance to play, MLSE Foundation knows opportunities in sport help build skills and confidence both on and off the playing field, making for better academic and life outcomes. With Hudson's Bay Foundation's support, MLSE Foundation invested in programs, spaces, and organizations, such as MLSE LaunchPad, to increase capacity and address the systemic barriers to access and participation.



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MLSE FOUNDATION

Programs We Support

Boys Leadership Camp

MLSE Launchpad's Boys Leadership Camp provides self-identifying boys, ages 11-14, with the opportunity to bond with coaches, mentors, and other youth throughout various sports, activities, and workshops designed to help them grow.

Boys Leadership Program

The Boys Leadership Program is a self-discovery and development program that takes place in downtown Toronto schools on Wednesdays. The program is designed to help youth tap into their inner leader and develop new skills that will set them up for long-term success.

Sport and Social Justice

The Sport and Social Justice program engages youth both on the court and in the classroom to learn how present day and historical social justice movements impact the sports they know and love. Lessons focuses on athlete, fashion and journalism activism - with special guests appearances who bring an added level of inspiration to the room.



“On days of the program, students were more excited to arrive to class and are a bit more focused in the mornings because they know they will have a good afternoon.”

- Teacher



MOSAIC

MOSAIC is about an inclusive and thriving Canada.

MOSAIC, one of Canada's largest settlement and employment services organizations, improves communities by welcoming and supporting newcomers. MOSAIC provides programs and services to immigrants, refugees, and those from diverse backgrounds through employment, settlement, family services and language services to further the success and sense of belonging, as they start a new life in Canada.



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Programs We Support

Diversity and Inclusion in the Canadian Workplace

The work Hudson's Bay Foundation and MOSAIC are doing together will help address systemic barriers to employment for people from culturally diverse backgrounds. So far, we've committed \$250,000 for MOSAIC's new program I Will, You Will, We Will. The program provides free anti-racism education to healthcare professionals and works towards reducing systemic barriers for equity-deserving groups from culturally diverse backgrounds that aspire to work or currently work in the healthcare sector.



"If somebody comes here for the first time in Canada, it's a huge country. How can I know where to shop, where is the community centre, how can I find new friends, how can I know where I can use different languages, and MOSAIC helps people to find all those different things."

- Participant Quote

BLACK YOUTH HELPLINE

In the early 90s Black Youth in Winnipeg took to shopping malls and the streets with flyers to encourage youth to return to school. They approached a Jamaican woman who was a Registered Nurse (RN), and very active in the community to be added onto the flyer as a professional adult resource. Soon she became “the mother of many children.” In one example, the Winnipeg Police Service picked up a 14 year old male at about 1:30 a.m. and asked him for his parents. The young boy promptly provided the name and phone number from the flyer. The police called and the RN went out and substituted as the “caring mother.” The resultant relationship was later described by this young man as the intervention that changed his life. Soon professionals, parents and community leaders in the City of Winnipeg were called on to support their youth. The resultant efforts led to the establishment of Black Youth Helpline.

Black Youth Helpline (BYH) serves diverse youth in communities across Canada, providing them with much more than advice. With a focus on prevention, access and cultural relevance, BYH’s network of volunteers meet youth, their schools and families where they’re at to build healthy and successful futures.



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BLACK YOUTH HELPLINE

Programs We Support

Stay in School

The Stay in School initiative is a passionate team that supports healthy relationships between schools, families, and communities to help youth remain and succeed in school across the country. The program works closely with schools, students, and families to help diverse populations overcome any challenges they may face.



“As a young boy I was expelled from school in Manitoba and stayed at home for months. However, because of the Black Youth Helpline (BYH) instead of being at home doing nothing, I was able to participate in BYH home tutoring and Saturday School Program and the organization mediated with the school district on my behalf. BYH mentors helped me stay out of gangs and I graduated high school on time. I do not think I would be alive right now if Black Youth Helpline did not enter my life when they did. This organization is needed internationally, not only in Canada. I am now a father, able to assist my own children with the knowledge I gained and now working on my Master’s in Architectural Design.”

- Participant Quote

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HUDSON'S BAY FOUNDATION

CHANGE COLLECTIVE

It's important to us that we don't just talk the talk, but we walk the walk. In an effort to bring our commitment to reconciliation and racial equity inside our walls, we launched Hudson's Bay Foundation Change Collective in 2022; an Employee Resource Group and engagement platform that invites associates to immerse themselves fully into our mission. Through the Change Collective, associates are given the necessary tools and resources to learn, grow, and take action together in shaping a more equitable Canada that positively impacts the lives of Indigenous Peoples and diverse communities across Canada.

Through the Change Collective, associates can get involved in three distinct but impactful ways:

- **Collective Awareness:** Ongoing opportunities for associates to educate themselves on truth and reconciliation, and racial equity..
- **Collective Action:** Opportunities for associates to support the work of impact partners through volunteering.
- **Collective Support:** A variety of opportunities for associates to donate to the work of impact partners.

Change starts with all of us, and there's strength in numbers, which is why we were so pleased to see so many associates join us throughout 2023. Over the last year, our associates were given the opportunity to learn, grow and participate during so many impactful events including:



Walk for Wenjack

The Gord Downie & Chanie Wenjack Fund hosts Walk for Wenjack during Secret Path Week, providing Indigenous and non-Indigenous people across Canada the opportunity to honour Chanie Wenjack, and raise awareness of the true history of residential schools. To celebrate the Walk for Wenjack, we worked with the team at DWF to develop maps of historical Indigenous locations across major Canadian cities. Our associates were eager to join in on the walk and learn more about Indigenous culture, while doing necessary reflection.



CAMH Business Leaders Summit

Workplace mental health is something that we strongly advocate for, internally at Hudson's Bay, and for the rest of Canada. This past year, CAMH hosted Business Leaders for Mental Health Action Symposium, which our associates were able to attend. They were able to connect with fellow business leaders over personal experiences, and learned new strategies for creating better workplace health. We were joined by CAMH experts who are developing life-saving innovations for a healthier, more productive society.

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MLSE Raps City Social

MLSE Foundation hosted a Raps City Social event which was as fun as it was moving. Funds raised during the event went to support MLSE Foundation and the “Change the Game Campaign” which aims to empower youth to recognize their full potential and reach for the stars through access and mentorship.



Future Generations Foundation & Rainbow Railroad Fireside Chat

In an open yet intimate setting, Hudson's Bay associates gathered for fireside chats to have a series of honest conversations. This past year, our associates sat down with the Future Generations Foundation to learn more about their mission and the impact they are having in First Nations communities. They left the event with more knowledge and inspiration on how they can make a difference in advancing reconciliation.

Hudson's Bay associates were also given the opportunity to connect with Rainbow Railroad, learning the real stories of at-risk 2SLGBTQIA+ people around the world who are faced with harassment, persecution, and threats to their safety. Our associates learned ways they can support this trailblazing Canadian organization that is mobilizing so many people around the world to places where they can live authentically and safely.



Nia Centre Tour

The Nia Centre of the Arts revealed a new building in 2023 - Canada's first professional multi-disciplinary Black art centre. Hudson's Bay associates had the honour and pleasure of getting an exclusive tour of the building, while learning more about the innovative space and how it's providing a hub for creativity, diversity and cultural expression of Black artistry in Canada.

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COMMUNITY & EMERGENCY FUND

About the Fund

Each year, the Foundation reserves a portion of its funds for the Community & Emergency Fund to respond to emergencies, disaster relief, and community needs. This funding is prioritized to causes that impact communities where Hudson's Bay plays a role. A strong focus of this fund is placed on addressing emerging and urgent needs impacting Indigenous Peoples in Canada.

In 2023, we dispersed \$150,000 from our Community & Emergency Fund. This money was disbursed to the following organizations:

- **First Nations University Spring Powwow**
- **Canada's National History Society Truth & Reconciliation Educational Resources Project**
- **Yellowknife Community Foundation Forest Fire Response**
- **North Okanagan Friendship Centre Forest Fire Response**
- **Red Cross Turkey & Syria Emergency Response**
- **Red Cross Morocco Earthquake Response**
- **Red Cross Middle East Emergency Response**

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The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health and addiction teaching hospital and a world leading research centre in this field. CAMH combines clinical care, research, education, policy development and health promotion to help transform the lives of people affected by mental illness and addiction. CAMH is fully affiliated with the University of Toronto, and is a Pan American Health Organization/World Health Organization Collaborating Centre.

Programs We Support

womenmind™

Hudson's Bay Foundation is one of the founding partners of womenmind, a community of philanthropists and thought leaders tackling the unique gender issues that underrepresented people face when it comes to their mental health. Inspired and empowered by their support of CAMH, members of the womenmind community connect with and learn from each other while driving change for women's mental health and women in science.

At CAMH, the definition of women includes cisgender, transgender, and non-binary people.

Business Leaders for Mental Health Action

As part of CAMH's commitment to mental health, the Business Leaders Coalition for Mental Health Action serves as a philanthropic coalition of business leaders and companies advocating for the psychological well-being of employees.

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“As a scientist who has dedicated my life’s work to understand the complexities of women’s brain health, I extend my deepest gratitude to the Hudson’s Bay Foundation as one of womenmind’s visionary founders. Your unwavering support for womenmind’s initiatives, most notably through our Seed Grant Competitions, has ignited more research at CAMH centred on the unique issues surrounding women and/or using Sex and Gender-Based Analyses. More research in these fields ignites a beacon of hope for all, regardless of our gender, towards personalized approaches so we can receive the best treatments and care when navigating the labyrinth of the mental health system.”

– Dr. Liisa Galea, Treliving Family Chair in Women’s Mental Health; Scientific Lead, womenmind; Senior Scientist



RAINBOW RAILROAD

Rainbow Railroad is a global not-for-profit organization that helps LGTBQI+ people facing persecution based on their sexual orientation, gender identity and sex characteristics. In a time when there are more displaced people than ever before, LGTBQI+ people are uniquely vulnerable due to systemic, state-enabled homophobia and transphobia. These factors either displace them in their own country or prevent them from escaping harm. In 2022, Hudson's Bay Foundation and Rainbow Railroad began a 3-year partnership to help provide support to the LGTBQI+ community.

"I feel so good because I have a second chance to live....I reached out to many organizations for help and none of them came to my aid. It's only Rainbow Railroad that came. Thanks to the donors that made this journey possible because without them, there is no one like Olivia in Canada."

- Olivia is a young trans woman from Nigeria, who Rainbow Railroad helped resettle to Canada in 2023

Programs We Support

We support Rainbow Railroad through various fundraising initiatives. Over the past year, Rainbow Railroad has provided direct support to 7,690 LGTBQI+ individuals around the world, helping to improve their safety and wellbeing. The organization provided travel and resettlement assistance to 282 LGTBQI+ people who are now calling Canada home as well as providing cash assistance and other forms of assistance to 244 LGTBQI+ refugees to help keep them safe while they wait for resettlement to Canada.

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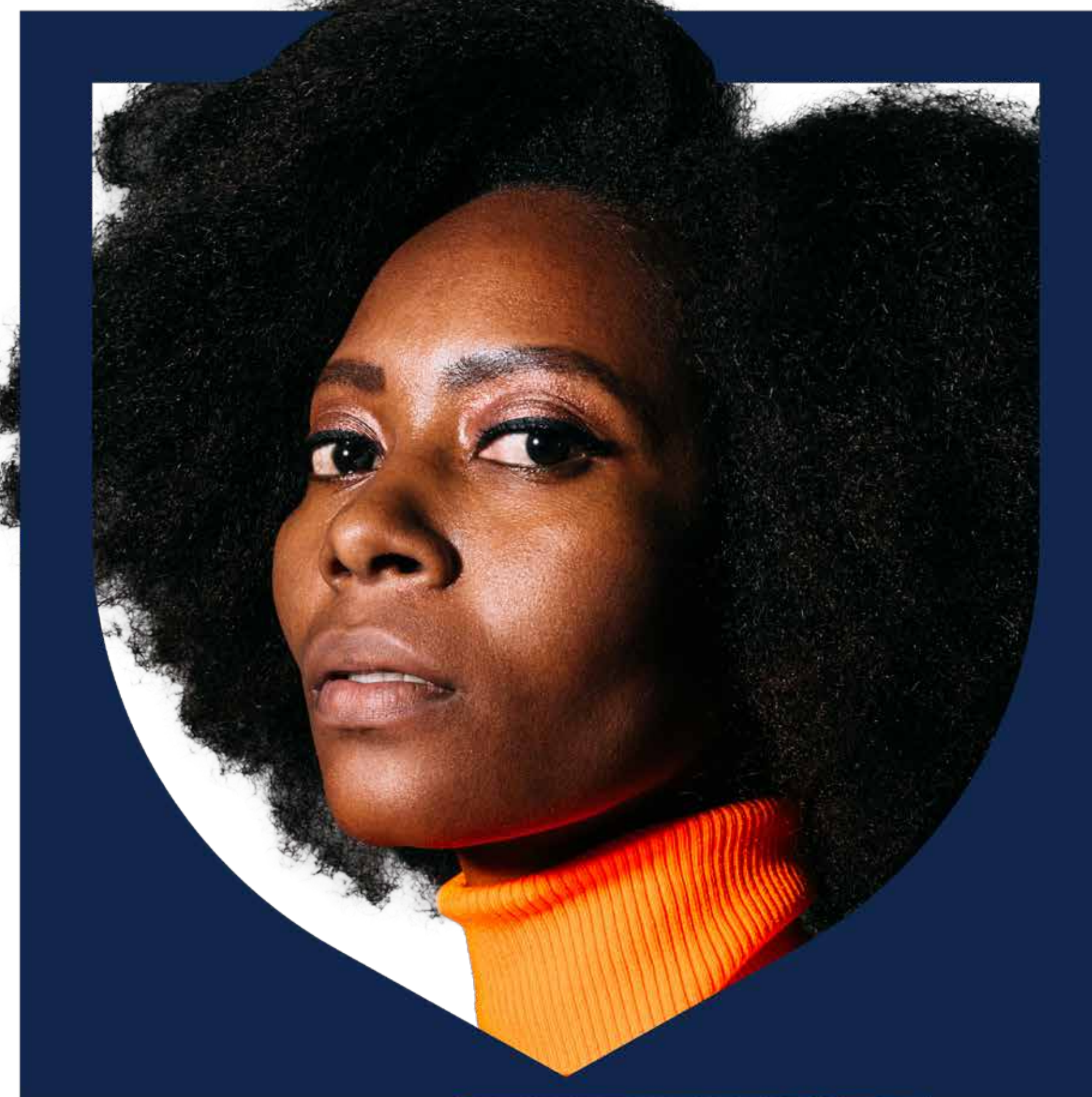
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THANK YOU

We're proud of our progress towards reconciliation and racial equity, but our journey is far from over. We will continue to move into a brighter future alongside our impact partners who are really the heart and soul of this mission. As a company, we are constantly evolving, and we are determined to make a difference in Canada. Thank you to everyone who is on this journey with us, from our partners and donors to our customers and associates.



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