



TELUS Friendly
Future Foundation

2022 IMPACT REPORT

Connecting youth to a world of opportunities



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Connecting Canada's youth to the support they need

At TELUS Friendly Future Foundation, we believe all youth, regardless of circumstance, deserve an equal opportunity to reach their full potential.

Without access to critical support and resources, the health and well-being of many youth are at risk. That's why we're committed to supporting local, grassroots charities across Canada that provide health and education programs to meet the most critical needs of youth in their communities. In 2022, with the support of our donors and partners, we were proud to provide \$10.6M in grants to 548 projects offered by charities across the country.

In 2022, in addition to providing grants to local charities in partnership with the 13 TELUS Community Boards across Canada, we introduced Innovation Grants, multi-year funding of up to \$200,000 for those "moonshot" ideas that can help Canadian charities create breakthrough change for youth. Already, we're seeing the positive

impact of our charity partners using technology in new ways to support youth mental health and offer environmental education and climate action programs. Driving social innovation, we're helping to promote health and well-being for youth and for our planet.

Our commitment to strengthening communities is amplified during times of humanitarian crises. In 2022, we responded to the war in Ukraine by providing funding to charities involved in emergency relief efforts, as well as to charitable organizations helping displaced Ukrainians settle in communities across Canada. When Hurricane Fiona struck, we worked with our local TELUS Community Boards to provide support to charitable organizations offering critical services, such as food and emergency shelter.

As always, we're committed to prioritizing impact and to effectively stewarding the funds our donors entrust to us. Leveraging innovation, creative thinking and entrepreneurship, we will help find sustainable solutions to our most pressing community challenges. Looking ahead, in addition to our granting programs, we will continue to bring innovative solutions to the

charity sector and will be introducing a new post-secondary education bursary program for students in critical financial need.

We're grateful to the TELUS Friendly Future Foundation Board of Directors for their support and guidance and for the expertise and dedication of local leaders who comprise the TELUS Canadian Community Boards. Our work is made possible through the generosity of our Founding Donor, TELUS, and a community of dedicated corporate partners, donors,

volunteers, as well as TELUS team members, retirees and customers.

Together, we're helping youth build skills, develop confidence and feel a sense of belonging.

With gratitude,

Ashif Mawji

Chair, Board of Directors

Shanan Spencer-Brown

Executive Director



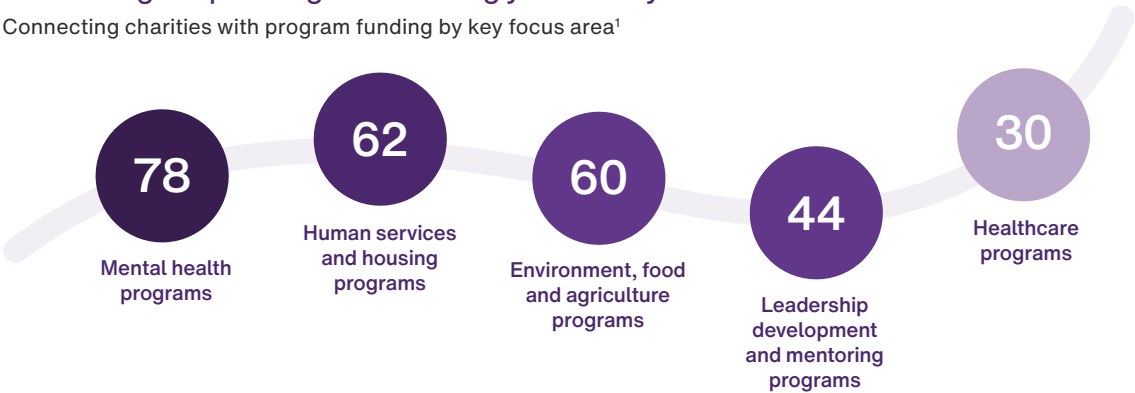
Impact by the numbers

We believe that all youth, regardless of circumstance, deserve an equal opportunity to reach their full potential. That's why we're committed to helping connect youth to a world of opportunities. By funding charities that provide education and health programs, many enabled by technology, in 2022, we helped more than 1 million youth in communities across Canada.

“In 2022, TELUS Friendly Future Foundation provided more than \$10.6 million in grants to support 548 charitable programs.”

Addressing the pressing issues facing youth today

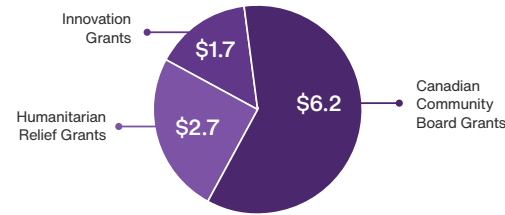
Connecting charities with program funding by key focus area¹



1. This represents a subset of the program areas that TELUS Friendly Future Foundation supports in collaboration with TELUS Canadian Community Boards.

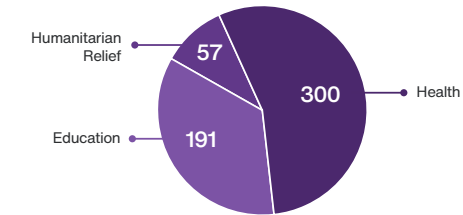
Empowering charities through critical program funding

Breakdown of \$10.6M in disbursements by grant stream



Connecting youth to programs that promote their well-being

Breakdown of 548 programs we supported by theme



TELUS Community Board Grants: strengthening communities across Canada

Youth in communities across Canada have their own unique needs. That's why the TELUS Canadian Community Boards put funding decisions in the hands of local leaders who know their communities best.

Community Board expansions

In 2022, TELUS Community Boards expanded their reach throughout Canada to help connect even more charities and the youth they serve with critical support and resources. To address the growing needs of our smaller city centres, and rural and Indigenous communities, TELUS expanded three Community Boards in Western Canada. We're proud to say that we now have a Community Board in every Canadian province:

- To support youth in the Prairies, TELUS introduced the newly expanded **Manitoba and Saskatchewan Community Board**, nearly doubling the population reach from 137 to 900 communities

- Growing our commitment to supporting youth in the Sunshine Coast and Sea to Sky communities, the newly renamed **TELUS Vancouver and Coastal Community Board** expanded its impact from 21 to 36 communities served
- Expanding its impact from 19 to 76 communities, the renamed **TELUS Interior and Northern British Columbia Community Board** funds local charities that support youth everywhere in BC outside of the Lower Mainland and Vancouver Island



TELUS Community Boards across the country

Atlantic Canada

Barrie and Simcoe County

Calgary and Southern Alberta

Edmonton and Northern Alberta

Greater Toronto and Hamilton Area

Interior and Northern British Columbia

Manitoba and Saskatchewan

Montreal

Ottawa and Eastern Ontario

Quebec City

Rimouski

Vancouver and Coastal

Vancouver Island



Community Board Grants by province in 2022

Here are a few examples of charities that received grants:

British Columbia

- Access Youth Outreach Services Society
- Yo Bro Yo Girl Youth Initiative Society

Alberta

- Skipping Stone Scholarship Foundation
- ARC Foundation

Saskatchewan and Manitoba

- Joy Smith Foundation
- Pan Am Clinic Foundation

Ontario

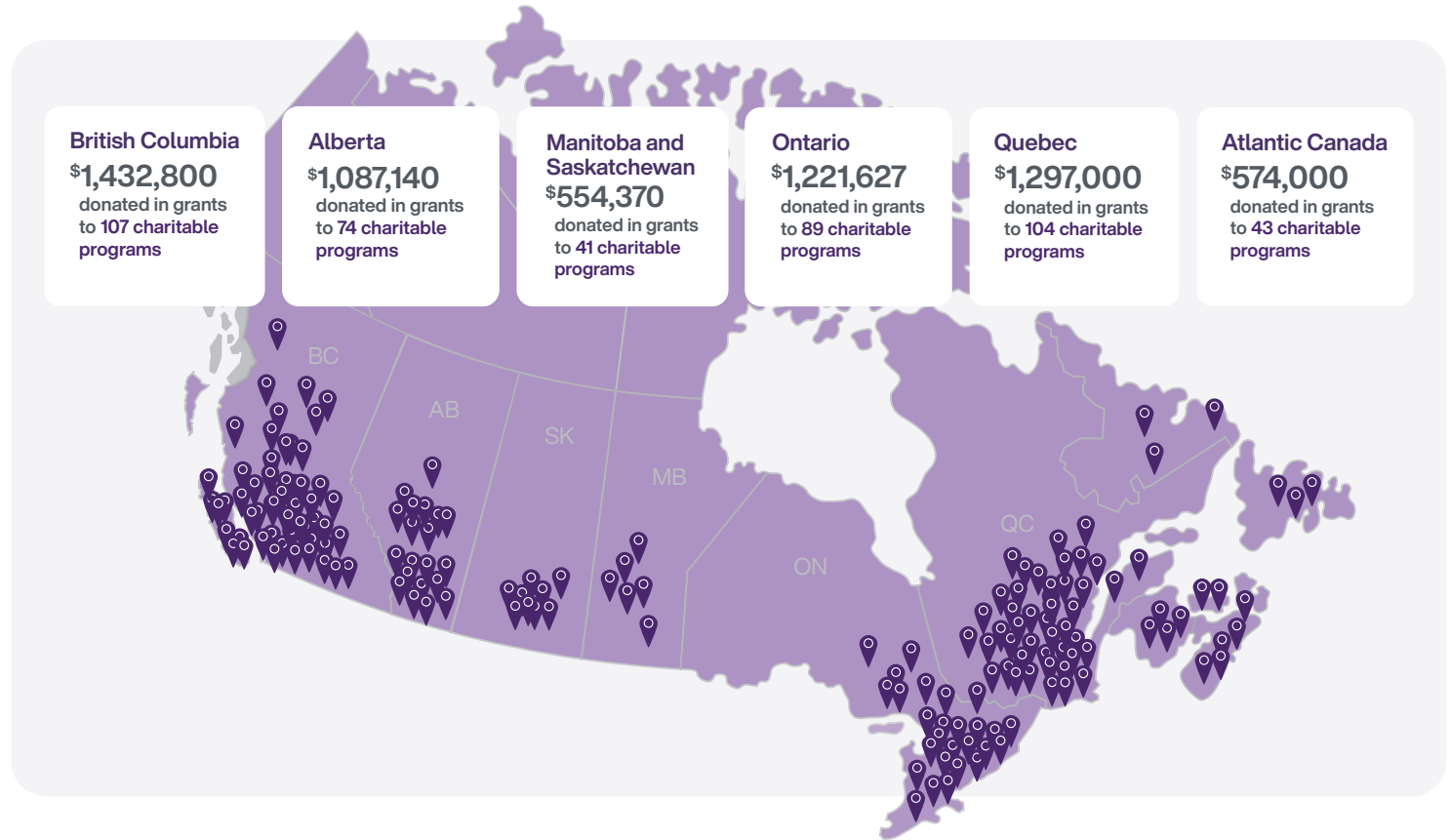
- Children's Aid Foundation of Ottawa
- Covenant House Toronto

Quebec

- Academos Cybermentorat
- Croquarium

Atlantic Canada

- Agriculture in the Classroom, PEI
- New Brunswick Associate for Community Living



Increasing skills, connections and a sense of belonging

Supporting local, grassroots charities through Community Board Grants.

Visit our [stories page](#) to learn more about the impact you're helping us make.

“By funding the **Egg to Chick** program, TELUS Friendly Future Foundation is bringing so much joy to the kids in our classroom. It’s an incredible initiative to support both educational outcomes and to see improvements in our students’ mental health.”

- **Charlene Zakem**, Teacher, West Royalty Elementary School in Charlottetown, PEI

Reflecting upon the Egg to Chick program experience, which was funded by the TELUS Atlantic Canada Community Board.



“It’s absolutely mind blowing to see what Olivia has been able to do using brain computer interface technology from the **Glenrose Rehabilitation Hospital**. My heart is filled with joy to see her engage with other kids and have other kids engage with her.”

- **Stephen Terry**, Olivia’s father

Speaking about how his daughter has benefited from a new technology that helps youth connect with the world around them, which was funded by the TELUS Edmonton Community Board and through an Innovation Grant.



TELUS Community Boards in Canada fund health and education programs, many enabled by technology, that help youth reach their full potential. Together, we’re helping address local community needs impacting youth and their families across the country.



Increasing skills, connections and a sense of belonging

Supporting local, grassroots charities through Community Board Grants.

Visit our [stories page](#) to learn more about the impact you're helping us make.

“**Tech Spark FWRD** is the most innovative learning experience for Black and other racialized students. Our platform uses a blend of culturally responsive pedagogy, hip-hop culture and multimedia content to provide students with fresh, real-world experiences in tech entrepreneurship, data science, AI and cybersecurity.

- **Tamar Huggins**, CEO, Tech Spark Canada

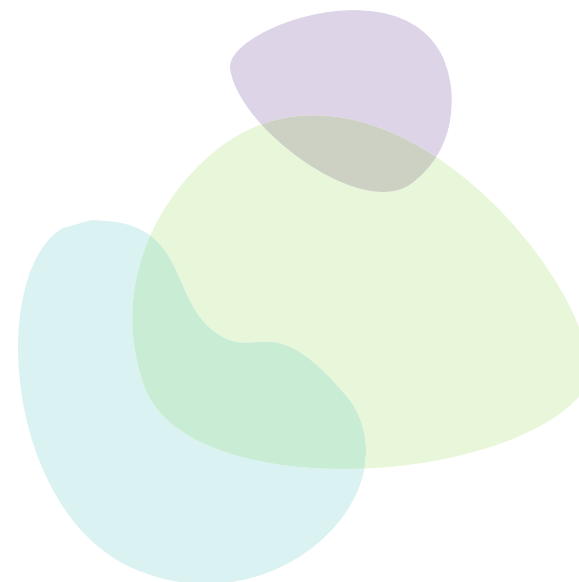
Reflecting on how this educational program funded by the TELUS Greater Toronto and Hamilton Area Community Board has helped to influence a new generation of thinkers and problem solvers.



“**Lower Mainland Down Syndrome Society** has provided a variety of learning opportunities in an environment that encourages and motivates Jacob to become a better version of himself, from improving his abilities, not only academically, but helping him mature and take on more responsibility in his community.”

- **Deborah**, Jacob's mother

Reflecting on how youth like Jacob (not pictured in photo) in the LMDSS life skills program, funded by the TELUS Vancouver and Coastal Community Board, are given opportunities to develop important skills and become more independent.



Helping to solve some of our most pressing social problems

Inspiring work from some of our Innovation Grant recipients.

Big Brothers Big Sisters Canada

A positive mentor can make a big difference in a child's life. The Little Wait Big Impact project will reduce wait times during volunteer onboarding and intake, where the organization traditionally sees a lot of interested volunteer mentors drop off due to process delays. By implementing a new digital solution that will allow Big Brothers Big Sisters Canada's 100+ member agencies to have documents signed and uploaded online and make virtual bookings for training and interviews, this technology will effectively match youth with volunteer mentors, while improving the overall volunteer experience.



Fresh Roots Urban Farm Society

The Exploring Agritech on Schoolyard Farms project will provide 4,000 youth from under-served communities in Vancouver with the opportunity to learn about new, innovative food growing techniques on schoolyard farms. This project will help teach youth about food systems and sustainability, while improving and increasing food production in their local communities.



Funding breakthrough ideas through Innovation Grants

Our Innovation Grants stream was established in 2022 to fund new ideas that are addressing some of the most pressing challenges facing youth today. Focused on supporting youth mental health and environmental education or climate-action programs with multi-year funding up to \$200,000, we provided 18 charities with Innovation Grants, totalling \$1.7 million in 2022.



Helping to solve some of our most pressing social problems

Inspiring work from some of our Innovation Grant recipients.

SuperNOVA at Dalhousie University

SuperNOVA's Ocean Data Project (ODP) – Monitoring Mi'kma'ki Climate Health will enable 600 Indigenous youth to develop a critical understanding of climate change in their local environment. ODP uses an innovative approach to climate change education, leveraging state-of-the-art technologies that allow students to explore complex concepts, including data analysis and ocean wave characteristics.



Fernie Youth Services

Due to stigma and non-culturally informed programming in mental healthcare, racialized and marginalized youth have often been underserved, leading to continued mental health concerns and over-representation in the justice system. The Beat Builders program seeks to revolutionize how music therapy is used by providing a doorway to clinical support through urban music culture and digital skill building for justice-involved youth. Through this program, 100 male youth aged 14-24 will have a unique opportunity to work through trauma and improve their well-being, while obtaining technology experience essential to gaining employment in the music industry.



Humanitarian relief: connecting our neighbours and global citizens to urgent support

[Click here](#) to learn more about the Ukrainian relief organizations we're proud to support.

When emergency relief is needed at home or across the globe, TELUS Friendly Future Foundation is able to respond, thanks to the generosity of our community of supporters, including our donors, partners, TELUS team members, retirees and customers. In 2022, we provided more than \$2.2 million in humanitarian relief grants to 57 projects operated by Canadian charities in response to the war in Ukraine, to help those affected by Hurricane Fiona, and in support of women's and children's rights, which are under threat in many parts of the world.

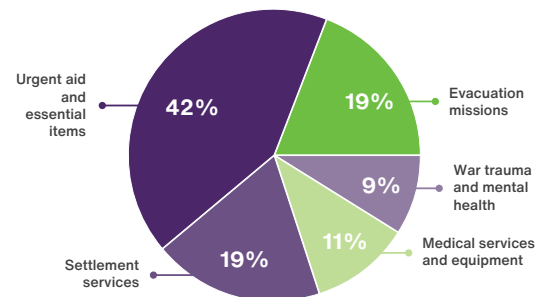
Responding to the crisis in Ukraine

When the war broke out in Ukraine, we were one of the first corporate foundations to spring into action by committing \$2 million to address the ongoing crisis. Throughout 2022,

46 charitable organizations received Ukraine response grants to help people in Ukraine and the surrounding countries, as well as those arriving in Canada.

Our commitment to building community shone through in the range of support that we provided to organizations on the ground in Ukraine, as well as to charities helping families rebuild their lives in Canada. Thanks to our supporters, we were able to help our charity partners distribute essential items and provide critical medical and mental health services to women and children experiencing trauma. We were also there to offer safety to Ukrainian youth at high risk of human trafficking, to evacuate children with cancer to receive medical care in Canada, and to support people facing extreme persecution to exit the country. In the months to follow, we funded local settlement agencies across Canada that were working tirelessly to assist families integrate and feel at home in their new communities.

Breakdown of our \$2M+ in Ukraine response grants



Humanitarian relief: connecting our neighbours and global citizens to urgent support

Leading with impact: Save the Children Canada

When the war broke out in Ukraine, Save the Children Canada's Ukraine Crisis Appeal raised funds to directly support children and families in need of warm clothes, shelter, clean water and safe spaces inside the country. TELUS Friendly Future Foundation partnered with the organization on a matching donation campaign that helped Save the Children Canada raise an additional \$100,000 in fewer than 24 hours to support their appeal.



Evacuating Ukrainian children with cancer: Aman Lara

Aman Lara, made up of military veterans, former interpreters and volunteers, sprung into action when the war began in Ukraine and helped organize evacuation missions to fly Ukrainian children with cancer to the Hospital for Sick Children in Toronto to continue their life-saving treatments. Upon hearing of these heroic efforts, TELUS Friendly Future Foundation provided a \$150,000 grant to help Aman Lara bring more children with cancer and their families to Canada. This complicated and highly specialized undertaking offered hope to families experiencing the tremendous stress of having a sick child while being displaced by war.

"With the support of TELUS Friendly Future Foundation, we have been able to evacuate Ukrainian children with cancer to receive medical treatment in Canada."

– Brian Macdonald, Executive Director, Aman Lara



Photo of Salvation Army Channel-Port Aux Basques Corps' Hurricane Fiona response team

Responding to Hurricane Fiona

Hurricane Fiona was the costliest and most intense tropical or post-tropical cyclone to hit Canada on record. The disaster of the storm impacted hundreds of communities and tens of thousands of households in Atlantic Canada and eastern regions of Quebec. TELUS Friendly Future Foundation, alongside the TELUS Atlantic Canada and Rimouski Community Boards, provided \$130,000 to seven local organizations supporting frontline responders and helping provide food and supplies to the affected communities.



A big thank you to our partners

CORPORATE PARTNER SPOTLIGHT

Connecting Graybar Canada with Holland Bloorview Kids Rehabilitation Hospital Foundation

Thank you to Graybar Canada for their partnership and employee engagement in 2022. Graybar Canada employees and industry partners enthusiastically led an initiative to pack customized 'care kits' for patients at Holland Bloorview Kids Rehabilitation Hospital in Toronto, a TELUS Friendly Future Foundation Innovation Grant recipient. The group presented the kits to the organization's staff, while learning more about their research and innovation priorities for children and youth with disabilities.



EVENT SPOTLIGHT

TELUS Omnium

Last September, the 23rd edition of TELUS Omnium brought together TELUS clients, suppliers and partners for an exceptional day of golf and a one-of-a-kind club experience at Golf Le Mirage in Quebec. We're grateful to the event organizers, sponsors and participants for helping to raise \$70,000 for TELUS Friendly Future Foundation and the local charities we support.



Thanks to the generosity of our Founding Donor, TELUS, and a community of dedicated corporate partners, donors, volunteers, TELUS team members, retirees and customers, **we raised \$3.3M to support charities serving youth across Canada in 2022.** Through their collaboration and belief in our vision, we were able to help transform the lives of youth by improving a multitude of health and educational outcomes.



A big thank you to our partners

EVENT SPOTLIGHT

The Friendly Future Online Auction

In 2022, we hosted our second annual Friendly Future Online Auction, with bidding taking place in homes and offices across the country. Thanks to our generous community of supporters who donated and bid on all of the amazing items, including tech devices, sporting events, concerts, and travel experiences, we raised more than \$122,000 in support of local charities focused on promoting youth mental health and well-being. We appreciate all of our generous donors, bidders and volunteer committee members who helped make our online auction a huge success.

TEAM MEMBER SPOTLIGHT

Retail campaign

Throughout October and November, team members in TELUS stores rallied behind the Foundation by collecting donations in support of Hurricane Fiona relief efforts and environmental and climate action programs for youth. Together, these committed retail champions raised more than \$76,000.

A special thanks to the Chinook and Polo Park TELUS stores and Kiosk in Winnipeg, and the Market Flagship and Southcentre Main TELUS stores in Calgary for being our top fundraisers.



A big thank you to our partners

We are proud to acknowledge the following corporate and community partners whose generous contributions fuel TELUS Friendly Future Foundation's mission.

Accenture*

Action Electrical*

Asurion

AFL*

BGIS*

BMO Capital Markets*

Bennett Jones

CIBC Foundation*

CommScope

Cossette

Delnor Construction Ltd.*

Dixon Networks

Encepta

Entwistle Family Foundation*

EY

Graybar Canada

Harbour Environmental Group*

IDX Systems a Converge Company

J.P. Morgan

Ledcor Group*

Mawji Family

Merrifield Family Foundation*

Motorola Mobility

National Bank Financial Markets*

Priority Mechanical Ltd.*

RBC Capital Markets*

Response Advertising Inc.*

Scotiabank*

S.i. Systems*

TD*

TELUS*

TELUS Community Connections Volunteer Society*

The&Partnership*

The Personal Insurance

Tribuild Contracting (Calgary) Ltd.*

Wesco*

WesTower Communications

*Founding partners

**Corporate and community partners providing a gift of \$5,000+



Connecting TELUS customers with our mission

TELUS Change for Good

Little by little, a little becomes a lot. That's exactly what the TELUS Change for Good program is all about. TELUS Change for Good gives TELUS customers the opportunity to round up their monthly bill to the nearest dollar with 100% of the difference supporting our Foundation. Thanks to many acts of giving from TELUS customers, TELUS Change for Good raised more than \$272,000 in 2022. Thank you to all TELUS customers, new and existing, who joined the program and continue to help lead through their generosity.

A little change
can make a big
difference.



TELUS Rewards

In times of crisis in Canada and across the globe, TELUS customers who are part of the TELUS Rewards program respond swiftly and with kindness. Thank you to all of the TELUS Rewards members who generously redeemed their points in support of our humanitarian response to help those displaced by the war in Ukraine, stand up for women and children's rights following the crisis in Iran, and provide support to communities in Atlantic Canada

Support the
Ukraine Crisis
Appeal



Use your rewards to help
support Ukraine.

and eastern regions of Quebec impacted by Hurricane Fiona. TELUS Rewards members contributed an unprecedented \$840,000 over the course of the year for urgent community needs at home and abroad, nearly tripling the funds raised through this program in 2021.



Financials

As reported in the audited financial statements for the year ending November 30, 2022 with comparative information for 2021.

	(in thousands of dollars)	
	2022	2021
Revenue		
Fundraising activities	\$8,606	\$3,003
Realized investment income <i>(note 1)</i>	\$5,781	\$5,206
Directed gift <i>(note 2)</i>	\$25,000	—
Total	\$39,387	\$8,209
Expenses		
Administrative expenses	\$1,023	\$163
Fundraising expenses	\$36	\$17
Total	\$1,059	\$180
Grants to Qualified Donees		
Community Boards Grants <i>(note 3)</i>	\$6,167	\$5,550
National/Territorial/Provincial Grants and directed gifts <i>(note 4)</i>	—	\$3,189
Innovation Grants and directed gifts	\$4,429	—
Total	\$10,596	\$8,739



Notes:

1. Relates to a long-term restricted gift for TELUS Community Board Grants.

2. Relates to a donation to establish a Bursary fund.

3. Includes \$701,000 (2022) and \$218,000 (2021) from TELUS endowment gift.

4. National/Territorial/Provincial Grants were replaced by Innovation Grants in 2022.

Audited financial statements are available upon request (info@friendlyfuture.com).



Our Board of Directors

We're incredibly fortunate to benefit from the expertise, dedication and guidance of the TELUS Friendly Future Foundation Board of Directors*.

[Click here](#) to learn more about our Board of Directors.



Ashif Mawji
Chair



Lane Merrifield
Treasurer



Fiona Entwistle



Craig Kielburger



Jill Schnarr



Bobbie Racette



Hilan Wong



Judith Irving



Martin Belanger

*As at November 30, 2022



Our team

Shanan Spencer-Brown

Executive Director

Jodi Baxter

Senior Manager, Fund Development and Partnerships

Noah Kravitz

Senior Manager, Marketing and Communications

Louisa Niedermann

Manager, Fund Development

Erin O'Neill

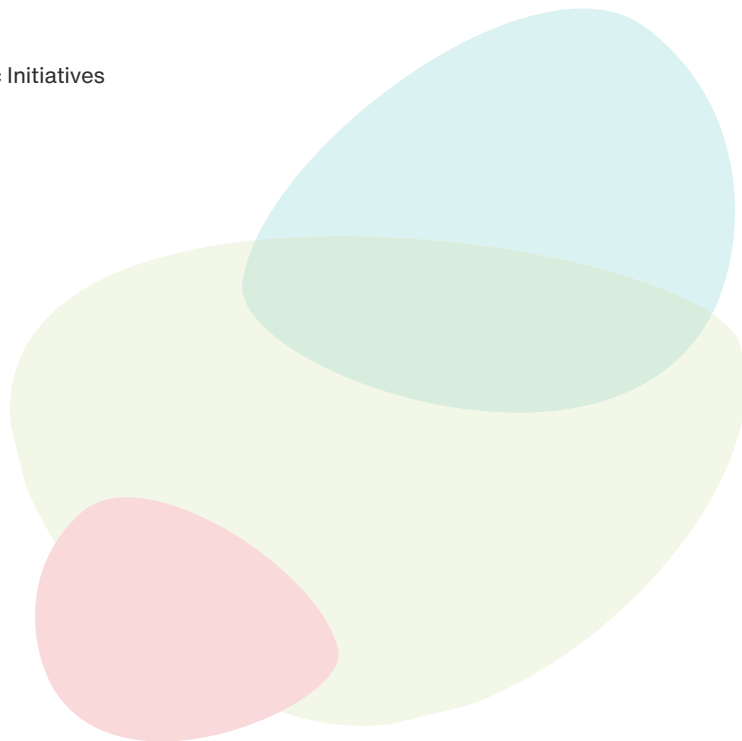
Senior Manager, National Programs and Strategic Initiatives

Gail Ovelson

Manager, Governance and Reporting

Elijah Klassen

Administrative Coordinator





TELUS Friendly Future Foundation

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887483741RR0001

