



**OPERATION UKRAINIAN SAFE HAVEN**  
OPÉRATION HAVRE DE PAIX POUR LES UKRAINIENS

## Tim Hortons Donation to displaced Ukrainians arriving in Canada under the 'Canada-Ukraine authorization for emergency travel.'

### IMPACT REPORT

March 19, 2024



## INTRODUCTION

As part of the Government of Canada's resolute support to Ukrainians, the [Canada-Ukraine authorization for emergency travel](#) (CUAET) was introduced in March 2022 to support the people of Ukraine by offering Ukrainians a temporary status and ability to work, study and stay in Canada until it is safe for them to return home. As of November 28, 2023, a total of [210,178](#) individuals have arrived in Canada under CUAET.

Recognizing Canadians' generosity and the interest expressed by Canadian businesses in supporting Canada's response to the crisis in Ukraine, Innovation, Science and Economic Development Canada (ISED) launched the [Canadian Industry for Ukraine donation portal](#) in early May 2022 so that Canadian businesses can provide offers of high-priority goods and services to support displaced Ukrainians and other displaced people in need who are making Canada their home. Donations that are received through the portal, are actioned by [Operation Ukrainian Safe Haven – Opération havre de paix pour les Ukrainiens](#) (OUSH-OHPU) by working with provincial/territorial coordinating partners, and re/settlement service providers across the country.

This report elaborates on the donations management process as guided by OUSH-OHPU's [Corporate Donation Manual](#), allocation and distribution of donations informed by data along with impact stories from the ground.

## DISTRIBUTION PROCESS

On December 7, 2023, Tim Hortons donated a generous \$10,000 in gift cards (2,000 gift cards of \$5 denominations) for distribution to displaced Ukrainians and other displaced people in need across provinces. Additionally, the partner business donated 520 printed copies of the book '[A Nest in the North](#)' that celebrates the core values of kindness and welcoming all.

OUSH-OHPU worked with ten provincial and territorial coordinating partners to allocate and coordinate the donations (*see Annex 1 for Corporate Donation Process Map*). To ensure equity between provinces and territories, donations were allocated based on available data including Financial Assistance data from Employment and Social Development Canada which provides percentages of displaced Ukrainians who applied for financial assistance in each province or territory. In coordination with the provincial and territorial partners, the settlement agencies distributed the donated items to displaced Ukrainians in their communities.

Provincial and Territorial Coordinators, alternatively known as Provincial Territorial Hub (PT Hub) coordinators, play a key role as essential sector partners. They contribute significantly to needs assessment, provincial allocation, and the seamless distribution of

donations within their respective provinces. OUSH-OHPU maintains a close collaboration with PT Hub coordinators, convening biweekly meetings at the PT Hub Coordination Table. The table plays important role in implementing a collective response to support displaced Ukrainians in Canada.

The table below illustrates the allocation process for Tim Hortons gift cards which is based on the Financial Assistance from Employment and Social Development Canada (ESDC).

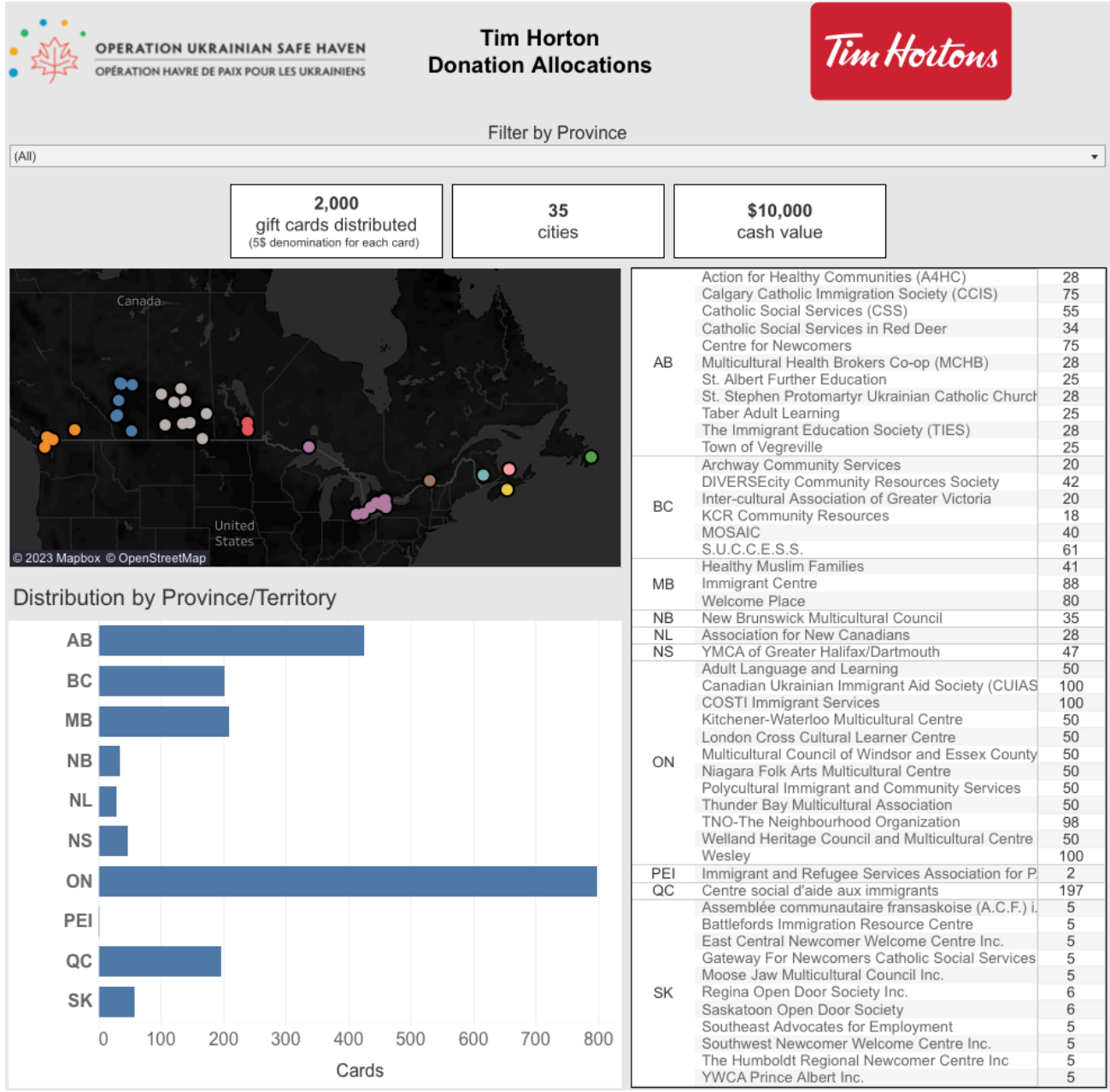
ESDC Financial Assistance (%) (data from October 1, 2023)	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	
	21.28 %	10.04 %	10.45 %	1.74%	1.38%	2.33%	39.91 %	0.14%	9.83%	2.85%	
Total	<b>2,000</b>	426	201	209	35	28	47	798	2	197	57

**Table 1: Allocation process of the donation in formed by ESDC's Financial Assistance Data**

Following the shipment of gift cards to provincial and territorial coordinating partners, these partners then proceeded to distribute the cards to the pertinent settlement agencies in their respective provinces. Settlement agencies across various communities in Canada then took charge of distributing these gift cards to displaced Ukrainians and other individuals facing displacement and in need across the country.

In total, 2,000 gift cards were distributed to displaced Ukrainians throughout the country:

- By 48 settlement agencies in all Canadian provinces.
- In 35 different cities/communities.
- Approximately 2,000 individuals benefited from those gift cards.



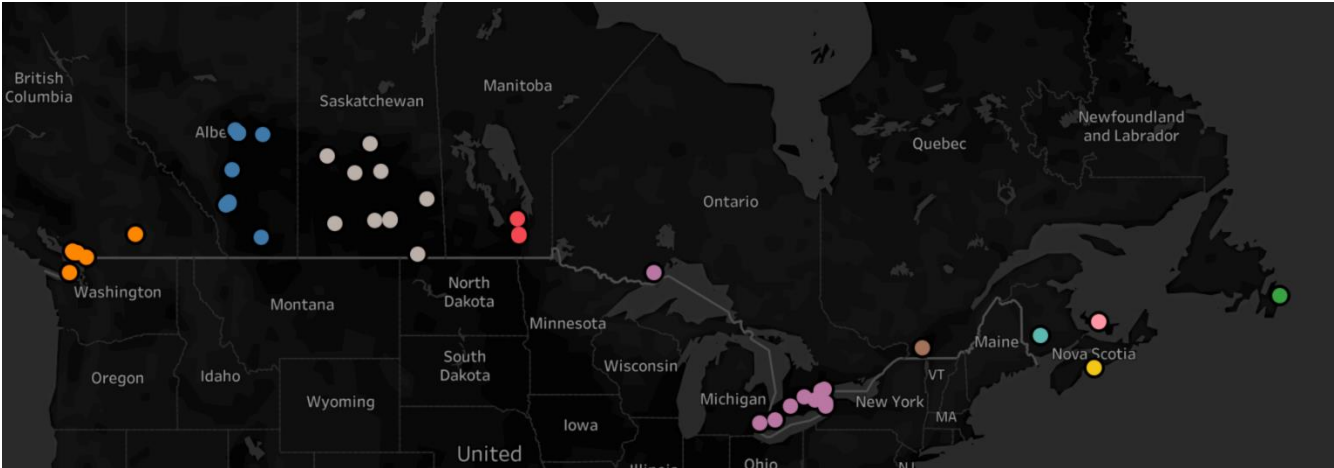
**Figure 2: Distribution for donation details.**

Additionally, 520 books- 'A Nest in the North'- were distributed as below. Given the increased interest in having additional books, Tim Hortons also shared the digital version of the book for further distribution and use by the sector.

Provinces	BC	MB	ON	SK	YK
# of books	40	150	250	30	50

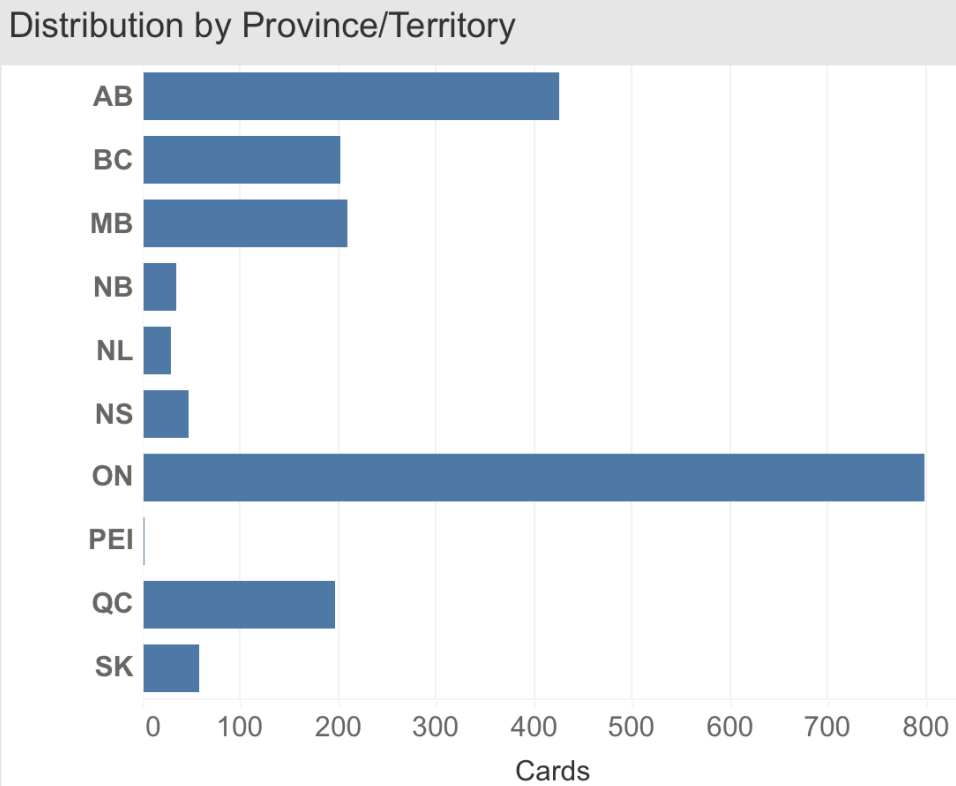
# DISTRIBUTION VISUALIZATION

OUSH-OHPU has created an interactive map for Tim Hortons to visualize where gift cards were distributed. The visualization is accessible [online](#) (password *dakuju*) and depicts the amounts of distribution for each province and territory.



**Figure 3: Distribution for each province/territory**

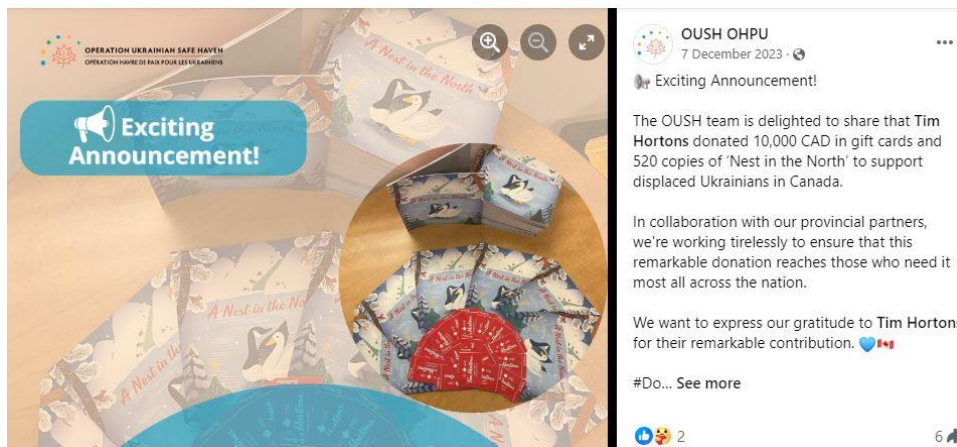
The bar chart below illustrates number of gift cards allocated for each province and territory.



**Figure 4: Allocation amount by province/territory**

## RECOGNITION AND COMMUNICATIONS

OUSH-OHPU disseminated the news of this generous donation across its social media platforms ([LinkedIn](#), [X \(Twitter\)](#), [Facebook](#), [Instagram](#)).



The mentioned social media posts were further amplified by [Innovation, Science and Economic Development Canada](#).

### **X/Twitter**

EN: <https://twitter.com/canadabusiness/status/1733224790461157603>

FR: <https://twitter.com/entreprisescan/status/1733224560130933017>

### **Facebook**

EN: <https://www.facebook.com/231128162381368/posts/733081715519341>

FR: <https://www.facebook.com/248574377304453/posts/771625198332699>

### **LinkedIn**

EN: <https://www.linkedin.com/feed/update/urn:li:share:7140055465031335938/>

FR: <https://www.linkedin.com/feed/update/urn:li:share:7140055313101070337/>

### **Instagram Stories**

EN: <https://www.instagram.com/stories/cdnbusiness/>

FR: <https://www.instagram.com/stories/entreprisescdn/>

Additionally, the OUSH-OHPU National Steering Committee recognised the Tim Hortons contribution during its biweekly meeting where around 100 representatives from Federal, Provincial and Territorial Governments, Settlement Sector and the Ukrainian Canadian Congress convene to link resources and bridge communications for a successful collective response to supporting Ukrainians in Canada.

Thank YOU, Merci Tim Hortons! Дякую!

OUSH-OHPU, the Government of Canada, the provincial and territorial coordinating partners, as well as the settlement agencies would like to join their voice to those of the displaced Ukrainians to thank Tim Hortons for their generous donation and the impact it had in the lives of displaced people in need. Дякую!



**Thank you!**



# ANNEX 1: CORPORATE DONATIONS PROCESS MAP

