



Canada Goose donation to displaced Ukrainians arriving in Canada under the “Canada-Ukraine Authorization for Emergency Travel”

IMPACT REPORT

July 10, 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. Between March 17, 2022, and April 1, 2024 a total of [298,128](#) individuals have arrived in Canada under CUAET.

Additionally, recognizing Canadians’ generosity and the interest expressed by Canadian businesses in supporting Canada’s response to the Russia’s full-scale illegal invasion of Ukraine, [Innovation, Science and Economic Development Canada \(ISED\)](#) launched the [Canadian Industry for Ukraine donation portal](#) in early May 2022. The program enables businesses to donate high-priority goods and services, and funding to support displaced Ukrainians and other displaced people in need who are making Canada their home.

This report elaborates on management of the donation from Canada Goose as guided by [Operation Ukrainian Safe Haven – Opération havre de paix pour les Ukrainiens](#) (OUSH-OHPU) [Corporate Donation Manual](#), the allocation and distribution of donations informed by data, along with impact stories from the ground.

DISTRIBUTION PROCESS

On May 7, 2024, [Canada Goose](#) made a generous donation of 2284 parkas, jackets and accessories to support displaced Ukrainians and other newcomers with immediate needs. The donation with total value of approximately \$526,635 CAD was distributed to displaced Ukrainians and other newcomers with highest needs in Alberta, British Columbia, Manitoba, Ontario and Quebec.

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

Provincial Coordinators, alternatively known as Provincial/Territorial 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 provincial coordinators, convening biweekly meetings at the Provincial Coordination Table. The meetings play important role in implementing a collective response effort to support displaced Ukrainians in Canada.

The table below illustrates the allocation process which is based on the Financial Assistance from ESDC in each province indicating percentages of displaced Ukrainians in the provinces, to ensure equity in the allocation between provinces and territories.

ESDC Financial Assistance (%) (data from October 1, 2023)	AB	BC	MB	ON	QC
	21.28	10.04	10.45	39.91	9.83
Canada Goose Clothing items - 2284	484	233	288	1085	194

Table 1: Allocation process of the donation informed by ESDC's Financial Assistance Data

Our Approach: Together with its provincial coordinating partners, OUSH-OHPU ensures Canada Goose' generous donation is directed towards meeting the urgent needs while taking into account accessibility for the intended clients.

Regular meetings were held with the donor to coordinate logistics. A weekly meeting with Immigration, Refugees and Citizenship Canada (IRCC) and ISED was established from February 1, 2024, to April 4, 2024, to ensure proper governance of this donation. The donor and the settlement sector were eager to process the donation in a fast manner. To ensure an efficient process, ad hoc meetings were conducted one-on-one with five provincial partners from January 26 to February 5, to coordinate provincial logistics. As a result, 2,284 clothing items were distributed to individuals in 15 different communities.

Meeting the urgent needs.

The Canada Goose donation was utilized to address the urgent needs of displaced Ukrainians and other newcomers with highest needs in Canada. To facilitate an impactful distribution, the donor was requested to ship the donated clothing items to cities with highest number of arrivals which included Edmonton, Vancouver, Winnipeg, Toronto and Montreal. The provincial partners, then, shipped the items to the following cities and communities:

1. Calgary, Edmonton, Red Deer, Town of Vegreville, Lloydminster, and Fort Saskatchewan in Alberta.
2. Vancouver International Airport in British Columbia.
3. Winnipeg, Brandon, Morden, Altona, Winkler in Manitoba.
4. Toronto and Peel Region in Ontario.
5. Montreal in Quebec.

Ensuring accessibility.

To facilitate clients' access to the donation, the donation was distributed by service provider agencies that work closely with the intended clients.

In total, 2,284 clothing items were distributed:

- to 2,284 individuals
- in 15 different cities/communities
- by 27 settlement agencies,
- in five provinces.

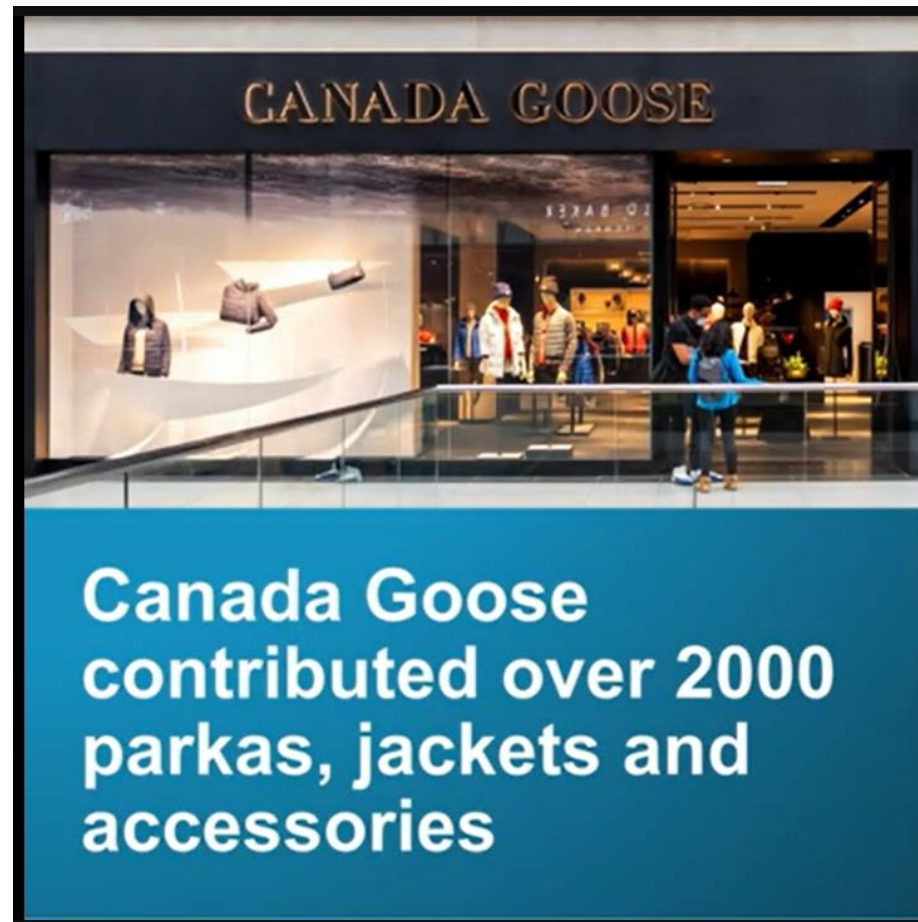
The table below shows the agencies selected for distribution:

Province	Approx. dollar value	# of items	# of allocated items	Service provider agencies
Coordinating Agency				
Alberta	\$112,035.19	484	95	Calgary Catholic Immigration Society (CCIS)
Alberta Association of Immigrant Serving Agencies (AAISA)			95	Centre for Newcomers
			31	The Immigrant Education Society (TIES)
			95	Catholic Social Services (CSS)
			31	St. Stephen Protomartyr Ukrainian Catholic Church
			33	Catholic Social Services in Red Deer
			18	Town of Vegreville
			31	The Calgary Bridge Foundation For Youth
			31	Immigrant Services Calgary
			10	Catholic Social Services in Lloydminster
			14	Hosting Ukrainians in Fort Saskatchewan
British Columbia	\$53,845.03	233	233	CANN SUCCESS (reception centre at Vancouver International Airport)
Affiliation of Multicultural Societies and Service Agencies of BC (AMSSA)				
Manitoba	\$66,559	288	7	Manitoba Possible
Manitoba Association			71	Immigrant Centre
			74	Canadian Muslim Women's Institute
			15	Hospitality House

of Newcomer Serving Organizations (MANSO)			16	Naomi House
			10	Westman Immigrant Services
			10	Regional Connections
			25	Accueil Francophone
Ontario Ontario Council of Agencies Serving Immigrants (OCASI)	\$249,448.20	1085	208	COSTI Immigrant Services (CSS)
			225	COSTI Immigrant Services (hostel Services)
			18	Jewish Immigrant Aid Services (JIAS)
			68	Newcomer Centre of Peel (NCP)
			104	The Neighbourhood Organization (TNO)
			462	CUIAS Immigrant Services
Quebec Centre social d'aide aux immigrants (CSAI)	\$44,747.88	194	194	Centre social d'aide aux immigrants (CSAI)

THE IMPACT “IN THEIR WORDS...”

With the support of provincial partners, and direct service providers, OUSH-OHPU produced a video with testimonials to provide insight into the impact by the donation. Although the videos are not professionally produced due to financial limitations, we are proud to include them on OUSH-OHPU’s online platforms. Given the sensitive nature of Russia’s full-scale illegal invasion of Ukraine, we offered participants the opportunity to refrain from revealing their identities. The video can be accessed [here](#).



RECOGNITION AND COMMUNICATIONS

OUSH-OHPU announced the donation through a [press release](#).

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

OUSH-OHPU also posted messages of recognition on its social media platforms, which were re-posted by our government partner, [Innovation, Science and Economic Development Canada](#).

LinkedIn:

<https://www.instagram.com/p/C6rnalcvHo5/?igsh=b3JoeDliZDQ4emlr>

Instagram:

<https://www.instagram.com/p/C6rnalcvHo5/?igsh=b3JoeDliZDQ4emlr>

X (Twitter):

https://x.com/OUSH_OHPU/status/1788002145926619312

https://x.com/OUSH_OHPU/status/1787945523619467612/photo/1

Facebook:

<https://www.facebook.com/photo.php?fbid=420229254104004&set=pb.100083507972936.-2207520000&type=3>



Canada Goose Contributes Over 2000 Parkas, Jackets and Accessories to Support Displaced Ukrainians and other newcomers in Canada



News Release

Tuesday, May 7, 2024, Unceded X-məḱ-əjam (Musqueam), Sḡwú7mesh (Squamish), and səllwətat (Tsleil-Waututh) Territories / Burnaby, B.C. – Canada Goose donates nearly \$550,000 CAD in parkas, jackets and accessories for distribution to displaced Ukrainians and other people in need. The donation reflects Canada Goose's continuing support for people displaced by conflict since the beginning of full-scale invasion of Ukraine.

THANK YOU, MERCI CANADA GOOSE! ДЯКУЮ!

Operation Ukrainian Safe Haven – Opération havre de paix pour les Ukrainiens (OUSH-OHPU), the Government of Canada, provincial and territorial coordinating partners and settlement agencies would like to join their voices to those of the displaced Ukrainians to thank the Canada Goose for their generous donation and the impact it has had in the lives of displaced people in need. Дякую!



ANNEX 1: CORPORATE DONATIONS PROCESS MAP

