



Loblaw Companies Donation to displaced Ukrainians arriving in Canada under the 'Canada-Ukraine authorization for emergency travel'

IMPACT REPORT

February 28, 2023

For better accessibility features, this report is also available [online](#) using the password *dakuju*.

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.

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 May 2022, so that Canadian businesses could provide offers of high-priority goods and services to support displaced Ukrainians and other displaced persons in need who are making Canada their home.

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

DISTRIBUTION PROCESS

The Loblaw Companies, one of the four launch partners of ISED's [Canadian Industry for Ukraine donation portal](#), donated a generous \$99,800 in gift cards (1,996 gift cards in \$50 denominations) and an additional \$50,000 of Joe Fresh clothing.

CISSA-ACSEI worked with eleven provincial and territorial partners to allocate and coordinate the donations (*see Annex 1: 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 (ESDC) that provides statistics 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. Gift cards were mailed to the provincial and territorial coordinating partners, who distributed them to the relevant settlement agencies in their province. Settlement agencies in communities throughout Canada distributed gift cards to displaced Ukrainians and other displaced persons in need in Canada.

In total, 1,996 gift cards were distributed to displaced Ukrainians throughout the country:

- By 82 settlement agencies in all Canadian provinces;
- In 60 different cities/communities;
- In large urban centres (such as Toronto, Montreal, Vancouver, and Calgary), as well as smaller regions;
- Benefitting approximately 3,279 individuals.

ESDC Financial Assistance (%) (data as of June 14, 2022)	ON	AB	QC	BC	MB	SK	NS	NB	NL	PEI	NU, YK, YT	
		48.13	16.25	11.67	11.23	5.37	2.88	1.76	1.70	0.74	0.22	0.05
Total	1,996	962	325	233	224	107	57	35	34	14	4	1

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

In addition to the donation of gift cards, Loblaw Companies Limited also donated \$50,000 in Joe Fresh clothing which included 4,400 clothing items (*See Table 2*). The donated clothes were shipped by the donor to British Columbia, Nova Scotia and Ontario. The donations were placed in seven pallets and distributed as follows:

- British Columbia: 1 pallet
- Nova Scotia: 1 pallet
- Ontario: 5 pallets

A total of four service provider organizations (BC= 1, NS= 1, ON= 2) were engaged to distribute the clothing to 4,400 displaced Ukrainians.

Women's	Bottoms	400	Kid Boys'	Top	125
Women's	Top (Shirts/Active etc..)	400	Kid Boys'	Bottoms	125
Women's	Sweaters	400	Kid Boys'	Jackets	100
Women's	Footwear (Closed toe)	200	Kid Boys'	Footwear (Closed toe only)	100
Women's	Jackets	300			
Toddler Boys'	Top	125	Kid Girls'	Top	125
Toddler Boys'	Bottoms	125	Kid Girls'	Bottoms	125
Toddler Boys'	Jackets	100	Kid Girls'	Jackets	100
Toddler Boys'	Footwear (Closed toe only)	100	Kid Girls'	Footwear (Closed toe only)	100
Toddler Girls'	Top	125	Baby Boys'	Sleep sets	150
Toddler Girls'	Bottoms	125	Baby Boys'	Tops	150
Toddler Girls'	Jackets	100	Baby Boys'	Bottoms	150
Toddler Girls'	Footwear (Closed toe only)	100			
Baby Girls'	Sleep sets	150			
Baby Girls'	Tops	150			
Baby Girls'	Bottoms	150			

Table 2: Joe Fresh donation of clothing.

DISTRIBUTION VISUALIZATION

CISSA-ACSEI has created an interactive map for Loblaw Companies Limited to visualize the distribution of gift cards. The visualization is accessible [online](#) (password *dakuju*).

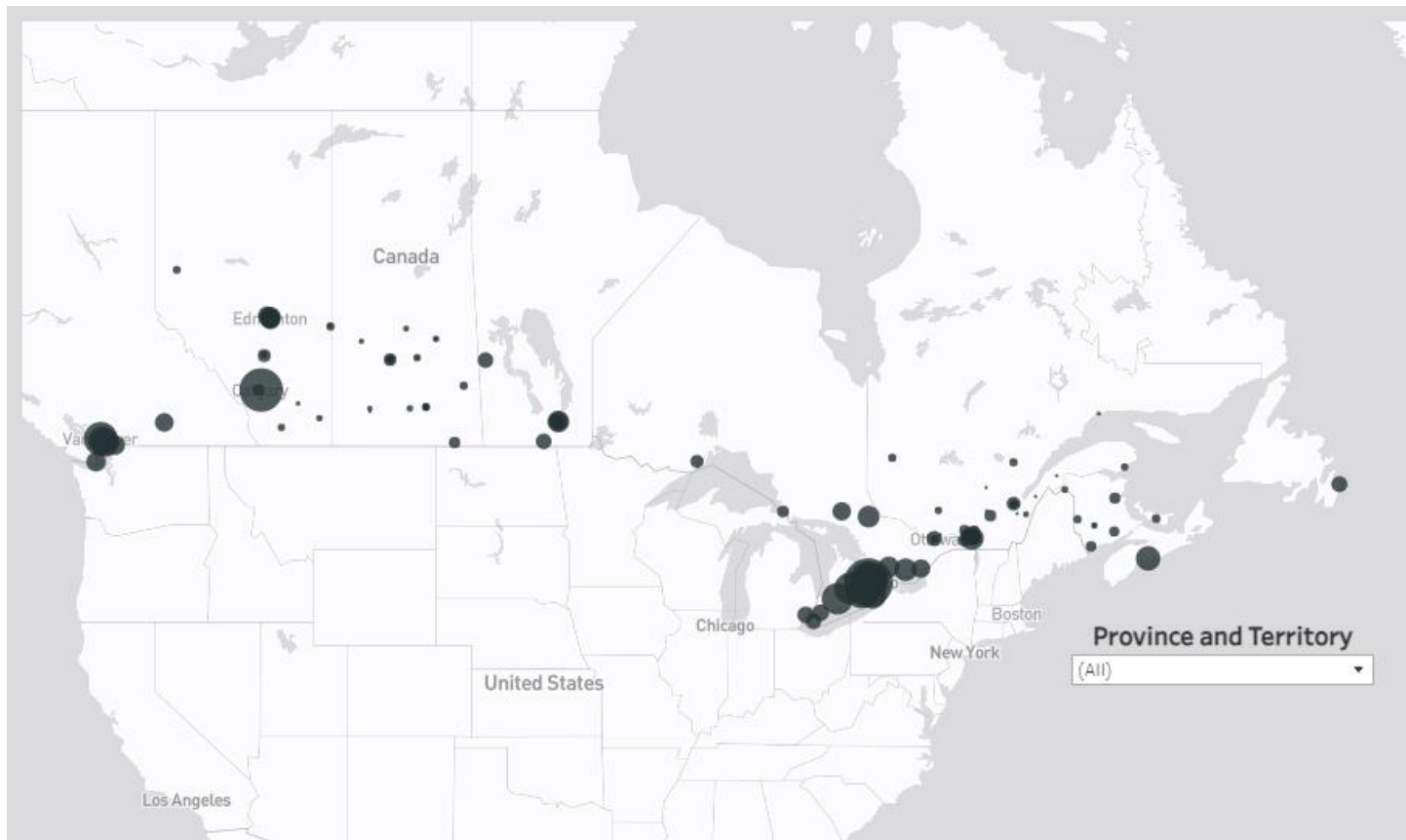


Figure 2: Distribution in each province/territory

The bar chart below illustrates the number of gift cards distributed by province. The amount was determined by ESDC's Transitional Financial Assistance Data as well as the required amount by the provincial and territorial partners.

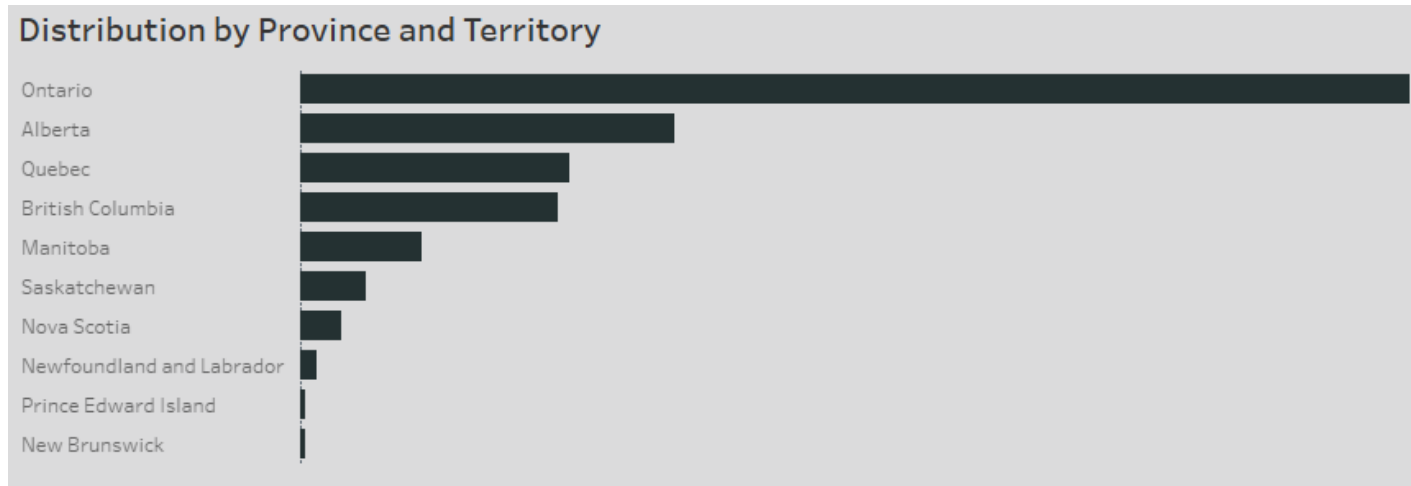


Figure 3: Allocation amount by province/territory

The interactive visualization illustrates the impact of the donation and its reach throughout Canada.

THE IMPACT “IN THEIR WORDS...”

To raise awareness and highlight the incredible stories and contributions of Canadian businesses in supporting displaced Ukrainians in Canada, CISSA-ACSEI has developed a video series to share the human side of migration stories. This helps to provide context behind the numbers and encourage others to get involved.

These stories showcase a variety of perspectives: hearing from displaced Ukrainians themselves, the volunteers lending a hand, and the settlement workers coordinating donations on the ground.

Due to financial limitations, videos are not professionally produced; however, these videos will be shared on CISSA-ACSEI’s online platforms, including web and social media.

Given the sensitive nature of the war in Ukraine, we offered participants the opportunity to refrain from revealing their identity.

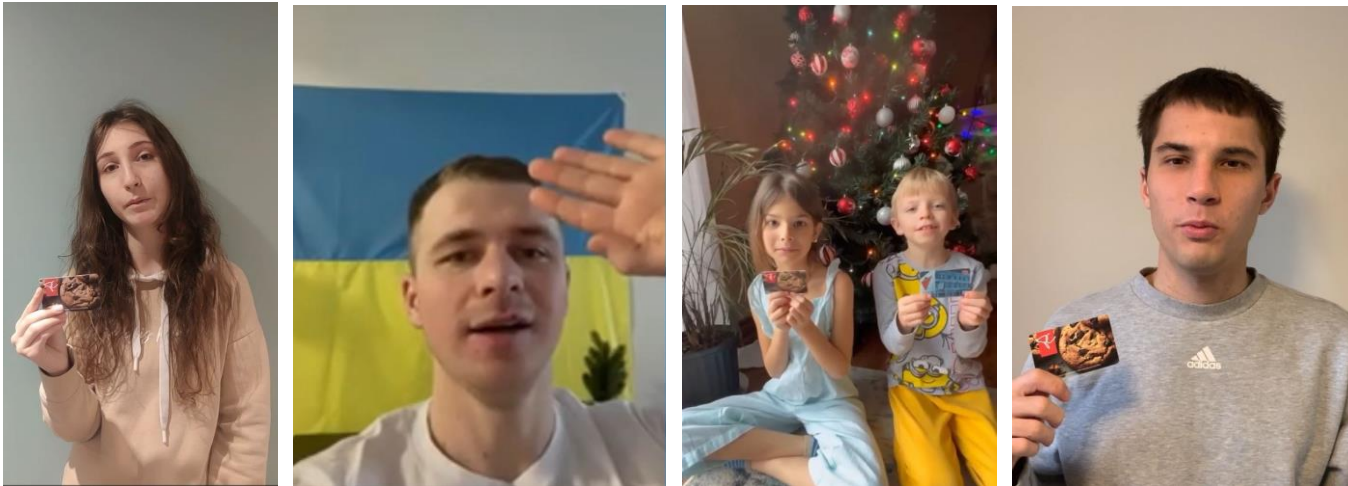
This video is intended to give donors a further sense of the impact of corporate donations in supporting displaced Ukrainians, including the reach of the donation. It is accessible [online](#) (password *dakuju*).

Vitali

"I want to thank you, Loblaw, for the gift card, and for your support to Ukrainians."

Arina

"I am very grateful to Loblaw for this gift card with which I can get something for my New Year's table."



Lira

"Thank you to Loblaw. This certificate [gift card] will definitely help me to save money. Thank you!"

Ligra

"Thank you, Loblaw for the gift card. This gift card will help me buy products for my Christmas."

THANK YOU, MERCI LOBLAW COMPANIES! ДЯКУЮ!

CISSA-ACSEI, the Government of Canada, its provincial and territorial coordinating partners, as well as settlement agencies would like to join their voices to those of displaced Ukrainians in Canada to thank Loblaw Companies Limited for its generous donation and the impact it has had in the lives of displaced persons in need. Дякую!

ANNEX 1: CORPORATE DONATIONS PROCESS MAP

