

YOUTH INVESTMENT PROPOSAL

FOUR SEASONS . FOUR YEARS . FOR LIFE

Making a difference since 1992



IMAGINE A DIFFERENT WAY

What would our world look like if everyone contributed to their community? What if all kids finished high school and had goals to continue their education, productively engage in the workforce and help others? According to the Toronto Foundation's Vital 2019 Signs Report, racialized children, and those from single parent families are three times more likely to drop out of high school and 55% of students from low-income groups did not apply for post-secondary education. What if that didn't have to be true?

OUR MISSION IS TO CHALLENGE AND EQUIP VULNERABLE YOUTH FROM AT-RISK AREAS OF TORONTO TO BECOME CONTRIBUTING MEMBERS OF THE COMMUNITY.

Our goal is to instil practical skills, relevant knowledge and the self-confidence to use them. Through outdoor skill development, mentorship, high school credits, bursaries and job opportunities, we enhance the lives of our participants, their families and the greater community. Youth are setting and reaching new goals—goals that include graduating from high school, enrolling in post-secondary education and obtaining meaningful employment. They emerge from the programme as involved and connected members of the community.

**100% OF TRAILS
GRADUATES GRADUATE
HIGH SCHOOL &
72% PURSUE POST-
SECONDARY EDUCATION**



WHY NOW?

We cannot do this without the generous support of our financial partners. In 2017, Trails began the ambitious work to double the number of vulnerable youth we serve thus, doubling the impact. By 2023, expansion will be complete, with 176 kids enrolled in the Four Seasons, Four Years, For Life programme. With this goal comes additional needs for financial resources and we hope you will join us on this journey to make a difference, and to change lives.



TRAILS HISTORY

Every year, thousands of vulnerable youth are overwhelmed by barriers and do not get a chance to realize their potential. Inspired to change this, Jim Hayhurst founded Trails Youth Initiatives in 1992. Seeing the value in outdoor experiential learning, and knowing that long-term, consistent contact was key, Jim created a programme that would have kids coming to Trails at multiple times throughout the year and for a number of years. In 1998, Trails moved to its current location in rural Stouffville, when a long-term lease was acquired from the Lake Simcoe Region Conservation Authority for exclusive use of 143 acres including two lakes, hiking trails, campsites and pristine woods.

OUR KIDS

Trails recruits youth at the vulnerable age of 12, offering opportunities to those facing barriers to success. They are constantly challenged by a combination of circumstances stemming from their circumstances. These circumstances can include single-parent families, recent immigrant families and exposure to risk factors including low income, violence, poor education, low physical and mental health, lack of family support and a high-risk fragmented community. By no fault of their own, they are at risk of not achieving positive life-outcomes and are most vulnerable to violence, poverty and crime.

We partner with six feeder schools in the Toronto District School Board. The process of recruitment is intentional and consistent with our desire to create long-term and sustainable relationships.

FOUR SEASONS, FOUR YEARS...

The Four Seasons, Four Years, For Life programme focuses on fostering community, emotional intelligence and self-knowledge through outdoor experiential education. We augment students' traditional schooling with intentional community building, conscious challenge and lifelong support, in order to position them for success.

Trails emphasizes growing and strengthening skills such as non-violent communication, conflict resolution, leadership, critical thinking, goal setting, stress management and reflection. With a focus on transference, participants build a positive engagement with the community, the outdoors, their peers, and their authentic selves.

3 KEY FACTORS TO SUCCESS:

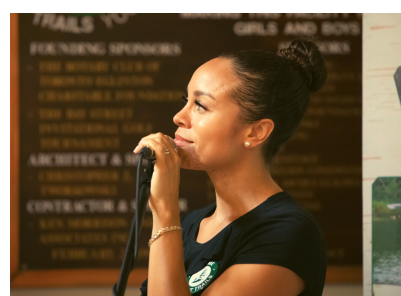
- **EMOTIONAL & PHYSICAL SAFETY**
- **FUN**
- **ROOTS & WINGS**

SAMPLE ACTIVITIES:

Canoe trips, camping, swimming, hiking, snowshoeing, cross-country skiing, high ropes, yoga, journaling, educational seminars, mindfulness, conflict resolution, group games and community events.

HIGHLIGHTS:

- Ministry of Education Inspected Private School, offering 3 high school credits and 40 hours of community services towards Ontario's Secondary School Diploma
- Member of the Ontario Camps Association
- Two unique wilderness campuses, including their "home away from home" in Trails' lakeside cabins
- Over 30 programme days, and year-round presence in participants' lives
- Over 100 home-cooked meals for each participant each year
- Opportunity to receive certification in Standard First Aid, CPR, swimming and Outdoor Leadership
- Trails Danielle Dion Bursaries available to all participants for post-secondary education
- All necessary clothing and equipment provided for four seasons of activities

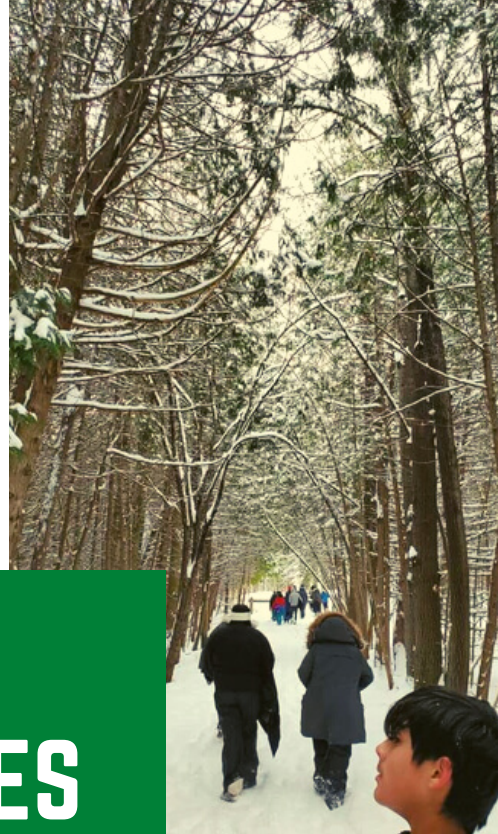


"TRAILS SAW AN OPPORTUNITY TO HELP A CHILD IN NEED, AND DIDN'T LET ANYTHING STAND IN THE WAY OF THAT. TRAILS SHOWED ME THE MEANING OF SERVICE, SUPPORT, AND CHARITY, AND NOW I STRIVE TO FOLLOW THAT SHINING EXAMPLE."
~CHARLIE, TRAILS PARTICIPANT '98

Trails doesn't end with graduation. We are deeply committed to the success of our alumni and offer many opportunities to ensure our impact carries beyond "Four Seasons, Four Years," and becomes "For Life."

Alumni opportunities include: 5th year Leader-in-Training (LIT) and 6th year Facilitator-in-Training (FIT) programmes, mentorship programme pairing recent graduates in Grades 11 and 12 with older alumni, and a bursary programme to help fund post-secondary education.

Our alumni are fulfilling our mission by becoming contributing members of the community and giving back to Trails as active members of the Alumni Association. In addition, 43% of our programme staff are graduates of Trails, two alumni currently serve on our Board of Directors and many others are acting as mentors.



DESIRED OUTCOMES

We strive for lasting improvements in the following areas:

SOCIAL COMPETENCIES

conflict resolution, communication skills, cooperative teamwork, leadership, mentorship

EMOTIONAL COMPETENCIES

self-awareness, self-confidence, self-regulation, coping skills during crisis times

IMPROVED PHYSICAL AND MENTAL HEALTH

outdoor skills development, healthy risk-taking, reduced anxiety, stress management

ACADEMIC PERFORMANCE AND EMPLOYABILITY

responsibility for and commitment to their education and career, problem solving, critical thinking

With a proven track record of over 28 years, Trails measures success in a number of ways, including participant feedback and programme participation.

- 100% of our participants graduate high school
- 98% of participants rated an improvement in both collaboration and initiative
- 95% of participants rated improved leadership skills in the past year
- 97% of participants rated improved conflict resolution and communication skills
- In 2019, 37 students were supported in post-secondary education through Trails Danielle Dion Bursaries
- Trails was rated with a 100% efficacy rate for Social and Emotional Skills on the Impact Genome Scorecard—the industry benchmark is 82%

THE IMPACT OF YOUR GIFT



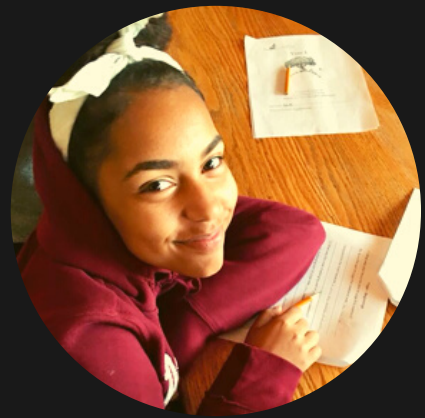
SHANIA, YEAR 1

"At Trails, I have learned that no matter what, don't let anyone tell you what to do and always lift people up, not tear them down. At Trails people care about you and you're important."



JOSHUA, YEAR 2

"I have learned how to collaborate with others and have learned many valuable life skills that I would not learn anywhere else."



KALISHA, YEAR 3

"After being with my group for three years, I am really comfortable and I am able to express myself. At Trails, I have learned to step out of my comfort zone—allowing me to try new things."



MICHAEL, YEAR 4

"Trails has given me leadership and well-being skills that I want to share with others. Trails empowers youth like me to make positive changes in their communities and academic lives."



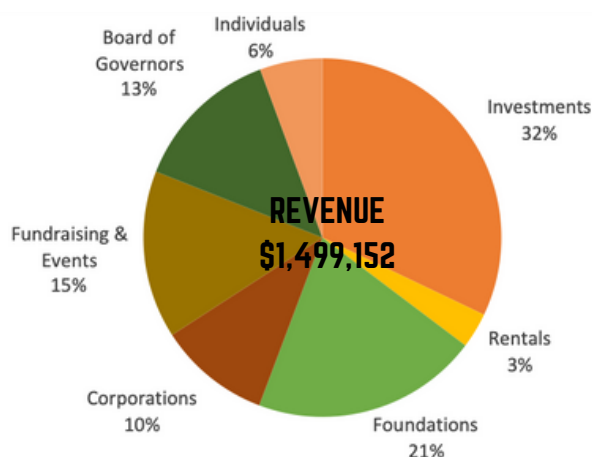
IMAN, LIT

"Trails has given me the opportunity to make lifelong friends, make unforgettable memories, and learn valuable life skills. To me, Trails is a family."

FINANCIAL REPORT



TRAILS IS A REGISTERED CHARITY AND RAISES THE MAJORITY OF ITS FUNDS THROUGH FUNDRAISING EVENTS AND DONATIONS FROM CORPORATIONS, FOUNDATIONS AND INDIVIDUALS. TRAILS HAS NEVER SOUGHT NOR ACCEPTED GOVERNMENT FUNDING.



The Reserves Fund (\$1,094,333) reflects increased fundraising efforts for Expansion. Doubling the amount of vulnerable youth served will more than double the Trails impact. We are midway through expansion and will continue striving to secure funding to finance the increase (from 88 participants in 2017 to 176 by 2022).

Published by *Maclean's*, Trails ranked 2nd in the youth category and 4th overall of Canada's Best Charities. The Canada's Best Charities 2020 list helps Canadians evaluate where to allocate charitable contributions. Our inclusion on this highly respected list validates Trails' impact with a 95% grade. The Charity Intelligence assessment investigates financial metrics and transparency, rewarding those with the most effective use of donations.

Foundations supporting Trails:

All One Fund, Arbonne Charitable Foundation, Arthur & Audrey Cutten Foundation, Brookfield Partners Foundation, Collombin Family Fund (Toronto Foundation), Dusan Nedelko Foundation, Gandy Charitable Foundation, Howard & Diane Taylor Family Fund (Toronto Foundation), J.P. Bickell Foundation, Jackman Foundation, Jacma Foundation, Kopas Family Foundation, Laidlaw Foundation, Lawson Foundation, MacFeeters Family Fund (Toronto Foundation), MDRT Foundation's Worldwide Grant Program, MLSE Foundation, MSIFN, Murray and Susan Armitage Foundation (Toronto Foundation), North Face Foundation, Ontario Realtor's Care Foundation, Patrick Hodgson Family Foundation, Peter Gilgan Foundation, R. Howard Webster Foundation, Raymond Chang Foundation, Regent Family Foundation, Robert Kerr Foundation, TD Friends of the Environment Foundation, The Catherine & Maxwell Meighan Foundation, The Nixon Charitable Foundation, The Philip Smith Foundation, The Slight Family Foundation, Susan, Sarah and Nicholas Latremoille Fund (Toronto Foundation), Greygates Foundation (Vancouver Foundation)

Corporations supporting Trails:

Bank of Montreal, CIBC, Just Us Contractors Inc, KPMG, LoyaltyOne, Manulife Financial, MEC, Nemar Ltd., North Newmarket Lions Club, PricewaterhouseCoopers LLP, Raymond James, Richardson GMP, Royal Bank of Canada, Scotiabank, Slate Asset Management LP, TD Bank Group, Telus, The Digitalist, Travel Edge, Walmart

2019-2020 Events

Vancestock Cooper Mediation Music Night, Limberlost Challenge Race, Inside Ride, Sunil Thomas Charity Golf for Trails, Speaker's Corner

Major Gifts

Ann & Roy Gordon, Anthony Rubin, Brooke Hunter, Carolyn & Greig Clark, David Kerr, Diane Horton, Frank Convery, Ian Greenberg, Jack Cockwell, James & Jennifer Werry, Joey Walker, John McIntosh, Kevin Farrell, Lari-Ann & Mark Convery, Paul Brink, Richard Hamm, Susan Armitage, Tim Casgrain