



*Four Seasons*



*Four Years*



*For Life*



*"Do what you can and then  
do a little more..  
Because it all makes a  
difference. You make a  
difference."*

*~Jim "Hurst" Hayhurst, Trails Co-Founder*



# TRAILS YOUTH INITIATIVES

Making a Difference  
since 1992



Trails was built on the belief that all youth — especially those facing barriers based on race, income, education and neighbourhood — benefit from a long-term consistent approach to engagement, one that uses outdoor experiential learning to teach leadership, resilience, and conflict resolution, as well as physical and mental wellness.

## MISSION:

To challenge and equip vulnerable youth from at-risk areas of Toronto to become contributing members of the community.

## GOALS:

To instill practical skills, relevant knowledge, and the self-confidence to use them.

## VISION:

Our vision is to break the cycle of poverty and systemic racism.



## HISTORY:

Can we really make a difference in the lives of kids from the inner city? This was the question that led to the formation of Trails in 1992 by Jim "Hurst" Hayhurst Sr. and his son, Jim "Jimmy" Hayhurst Jr. The question still remains for us all.

From the beginning, Hurst's big insight was that too many programs "take in a big number of kids, sprinkle pixie dust on them and send them back." They had a small impact on many. He wanted Trails to have a big impact on a few... and watch the ripple effect take hold.

Seeing the value in outdoor experiential learning, and knowing that long-term, consistent contact was key to building confidence and trust, they created a program that would have kids coming to Trails multiple times throughout the year, for at least four years, ultimately changing lives.

Trails moved to its current location in Stouffville in 1998. The 143-acre property offers participants an escape from the city and a "home away from home" with two lakes, hiking trails, cabins, a lodge, campsites, and pristine woods.

For nearly three decades, Trails has made a difference in the lives of over 500 youth with the financial support of our generous partners. Join us today as we continue to make history, working together to make tomorrow brighter for our youth.





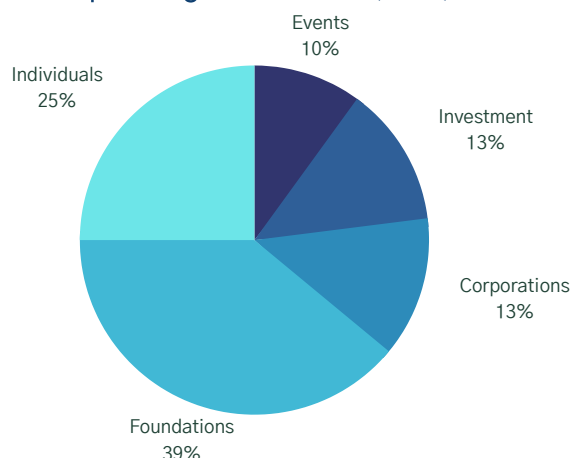
# FINANCIAL SUMMARY

Trails is a registered charity and raises funds through events, and donations from corporations, foundations and individuals. Trails has never sought nor accepted government funding.

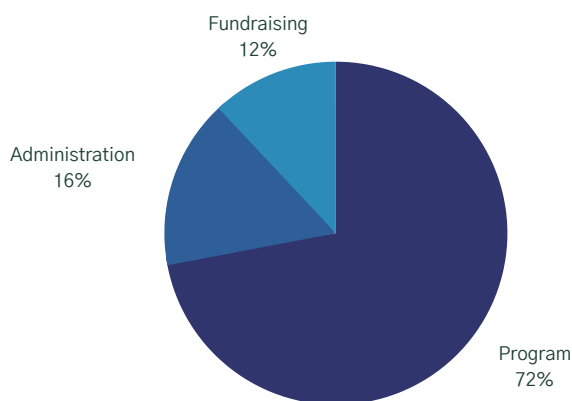
## Your gift provides participants with:

- Four seasons of experiential learning at Trails' 143-acre Lakeside facility and Limberlost Wildlife Reserve, and on hiking and canoe trips in northern Ontario
- Opportunity to earn 3 high school credits
- Year-round mentorship
- Internship and job opportunities
- Over 100 home-cooked, nutritious meals
- Training in First Aid, CPR, Nonviolent Communication, Outdoor Leadership
- Access to Trails Danielle Dion Bursary
- 40 hours of community service
- Financial support for emergency situations
- Seasonally appropriate clothing and equipment for all activities
- For Life program support, including AIM (Alumni in Mentorship), Alumni Association, Career Connections and FORward Resources

### 2020 Operating Revenue: \$1,609,236



### 2020 Operating Expenses: \$1,092,687



## Foundations supporting Trails:

Alison Fisher Fund  
All One Fund  
Catherine & Maxwell Meighen Foundation  
Charles H. Ivey Foundation  
Fraser & Frances Deacon Legacy Fund (Toronto Fdn)  
Hodgson Family Foundation  
Greig & Carolyn Clark Fund (United Church Foundation)  
Howard & Diane Taylor Family Fund  
J & B Carroll Family Foundation

Million Dollar Round Table Canadian Foundation  
Nature Canada  
Nemar Ltd  
Peter Gilgan Foundation  
Realtors Care Foundation  
R. Howard Webster Foundation  
Raymond Chang Foundation  
Regent Family Foundation  
Rotary Club of Toronto Eglinton Foundation  
TD Friends of the Environment Foundation

## Corporations supporting Trails:

Cadillac Fairview  
Hunters International Insurance  
Nimmo Bay Resort

Richardson Wealth  
Sun Life  
The Digitalist



## Major Gifts:

Anthony Rubin  
Brian Pearson  
David Kerr  
Diane Horton  
Heather Fitzpatrick  
Ian & Linda Greenberg  
Jack Cockwell  
Jennifer Lauchlan  
Jim Hayhurst Sr

John McIntosh  
Larry McFadden  
Mark & Lari-Ann Convery  
Nancy & Richard Hamm  
Paul Brink  
Rob Krajcarski  
Susan Armitage  
Tim & Sheila Casgrain  
Vance Cooper

Trails is grateful for gifts of all sizes. Together, your generosity is changing lives.



# TRAILS IMPACT

The Four Seasons, Four Years, For Life program represents experiential education at its best. Through a consistent and long-term approach, youth are building confidence and enhancing their well-being by facing and overcoming challenges. Support does not end with graduation. Trails is deeply committed to the success of our alumni to ensure the impact carries beyond "Four Seasons, Four Years," and becomes "For Life."



100%

Percentage of Trails participants who graduate from high school. This marks a dramatic difference from others in low-income communities across Canada, where the high school dropout rate can reach up to 50%.

500+

Graduates who have completed the program since 1992.

*"In my now 20 years working with youth I still hold up my experiences with Trails as some of the greatest learnings of my career."*  
- Meaghan Moore, MEd Counselling Psychology, Central Toronto Youth Services

*"My Trails journey has helped define my understanding of friendship, mindfulness, physical and emotional health, and perseverance. I can express myself confidently and work through challenges, whether they are emotional, physical, personal or academic."*  
~Michael, LIT

72%

Trails graduates who go on to post-secondary education, many with the assistance of the Trails Danielle Dion Bursary.

\$1.4M

The cost to run the Trails program each year, all raised through private funding.

Be part of the impact! Contact Janelle at [janelle@trails.ca](mailto:janelle@trails.ca) or 905-836-0285 if you'd like to make a difference today.



# TRAILS: FOUR SEASONS, FOUR YEARS, FOR LIFE

The Four Seasons, Four Years, For Life program 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 teaches through  
the outdoors, not for  
the outdoors.

Our innovative curriculum emphasizes growing and strengthening life 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.

4

Participants experience four seasons of outdoor adventure, attending Trails for two weeks in the summer, and one weekend a month through the school year.

4

Starting at the age of 12, participants attend Trails for at least four years, with an optional fifth Leader-in-Training year.

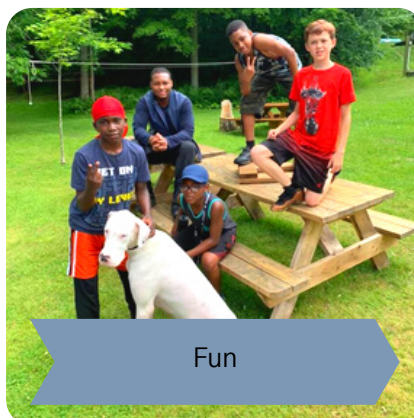
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Starting in Year 3, participants can earn up to 3.0 high school credits and 40 hours of volunteer service towards their Ontario Secondary School Diploma.

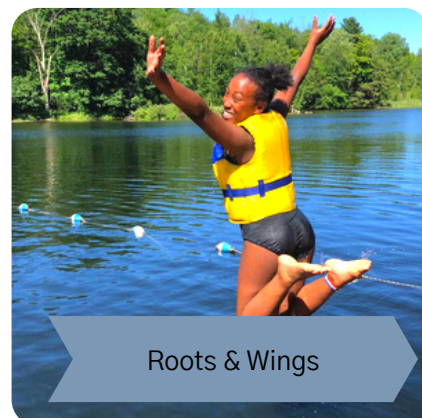
## Three Key Factors to Success:



Physical & Emotional Safety



Fun



Roots & Wings



# Program Objectives



## Social Competencies

Conflict Resolution, Communication Skills, Cooperative Teamwork, Leadership, Mentorship



## Emotional Competencies

Self-Awareness, Self-Confidence, Self-Regulation, Coping Skills During Crisis Times



## Physical & Mental Health

Outdoor Skills Development, Healthy Risk-taking, Reduced Anxiety, Stress Management



## Academic Performance & Employability

Responsibility for and Commitment to Education and Career, Problem Solving, Critical Thinking

# 89%

of our current participants identify as BIPOC (Black, Indigenous, or People of Colour)

Our participants face multiple barriers, including race, poverty, single-parent families, recent immigrant families and exposure to risk factors including low education, violence, lack of family support and low physical and mental health.

## A big impact on a few, rather than a small impact on many.

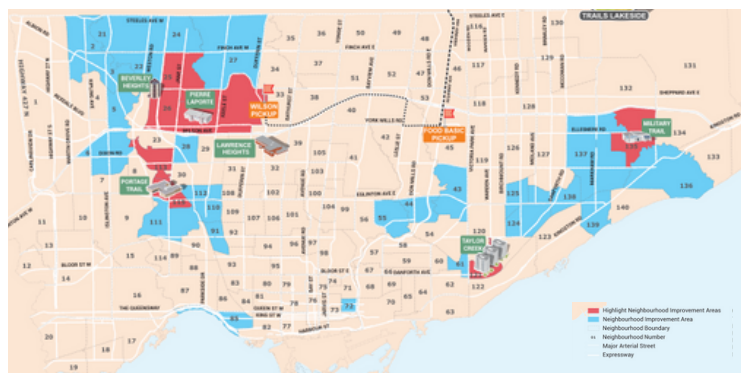
Trails recruits youth at the vulnerable age of 12, offering opportunities to those facing barriers to success. Using the Toronto District School Board's Learning Opportunity Index (LOI), we identify six feeder schools from the bottom 15% of the index. Educational research has demonstrated that children from lower-income families face more barriers in achieving high educational outcomes, such as graduating high school and post-secondary institutions.

The process of recruitment is intentional and consistent with our desire to create long-term sustainable relationships. Teachers, Principals, and Guidance Counsellors refer students to the program based on their risk of falling through the

cracks at school and the community. Applicants are assessed based on the barriers they face and whether this program will spark their inherent resiliency.

**Our youth live within Toronto's Neighbourhood Improvement Areas - the highest risk and lowest income areas in the city.**

The program is delivered by a strong Program Team who provide caring and consistent support to each participant. With extensive education and experience in teaching, curriculum development, outdoor recreation, environment, and psychology, they inspire our youth to achieve success and become contributing members of the community.



## Trails Feeder Schools:

- Lawrence Heights Middle School
- Pierre Laporte Middle School
- Portage Trail Community School
- Taylor Creek Public School
- Beverly Heights Middle School
- Military Trail Public School



# TRAILS: FOR LIFE

"Thanks to Trails and my AIM mentor, I feel like I'm ahead of a lot of people. I'm more knowledgeable as I enter my future after high school."

~Jonathan Cater, Trails Alumnus and AIM Mentee



We want our youth to experience privilege by providing equal opportunities to education and professional connections. By deeply impacting one life at a time, we are helping break the cycle of poverty and systemic racism.

The combination of helping alumni further their education and find a career will ensure their success as adults and contributing members of the community. Your investment in Trails means our youth succeed, pay it forward and lead by example, so that they, as well as those they inspire, will have a chance at a successful and meaningful future.



# What is For Life?



## Alumni Association

The Alumni Association creates a community of Trails Alumni, and includes events, volunteer opportunities, communications, and emergency support.

## AIM (Alumni in Mentorship)

AIM pairs Trails Alumni currently in Grades 11 and 12 with an Alumni who has been out of the Trails program for at least five years. With a purpose to support the goal of high school graduation, mentees also benefit from guidance as they transition from Trails participant to Trails Alumni, and move beyond “Four Seasons, Four Years,” and into “For Life.”



## Trails Danielle Dion Bursary

All Trails Alumni are invited to apply to the Trails Danielle Dion Bursary for funding support for their post-secondary education. Established in April 2000 by Sylvain Dion, in memory of his late wife Danielle Dion, the bursary has dispersed over \$1.7 million to over 350 Trails Alumni, including 35 in 2021, to help with tuition expenses and mentorship.



## FORward Resources

A growing set of resources available to Trails Alumni, including Career Connections, internship opportunities, networking, guidance on life after post-secondary school, and life-skill learning that will include mental health and wellness, financial literacy, and employability training.





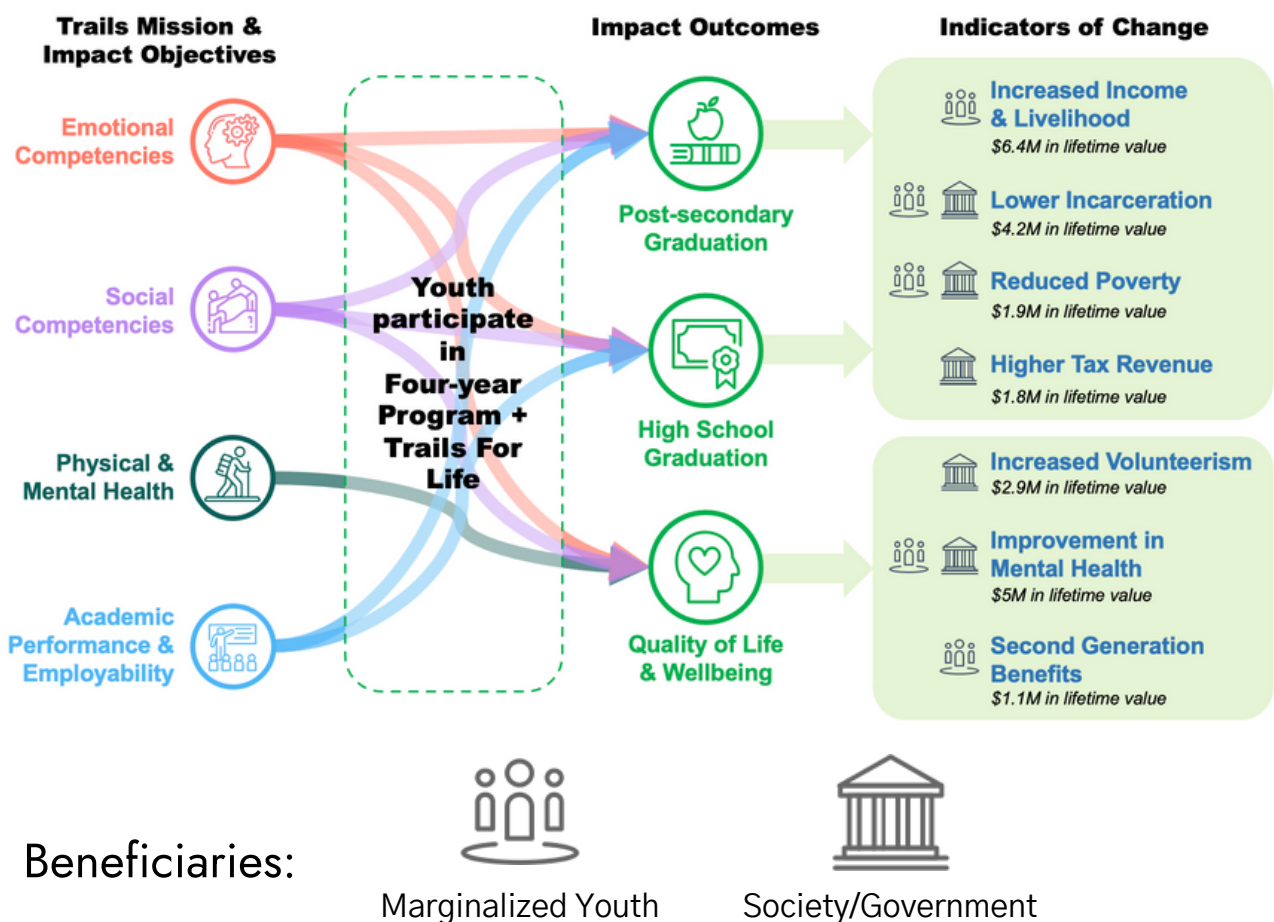
# SOCIAL RETURN ON INVESTMENT

SROI is a “multiple of money,” representing the multiplier effect on social impact that financial support can generate when activated through Trails.

Every **\$1** donated to Trails generates **\$18.20\*** in social impact value to program participants and society over their lifetime.

Youth cohorts of 40 participants that complete the four-year program will generate **lifetime value from Trails’ social impact** that totals **\$23.6 million** in economic terms.

\*Methodology & calculation reviewed by **accenture**



\*It costs approximately \$8,000 for one youth to attend Trails for a full year. Your investment of \$8k for 4 years (or \$32k) provides a return of \$591k.

# Who are the beneficiaries of Trails' social impact?



### Marginalized Youth

Increased livelihood, lower incarceration and poverty, improved mental health, second generation benefits



### Government/Society

Higher tax revenue, lower incarceration and poverty, increased volunteerism, improved public health

### Impact Value Generated from an Individual Participant



Financially supporting one youth through the Trails program generates **\$591,502 in impact value** to them and society over their lifetime

- **\$162k** Their **income & livelihood increases**, improving their quality of life and contribution to the economy
- **\$46k** Economic contribution means **higher tax revenue for the government** to support social spending
- **\$105k** A **lower likelihood of incarceration** reduces incarceration rates and associated costs
- **\$49k** A **lower likelihood of poverty** reduces welfare costs and the mental and emotional toll of poverty
- **\$73k** A **higher occurrence of volunteerism** increases contribution to society
- **\$126k** **Improvement in health** decreases the cost and burden of healthcare
- **\$28k** Their **children (and surrounding family)** are more likely to receive the same benefits

\*Trails' impact outcomes and subsequent indicators of change were identified based on comparable SROI models and are direct, primary outputs of the program with measurable financial proxies based on existing external research and census data.

## Key SROI Assumptions & Data

40

Lifetime Value: Trails' impact outcomes have a lasting effect on beneficiaries and will persist for the duration of beneficiaries' "working lifetimes," which is why the SROI calculates total impact value over 40 years.

40

Program-level Measurement: The SROI unit of measurement is the Trails' program cohort of 40 participant. Since individual participant numbers/cohort size has changed in the past, tracking SROI at the program-level provides a holistic view of the impact being delivered by Trails.

100

Input: 100% of Trails participants complete high school

72

Input: 72% of Trails participants enrol in post-secondary school.

1.4

Input: Annual program cost is \$1.4M, or approximately \$8,000 per participant.



# HURST LEGACY AWARD

## Message from Jim "Jimmy" Hayhurst, Jr.

When we created Trails in 1992, my dad, Jim "Hurst" Hayhurst Sr demanded that we agree on a Mission Statement that would stand the test of time. In fact, if you really think about it, the last part of the Mission for participants to become contributing members of the community doesn't have a deadline. This is a lifelong journey for us all.

When we knew Hurst's own life journey would be coming to an end, it only made sense that we would recognize him with some sort of award. But we also knew that he wouldn't want it to be an award for him. It had to be about others. It had to be about the graduates.

And so, the Hurst Legacy Award was created in 2019 to recognize Trails graduates who had most fully lived the Trails Mission.

Nothing gave Hurst more satisfaction than seeing Trailers succeed, to overcome adversity, to share their stories with him, and to give back to Trails and their communities using the skills, knowledge, and confidence that they developed at Trails. He wanted our youth to be examples for the kids coming after them.

He wanted to know that Trails would not just live on after him. It would thrive. He left knowing that each of our graduates would carry on this important work in their own way by continuing to make a difference. This award recognizes that Trails is truly For Life. It also proves that we all have the capacity and the responsibility to give back, no matter what our age, background or abilities.

Hurst always said, "Do what you can and then do a little more. But always do something... Because it all makes a difference. YOU make a difference."

The Hurst Legacy Award is presented to Trails Alumni who have consistently lived the mission of the organization through their contributions to their community.

**2019 Recipient:**  
**Warren Clarke**

PhD Candidate, Carleton University

**2020 Recipient:**  
**Micah Nelson**

Owner, Balance First Workshops

**2021 Recipient:**  
**Truzaar Dordi**

PhD Candidate, University of Waterloo





# Hurst Legacy Award 2021

## Truzaar Dordi

Trails Danielle Dion Bursary | Scotiabank Intern | Doctoral Candidate, School of Environment, Enterprise, and Development, University of Waterloo | Winner of '30 Under 30' Corporate Knights



**"I am deeply honoured. Trails has been foundational in inspiring me to be who I am and supporting my journey. It is with gratitude and humility that I can give back to the communities that have given so much to me."**

I grew up in Tanzania and was eleven when my family immigrated to Canada, largely in the pursuit of education. The transition was stark. I remember walking long hours in the heat of summer, just to save a bus ticket. I remember the first time I saw my dad without a mustache, because of the embedded racism experienced by immigrants in finding their first job. And I remember quiet evenings, as he studied to become re-accredited after a long day of work. Life has its challenges, but we can persevere.

In 2003, I joined Trails as part of the Eagle Eyes group. My first campfire with Trails ignited the spark for my long-standing respect and admiration for nature. Trails offered me a lot of firsts. My first time in a tent, my first time fishing, my first time in a canoe, my first time portaging, and certainly my first of many of Dieter's famous cookies. Trails was an escape, a door to Narnia.

It's not always the easy or fun times that are most vivid. I remember the dread of standing in the playing field, with 19 other strangers the summer of Year 1. I remember crouching on life jackets, counting the time between flash and strikes in the midst of thunderstorms. And I remember when Brandon mourned the death of a frog he accidentally stepped on. I remember the times we had to reflect, give thanks, and build long-lasting memories.

My time with Trails didn't end when I graduated; their support has been unending and I wouldn't be where I am today without it. Receiving the Trails Danielle Dion Bursary and Sylvain Dion's mentorship and commitment to my success was formative. I was also privileged to gain work experience through an internship at Scotiabank, arranged through a partnership with Trails.

My experiences instilled a deep sense of stewardship, protection, and reciprocity of nature. I knew I wanted to build a career that had a positive impact and I have committed myself to climate advocacy. My graduate studies have focused on the role of the financial sector and its positive and negative contributions to sustainability. Being an academic must also mean being an activist; we have a moral responsibility to provide informed, workable, and inclusive solutions.

Living true to the Trails mission, I contribute to my communities in a number of ways, including my current role, serving as the Vice President of Communications for the Canadian Society for Ecological Economics. At the University of Waterloo, I was an expert advisor to the Responsible Investing Advisory group. At Trails, I have been an AIM mentor since 2018. Today, I strive to give back even a sliver of what Trails has given me.