



*Four Seasons*



*Four Years*



*For Life*



30 years of changing lives

# TRAILS

YOUTH INITIATIVES

*"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 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 over 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.



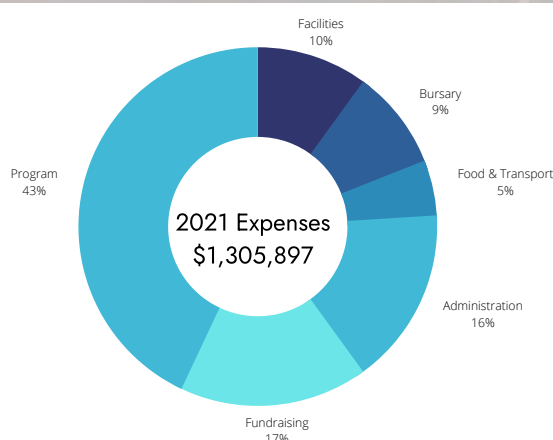
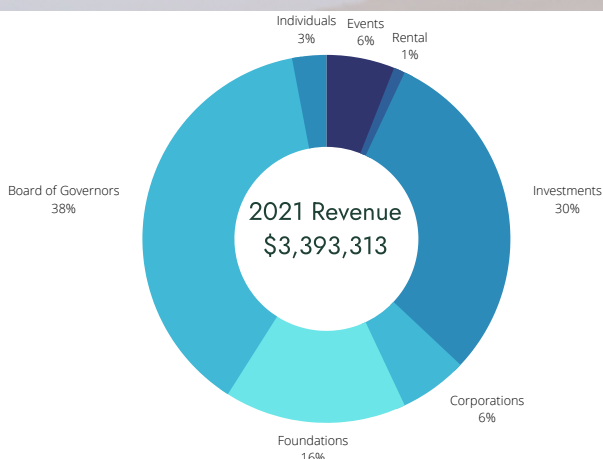


# FINANCIAL SUMMARY

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



The revenue surplus over expenses reflects dramatically increased fundraising efforts. The trust-based philanthropic giving throughout the pandemic meant Trails could best support Toronto's vulnerable communities with immediate and much-needed programming. It is a strong indication of Trails' ongoing ability to finance the doubling number of participants (from 88 in 2017 to 176 by 2026), site infrastructure enhancements, and the growth of the alumni For Life program.

## Foundations supporting Trails:

Alison Fisher Fund	Million Dollar Round Table
All One Fund	Nature Canada
Brookfield Partners Foundation	Nemar Ltd
Catherine & Maxwell Meighen Foundation	Peter Gilgan Foundation
Charles H. Ivey Foundation	Realtors Care Foundation
Fraser & Frances Deacon Legacy Fund (Toronto Fdn)	R. Howard Webster Foundation
Hodgson Family Foundation	Raymond Chang Foundation
Greig & Carolyn Clark Fund (United Church Foundation)	Regent Family Foundation
Howard & Diane Taylor Family Fund	Robert Green & Kelly Willis Green Foundation
J & B Carroll Family Foundation	Rotary Club of Toronto Eglinton Foundation
Johansen-Larsen Foundation	TD Friends of the Environment Foundation
Lang Family Foundation	Tree of Life Foundation

## Major Gifts:

Anthony Rubin	John McIntosh
Brian Pearson	Larry McFadden
David Kerr	Mark & Lari-Ann Convery
Diane Horton	Nancy & Richard Hamm
Heather Fitzpatrick	Paul Brink
Ian & Linda Greenberg	Rob Krajcarski
Jack Cockwell	Susan Armitage
Jennifer Lauchlan	Tim & Sheila Casgrain
Jim Hayhurst Sr	Vance Cooper
Jeffrey Ng	Winifred Boyd

## Corporations supporting Trails:

Cadillac Fairview	Richardson Wealth
Hunters International Insurance	Sun Life
Medcan Clinic	The Digitalist
Nimmo Bay Resort	Toronto Star Fresh Air Fund



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."



99%

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.

\$1.6M

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.



15599 Warden Avenue, Stouffville, ON L4A 2M9 | 905.836.0285 | [www.trails.ca](http://www.trails.ca) | Charitable # 13505 0755 RR0001



# 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.

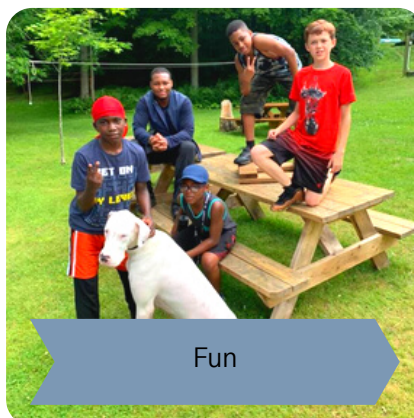
3

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.

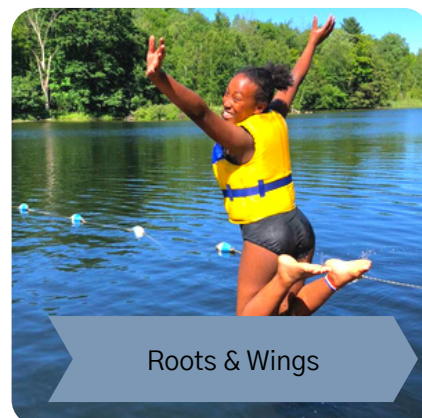
## Three Key Factors to Success:



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.

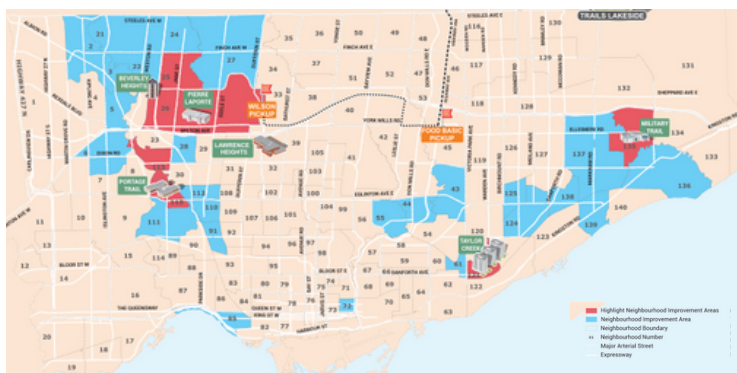
Trails recruits youth at the vulnerable age of 12, offering opportunities to those facing barriers to success. Using the Toronto District School Board's Learning Opportunity Index (LOI), we identify six feeder schools from the bottom 15% of the index. Educational research has demonstrated that children 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

"Through the generosity of Trails, I was able to receive support even after I graduated from the program. Mentorship helped me to mature and develop life skills and the Bursary from Trails allowed me to alleviate the financial burden of university, which meant I could spend more time focusing on my studies and being an active member of my community. I joined school clubs, volunteered and also became a mentor at Trails. I will be forever grateful for all that Trails and the Bursary have done for me."

Lataveah C, Trails Alumnus, Timberwolves, 2011–2015



**For Life Vision:** As part of the Trails Family, all alumni are aware of the resources and opportunities within the FOR LIFE Program. When an alumni opts-in within program capacity, Trails' supports their efforts to overcome their challenges, reach their goals and live the mission of Trails.

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

Helping to maintain the impact of Trails, the Alumni Association offers a network of connections and possibilities through information and updates about programming, events, resources, and annual alumni communications. The Alumni Association is where to look if you want to reconnect with Trails and explore giving back through volunteering! We are thrilled to have alumni contributing to Trails as Program Facilitators, full-time staff, and on our Board of Directors.

## AIM (Alumni in Mentorship)

Mentorship is provided to alumni in grades 11 and 12 through connection with an AIM mentor, an alumni who graduated from Trails at least five years ago. With the goal of supporting high school graduation, mentees also benefit from guidance and shared experiences as they consider options for their futures, and transition from Trails participant to Trails alumni moving beyond Four Seasons, Four Years and into For Life. Mentors and mentees meet 5 times throughout the year, and the benefits of this program are felt by everyone, often leading to long lasting relationships and connections that continue well past formal program completion.

## Bursary

All Trails alumni are invited to apply for funding and mentorship support towards their post-secondary education through the Trails Danielle Dion Bursary. Established over 20 years ago, \$1.8 million has been gifted to chosen recipients in support of academic and future goals. The Bursary supports an average of 40 students each year, with ongoing mentorship and the opportunity for continuous funding through our new summer eligibility window.

## FORward Resources

The goal of FORward Resources is to provide alumni with opportunities and resources that will help them further their journey towards community contribution. FORward Resources is where help, guidance or training pertaining to employment and careers or financial literacy can be found. Be sure to stay tuned as FORward Resources continues to grow towards building For Life possibilities.



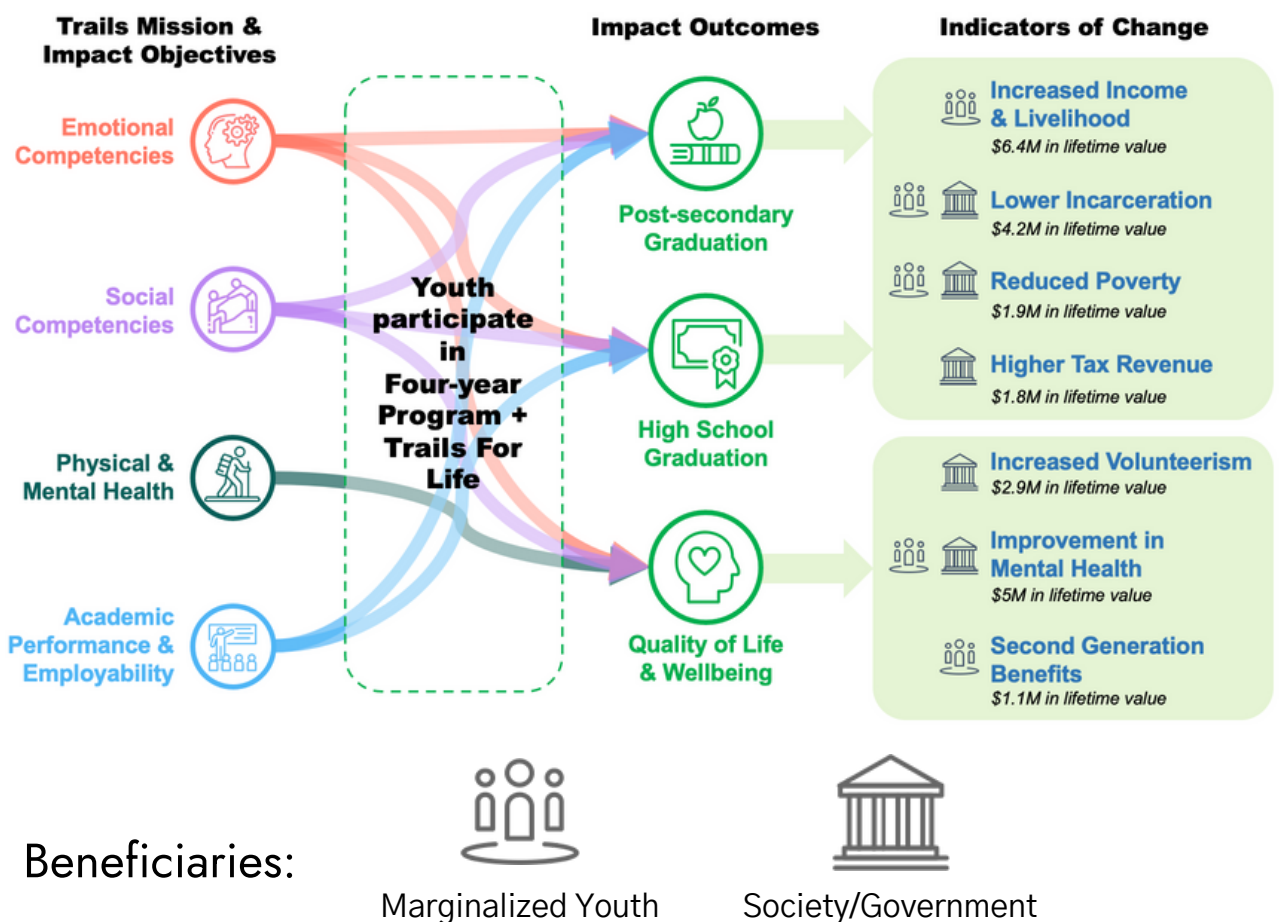
# SOCIAL RETURN ON INVESTMENT

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.

99

Input: 99% of Trails participants complete high school

72

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

1.6

Input: Annual program cost is \$1.6M, 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: Dr. Warren Clarke**

Assistant Professor, University of Manitoba

**2020 Recipient: Micah Nelson**

Owner, Balance First Workshops

**2021 Recipient: Truzaar Dordi**

PhD Candidate, University of Waterloo

**2022 Recipient: Fati Stanley**

Consultant





# Hurst Legacy Award 2022

## Fati Stanley

Bachelor of Arts, Dartmouth College | Ivy League Track and Field Champion | Duke of Edinburgh Gold Award | Trails AIM Mentor | RBC Olympian and Athlete Ambassador



Coming to Trails was like being part of the X-Men. They found us from neighbourhoods all over the city and brought us together. It was clear that we all had potential and our unique stories were our super powers. Trails built us up, taught us to love and respect each other, and made us feel special. There's no other place like Trails.

Growing up, I was always aware of the financial barriers my family faced. My mom was extremely resourceful, but I knew that school trips, camps, travel and post-secondary education all came with a steep price tag. Coming to Trails at age 12 was the first time I didn't feel this limitation. Trails removed these critical barriers and never asked for anything in return. Trails only asked that we always give our best. The Trails family of staff and campers made me feel like I belonged from day one. I was a bright-eyed boy looking to find a way to experience my dreams and adventures, and Trails made that possible.

When I think of my years at Trails, I think of my group as a family who spent four of our most formative years in life — together. It was like having cousins from all over the world and city. Together we found a place of safety and trust. Everyone had different pulls and challenges in their lives, but once a month, Trails pulled us together and away from those dark paths.

I remember a key moment on our week-long hike along the Bruce Trail. It had been an exhausting day, hiking up and down hills with a pack weighing half my weight. The trail seemed to never end. Finally, we found our perfect campsite. There was one problem — we were camping near a cliff. And although I am

sure we were a safe distance, in the middle of the night I found myself having a terrifying dream and an overwhelming sense of claustrophobia. In the complete darkness I began to toss and turn and reach for the exit of the tent. I wildly unzipped the tent and leaped out to catch my breath. Just as I was about to sprint frantically into the darkness, a firm hand grabbed my leg. It was one of my friends who was also sleeping in the tent. Calmly, he reassured me that I was having a dream and that I was safe. As my clarity came back I realised where I was. My friend had grabbed me as I was about six feet from the cliff. I could feel the wind on my face and hear the waves crashing below. His words instantly calmed my nerves like nothing I had ever felt. I trusted him and knew that I would be okay.

It was the moment that I knew we were a true family, forever united. I am not sure what would have happened that night, but I know that my trip mates — a group I now count as my friends, my family — saved me from myself many times over our years together.

Sometimes support and outreach is in a formal role, and sometimes it means helping a friend, family or community member. Today I try to make a difference for the better in as many ways as I can. From my consulting career to the time I spend helping others, I am keenly aware of the bigger impact of my words and actions. For five years I served on the Ontario Trillium Foundation where I reviewed hundreds of grants for the most deserving of our charitable sector. Through this role I also helped organizations create sustainable funding models so they could continue to grow and thrive after their Trillium funding ran out. I have had the privilege to mentor a number of incredible young people through the Trails AIM program, at work and through personal connections. I also helped create and now sit as a board member for the Arts Access Fund, a special arts scholarship fund for deserving students who need the financial support to pursue a dream.

I have been able to take all my experiences learned at Trails — love for nature, appreciation of other people's experiences, leadership training, team-building tools, and accountability — and make a difference. 4 Seasons, 4 Years, 4 Life.