



2020 ANNUAL PARTNERSHIP REPORT

COMING THROUGH FOR

KIDS

The **BRICK**®

Celebrating the
Remarkable Resilience
of our Partners

2020

A LETTER OF Gratitude from Mark

When I wrote to you last year, we were already living in a time of extraordinary change. Leaders in almost every field were working hard to keep pace with deep transformations. Certainly this was true in many areas of business and in our own field of pediatric health care.



Remarkably, 2020 ushered in even more upheaval. Immediately, we knew that the COVID-19 pandemic would create an even greater need for support at Canada's children's hospitals. But as uncertainty spread across society and the economy, there was a period when we didn't know whether our partners, dedicated as they are, would be in a position to help.

The Brick's response was astonishing. Amid the exceptional demands of a global pandemic, you not only remained committed but actually raised the scale of your ambitions, finding new ways to come through for kids. Canada's children's hospital foundations could not be more grateful for your steadfast partnership.

With your support, children's hospitals were able to adapt and innovate in 2020, responding to the year's unique demands and laying even stronger foundations for the future. Many rapidly adopted virtual platforms to ensure that young patients would have access to the care they needed, including emergency assessments and mental health supports. Pediatric teams navigated operational complexities to keep critical care, cancer treatment, and other clinical activity moving forward. Hospital leaders collaborated energetically, reaching beyond the walls of their institutions to help protect the health of their communities and of all Canadians.

As hospitals made these extraordinary efforts, The Brick was by their side. While some popular fundraising activities

became impossible, you sought new ways to support children's hospital foundations in your communities – engaging your associates and customers, and using fresh approaches to get others involved.

Just as you have stood with Canada's Children's Hospital Foundations (CCHF) through the Children's Miracle Network program in this demanding year, we are committed to working closely with you to continue evolving our partnership. We are ready to help engage your teams in meaningful ways and keep pace with your customers' changing habits and expectations, including a growing shift to online retail.

We are also developing new tools to help you capture and communicate your impact on the health of children. Our team is creating a new measurement and reporting framework that will help you monitor and share the contributions you make to children's health in communities across the country. We look forward to sharing the results of these efforts with you.

Even as we lay the foundations for future impact, however, I hope you and your teams will take some time with this report to look back on 2020 with pride. Although it has been a year of enormous change – and The Brick rose to many new challenges with amazing success – in some sense you did what you have always done: you came through for kids when they needed you. Canada's 12 children's hospital foundations join me in thanking you for every part of your work with us this year. We have always been grateful for your support; this year, it meant more than ever.

In gratitude,

Mark Hierlihy

Mark Hierlihy • President and CEO, Canada's Children's Hospital Foundations

Year IN REVIEW

The Brick showed remarkable creativity and determination in 2020 as it extended its long-standing support for sick and injured children from B.C. to the Maritimes. Even as stores worked hard to adapt their core operations to the COVID-19 pandemic, The Brick achieved results that placed you among our top fundraising partners in Canada, building on the record that led you to be recognized as the 2019 Canadian Corporate Partner of the Year in 2020 by the Children's Miracle Network (CMN).

After a strong beginning, including a new partnership on the Resolution Run with the Running Room, The Brick faced the same pandemic-driven disruptions as other businesses and communities across Canada. As everyone worked to slow the spread of COVID-19 in March and April, most of The Brick stores closed to the public, serving customers only through curbside pick-up.

When retail activity resumed in the summer, however, The Brick's stores and associates rebounded with remarkable energy, going on to exceed their targets and projections for 2020. In addition to extending their year-round point-of-sale campaigns, stores developed creative new initiatives to offset fundraising shortfalls resulting from the cancellation of live events. One notable example was a virtual cooking class with chef David Rocco, which raised more than \$45,000 for Canada's children's hospital foundations.

As many customers moved their shopping online during the pandemic, we were grateful that The Brick incorporated an online giving tool into their ecommerce platform to ensure that their online retail operations would continue to deliver results for children's hospitals.

One more sign of The Brick's engaged and generous partnership was President Dave Freeman's participation

in the partner panel at CMN's Fall Business Meeting. Dave shared an executive perspective on the year, describing how over 200 of The Brick's franchisees and corporate stores across Canada adapted their fundraising and philanthropic activities to the challenges and uncertainties of 2020. We were appreciative – but not surprised – that even as stores made extra efforts to advance their own work for sick and injured children, The Brick's leadership stepped up to help other partners and the entire CMN community do the same.



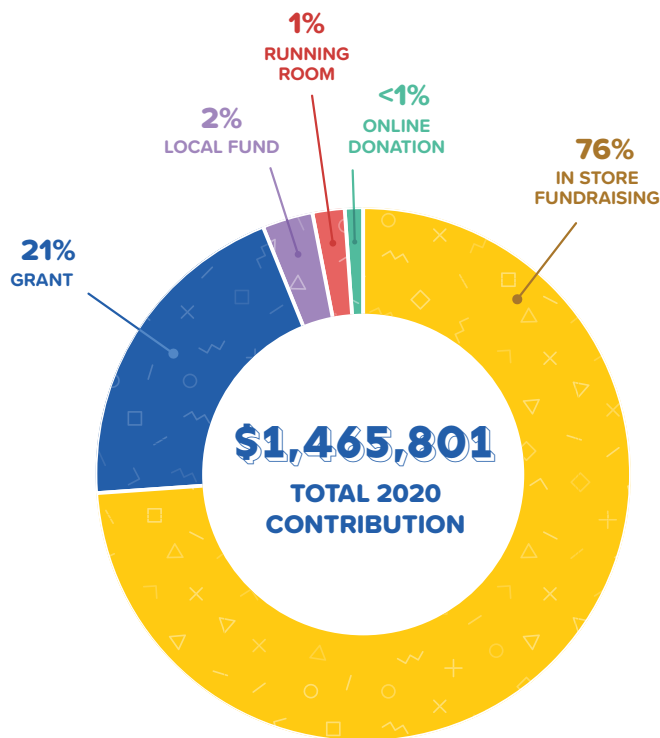
Above: The Brick Burlington

Financial OVERVIEW

The Brick has an amazing history of supporting children's hospitals across Canada. Since first donating to Canada's children's hospital foundations in 2014, you have given over \$9 million.

\$1.4+ million
RAISED IN 2020

Thank You,
The Brick!



Result Summary

CAMPAIGN TYPE	AMOUNT
In Store Fundraising	\$ 1,108,379
Grant	\$ 313,712
Local Fund	\$ 28,053
Running Room	\$ 14,626
Online Donation	\$ 1,031
GRAND TOTAL	\$ 1,465,801

Total Contributions (2014 to 2020)

	2014	2015	2016	2017	2018	2019	2020
Total Giving (include underwriting and in-kind)	\$ 473,961	\$ 805,388	\$ 1,119,510	\$ 1,260,744	\$ 1,401,729	\$ 2,788,924	\$ 1,465,801
Percent Change	N/A	70%	39%	13%	11%	99%	-47%

Recognition AND Engagement

Canada's children's hospital foundations sought opportunities to celebrate and promote The Brick's efforts to support the health of children and youth.



ESTIMATED REACH OF
Television and
Radio Broadcast

522,000



ESTIMATED REACH OF
Local and National
Public Advertisements

1,114,351



TOTAL CIRCULATION OF
Print Recognition
(including Annual Reports)

26,143

In addition to spreading the word through traditional channels, our team and partners posted and shared news about The Brick's efforts on social media.



TOTAL NUMBER OF
Posts*

22



TOTAL NUMBER OF
Engagements*

3,645

(including likes, comments,
shares, and interactions)



TOTAL NUMBER OF
Impressions/Reach*

154,251

**includes posts on CMN Canada social
media only*

**includes engagements from CMN Canada
and 12 member foundations' social media*

**includes impressions/reach from CMN
Canada and 12 member foundations'
social media*

Commitment COAST TO COAST

Through The Brick's partnership with Canada's children's hospital foundations, we are enabling impact across Canada, store by store.

Every dollar that teams raise locally stays local, inspiring neighbours and supporting patients and families nearby. This local impact – often benefiting the kids, families or neighbours of associates – is part of what keeps The Brick's teams active and engaged, year after year.





COMMITMENT COAST TO COAST

Before it all changed

Some regions had major initiatives scheduled before the pandemic began to affect Canada. After starting the year on a festive note, these teams maintained their support through a uniquely demanding year.



Stores supporting **McMaster Children's Hospital Foundation** gathered in Niagara Falls for The Brick Awards Gala just before restrictions on social gatherings were introduced. Celebrating top fundraisers from the previous year, patient ambassador Natalie thanked attendees for their help in providing the tools and equipment that aided in the detection and removal of tumours from her spinal column. Stores from Niagara Falls to Burlington to Brantford would go on to have an active fundraising year.

Below: Patient Ambassador Natalie shares her inspiring story.

Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.





Above: Eric, 2019 CHEO Champion at the Teddy Bear Toss Game.

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BEFORE IT ALL CHANGED

Supporters of **CHEO** were able to assemble for The Brick's annual Teddy Bear Toss Hockey Game in January 2020, welcoming patient ambassador and 2019 Champion Child Eric for the ceremonial puck drop. This event and other initiatives supported by Brick stores through 2020 helped CHEO continue coming through for children and families throughout the pandemic, including creating a virtual emergency room supported by donor-funded technology and guiding families caring for medically complex children at home.



COMMITMENT COAST TO COAST

Coming through for kids

In a year when adapting their core business required plenty of energy and attention, The Brick teams across Canada still dug deep to keep supporting children's hospitals.



The Brick's Winnipeg East location far exceeded its fundraising goal this year, raising more than \$20,000 and achieving its best ever result in support of **The Children's Hospital Foundation of Manitoba** and the Children's Hospital in Winnipeg. The team celebrated with patient ambassadors as a powerful reminder of the difference the local team made for kids nearby.

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COMING THROUGH FOR KIDS

Stores in the Maritimes also showed a steadfast commitment to children's health in this year of disruptions – a commitment that directly affected Ben, who underwent spinal surgery at the end of last year, benefiting from specialized equipment at **IWK Health** that The Brick's associates and customers helped to make available. "Like so many businesses, The Brick had to adjust the way they work," says Hillary Forsyth, Program Director, IWK Foundation. "We're forever grateful that in this challenging year, these amazing partners continued to do whatever they could to raise funds for children who need the IWK."



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COMING THROUGH FOR KIDS

“We believe that every child deserves to have a healthy and bright future, and the opportunity to fulfill their dreams. That is why we believe in supporting the health of children.” This commitment, expressed by James Angus, Director of Stores, Pacific Region and a passionate volunteer and ambassador for children’s health, showed its full strength in 2020. To augment its usual generous activity on behalf of **BC Children’s Hospital Foundation**, The Brick took the remarkable step of becoming a Silver Sponsor of the Festival of Trees, a 28-year fundraising tradition in Victoria, which this year was also celebrated in Vancouver, Mid-Island, and Kelowna.



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COMING THROUGH FOR KIDS

The Brick teams in the region of the **Janeway Children's Hospital Foundation** continued to raise money for sick and injured children in 2020, through both in-store initiatives and special events.



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COMING THROUGH FOR KIDS

The Brick teams in the region of **Jim Pattison Children's Hospital Foundation** continued to raise funds for children's health in this year of disruptions, through the sale of Dr. Brickley Bear to help sick children across Canada.



COMMITMENT COAST TO COAST


New ways to connect

Every The Brick store and franchisee that raised money for children's hospitals this year found smart ways to adapt to the pandemic. Some created new events and practices that were so effective they might persist in years to come.



When COVID-19 led to the cancellation of The Brick's annual golf tournament to support **Stollery Children's Hospital Foundation** in Edmonton, stores looked for a creative new way to raise money – and the first ever Cooking for the Kids event was born. A national online cooking class supported by Kitchen Aid and hosted by celebrity chef, David Rocco, benefited cooks and kids alike, raising more than \$45,000 for children's hospitals across Canada—along with plenty of food and fun.

Below: A successful virtual cooking fundraising event!

The **BRICK.**
Cooking for The Kids 
Sponsored by **KitchenAid**

with
**DAVID
ROCCO**

Thank you for helping us raise
\$45,020
in support of the
Children's Miracle Network®



Above: Jean-Gilles, OES Champion Child with The Brick employees.

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NEW WAYS TO CONNECT

The Brick's Sherbrooke store 3K has a strong record of supporting **Opération Enfant Soleil (OES)** through active in-person events, especially their popular Tent Sale fundraiser. With these activities constrained by the pandemic, local associate Luc Vallée and partners at The Brick Corporate, Simon Paradis and Stéphane Aubin, initiated a new practice: weekly engagement calls, in which The Brick ambassadors exchanged fundraising tips and creative ideas. Sharing energy and motivation during a challenging time, the teams reminded each other of the impact of their efforts on the lives of children and families in their community.



Above: Regional Operations Manager, Adrian, shaving his head for donations towards ACHF.

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NEW WAYS TO CONNECT

In the region of **Alberta Children's Hospital Foundation**, The Brick associates got creative in their efforts for children's health over the summer. Regional Operations Manager Adrian took one for the team, agreeing to allow team members to shave his head if they met their fundraising target. Associates dug deep, and Adrian parted with his locks for a good cause.



COMMITMENT COAST TO COAST

A celebration with impact

It's a question almost everyone faced in 2020: how to celebrate a birthday during a pandemic? Friends of Brickley, the bear whose October birthday raises thousands of dollars for sick and injured children, faced the same question. Teams across Canada rose to the occasion.



Across the GTA and Central and Northern Ontario, The Brick associates and franchise teams came together to celebrate Brickley's Birthday – sending bears home with hundreds of families – and marking the occasion with further fundraising efforts on behalf of **SickKids**. The same dedicated teams also hosted The Brick Charity Days and Tent Sales, and carried out day-to-day fundraising activities to support world-leading research and care at one of Canada's largest children's hospitals.

Below: Employees at The Brick in Richmond Hill are an example of the dedicated teams supporting SickKids in Ontario.

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Above: Courtney Denning and her sons donating Brickley Bears to Children's Hospital, London Health Sciences Centre.



A CELEBRATION WITH IMPACT

More than 200 Brickley bears travelled from The Brick in Sarnia to **Children's Hospital at London Health Sciences Centre** this year. Some of the bears – as well as many pairs of Children's Miracle Network socks for staff – hitched a ride with Sarnia associate Courtney Denning and her young sons. One of Denning's sons had two stays at Children's Hospital before he turned two. That's part of what motivates her to participate energetically with colleagues in her store's fundraising efforts, even when COVID-19 makes it more challenging than usual. "If we [The Brick] could give the kids something small to make it a little less scary I was going to make that happen," she says.

A STRONG Partnership

Helping heal sick children, brick-by-brick since 2014

2014 The Brick becomes a Children's Miracle Network partner.

In the year he was launched, Brickley Bear, a plush toy bear symbolizing The Brick's philanthropic commitment, raised over \$100,000 for the CMN campaign.

2015 Jim Caldwell, former president and CEO of The Brick, receives the Children's Miracle Network Hospital's Corporate Person of the Year Award, recognizing an outstanding individual at the corporate level, who demonstrates extraordinary commitment and leadership of innovative fundraising campaigns and billion-dollar thinking.

2016 The Brick reaches its first million dollars in funds contributed and joins the Miracle Million Club, a national platform recognizing partners who raise \$1 million on an annual basis.

2017 The Brick introduces "Brickley 150" to commemorate Canada's 150th birthday, along with a Brickley golf head cover to support the CMN fundraising campaign.

2018 Brickley Bear raises over \$1 million for the first time through in-store customer donations.

2019 The Brick launches Brick Charity Day, raising \$279k in just one day, while doubling revenue and surpassing previous fundraising records.

Everyone's favourite plush toy, Brickley Bear, turns five years old!

SickKids broke ground on the Patient Support Centre: a new 22-storey education, training and administrative hub, expected to open in late 2022.

The Jim Pattison Children's Hospital officially opened to patients on September 29, 2019.

2020 The Brick was named the Canadian Corporate Partner of the Year, in recognition of its extraordinary commitment to Children's Miracle Network in Canada and the network of hospitals and foundations through innovative fundraising and awareness initiatives.

Canada's children's hospitals responded quickly and effectively to the COVID-19 pandemic, driving initiatives from pandemic-focused research at SickKids to a widespread expansion of virtual care across the country.



Thank you, The Brick.

Children's hospitals across Canada are deeply grateful for your support and commitment – this year and every year.

For more information and inspiring stories, visit us at www.childrenshospitals.ca