



# ANNUAL REPORT 2015

## Background and History

The Cal LeGrow Foundation is a private not-for-profit corporation established in 2012 to direct the charitable giving of Cal LeGrow and its employees in Newfoundland and Labrador. Our Mission is to give back to the community we serve by funding and supporting opportunities that inspire and impact youth. We will provide resources that effect the reduction of barriers our province's youth face in reaching their full potential.

The Foundation provides funding to organizations and groups delivering projects that meet the mandate of the organization. Since the beginning of 2012, the Cal LeGrow Foundation has made awards to groups with diverse mandates, which provide valuable opportunities and experiences to youth in the province.

Additionally, the Foundation awards scholarships of \$1,000 each to students registered with an accredited post-secondary institution. Scholarship awards are made to students who demonstrate a strong commitment to helping others within their community, with efforts focused around poverty and youth issues.

**To date, the Cal LeGrow Foundation has awarded \$142,386 in project grants and scholarships.**

## Governance

The Cal LeGrow Foundation is a provincially incorporated not-for-profit foundation which operates in accordance to by-laws adopted by the Board of Directors in February 2012.

The Foundation Board is an independent board with the following members (all voting):

Board Chair: Gail Ryan, Commercial Account Manager, RBC Royal Bank  
Treasurer: Keely Coombs, CFO and Human Resource Manager, Cal LeGrow  
Secretary: Janet LeGrow, Manager, Bath and Body Works Canada  
External Relations Director: Jeff LeGrow, Chairman and CEO, Cal LeGrow  
Director: David Goodland, Partner, Goodland Buckingham Barristers & Solicitors  
Marketing and Public Relations Director: Garry Stamp, General Sales Manager, Steele Hotels  
Director: Justin LeGrow, Cal LeGrow  
Director: Cal LeGrow, Founder, Cal LeGrow

Staff Support: Rebecca Gregory

## Project Approvals to December 2015

- 1) **Ches Penney Family Y - Strong Families Campaign - \$5,000 \* 5 years = \$25,000 (only donations to 2015 included in total giving)**
- 2) **Acreman Elementary Playground Committee -Acreman Elementary School - \$2,500**
- 3) **Parsons Pond & Three Mile Rock Recreation Project - \$2,500**
- 4) **Lion Max Simms Memorial Camp - \$6,000**
- 5) **Canadian Diabetes Association - Camp Douwanna 2013 - \$5,000**
- 6) **Junior Achievement - \$5,000**
- 7) **CBN Lightening Sports Club - \$5,000**
- 8) **Big Brothers Big Sisters of Eastern Newfoundland - Go Girls! & Game On! Programs- \$5,000**
- 9) **Planned Parenthood - Camp Eclipse: OUT in the Woods - \$5,000**
- 10) **R.E.A.L Program \$5,000**
- 11) **The Boys and Girls Clubs of St. John`s - \$5,000**
- 12) **Breakaway Foundation - \$3,000**
- 13) **MacMorran Community Centre - \$4,000**
- 14) **CNIB Newfoundland and Labrador - \$3,000**
- 15) **Lion`s Quest Newfoundland - \$2,000**
- 16) **The Church Lads Brigade (C.L.B) - \$5,000.**
- 17) **The Autism Society of Newfoundland & Labrador - \$4,740**

- 18) The Froude Avenue Community Centre - \$4,000
- 19) The Town of Cape St. George - \$3,000
- 20) St. John Ambulance - \$5,000
- 21) Eastern Seals NL Sledge Hockey - \$5,000
- 22) The Tuckamore Festival - \$2,500
- 23) Janeway Telethon Miracle Match - \$5,000
- 24) MADD - \$2,226
- 25) Town of Meadows - \$4,000
- 26) Buckmaster's Circle - \$4,000
- 27) Youth 2000 - \$4,920
- 28) Janeway Telethon 2015 - \$5,000
- 29) The Cal LeGrow Foundation has awarded \$10,000 in scholarships to date.

### **MEDIA COVERAGE**

The Foundation has received great media coverage this year with pictures of staff and organizations receiving support in the Telegram and two radio campaigns on VOCM coinciding with our two annual funding rounds in March and October.

### **MARKETING**

Marketing services are provided by the Idea Factory and costs are generously covered by Cal LeGrow

### **FINANCIAL REVIEW**

The financial review for the Foundation has been provided to all members at the Annual Meeting in the review Engagement prepared by our auditors, Noseworthy Chapman.

## **THE FUTURE**

Heading into our fourth full year of operations, your Board is taking on several initiatives to help grow and sustain the Foundation and to enhance our impact on youth in the markets we serve. Plans for 2016 include:

- Diversification of Foundation revenue
- Addition of new targeted skills on the Board
- Increase in donations
- Enhanced public profile
- Continued high-level staff engagement

Oh behalf of the Board of Directors, it has been a pleasure to represent you, the Foundation membership, in another great year of making this a better place for the youth we serve and successfully executing our collective mandate.