



2025-2026 Impact Report

Charity registration: #833095045RR0001





Message from Our Executive Director



It is with genuine excitement and deep gratitude that we share this report with you. This past year, The Shoebox Project for Women (the “Shoebox Project”) reached 41,855 women across 660 communities across Canada. Behind each of those Shoeboxes is a volunteer who gave their time, a donor who gave generously, and a woman who felt, perhaps for the first time in a while, that someone in her community was thinking of her.

Stepping into the role of Executive Director has felt like a natural extension of work I have always believed in deeply. My background includes time spent working in Africa, where I saw firsthand what happens when we invest in women. Communities shift. Families stabilize. Hope becomes something tangible. That experience stays with me, and it is part of why I am so energized by what The Shoebox Project does and by where I believe we can go from here.

In my first weeks, I had the privilege of meeting one on one with a number of our Local Chapter Coordinators from across the country. What struck me most was not the scale of the logistics they manage or the sheer effort that goes into making each drive a success. It was the way every single one of them talked about this work. With a smile. With pride. With a genuine belief that what we are doing matters. Every coordinator I spoke with had their own personal reason for being here, their own connection to the mission, and that passion is contagious. It gave me an enormous amount of hope and energy for what lies ahead.

This year also marked an important milestone for our Health and Wellness Workshop program. Thanks to the generous support of Junior League Toronto, who funded the entire program, we were able to deliver seven workshops to 381 women across Ontario. These workshops sit alongside our Shoebox drives as a reminder that our work is not just about the gift. It is about the whole person and the community she belongs to.

Looking ahead, I see so much possibility. The foundation that has been built by the volunteers, staff, donors, and community partners who have been part of this journey is strong. We are committed to building on it thoughtfully, boldly, and always with the women we serve at the centre of every decision we make. To our volunteers, thank you for showing up every year with your hearts wide open. To our donors and partners, thank you for making this possible. And to the women who receive a Shoebox and feel seen for a moment in what may be a very hard time, thank you for reminding us why this work matters so deeply.

We are just getting started.

Jen Artibello

Executive Director



Message from Our Board Chair



When I joined the Board of The Shoebox Project in 2017, I could not have imagined how far this organization would grow or how proud I would be to have been part of that journey. Nearly a decade later, I have watched this community expand across Canada, and I remain as committed to this mission today as I was on day one.

Taking on the role of Chair this year is a privilege I do not take lightly. I am grateful to serve alongside my Vice Chair Raly Chakarova, whose judgment and dedication to this organization I have the deepest respect for.

This year also brought important transitions in our leadership. On behalf of the Board, I want to extend our sincere gratitude to Rosie Smythe, who served as Executive Director with genuine care for this mission and the people who carry it forward. We wish her well in her next chapter.

We are also proud to welcome Jen Artibello as our new Executive Director. Jen brings a depth of experience, a personal connection to this mission, and an energy that is already felt across the organization. The Board has all the confidence in her leadership and ability to continue to grow the organization.

I would like to thank all the volunteers and local chapter coordinators of The Shoebox Project on behalf of the Board. Without the 880 volunteers and the thousands of hours of collective effort each one of you puts into the Shoebox Project, none of this would be possible.

I also want to take a moment to honour two board members whose service helped shape who we are. Nicole Watts gave eight years as a board member and most recently as Board Chair, and Allie Page contributed nine years, both providing thoughtful and committed service to our Board of Directors. Their fingerprints are on everything the Shoebox Project has built, and we are grateful for every one of those years.

The numbers in this report are a reflection of what a community can do when it shows up consistently, generously, and with purpose. It is an honour to serve this organization alongside such dedicated people.

James Albrecht

Chair, Board of Directors



Mission

To uplift and empower women who are experiencing or at risk of homelessness through in-kind support, education and community participation



Vision

To foster equitable communities where all women are seen, valued, and treated with dignity and compassion



Approach

Volunteer-led gift drives,
Distributing essentials to shelters,
Building awareness and educating youth



About Us



The Shoebox Project for Women is an unaffiliated, non-religious, Canadian charity supporting women experiencing or at risk of homelessness. Through our work, we celebrate resilience and diversity, build awareness, challenge stigma, and promote equity.

Our use of the term "women" is intentionally inclusive, embracing and honouring the diverse, intersecting identities of everyone we support.

Headquartered in Toronto, Ontario, the organization is led by an Executive Director and a small, dedicated team of staff. We are guided by our Board of Directors, composed of ten committed professionals with expertise across governance, finance, communications, and more.

With a presence across Canada, our Local Chapters are founded and driven by passionate volunteers. Each Chapter is led by a Local Coordinator who, on behalf of The Shoebox Project and with the support of seasonal volunteers, collects gifts and essentials from community members and distributes them through our seasonal drives.

Our signature Shoebox Holiday Drive is designed to foster a more compassionate and connected community, promote equity for all, and inspire recipients with resilience and motivation to thrive. Our goal is to uplift and empower women through in-kind support, education, and community engagement.

Beyond the holiday drive, our Health and Wellness Workshop Series offers free monthly workshops covering mental health, physical wellness, self-care, and financial literacy. These sessions provide women with practical tools, a renewed sense of agency, and a safe, inclusive space to connect and grow.

Together, these programs reflect our belief that real support means showing up for the whole person. By combining immediate, tangible gifts with longer-term education and community connection, we work to reduce isolation, build confidence, and help women take an active role in their own wellbeing.



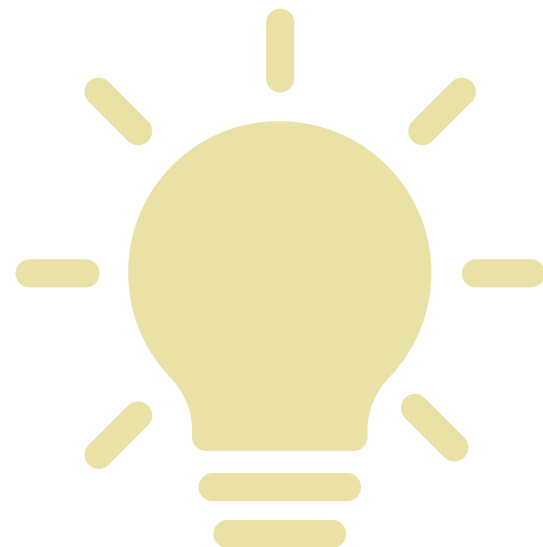
Health & Wellness Workshops



“The Shoebox Project workshops have helped me feel more connected and less alone. I finally feel like I can start building a community here.”
Workshop Participant 2025



381 Total Participants



7 Workshops Delivered



Average Attendance of 54



85% Satisfaction Score

This year, The Shoebox Project delivered seven Health and Wellness Workshops to **381** women, made possible through the generous support of **Junior League Toronto**, who funded the entire program. Their partnership allowed us to offer these sessions at no cost to participants and reflects the kind of community investment that makes lasting change possible.

The workshops covered topics including nutrition, mindfulness, stress management, self-advocacy, mental wellness, and financial literacy. Sessions were designed to be accessible, trauma-informed, and culturally welcoming, creating a safe space where women could learn, connect, and feel supported.

With an average of **54** participants per session and a participant satisfaction score of **85%**, the response from attendees has been genuinely encouraging. Women came to these workshops looking for tools and connection, and what we heard back was that they found both.

We believe that a Shoebox is a powerful gesture, but a woman's wellbeing goes beyond a single moment of feeling seen. The Health and Wellness Workshop Series is our commitment to showing up in a more sustained way, connecting women to knowledge, to community, and to their own strength.

41,855

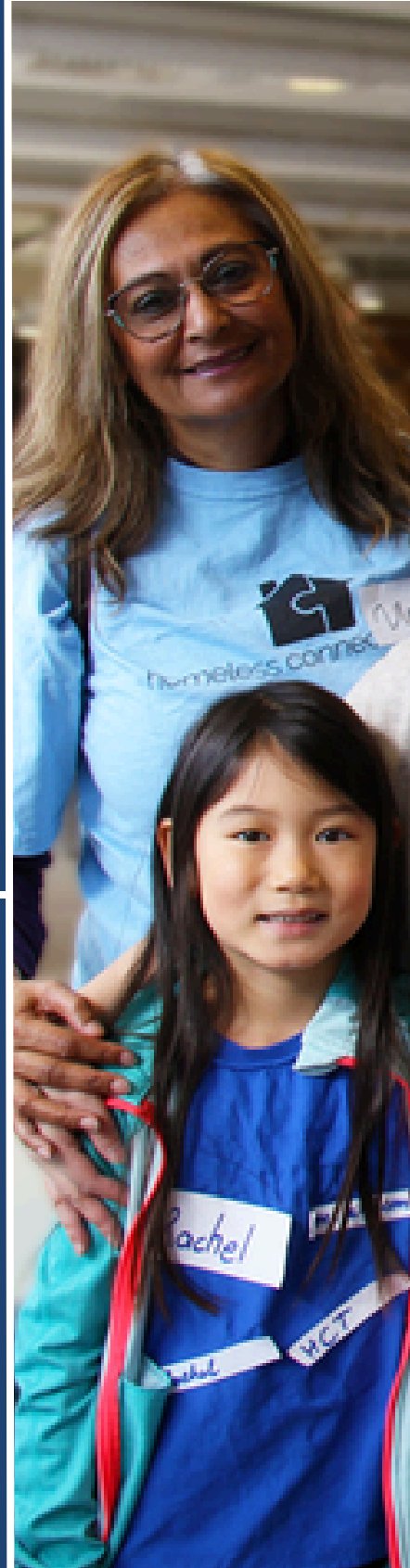


Shoeboxes Delivered in
2025-2026



477

Agencies and
Shelters
Delivered To
in 2025-2026



880

Active Volunteers



1,576

Total Donors



Our Impact

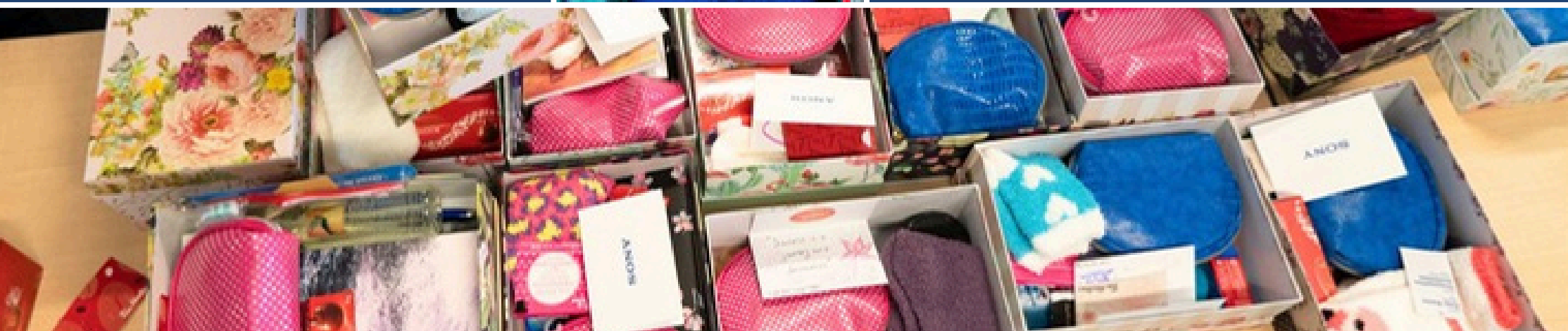
\$2,684,134

Raised in 2025-2026



138 A white icon of three people on a dark blue background.

Towns and Communities Served
in 2025-2026





Cultivating a “Culture of Care” Narrative



A Shoebox is a gift. But what it carries is much more than what is inside it.

Every year, thousands of women across Canada open a box filled with essentials, small luxuries, and a handwritten note from a stranger who took the time to say: I see you. You matter. You are not forgotten. For a woman navigating one of the hardest seasons of her life, that message can mean everything.

This is what we mean when we talk about a culture of care. It is not a program or a policy. It is what happens when a community decides, together, that no woman should feel invisible. It lives in the hands of the volunteer who stays late to inspect one more box. It lives in the shelter worker who distributes gifts to women she was once standing beside. It lives in the coordinator who carries a stranger's story with her for years because it reminded her why this work matters.

The Shoebox Project exists because people choose, year after year, to show up for women they will never meet. That choice, multiplied across communities and every province and territory in Canada, is what builds something larger than any single act of generosity. It builds belonging.



*"Even though I'm from another country, I feel welcomed and part of the community."
Recipient, Campbell River, BC*

"Every year, we see on the faces of our clients, the joy that comes from receiving the shoeboxes and their contents. This initiative is one of the noblest expressions of solidarity with women who face the uncertainties and vicissitudes of life. It is a veritable treasure chest of kindness, a breath of tenderness and a helping hand that says, 'You are in my thoughts and I carry you in my heart'"

La Maison, Toronto, ON

"I was introduced to the Shoebox Project through my workplace and was inspired by the support it offers women in need. While delivering shoeboxes one night, a shelter worker shared that the shelter had once saved her life. She had no one, and receiving a shoebox during the holidays meant a lot. Now she works there. I've never forgotten her story."

Nimi Clare-Hemani, Local Chapter Coordinator, Kitchener-Waterloo, ON



2025-2026 Local Coordinators



Local Coordinator Name	Local Chapter
Lynn Noel	Calgary, AB
Helen Thompson	Lethbridge, AB
Monique Schilperoord	Edmonton, AB
Alison Skrepneck	Campbell River, BC
Taylor Bertoli	Kamloops, BC
Marika Soleil	Kelowna, BC
Laura Kelsey	Nanaimo, BC
Kathy Howarth	Richmond, BC
Karen Fisher Hagel	Richmond, BC
Easha Grewal	Surrey, BC
Deb Schenk	South Vancouver Island, BC
Grace Hominuke	Saskatoon, SK
Rebecca Osei-Owusu	Regina, SK
Nina Migalski	Manitoba
Lindsay Flint	Manitoba
Jane McLaughlin	Miramichi, NB
Jessica Hanlon	Saint John, NB
Caitlin Lyall	St. John's, NL
Catherine Sinclair	Halifax, NS
March Gacayan	Yellowknife, NWT
Thuy Vanherk	Brampton-Caledon-Orangeville, ON
Kerri Murphy	City of Kawartha Lakes, ON

Local Coordinator Name	Local Chapter
Neha Garg	Haldimand-Norfolk-Brant, ON
Stacey Sinclair	Halton Region
Julie Gordon	Hamilton, ON
Queens University Club	Kingston, ON
Megan Moorehead	London, ON
Emily Brewer	London, ON
Linda Bruce	Mississauga, ON
Denise Connolly	Mississauga, ON
Heather Scott	Muskoka, ON
Christina Clayton	Muskoka, ON
Shawn Watson	Niagara, ON
Marcia Morris	Ottawa, ON
Mary Ann Fitzsimmons	Ottawa, ON
Stephanie Lobsinger	Sarnia, ON
Annabelle Rayson	Sarnia, ON
Samira Rashidian	Simcoe County & Grey, ON
Jeanine Piché	Sudbury, ON
Janine Morton	GTA North, ON
Kelly Mendonca Person	GTA East, ON
Tsion Kibru	GTA Central, ON
Victoria Chiasson	GTA West, ON
Abby Della Rocca	GTA West, ON
Pauline Oseña-Gauvin	Quebec City, QC

Local Coordinator Name	Local Chapter
Kayla McQueen	Guelph-Wellington, ON
Nimi Clare	Waterloo/Kitchener, ON
Burcu Bayraktar	Windsor, ON
Rosalia Magliocco	York Region, ON
Alice Toner	PEI
Roxanne Gagné	Montréal, QC
Marissa Guerriero Person	Montréal, QC

"It's been incredibly rewarding to see the impact these gifts have on local women and to witness our community come together year after year. I've met amazing people, deepened my connection to Campbell River, and feel lucky to be part of something so meaningful." Alison Skrepneck, Local Chapter Coordinator, Campbell River, BC



Support Volunteers



None of this happens without you.

To our **800+** chapter-support volunteers from coast to coast, thank you. The Shoebox Project is built on the generosity of people who give their time in ways big and small, and every single role matters. The drivers who navigate early mornings and tight shelter schedules to make sure every box arrives safely. The Shoebox inspectors who ensure each gift is as beautiful as the woman who will receive it. The notecard writers who take the time to put kindness into words for a stranger. The community outreach volunteers who spread the word, build relationships, and bring new people into the fold. The fundraisers, the social media supporters, the administrators, the neighbourhood canvassers. Every one of you is an essential part of what makes this work possible.

This year, **92.6%** of our support volunteers reported being happy in their roles, and **84%** of our Local Coordinators said they will be back in 2026. This community is not just growing. It is holding, year after year, because the people in it believe in what we are doing.

We were also honoured this year to welcome a field placement student from Centennial College's Social Service Worker program to our Head Office team. This partnership reflects our belief that building the next generation of community-minded professionals is part of our mission too. Thank you to Centennial College for entrusting us with your students.

To every volunteer who gave even one afternoon to this mission: you helped **41,855** women feel seen this year. That is because of you.



800+ chapter-support volunteers coast to coast

92.6% of support volunteers reported satisfaction in their role

84% of Local Coordinators indicated they will return for 2026

"This initiative shows women that they're not alone, that their community cares, and that there's hope. I firmly believe that we're stronger together and that's what fuels my passion for this cause. Giving back brings me immense joy, knowing these small gestures can fill the hearts of these incredible women with love, hope and dignity."

Deb Schenk, Local Chapter Coordinator, Victoria/South Vancouver Island, BC

Financial Highlights



Expenses

Programs:
\$346,968

Operations :
\$344,050

Fundraising: \$330



Donations & Other

In-Kind Donations:
\$2,013,716

Donations:
\$601,009

Grants and Other:
\$45,862

Fundraising:
\$23,547

Donations to Local Chapters (Chapter Restricted Funds): \$ 345,761

All donations allocated to a specific Local Chapter are restricted to that chapter's mission activities. These funds are used by local volunteers to purchase gift cards, bulk items, supplies, and other essentials needed to run Shoebox drives in their community.

A small portion of every chapter donation supports the national infrastructure that makes local chapters possible, including volunteer coordination, training, donor systems, and financial administration. Without this foundation, chapters across Canada could not operate at the level they do. We are committed to transparency in how every dollar is used, and we welcome any questions about our financial practices.



Donations to our General Fund: \$325,216

Unrestricted donations are the backbone of everything we do nationally. These funds cover the staff, technology, and infrastructure that connect volunteers to shelters in **620+** communities across Canada, and they allow us to show up equally for every chapter, regardless of the size of their local donor base. Not every community has the same fundraising capacity, and our General Fund is what ensures that a chapter in a smaller or more remote community has the same quality of support, training, and resources as one in a major city. Every unrestricted dollar helps us close that gap and make sure no woman misses out on a Shoebox because of where she lives.

Contributed Materials and Services:

In fiscal year 2025-2026, the estimated value of donated goods, including Shoeboxes and other in-kind donations, was **\$2,013,716**. In addition, we had 880 registered volunteers who donated their time and talents. These contributions are not recognized in the financial statements.



Thank You to Our Corporate Donors & Foundations



Donations of \$10,000 and Over



JIMMY CHOO



Shoppers Drug Mart

Duliban Insurance Brokers Limited

Walmart Canada Corp

TD Bank

J. Choo Canada Inc.

LiUNA! Ontario Provincial District Council

The Tenaquip Foundation

Duliban Family Holdings

Ontario Medical Association & Ontario

Medical Foundation



Thank You to Our Corporate Donors & Foundations



Donations of \$1,000–\$9,999

7 Shifts Inc	Niagara Elementary Unit OECTA
Allstate Insurance Company of Canada	Niagara Regional Labour Council
Alston Investment Inc	NOVA Chemicals
AMAPCEO	Nox Wine Bar
Association de la construction du Québec (ACQ)	Peel Regional Labour Council
BC Hydro and Power Authority	Performance Auto Group
Charitable Gift Funds	Peter and Melanie Munk Foundation
Charities Aid Foundation of Canada	Port Anchor Marine
Coastal Community Credit Union	RBC Foundation
Corpay Cross Border	RGF Integrated Wealth Management
Doane Grant Thornton Foundation	Rotary Club of Campbell River Community Service
DOW Chemical Canada	Rotary Club of Sarnia Bluewaterland
Dream Office Management Corp.	Royal Canadian Legion Ladies Auxiliary
Farm Credit Canada	Sudbury Community Foundation
Fidelity Investments Canada	Teamsters Ontario Women's Caucus
General Dynamics	The Bishop Strachan School
Gore Mutual Foundation	The Rotary Club of Norfolk Sunrise Club
Hallmark Giving Foundation RE/MAX	The Taylor Taliesin Foundation
Hallmark	The Upside Down Tree Inc.
Heartland Farm Mutual	Trane Canada
Jewish Family Foundation/Hanson Family Foundation	TransCanada Pipelines Limited
Junior League of Toronto	Veronica Beard
Kimmel Sales Ltd	Way Media
Martin Heichert LTD	William & Mary Singer Family Canadian Foundation
Meridian Credit Union	Zeller Family Foundation
Nav Canada	

Donations of \$500 – \$999

10647110 Canada Inc
1832 Asset Management L.P.
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Klick Inc
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Massey School, Regina Public Schools
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NASDAQ
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PayPal Giving Fund Canada
Rotary Club of Mississauga – Dixie
The Clark Companies Inc.
The Wynford Group Inc.
United Way of Greater Toronto
Weight Loss by Gina
Windermere & District Lions Clubs



Thank You to Our Individual & In-Kind Donors



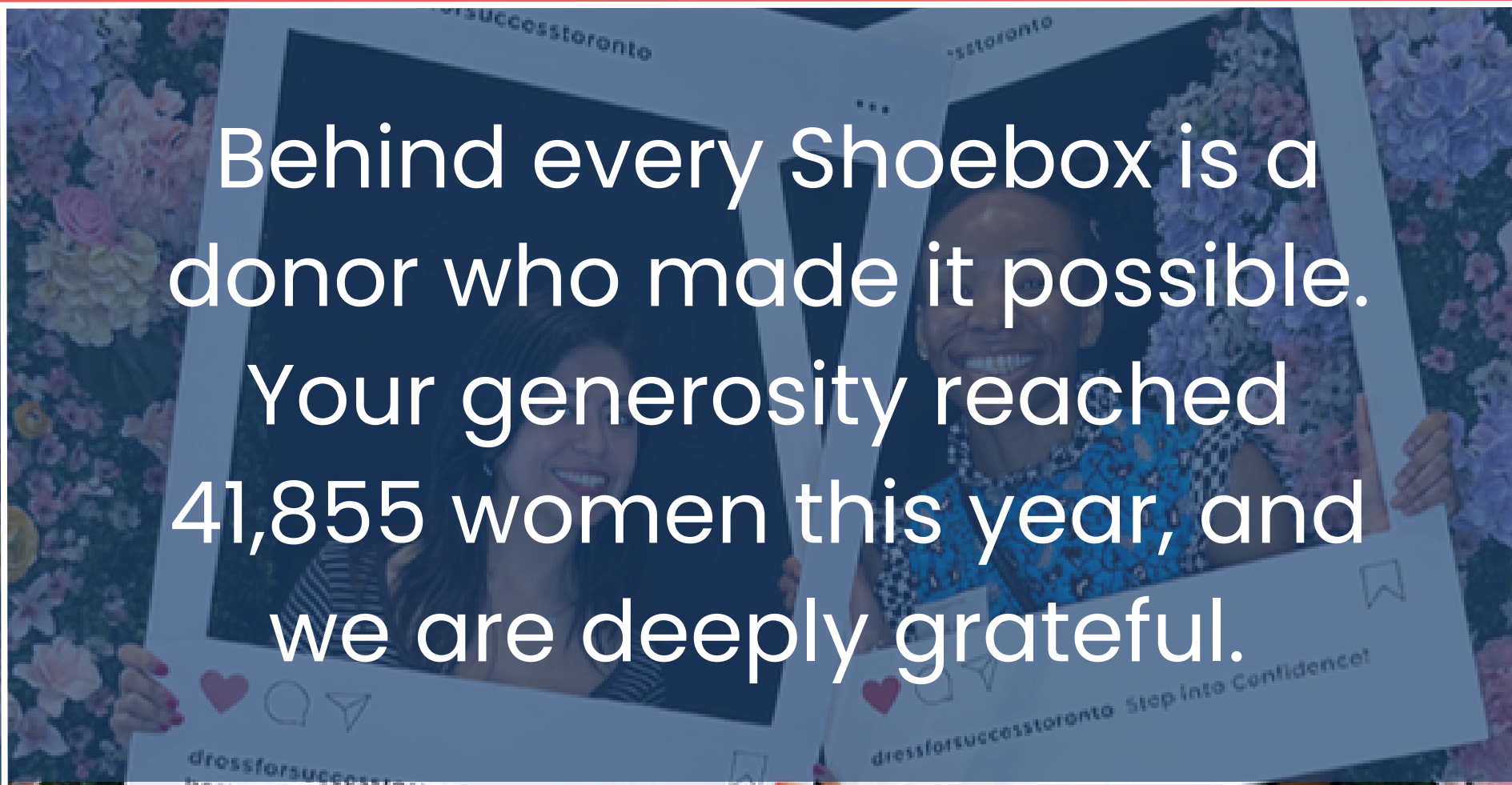
Individual Donors Giving \$500 and Over

Angela Petherick	Christy Tonge	Isabelle Perreault	Kendra Pinto	Per Fredrik Liljegren	Taylor Frizzell-Ryan
Angy Orellana	Clement Kam	Jackie Day	Laurie Lasovich	Peter Magee	Teresa Sarkesian
Audrey Cowall	Colinda Ravlic	James Albrecht	Linda Mayner	Raly Chakarova	Tracy Tennant
Carol and Geoff Eby	Craig Ballard	Janelle Marcotte	Lorena Pagano	Rick Wadsworth	Vera Toppings
Catherine Burgess	D Mark Bertoli	Janet Kennedy	Melissa Paquette	Robert Defina	Windemere Jarvis
Catherine Perron	Dale Yurka	Jaskinder Dulay	Michael Richardson	Ross McKeever	
Cathy Duck	Dan Brown	Jihan Alani	Michele Cupit	Ruchi Ambike	
Celia Prioste-Galle	Darlene Bisailon	Jon Juane	Michele Knezaurek	Russell Goldstein	
Charmis De Boer	Deborah Hanrahan	Josee Robert	Mike Campbell	Samara Enchin	
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Chris Schoonderwoerd	Eric Melanson	Katarina Carinci	Oceanna Fayant-Barz	Skylar Goldstein	
Christine Oliver	Hamaad Haq	Katy Mulroney	Patricia Nieberding	Susan Finkbeiner	
Christy Corley	Heather Colquhoun	Kelvin Tsui	Pauline Scott	Suzy Anderson	

In-Kind Donors

180 Degree Consultants	Les escomptes André Lachapelle Inc.
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Blend PR	Maple Leaf Self Storage
Brandon Sabga	Mint Hair Lounge
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Gestion Mikelo Inc.	Two Men and A Truck
Jackie Hall	Wildcraft
L. St-Pierre Ortho Inc	

Behind every Shoebox is a donor who made it possible. Your generosity reached 41,855 women this year, and we are deeply grateful.



2025-2026

Board of Directors

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Board Director

Vera Toppings

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Board Director



2025-2026

Head Office

Rosie Smythe

Executive Director (2024-2026)

Jen Artibello

Executive Director (2026 - Present)

Naomi Benoist

Executive Assistant / Bookkeeper

Karen Paget

Manager, Volunteer Services

Edidiong Abba

Administrative Assistant

Mili Vega

Workshop Facilitator

Kelly Nguyen

Website Coordinator

Brianna Murree

Social Media Coordinator



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Website: shoeboxproject.ca

Charity Registration: #833095045RR0001

Contact Us

The Shoebox Project's head office occupies the ancestral, traditional and contemporary lands of the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples. In particular, our office resides on land ceded in the Treaty No. 13 of 1805, otherwise known as the Toronto Purchase. We recognize and support the Indigenous individuals and communities who live here now, and those who were forcibly removed from their homelands. In offering this land acknowledgement, we affirm Indigenous sovereignty, history and experiences.