



# 5 DAYS

2021 ANNUAL

# IMPACT REPORT

*prepared by*  
5 Days National Team



# NATIONAL CAMPAIGN 2021 RESULTS

## PARTICIPATING SCHOOLS



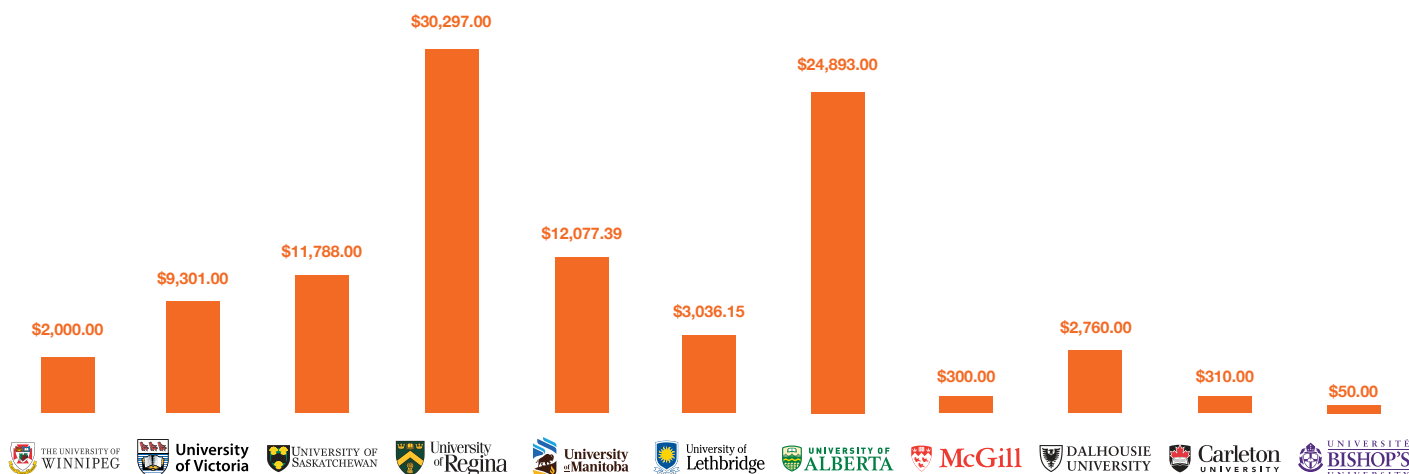
37 EVENTS

11 CAMPAIGNS  
ACROSS CANADA

10 CHARITIES  
SUPPORTED

\$96,812 TOTAL AMOUNT  
FUNDRAISED

## NATIONAL CAMPAIGN DONATION







UNIVERSITÉ  
**BISHOP'S**  
UNIVERSITY

IN SUPPORT  
OF



This was the first year the Bishop's University Commerce Society participated in 5 Days for the Homeless and it was a really good opportunity to gain awareness about the campaign in preparation for our participation next year. 5 Days Bishop's ran a social media campaign that put forth new challenges for 5 days to give people an opportunity to better understand some of the hardships that people experiencing homelessness go through. It also gave people the chance to reflect on things we don't have to worry about day in and day out like having a comfortable place to sleep or a place to shower. Through partnering La Source Soleil, 5 Days Bishop's hopes to have a greater impact next year and many years to come.



*5 Days for the Homeless was such a special opportunity that forced me to think beyond myself.*



**Carleton**  
UNIVERSITY

IN SUPPORT  
OF



At Carleton, the 5 Days campaign was altered from prior years and transformed into a council challenge and awareness week. Each council member was invited to participate in a series of challenges designed to put an emphasis on how much we may take for granted and shine a light on the struggles that those facing the issue of homelessness encounter on a daily basis. In addition, council members were provided with a list of resources and local charities to further their learning on this issue so that they are able to inform their friends and family while discovering ways that they can make an impact in their own community. Raising awareness was a key element of our week-long campaign, and participants did not disappoint as they were eager to lend a helping hand to those who need it most. Although we would have loved to run this campaign in person as we have in the past, we are extremely happy that we were able to continue this campaign during a pandemic as this issue continues to affect millions around Canada.



*Participating in 5 Days truly opens your eyes to the issue of homelessness and how prevalent it is, even in your own local community.*





**DALHOUSIE  
UNIVERSITY**

IN SUPPORT  
OF



**Phoenix**

As we normally have volunteers sleep outside of the Rowe School of Business, like many others around the world, COVID made us change our plans. This year our approach was to have ‘virtual sleepers’. Virtual sleepers participated by either sleeping on their floors for five nights or by spending \$5 a day for food and donating their remaining grocery budget. Although we ended up not raising as much money as we would have liked, our campaign was nothing to hang our heads about. We helped raise awareness and funds for youth homelessness in our country, city and community.



*5 Days is a great way to help provide youth with access to supportive adults and opportunities can change everything.*



# McGill

IN SUPPORT  
OF



McGill University's campaign focused on raising awareness and funds for Chez Doris. Chez Doris implemented a housing program in March to find long-term shelter for unhoused women and support them in becoming self-sufficient. We are happy to say we have been able to contribute to this cause and involve members of our community to volunteer their time and resources.



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*5 Days at McGill has been an insightful, enriching experience. Despite the pandemic, we have been able to create a network of passionate individuals who are committed to making a difference for the most vulnerable members of our society.*





This year we found it especially important to be advocates for the awareness of youth homelessness, as many are unaware of the extent of the issue. The COVID pandemic created unique challenges for individuals at-risk and also increased the cost of service for the non-profit we support. We wanted to push out knowledge so individuals would be more aware of the challenges at hand, and hopefully be willing to donate what they can to help. With this, we created two social media campaigns: one longer-term focus on debunking myths around homelessness, and the other taking a deep dive into certain aspects of homelessness that have great impact of those experiencing it. Two of our events were centred around spreading information about the experiences and challenges youth-at-risk face.



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*My experience with 5 Days has created a hunger for creating change within me, and I hope to continue to make positive impact in my community throughout my undergrad and beyond.*



University of  
**Lethbridge**

IN SUPPORT  
OF



**WOOD'S HOMES**  
WORKING FOR CHILDREN'S MENTAL HEALTH  
SINCE 1914

The University of Lethbridge 5 Days for the Homeless campaign went in a very different direction this year, compared to previous years. Typically, we have 3-5 sleepers out in the bus loop in a makeshift house made out of tarp and cardboard. The sleepers would sit out there to talk to the passing individuals apart of the campus, including faculty, students, and staff. On a typical year, we would see a much higher interaction between individuals and the campaign. This year our entire campaign was completely online, and we introduced multiple aspects of the week that have never been done before, including a covid-friendly bottle drive with the local depot, a truth or myth trivia night, and a Steak Dinner/raffle night. This was a first time for us in many aspects. First time having the campaign entirely online, and for coordinating a Steak Dinner and Raffle night! We were not sure how it was going to go with the large reduction in physical foot traffic and with the ongoing pandemic in general but regardless, it all led to the successful raising of \$3036.15 which is going to Woods Homes! They are a local organization with a location in Lethbridge that helps struggling youth with homelessness, mental health, and their families. This number is not similar to past years, it is much lower, however we are still immensely proud of the work the team did to put this on, the volunteers, the community for interacting, and everyone involved!



*This year was immensely different in a pandemic setting, but it may be one of the most valuable and inciteful years yet!*





The University of Manitoba 5 Days campaign raises money in support of Resource Assistance for Youth (RaY). This Winnipeg-based organization provides many programs and services to youth experiencing homelessness, helping them build and maintain healthy habits. Additionally, they supply youth who are experiencing homelessness with fresh meals, clean clothes and other necessities. In 2019, RaY served over 2,000 youth in our city, moving over 200 into permanent housing, prevented over 500 evictions which would have resulted in homelessness, and employed 100 youth with secure job positions. 5 Days supports RaY by donating the funds that are necessary to keep their non-profit organization running. These funds are generated by an array of fundraisers and corporate sponsorship over the course of the winter months. While our events and ability to reach students on campus was limited this year due to the pandemic, our campaign managed to raise more than \$12,000 in support of youth homelessness in our city during a time when it was needed most. COVID-19 has been difficult on the organization and the people that it supports, so the impact of those funds will be significant.



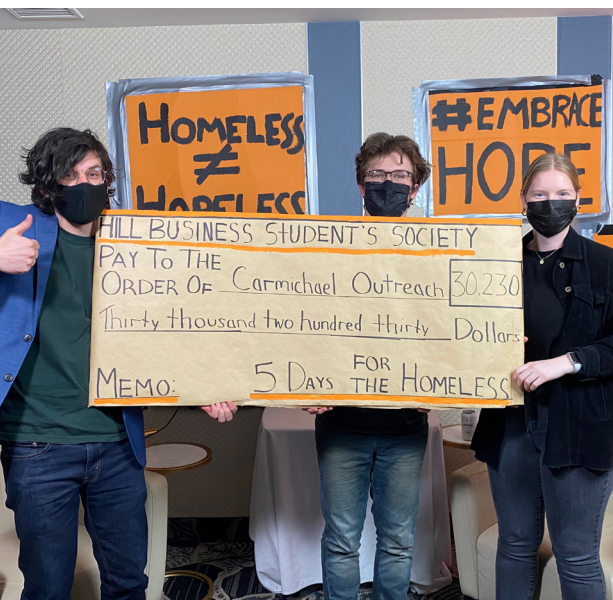
*Having the opportunity to work with RaY Winnipeg has given me a better understanding of the struggles that underprivileged youth face here in my city.*





University  
of Regina

IN SUPPORT  
OF



Project Live for 5 was a 5-day long live stream that featured local community members speaking on relevant topics such as mental health, resilience through the pandemic, adapting to change etc. This was such a fun experience to be a part of and held so much value to students and the community, especially for Carmichael Outreach. We are so fortunate to be part of a community that can give back to not-for-profits especially throughout such a difficult time. We were able to succeed in our goal of \$30,000 and we are looking forward to future support we can give Carmichael Outreach and for next year's campaign! We are looking forward to next year's campaign already and are so excited to see what we can do to support Carmichael Outreach again.



*I feel extremely proud and rewarded to be part of a community that can come together throughout this difficult year and still provide time and donations that will help so many people experiencing homelessness and poverty.*



We reached out further into the Saskatoon community as a whole by getting local entrepreneurs and businesses to host fundraisers and support us. We reached an extra 200 followers on Instagram this year. This allowed to reach more people while raising more money faster.



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*I've put in my heart and soul into this campaign and it's paid off. I wouldn't change what I've learned or the friends I've made through 5 Days. It's an amazing learning experience.*





The UVic 5 Days campaign received great amounts of support and participation. This support was more than we could have expected for being virtual and our first campaign. Our original fundraising goal was \$3,000, by the end of the campaign we had more than tripled that! We supported the Kiwanis Emergency Youth Shelter (KEYS). KEYS was the first home in BC to address the specific needs of young people age 13 to 18. Typically, emergency shelters will only take in youth aged 18 or older. Without KEYS, teens might end up on the street, or remain in unsafe situations in their homes. Instead, they are provided with a safe bed at night, good home cooking, chores to perform - and youth care workers skilled in recognizing the language and behaviour of youth that support positive change. Staff bring parents, guardians, social workers, and crisis intervention teams together to help youth chart a new course. The community in Victoria demonstrated their desire to make an impact but also feel connected with one another. 5 Days received support from community members, students and professors. Due to COVID-19, we could not participate in the sleepers. In lieu of that, we introduced “5 Squares for 5 Days.” This was a month-long bingo challenge with fundraising and community-giving initiatives. There were 57 participants for 5 Squares. We also hosted a networking event, a virtual Mimosa X Yoga event, a sampler card (where purchasers received discounts at a variety of local eateries) and a polar bear swim. From the bottom of our hearts, the UVic 5 Days team is incredibly grateful for the tremendous support received from our community and the impact that they all made.

“ *The 5 Days campaign provided an opportunity to raise awareness, give back to the community and connect UVic in a time where we all felt isolated.* ”





THE UNIVERSITY OF  
WINNIPEG

IN SUPPORT  
OF



This year has been difficult for engagement and organization. Working from home didn't get the exposure we hoped for but we found out what works and doesn't work from home. Next year we are hoping to work from both virtual and in person.



*This year was a learning experience.*



[cabsonline.ca/5-days](http://cabsonline.ca/5-days)