



HOPCP
CHARITY

HELPING OUR PEOPLE COMMUNITY PROJECTS

CHARITABLE REGISTRATION: 812831592 RR 0001

IMPACT REPORT



**WE
INSPIRE
THOSE WHO
DARE TO
DREAM**

THROUGH WORKSHOPS AND EVENTS

SINCE 2017

IMPACT REPORT

2019 - 2020

We aspire to mentor and provide a base of growth for youth and women. By taking their passions and applying those to motivate them in a time of stress or worry through our workshops and initiatives.

The heart of the programming isn't about what we offer, but how we are able to bring the inner star out of the person. Our goal for each workshop is to inspire, uplift and induce hope, showing them that they can accomplish any goal, passion or dream that they put their mind and heart into. Our workshops focus on the inner self, helping individuals flourish through tasks and activities provided; leaving the person with an enlightened feeling of self-discovery and confidence.



H O P C P T V V I E W S



Y O U T H I N S P I R E D

DIGITAL MARKETING

MASTERCLASS



3 Cohorts with 80% women in attendance. Over 80 participants. This course is designed to empower in the Digital Media Marketing Realm and teach its importance in today's world. We have researched and explored various platforms to help participants easily understand basics of social media marketing and its related strategies. This course is curated to educate on how to effectively use the content for promoting the business. Today social media marketing is high in demand, as all business participants are using digital platforms to promote their business and brands.

INSTAGRAM MARKETING

MASTERCLASS



Most popular program with over 4 successful cohorts. Teaching the principles of Instagram marketing for social and business growth. Teaching youth the importance of branding strategies, research and analytics. With a robust strategy participants get hands on experience in building a strong Instagram presence.

FINANCIAL LITERACY

GRADE 2 WORKSHOPS



Grade 2 students at Gulfstream public school participated in the Financial Literacy workshops building an understanding of Supply and Demand through interactive games and activities. Turning Musical Chairs into an important lesson on money and value.

HOPE FOR THE HOMELESS

FOOD DRIVE



250

POUNDS OF FOOD

We are proud to share that we have raised 250 pounds worth of donations for our partner the Knights Table.



2021

NEW PROGRAMMING

WhatMATRS *EXPERIENCES*

HOPCP Charity and MATRS Inc. have joined forces to combat the effects of COVID-19 with the WhatMATRS? Experiences. We've created the WhatMATRS? Experience Series to help improve the overall wellbeing of those struggling with the mental impacts of COVID-19. Our program provides movement, mindfulness, and educational experiences, tools & resources to bring awareness to these impacts and increase mental wellbeing within individuals.

LEARNING | MOVEMENT | MINDFULNESS



BECAUSE HOW WE FEEL MATRS.

MENTAL HEALTH MATRS

63% Canadians aged 18-34 are feeling increased stress or anxiety since COVID-19,

CONNECTION MATRS

59% Are feeling more lonely or isolated due to physical & social distancing

SUPPORT MATRS

1 in 3 Fear telling their friends about mental health issues, fearing they would be treated differently

THANK YOU.



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