

Facing Forward



A B O U T F A C E

How Are We Doing?

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As a charity, we get asked that question a lot. At AboutFace, we want to be transparent so people can understand how we work, so they can better determine how they can help.

The past few years have been tough for charities in Canada, in general. The economic meltdown and slow recovery has forced many organizations to take stock and become more efficient and accountable so that donors and supporters can remain committed. In 2013, AboutFace decided to go 'virtual' and have the staff work remotely to reduce overhead expenses. Although it is not a long term solution, it has allowed the organization to redirect its limited funds to its core programs and services that are so important to our constituents.

So how are we doing so far this year? Well, we started the year off right with a very successful holiday campaign at the end of 2013. We surpassed our goal by \$18,000! We want to thank all of our donors and partners who made it such a success; we could not exist without your generosity and ongoing support.

As for programs and services, we have a lot of great stuff coming up in 2014! Some of them include: Celebrating our 10th Anniversary of Camp Trailblazers; Leadership and Life Skills Retreat; London Family Day; our National Scholarship Award; and hosting family picnics in Winnipeg, St. John's, Ottawa and Toronto.

To see a full list of our upcoming programs, [CLICK HERE](#).

So how can you help AboutFace? AboutFace does not receive any government funding, nor are we a United Way Agency. We rely solely on the generosity of donors and partners to help us achieve our annual financial goals and to continue offering our programs and services. With that being said, we need your help to continue doing what we do.

There are many ways to help AboutFace. Giving doesn't only have to mean financial support. Giving can be as simple as being active on our social media – "liking", "sharing" and "retweeting" our Facebook and Twitter posts. It can also mean giving your time to attend one of our events to show your support, getting a team together to participate in Leap of Faith, or running with us in the Toronto Waterfront Marathon. There are various ways that you can support AboutFace by hosting your own community event, or organizing a dress down day at work, garage sale, or bake sale. Another way of giving is to volunteer your time, which could include helping out at our various events, being a counsellor at Camp Trailblazers, or even presenting our educational programming at schools in your area.

Whatever you can give, be it time, money or presence, rest assured it makes a difference to our organization. Thank you to all of our donors and dedicated volunteers for helping make AboutFace the organization that it is!

[LEARN MORE](#) on the various ways you can help AboutFace.