IMPACT REPORT 2024

RONA FOUNDATION

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RONA FOUNDATION

The RONA Foundation has been in existence for over 25 years. It oversees all philanthropic activities carried out by RONA inc., one of Canada's leading home improvement retailers, operating and servicing some 425 corporate and affiliated stores, and has been supporting non-profit organizations that make a significant impact in their communities since 1998.

OUR MISSION

The RONA Foundation contributes to improving the quality of life of Canadians in need by revitalizing their living environments or making it easier to access housing. In particular, it aims to help victims of domestic violence and their children, low-income families and people with disabilities or mental health issues.

RONA FOUNDATION TEAM and Board of Directors

Josée Lafitte
Director, RONA Foundation

Rachel Gauthier
RONA Foundation Coordinator

Catherine Laporte - President
Senior Vice-President, Marketing and Customer Experience, RONA inc.

Mélanie Lussier - Vice-President
Head of Communications, Public Affairs and Sustainable Development, RONA inc.

Erik Schwanen - Treasurer
Vice-President, Corporate Controller, RONA inc.

Marie-Michelle Guyon - Secretary
Head of Legal, Legal Affairs, RONA inc.

Pierre Nolet - Member
Business Development Director, RONA Affiliated Dealers, RONA inc.

Martin Provencher - Member
Divisional Vice-President, Store Operations, RONA inc.

A WORD FROM THE PRESIDENT

“I am deeply moved by the RONA Foundation’s impact on the community. Indeed, we provided support to over 150,000 people in need in 2024! Our associates are motivated and committed to raising donations that transform lives.

Through our community investments, our team wants to make a real difference in our society.”

Catherine Laporte

A WORD FROM THE DIRECTOR

“In my work, I can see how we are helping with a major issue in our society, which is the housing crisis. Together, we have the means to make a profound and lasting impact on people’s lives, especially on the most vulnerable among us who are the first to suffer the consequences of this situation. I am very proud of the donations we presented to Canadian communities over the past year.”

Josée Lafitte

82% of Canadians fear that the housing crisis will have an impact on the health and well-being of the population.[1]

59% of Canadians and 75% of renters sacrifice other basic needs such as food, clothing, basic necessities and education to pay their rent or mortgage.[1]

HIGHLIGHTS 2024

The RONA Foundation finalist at the Mercuriades gala.

139,020 victims of domestic violence and 123,319 victims of intimate partner violence, aged 12 and over, were reported to the police in 2023. Every year, too many victims find themselves in a situation of uncertainty and need help. To contribute, the RONA Foundation supported 69 organizations that help victims of domestic violence in 2024.[2]

2/3 of renters say that their mental health and well-being are affected by the cost of their rent, while a third of homeowners say the same is true for their mortgage.[1]

(1) Habitat for Humanity Canada (Habitat for Humanity Canada | 2024 survey highlights...)
(2) Statistics Canada (Trends in police-reported family violence and intimate partner violence in Canada, 2023)

SUPPORT FROM THE RONA FOUNDATION

$2,000,000
presented
to communities

- 150 organizations supported
- 35 supporting low-income families
- 69 supporting victims of domestic violence
- 46 supporting people with disabilities

7
major construction or renovation projects supported

- More than 150,000 people in need supported (157,552)
- Home Sweet Home: 84 444
- Build from the Heart: 73 108

21,000
associates
involved

- Record year photo contest
  photo gallery

THE IMPACT OF YOUR DONATIONS

The RONA Foundation is driven by the desire for everyone to have access to safe, affordable and comfortable housing. There are unmet needs in terms of access to housing, but, as a home improvement company, we have the power to help people in need, and we believe it is our duty to do so.

Our community investments mainly come from our two in-store campaigns: Build from the Heart and Home Sweet Home. These two campaigns support non-profit organizations whose mission and target audience are aligned with our purpose. They embody our commitment to go beyond words and take concrete actions to improve quality of life by investing in tangible renovation or construction projects that build communities.

Each year, the RONA Foundation organizes a major benefit event in the form of a golf day. All funds raised during this event are redistributed to the charities selected as part of the Build from the Heart campaign.

Every action we take is aimed at making a significant difference in the community.

BUILD FROM THE HEART CAMPAIGN

The goal of the Build from the Heart campaign is to provide financial support to non-profit organizations that are planning construction or renovation projects to help one of our target audiences: victims of domestic violence and their children, low-income families and people with disabilities or mental health issues.

In 2024, a total of $1,000,000 was presented to seven organizations to support their projects through our various fundraising activities, such as the Build from the Heart in-store campaign, the sale of RONA Foundation hats and the RONA Foundation Golf Day. The Golf Day event, organized exclusively for our vendors, brought together nearly 300 players and was held on Monday, July 15, 2024, at Club de Golf La Vallée du Richelieu in Sainte-Julie.

7 SELECTED NONPROFITS

Organizations that receive the Foundation's support are those for whom a donation would make a huge difference and are chosen by a selection committee following a rigorous analysis process.

ALBERTA (CALGARY)

In Alberta, **THE HOMES FOR HEROES FOUNDATION RECEIVED $100,000** in support of its Veterans Village project to renovate a multi-unit transitional housing facility for veterans. This foundation aims to integrate homeless military veterans into the community by providing housing and support services.

BRITISH COLUMBIA (WEST KELOWNA)

HABITAT FOR HUMANITY OKANAGAN SOCIETY RECEIVED $150,000 to complete a 12-unit multi-family affordable housing project in Lake Country, British Columbia. This organization helps low-income families access home ownership.

MANITOBA (WINNIPEG)

THANKS TO A DONATION OF $50,000, THE RAINBOW RESOURCE CENTRE created the first housing project built specifically for low-income 2SLGBTQ+ seniors in Manitoba. This organization's mission is to support the 2SLGBTQ+ community by offering counselling services and programs to people of all ages.

NEW BRUNSWICK (ST.JOHN'S)

In New Brunswick, **HESTIA HOUSE**, a transition house for women and children who are victims of domestic violence, **USED THE $50,000 DONATION** to create a wellness room to enhance the organization's service offering.

ONTARIO (OTTAWA)

In Ontario, **THE CORNERSTONE HOUSING FOR WOMEN FOUNDATION WAS AWARDED $300,000** to make major infrastructure upgrades to its emergency shelter and supervised units. This foundation offers temporary shelter and supervised housing for women in vulnerable or homeless situations, and also provides them with services.

QUÉBEC (BELOEIL)

THANKS TO A $300,000 GRANT, FONDATION L'INTERMÈDE IN QUÉBEC completed its project aiming at renovating and expanding a recently acquired respite home to improve services. This foundation supports L'Intermède's respite home, which offers respite to families who have a member with an intellectual disability or who is on the autism spectrum disorder.

SASKATCHEWAN (LLOYDMINSTER)

In Saskatchewan, **THE SPARK FOUNDATION OF LLOYDMINSTER USED THE $50,000** donation to renovate transitional housing units in its shelter to improve services. This foundation provides short- and long-term accommodations to women and children who are victims of domestic violence.

1,000,000 TIMES THANK YOU!

HOME SWEET HOME CAMPAIGN

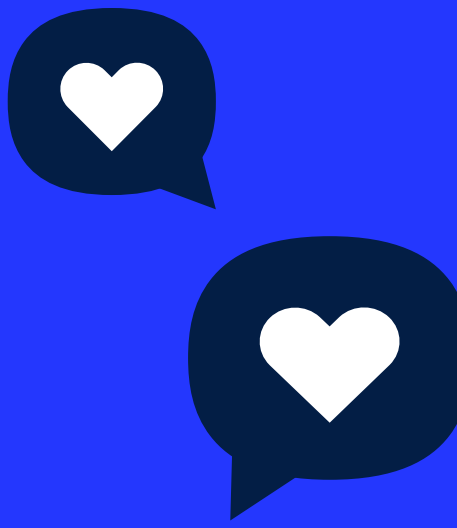
The Home Sweet Home campaign, which encompasses every corporate store, select distribution centres and several RONA dealer stores in the RONA network, raises funds for a local organization that is aligned with the RONA Foundation's mission.

A SUCCESSFUL 2024 CAMPAIGN

- Duration: September 1 to October 7, 2024
- Total amount raised: $515,000
- Number of organizations supported: 150
- Participating stores: Over 200
- The largest amount raised for the same organization: $65,222.91 for Habitat for Humanity Canada, with 30 RONA stores contributing to this organization.

SPECIAL MENTION FOR A RONA DEALER

Ray Cyr, who own several dealer stores, stood out during this campaign, with six of his stores taking part: RONA FVBS Hope, RONA FVBS Terrace, RONA Nelson, RONA Trail (Maglio Building Centre), Fraser Valley Building Supplies Abbotsford and RONA Mission. Together, they raised $4,517 for organizations in British Columbia



TESTIMONIES FROM DONORS AND ORGANIZATIONS

In 2024, the RONA Foundation collaborated with several organizations and partners to create a positive change within the Canadian community. Organizations and partners share their experiences with us.

HABITAT FOR HUMANITY CANADA

"The RONA Foundation's Home Sweet Home campaign provides vital funding that helps local Habitats across Canada build safe, affordable homes, allocating resources where they are needed most to ensure the completion of essential housing projects. By supporting the creation of affordable housing, the campaign strengthens communities and provides families with the foundation for stability and independence. We deeply value our partnership with the RONA Foundation and the meaningful impact it has across the country."

- Pedro Barata, President & CEO, Habitat for Humanity Canada

Watch the video

MAISON D'INGRID

"Maison d'INGRID was honoured to receive the support of several local RONA stores for the second year in a row. The Outaouais is the region where we are forced to turn down the most requests for shelter for women and children who are victims of domestic violence due to lack of space. Our organization is working on a project to build a new home that will accommodate 18 women and children, which is why this support is so important."

- Claudia Fradette, Director, Maison d'INGRID

PREMIER TECH

Premier Tech is pleased to have participated in the Build from the Heart campaign. With this contribution, Premier Tech keeps up with its engagement to making a difference in the lives of people, as it does every day with its Alaskan, C-I-L and PRO-MIX brands.

Everybody should have a safe place to live and we sincerely believe we can reach that objective together.

- *Chantal Duchesneau, Senior Director, Marketing and Communications Consumer, North America Premier Tech Growers and Consumers*

PREMIER TECH

MOST INVOLVED ASSOCIATES OF THE YEAR

Three RONA inc. associates stood out for their community involvement.

CHRISTIAN LEDUC

Christian Leduc, Store Manager, RONA+ Hull, is the recipient of the RONA Foundation's Community Award, which he received at the Annual Store Manager Meeting Gala held on January 22. He motivated his team, organized various fundraising activities, developed partnerships with vendors and customers, and volunteered with Moisson Outaouais, raising close to $90,000, which is well over the donation target for the Home Sweet Home campaign. Congratulations!

MATHIEU VILLEMAIRE

As a member of the golf committee, Mathieu Villemaire, Category Manager, Merchandising, was a key contributor to the success of the RONA Foundation Golf Day by working with our vendors, motivating his colleagues and team.

SAÏD MESSALKHERE

Saïd Messalkhère, Executive Assistant to the Chief Merchandising Officer, took the initiative of organizing the sale of various samples from RONA vendors to benefit the RONA Foundation last November at the Boucherville head office. Nearly $4,000 was donated to the Foundation.

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DATE 15 juillet 2024
PAYEZ À L'ORDRE DE BÂTIR AVEC CŒUR/BUILD FROM THE HEART
Un million / One million
/ DOLLARS 1 000 000 00 $

Bien chez SOI
CAMPAGNE BIEN CHEZ SOI
Une campagne dédiée à l'impact local.
Campagne en maga eptembre au 12 octobre 2025
Choix de l'organisme par les magasins
50 organismes aidés
00 000 $

ACKNOWLEDGMENTS

The RONA Foundation is committed to producing an annual impact report to assess the impact of donations received, and to convey the tangible results of our efforts in the Canadian communities we support.

It goes without saying that without you, the Foundation's projects for people in need would not be possible. A heartfelt thank you to all of our donors for your involvement and your generosity.

IN THE MEDIA

Build from the HEART

Le Journal de Québec
Charity Village
Castanet
Kelowna Capital News
Lake Country Calendar

Home Sweet HOME

Le Journal de Québec
Le Droit
Maple Ridge News
Retail Insider
Le Quotidien

LE GRAND CHANTIER RONA

Discover
the RONA Foundation