

CAMPAIGN CASE FOR SUPPORT

One Fire Canada

A national campaign to carry Indigenous and non-Indigenous youth toward one fire, one people, and one future.

One fire. One people. One future.

HIP (Honouring Indigenous Peoples) Charitable Corporation

honouringindigenouspeoples.com



WHY NOW

Reconciliation needs a next generation, not just a next report.

Canada has the Truth and Reconciliation Commission's Calls to Action. It has good intentions in boardrooms and legislatures across the country. What it has needed for a long time is a proven, youth-facing program that Indigenous and non-Indigenous kids show up to on purpose — and leave changed.

That is what the Truth and Reconciliation Commission's Call to Action 66 asks for: sustained, multi-year investment in community-based youth programs that build reconciliation, not just talk about it. HIP has been quietly doing exactly that since 2014.



Call to Action 62 - 66

Calls on governments to support multi-year funding for community-based youth organizations delivering reconciliation programming across Canada.

WHO WE ARE

Twelve years, mostly run on volunteer time and kept promises.

Honouring Indigenous Peoples is a national registered Canadian charity founded in 2014. We built our flagship Youth-to-Youth Experience, our national Rotary partner network, and our reconciliation programming largely through volunteer leadership — long before we asked anyone for a campaign gift. That track record is the foundation this campaign builds on.



Founded 2014

National registered Canadian charity, HIP Charitable Corporation



50/50 governance

Constitutionally mandated Indigenous / Rotarian board, gender-balanced, coast to coast



175+ Rotary clubs

A national delivery network built over a decade of relationship



Our promise

Free for every participant. Elder and Knowledge Keeper guided. Held on Indigenous territory. No fundraising thermometer aimed at kids, no cost to families, no exceptions.

“One fire. One people. One future.”

THE FLAGSHIP PROGRAM

The Youth-to-Youth Experience

A free, Elder and Knowledge Keeper-guided gathering that brings Indigenous and non-Indigenous youth aged 15 to 17 together on Indigenous territory - not for a lecture, but for a real week of shared ceremony, conversation, and friendship.



Ages 15-17

Indigenous and non-Indigenous youth, side by side



Elder-guided

Knowledge Keepers lead every gathering



Always free

No cost to any participant or family, ever



Next national gathering

Edmonton, May 2027

Métis Crossing

Looking ahead

Calgary — 2028

Whitehorse — 2029

A national circuit — not a one-time event — designed to reach youth in every region of the country.



A decade of proof, in numbers

12



years in operation

250+



Y2Y youth alumni

175+



Rotary club partners

19



district coordinators
across Canada

50/50



Indigenous / Rotarian
board, gender-balanced

\$10.75



social return for every
dollar invested

Built to be accountable to both communities it serves.

HIP's board is constitutionally required to be 50 percent Indigenous and 50 percent Rotarian, and gender-balanced from coast to coast. That structure was not a slogan - it is how every major decision at HIP actually gets made.

Our national delivery network is strengthened through partnerships with Indigenous communities, giving HIP a shared ethical compass in the **Seven Grandfather Teachings**: Wisdom to seek understanding, Love to care for one another, Respect to honour every person, Bravery to face difficult truths, Honesty to live with integrity, Humility to recognize we all have more to learn, and Truth to guide every step forward. These teachings shape how we build relationships, foster reconciliation, and serve communities across Canada.

Our national delivery network runs through Rotary, giving HIP a built-in standard of local accountability in communities across the country - and a shared ethical compass in **Rotary's Four-Way Test**: is it the truth, is it fair, will it build goodwill, and is it beneficial to all concerned.



5020/5040/5050/5060/5080/5360/
5370/5550/5580/6290/6330/6400/
7010/7040/7070/7080/7090/7790/
7815



The Four-Way Test

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

THE CAMPAIGN

One Fire Canada asks Canadians to build what comes next.

5-YEAR CAPACITY CAMPAIGN

\$2.5M

To grow the Youth-to-Youth Experience into a true national circuit, strengthen our digital and fundraising infrastructure, and build the capacity a volunteer-run charity has outgrown.

PERMANENT ENDOWMENT

\$10M

So that the fire HIP tends today keeps burning for the youth of 2040 and beyond - reconciliation work that outlasts any one government, donor, or generation of leadership.

Where your investment goes

Every dollar raised through One Fire Canada is directed toward four priorities - built to move HIP from a volunteer-run charity to a durable, national institution.



National Y2Y growth

Growing the Youth-to-Youth Experience across Canada with new locations, participant bursaries, a youth-led podcast, recognized micro-credentials, and expanded leadership opportunities.



Capacity building

HIP is building its first paid staff team after 12 years as a largely volunteer-run charity, with a priority on hiring alumni from its own Y2Y youth program.



Youth initiated Programs

Youth don't need us to hand them a finished plan - they need us to hand them the matches and trust them to build the fire.



Endowment stewardship

Anchoring long-term sustainability so the work isn't rebuilt from zero every few years.

HOW ROTARY CAN HELP

Every club that steps forward fuels the flame.

HIP was founded by Rotarians, not bureaucrats - people who decided that wringing their hands about a fractured relationship wasn't good enough. This is a partnership your club can join at any size.

WAYS YOUR CLUB CAN PARTICIPATE

Annual gift	What it funds	In plain terms
\$500 / yr	Ally - advancing reconciliation through youth	Less than a weekly lunch.
\$1,000 / yr	Youth travel and materials	Helps a young person reach the gathering.
\$2,500 / yr	A significant portion of one youth's journey	Half a youth's full Y2Y experience.
\$5,000 / yr	Youth Torchbearer - one full sponsorship	Three weekly luncheons. One life changed.
\$10,000+ / yr	Welcome Feast Sponsor	Your club honoured at the Welcome by host Elders.
\$15,000+ / yr	Journey Sponsor - sacred site travel	Your name on the bus carrying youth to the land.



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7010/7040/7070/7080/7090/7790/
7815



The power of collective giving

720 Rotary clubs across Canada. The goal is \$2.5M over five years - funding the next 250 youth leaders. No single club carries that alone.

Clubs	Gift / yr	5-yr impact
144	\$3,500	\$2.5M funded
250	\$2,000	\$2.5M funded
500	\$1,000	\$2.5M funded
720	\$694	\$2.5M funded

One fire can light countless others without diminishing its own flame.

NOTE: 2025 - 49 Rotary clubs made a donation.

Your stock could light the next fire.

Since 2006, Canadians can donate securities directly to a registered charity. The capital gains tax disappears completely, and the donor still receives a receipt for the full market value - a short form, a broker, and about two weeks is all it takes.

THE ONE RULE THAT MATTERS
The security must be donated “in kind” - transferred, not sold. If your broker sells it first, the tax benefit disappears.

ILLUSTRATIVE ONLY — THE MATH, PLAINLY

	Sell, donate cash	Donate directly
Current value	\$5,000	\$5,000
Capital gain	\$4,000	\$4,000
Tax on the gain*	≈\$920	\$0
HIP receives	≈\$4,080	\$5,000

**46% marginal rate on 50% of the gain; illustrative example from CanadaHelps. Talk to your advisor.*



How it works

- 1 Email finance@HIPally.com to let us know it’s coming
- 2 Fill out the CanadaHelps form on the HIP website - it generates your letter of direction
- 3 Your broker transfers the shares directly to CanadaHelps
- 4 CanadaHelps sells the security and forwards proceeds to HIP
- 5 You receive a tax receipt for the full market value

Start by December 15 for a receipt this tax year. • hipally.com/securities-form

CORPORATE PARTNERSHIP

Three ways to join us at the fire.

We're looking for partners on their own path of truth and reconciliation - not just writing a cheque, but walking alongside us. Every tier includes category exclusivity in your sector, and every tier is a starting point, not a ceiling.

TIER 1

Reconciliation Partner

Starting at \$100,000 / yr

- Named Presenting Partner of Y2Y
- Executive-level board relationship
- Speaking opportunity at national events
- First call for volunteer spots – a seat at the fire before anyone else gets the invite.

TIER 2

Program Partner

\$10,000 – \$50,000 / yr

- Named sponsor of a Y2Y regional cohort
- Category exclusivity within this tier
- Invitation to a Y2Y Closing Ceremony
- Co-branded digital content, 2–4 x /yr

TIER 3

Community Supporter

\$1,000 – \$10,000 / yr

- Named supporter of an event or initiative
- Recognition across HIP communications
- First right of refusal to upgrade
- Certificate of partnership

All contributions of \$50,000+ can be pledged over up to five years. All contributions are eligible for a Canadian charitable tax receipt. • info@hipally.com

ROADMAP

A campaign with a route, not just a target

2026



Six Nations

One Fire Canada publicly launches alongside the new HIP digital platform.

2027



Edmonton

National Y2Y gathering at Métis Crossing - the campaign's first major milestone.

2028



Calgary

The national circuit expands west, reaching a new region of youth and partners.

2029



Whitehorse

Y2Y reaches the North, completing HIP's first true coast-to-coast-to-coast circuit.

PARTNERSHIP

A growing coalition, one relationship at a time

HIP's funding base is built the way our programs are - relationship by relationship. Corporate partners, foundations, Rotary clubs, and government funders are joining the fire alongside individual Canadians who believe this work matters. One Fire Canada is how we bring that coalition together under one national campaign.



Government

Federal partners including Heritage Canada and Northern and Arctic Affairs Canada



Corporate & foundation

Multi-year commitments from Canadian companies investing in youth and reconciliation



Rotary network

175+ clubs and 19 district coordinators delivering locally, coast to coast



Why partners stay

Twelve years of transparent, accountable delivery. A governance model that puts Indigenous and Rotarian voices equally at the table. A program families and communities trust enough to send their kids to. That is what a campaign gift stands on.

NATIONAL ALIGNMENT

A campaign built for where Canada says it wants to go

Reconciliation shows up in throne speeches, mandate letters, and Calls to Action. One Fire Canada is a way to turn that language into a program that meets youth where they are - on the land, beside an Elder, next to a youth from a different community than their own.

It gives government funders, corporate partners, and everyday Canadians the same thing: a concrete, well-governed place to put a reconciliation commitment into action - with twelve years of delivery behind it, not a proposal on paper.



Where we're at the table

- Heritage Canada
- Northern & Arctic Affairs Canada
- Members of Parliament championing Y2Y regionally

Join the fire.

One Fire Canada is HIP's invitation to build the next decade of reconciliation
work together — one relationship, one gathering, one gift at a time.



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honouringindigenouspeoples.com

One fire. One people. One future.

Go deeper.

Everything in this deck lives on our website too - including the ways to give, the youth we serve, and the fire that keeps this going.



Watch: HIP in their own words

youtube.com/watch?v=2gT92dD8vGI



Visit the website

honouringindigenouspeoples.com



Give to HIP

honouringindigenouspeoples.com/donate



Invest in Youth

honouringindigenouspeoples.com/partner

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