



Daniels
love where you live™

BUILDING A LEGACY OF IMPACT

Highlights from our History and 2020

MESSAGE FROM THE PRESIDENT AND CEO



I joined John Daniels in 1984, a few months after John founded The Daniels Group, a “start-up” company with an opportunity to develop homes within the Erin Mills community in Mississauga.

From the outset, our shared vision was to build homes that would stand the test of time, the best designed and built homes on the market. To achieve that goal, I invited Tom Dutton to join our small team in 1987. Tom embraced the mandate with gusto, creating an in-house construction group that has now built well over 30,000 homes, with more than 5,000 under construction and in the pipeline today.

Both Tom and I came to Daniels with years of experience building affordable housing in collaboration with co-op housing groups in Montreal, Halifax and Toronto. Working in the non-profit housing sector brought us face to face with the economic disparity between people who can afford to own a home and people who have to make a terrible choice between paying rent and putting food on the table.

That experience instilled an understanding that our private sector business could become a platform from which we lead, rather than follow. It also embedded our deep commitment to creating inclusive, complete communities in which everyone belongs, feels welcome and at home, and in which a spirit of community shines brightly.

Achieving that goal is difficult and many barriers need to be broken down to get there.

Enormous financial barriers separate individuals and families from a safe and affordable place to call home. That’s why we’ve created pathways to affordable homeownership for hundreds of families through innovation and financial assistance programs. Our recent Partnership for Affordable Living (PAL) program with WoodGreen Community Services, Sun Life and the City of Toronto is a barrier-busting model that is creating long-term affordable rental homes within Regent Park.

Physical barriers also separate millions of Canadians with mobility, auditory and visual challenges from living comfortably within most buildings and communities. We can and must design and build homes and communities that are truly inclusive, that go beyond the bare minimums required by the

Ontario Building Code. Although our Accessibility Designed Program (ADP) is an important step in the right direction, we will continue to improve our design standards to ensure universal accessibility within our buildings and throughout entire communities.

We have learned, grown, matured and have been able to make an impact over the years. This Impact Report highlights some of the milestones from the past 37 years and projects a highly intentional path forward.

Our path will continue to deliver the best homes on the market, leading by example with a community-focused approach to development, which makes us a partner of choice for many public, private and community organizations.

Our path will also double down on social procurement and creating inclusive economic opportunities for local residents in all of the neighbourhoods in which we work.

We will also focus on learning from Indigenous elders and knowledge keepers, drawing wisdom from 15,000 years of living in harmony with the land and natural environment. That focus will drive us to push the sustainability envelope, to utilize renewable resources and technologies such that our homes, communities and cities will stand the test of time for generations to come.

A handwritten signature in black ink, appearing to read 'Mitchell Cohen'.

Mitchell Cohen
President and Chief Executive Officer

MESSAGE FROM THE COO



We are excited to present The Daniels Corporation's inaugural Impact Report, which combines our trailblazing history with a special spotlight on 2020.

Since inception, we have worked hard to create meaningful impact in every community we build.

Our core vision is to ensure that "Love Where You Live" rings true in every possible way, and every member of our team lives and breathes this shared mission, building communities that are vibrant, accessible and resilient.

Our homeowners and tenants are central to our ability to create positive impact through our work, and we are grateful to each and every one of them for supporting our unique approach to development.

When our homeowners and tenants choose Daniels, they are choosing to invest in a home that reflects an unwavering commitment to design innovation, construction excellence, customer care, social impact and environmental sustainability.

COVID-19 impacted how we live and work, and events across the globe and at home sparked an awakening about racism, inequity and climate change. We recognize the important role that we and all other private sector companies have in the post-pandemic recovery, as well as in addressing social and environmental injustices.

Our industry was considered an essential service throughout the course of the pandemic, and every member of our team rose to the challenge. We pivoted every facet of our business to keep our team, trades, consultants and customers safe while delivering hundreds of Daniels quality homes across the Greater Toronto Area (GTA).

In 2020, we reinforced our commitment to take action on anti-Black racism and discrimination. We have been highly intentional in an effort to enhance diversity, equity and inclusion, and have implemented meaningful new practices that will shape our company for years to come.

The reality of climate change is here today, and we have both an opportunity and a responsibility to take action to reduce our carbon footprint. In 2020, we established an environmental framework that will guide our path to becoming the premier low-carbon builder in the GTA.

It takes many hands to make a positive impact in our communities, and we look forward to doing this work with key community stakeholders and partners, leading by example every step of the way.

Jake Cohen
Chief Operating Officer

LAND AND RELATIONSHIP ACKNOWLEDGEMENT

Our work toward both Truth and Reconciliation continues. We remain committed to educating ourselves and understanding the truth about our shared history with Indigenous peoples.

In keeping with our commitment to reconciliation, The Daniels Corporation acknowledges the inherent relationship Indigenous peoples have with the lands, air and water, all as part of their sacred relationship with Mother Earth.

As we work and build in communities across the Greater Toronto Area (GTA), we acknowledge these are treaty lands and part of the traditional territory of several Indigenous nations.

For thousands of years, the GTA has been the traditional gathering place shared by many nations, including the Treaty lands of the Mississaugas of the Credit, and the shared territory of the Neutrals, the Anishinabek, the Chippewa, the Haudenosaunee and the Wendat peoples.

The GTA is now home to many diverse First Nations, Inuit and Métis peoples and we are grateful for their contributions and the opportunity to work and live with them in this territory we all call home.



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66%

of interview candidates for
any employment opportunity
at Daniels must belong to an
equity-deserving group. **p. 19**

2,360

square feet allocated to urban
agriculture within new Daniels
communities in 2020. **p. 27**

\$526,700

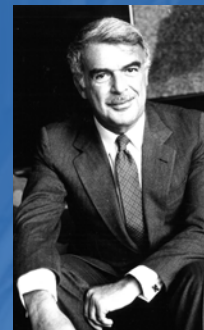
spent on local art sourced
through social procurement. **p. 38**

PART 1

A HISTORY OF INNOVATION

Since 1983, The Daniels Corporation has been committed to building vibrant communities that include the social, cultural and economic infrastructure that empower people and neighbourhoods to thrive.

OUR FOUNDER'S STORY



The Daniels Corporation was founded in 1983 by **John H. Daniels**, a former CEO of Cadillac Fairview Development Corporation (CF) whose outstanding career in real estate development spans over 60 years.

Mr. Daniels spoke no English when he arrived in Toronto from Poland at age 12, months before German occupation in 1939. As an architecture student at the University of Toronto, he partnered with classmates to buy land in North Toronto, on which they did most of the work to build six homes.

At CF, Mr. Daniels spearheaded expansion of the company across Canada and the United States and helped develop Toronto landmarks, including the Toronto Eaton Centre and TD Centre.

Like his namesake firm, Mr. Daniels has been committed to building a legacy of impact. The John and Myrna Daniels Foundation has made significant donations to community institutions, including the University of Toronto and the University Health Network. The Daniels School of Architecture, Landscape and Design and the iconic Daniels Building at One Spadina Crescent are a fitting testament to Mr. Daniels' contribution to our city and country. In 2017, John and Myrna Daniels were honoured with an Outstanding Philanthropist Award.

A DANIELS RETROSPECTIVE

Daniels has become one of Canada’s most respected developers and builders with a reputation for quality in design, construction and service and a focus on building complete communities. Our goal has always been to lead by example, using our business as a tool for positive social impact and city building. We bring this to life in every one of our 35,000 award-winning homes, communities, commercial and retail spaces.

1980

1983

Founding of The Daniels Corporation by John H. Daniels with the townhome communities in Erin Mills.

1987–95

Daniels builds 3,600 affordable rental homes under provincial government programs.

1985

Daniels leads the industry in sustainable practices with construction of first energy-efficient R-2000 community in Erin Mills.



1988

Daniels starts development of Lakeshore Village, a master-planned, mixed-income community on the vacant, 20-acre Goodyear Tire & Rubber property in Etobicoke, recognized as one of the first major examples of brownfield remediation in the GTA.

★ 1997

Builder of the Year Award from the Greater Toronto Home Builder's Association (GTHBA).

1997

Daniels begins a long-term partnership with Habitat for Humanity GTA and local affiliates, eventually building safe and healthy homes for 86 Habitat partner families and counting.



1999

Daniels embarks on a decades-long partnership with Amica Senior Lifestyles, starting with Amica Swan Lake in Markham, creating 10 communities across the GTA since and pioneering the concept of a “continuum of housing” for older adults within one community.

★ 2003 and 2012

High Rise Builder of the Year Award presented by Tarion, chosen by Ontario homebuyers. Daniels has been a finalist 16 times since inception of the award in 2003.



2001

Daniels initiates the multi-award-winning NY Towers Community at Bayview and Sheppard, one of the most successful master-planned communities in Toronto.



2006

Daniels FirstHome™ Erin Mills is built as the largest Energy Star® community in North America.

2006

Daniels makes history at Wave Lakeshore West in Etobicoke, creating a Down Payment Assistance program for first-time buyers in partnership with the provincial government.



2008

Daniels donates land to Habitat for Humanity for the construction of 10 townhomes in Lakeshore Village in Etobicoke — the single largest donation of land by a private company in Habitat Canada's history.



2009

Daniels initiates an urban food revolution in real estate development that incorporates farmers' markets, allotment gardens, greenhouses, edible gardens and balcony planter boxes, commencing with rooftop garden plots at One Cole Condominiums in Regent Park.

2010

Built by Daniels in partnership with renowned filmmaker Ivan Reitman, TIFF Bell Lightbox in Toronto's Entertainment District opens, becoming a cultural destination for the world of film. The mixed-use development includes the 44-storey Festival Tower residence.



2004

Daniels launches the first of 19 FirstHome™ Communities, designed to provide quality homes priced within the reach of first-time buyers. The townhomes sell out in one day.



2006

Toronto Community Housing selects Daniels to redevelop Phase 1 of Regent Park and subsequently Phases 2 and 3. The revitalization has set a new gold standard for re-creating urban neighbourhoods as vibrant and sustainable communities.

★ 2007

Daniels named the **Energy Star New Homes Builder of the Year** for its commitment to constructing energy-efficient homes.

2009

Daniels launches its innovative Give A Gift Get A Song initiative as a way to give back that goes beyond a simple cash donation. Giving back through musical tributes is a joyful way to raise funds and awareness for the many impactful community organizations Daniels has partnered with over the years. This initiative has supported organizations such as the Regent Park School of Music, Habitat for Humanity and Second Harvest.

★ 2010

Places to Grow Community of the Year Award presented by BILD for the Regent Park revitalization.

★ 2010

Green Design Award for One Cole Condominiums presented at the Green Toronto Awards.





2011

Daniels establishes a social procurement program that purchases and commissions art from emerging and mid-career local artists for its buildings, contributing enormously to a community's economic development.

2015

Daniels breaks ground on Daniels Waterfront – City of the Arts, a 1.3 million square foot mixed-use community that combines office, retail, residential, academic and cultural spaces. The community has become home to Artscape Daniels Launchpad, The Remix Project, Manifesto Community Festivals, HXOUSE, George Brown College's School of Design, OCAD University's new business, CO and Université de l'Ontario français.

★ **2011**

Toronto Urban Design Award presented by the City of Toronto for One Cole Condominiums.



2015

In partnership with Sun Life, Daniels builds Skyrise, a market rental building at Daniels Erin Mills, Mississauga's first purpose-built rental building in over 20 years.

2016

Daniels partners with the Region of Peel to develop 174 homes for Peel Living, the first affordable rental community within Mississauga's City Centre.



2011

Daniels introduces its exclusive Rent2Own Program at NY Towers, allocating a portion of a tenant's monthly rent toward a down payment on a home within the community and providing a stepping stone to homeownership for many first-time buyers.

★ **2011**

Best International Neighbourhood Renewal Program presented by The International Journal of Neighbourhood Renewal for the Regent Park revitalization.



2012

Daniels Spectrum opens in Regent Park, a 60,000 square foot arts and cultural hub, home to seven outstanding community-focused organizations, and Ada Slaight Hall, a flexible event venue that welcomes people from Regent Park and across the city. Daniels Spectrum is named in recognition of a \$4 million donation from Daniels and the John and Myrna Daniels Charitable Foundation.

2015

Daniels partners with Chartwell Retirement Residences and WellTower Inc. to develop The Sumach, a purpose-built rental residence for active older adults in Regent Park.

★ **2016**

Global Award of Excellence presented by the Urban Land Institute (ULI) for Daniels Spectrum.





★ **2016 and 2017**
Homeowners' Choice Awards – High Rise Category presented by Tarion.

2017

Daniels introduces the Accessibility Designed Program (ADP), the first in North America to provide a higher standard in accessible homes for people with mobility challenges.

★ **2018**
Best New Community presented by BILD for Daniels Waterfront – City of the Arts.

★ **2019**

Daniels' President and CEO Mitchell Cohen appointed to the Order of Canada in recognition of "his contributions to urban development and for his commitment to community building."

2020

Daniels ranks as one of the Top Performing Builders based on Tarion's 2020 Homeowner Survey.

★ **2016**
Community Impact Award, presented by Business for the Arts in recognition of Daniels' partnership with Artscape, has enhanced quality of life and Toronto's cultural scene through innovative programs and neighbourhood revitalization initiatives.

2017

Artscape Daniels Launchpad in named in recognition of the financial support of The Daniels Corporation and the John and Myrna Daniels Foundation, whose leadership gift of \$5.75 million includes \$625,000 in support from City of the Arts development partner WJ Properties.



★ **2017**
Award of Merit – Visions and Master Plans presented at the Toronto Urban Design Awards for the Living Lane in Regent Park, Phase 3.

★ **2018**
Stephen Dupuis Humanitarian Award presented by BILD to recognize Daniels' commitment to community building.



★ **2019**
Ernest Assaly Award presented by Tarion for the highest level of excellence in Ontario home building.

HIGHLIGHTS FROM 2020

Daniels continued building dynamic communities in a year of extraordinary challenges.



January

Completion of **Daniels FirstHome™ Beckenrose** in Brampton.

February

Daniels Waterfront – City of the Arts is announced as the home of the 50,000 square foot Université de l’Ontario français, the first French language university for Ontario Francophones, set to open in September 2021.



April

Condominium registration of **Daniels FirstHome™ Sunny Meadow** and **Daniels Prosperity Park**, both in Brampton.

July

Sales begin at **Field House EcoUrban Towns** and **Artsy Boutique Condominiums** in Toronto’s Regent Park.



January

Oxford Properties Group, Alberta Investment Management Corporation (AIMCo) and Daniels announce plans for Phase 1 of **Square One District**, a new community transforming 130 acres around Square One Shopping Centre into a master-planned neighbourhood, the largest mixed-use downtown development in Canadian history.

March

Worldwide COVID-19 pandemic is declared.

June

Sales launch of **Beverley at The Thornhill**, a master-planned community on Bathurst Street in Vaughan in partnership with Baif Developments.



July

Occupancies commence at **Lighthouse Towers** within the **Daniels Waterfront – City of the Arts** community.



August

Sales begin at **Daniels FirstHome™ Keelesdale** in partnership with DiamondCorp and Kilmer Group.

September

Daniels establishes its Diversity, Equity and Inclusion (DEI) Committee.



September

Sales launch of **Condominiums at Square One District**.



September

Construction commences at **The Thornhill**, a master-planned community in Vaughan in partnership with BAIF Developments.

December

Friends of Ruby Home opens, an innovative custom-built transitional home for LGBTQI2S youth built by Daniels in partnership with Friends of Ruby (formerly Egale Youth Services). Daniels was a major donor with support totaling over \$4 million.

August

Construction starts at **Daniels MPV** community in Brampton in partnership with Choice Properties. Geothermal technology will provide low-carbon, year-round heating and cooling.



September

Condominium registrations of **Lighthouse Towers at Daniels Waterfront – City of the Arts**.


September

Construction commences at a new **Daniels FirstHome™** community in Pickering.

November

In partnership with UN-Habitat, the Urban Economy Forum and Canada Mortgage and Housing Corporation (CMHC), Daniels announces **The Regent Park World Urban Pavilion**, a place from which best practices in building sustainable cities will be projected globally. The Pavilion will focus on achieving [UN Sustainable Development Goal #11](#): to make cities and human settlements inclusive, safe, resilient and sustainable.



An aerial photograph of a rooftop gathering. A group of people are sitting on wooden pallets arranged in a circle. One person is playing an acoustic guitar, another is playing a guitar, and a third is playing a drum. There are string lights and colorful bunting flags hanging around the area. The background shows a city street with buildings and a car.

PART 2

OUR PEOPLE-FIRST PHILOSOPHY

At Daniels, our people-first philosophy recognizes that people are at the core of each and every aspect of our business. Happy homeowners are central to our capacity to create positive impact, as is the health and safety of everyone in our offices, construction sites and communities.

We have always been a company that prides itself on a diverse and creative team. We encourage innovation and thinking beyond the confines of convention within the context of a business that strives to create positive change.



HAPPY HOMEOWNERS

Our commitment to homeowner satisfaction is intrinsically linked to our impact approach. We are proud to have a high level of repeat customers and word-of-mouth referrals, and to be recognized as a top builder in our industry.

CUSTOMER SATISFACTION REPORT CARD

Here's how purchasers scored our performance at five communities in 2020. This feedback provides fuel to build on our strengths and to continue improving the customer experience.

87% Score given for our pre-delivery inspection representatives' knowledge of suite functions and layout

82% Score given for our overall communication throughout the process from sales to post-occupancy

82% Homeowners who said they would recommend Daniels to family and friends

80% Homeowners who were satisfied with their experience and believed Daniels met their expectations

76% Homeowners who said they would purchase from Daniels again

**Communities surveyed: DuEast Condominiums and DuEast Boutique, Daniels FirstHome™ Markham Sheppard, Lighthouse East and West Towers*



Delivering Every Home with Care and Attention to Detail

Our focus on quality helps to make move-in day as seamless as possible. Here's how we did at five communities* in 2020:

- We maintained an average of only **three** items to be completed for each pre-delivery inspection (PDI).
- Our goal is for all PDI items to be signed off at occupancy for 80% of the suites within each community. We exceeded this goal in 2020: **86%** of our homeowners signed off on their inspections, with no follow-up required.
- At Lighthouse Towers, one of our largest communities, 48% of the PDIs conducted had **ZERO** items noted at the PDI. That's a total of 449 perfectly delivered suites.

***Communities referenced:** DuEast Condominiums and DuEast Boutique, Daniels FirstHome™ Markham Sheppard and Lighthouse East and West Towers

5 Secrets for Award-Winning Service

We've won numerous industry awards for delivering quality homes and homeowner satisfaction. In fact, we have a perfect service record with Tarion, meaning zero conciliation inspections, chargeable conciliations and claims inspections.

In addition to being a finalist for Tarion's awards 16 times, in 2019, Tarion awarded Daniels the prestigious Ernest Assaly Award for quality home building, innovation and community service. In 2020, our individual builder results from Tarion's Year 1 Builder Report shows Daniels outperforming top builders in 97% of categories.

#1 PEOPLE-FIRST PHILOSOPHY: How did we become an industry leader in exceptional customer service? By putting our customers first. It's that simple.

#2 ENSURE CUSTOMER SATISFACTION: Customer satisfaction is a key company goal at Daniels. It begins with a simple question: "If this was my home, how would I like to be taken care of?" We send out our own Homeowner Satisfaction Survey every year to assess how we did and learn which areas we could improve in.



#3 TOP NOTCH CUSTOMER EXPERIENCE:

Our customer care exceeds industry standards and begins with an outstanding product. Deficiency-free construction means that all our homeowners and tenants have to do is move in. To get to deficiency-free construction, we work closely with our construction trades to make sure their work is top notch.

#4 A PERSONALIZED EXPERIENCE: Our team members get to know our clients. Building relationships with new members of our extended family of homeowners and tenants is a key ingredient.

#5 WE CAN DO MORE: We make mistakes. We know we're not perfect, but we strive to be and are always looking for ways to improve.

"I just want to give my deepest appreciation to Daniels. The staff at PDI were amazing! They attended to every cosmetic fix I requested and very efficiently. Throughout the entire purchase process, the Sales Office staff has always been responsive to my email inquiries. The Decor/Design office was very patient in guiding us in colour and upgrade selections. Daniels provided excellent communication on what to expect in preparing for occupancy and on any potential delays. I couldn't be happier with the entire purchase experience."

Ronald,
Homeowner at DuEast Condominiums



HEALTH AND SAFETY

Health and safety is always a priority at Daniels. The COVID-19 pandemic meant a shift in our operations in order to support the health and safety of our homeowners, tenants, consultants, trades, teams and communities.



Going above and beyond to keep students safe

When the pandemic closed schools, and parents at Lord Dufferin Public School in Toronto's Regent Park scrambled for the technology required for remote learning, Daniels stepped up to help. Working with Rogers, Beanfield and Youth Empowering Parents, our team put more than **80 tablets** into the hands of families that needed them. One fifth-grader couldn't contain his joy upon learning he could keep his device and said, "This is the best day of my life!"

OUR COVID-19 RESPONSE

Safe buying, inspection and repairs

To ensure that COVID-19 did not impact the exceptional service homeowners and tenants expect from Daniels, we reoriented our typical approaches with innovative digital programs for sales, inspections and safe repairs.

Digital sales: Prospective homeowners could explore new communities through digital brochures, 3D tours, virtual scale models and videos. This facilitated attendance at property previews and homeownership webinars via Zoom and the signing of purchase agreements remotely with tools such as DocuSign.

Virtual inspections: We helped new homeowners complete pre-occupancy inspections virtually through live videos where Daniels representatives conducted measurements and document and deficiency reviews in real time. Warranties and other documents were delivered virtually.

Safe repairs: We arranged for contactless delivery of materials; trades carried out work in homes that were not occupied yet. For unavoidable in-person appointments, we implemented safety measures such as physical distancing, personal protective equipment and advance COVID-19 screening.



ZERO days of lost time

We recognize that safety is critical in our business and our mission to use development and construction as a tool for impact. We are proud that Daniels had zero days of lost time in 2020, which means there were no workplace injuries that resulted in missed work or lack of pay. Here's how we're continuing our relentless mission to maintain and improve safety:

- 1. Protection for high-risk workers:** In 2020, we began requiring a special permit for concrete pumps and placing booms in addition to permits for other high-risk activities.
- 2. Orientation and training for workers,** including fall protection, natural gas safety precautions and fire extinguisher training.
- 3. Establishing a Health and Safety Planning Committee to proactively protect our employees:** In 2020, the committee identified distracted driving as a significant hazard. All team members are now required to attend a presentation by the Infrastructure Health and Safety Association and complete a test.

Raising our hats to Daniels' essential workers!



During the first wave of the pandemic, residential construction was deemed essential work. This meant many courageous Daniels employees continued to carry out their duties in tough circumstances. Our construction, customer care, warranty, accounting, leasing, commercial, IT and administrative teams on our sites and in our offices worked tirelessly to keep our business operations moving seamlessly.

We would like to thank Daniels team members who went beyond the call of duty to keep everyone safe while keeping business moving forward. We are equally grateful to colleagues who worked remotely and stepped up in countless other ways, balancing work and life at home alongside partners, children or roommates.

We took additional steps to protect the health and safety of our team, purchasers, tenants and communities. We significantly increased cleaning frequency and upgraded office ventilation systems. We adjusted on-site scheduling to prevent unnecessary overlap of trades, reducing the number of workers on site and allowing for physical distancing.



"Creating a safe and healthy environment is our absolute top priority. Throughout the pandemic, we implemented and reinforced a strict COVID-19 plan and protocols across all our communities and sites. These measures included regular handwashing, physical distancing, wearing PPE, daily self-monitoring and on-site temperature checks. We have communicated a zero-tolerance policy for anyone not following all protocols outlined in the plan."

Jon Kitancevski,
Director of Health and
Safety, The Daniels
Corporation



DIVERSITY, EQUITY AND INCLUSION

We are community builders, dedicated to diversity, equity and inclusion. We recognize that we have an obligation to strengthen these values and nurture a corporate culture where inclusiveness is part of our day-to-day practice – internally and externally.

MOVING FORWARD WITH A DIVERSITY, EQUITY AND INCLUSION COMMITTEE

Our DEI Committee champions inclusivity in our organization, providing feedback on policies, initiatives and current practices. As ambassadors for diversity, committee members work collaboratively to set goals, identify and solve issues, share ideas and experiences, and monitor progress to help us pave a positive path forward.

Daniels' People and Culture Statistics as of December 31, 2020

Employees who self-identify as women	42.5%
Average age	41
Total employee count	428
2020 growth in employee count	7%

"Keep showing up as an ally for social justice issues that impact those who live in the communities you build. Your presence, stance and actions are important and it impacts those in the communities and the people on your teams."

Vilma,
Homeowner at DuEast Condominiums

Creating Policies that Support People

Diversity and Hiring

Daniels has always used a first-source hiring approach for Toronto Community Housing residents in Regent Park to increase the number of local applicants. While this approach was geographic, first-source hiring will be used to facilitate outreach in many Black, Indigenous and People of Colour (BIPOC) communities. Hiring managers must also ensure that **two out of three** interview candidates for any employment opportunity must belong to equity-deserving groups.

A Living Wage

Daniels has implemented living wages for our permanent full-time employees as recommended by the **United Way GTA Inclusive Local Economic Opportunity (ILEO) Charter**, to which we are a founding signatory. A living wage ensures that pay reflects the cost of living in a specific community, factoring in household expenses such as housing, food, clothing and transportation.

Taking Action to Condemn Hate

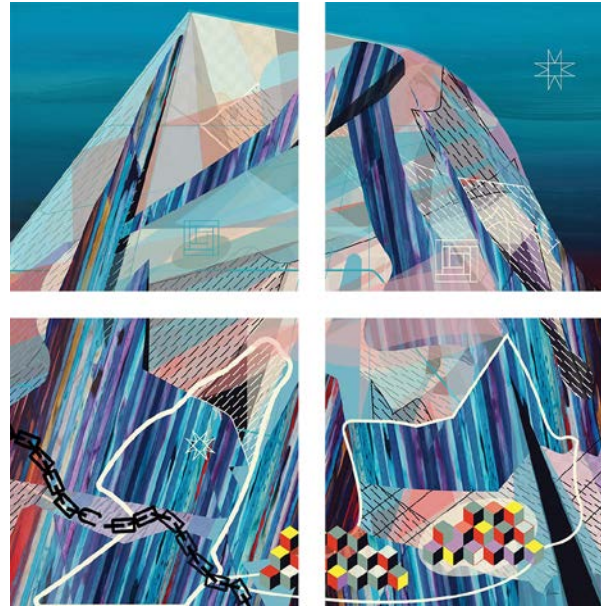
On June 26, 2020, a hanging noose was found on the DuEast Condominiums construction site in Regent Park. Similar hate crime incidents directly targeting the Black community were reported within the industry throughout the pandemic.

Daniels immediately condemned the heinous act of anti-Black racism and committed to ongoing action. We continue to reflect on internal policies and procedures and engage in dialogue with stakeholders across the construction industry and our communities to address anti-Black and systemic racism.

Through community conversations, we identified art as an important tool for social justice. As a result, we commissioned a piece by a Black artist that will be permanently displayed in the public office lobby at DuEast Condominiums.

The selected piece is entitled **"Victory Mountain"** by artist **Shawn Skeir**. This artwork honours the brave men and women who used the Underground Railroad, fought in the Civil Rights Movement and continue to advocate for the rights and freedoms of members of the African diaspora.

We are also working diligently to eliminate discrimination and hate from our organization, including our construction sites. Every Daniels construction site has signage promoting diversity and a zero-tolerance policy for racism. We have also signed the **City of Toronto's Declaration of Inclusive Workplaces**.



Pledging Support

Daniels was an early signatory of the **BlackNorth Initiative (BNI) Pledge** led by The Canadian Council of Business Leaders Against Anti-Black Systemic Racism. The Pledge commits business leaders and their organizations to specific actions and targets designed to end anti-Black systemic racism.

Addressing Racism

We are key participants in the **Residential Construction Council of Ontario (RESCON)** anti-racism strategy through roundtables and webinars that critically examine how to improve diversity and inclusion in the construction industry. Daniels co-chairs the **Training and Education Subcommittee of RESCON's Anti-Racism Roundtable**.

Daniels is also working with the **Building Industry and Land Development Association (BILD)** to facilitate industry-wide diversity and inclusion initiatives with other industry leaders, builders and developers. Daniels co-chairs **BILD's People and Culture Committee**.

HOUSING FOR ALL

Removing barriers to housing, whether financial or physical, has been one of Daniels' primary impact goals since our inception. In fact, Daniels has built more affordable homes than any other private sector company in the country.

We also understand that our mantra, "Love Where You Live," is about more than a home. We've led the industry in creating innovative amenities that focus on health, wellness and community building.



OUR SPECTRUM OF HOUSING

From first homes to forever homes, and student housing to seniors' housing, we build homes for everyone. We've built more affordable homes than any private sector company in the country by choice, not because we're required to do so. Mixed-income communities do not just happen. It takes intentionality, resources and years of experience to successfully deliver complete communities.

HOUSING DIVERSITY IN 2020

Sold

1,178

new homes sold

793 condominium suites

356 mid-rise suites and townhomes

20 Accessibility Designed Program suites

9 fossil-fuel-free townhomes

Launched for Sale

5

new communities launched

Artsy Boutique Condominiums; Beverley at Thornhill; Condominiums at Square One District; Daniels FirstHome™ Keele; Field House EcoUrban Towns

Affordable Housing

397

affordable homes under construction

181 for Toronto Community Housing in Regent Park

174 for Peel Living in Mississauga

34 in partnership with WoodGreen Community Services and Sun Life in Regent Park

8 for Habitat for Humanity GTA in Daniels communities

1

Habitat for Humanity GTA partner family moved into their new home in 2020

Rental Living

648

new purpose-built rental homes under construction

346 at Evolv in Regent Park in partnership with Sun Life

302 at Daniels MPV in Brampton's Mount Pleasant Village in partnership with Choice Properties

1,271

individuals and families renting from Daniels Gateway Rental Communities

800+

Daniels Gateway rental tenants participating in the Home Investment Program™ (HIP™) to save for homeownership

Evolving our Rental Housing Offering

Our Daniels Gateway Rental Communities started as a pathway to homeownership and have evolved as renting has become a lifestyle choice for many individuals and families. Continuing our tradition of providing high-quality housing for all, our purpose-built rental communities offer security of tenure in a professionally managed environment. Furthermore, all of our Gateway communities are built and operated as complete communities that offer a wide range of amenities, and social and engagement opportunities that provide a high quality of life.

Whether renting or owning, our mission is to ensure that all of our residents love where they live. In Erin Mills, Daniels built the first rental building in two decades in Mississauga in partnership with **Sun Life**. With the success of Skyrise in 2016, Daniels and Sun Life have a new community under construction: **Evolv** in Regent Park. Our purpose-built rental communities continue to grow through partnerships with **Oxford Properties** and **AIMCo** within the first phase of **Square One District** in Mississauga's City Centre, as well as **Choice Properties** at **Daniels MPV** in Brampton's Mount Pleasant Village as well as in Scarborough's **Golden Mile** neighbourhood.



A Continuum of Housing

In the late 1990s, Daniels embarked on a partnership with **Amica Senior Lifestyles** that has resulted in the creation of **10** seniors' housing communities across the GTA.

Many of these new communities offer a continuum of housing opportunity for older adults that allows for aging in place. These communities include independent and assisted rental living within a supportive environment, with amenities designed for people of differing ages and abilities. This approach allows residents to move into a community, establish roots and remain within a supportive environment while aging in place.

Many of these seniors' rental residences have been designed with direct connectivity to ownership condominiums that offer access to all of the health, food, amenities and other services provided within the rental component. The continuum of housing opportunity has been enormously

successful, allowing seniors to live independently for longer.

In addition to the ongoing relationship with Amica, Daniels has formed partnerships with **Chartwell Retirement Residences** and **WellTower** to design, build and own retirement residences across the GTA. As seniors' communities have evolved, so too has our understanding of the care required for residents to continue living within their community, even with the onset of significant health challenges. As a result, all of our new seniors' communities include memory care in addition to independent and assisted living opportunities. Daniels has developed and built a total of **11** seniors' housing communities.

Daniels' continuum of housing also includes a **508**-bed student residence currently under construction at the corner of Spadina and Sussex Avenues in partnership with the University of Toronto.



Decades-Long Partnership with Habitat for Humanity

Giving a hand up, not a hand out, **Habitat for Humanity GTA** partners with working, low-income families to provide safe and affordable homes. For **over 23 years**, Daniels has partnered with Habitat for Humanity GTA and local affiliates to empower families in need of a place to call home. Daniels has contributed over **\$6 million** to Habitat, which has resulted in safe, affordable and healthy homes for **86** Habitat partner families across the GTA.

"The day that we learned that we were approved for a home at FirstHome Beckenrose was one of the happiest days of our lives. Tears literally started coming down my eyes, and I just wanted to scream with happiness!"

Vidia,
a Habitat GTA partner family
at FirstHome Beckenrose in
Brampton



Safe Communities for Vulnerable Young People

In late 2020, we celebrated the opening of **Friends of Ruby Home**, Canada's first residence providing transitional housing and in-house counselling for homeless LGBTQI2S youth in Toronto. More than a place to sleep, Friends of Ruby welcomes young people into a supportive community that helps them move toward independent living. Friends of Ruby is a response to the LGBTQI2S youth homelessness crisis resulting from disproportionately high rates of family rejection, violence and trauma. Daniels' contribution of over **\$4 million** aligns with our mandate of using development as a platform for social change, as Friends of Ruby will have a significant positive impact on thousands of young lives for decades to come.

Stable Housing for Youth

We're proud to support **Covenant House Toronto**, Canada's largest homeless youth agency, by providing **two** deeply subsidized studio suites for a transitional housing program. This ongoing program, integrated within a condominium building, allows access to stable housing, which has a positive effect on mental health by removing the day-to-day worry of survival. Covenant House Toronto changes lives, helping vulnerable young people learn life skills, access job training, and gain confidence to live independently.



MAKING HOMEOWNERSHIP ACCESSIBLE

Through groundbreaking programs in education, financing and design, Daniels removes financial and physical barriers to homeownership.

BUILDING FUNDS FOR THE FUTURE

We open doors to homeownership by offering innovative programs that make buying a new home accessible, attainable and transparent.

We help residents of our Daniels Gateway Rental Communities overcome the biggest barrier to homeownership: the down payment. Earning a credit of **\$200** a month (up to **\$10,000**) toward a new Daniels home through our **Home Investment Program (HIP™)**, residents live in a quality-built family-friendly Daniels neighbourhood while saving for homeownership.

These HIP dollars can be used by the resident toward the purchase of any newly constructed Daniels home across the GTA.

Recognizing that saving for a deposit is the greatest barrier to homeownership, many of our communities include an opportunity to pay the deposit over an extended period.

Daniels' Gradual Deposit Payment Plan offers the opportunity to purchase a new home with just a **5%** deposit, with the initial payment on signing an Agreement of Purchase and Sale, and only **\$1,000** each month until reaching **5%** of the purchase price or occupancy.



3 Ways We're Helping First-Time Buyers Achieve the Dream of Homeownership

Design

Since 2004, Daniels has been creating quality **FirstHome™ Communities** in amenity-rich neighbourhoods, designed, built and priced for first-time buyers. We roll up our sleeves and find ways to keep marketing, sales, construction, financing and all other costs as low as possible, enabling FirstHome™ Communities to be the most attainable homes on the market.

Financing

Since 2009, Daniels has been helping individuals and families become first-time homeowners through our innovative **FirstHome™ BOOST** program in partnership with various levels of government. FirstHome™ BOOST is a down payment assistance program that boosts their down payment from 5% to 15%, interest- and payment-free, thereby lowering their monthly carrying costs and making homeownership affordable.

Education

Our **First Access Workshops** provide an extensive education on homeownership, including budgeting, closing costs, property taxes, mortgage commitments and all of the intricacies of the homebuying process. Thousands of potential first-time buyers have participated in these workshops and hundreds have taken the next step and become proud homeowners.

19

Number of
FirstHome™ Communities
built and sold to date

290

Number of homes
purchased through
FirstHome™ BOOST

2,336

Number of people who
attended virtual **First
Access Workshops** in 2020

"The virtual homeowner workshop was terrific. It sets up a base for purchasing and provides you with the information you will need and what things will cost. It gives nice clarity to the whole reality of buying a townhome or condo. This is something you usually do not get with other builders. We learned a lot, and we went into the buying process feeling confident."

Aman and Vinayaka,
Homeowners at Daniels
FirstHome™ Keelesdale



Designing Possibilities and Removing Barriers



Daniels' trailblazing **Accessibility Designed Program (ADP)** incorporates thoughtful design details to make condominium living more inclusive for people of all abilities. ADP suites exceed the accessibility standards of the Ontario Building Code (OBC), and are available at no additional cost.

The ADP was introduced in 2017 and welcomed its first residents at DuEast Condominiums in Regent Park in 2020. Our ADP suites will be included in all Daniels vertical communities.

This barrier-breaking program has also resulted in a unique partnership with **L'Arche Toronto**. We have custom designed an eight-bedroom condominium within the Artworks Tower in Regent Park to meet [assisted-living needs of L'Arche](#), which provides housing for people with intellectual disabilities.

In the ADP Suite

- All bedroom doors and one bathroom door have a clear opening of at least 34"
- Rollout balcony with swing door for wheelchair accessibility
- Power-operated entry door rough-in to improve suite functionality



In the ADP Bathroom

At least one bathroom in each ADP suite includes:

- Roll-in tiled shower
- Grab bars in the shower
- Hand-held shower faucet
- Under-sink knee clearance
- Minimum 35" x 59" transfer space beside the toilet
- Minimum 59" turning radius



In the ADP Kitchen

To suit the needs of mobility device users, customized modifications can be made to kitchens during the decor appointment at an additional cost. Modified kitchen features could include:

- Under-sink knee clearance
- Accessible counter heights (lowered to 34")
- Side-opening oven
- Cooktop with knee clearance
- Dishwasher drawer
- Customized electrical outlet placement
- Accessible hardware
- Closets with accessible reach



"Prior to the Daniels Accessibility Designed Program, finding an accessible condo in Toronto was like finding a unicorn. They were very rare, if not non-existent, and we had mostly given up on finding a truly accessible home. Loving where you live is living in a space that works for you. For us, it's an accessible environment. In one word, it means freedom."

Tim and Natalie,
Homeowners at
DuEast Condominiums



INNOVATIVE AMENITIES

Creating shared spaces and experiences that bring people together and enhance their life at home is a priority for Daniels.

ENHANCING COMMUNITIES THROUGH SHARED SPACES

We recognize the role that a sense of community and connection plays when it comes to overall health and well-being. This became more apparent than ever in 2020. A number of innovative amenity spaces that encourage connection and sharing were completed in 2020 but could not open due to pandemic restrictions. As soon as safety guidelines allow, we are ready to unveil an industry-leading amenity activation program in every new building we complete. Daniels will be organizing events within amenity spaces so new neighbours can meet, communities can grow and homeowners and tenants can truly love where they live.

TOP 7 AMENITIES TO ENHANCE WELL-BEING

← 1. Urban Agriculture

Since we built our first rooftop garden in 2009, we've created access to fresh, healthy food — from fruit trees to greenhouses — within every new home community. We also provide the education and tools needed for residents to start and maintain thriving gardens. In 2020, we allocated **2,360** square feet to urban agriculture in three Daniels communities, with **196** garden plots.

TOP 7 AMENITIES TO ENHANCE WELL-BEING (CONTINUED)



2. Art and Craft Studio

The Arts and Crafts Studio at Lighthouse Towers is a dedicated space for residents to express their artistic side. Workshops, art exhibits and seminars are just a few of the programming possibilities for the studio, designed to support creativity and bring residents together.



4. Outdoor Fitness

At many of our new condominium and rental communities, including Artworks Tower and The Thornhill, we are incorporating outdoor fitness, strength and yoga spaces, as well as equipment that will allow residents to keep fit from within their own courtyard.

3. Jam Studio

We added a dedicated soundproof space for residents to make music without disturbing their neighbours at Lighthouse Towers. We look forward to seeing this type of amenity become standard in condominium design, understanding the vitality that arts and music bring to our communities and our lives.



5. Kitchen Library

To make healthy cooking easier, we partnered with **George Brown College's School of Design** to develop an appliance-share app for Lighthouse Towers. Using the app, residents will be able to borrow appliances from the Kitchen Library, making food preparation and cooking easy and accessible. Located within a Prep Kitchen, the Kitchen Library will also be used for cooking classes and food demonstrations, turning cooking into a shared community experience.

6. Co-Working Spaces

We have thoughtfully designed our Co-Working spaces to replicate the atmosphere of an office, which makes them the perfect place to get in the zone and get down to business. Across many of our new communities, including The Thornhill and Evolv, our Co-Working spaces provide Wi-Fi, printing services, workspaces and private meeting rooms.



7. Kids' Zones

Our approach to design includes meeting the needs and desires of all residents, including little ones. Our family-focused approach to design includes dedicated Kids' Zones at communities such as Condominiums at Square One District and Artsy Boutique Condominiums. These thoughtful spaces are created with education and active play in mind, and provide a safe and convenient location for families to embrace fun, get creative and turn neighbours into friends.



PART 4

ENVIRONMENTAL SUSTAINABILITY

We look at every community as an opportunity to break new ground today for a more sustainable tomorrow. Since building our first R-2000 energy-efficient communities in the 1980s, we have been a leader in sustainable construction and urban agriculture.



LEADING THE INDUSTRY IN SUSTAINABLE PRACTICES

Our innovation and leadership in sustainability have been hallmarks of Daniels' impact approach since our inception.

In 1985, Daniels built the first multi-family community in the country to the R-2000 energy performance standard. Construction of these **202** townhomes in the Erin Mills community in Mississauga was a landmark initiative at that time, demonstrating that the reduced energy efficiency levels of the R-2000 program could be adapted to a multi-family form and still be economically feasible in the marketplace.

Another groundbreaking sustainable initiative was our redevelopment of the former Goodyear Tire lands, which commenced in 1988. During the remediation and redevelopment process, we initiated another Canadian first by demonstrating that 80% of the building materials from the plant could be crushed on site and reused as bedding for sewers and roads within the development. This comprehensive recycling initiative was embraced by municipalities and the development industry at the time as the most environmentally responsible way to approach decommissioning and demolition of industrial sites.

ERIN MILLS FARMERS' MARKET: HOME AT LAST

In 2013, our team transformed land awaiting development into a farmers' market and urban farm. In 2016, the Erin Mills Farmers' Market was established as a not-for-profit organization. In 2020, the market moved to its new permanent home within the courtyard of Arc Condominiums at Daniels Erin Mills. Food and urban agriculture initiatives expand access to healthy food choices. They also demonstrate sustainability, well-being and education around food security and provide a platform to develop and nurture a spirit of community within residents of all ages and backgrounds.



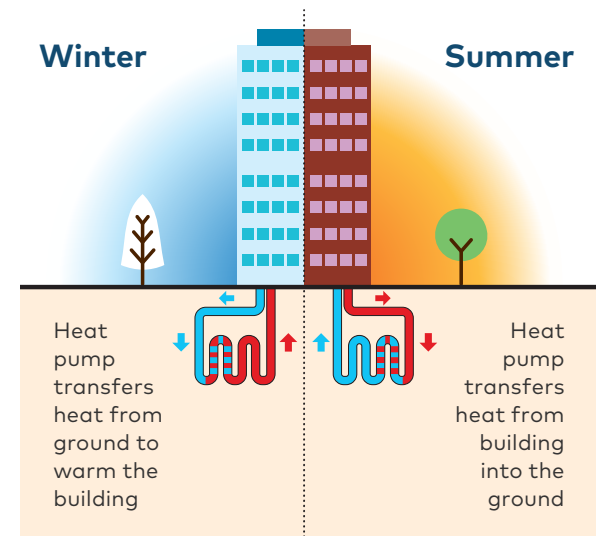
INNOVATION IN SUSTAINABILITY

Fossil-Fuel-Free Living to Save Energy, Water and Utility Costs

Field House is a beacon of low-carbon living and the first of many EcoUrban communities designed to ensure a long-lasting positive impact on the environment. Here's how these unique townhomes in Toronto's Regent Park use cutting-edge technologies to combine sophisticated style with low-carbon living.



1. **Solar panels** generate carbon-free electricity
2. **Energy recovery ventilators** precondition outside air coming in
3. A **high-performance building envelope** prevents air leaks
4. **Insulated metal entry doors**
5. Electric, **high-efficiency heat pumps** recover waste heat and heat water
6. **Triple-glazed windows**
7. Long-lasting, highly efficient **LED lighting**
8. **Low-flow faucets and showerheads** use less water without sacrificing pressure
9. **Heat-pump dryers** use about half the energy of conventional models
10. **Low-consumption toilets** flush efficiently using less water
11. **Low VOC paints** release less volatile organic compounds (inhaled as fumes) into the air
12. **Drain water heat recovery pipes** capture and reuse heat from shower water
13. **Electric vehicle charging stations**



Responsible Development Through Geothermal Technology

In 2020, Daniels broke ground at Daniels MVP Community in partnership with Choice Properties, a new rental community adjacent to the Mount Pleasant Village GO station in Brampton. Geothermal technology uses the stable temperatures found deep underground to extract or expel thermal energy to provide low-carbon heating and cooling year round.

*The geothermal system reduces carbon by **28.6%** using **96** vertical boreholes reaching depths of 600 feet; it stores summer heat underground to use during the winter.

**Reduction over OBC SB-10*

MOVING TOWARD A SUSTAINABLE FUTURE

Our Roadmap to Becoming the Leading Sustainable Builder in the GTA

As a responsible developer, we have an obligation to implement meaningful reductions in order to leave a positive legacy for future generations. We have developed a new corporate sustainability framework that will set an industry standard by adopting sustainability as a core value for our organization, phasing out fossil fuels entirely over time by reducing whole life carbon emissions. Our industry is responsible for 55% of Toronto's greenhouse gas (GHG) emissions. Our framework will be focused on **quantifying, tracking** and **setting targets** for **whole life carbon** emissions across our portfolio of developments. Here's how we'll meet our bold target:



Carbon Impact: Develop a decarbonization roadmap to implement low-carbon technologies across our portfolio.



Resiliency: Increase long-term capacity for climate adaptation and preparedness for climate emergency events.



Research and Development: Implement sustainable practices, from procurement of materials to production, construction and operations.



Advocacy: Advocate for sustainability and start conversations on the impact of climate change.



Community Well-Being: Improve accessibility to sustainable housing to enhance and strengthen local economics.



Next Steps

Our next steps toward a more sustainable future include:

- Quantification and tracking of operational and embodied carbon at the portfolio level
- Developing our decarbonization roadmap by taking our framework and converting it to an actionable plan
- Using our Whole-Building Life Cycle Assessment to do research and development

Understanding our Environmental Impact

Daniels performed its first voluntary **Whole-Building Life Cycle Assessment** — a study of the carbon emitted through the production of materials, transportation, use and end of life of a building. This study will spark further research into low-carbon building materials, such as mass timber and low-carbon concrete, and contribute to our carbon benchmarking initiative. Mass timber is a renewable, structural building material that can replace carbon-intensive materials such as concrete.

Leading the Way to Sustainable Cities

In 2020, UN-Habitat chose Regent Park as the world's leading example of neighbourhood revitalization. Scheduled to open in fall 2021, **The Regent Park World Urban Pavilion by UN-Habitat** will be located on the second floor of **DuEast Condominiums**. The Pavilion will create a platform for learning, collaboration and action in support of the United Nations' [Sustainable Development Goal #11: to create sustainable, resilient neighbourhoods and cities](#). The Pavilion will act as an interactive channel for the United Nations to create a physical and virtual global network to realize the Sustainable Development Goals.

Daniels played a key role in bringing the Pavilion to Toronto through our participation in the inaugural Urban Economy Forum in 2019. The conference included a tour of Regent Park, which inspired UN-Habitat and Urban Economy Forum representatives to showcase the community as a model of sustainable, resilient and inclusive urban development.

The Pavilion will be a space to stimulate dialogue and debate on the future of cities with local and international collaborators and program partners, including the University of Toronto's School of Cities, Canadian Urban Institute and the Toronto Public Library.



A woman with dark hair, wearing a black long-sleeved shirt and a red apron, is working on a large, brown clay sculpture of a human figure. She is standing in a well-lit studio with large windows in the background. The studio is filled with various art supplies, including wooden stands, a table with a white cloth, and other sculptures. The lighting is warm and natural, coming from the windows. The woman is focused on her work, carefully shaping the clay. The overall atmosphere is one of creativity and artistic dedication.

PART 5

NURTURING ARTS AND CULTURE

We continue to demonstrate the value of embedding arts and culture into the fabric of new communities to foster cohesion, provide a platform for artists and arts organizations and drive economic growth.

CREATING CULTURAL DESTINATIONS

The key to our approach to impact is our commitment to developing significant cultural spaces that bring learning, entertainment and economic activity to our communities.

Daniels has unparalleled experience developing significant cultural spaces in a wide range of tenures and economic models. Working closely with art-based organizations and institutions on a shared vision and integrating unique financial models to ensure self-sustaining operations have been central to the creation and long-term sustainability of these spaces. Many of the cultural destinations we have helped create have stimulated neighbourhood transformation and garnered international acclaim.



TIFF Bell Lightbox

TIFF Bell Lightbox, a 175,000 square foot cultural destination developed by Daniels in partnership with the Reitman family and owned by the **Toronto International Film Festival (TIFF)**, is the pre-eminent destination for film lovers around the world. TIFF Bell Lightbox has been a

catalyst for the vibrancy and animation associated with Toronto's Entertainment District. TIFF Bell Lightbox demonstrates the substantial economic growth that can be generated through the creation of cultural destinations. Together with our partners, our contribution to TIFF Bell Lightbox totaled **\$22 million**.



Daniels Spectrum

Daniels Spectrum, a 60,000 square foot cultural hub, was developed through a unique partnership between Daniels, Toronto Community Housing, Artscape and the Regent Park Community. Funded through federal/provincial infrastructure programs and a \$12 million capital campaign, Daniels Spectrum features two state-of-the-art black box theatres and hallway art galleries, and multiple

NURTURING CULTURE IN 2020

City of the Arts

Ontario's first-ever French-language university will open in Toronto in 2021, and its home will be within a Daniels community. We are proud to announce that the Université de l'Ontario français (UOF) will be located at Daniels Waterfront – City of the Arts. UOF is made possible through a historic funding agreement between the Ontario and Canadian governments.

Square One District

Daniels and Artscape initiated a creative placemaking study on behalf of our partnership with Oxford Properties and AIMCo in anticipation of new cultural infrastructure within the Square One District in Mississauga's City Centre.



offices and program spaces for anchor tenant arts organizations. Daniels Spectrum has become a community living room for residents of Regent Park.

In addition to a capital investment of **\$4 million** by Daniels and the John and Myrna Daniels Charitable Foundation, we have continued to support the long-term sustainability of Daniels Spectrum with *The Journey*, a fundraising musical event that has raised over **\$4 million** over the past seven years. Daniels Spectrum has been central to the revitalization of Regent Park, connecting the once isolated community to the rest of the city.



Photography Studio, Digital Media Lab - CREDIT Bob Gundu

Daniels Waterfront – City of the Arts

Daniels Waterfront – City of the Arts has become a destination for arts, culture and creativity. **Four** not-for-profit groups have created new homes utilizing Daniels' innovative ownership model for community organizations to purchase office condominiums at our 130 QQE development. We also donated over **\$1 million** to support the capital and sustainability campaigns for the arts organizations to make sure they are successful in their new homes.

Artscape Daniels Launchpad, Hxouse, The Remix Project and **Manifesto Community Festivals** bring vibrancy to this mixed-use community. In addition, post-secondary institutions **George Brown College** and **OCAD University** have expanded their footprints, collectively adding 125,000 square feet within the community. A third post-secondary institution, **Université de l'Ontario français**, is scheduled to open its 50,000 square foot campus in fall 2021.

Designed to feature pop-up performances, markets, and arts and music events by groups from within the community and across the city, we developed the public realm at City of the Arts to extend cultural programming outdoors with Sugar Beach North and The Yard. We look forward to featuring outdoor events and activations at City of the Arts as pandemic restrictions are lifted.



PLACEMAKING THROUGH PUBLIC ART

We infuse arts and culture into the DNA of our communities by commissioning bold public art to be enjoyed by residents, visitors and neighbours alike.



Inverted Lake at Daniels Waterfront – City of the Arts

Completed in 2020, the [Inverted Lake](#) installation adds a vital artistic dimension to a pioneering development. The overall City of the Arts community includes two anchor residential condominium towers connected by The Yard, a pedestrian area that offers retail, cafés and restaurants bordering a large public gathering space. The centrepiece is the Inverted Lake installation by famed environmental artist and sculptor **Ned Kahn**, which harnesses the wind coming off Lake Ontario to create a ripple-like effect in the sky above. It has the added benefit of minimizing the impact of wind on pedestrians in The Yard below.

Totem Poles at Arc Condominiums

A pair of totem pole sculptures by multidisciplinary artist and storyteller **Kris Nahrgang** brings our office lobby in Erin Mills, Mississauga, to life. The first nine-foot storey pole honours the important Indigenous history of the Mississauga territory. The second, at eight feet, honours the present and rich future of the community.



Past Public Art Commissions

Our developments in Toronto's Entertainment District, TIFF Bell Lightbox/Festival Tower and Cinema Tower, both included public art focused on enhancing the pedestrian experience.



For TIFF Bell Lightbox/Festival Tower, internationally known Toronto artist **James Carl** was selected and produced a 1,400-pound sculpture called **"Things End."** The artistic intervention has helped establish John Street as a cultural corridor for Toronto.

Similarly, Daniels commissioned recognized Canadian artist **Peter Powning** to create a sculpture framing the residential entrance of Cinema Tower. The piece entitled **"Strata"** adds interest to Widmer Street with a nod to geological times as it includes artifacts found on the site cast in bronze and illuminating elements made of glass.



At our High Park Condominiums community, we worked with artists **Public Studio**, who collaborated with students at OCAD University to create an immersive public art installation called **"We are all Animals"** featuring static sculptural and rotating digital elements.

A close-up photograph of a woman with brown hair, wearing clear safety glasses and white work gloves. She is focused on her work, looking slightly to the right. She is wearing a blue long-sleeved shirt with a yellow safety vest over it. Her hands are positioned on a metal workpiece that is part of a larger industrial machine. The machine has various components, including a large blue cylindrical part and a red circular component in the background. The lighting is bright, highlighting the woman's face and the metallic surfaces of the machinery.

PART 6

BUILDING COMMUNITY CAPACITY

We think beyond bricks and mortar to create opportunities for employment, training and economic development that build capacity within both individuals and communities and to support organizations doing impactful work in our communities.



CREATING PROSPERITY

We recognize our opportunity to leverage our business and our budgets as tools for social procurement and inclusive local economic development. We spend money with intentionality and with a lens sharply focused on making a positive impact on local residents and the local economy.

INVESTING IN LOCAL ART

We strive to design buildings that reflect the aesthetics of their neighbourhoods, engage people with locally sourced art and invite artists to join in city building. Each new Daniels community is literally a work of art.

Through social procurement, we purchase and display art from emerging and mid-career local artists. This approach beautifies communities, celebrates local heritage and brings exposure and economic benefit to neighbourhood artists. We also work with social enterprises like Artscape Atelier to procure welcome gifts, art and more. Investing in artists was especially important to Daniels in 2020 to support creatives affected by the pandemic.

2020 Social Procurement Spend on Local Art

\$341,400	\$10,000
Artwork in Buildings	Hoarding Artwork
\$172,100	\$3,200
Welcome Gifts	Photography

"We believe that artists should have a stake in their neighbourhoods as they grow rather than being displaced by their own success."

Artscape Atelier

Social Procurement Opportunities

Social procurement is a powerful tool to generate economic and social impact. For us at Daniels, it starts with a simple premise and promise. The premise is that we will spend money in every community in which we build.

We see enormous value in using our purchasing power for social benefit and sourcing locally, from diverse suppliers and social enterprises. Beyond investing in local art, here are a few additional areas where we leverage corporate expenditures to maximize impact.



Photography

We work with not-for-profits that teach young people the technical skills that will lead to post-secondary education or career paths in film and television. Putting cameras in the hands of young people is enormously empowering as engaging these groups will create a ripple effect that will be felt for generations. We are proud to have worked with [Shoot for Peace](#), [Regent Park Youth Media Arts Centre](#) and [JAYU](#) for photography and videography services.

Catering

Whether for lunch meetings, corporate retreats, sales events or celebrating a milestone, we work with catering collectives and social enterprise catering companies with business models based on hiring and training locally. These microbusinesses, often driven by new Canadians, are not only delivering new tastes from around the world but they also create career path opportunities within the ever-expanding food services industry. We enjoy delicious eats catered by [Paintbox Bistro](#) and the [Regent Park Catering Collective](#).



Landscape and Groundskeeping Maintenance

Engaging social enterprise contractors for landscape and groundskeeping maintenance is a tremendous opportunity to invest in training and employment for local residents often facing barriers to employment. Our work with companies like [Building Up](#) and [Parkdale Green Thumb Enterprises](#) has beautified our communities while creating pathways to employment and economic empowerment.

Moving forward, we commit to taking an equity and anti-racism approach to all aspects of our work, including social procurement.

Welcome Gifts

In 2020, Daniels worked with local artists, artisans and community groups through [Artscape Atelier](#) to create **1,728** unique move-in gifts with an economic value of over **\$170,000**, providing both a special welcome home and generating impact for local creators.



↑ **DuEast Condominiums:** Created by artists **Jasmine Angela So, Pranavi Suthagar** and **Whyishnave Suthagar**, the **Aura Planter** uses locally sourced clay.

→ **Daniels FirstHome™ Markham Sheppard:** Islamic architecture inspired these ceramic mugs by Toronto artist **Habiba El-Sayed**.



↑ **Lighthouse Towers:** Inspired by silk aviator maps and created by **Darren Rigo** with **Lisa MacDonald, Jennifer Yim** and **Daniel Rotsztain**, these multi-purpose maps depict local resources.



← **Lighthouse Towers:** This series of images by **Ella Morton** captures the unique qualities of Toronto's waterfront.

Laying Foundations for Economic Opportunity

Our commitment to community building involves supporting local economic development through employment. Working closely with social service agencies, consultants, trades and commercial partners, we've created employment opportunities for local residents in the communities in which we build. However, we haven't stopped at connecting residents to employment. We've created and implemented training and capacity building programs to build pathways to successful employment through the following initiatives.

Over the past six years, **Moving Toward Opportunity** has provided **137** Regent Park students with a 14-week employment readiness program and summer job placements with **51** employer mentors. To date, MTO has generated **\$430,000** in local economic development. Due to pandemic restrictions, the program shifted its focus in 2020 to provide online networking. In 2020, **nine** students grew their networks by an average of **16** new connections.



In 2020, **eight** residents in Regent Park received paid training and job placements through the 14-week **Creating Real Apprenticeships For Toronto (CRAFT) Carpentry Pre-Apprenticeship**

Program. This innovative program provides direct access to the construction trades as an apprentice, including with program partner Carpenters' Local 27. **Six** participants in the 2020 cohort joined local trade unions and **two** were hired directly after their placements. Since the first cohort in 2016, CRAFT has created approximately **\$242,000** in local economic development during the program for youth from Regent Park.



SUPPORTING OUR COMMUNITIES

We believe our work in community building doesn't end when construction does.

"We can see the products of these efforts as we look out our windows and see a thriving, vibrant and attractive neighbourhood. We see parks, schools, green roofs, people of various socio-economic status and heritage, come together in a very pleasant and thoughtful way. With each day, we love and appreciate our home and community more and more."

Bogdan,
Homeowner at
DuEast Condominiums

Our philosophy is that a healthy community is good for everyone's bottom line.

Our community support ranges from providing the basic necessities of life, such as food and shelter, to providing opportunities in arts, culture and education.

We supported **30+** different organizations and causes in 2020.

Here are just a few examples →

\$4.1 Million Donated to Children and Youth

As a major donor to [Friends of Ruby Home](#), which opened in 2020, our support, including construction management services, helped provide a safe and welcome new space for LGBTQI2S young people.

Our donation to the [Regent Park School of Music](#) provided high-quality, affordable music education and mentoring to youth in need.

We were excited to support [Visions of Science Network for Learning](#), a charitable organization that empowers youth from low-income communities through meaningful engagement in STEM (science, technology, engineering and math). Our donation catalyzed their move to a new headquarters in Regent Park.



\$268,000 Donated to Community Services

Daniels was proud to support [Fred Victor](#) in its mission to end homelessness in Toronto, and [Covenant House Toronto](#) in helping homeless youth, as well as [WoodGreen Community Services](#) and [Dixon Hall](#), two of Toronto's largest social service agencies.



\$105,000 Donated to Food Security

With our donation to [FoodShare](#) through their annual [Recipe for Change](#) fundraiser and [Good Food Box](#) program, we helped ensure more than **260,000** people have access to affordable, fresh and nutritious food each year.

For the past 25 years, we have been the Presenting Sponsor of [Toronto Taste](#), [Second Harvest](#)'s annual gala fundraising event. Although the event was cancelled in 2020 due to the pandemic, we continued our essential support of Canada's largest perishable food rescue organization.

Daniels was a key partner in the [Feed the Frontlines](#) initiative, which supported local restaurants and food supply chains while providing nutritious meals to Toronto's frontline heroes and the families who were hardest hit by the COVID-19 pandemic.

\$272,000 Donated to the Arts

Daniels contributed to the arts by helping organizations like [Sketch](#), a community arts enterprise for homeless or marginalized diverse youth, and [ArtHeart](#), a provider of free, year-round arts and education programs as well as hot lunches and nutritious snacks for residents of the Regent Park community.

Our support for the [Regent Park Film Festival](#) helped Toronto's longest-running, free community film festival present films that break stereotypes and show that no one place or person has just one story.

Our donation to [The Sara Diamond Scholarship Fund](#) at OCAD University will give emerging artists and designers the resources, motivation and confidence to complete their studies and launch successful careers.

Our contribution to [The Akin Studio Rent Relief Fund](#) provided Akin artists and creatives with anonymous, one-time emergency grants toward rent for their studios.

We continued our support of [Artscape](#) to make sure artists and creatives had access to space, equipment, resources and opportunities at [Artscape Daniels Launchpad](#).



THANK YOU



Heela Omarkhail
*Vice-President,
Social Impact*

Thank you for taking the time to read our inaugural Impact Report. Daniels has been using our business to generate positive impact for close to four decades and we hope this first report illustrates that legacy and commitment. While we have focused on telling the story of The Daniels Corporation over the years with highlights from 2020, we look forward to building on this report and our impact work to create a framework and benchmarks for the future.



Megan Aird
*Director, Marketing
and Communications*

A big thank you to [Green Living Enterprises](#) for all their work and efforts in helping to create this report, as well as to all of the contributors. The reflection, collaboration and research as we developed this annual report, especially in what was one of our most challenging years, reinforces how we as a company and team rallied together in 2020, resulting in an extraordinarily successful year.

We will continue designing and building the best homes on the market. We will also continue using our business as a platform to make a positive impact within our communities. This is more important than ever and all of us at Daniels are keen to continue this critical work in our communities today, tomorrow and for future generations.

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