

MASKING TOGETHER

 Canadian Challenge

IMPACT REPORT

Masking Together Challenge
Campaign #2



Pandemic Wave #2 Creating Safer Communities

Taking Care of Our Invisible Frontline



Pandemic Wave #2 | Creating Safer Communities

In March 2020, Dr. Elaine Chin founded the Masking Together Challenge with the goal of delivering PPE to frontline workers, aid in COVID-19 research, and to provide safe sanctuaries for medical professionals.

As the pandemic evolved, so did our approach. COVID-19 has showcased inequities in access to PPE for many of our most vulnerable populations. The people who take care of them, in our shelters and on the streets, are the Invisible Frontline. Through donations, advocacy, and delivery of PPE, our second campaign successfully connected vulnerable communities to the resources needed to stay safe.

DONATIONS

Monetary Total: \$113,208.00

Physical Total:

- 70,400 Medical Masks
- 1,560 Flexi Face Shields
- 3,290 Bottles of Hand Sanitizer
- 144 Bottles of Oxigize Surface Disinfectant

SHELTERS and NOT-FOR-PROFITS (NFPs)

Total Number of Shelters & NFPs Reached:

- 29

Across Canada:

- 18 in Ontario
- 5 in Alberta
- 5 in British Columbia
- 1 in Manitoba



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COVID-19 IMPACT

1) Women and Children

Stay-at-home orders intended to protect the public and reduce the strain on the healthcare system also put one specific group at higher risk: women and children experiencing domestic and partner violence. Restrictions have reduced their access to alternative sources of housing such as shelters and hotels. Though shelters have tried to stay open and help the residents, many are now operating at a reduced capacity leading to constrained resources.

2) Homeless Youth

Inadequate housing can result in poor hygiene, a lack of personal space and a lack of readily available health care services. Shelters can help alleviate some of that pressure for homeless youth. The pandemic, however, has exacerbated the healthcare risks associated with poor accommodation and prevented youth from attending school/work. Without adequate facilities youth are unable to sufficiently protect themselves, prevent the spread of COVID-19, or seek appropriate medical attention.

3) LGBTQ

LGBTQ communities already experience disparities in the health care system when compared to the general public, due to unique health challenges and discrimination. The COVID-19 pandemic has adversely impacted community members and their access to medical care, mental health resources and support groups.

MEDIA MENTIONS

The Masking Together Challenge Campaign #2 was featured on TV

- CBC
- Breakfast Television
- 680 News