



Northwood Family Office Donation to Support the Fight Against Coronavirus

Toronto, April 15, 2020

In the face of the ongoing Coronavirus outbreak, we at Northwood Family Office wanted to find a way to support some of the most vulnerable members of our community during these unprecedented times. In our research, we discovered that one of our clients, the Robert Kerr Foundation, was partnering with Knix, a Toronto-based global apparel company, to immediately get more Protective Personal Equipment (PPE) in the hands of frontline healthcare workers and the staff of homeless shelters and drop-ins.

There continues to be a shortage of these supplies, according to more than 200 Canadian hospitals/centres who have completed Knix's PPE request form. And even when the virus eventually passes the peak, we will likely continue to see heightened use of PPE until a vaccine is available. In some cases, hospitals and shelters are able to rely on government supply of PPE, but others rely primarily on donations. While governments are working on procuring PPE and, in the long run, this will likely be the best option, in the interim the private sector can work to bridge the current PPE gaps to keep our communities and frontline workers safe.

This PPE campaign was started by Joanna Griffiths, the Founder and CEO of Knix. The idea behind the campaign was to use their global supplier base and import and distribution expertise to secure access to much-needed masks and gloves for Canada's frontline healthcare workers. Since Joanna started the campaign on March 21, 2020, over \$250,000 has been raised towards this important cause.

The Robert Kerr Foundation pledged \$100,000 to the Knix Campaign with a specific focus on getting PPE into homeless shelters and drop-ins, which is a key part of the foundation mandate. Beyond their initial donation, they have promised to match all donations raised by the Campaign, up to another \$100,000.

We thought this all made a lot of sense and was a good way to help with the current crisis. As a result, we made a donation earlier this week, which will be matched by the Kerr Foundation.

Northwood has asked that our donation be directed specifically towards St. Mike's Hospital. As proud Canadians, we recognize that St. Mike's is one of our most vital hospitals in the fight against Coronavirus. Affectionately known as the Urban Angel, St. Mike's is renowned for its care of the homeless and disadvantaged in our society. We also learned this week that their COVID-19 area is one of the largest acute care floors of any hospital in North America.

At Northwood, we're glad to be able to play a role in this important campaign to help our community during these challenging times.

Tom McCullough
Chairman & CEO
Northwood Family Office



About Knix

Joanna Griffiths, Founder & CEO of Knix is transforming the way women shop for intimates and other first layer pieces through every stage of life. Since its launch in 2013, Joanna has built Knix into a global leader in the intimates category while building a community of women who are passionately taking on life by breaking down the taboos and boundaries that get in their way - encouraging all women to live unapologetically free. A Knix item is sold every seven seconds and the brand was recently named the 6th Fastest Growing Company in Canada by the Report on Business. For more information visit [Knix.ca](http://knix.ca) and @knixwear on social media.

About The Robert Kerr Foundation

The Robert Kerr Foundation is a registered private Canadian foundation. It was established in 2010 as a named legacy following the passing of successful Canadian entrepreneur Robert Kerr. The foundation supports organizations tending to basic and urgent needs of children and the homeless. For more information visit robertkerrfoundation.ca.

Resources

If you're interested in learning more about the Knix PPE Campaign please visit <http://knix.com/donate>

For those interested in making a donation (and receiving a tax receipt) through the Robert Kerr Foundation's partnership with Knix, please reach out to Bri Trypuc at bri@trypucphilanthropy.ca or 647-428-8019.

To learn more about the Robert Kerr Foundation's partnership with Knix on this charitable campaign, please see the following press release:

<https://www.northwoodfamilyoffice.com/wp-content/uploads/2020/04/Knix-x-Robert-Kerr-Press-Release.pdf>

For more information on Northwood Family Office, please visit www.northwoodfamilyoffice.com or contact Tom McCullough at (416) 502-6288 or tm@northwoodfamilyoffice.com