



For immediate release

MEDIA RELEASE

TD Bank Group provides gift to Choices for Youth

St. John's, Newfoundland and Labrador, March 12, 2024 — Choices for Youth has received a generous \$25,000 gift from the TD Bank Group (TD) to support the impactful work of their RallyForward program. This gift is part of TD's giving strategy known as *TD Ready Commitment*.

Announced by Christopher Muir, District Vice President (North Atlantic District) with TD Canada Trust and Sheldon Pollett, Executive Director of Choices for Youth, this investment will support the RallyForward program. RallyForward provides intensive, individualized case management supports, through a holistic approach to supporting young people meet their needs, work towards their goals, and achieve independent living.

Choices for Youth is a non-profit, charitable organization committed to supporting children, youth and young families in accessing stable housing and employment while working toward family stability and better health, all through innovative programming and social enterprises. With a focus on prevention, intervention, and support, Choices for Youth helps youth and their families break cycles of poverty and homelessness and transition to healthy, stable, and independent lives.

The RallyForward program reflects the Housing First philosophy, ensuring that youth have access to a continuum of housing options and supports based on their needs. The program offers 26 housing placements across the city of St. John's and works hard every day to offer wrap-around supports to youth while helping them reach their self-identified goals. Last year, the RallyForward program housed 45 of youth, through 14,589 home visits, supported almost 14,600 mental health interventions, provided guidance on 8,400 life skill development opportunities, and provided over 2,400 meals.

TD has been a key partner of Choices for Youth since 2007, providing \$522,000 in funding through various grants, fundraisers, and other volunteer initiatives. Choices for Youth extends immense gratitude to TD for their continued support and commitment to help make a positive impact in the community for a more inclusive and sustainable tomorrow.

Quotes

“In a time of mounting housing insecurity and homelessness within our community, TD's support fuels our steadfast mission of ending youth homelessness. We extend our heartfelt gratitude to TD for their ongoing support of Choices for Youth and our housing and wrap-around supports model. Their investment is truly improving the lives of vulnerable youth in Newfoundland and Labrador.”

Sheldon Pollett, Executive Director, Choices for Youth



**TD READY
COMMITMENT**



“The RallyForward team works tirelessly every day to tackle the challenges faced by vulnerable youth, spanning housing, mental health, and essential services. We deeply appreciate TD's investment, which directly supports our daily efforts in empowering youth towards stable housing while helping them find the stability they need to reach their goals.”

Rachel Laracy, RallyForward Program Coordinator, Choices for Youth

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