

May 1, 2019

To: True North Youth Foundation Inc.

Thank you for bringing your concerns to my attention as to the manner in which I commented in the media in connection with the release of Charity Intelligence Canada's report entitled "Canadian Pro Sport Teams and their Charities" dated August 3, 2018 and updated on October 23, 2018.

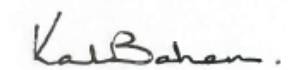
I want to unreservedly and unequivocally apologize for my unfortunate mischaracterization of True North Youth Foundation Inc. (TNYF) that was aired in the media.

In particular, I want to correct and clarify the record as follows:

1. TNYF does not flow-through most of its revenues to other charities and, instead, operates its own charity programs to help the youth of Manitoba.
2. Charity Intelligence's report did not state nor suggest that TNYF overspends on fundraising and administrative costs. Indeed, based on TNYF's 2017 audited financial statements, Charity Intelligence calculated that TNYF's fundraising and administrative spending falls within what Charity Intelligence deems to be a reasonable range.
3. I regret and unequivocally want to apologise for calling TNYF a "puck hog" in my CityNews interview on October 31, 2018. TNYF spends money it receives on its own charity programs and is not holding back donations.
4. I understand that my unfortunate mischaracterization of TNYF may have left people with the impression that they should not consider supporting TNYF, and for that I want to unequivocally apologize.

In closing, I wish to retract and apologize for any statement I made that may have been construed or characterized to suggest otherwise.

Yours truly,



Kate Bahen
Managing Director
Charity Intelligence Canada
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