

Annual Report 2025: The Izzy Doll Initiative Impact

Our Mission & Legacy Continuing the legacy of compassion started by Master Corporal Mark Isfeld and his mother, Carol Isfeld, the Izzy Doll Initiative connects volunteers worldwide to bring comfort to children in conflict zones and regions affected by natural disasters.

Global Impact By The Numbers

- **Over 2 Million Izzy Dolls:** To date, more than 2 million Izzy Dolls have been lovingly handcrafted by volunteers and distributed to children in need.



- **130 Countries Reached:** Izzy Dolls have been delivered to crisis zones in over 130 countries.



- **Partners in Compassion:** Distribution is made possible through key partnerships with the Canadian Armed Forces, Health Partners International Canada (HPIC), ICROSS Canada, and various community organizations.

2025 Highlights

- **Organizational Milestone:** The [Izzy Doll Initiative](https://www.izzydoll.org) has successfully completed its incorporation as a non-profit corporation with Corporations Canada, ensuring a strong foundation for the future.

2025-08-29

Innovation, Science and Economic Development Canada
Innovation, Sciences et Développement économique Canada

Corporations Canada
C. D. Howe Building
235 Queen St
Ottawa ON K1A 0H5

Corporations Canada
Édifice C. D. Howe
235 rue Queen
Ottawa ON K1A 0H5

Corporation Information Sheet
Canada Not-for-profit Corporations Act

Fiche de renseignements concernant l'organisation
Loi canadienne sur les organisations à but non lucratif

Izzy Doll Initiative

Corporation number 1727934-5 Numéro d'organisation

- **Digital Transformation:** We launched a new, fully bilingual website (www.izzydoll.org) and created a comprehensive **FAQ page** (<https://www.izzydoll.org/en/faq/>) to ensure volunteers have access to accurate information.

izzydoll.org Website

- Our website is fully **bilingual** EN/FR!



Website Views

- With one month left to go, we have exceeded **200,000** website views in our first year!

2025

Views	202,654
Visitors	119,311
Views Per Visitor	1.70



- None of the months in 2025 had fewer than 10,000 website views.
- Our "best" month was March with over 40,000 views!



Popular Pages

Posts & pages	Views
PATTERNS	100,055
IZZY DOLL INITIATIVE	47,600
KNITTED IZZY DOLL PATTERNS	16,972
Knitting Pattern (HPIC)	9,810
ISFELD LEGACY	7,894
DROP-OFF LOCATIONS	7,193
CROCHETED IZZY DOLL PATTERNS	4,495

- Our patterns pages have the most views!



- Reminder that every single Izzy Doll pattern downloaded shares Master Corporal Mark Isfeld's story and links to the CMEA website!



Knitted Izzy Doll Pattern
by Izzy Doll Mama
Shirley O'Connell

The Story of the Izzy Doll

An Izzy Doll is a small, handmade doll that has become a symbol of Canadian peacekeeping and humanitarian work. It was inspired by Master Corporal Mark "Izzy" Isfeld, a Canadian soldier who lost his life while clearing landmines in Croatia.

Mark often carried these dolls, made by his mother Carol, to distribute to children in war-torn areas. The dolls brought comfort and joy to children who had experienced trauma and loss.

The Izzy Doll Initiative continues today, with volunteers (like you!) knitting and crocheting dolls to be sent to children in need around the world. They are a powerful symbol of compassion and hope.

Thank you for participating in this worthwhile initiative.

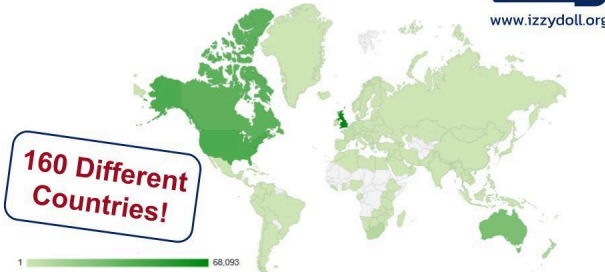
Did You Know?

Izzy dolls are designed to be transported by Canadian soldiers in the pockets of their uniforms. Please do not use any plastic buttons or metallic pieces as they could become choking hazards. They must be lightweight and the overall size of completed Izzy Dolls should be 13 to 16 cm (5 to 6 inches) in height.

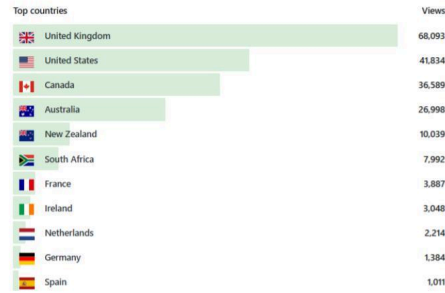
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Global Reach



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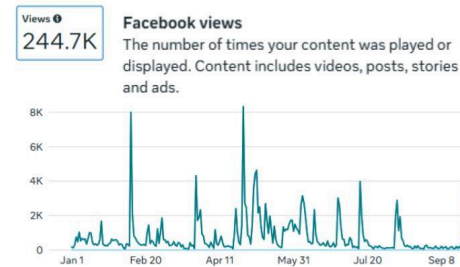


- **Expanded Pattern Access:** Our Izzy Doll patterns are now available in **Ukrainian, Greek, and Dutch**, expanding beyond our original French and English versions to support a wider volunteer base.



- **Community Growth:** We established a new official Facebook Page (www.facebook.com/izzydolls) for announcements and recognition, as well as a new **Facebook Community Group** ([Join here](#)) where members can share photos of their creations and seek advice.

Facebook Views in 2025



Facebook Followers



- **Volunteer Recognition:** We launched the **"Carol's Angels"** recognition program to honour volunteers who have personally crafted and donated over 100 Izzy Dolls.



- **"80 Izzy Dolls for the 80th":** The successful launch and completion of this project honoured the 80th anniversary of D-Day, delivering numbered shadow boxes to communities across France.
[Summary Presentation](#)
<https://izzydoll.org/en/impact/80th-anniversary-of-d-day-project/>
- **Youth Engagement Initiative:** We have been working on a project to have **cadets** involved in promoting and distributing Izzy Dolls in their communities, though this project is currently stalled.
[Project Proposal: Izzy Doll Initiative Cadet Community Service Project](#)
- **Media Impact:** The [Izzy Doll Initiative](#) was featured in multiple articles in local newspapers, online magazines, and podcasts, sharing the story of Mark and Carol Isfeld with a wider audience.

Looking Forward to 2026

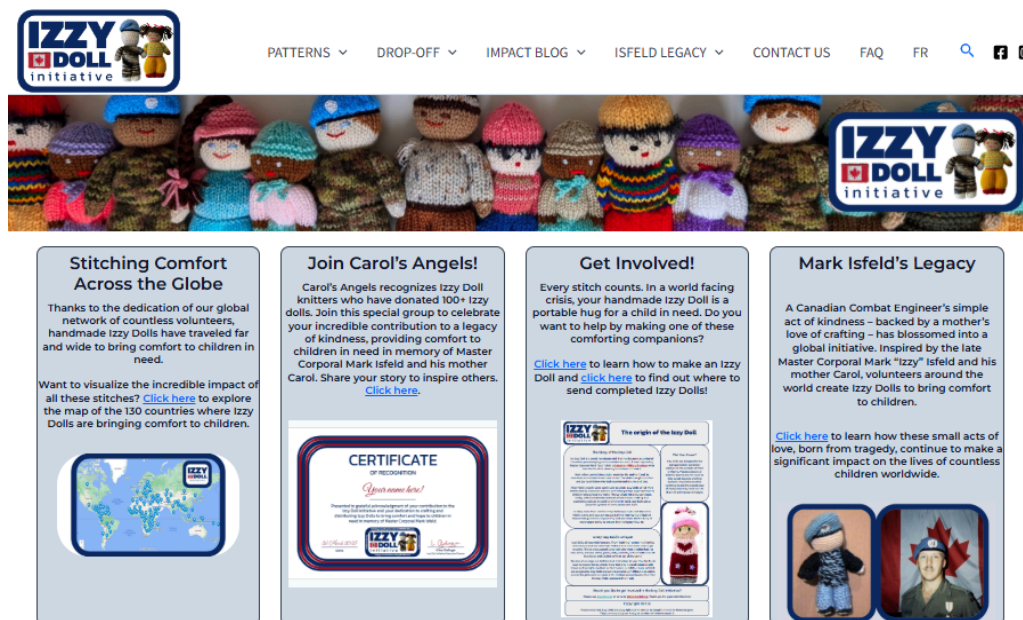
- **Volunteer Appreciation:** We will introduce monthly **"In the Mood for Peace"** book draws for our volunteers.
 - **Upcoming Projects:** We are proceeding with discussions related to the **"125 Izzy Doll for CME 125"** project.
[Project Scope: The '125 for 125th' Izzy Doll Initiative/CME Project](#)
 - **Educational Outreach:** We are beginning the creation of an **Izzy Doll children's book** to help share our message of peace and comfort with the next generation.
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Rapport annuel 2025 : L'impact de l'[Initiative Izzy Doll](#)

Notre mission et notre héritage Poursuivant l'héritage de compassion initié par le caporal-chef Mark Isfeld et sa mère, Carol Isfeld, l'[Initiative Izzy Doll](#) rassemble des bénévoles du monde entier pour apporter du réconfort aux enfants dans les zones de conflit et les régions touchées par des catastrophes naturelles.

Impact mondial en chiffres

- **Plus de 2 millions de poupées Izzy** : À ce jour, plus de 2 millions de poupées Izzy ont été confectionnées avec amour par des bénévoles et distribuées à des enfants dans le besoin.



- **130 pays atteints** : Les poupées Izzy ont été livrées dans des zones de crise de plus de 130 pays.



- **Partenaires de cœur** : La distribution est rendue possible grâce à des partenariats clés avec les Forces armées canadiennes, Partenaires Canadiens pour la Santé Internationale (HPIC), ICROSS Canada et diverses organisations communautaires.

Faits saillants de 2025

- **Jalon organisationnel** : L'[Initiative Izzy Doll](#) a complété avec succès son incorporation en tant qu'organisation à but non lucratif auprès de Corporations Canada, assurant ainsi une base solide pour l'avenir.


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Gouvernement du Canada

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- **Transformation numérique** : Nous avons lancé un nouveau site Web entièrement bilingue (www.izzydoll.org/fr/) et créé une page **FAQ** (<https://izzydoll.org/fr/faq/>) complète pour assurer l'accès à une information juste.

izzydoll.org Website

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www.izzydoll.org

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izzydoll.org Website Views by Month 2025



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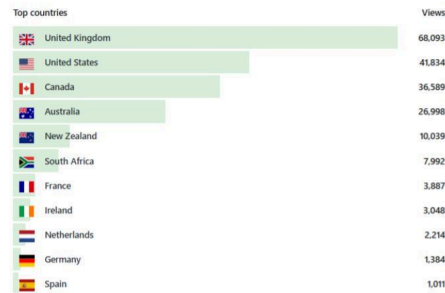
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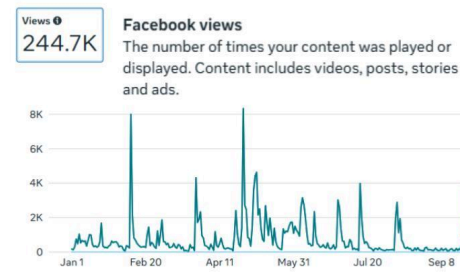


- **Accès élargi aux modèles** : Nos modèles de poupées Izzy sont désormais disponibles en **ukrainien, grec et néerlandais**, s'étendant au-delà de nos versions originales en français et en anglais pour soutenir une base de bénévoles plus large.



- **Croissance de la communauté** : Nous avons établi une nouvelle page Facebook officielle (www.facebook.com/izzydolls) pour les annonces et la reconnaissance, ainsi qu'un nouveau **groupe communautaire Facebook** ([Rejoindre ici](#)) où les membres peuvent publier des photos de leurs créations et échanger des conseils.

Facebook Views in 2025

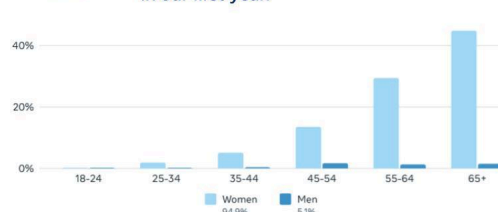


Facebook Followers

2,002

Age & gender

- With one month left to go, we have exceeded **2000** followers in our first year!



- **Reconnaissance des bénévoles** : Nous avons lancé le programme de reconnaissance « **Carol's Angels** » pour honorer les bénévoles ayant personnellement confectionné et fait don de plus de 100

poupées Izzy. <https://izzydoll.org/fr/news/join-carols-angels/>



- « **80 poupées Izzy pour le 80e** » : Le lancement et la réalisation de ce projet ont permis de commémorer le 80e anniversaire du jour J en livrant des boîtes d'exposition numérotées à des communautés à travers la France.
[Summary Presentation](#)
<https://izzydoll.org/fr/impact/80th-anniversary-of-d-day-project/>
- **Initiative d'engagement des jeunes** : Nous avons travaillé sur un projet visant à impliquer les cadets dans la promotion et la distribution des poupées Izzy dans leurs communautés, bien que ce projet soit actuellement en suspens.
[Project Proposal: Izzy Doll Initiative Cadet Community Service Project](#)
- **Impact médiatique** : L'[Initiative Izzy Doll](#) a fait l'objet de plusieurs articles dans des journaux locaux, des magazines en ligne et des balados, partageant l'histoire de Mark et Carol Isfeld avec un public élargi.

Perspectives pour 2026

- **Appréciation des bénévoles** : Nous ferons des tirages mensuels du livre « **In the Mood for Peace** » pour nos bénévoles.
- **Projets à venir** : Nous poursuivons les discussions concernant le projet « **125 poupées Izzy pour le 125e du GMC** ».
- **Sensibilisation éducative** : Nous entamons la création d'un **livre pour enfants sur les poupées Izzy** afin de partager notre message de paix et de réconfort avec la prochaine génération.