20 YEARS...
AND COUNTING!

2014–2015 ACTIVITY REPORT
Our “baby” is already 20 years old!

Never would I have been able to imagine, 20 years ago, as I was returning from a stint as a humanitarian aid worker in Mexico, that today I would be heading a social movement of this magnitude, right here at home. We always tend to think of humanitarian work as something that is done overseas. And yet, despite how rich we are as a nation, the poverty of thousands of families and children in our own backyard is nothing short of alarming. So when I threw myself head-first into this adventure, I had only one idea in mind: making sure kids – all kids – got breakfast every day before the school bell rang.

I remember knocking on countless doors and making my arguments to whomever would listen. Sometimes it worked. But lots of other times, I had to keep trying and starting over again. In the end, I managed to build a circle of generous, driven and forward-looking people who have made the Club what it is today. Over the years, this group of decision-makers, donors, partners and volunteers has helped us to grow and kept us on course. I would like to take this opportunity to acknowledge their valued contributions and say THANK YOU! You are the reason we have made it through our growing pains to become the organization we are today.

Like any 20-year-old on the cusp of adulthood, we know the years ahead will be jam-packed, but the promise they hold is enormous. Thank you for being there for us – yesterday, today and tomorrow!

Daniel Germain
President and Founder

“CHILDHOOD IS A TENDER SAPLING THAT NEEDS SUPPORT TO GROW.”

La Rochefoucauld-Doudeauville

For 20 years now, Breakfast Club of Canada has been nourishing children’s potential, promoting their health, and giving them an equal chance at success, one breakfast at a time. After two decades, we are as convinced as ever that it is in our power to improve their well-being and drive positive, sustainable change in health and education. We have been successful thus far because we have joined forces with partners, communities and local agencies across the country. And we continue to persevere today, because the word “impossible” is simply not in our vocabulary.

Our Values

Our values guide us, keep us on track and point us in the right direction.

Child-focused

We put children and youth first, always working in their best interests. This drives our efforts and defines our objectives.

Passion

We are driven by our conviction, and determined to contribute to a higher cause.

Leadership

We take responsibility for our actions, and always strive to demonstrate the courage required to shape a better future for Canada’s young people.

Empowerment

We strive to reach sustainability by encouraging and inspiring autonomy, collaborative work and innovative ideas.

Integrity

Respect our values in all circumstances, without any compromise.

our values

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I remember knocking on countless doors and making my arguments to whomever would listen. Sometimes it worked. But lots of other times, I had to keep trying and starting over again. In the end, I managed to build a circle of generous, driven and forward-looking people who have made the Club what it is today. Over the years, this group of decision-makers, donors, partners and volunteers has helped us to grow and kept us on course. I would like to take this opportunity to acknowledge their valued contributions and say THANK YOU! You are the reason we have made it through our growing pains to become the organization we are today.

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Daniel Germain
President and Founder
If the past is any indication of what the future holds, we are definitely on the right track!

I teamed up with Breakfast Club of Canada early on because the very idea of a child going to school hungry tore me up inside. It still does. I originally joined the board as the treasurer, and when I was asked to consider taking over as chair, I accepted without a moment’s hesitation.

In the past 20 years, I have seen the Club grow, expand throughout the country and bring the ideas and initiatives we care about to fruition. The path hasn’t always been easy, but the team has never faltered in staying focused on what really counts: the kids. In all of the decisions we have made and all of the actions we have undertaken, we have always made children’s best interests our top priority.

Today, with more than 150,000 children to feed every morning in over 1,300 schools across Canada, the Club is moving forward with assurance and insight. And the best thing of all is that the ones who benefit the most from this level of maturity are our young members.

Obviously, none of this would be possible without the resolve and passion of the thousands of men and women in the field who bring our mission to life every day. It is a true privilege for me to be associated with you all – volunteers, donors, partners and staff alike. Together, you are an amazing team and one I am proud to represent everywhere I go.

If the next 20 years are anything like the first, we certainly have our work cut out for us. But we will advance at a steady pace, backed by the confidence and determination of those who have a firm grasp on what the future holds.

Thank you, one and all!

Pierre Riel
Chair of the Board of Directors

There are always people along our path who inspire us to grow

I’ve been working at the Club for 16 years now, and do you know what my fondest dream is? To meet and personally thank each and every one of our donors, volunteers and partners who have been there since the beginning and made the Club what it is. Why? Because the thing that has made me the proudest is seeing the unwavering commitment of these wonderful women and men in action over the past two decades.

I have been pleased to see the Club grow from year to year and play a key role in making it bigger and better. There are times when I feel like a parent, watching on with pride as their child becomes a confident, self-sufficient adult.

I am privileged indeed to be the Club’s Executive Director and to work hand in hand with the people who make up the organization. I would like to take this opportunity to thank them all for their incomparable dedication, determination and sense of commitment. It is their profound conviction in the power of what we do that has made it possible for us to achieve everything we have.

We would also like to applaud our thousands of volunteers for their innumerable efforts. As I pointed out earlier, I would love to meet them and get to know them all a little better. Although this is not plausible, please know that I am well aware of how vital your contributions are. In our kids’ eyes, you are the Club!

Lastly, I would like to extend our heartfelt gratitude to the schools and administrations who are so welcoming and generous to us. Your collaboration is essential to our operations and our growth. Without you, we would never be anywhere near as effective as we are.

To all those who have chosen to do their part for the Club and our kids, THANK YOU! If our paths ever do cross, I would be tremendously honoured to shake your hand.

Respectfully,

Marie-Claude Bienvenue
Executive Director
To mark our 20th anniversary, we drafted our Pledge for Children, outlining our commitments to young people across Quebec.

Eight celebrity spokespeople endorsed the initiative: Laurent Paquin, Charles Hamelin, Marianne St-Gelais, Stéphane Richard, Alexandra Diaz, Benoît Gagnon, Sébastien Lefebvre of Simple Plan, and Daniel Germain, President and Founder of Breakfast Club of Canada. Television host Jean-Luc Mongrain also lent his talents to help spread the word province-wide.

Fuelled by support from the general public and numerous personalities, we gathered a total of 71,000 signatures for the Pledge. Although this fell short of our initial target of 100,000 signatures, our campaign partners made good on their promise of contributing $100,000 to the Club, representing $1 per supporter – a wonderful show of generosity just in time for the holidays!

Our thanks go out to Cheerios, Déménagement La Capitale, Ubisoft, National Bank, Multi-Prêts, Raymond Chabot Grant Thornton, Natrel, Norampac Cascades, Cora and Bureau en gros. By lending their support to the initiative, members of the public did something simple, yet extremely meaningful, to embrace the Club’s efforts and ensure that every child gets a fair chance at success.

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**PLEDGE FOR CHILDREN**

**STANDING UP FOR CHILDREN**

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**The pledge for children**

- Every child has the right to **EAT**.
- Every child has the ability to **LEARN**.
- Behind every great idea lies a **DREAM**.
- Every child should have an equal opportunity to **THRIVE**.
- Every child should **BELIEVE** in themselves and in their power to achieve their ambitions.
- We must **RALLY** together to make sure no child is left behind.
- As a community, we have the responsibility to **EMPOWER** our children to their full potential.
- Together, let’s **UNITE** and create a better tomorrow for our children.

---

**AVANT LE 15 DÉCEMBRE**

IL FAUT SE RASSEMBLER POUR FAIRE TOUTE LA DIFFÉRENCE. ENSEMBLE, N’OUBLIONS PAS QUE LE BUT DE L’ENSEMBLE, ROUS PRÉOCCUPÉ ET SE REUNISSE, LE MANIFESTE POUR L’ENFANCE!

---

**BEFORE DECEMBER 15TH**

SUPPORT THE BREAKFAST CLUB OF CANADA BY SIGNING THE PLEDGE FOR CHILDREN AND HELP BUILD A BETTER WORLD WHERE NO CHILD IS LEFT BEHIND.

**ISIGNFORTHECHILDREN.ORG**
The Big Hearts Club: A Success on All Counts

Established in 2014, the Big Hearts Club gives people who want to raise funds for the Breakfast Club of Canada all the tools they need to make it happen. Through the microsite, they can reach out to potential supporters and invite them to join a caring community dedicated to building a better tomorrow for the next generation.

Big Hearts Club members have five easy steps to follow to get their fundraiser off the ground: develop an idea, create a personalized web page, garner visibility for the event, hand over the resulting proceeds and thank donors for their generosity.

The initiative was an immediate and resounding success. As of June 30, 2015, the Big Hearts Club had brought in an impressive $240,000.

Solutions with Far-Reaching Impact

During the year, we embraced several initiatives to further reduce our administrative costs and have the liquidity required to feed thousands of children every day – our raison d’être and a responsibility we take very seriously. It is incumbent upon us to stretch every dollar we receive and to act with integrity and transparency to earn the trust of the people who have chosen to join forces with the Club, as well as all of the young people we are here to help.

Where Your Donations Go

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program investment: food, equipment, training and school visits</td>
<td>80.66%</td>
</tr>
<tr>
<td>Fundraising, education and awareness</td>
<td>16.57%</td>
</tr>
<tr>
<td>Administration</td>
<td>2.77%</td>
</tr>
</tbody>
</table>

Where Our Funding Comes From

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising campaigns and activities</td>
<td>68.8%</td>
</tr>
<tr>
<td>Donated goods and services</td>
<td>18.7%</td>
</tr>
<tr>
<td>Unsolicited individual donations</td>
<td>6.3%</td>
</tr>
<tr>
<td>Parental contributions and other sources of revenue</td>
<td>4.3%</td>
</tr>
<tr>
<td>Government grants</td>
<td>2%</td>
</tr>
</tbody>
</table>

(1) Within the last financial exercice, the Club injected an extra million dollar in the donations given to its school programs.
A FEW STATISTICS

- 1,455 BREAKFAST PROGRAMS
- MORE THAN 167,271 CHILDREN ENROLLED
- 11,000 VOLUNTEERS
- MORE THAN 27,000,000 BREAKFASTS SERVED

Breakfast Club of Canada responsibly joins forces with partners, communities and local agencies to provide healthy opportunities and nutritious breakfasts for all children and youth in schools across Canada. www.breakfastclubcanada.org

- Number of children enrolled in breakfast clubs
- Number of breakfasts served annually
- Number of clubs
- Clubs on waiting list
### COMPARATIVE STATISTICS – ALL PROGRAMS

<table>
<thead>
<tr>
<th>Province</th>
<th>Total number of schools</th>
<th>Enrolment</th>
<th>Breakfasts served</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>107</td>
<td>131</td>
<td>6,025</td>
</tr>
<tr>
<td>AB</td>
<td>84</td>
<td>87</td>
<td>6,628</td>
</tr>
<tr>
<td>SK</td>
<td>17</td>
<td>18</td>
<td>8,351</td>
</tr>
<tr>
<td>MB</td>
<td>45</td>
<td>44</td>
<td>247</td>
</tr>
<tr>
<td>YT</td>
<td>9</td>
<td>10</td>
<td>588</td>
</tr>
<tr>
<td>NT</td>
<td>9</td>
<td>9</td>
<td>140</td>
</tr>
<tr>
<td>NU</td>
<td>2</td>
<td>2</td>
<td>247</td>
</tr>
<tr>
<td>ON</td>
<td>466</td>
<td>538</td>
<td>81,985</td>
</tr>
<tr>
<td>QC</td>
<td>278</td>
<td>282</td>
<td>16,772</td>
</tr>
<tr>
<td>NB</td>
<td>21</td>
<td>25</td>
<td>2,115</td>
</tr>
<tr>
<td>NS</td>
<td>61</td>
<td>65</td>
<td>5,862</td>
</tr>
<tr>
<td>PE</td>
<td>1</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>NL</td>
<td>228</td>
<td>241</td>
<td>21,148</td>
</tr>
<tr>
<td>Grand total</td>
<td>1,328</td>
<td>1,455</td>
<td>152,311</td>
</tr>
</tbody>
</table>

### COMPARATIVE STATISTICS – FNMI (FIRST NATION MÉTIS AND INUIT) PROGRAMS

<table>
<thead>
<tr>
<th>Province</th>
<th>Total number of schools</th>
<th>Enrolment</th>
<th>Breakfasts served</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>25</td>
<td>34</td>
<td>1,500</td>
</tr>
<tr>
<td>AB</td>
<td>24</td>
<td>24</td>
<td>2,568</td>
</tr>
<tr>
<td>SK</td>
<td>12</td>
<td>13</td>
<td>1,820</td>
</tr>
<tr>
<td>MB</td>
<td>30</td>
<td>30</td>
<td>6,474</td>
</tr>
<tr>
<td>YT</td>
<td>9</td>
<td>10</td>
<td>247</td>
</tr>
<tr>
<td>NT</td>
<td>9</td>
<td>9</td>
<td>588</td>
</tr>
<tr>
<td>NU</td>
<td>2</td>
<td>2</td>
<td>140</td>
</tr>
<tr>
<td>ON</td>
<td>27</td>
<td>48</td>
<td>5,660</td>
</tr>
<tr>
<td>QC</td>
<td>16</td>
<td>22</td>
<td>1,973</td>
</tr>
<tr>
<td>NB</td>
<td>1</td>
<td>1</td>
<td>135</td>
</tr>
<tr>
<td>NS</td>
<td>1</td>
<td>1</td>
<td>35</td>
</tr>
<tr>
<td>PE</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>NL</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total FNMI</td>
<td>156</td>
<td>195</td>
<td>18,840</td>
</tr>
</tbody>
</table>

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Independent Auditor's Report on Summary Financial Statements

To the Directors of Breakfast Club of Canada

The accompanying summary financial statements, which comprise the summary statement of financial position as at June 30, 2015 and the summary statement of operations for the year then ended are derived from the audited financial statements of Breakfast Club of Canada for the year ended June 30, 2015. We expressed a qualified audit opinion on those financial statements in our report dated October 29, 2015. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Breakfast Club of Canada.

Management’s responsibility for the summary financial statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor’s responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, “Engagements to Report on Summary Financial Statements”.

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Breakfast Club of Canada for the year ended June 30, 2015 are a fair summary of those financial statements in accordance with Canadian accounting standards for not-for-profit organizations.
Breakfast Club of Canada  
Summary Statement of Operations  
Year ended June 30, 2015

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td>$14,502,776</td>
<td>$14,778,474</td>
</tr>
<tr>
<td>Contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations and annual fund-raising campaign</td>
<td>$10,195,626</td>
<td>$11,098,758</td>
</tr>
<tr>
<td>Donations – goods and services</td>
<td>$3,061,728</td>
<td>$2,756,377</td>
</tr>
<tr>
<td>Government grants</td>
<td>$440,169</td>
<td>$295,000</td>
</tr>
<tr>
<td>Breakfast parents’ contributions</td>
<td>$459,977</td>
<td>$466,769</td>
</tr>
<tr>
<td>Net investment income</td>
<td>$30,973</td>
<td>$38,795</td>
</tr>
<tr>
<td>Amortization of deferred contributions related to tangible capital assets and intangible assets</td>
<td>$294,022</td>
<td>$115,943</td>
</tr>
<tr>
<td>Other revenues</td>
<td>$20,281</td>
<td>$6,832</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>$14,502,776</td>
<td>$14,778,474</td>
</tr>
</tbody>
</table>

| **Expenses**                   |          |          |
| Donations                      | $4,183,605 | $3,648,169 |
| Salaries                       | $5,245,596 | $4,668,407 |
| Small equipment                | $119,502  | $136,015  |
| Food purchase                  | $646,700  | $568,831  |
| Repairs and maintenance        | $35,695   | $28,021   |
| Committees and volunteers      | $49,342   | $45,015   |
| Advertising and promotion      | $397,167  | $219,491  |
| Office supplies                | $104,151  | $97,201   |
| Telecommunications             | $168,210  | $156,240  |
| Rent                           | $357,359  | $313,127  |
| Insurance                      | $16,043   | $16,214   |
| Heating and utilities          | $49,342   | $45,015   |
| Professional fees              | $47,051   | $117,537  |
| Subcontracting                 | $276,528  | $187,103  |
| Bank charges and interest      | $337,464  | $319,443  |
| Advertising and promotion      | $144,623  | $125,440  |
| Other expenses                 | $47,051   | $62,683   |
| **Total expenses**             | $16,984,327 | $14,917,244 |

| **Deficiency of revenues over expenses before merger** | $(2,481,551) | $(138,770) |
| **Net contribution of Quebec Breakfast Club** | $2,263,993 |
| **Excess (deficiency) of revenues over expenses** | $(2,481,551) | $2,124,313 |

However, the summary financial statements include a misstatement similar to that which could be included in the audited financial statements of Breakfast Club of Canada for the year ended June 30, 2015.

Our qualified audit opinion stated in our report dated October 29, 2015 on the audited financial statements of Breakfast Club of Canada as at June 30, 2015 is based on the fact that we were unable to satisfy ourselves concerning the completeness of donation contributions, annual fund-raising campaign contributions and breakfast parents’ contributions.

Our qualified audit opinion states that, except for the possible effects of the matter described in the preceding paragraph, those financial statements present fairly, in all material respects, the financial position of Breakfast Club of Canada as at June 30, 2015 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Montréal  
October 29, 2015

1 CPA auditor, CA public accountancy permit no. A113631
In the past five years, we have increased our presence in First Nations, Métis and Inuit (FNMI) communities by almost 500%, thanks to several active partners who have driven their respective programs forward. Last year’s results outlined the pressing needs and resilience of these communities and motivated us to continue our development efforts with an even sharper focus on consistency, efficiency and perseverance.

A generous gift that is changing lives

A $450,000 donation from the J.W. McConnell Family Foundation has made it possible for the first time in the Club’s history to explore new sustainability-oriented approaches in Aboriginal communities.

As a result, after a few months of brainstorming and fact-finding, we increased the size of the Club once again, setting up a new team of FNMI advisors, promoting various kinds of existing and future collaborations, and developing a series of reporting tools. We learned a great deal from these activities, which were as rewarding as they were diverse.

Not only will these funds cover the salaries of three FNMI advisors, they will go toward achieving objectives that we have set for the next three years, including reaching out to 45 Aboriginal communities and helping them make their programs more dynamic. In addition, thanks to the several multi-stakeholder programs involving schools, families, community organizations, government agencies, private businesses and donors, our team of advisors will be tasked with increasing and diversifying the support offered and facilitating the introduction of forward-thinking initiatives in order to strengthen the programs’ overall appeal and impact. We will therefore be exploring concepts such as bulk-buying groups, student-run culinary businesses and community gardens as strategies for reinforcing these programs at the local and regional level.

Carey and Angela Price: Ambassadors extraordinaire!

We are fortunate to have the support of two high-profile national ambassadors for our First Nations–geared activities in the form of Carey and Angela Price, two beloved members of the Breakfast Club of Canada community. Carey’s involvement is even more meaningful in that he hails from the Aboriginal community of Anahim Lake, British Columbia, where the Club is very active. In remote villages like this one, it can be easy for children to give up on their dreams, especially when they come from an economically disadvantaged background. But Carey is living proof that anything is possible as long as you believe. That is precisely what happened with Trent Leon, a young man from Anahim Lake, who was invited by Carey, to fire a few pucks at his hero at Centre Bell this year. The experience was nothing less than magical and touched the hearts of hundreds of thousands of people.

https://www.youtube.com/watch?v=4m3ky6Mw28k
Because dreams are meant to be shared
At Breakfast Club of Canada, we believe that it is just as important to feed children’s hearts and minds as it is to fill their bellies. Girls and boys everywhere have the right to dream and make the most of their potential. This is where our trained volunteers play such an important part, day in and day out. They have the skills required to motivate youths to have confidence in themselves and define their personal values. Through the Breakfast Makes Me Shine program, volunteers have a step-by-step lineup of nourishing ideas to guide them as they encourage children to imagine, believe and take action. For example, volunteers can use storytelling to inspire children to be more attuned to their aspirations and understand the importance of working toward them.

Breakfast Makes Me Shine, Powered by Saputo
In an effort to be even more supportive of communities as they help build healthy, active schools, the Club has developed a new Breakfast Makes Me Shine program, powered exclusively by Saputo. Through this program, the Club promotes innovative, sustainability-minded projects designed to raise young people’s awareness and improve their skill sets with regard to their own health and to transform the schools, families and communities around them. Projects may focus on one of three things: nutrition, physical activity or emotional wellness.

Breakfast Makes Me Shine grants have been established to advance school initiatives created in tandem with a breakfast program in order to cultivate good eating habits for life.

In 2014–2015, thanks to Saputo’s assistance, the Club was able to back 42 projects in 49 schools across Canada. In Oshawa, Ontario, for example, students started a gardening project and made sure their plants were tended to all summer long. At the same time, a school in New Brunswick saw its students enrol in introductory kitchen arts workshops in order to learn how to prepare and cook wholesome, delicious meals as well as how to achieve balanced nutrition.

All of these are amazing ways to encourage students to become more self-sufficient and self-confident – and to keep believing in their dreams.

Leadership Camps
Full hearts and memories to cherish
Thanks to the generosity of the Tim Horton Children’s Foundation, Aeroplan, the Air Canada Foundation and Exeko, young leaders aged 10 to 14 are given the unique opportunity to attend the Club’s Leadership Camp. The experience is a rewarding one on many levels, leaving them with memories to last a lifetime and new friendships to fill their hearts.

Experiences that won’t soon be forgotten
During the year, a group of 40 First Nations youths who live, or have lived, in foster families took part in a six-day First Nations Youth Leadership Camp in Quyon, near Ottawa. The activity was organized by Breakfast Club of Canada and endorsed by the New Pathways Foundation and the First Nations of Quebec and Labrador Health and Social Services Commission.

Another poignant initiative, made possible by The Winnipeg Foundation and Exeko, was the week-long program for youths from seven Aboriginal schools in three remote communities in the Island Lake region of northern Manitoba. The young participants took part in all sorts of arts-based workshops. The highlight of the week was a play they staged based on a traditional story passed down by their elders. They took great pride in mounting the production for their friends and families during the closing celebrations.

In both cases, our campers went home with a sense of accomplishment and a renewed interest in community engagement – which in turn will make them powerful agents of change and inspirational leaders, with a positive outlook and pride in who they are.

Young Reporters
An exciting chance to talk to the “movers and shakers”
Very few children are given the chance to interview celebrities or important figures from the business world. But for our young reporters, it’s all in a day’s work!

“…I’m happy that I met Daniel Germain. I was really impressed. It was an amazing moment for me.”
Émilie, 9
ACTIVITIES IN SUPPORT OF THE CLUB

The business community has been extremely generous in showing their support for the Club’s kids through a wide variety of initiatives. These activities are an excellent opportunity to meet other professionals and, together, shine the spotlight on the Club’s work and the reality facing many young members of the population.

DÉJEUNER DES GRANDS DE LA RIVE-SUD

Honorary chairs who are no strangers to the front line

Dominique Bohec, La Petite Bretonne’s VP Sales and Marketing, and Guy Grondin, National Vice-President, Field Sales, and General Manager – Quebec/Atlantic, Weston Foods, are two of the Club’s faithful food partners. As honorary chairs of the Déjeuner des grands de la Rive-Sud on February 13, 2014, at Hôtel Mortagne, they inspired their fellow business leaders to do their part for the Club. The result was a record-breaking $40,000 in funds raised.

DÉJEUNER DES GRANDS RAYMOND-FORTIN – LAVAL

10 years, 10 speakers!

On November 19, 2014, Marc-André Bovet, Founder and CEO of BONE Structure and honorary chair of the event, welcomed 10 special guests to Château Royal in Laval, namely Daniel Germain, Marc Demers, Isabelle Hudon, Pierre Pomerleau, Louise Labrecque, Bruni Surin, Marie Grégoire, Benoit Gagnon, Jean-François Ouellet and Pierre-Luc Girard. To celebrate the event’s 10th anniversary, singer-songwriter Charlotte Cardin, a finalist on TV’s La Voix, delighted the audience with several of her songs.

The total amount raised, including a $12,500 donation from BMO, presented to the Déjeuner des Grands – Laval by François Touchette, Vice-President, Commercial Banking, at the outset of the campaign, came to $66,000, doubling the previous year’s contribution.

19TH ANNUAL CLAUDE LACAS CLASSIC GOLF TOURNAMENT

A time-honoured tradition

Once again this year, Fortier Auto was proud to present the longest-running event in the Club’s fundraising calendar. Those who benefit the most from this generous partnership, which goes back 19 years now, are our kids! Representatives of the business, entertainment and sports worlds met on the links on June 2, 2015, and together helped raise the tidy sum of $105,000. Thank you, everyone!
TRIBUTE
OUR SINCERE AND RICHLY DESERVED GRATITUDE

Of all the people who have turned their philosophy of giving money into a philosophy of giving of themselves, a few stand out for the level of their commitment and deserve an extra helping of gratitude and praise. Every year, we take full advantage of the centre stage afforded to us at the Claude Lucass classic golf tournament to pay a heartfelt tribute to our most ardent supporters. Daniel Germain took the podium to say a few words about each of them as he presented them with a souvenir plaque for their remarkable achievements. Here is a translation of what he said:

LOUIS FRENETTE
President and Chief Executive Officer, Parmalat Canada, and Member of the Club’s Board of Directors

Over the years, you have been a pillar, an advisor and an exceptional mentor for the Breakfast Club of Canada team. Your unwavering commitment for the past 11 years has, without a doubt, been instrumental in getting nutritious food to an ever-growing number of children across the nation. Your constant support makes you an exceptional member of our team and a true advocate for children. THANK YOU, Louis!

PASCALE GOUIN
Partner and Lawyer, Legault Joly Thiffault, and Member of the Club’s Board of Directors

Through your passion, your involvement and your desire to change things for the better, you have been an invaluable source of guidance and expertise for the Club’s board. You are a woman of initiative and inspiration, and your thoughtful counsel has been critical to rallying support for our cause. Pascale, on behalf of the children who enjoy a healthy morning meal with the Club every day, THANK YOU for helping them grow and thrive, one breakfast at a time!

MICHELINE VILLENEUVE
Manager, Air Canada Foundation, and long-time partner of the Club

Because of the Air Canada Foundation, our paths have crossed with an exceptional individual, whose integrity, generosity and caring are as boundless as the wide open sky. You give freely and tirelessly of yourself with a single goal in mind: to see children’s dreams take flight. The Club and the children we serve are lucky to have someone as giving as you in their corner. Micheline, this one is for all the kids who start their day with us: THANK YOU for being there, and THANK YOU for being you.
CAREY PRICE EVENT
A TASTE OF THINGS TO COME FOR KELOWNA (SETTING THE TABLE FOR AN ANNUAL SIGNATURE EVENT)

On Wednesday, August 13, 2014, Carey and Angela Price hosted “A taste of the Okanagan with Carey Price and the Club,” an exclusive reception where guests were invited to sample local wines from Tantalus Vineyard in Kelowna, British Columbia. The overall objective of the event was to engage with the local business community and celebrate Carey Price’s role as the Club’s national First Nations ambassador. The stage has now been set to make this an annual summer event in the heart of the Okanagan Valley.

“This is the beginning of the community in British Columbia taking ownership of what Breakfast Club of Canada is doing. It’s the beginning of awareness of an issue in our province and our country, and the beginning of taking part in solving child hunger and poverty,” explained Renee Wasylyk, one of our board members, in a passionate speech at the event.

#DÉFI20MATINS
TWENTY HEALTHY BREAKFASTS, ONE HUGE SUCCESS!

In close collaboration with our valued partner Danone, our two ambassadors, Marilou and Alexandre Champagne of Trois fois par jour blog fame, and in celebration of our 20th anniversary, we issued a delicious challenge to the general public.

THE RESULT:
118,000 DOWNLOADS OF MARILOU’S RECIPES — AND A WONDERFUL WAY TO CELEBRATE OUR 20TH ANNIVERSARY!
MYA PREHN’S JOURNEY ON DRAGONS’ DEN

THE SEVEN-YEAR-OLD ENTREPRENEUR MAKES GOOD ON HER PROMISES

In 2014, the then six-year-old Mya Prehn from Stettler, Alberta, appeared on the hit CBC show Dragons’ Den. She was there to pitch “Lunch Apeel,” a point system that uses stickers and prizes to encourage healthy eating among parents and schoolchildren.

The Dragons were so impressed with her idea that each of them invested $1,000 in the company, for a total of $5,000. The investors asked that instead of giving up part ownership of Lunch Apeel, Mya would donate 50% of the proceeds to Breakfast Club of Canada.

On April 30, 2015, she kept her promise and proudly presented a $5,000 cheque to the Club. Dragon Arlene Dickinson was in attendance for the presentation ceremony in Calgary.

VOlUNTEERS

11,000 THANKS FOR THOUSANDS UPON THOUSANDS OF SMILES EVERY DAY

Their work is absolutely crucial to fulfilling our mission, and they’re the ones who make a real connection with the Club’s young members. They represent a source of stability and, day after day, make sure children receive what their hearts yearn for: a kind word, a gentle message of encouragement and a cheerful smile. All of this makes a huge difference to them – it gives them the tools they need to inspire them to learn and fosters in them a stronger sense of self-esteem. Every day, our volunteers open the window of opportunity a little wider and bring a world of possibilities to them. Thank you to each and every one of our 11,000 wonderful volunteers!

“I didn’t used to be any good at making friends. I was too shy. Miss Karine and Miss Raymonde are really nice. I like them a lot. Sometimes I help them serve breakfast, and that’s how I started talking to other people. I’m not shy anymore, and now I have friends.”

Marc-Olivier, 9 years old

“I like to talk to my friends in the morning at breakfast. We laugh, we tell each other stuff and we talk about our pets. And Miss Julie is nice because she comes over and laughs with us.”

Méganne, 6 years old
THANK YOU TO OUR DONORS AND PARTNERS!

Through their ongoing commitment to Breakfast Club of Canada, hundreds of partners are helping to meet our kids’ most pressing needs. Fuelled by a collective desire to give them the best of themselves, these devoted philanthropists proudly roll out a wide range of high-profile activities that keep our pinwheel spinning and allow us to continue to fulfil our mission. Thank you!

FOOD PARTNERS

$500,000 and more
Weston Bakeries Quebec
Danone

$100,000 – $499,999
Agropur
Chalifour, Quebec Maple Syrup Producers’ Cooperative and Federation of Quebec Maple Syrup Producers
Minute Maid
Saputo Dairy Products Canada

$50,000 – $99,999
Agri-Mondo Inc.
Fédération des producteurs d’œufs du Québec
Pommes Qualité Québec
Unilever Canada, Becel

$25,000 – $49,999
La Petite Bretonne Distribution Inc.
Parmalat

$5,000 – $24,999
General Mills Canada Corporation
Del Monte Fresh Produce (Canada)
I-Nov Concept Inc.

$1,000 – $4,999
Les Caprices D’Azran
Miel Labonté Honey Inc.
A little something new to celebrate 10 years of partnership

Inspired by a decade of working together, Couche-Tard, Jean-Luc Mongrain and the Club rolled out a brand new travel mug for this year’s campaign. The eagerly awaited format was matched up in no time by our fans for their collection. Our traditional ceramic mug was also popular again this year and available in four different colours. Over the years, more than a million mugs have flown off Couche-Tard shelves in support of the Club!

Sweet success

In 2014, National Bank celebrated its 10th year of working with the Club in the most delicious way imaginable: by calling upon chocolate maker and entrepreneur extraordinaire Geneviève Grandbois to be the campaign ambassador. The delicious dark chocolate square she crafted especially for the initiative was sold at National Bank branches for $10 apiece (or 2 for $15) to raise funds for the Club.

A loyal friend

Agropur has been a steadfast presence for Breakfast Club of Canada since our humble beginnings in 1994. Young Club members in Quebec and Ontario are lucky to start every morning with wholesome Agropur milk. And that’s only the beginning. Agropur was also proud to contribute financially to getting a new breakfast program off the ground in Vancouver. The company is a regular supporter of Club events and provides unrivalled visibility for the work we do on its milk cartons distributed to the Quebec market. What more could we ask for?

Stronger together

To launch Bureau en gros eighth annual fundraising campaign to benefit the Club, popular TV/radio host and campaign spokesperson Benoît Gagnon invited close to a dozen young people and store employees to form a human chain in a show of support for the cause that links us all: children. The campaign ran from July 27 to September 3, 2014, and brought in a whopping $291,517.30 in donations from Staples’ generous customers. Thank you, one and all!

Fifteen years of working hand in hand

Coca-Cola has been providing Minute Maid juice and coupons to children in our breakfast programs since 1999. Coca-Cola has also invested in promoting our logo on Minute Maid products, generously donated funds through vendor programs and aired television commercials that showcase their involvement with the Club.

A proud partner several times over

General Mills and Breakfast Club of Canada have been working together to change lives since 1997. General Mills partially supplies cereal to children across Quebec. The company has also provided funding to open and sustain nine schools in First Nations, Métis and Inuit communities and other local initiatives such as a greenhouse project in an FNMI community in Alberta since 2011. Additionally, the Club has benefited from funds generated by vendor programs at Walmart.

Every breakfast counts!

Costco has been an active supporter of Breakfast Club of Canada for 17 years, donating food, equipment and valuable volunteering time. Pierre Riel, Senior Vice President and General Manager, Eastern Canada Region, is currently the Club’s chair and has been serving on the board since 2009. The company’s eighth annual back-to-school campaign – Every Breakfast Counts – in 2014 raised an amazing $742,000 in just seven days. Costco also provided a generous corporate donation of $130,891.39 from a percentage of sales from Natrel milk in Quebec and Newman’s Own Grape Juice.

A partner in every sense of the word

Danone has been a loyal and very generous partner of Breakfast Club of Canada since 2003, providing food products and monetary donations from various marketing initiatives. Danone is also involved in our corporate volunteer program and offers mentorship opportunities.

Air Canada Foundation propels the Club to new heights

The Air Canada Foundation has been playing a key role in the Club’s development across Canada for many years now. Throughout the year, the Foundation commits financial assistance, free airfare and employee volunteers to the Club’s endeavours. This partnership has been the driving force behind several Club initiatives, including the First Nations, Métis and Inuit program. This past year, the Foundation raised $60,000 for the Club through various fundraising challenges and events. RCOT’s newest campaign, known as La fulgurante croissance de Raymond le Champion, encouraged everyone within the firm to do their part to drive change and nurture children’s potential.

Looking to the future

To date, Raymond Chabot Grant Thornton has brought in more than $60,000 for the Club through various fundraising challenges and events. RCOT’s newest campaign, known as La fulgurante croissance de Raymond le Champion, encouraged everyone within the firm to do their part to drive change and nurture children’s potential.

Partners from coast to coast

JLL is one of our national partners and, as such, encourages its local teams to get involved by raising money, planning events or taking part in child-oriented initiatives in their community. The firm has the wherewithal, the desire and the resources to change the status quo for children across the country. Year after year, event after event, the partnership with JLL continues to grow, fueled by creativity, collaboration and a shared sense of commitment.
Starting the day hungry: Not on our watch!

Zdenka Buric, Managing Partner, NATIONAL Public Relations, explains why they have chosen to be there for the Club: “It’s hard to imagine any child going hungry. But the reality is, a growing number of children in vulnerable communities go to school each day on an empty stomach. Breakfast Club of Canada is making a difference for many of these children, and NATIONAL is proud to be their partner.”

Results that will warm your heart

A true grassroots supporter of Breakfast Club of Canada, Moore and Russell Heating provides volunteers and sustainability for a program close to their heart in Coquitlam, British Columbia, feeding 50 children every school day.

Plenty to go around

In an effort to increase public awareness and make sure children across the country get enough to eat, Kellogg Canada funds breakfast programs in the five areas where the corporation operates. In addition, Kellogg Canada promotes our partnership through its Breakfast for Better Days campaign and is involved in a number of marketing initiatives in conjunction with retailers and Breakfast Club of Canada. In 2014-2015, Kellogg Canada’s financial support amounted to a very generous $314,807.61.

Reaching out to Western Canadians

We are proud to team up with Encana, which has been supporting the Club and breakfast programs since 2013. With the launch of three new programs in Alberta last year, Encana is now the driving force behind a total of seven programs in Alberta and British Columbia, thus contributing to the health and wellness of each of these communities. To date, Encana’s commitment has translated into more than $30,000 for the Club’s work.

One thing leads to another...

When Cummins Western Canada accepted Daniel Germain’s invitation to join a small group of executives at a business breakfast in 2012, they were so inspired by the Club’s vision that they came on board immediately. Motivated by the enthusiasm of their staff, Cummins decided to reach out to one school in Edmonton, Alberta, and another in Surrey, British Columbia, with $13,000 in financial support. And it wasn’t long until more and more employees expressed an interest in volunteering with the Club. Just goes to show how a little momentum can go a long way!

Much more than breakfast

COBS Bread is a strong believer that eating wholesome, high-quality foods creates better lives and that actively giving back to the community is an important priority. They know that the Club is “more than a charity. It’s part of a social revolution that positively impacts millions of vulnerable children by giving them the best start in life.” Throughout the country, COBS holds a month-long fundraiser to benefit local programs. They also help students by providing schools with a variety of baked goods through their End of Day Giving program.

One more ingredient to help them succeed

Between May 5 and July 6, 2014, patrons of Cora restaurants across the country were given the opportunity to brighten the lives of children from coast to coast by making a $1 donation in exchange for a sun icon. This sixth annual edition, led by the Cora Foundation, was an amazing success. Thanks to partners like Cora, we can add “one more ingredient” to the menu and help thousands of young Canadians succeed.

Thank you to Metro and its employees

Metro has been a dedicated partner of Breakfast Club of Canada since 2010, providing funds through an employee deduction program in Ontario. They have added to their employees’ generous donations with the money raised by the company’s annual golf tournament.

An exception to the rule

Although cookies don’t usually make their way onto our breakfast menus, Rivi’s Guilt Free Cookies are an exception to the rule. Rivi donated 9,800 school-safe cookies in 2014-2015 to Ontario breakfast programs as a way of giving back to the community. We’re glad to have such a conscientious partner on board.

Breakfast for success

Helping children in their own backyard succeed at school is a core value for Valley Laser Eye Centre, in Abbotsford, British Columbia. They believe that all children in their community deserve a healthy breakfast to be able to concentrate 100% in class.

A valued food partner... and so much more!

Saputo generously provides cheese to 278 schools as well as financial support to the Breakfast Makes Me Shine program ($100,000). Open to the entire school network, the program aims to fund innovative projects that have a long-term impact.

It takes a community...

As a national partner of Breakfast Club of Canada, The Mortgage Group (TMG) strives to engage their representatives to support the Club. And it’s working! They have volunteered at breakfast programs across Canada, have held several fundraisers and are dedicated in making a national footprint. This partnership will continue to grow in the years to come, based on our mutual belief that it truly does take a community to address the needs of children.

The Foundation of a better tomorrow

Thanks to The Sprott Family Foundation’s generous contributions for the past six years (nearly $1.5 million), nine breakfast programs in First Nations, Métis and Inuit (FNMI) schools are completely supported and thriving.
Help Them Shine campaign raises $3 million
The 2015 annual Help Them Shine campaign generated over $3 million dollars. Walmart customers in Canada were invited to give to the HelpThemShine.ca microsite or purchase a bookmark in store for $1. In addition to the more than $2.2 million raised, Walmart Canada donated $778,000 to support school breakfast programs across the country.

Loose change for real change
Inspired by the desire to help children and youth in their local communities, 7-Eleven contacted Breakfast Club in 2013, offering to direct their coin box campaign proceeds to the Club for part of the year. The success of this initiative inspired 7-Eleven to stay on board. The past year’s results were just as compelling, with $61,849 collected for Canadian kids.

One breakfast at a time
This ongoing partnership funds 12 breakfast programs from the Nechako Valley Region to Terrace, British Columbia. Rio Tinto Alcan’s support demonstrates their belief that breakfast programs contribute to the betterment of communities. RTA is a prime example of a partner that has the desire to see children succeed, one breakfast at a time. We are extremely touched by the $130,252 received in 2014–2015.

One new partner, four new programs
The Club is delighted to welcome TransCanada and its dedicated employees as a new supporter. TransCanada believes strongly in supporting their local communities and was thus pleased to partner with the Club this year to open four new breakfast programs in the British Columbian communities of Prince George, Vanderhoof, Terrace and Port Edward.

Being there, where it counts
Devoted to supporting programs in high-need areas where vulnerable children are at risk of going to school hungry, the SpencerCreo Foundation is feeding close to 50 children in a welcoming and inclusive environment. The Foundation’s generous support will allow these children to have access to a healthy breakfast every school day.

Think nationally, act locally
Bell Media, our valued media partner, graciously supported the Club for one week on Bell Media radio stations across Canada from November 3 to 9, 2014, during our national radio campaign. This provided much-needed awareness on a local and national level.

A great morning blend
Thousands of Canadian children from coast to coast now have the opportunity to enjoy even healthier breakfasts at school thanks to the Club’s partnership with Vitamix. The partnership began in 2012 with a pilot program where 20 high-performance blenders were donated to 10 schools in Alberta. Due to the amazing success of the pilot, Vitamix has since donated more than 100 blenders to our schools across the country, greatly impacting the overall nutritional quality of our breakfast programs.

Ubisoft and philanthropy
For the sixth year in a row, Ubisoft Montreal partnered with Breakfast Club of Canada to nourish children’s potential and promote their wellness. The highly innovative 2014 campaign rolled out a new fundraising platform to allow employees to organize various in-house fundraising activities and set fun challenges. The approach proved to be a resounding success, raising a whopping $118,412.85.

Stronger communities
As part of their Seeding Strong Communities employee engagement program to raise funds for charitable organizations, Weston Bakeries Quebec once again chose to make the Club the focus of its giving back efforts. Together, the funds raised by various employee-organized activities, the salary deduction program and Weston’s own corporate donation generated the tidy sum of $34,938.36 in 2014.

Giving back and having fun
Multi-Prêts has been supporting the Club in a variety of ways since 2002, not the least of which is the firm’s annual golf tournament. In 2014, the partnership was taken to the next level when Multi-Prêts became one of the sponsors of the Pledge for Children, an initiative coinciding with the Club’s 20th anniversary. To raise the money to cover this $10,000 commitment, Multi-Prêts invited its agents and partners to take part in a team-building “sumo soccer” tournament. Between this hilarious day on the field, and this year’s golf tournament, the company contributed a record $67,330 to the Club in 2014.

High visibility via restaurant placemats
Gestion Pro Express has been offering space to the Club on its promotional placemats, distributed throughout Quebec to family-style restaurants, since 2006. And for every placement ad sold, a donation is made to Breakfast Club of Canada. The final tally in 2014 alone came to a very handy $40,000.

Taking action today for a better tomorrow
For 10 years now, Breakfast Club of Canada has enjoyed the ongoing and much-appreciated support of Caisse Desjardins de la Haute-Gatineau, located in Maniwaki, Quebec. Annually, the caisse gives $16,500 to local breakfast programs. Manager Christiane Carle and her team can be proud of the fact that they are a force for change that has paved the way for us to make real progress in this area.

Now that’s what we call “emergency service”!
For the sixth edition of the Défi 911 event, $19,000 was donated to Breakfast Club of Canada. This eight-hour bike/run relay race on the Gilles Villeneuve track attracted a turnout of nearly 450 participants from the public and parapublic sector.
Yes, sir!
For the second consecutive year, the proceeds from the much-anticipated Déjeuner du commandant event held by the Sûreté du Québec, Outaouais district, were set aside for the Club. In collaboration with Restaurant La Station in Gatineau, the breakfast is for anyone interested in good food and good times – for a good cause. This year’s contribution came to $23,965!

Unstoppable
Thanks to Martin Duhameil’s outstanding leadership and the tremendous commitment shown by Bikers et Faisseuses passionées de moto (BBPM), a wide range of activities was organized in 2014 to benefit the children of Breakfast Club of Canada. These included a spaghetti dinner, a special auction, a beach party and a car wash. Together, in the space of only a few months, BBPM raised $21,100.

Smile!
Tim Hortons restaurants in the Outaouais region have been faithful partners of local breakfast programs since 2010, as part of their Smile Cookie campaign. Every year, the number of Smile Cookies sold breaks new records and public support continues to grow. In 2014, the campaign raised a sweet $31,832!

Campaign “wraps up” on an excellent note
Between November 27 and December 24, nearly 300 volunteers lent their time and their holiday spirit to our gift-wrapping campaign at Promenades St-Bruno, on the South Shore of Montreal. The mall’s shoppers kindly contributed $56,800 in donations to the activity. Our thanks go out to Promenades St-Bruno, our loyal partner for the past seven years.

Get cracking!
More Canadian children will have access to a balanced breakfast before school thanks to a financial partnership between Egg Farmers of Canada (EFC) and the Club. Breakfast program volunteers from coast to coast proudly wear aprons (value of $30,000) provided by EFC. Many schools also benefited from egg vouchers in celebration of World Egg Day on October 10, 2014.

A special brand of generosity
Through the support of Symposium Café’s seven-day features, a portion of each sale goes to sustaining a local breakfast club program in close proximity to each store location. To date, over $40,000 has been raised by Symposium Café franchise owners.

REGIONAL COMMITTEES

DÉJEUNER DES GRANDS DE LA RIVE-SUD

HONORARY CHAIRS
Guy Grondin, National Vice-President, Field Sales, and General Manager – Quebec/Montreal, Weston Foods
Dominique Bohé, Vice-President, Sales and Marketing, La Petite Bretonne

MEMBERS – LOCAL SCHOOL COMMUNITY
Marie-France Labelle
Principal
École alternative Toutterelle

Johanne St-Laurent
Principal
École Sainte-Claire Brassard

MEMBERS – LOCAL BUSINESS COMMUNITY
Jean Thibodeau
Senior Manager – Business Development
CIE Rive-Sud

Desjardins Business

Danielle Beaudou
President and General Manager
Hôtel Montagne

François Laramée
Senior Vice President
Agence Dehors.com

Richard Trudeau
Notary
Hardy Goyette & Associés

François Crête
President
Groupe Royal Tech

Myriam Bisson
Advisor, Gifts and Partnerships for Quebec Development
Breakfast Club of Canada
myriam.bisson@clubdejeuner.org

DÉJEUNER DES GRANDS RAYMOND-FORTIN – LAVAL

HONORARY CHAIR
Marc-André Bovet, CEO
BONE Structure

MEMBERS
Michel Boisvert
Vice-President, Charted Commercial Real Estate Broker
Immodex - Agence immobilière

Guy la Beauce
Manager, Administration and Property Management
Groupe immobilier Van Houtte

Geneviève Bourdages
Customer Service Coordinator
BONE Structure

Louise Leblanc
Vice-President
Mercedes-Benz Laval

Nathalie Pelletier
Cash Management Specialist
BMO

Michel Saint-Martin
Individual, Team and Organizational Performance Specialist
Groupe-conseil Polymax P4

François Touchette
Vice-President, Commercial Banking – Greater Montreal
BMO

Julie Lambert
Senior Advisor, Gifts and Partnerships for Quebec Development
Breakfast Club of Canada
julie.lambert@clubdejeuner.org
BOARD OF DIRECTORS

CHILDREN FIRST

The reason the Club is as active as it is 20 years into our mission is in large part because a number of prominent business leaders – who are already very busy at the helm of their own ship – have made the conscious decision to do something for the younger generation. They have rolled up their sleeves and gotten down to the task of touching hearts, changing minds and taking action. They are our trusted companions on this journey, and we owe them a huge debt of gratitude. THANK YOU, all!

This report is dedicated to the memory of Nicola Kettlitz, President of Coca-Cola Canada and member of our board from 2012 to 2014.

The late Nicola Kettlitz
President Coca-Cola Canada

Saying goodbye to one of our greatest ambassadors for children

We have lost an outstanding individual – a family man, a friend and a true ambassador for children. As an active member of our board of directors, he left his mark on us all. He leveraged his talent and his leadership to take our organization to new heights. His joie de vivre was nothing less than contagious: the smile on his face never faded for a moment. And he was always ready, willing and able with a solution to improve the organization and better serve our kids. You are greatly missed, dear Nicola, but know that we will follow proudly in the footsteps you have left behind.

Pierre Riel, Chair of the Board
Senior Vice President and General Manager, Eastern Canada Region
Costco Wholesale Canada
Ottawa, Ontario

Jacques Woods, Past Chair
President
Woods Strategies Inc.
Montreal, Quebec

Daniel Germain
President and Founder
Breakfast Club of Canada
Boucherville, Quebec

Chantal Glenisson
Senior Vice-President Operations, Eastern Canada
Walmart Canada
Laval, Quebec

Charles Benoit
President, Radio and TV Quebec
Bell Media
Montreal, Quebec

Jacques Mignault
Chief Operating Officer
McDonald’s Restaurants of Canada Limited
Toronto, Ontario

Pascale Gouin
Partner and Lawyer
Legault Joly Thiffault
Montreal, Quebec

Renee Wasylyk
President
Troika Developments Inc.
Kelowna, British Columbia

Louis Frenette
President and Chief Executive Officer
Parmalat Canada
Toronto, Ontario

Lise-Anne Amyot
Vice-President, Brand and Client Experience
National Bank
Montreal, Quebec

Paul Laviole
Co-Founder and Chair
Taxi Canada Ltd.
Montreal, Quebec

Stéphane Bertrand
Executive Director
2014 International Summit of Cooperatives
Montreal, Quebec

Nick Kryzanek
President and General Manager
Danone Canada
Boucherville, Quebec

Anita Nowak
Director of Operations
McGill’s Social Learning for Social Impact GROOC
Montreal, Quebec

Club Committees

Commitment above and beyond the call of duty
They pool their expertise to guide us and help us move forward, learn and grow. They care deeply about children and always go the extra mile for them. They are our mentors and our coaches.

Governance, Ethics and Audit Committee

This committee is in charge of ensuring the Club is managed responsibly and effectively and maintaining the organization’s integrity.
Stéphane Bertrand
Charles Benoit
Pascale Gouin
Marie-Claude Bienvenue
Claudia Santiago

Human Resources Committee

This committee oversees the prudent management of administrative expenses related to human resources.
Jacques Mignault
Louis Frenette
Chantal Glenisson
Marie-Claude Bienvenue
Isabelle Cattagny
Jenny Falaise

Development and Communication Committee

This committee is tasked with promoting healthy revenue growth.
Lise-Anne Amyot
Stéphane Bertrand
Renee Wasylyk
Paul Laviole
Marie-Claude Bienvenue
Lisa Clovery
<table>
<thead>
<tr>
<th>Category</th>
<th>Entities</th>
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<tbody>
<tr>
<td>$1 million and up</td>
<td>Walmart Canada, Costco Wholesale Canada Ltd.</td>
</tr>
<tr>
<td>$100,000 – $999,999</td>
<td>Kellogg Canada Inc.</td>
</tr>
<tr>
<td>$10,000 – $24,999</td>
<td>United Way of Greater Toronto, IDMED-Solutions Inc.</td>
</tr>
<tr>
<td>$5,000 – $9,999</td>
<td>Vancouver Foundation, Sureté du Québec</td>
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<tr>
<td>$1,000 – $4,999</td>
<td>The Tenaquip Foundation, BD Canada Ltd.</td>
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<tr>
<td>$50,000 – $99,999</td>
<td>Ubisoft Entertainements inc.</td>
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<td>Symposium Café Restaurants</td>
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<tr>
<td>$5,000 – $9,999</td>
<td>Les Employés bénévoles du Casino de Montréal</td>
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</tbody>
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**MAIN PARTNERS**

- Walmart Canada
- Costco Wholesale Canada Ltd.
- Kellogg Canada Inc.
- Bureau en Gros
- The Sprott Foundation
- Agropur Coopérative
- Alimentation Couche-Tard inc.
- General Mills
- La Fondation chez Cora
- Rio Tinto Alcan
- Vale Canada Limited
- Fondation Air Canada
- La Fondation de la famille J.W . McConnell
- Saputo inc.
- Ubisoft Entertainements inc.
- Kraft Canada inc.
- Déménagement La Capitale
- Banque Nationale Groupe financier
- 7-Eleven Canada Inc.
- Fondation J.A. DeSève
- Caisse de dépôt et placement du Québec
- Mcdonald’s Restaurants of Canada Ltd
- Air Canada
- Durham Region Small Business Cila
- Egg Farmers of Canada
- La Corporation Cadillac Fairview Limitée
- Fondation Norman Fortier
- Succession Eva Mc Brearty
- Ubisoft Entertainements inc.
- Kraft Canada inc.
- Déménagement La Capitale
- Banque Nationale Groupe financier
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- Mcdonald’s Restaurants of Canada Ltd
- Air Canada
- Durham Region Small Business Cila
- Egg Farmers of Canada
- La Corporation Cadillac Fairview Limitée
- Fondation Norman Fortier
- Succession Eva Mc Brearty

**Main partners 2015**

- KF Aerospace
- MTV Networks Canada ULC
- Neegan Development Corporation
- Pharmacie Desjardins, Gagnon et Dubé
- The Sports Corporation
- Vancouver Foundation
- Sûreté du Québec
- Réadaptation Universelle
- Fredericton Community Foundation Inc.
- Les Boulangeries Weston Québec Limitée
- Sidney Crosby Foundation
- The Sir James Dunn Foundation
- Commission scolaire Marie-Victorin
- Bell Media Radio
- Le Cambridge
- Fondes de charité des employés de la Ville de Montréal
- Les Chocolats Favoris inc.
- CIBC
- Réfrigération R&S inc.
- The Greater St John Community Foundation
- Les Employés bénévoles du Casino de Montréal
- Gestion LJT inc.
- Gordon Brothers Group, LLC
- Miniature Aid Society
- The Bank of Nova Scotia
- Partage-Action de l’Ouest de l’Île
- Centre de Détention de Hull
- Centre de Détention de Hull
- Croisières AML
- GUILBAULT
- Jutras Architecture inc.
- Mosaic Sales Solution
- Burlington Community Foundation

**Main partners 2016**

- Caisse Desjardins de Hull
- Fonds de Publicité et Promotion Tim Hortons (Canada) inc.
- George Weston Limited
- Encana Corporation
- Financière Sun Life
- Legacy Private Trust
- Winnipeg Foundation
- Raymond Chabot Grant Thornton Administration
- Hexavest Inc.
- Beaudry Foundation Inc. (BDF)
- Charitable Foundation of the Ontario Grocery Industry
- United Way of Greater Toronto
- IDMED-Solutions Inc.
- Jones Lang LaSalle Real Estate
- Hashro Canada
- Multi-Prêts courtier hypothécaire
- Coastal Gaslink Pipeline East B.C. Limited
- Partnership Gouvernement du Québec
- Investissement Général du Québec
- Fundraising Guy Locas inc.
- Janisen Inc.
- United Way Ottawa/ Centraide Ottawa
- BBC Dominion Securities inc.
- TMG The Mortgage Group Canada inc.
- Transcanada
- Fondation Richelieu Trois-Rivières
- Fondation Collège Antoine Girouard
- Fondation Mccarthy Tétrault
- COBS Bread (BD Canada Ltd)
- Bank of Montreal
- Pacific NorthWest LNG
- Cummins Western Canada Ltd Partnership
- BMO
- Société canadienne d'hypothèques et de logement
- The Steve and Sally Stavro Family Foundation
- TVA Productions II inc.
- Centre de Détention de Hull
- Crossiers AML
- GUILBAULT
- Jutras Architecture inc.
- Mosaic Sales Solution
- Burlington Community Foundation
- KF Aerospace
- MTV Networks Canada ULC
- Neegan Development Corporation
- Pharmacie Desjardins, Gagnon et Dubé
- The Sports Corporation
- Vancouver Foundation
- Sûreté du Québec
- Réadaptation Universelle
- Fredericton Community Foundation Inc.
- Les Boulangeries Weston Québec Limitée
- Sidney Crosby Foundation
- The Sir James Dunn Foundation
- Commission scolaire Marie-Victorin
- Bell Media Radio
- Le Cambridge
- Fondes de charité des employés de la Ville de Montréal
- Les Chocolats Favoris inc.
- CIBC
- Réfrigération R&S inc.
- The Greater St John Community Foundation
- Les Employés bénévoles du Casino de Montréal
- Gestion LJT inc.
- Gordon Brothers Group, LLC
- Miniature Aid Society
- The Bank of Nova Scotia
- Partage-Action de l’Ouest de l’Île
- Centre de Détention de Hull
- Centre de Détention de Hull
- Croisières AML
- GUILBAULT
- Jutras Architecture inc.
- Mosaic Sales Solution
- Burlington Community Foundation
Association de la construction du Québec
Conseil des industries laitières du Québec Inc.
Johnson & Johnson inc. Canada
Phillips-Van Heusen Foundation Inc.
Syndicat de l'enseignement de Lanaudière
Mercedes-Benz Laval
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Bathium Canada inc.
Banque Nationale
Les Fourgons Transit Inc.
Bombardier Aéronautique inc.
Banque Nationale du Canada
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Fondation Émile Z. Laviolette
Fondation Sibylla Hesse
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Les Vaillants Bénévoles
PCI-Perrault Conseil inc
Samsung Electronics Canada Inc.
Samuel & Fils & Cie, Ltée
Veron Consultants inc.
Club d'action-loisir Saint-Antoine
Caisse de bienfaisance des employés et retraités du CN
Adrien Gagnon
Bell Média
Carrousel
Coopérative agro-alimentaire Agropur
Manulife Real Estate
Medicar
MNP LLP
Publicis Montréal
PWL Capital inc.
Reliance Construction of Canada Ltd.
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The Coca-Cola Company
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Skylink Voyages inc.
Motocyclette & articles de sport Pont-Viau inc.
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669142 B.C. LTD
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CapServCo
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Élément Services financiers
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Fonds de bienfaisance des employés employés
Pratt & Whitney Canada
Habitation Classique Cinq inc.
Jonathan Doucet, Courtier immobilier agréé inc.
La Fondation de bienfaisance Chaussures Browns
Laval Technopole
Montréal Aviation inc.
Prestige Mazda
Restaurant Loujac inc. (McDonald's)
Restaurant Pacini Hull
SPB Solutions inc.
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Fondation Binefit Canada
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Canadian Society of Corporate Secretaries
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Legacy Foundation of Canada
Loisirs et Services
OfficeMax Grand & Toy
Canada Online Giving Foundation  
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Atco Electric  
Dufresne Hébert Comeau inc.  
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Collège Laval  
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Confex fibre Marketing inc.  
Conseil Saint-Paul Consultancy  
Couche-Tard Inc  
Couvre-Planchers Labrosse inc.  
Cueilleurs Bénévoles D’Objets  
Recyclabes du Village  
Cuisines Denis Couture  
D+H Limited Partnership  
Digital Communications  
Dream Industrial REIT  
École Secondaire Polybel  
Emco Corporation  
Fabris inc.  
Farm Credit Canada  
Fidelity Investments Canada ULC  
First national financial LP  
Fondation Huguette et Jean-Louis Fontaine  
Fondation Yvon Boulanger  
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Le YQB Club  
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Les Immeubles Polaris (Canada) Limitée  
Locations le Carrefour Laval  
Logistec Corporation  
Magnus Poirier inc.  
Milos  
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PFD Notaires S.E.N.C.R.L  
RBC Banque Royale  
Royal Canadian Legion Royale Canadienne  
SICUSM-PHME  
Solutions Analytiques Novatech inc.  
Strategic Charitable Giving Foundation  
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Troupe de théâtre les ’Toqués  
Unique Restoration  
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Edmonton Public School Board
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Halton District School Board
Hamilton Wentworth Catholic District School Board
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Newfoundland Labrador School Boards Association
Niagara Catholic School Board
Nipissing-Perry Sound Catholic District School Board
Northeastern Catholic District School Board
Northern Gateway Public Schools
Northern Lights School Division No. 113
Northland School Division No. 61
Ottawa Catholic School Board
Ottawa-Carleton District School Board
Palliskett School Division
Peace River Public School Division No. 76
Peel District School Board
Pembina Trails School Division
Pembina School Division
Pinawa Separate School Division
Pine Ridge School Division
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Regina Public School Division
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Sault Ste. Marie Public School Board
Superior Schools Division
Superior Greenshore District School Board
Superior North Catholic District School Board
The UPG School District Board
Thames Valley District School Board
Thunder Bay Catholic District School Board
Toronto Catholic District School Board
Toronto District School Board
Turtle River School Division
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Waterloo Region District School Board
Wellington Catholic District School Board
Wetaskiwin Regional Public School Board
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Wolf Creek School Division
Yellowknife Education District No. 1
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Apex District Educational Authority
Breadloaves Education Advisory Committee
Brighton Creek Nation Education Authority
Cross Lake Education Authority
Dahopro Divisional Education Council
Denis Tall Education Authorities
Garden Hill Education Authority
Grassy Narrows Education Authority
Kgikin Zik Education Sector
Kwai School Operations
Lloyd S. King Education Authority

Yukon Food for Learning Association

Lead Agencies
Algoma Family Services
Better Beginnings Better Futures (BBFF)
Canadian Red Cross of Thunder Bay
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Peterborough Family Resource Centre
Toronto Foundation for Student Success (TFSS)
YMCA of Kitchener-Waterloo
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The Hastings and Prince Edward Learning Foundation
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