START ME UP

AND I'M UNSTOPPABLE!

2016 - 2017

ACTIVITY REPORT
BREAKFAST CLUB OF CANADA HAS BEEN STARTING UP THE DAY FOR THOUSANDS OF CHILDREN ACROSS THE COUNTRY FOR 23 YEARS.

We owe a huge debt of gratitude to our partners, volunteers and donors who, collectively, help more than 200,000 kids reach their full potential by making sure they begin their school day with a full stomach and ready mind. From coast to coast, the Club operates in more than 1,598 schools and is impatiently awaited in 492 others. All told, this translates to a whopping 33 million individual acts of love every year.
MISSION

OUR VALUES

PIERRE RIEL

MISSION

CHILDREN FIRST
We put children and youth above all else, always working with their best interests at heart. 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 strive to demonstrate the courage required to shape a better future for Canada’s young people.

INTEGRITY
We are uncompromising in adhering to our values, no matter the circumstance.

EMPOWERMENT
We promote sustainability by encouraging and inspiring autonomy, collaborative work and innovative ideas.
It is astounding for me to think that Canada is the only G7 country and the only member of the 34 nation Organisation for Economic Co-operation and Development (OECD) without a national school meal plan. It simply boggles the mind, especially when we know full well that, every day, one out of five children in Canada, and one out of two children in First Nations communities, are at risk of starting their school day on an empty stomach. In a country as wealthy as ours, this is completely unacceptable.

For 23 years now, Breakfast Club of Canada, backed by thousands of volunteers, corporate partners, organizations and local communities from coast to coast, has been working tirelessly to get as many school breakfast programs up and running as possible. But it is painfully clear this still isn’t enough.

We want to expand the Club’s reach even further. We want to do – and be – so much more. And at this stage, we want the federal government to step up to the plate and commit to establishing a national school meal plan for all young Canadians by 2020. The health and wellness of the next generation depends on it.

Yes, there’s still plenty for us to do. So let’s all roll up our sleeves and pull together to make a difference in the lives of the over 1 million youngsters who are counting on us.
There are certainly no lack of ideas and initiatives here at the Club. But, like anywhere else, good planning is essential to bringing this vision to life in the most powerful and impactful way possible. Our primary role as members of the board is to make this happen, with all of the integrity and rigour expected of us as responsible directors.

In my capacity as the chair of the board, I am immensely honoured to have this level of trust placed in me. At the same time, I am humbled by the scope of the responsibilities inherent in the office – and grateful to enjoy the support of such a caring, committed group of people who are dedicated to ensuring the organization’s stability and financial health.

I would like to thank all of our board members for their invaluable contributions. Making sure every child in the country has an equal chance at success is no small feat. Although there is still much to be done in this regard, and plenty of groundwork to lay for the future, I’m sure we will get there by all pulling together.
With everything we have accomplished in the past 23 years, our number-one priority has never wavered: we are here to champion children’s well-being. Every time we launch a new school breakfast program, we have the satisfaction of knowing that even more young people will start their morning with a warm, nutritious meal and a cheerful smile.

The City of Montreal adopted their Policy on Children in 2016. The following year, an action plan was rolled out to encourage municipal stakeholders and their partners to amp up efforts in underprivileged neighbourhoods. This has been an amazing source of leverage for the Club because it puts children’s needs front and centre where they belong. We applaud the administration for their child-centric mindset and for spearheading a social movement that will empower young Montrealers to grow, thrive and achieve their full potential in life.

Now we have to turn our attention to getting the other levels of government on board so that, one day, we can truly be a country that puts the well-being of our children first.

In 2008, when I opened our first breakfast program outside Quebec in Calgary, I knew we had an enormous task before us. Canada is a big country, and there are so many urgent needs to fill. But my passion for the Club and our kids was bigger still, and I was primed to tackle the challenges on the horizon. I was ready to take our work and our mission west. And we can be proud of the progress we’ve made thus far.

In just under 10 years, we have set up 955 school breakfast programs in Ontario and Western Canada – which is no small feat! The team I work with in Toronto and Vancouver has made this happen with a deep sense of commitment and boundless supply of energy. And a good thing too because the statistics we are up against are daunting indeed. With one out of five children nation-wide at risk of going to school hungry, we have to move swiftly and decisively to effect meaningful change. Their future is in our hands!
IMPACT

SO MUCH MORE THAN BREAKFAST

Breakfast Club of Canada has come a long way in 23 years. Our action-oriented organization has grown in leaps and bounds since our humble beginnings, in large part due to the drive and determination of our incredible team and the steadfast commitment of our partners. We have united our respective strengths to make a difference in children’s lives each and every day.

We have established our presence across the school spectrum and, throughout the years, we have heard incredible testimonies from hundreds of volunteers and school administrators.

Starting in 2015, we decided to compile and analyze all of the data in our possession. Today, we are proud to unveil the initial findings of our polls and subsequent research.

During the 2015–2016 school year, 357 schools in our Canada-wide network responded to our survey, which included an open-ended question on the most SIGNIFICANT CHANGE they had observed as a result of their partnership with Breakfast Club of Canada.

### School breakfast programs: one platform, multiple impacts

<table>
<thead>
<tr>
<th>Key Emerging Outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The foundation of a caring and inclusive school community;</td>
</tr>
<tr>
<td>Improved learning skills;</td>
</tr>
<tr>
<td>Alleviated hunger-related stress;</td>
</tr>
<tr>
<td>Access to a varied selection of healthy foods;</td>
</tr>
<tr>
<td>Better attendance and punctuality;</td>
</tr>
<tr>
<td>Improved behavior;</td>
</tr>
<tr>
<td>Student engagement and sense of belonging;</td>
</tr>
<tr>
<td>Nutritional awareness;</td>
</tr>
<tr>
<td>Community building and connectedness.</td>
</tr>
</tbody>
</table>
BY SUPPORTING BREAKFAST CLUB OF CANADA, YOU ARE CHANGING STUDENTS' LIVES AND FORGING STRONGER COMMUNITIES!

THE MOST COMMON CHANGES REPORTED BY RESPONDENTS

- Relationships with peers and adults that promote social and emotional wellness
- Feeling of inclusiveness
- Improved self-esteem and investment in the school community
- Long-term outcomes
- A caring, inclusive community transforms school culture
- Improved social and emotional well-being
- Happier, healthier and more resilient children

RESULTS

- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
- Longer attention span
- Increased engagement and eagerness to learn
- Better grades
- Feelings of inclusiveness
- Improved social and emotional well-being
- Improved educational well-being
- Children who eat well learn better
"The most significant change that we have experienced as a result of Breakfast Club of Canada being involved is a positive change in the culture of the school. With the help of Breakfast Club of Canada we are able to offer a hot breakfast program five days a week. It has really brought the whole school community together and has provided a positive space for all of our students to start their day. Whether it’s a smile from a volunteer or a healthy morning meal, the impacts of the breakfast program toward creating a positive atmosphere for our students have been tremendous."

JEFF GEORGES
Principal, Fanning Education Centre/Canso Academy, Guysborough, NS
In the 2016–2017 school year, 30 newly supported schools were surveyed six months after their breakfast program was implemented.

- Teachers observed a 104% improvement in students’ attention span.
- Schools reported 44% fewer behavioural incidents (violence, bullying, drugs, etc.).
- 53% of newly supported schools reported lower truancy rates.
- Interventions due to physical and emotional health-related issues were cut in half.
- On average, a 19% improvement was reported in daily fruit consumption.
- 47% of schools reported a significant decrease in school lateness.

The benefits of our breakfast programs are clear: not only do we contribute to the physical, emotional and intellectual well-being of our students, but we also help build more dynamic, more resilient school communities. Based on these findings, we firmly believe that we are making solid progress toward our objective of helping every child reach their full potential.
THE CLUB AMPLIFIES THE IMPACT OF YOUR CONTRIBUTION

Through our actions and expertise, we connect and engage a variety of stakeholders while tapping into a wide range of resources. This in turn helps us leverage efforts at the local, regional and national level to ensure your donation reaches its full potential, just like our children.

* Estimate based on data collected from a variety of stakeholders
1 NGO: Non-governmental organization
DEVELOPING AND IMPROVING ACCESS TO HEALTHY FOOD AT SCHOOL

Building on 23 years of expertise in setting up optimal systems of school food distribution, we have introduced and co-developed an array of solutions aimed at improving access to nutrition through regional bulk-buying groups, centralized storage facilities and collaborations with local food banks.

Such practices have a powerful impact, enabling us to:

- Ensure an ample supply of fruits and vegetables.
- Provide access to whole (unprocessed) foods and bulk purchasing at significantly lower prices.
- Offer food supply platforms that attract local investments in school nutrition.
- Help ward off community isolation.

In northern Manitoba, thanks to hours of dedication from our Central Canada First Nations, Métis and Inuit Advisor, Kelli Deering-Ebbs, a group purchasing model has been developed currently benefitting 4 communities (St. Theresa Point, Garden Hill, Red Sucker Lake and Cross Lake) reaching 3,175 students. Instead of purchasing their school breakfast program foods through their local grocery stores at very high prices, they are now receiving their food purchases from a central distributor that can offer higher bulk quantities at a decreased purchase price with the assistance of nutrient-dense menu plans and corresponding food order forms developed by Kelli. Kelli previously consulted with the communities in order to guide them in the food selection and variety of potential menu.

On-going food provider negotiations are currently taking place to expand this program with a different food supplier (Sysco) into 6 more BCC school communities. The food provider(s) also act as an aggregation point/hub for shipping some of the Club’s food donations (eggs, cereals, nut butters, low-sugar jams, apple sauce etc.) to the partnering communities. This project has led to food purchase savings of 45% compared to previous procurement.
BETTER ACCESS TO FOOD,
MORE RESILIENT SCHOOL PROGRAMS

- LOCAL FOOD SOLIDARITY (PRODUCTION AND DONATIONS)
- INCREASED BUYING POWER
- PUBLIC AND COMMUNITY FUNDS
- NON-PROCESSED FOOD
- MORE EFFICIENT MENU PLANNING
- GREATER VARIETY OF FRUIT AND VEGETABLES

- WHOLESALE AND FOOD BANKS
- REGIONAL CLUSTERS
- CENTRALIZED WAREHOUSES
- INDIVIDUAL SCHOOLS, FRAGMENTED SUPPLIES
WHAT IS THE MIRO MITSO PROJECT?

“Miro Mitso” means “I eat well” in the Atikamekw language. It is a student culinary entrepreneurship initiative at École secondaire Otapi, which was set up in collaboration with several stakeholders from the community of Manawan, host of two breakfast programs.

With the invaluable support of The Counselling Foundation of Canada and the McConnell Foundation, a pilot project was initiated by the Club in November 2016 when the school’s breakfast program was created. Both have been renewed for a second year.

THE BENEFITS OF A STUDENT CULINARY ENTREPRENEURSHIP PROJECT

► Helps keep students in school, encourages better access to nutritious food and gives young people the chance to discover their potential
► Allows student volunteers to believe in themselves and develop leadership skills
► Embraces sustainable, innovative solutions that enable communities to provide long-term support for breakfast programs

EVOLVING TOWARD SOCIAL ECONOMY

► Serves as a source of motivation for students enrolled in special programs and recognizes their contributions
► Provides better access to healthy, affordable food for the entire community
► Generates a platform to promote savings and revenues at the local level in order to reinforce the program’s resilience

IMPACTS OBSERVED TO DATE

► Enhancement of students’ life and work skills
► Greater motivation to complete curriculum
► Greater motivation to pursue postsecondary studies or training
► Improved access to healthy food in the community
► Student job creation
► Greater social, human and economic sustainability and food sovereignty
► Greater community bonding and pride around education
Children and their development are at the heart of our mission here at Breakfast Club of Canada.

Early on in our history, we noticed that the presence of caring adults was a vital ingredient in helping young people to:

- Improve their self-confidence and ability to be a responsible leader
- Strengthen their social skills
- Establish trusting relationships with positive adult role models
- Integrate into their community
- Feel less isolated.

GUIDING THE LEADERS OF TOMORROW

Breakfast Club of Canada leadership camps are:

- An opportunity to strengthen the leadership of our young volunteers
- A way to invest in our breakfast programs, schools and communities.

THE YOUNG VOLUNTEERS PROGRAM

AN OPPORTUNITY TO SHINE

Teachers and principals encourage students to become breakfast program volunteers in order to acquire transferable life skills and build a sense of belonging toward their school.

There were four leadership camps for young Club volunteers across the country in 2016–2017. Three were funded by McDonald’s Canada, while the other camp for First Nations youth in Quebec was financed by the New Pathways Foundation. Thanks to these remarkable partners and the collaboration of Exeko, Canadian Tire Jumpstart Charities and the Tim Horton Children’s Foundation, 135 young leaders aged from 10 to 14 years old participated in a unique six-day experience. Together, they took part in a series of athletic and artistic activities and overcame a number of character-building challenges.

“Sharing my dance with everyone reminded me that this is what I need to feel good about myself. Every time I feel down, I just need to dance and I feel better. Thank you for giving me the chance to believe in myself and share my culture.”

KELLY
“Two students who experience significant social anxiety started helping prepare breakfast this winter. Since then, they have started opening up to staff, becoming a little more relaxed and in turn being more able to ask for academic help when needed during class time. Both have also enjoyed the gratitude and praise from the other students for the food they help prepare. This has seen both of them slowly start to make friends and take chances to contribute a bit more to class conversations and discussions.”

HEATHER SCOTT, Youth and Family Support Worker, Nala’atsi Alternate School, Courtenay, BC

“In some families, the older children used to skip lunch so their younger siblings would have enough to eat. But nobody goes without in our school anymore. We no longer hear children saying they’re hungry because there’s no food at home. They all have access to a good healthy breakfast now. Our meals are prepared by our kids, for our kids. Our young volunteers develop their entrepreneurial skills and learn to respect food. They take orders and arrange the food displays attractively for distribution. The Club also gives them an opportunity to socialize and get to know new students.”

CHRISTIAN SAPINO, Principal, École Perce-Neige, Montreal, Qc
POLICY ON CHILDREN

MONTREAL’S POLICY ON CHILDREN

PUTTING YOUNG PEOPLE FIRST

In keeping with its new policy on children, the City of Montreal has agreed to provide financial support to the Club for the initiative known as “Nourrir les enfants de Montréal.”

THE FIVE MAIN PILLARS OF THE POLICY ARE:

► Safety and accessibility of urban environments
► Healthy eating and food safety
► Academic perseverance and success
► Access to culture, sports and recreation
► Families and communities.

Since the policy was introduced, we have opened 25 new breakfast programs in Montreal.

Although we were already active in schools throughout Montreal, we were able to expand our presence to nine neighbourhoods targeted by the first phase of the policy. Not only is this a natural fit with our goal to promote healthy eating and food security, but it also allows us to do our part to help keep kids in school, encourage academic success and build stronger communities for hundreds of students.
WESTERN CANADA: GROWING TO REACH OUT TO EVEN MORE KIDS IN NEED

In the last decade, Breakfast Club of Canada has helped open approximately 955 school breakfast programs in Ontario and Western Canada. We credit this accomplishment to the talented go-getters we have on our team!

TOONIES FOR TUMMYIES

For the first time this year, we teamed up with The Grocery Foundation to launch the Toonies for Tummies campaign at Save-On-Foods stores to benefit breakfast programs in Western Canada. Overall, the initiative brought in $842,734, which was distributed among several organizations, including the Club, to ensure students across Canada have access to healthy food choices.

BC RESTAURANT HALL OF FAME & AWARDS GALA

Breakfast Club of Canada was selected in 2017 as one of the recipient charities of this prestigious gala, which was established to recognize and celebrate individuals who have made significant contributions to the restaurant scene in British Columbia. What made this initiative even more special was the sale of a spatula designed by one of our kids to raise funds for the Club!

CELEBRATIONS IN FORT MCMURRAY

We were proud to take part in the festivities to mark the launch of a new breakfast program in Fort McMurray. The program is supported by the Pembina Pipeline Corporation, which has stepped up in two of the three municipalities that were the hardest hit by the 2016 forest fires. This was an ideal opportunity for us to help rebuild the community and provide a safe, comforting school environment to come back to.
AMBASSADORS

CELEBRITIES SPEAK UP IN A UNITED VOICE FOR THE CLUB

To achieve our goal of making sure every single at-risk child in Canada eats breakfast before they go to class, we have to get as many people, donors and partners as we can to rally around our cause. That's where our ambassadors come in!

CAREY AND ANGELA PRICE

Carey Price grew up in an Indigenous community where one out of two children is at risk of going to school on an empty stomach. That is why he and his wife, Angela, decided to get involved with local youth and advocate Breakfast Club of Canada’s mission. Since 2015, they have actively promoted the work we do and endorsed various events held by the Club.

SHOOTING FOR THE STARS

In July 2016, Breakfast Club of Canada, in conjunction with Carey and Angela Price, hosted the third annual Shooting for the Stars event presented by RBC Wealth Management. The evening brought together business professionals, members of the community, First Nations dignitaries and provincial government representatives. Their combined generosity resulted in proceeds of over $150,000 for the Club.

SHOOTING FOR THE STARS JUNIOR

For the third year in a row, Carey and Angela Price welcomed three youth to Montreal as part of the Shooting for the Stars Junior contest. The lucky participants and their families had the honour of lacing up and hitting the ice with Carey, visiting the Club’s head office in Boucherville and attending a hockey game at the Bell Centre, where their hero once again showcased his goaltending expertise for the Montreal Canadiens.

GIFT WRAPPING

A new holiday tradition has emerged in the past few years at CF Promenades St-Bruno: a special gift-wrapping day featuring the wives of some of the Montreal Canadiens’ team members. In an effort to do more than simply volunteer her own time, Angela Price has taken it upon herself to bring together a group of her friends every year to raise even more money for the Club’s kids.

MIKAËL KINGSBURY

Mikaël Kingsbury is one of the most accomplished moguls skiers of all time. At only 24 years old, he holds the record for the highest number of World Cup wins – 42, seven of which were consecutive. He has taken home the FIS Freestyle Crystal Globe for six years running. He has twice been crowned World Champion and scored a silver medal at the Sochi Olympics. In other words, Mikaël is one of the most decorated athletes on the planet. And if that weren’t enough, during his free time he is committed to connecting with youth across Canada and inspiring them to work hard, persevere and keep upping their game. Truly inspiring!
When the “giving back” bug bites at Costco, it spreads fast! Every year, employees are proud to support the Club by asking customers to give to the cause. And every year, they keep breaking new records. In addition to the checkout donation program, Costco’s own Pierre Riel, Senior Vice President and General Manager of Eastern Canada Region, has chaired the Club’s Board of Directors since 2009. Now that’s what you call a partnership in action!

This year’s annual campaign was aligned with the back to school period to garner attention and awareness for the need of school breakfast programs in Canada. We are grateful for the opportunity to showcase our partnership during or annual campaign. Thank you Walmart Canada for investing in our youth and giving them the opportunity to start their day off right with a healthy breakfast. Your commitment helps the Club to serve 33 million breakfasts annually.

We feel very privileged to have had Bureau en Gros as one of our key partners in Quebec for the past decade. They share our belief in the importance of providing support and encouragement to communities and children.

Every year, when back to school season rolls around in Quebec, Bureau en Gros is ready with their strategically timed checkout donation program, which motivates employees and customers alike to do their part for students in need. From in-store activities and barbecues to inflatable games and more, individual stores are prompted to find their own special way to draw attention to the campaign.

In the past 10 years, close to $3 million has been raised through these initiatives in support of the Club’s kids.

Benoît Gagnon with Rudel Caron, Regional Vice-President, Eastern Canada, Bureau en Gros
Breakfast Club of Canada responsibily joins forces with partners, communities and local agencies to provide healthy opportunities and nutritious breakfasts for children and youth in schools across Canada.

www.breakfastclubcanada.org

A FEW STATISTICS

- 1,598 BREAKFAST PROGRAMS
- 203,852 CHILDREN ENROLLED
- MORE THAN 17,500 VOLUNTEERS
- CLOSE TO 33 MILLION BREAKFASTS SERVED

• Daily attendance of breakfast programs
• Number of breakfasts served annually
• Number of clubs
• Clubs on waiting list
We take our promises to children very seriously here at Breakfast Club of Canada. Which is why we must be able to ensure continuity for any and all services we introduce for the thousands of kids who are counting on us every day.

To achieve this objective, we have put tools in place to make the most of every donation we receive by asking our partners, employees and stakeholders to ensure that a maximum of the funds raised on our behalf goes directly to the youngsters who need them.

**WHERE YOUR DONATIONS GO**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>79.06%</td>
<td>Program Investment: Food, Equipment, Training and School Visits</td>
</tr>
<tr>
<td>13.1%</td>
<td>Fundraising</td>
</tr>
<tr>
<td>5.56%</td>
<td>Education and Awareness</td>
</tr>
<tr>
<td>2.28%</td>
<td>Administration</td>
</tr>
</tbody>
</table>

**WHERE OUR FUNDING COMES FROM**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.38%</td>
<td>Fundraising Campaigns and Activities</td>
</tr>
<tr>
<td>17.79%</td>
<td>Donated Goods and Services</td>
</tr>
<tr>
<td>4.43%</td>
<td>Parental Contributions and Other Sources of Revenue</td>
</tr>
<tr>
<td>3.6%</td>
<td>Government Grants</td>
</tr>
<tr>
<td>1.8%</td>
<td>Individual Donations</td>
</tr>
</tbody>
</table>

The above figures are taken from our 2016–2017 audited financial statements.
Independent Auditor’s Report

To the Directors of
Breakfast Club of Canada

We have audited the accompanying financial statements of Breakfast Club of Canada, which comprise the statement of financial position as at June 30, 2017 and the statements of operations and net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management’s responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor’s responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for qualified opinion

In common with many not-for-profit organizations, Breakfast Club of Canada derives revenues from contributions, including donations and annual fund-raising campaign, and breakfast parents’ contributions, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these contributions was limited to the amounts recorded in the records of Breakfast Club of Canada. Therefore, we were not able to determine whether any adjustments might be necessary to donations and annual fund-raising campaign and breakfast parents’ contribution revenues, excess of revenues over expenses and cash flows from operating activities for the years ended June 30, 2017 and 2016, current assets as at June 30, 2017 and 2016 and net assets as at July 1, 2016 and 2015 and June 30, 2017 and 2016. Our opinion on the financial statements for the year ended June 30, 2016 was qualified accordingly because of the possible effects of this limitation in scope.

Qualified opinion

In our opinion, except for the possible effects of the matter described in the Basis for qualified opinion paragraph, the financial statements present fairly, in all material respects, the financial position of Breakfast Club of Canada as at June 30, 2017, 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.

Raymond Charette, Grant Thornton LLP

Montréal
September 28, 2017

1 CPA auditor, CA public accountancy permit no. A119564
## Breakfast Club of Canada

### Operations and net assets

**Year ended June 30, 2017**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations and annual fund-raising campaign (Note 4)</td>
<td>$11,726,434</td>
<td>$11,726,696</td>
</tr>
<tr>
<td>Donations - goods and services (Note 4)</td>
<td>$2,695,297</td>
<td>$3,160,382</td>
</tr>
<tr>
<td>Government grants (Note 4)</td>
<td>$854,508</td>
<td>$626,132</td>
</tr>
<tr>
<td>Breakfast parents' contributions</td>
<td>$414,944</td>
<td>$400,769</td>
</tr>
<tr>
<td>Interest income</td>
<td>$34,771</td>
<td>$24,175</td>
</tr>
<tr>
<td>Amortization of deferred contributions related to tangible capital assets and intangible assets</td>
<td>$29,103</td>
<td>$294,500</td>
</tr>
<tr>
<td>Loss on write-off of deferred contributions relating to tangible capital assets</td>
<td>$50,628</td>
<td>$3,263</td>
</tr>
<tr>
<td><strong>Other revenues</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$3,263</td>
<td>$20,379</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$15,808,948</td>
<td>$16,255,033</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$3,619,453</td>
<td>$3,413,254</td>
</tr>
<tr>
<td>Salaries</td>
<td>$4,292,751</td>
<td>$4,117,250</td>
</tr>
<tr>
<td>Small equipment</td>
<td>$69,401</td>
<td>$69,996</td>
</tr>
<tr>
<td>Food purchase and supply costs</td>
<td>$1,227,761</td>
<td>$1,001,141</td>
</tr>
<tr>
<td>Repairs and maintenance</td>
<td>$35,750</td>
<td>$36,582</td>
</tr>
<tr>
<td>Advertising, promotion and communications</td>
<td>$688,350</td>
<td>$522,950</td>
</tr>
<tr>
<td>Supplies and office expenses</td>
<td>$73,701</td>
<td>$102,756</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$133,271</td>
<td>$126,905</td>
</tr>
<tr>
<td>Rental expenses</td>
<td>$326,224</td>
<td>$330,336</td>
</tr>
<tr>
<td>Insurance</td>
<td>$15,878</td>
<td>$15,760</td>
</tr>
<tr>
<td>Heating and utilities</td>
<td>$22,446</td>
<td>$42,622</td>
</tr>
<tr>
<td>Professional fees</td>
<td>$104,043</td>
<td>$144,947</td>
</tr>
<tr>
<td>Subcontracting</td>
<td>$225,228</td>
<td>$213,049</td>
</tr>
<tr>
<td>Interest and bank charges</td>
<td>$31,507</td>
<td>$39,176</td>
</tr>
<tr>
<td>Travel expenses and representation fees</td>
<td>$333,018</td>
<td>$317,626</td>
</tr>
<tr>
<td>Amortization of tangible capital assets</td>
<td>$133,344</td>
<td>$155,118</td>
</tr>
<tr>
<td>Amortization of intangible assets</td>
<td>$50,355</td>
<td>$344,121</td>
</tr>
<tr>
<td>Information technology expenses</td>
<td>$44,614</td>
<td>$54,072</td>
</tr>
<tr>
<td>Training and recruitment</td>
<td>$17,784</td>
<td>$12,161</td>
</tr>
<tr>
<td>Loss on disposal of tangible capital assets</td>
<td>$2,364</td>
<td>$10,481</td>
</tr>
<tr>
<td>Loss on write-off of tangible capital assets</td>
<td>$55,568</td>
<td>$3,263</td>
</tr>
<tr>
<td>School monitoring</td>
<td>$766,055</td>
<td>$786,290</td>
</tr>
<tr>
<td>Food donations and equipment - schools</td>
<td>$2,462,619</td>
<td>$2,965,839</td>
</tr>
<tr>
<td>Other expenses</td>
<td>$31,284</td>
<td>$68,148</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$14,962,769</td>
<td>$14,890,582</td>
</tr>
<tr>
<td><strong>Excess of revenues over expenses</strong></td>
<td>$846,179</td>
<td>$1,364,451</td>
</tr>
<tr>
<td><strong>Net assets, beginning of year</strong></td>
<td>$4,245,127</td>
<td>$2,880,675</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td>$5,091,306</td>
<td>$4,245,127</td>
</tr>
</tbody>
</table>

The accompanying notes are an integral part of the financial statements and Note 3 provides other information on operations.
Through their ongoing commitment to Breakfast Club of Canada, hundreds of partners are helping us meet our kids’ most desperate needs. Fuelled by a collective desire to give them the absolute best, these devoted philanthropists proudly roll out a wide range of high-profile activities that keep us going strong and allow us to continue to fulfill our mission. Thank you!
Our food partners are, quite literally, our bread and butter. Every year, they supply nutritious, delicious products that are distributed to our breakfast programs in order to get kids “started up” every morning.

THANK YOU to each and every one of them.

AGRI-MONDO
Agri-Mondo, one of Eastern Canada’s leading importers of fresh fruit, has been a Club partner and supplier for many years. About half of the fruit distributed through our breakfast programs in Quebec are provided compliments of Agri-Mondo, making it possible for us to serve a wide variety of fresh fruit to our kids.

AGROPUR
Agropur has been there for the Club from day one. Their steadfast involvement over the years has made a concrete difference in getting our kids in Quebec and Ontario “started up” by giving them access to the milk their bodies need every day. Plus, by providing us with free advertising space on their milk cartons, they are helping us get the word out about the work we do.

CITADELLE AND THE FEDERATION OF QUEBEC MAPLE SYRUP PRODUCERS
Quebec is well known as the world’s largest producer of maple syrup. This perennial breakfast favourite of young and old alike has enjoyed a place of honour on the Club’s breakfast tables since 2007. Citadelle and the Federation make sure we have enough syrup to go around, and Citadelle oversees the packaging logistics.

DANONE
Danone is high atop the list of our wonderful food partners. By donating thousands of yogurt cups to the Club every year, they ensure thousands of children can enjoy the natural benefits of this superfood staple. In addition, dozens of Danone employees give their time by volunteering at various breakfast programs across the country.

EGG FARMERS OF CANADA
Egg Farmers of Canada, along with their cousins in Nova Scotia and Alberta, have been our faithful partners since 2014. By supplying eggs directly to breakfast programs across the country, they are helping to improve nutritional diversity for our kids.
FÉDÉRATION DES PRODUCTEURS D’ŒUFS DU QUÉBEC
Eggs are a breakfast staple that are big on nutrition and big on taste. We serve thousands of eggs every year to students across Quebec. Omelettes, French toast and breakfast burritos are only a few of the delicious morning meals made with the eggs we receive from the FPOQ. They are also a regular contributor to various Club events, with their ever-popular “Bistro à Coco” food truck.

GENERAL MILLS
General Mills, a leader in corporate social responsibility, first joined forces with Breakfast Club of Canada back in 1997. Not only do they generously supply thousands of boxes of cereal to Quebec breakfast programs every year, but they are also a major financial partner. Their pledge to giving back includes support for various initiatives in nine schools in Indigenous communities.

I-NOV CONCEPT
Breakfast Club of Canada is committed to reaching children from all four corners of the country. Some of our breakfast programs are run in remote communities, where it can be difficult to maintain a regular supply of fresh food. But I-Nov Concept faces these challenges head on to deliver wholesome Grand Pré milk to schools in need.

LA PETITE BRETONNE
Our partners are instrumental in helping us diversify our morning menus. La Petite Bretonne croissants, a tasty source of Omega 3, are a welcome addition to our Quebec children’s breakfast plates.

LECLERC
The type of breakfast program offered from school to school varies depending on the infrastructure in place. Some locations are simply not equipped for hot meals. In cases like these, Leclerc is there with breakfast bars and cookies to round out the morning menu.

MINUTE MAID
Fruit juice is a welcome addition to a well-rounded breakfast. Orange and apple juice are regularly offered to our kids, courtesy of our amazing friends at Minute Maid.
MOTT’S FRUITSATIONS
Mott’s Fruitsations is now a proud partner of Breakfast Club of Canada. They understand the importance of healthy lifestyle habits and want to see every child get a nutritious start to the day. Their unsweetened applesauce is a tasty option in a balanced morning meal.

PARMALAT
Bagels and cream cheese are a match made in heaven, and there’s no shortage of this winning combination at Breakfast Club of Canada! And speaking of great matches, our partnership with Parmalat is to thank for bringing this yummy morning treat to breakfast programs across Quebec.

POMMES QUALITÉ QUÉBEC
Quebec apples – hands-down one of our kids’ favourite menu items – come to us courtesy of Les Producteurs de pommes du Québec and the Association des emballeurs de pommes du Québec. Thanks to them, we have had access to a regular supply of crisp, crunchy apples since 2002 and our volunteers have had a versatile ingredient to inspire them in their menu planning.

SIBON FOODS
Sibon Foods cares about Quebec kids and their nutritional habits. They have been giving to the Club through monetary and in-kind donations since 2015, lending their own “sweet touch” to countless breakfasts!

UNILEVER
By providing our breakfast programs across Quebec with high-quality Becel margarine, Unilever is helping children stay healthy with a product that meets the nutritional recommendations set out in Canada’s Food Guide. Unilever has been supporting the Club for the past 15 years – and their commitment and dedication are greatly appreciated.

WESTON/GADOUA
On any given day, the likelihood of seeing a Weston product in one of our breakfast programs is extremely high. We have benefited from their generosity since our humble beginnings. Not only has the bakery provided us with a variety of products, but they have also contributed to many of our events. It’s fair to say that their partnership with the Club is the greatest thing since sliced bread!
We would never have come as far as we have without the inestimable contributions of our partners. Year after year, they put their drive, determination and resourcefulness to the test to move our organization forward. We are very much obliged to them for their assistance.

AIR CANADA FOUNDATION
Catering to the needs of children from coast to coast is no small feat in a country the size of Canada! One of the reasons we can make it happen is the support we have received from the Air Canada Foundation over the years, which has helped us continuously extend our reach. The Foundation also contributes to a number of projects, including ongoing programs aimed at First Nations, Métis and Inuit youth. By providing free airfare, specifically to young leadership camp attendees, they are doing their part to make communities stronger.

BARBERSHOP
Barbershop has been a proud supporter of the Club for many years now. They worked with us to create an inspiring video about a young girl who attends and volunteers at one of our breakfast programs in Vancouver’s downtown east side.

BC EGG
If anyone knows the importance of a morning meal, it is farmers. Thus, it was an easy decision for BC Egg to support Breakfast Club of Canada, with a three-year commitment that started in 2016. BC Egg provides financial support to breakfast programs in British Columbia, with many of their farmers also donating eggs to local schools.

BRITISH COLUMBIA AUTOMOBILE ASSOCIATION
Through a membership campaign, BCAA contributed $85,000 to Breakfast Club of Canada, helping to support 151 breakfast programs across British Columbia. The Club is grateful for BCAA’s efforts and impact on children where they live, work and play.

CADILLAC FAIRVIEW CORPORATION LIMITED – PROMENADES ST-BRUNO
The holiday season is a joyous time when we all come together as a community. This past year, a gift-wrapping booth was set up at Promenades St-Bruno in support of Breakfast Club of Canada. A few lucky shoppers even had their presents wrapped by none other than Club ambassador Angela Price and several other wives of Montreal Canadiens hockey players.
CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC
The Caisse de dépôt et placement du Québec decided to make a different kind of investment this year, with a generous donation to Breakfast Club of Canada to support the future of young Quebeckers.

CAPREIT
Through their support for breakfast programs in four areas of the country, The Canadian Apartment Properties Real Estate Investment Trust (CAPREIT) is setting the stage for a brighter future.

COBS BREAD
COBS Bread is a strong believer in actively giving back to the community. They know that eating wholesome, high-quality foods creates better lives. Not only did COBS raise over $100,000 for the Club through their campaign in 2016, but they also provided bread donations to programs through their End of Day Giving program.

COUCHE-TARD
This year, Couche-Tard reviewed its approach to the Breakfast Club of Canada campaign. Still driven by the same desire to help children get “started up” in the morning, they opted to show their support for the Club through a Quebec-wide checkout donation program. Together, the employees of the convenience store chain proudly raised over $85,000 for our kids.

CORA FOUNDATION
Our partnership with Cora Tsouflidou, the head of the ever-popular Canada-wide chain of Cora breakfast restaurants, is a natural one. We have been very fortunate indeed to have such a great ally in our corner for the past eight years and to be the beneficiary of various in-restaurant fundraisers.

COUNSELLING FOUNDATION OF CANADA
Amazing donors like the Counselling Foundation of Canada allow us to fulfill our dream of developing innovative school meal programs, such as Miro Mitso in Manawan.
CROISIÈRES AML
Thanks in large part to Croisières AML, we are proud to hold one of our signature annual fundraisers, known as Visionnaire, in beautiful Quebec City. For the second year in a row, the event was held afloat the mighty St. Lawrence, on board the AML Louis-Jolliet. The brainchild of entrepreneur Caroline Néron, this year’s edition raised $112,000 for local children.

DÉFI 911
The 7th annual Défi 911 kicked off on September 6, 2016, when over 250 public- and parapublic-sector employees braved the heat for an eight-hour bike/run relay race to benefit the Club. A month later, on October 11, Défi 911 cyclists rode from Montréal to Trois-Rivières and Sherbrooke, then circled back to Montreal to complete the journey. On October 13, they presented Breakfast Club of Canada with a cheque for $32,000. Thank you, everyone, for meeting this particular “Défi” head on!

DESJARDINS ENTREPRISES–OUTAOUAIS
In August 2016, Desjardins Entreprises–Outaouais held its 18th annual golf tournament at the Rivermead Golf Club in Gatineau. The event raised $35,000 to keep breakfast programs running in the Outaouais area. Their involvement and dedication to the cause are an inspiration.

DIALOG DESIGN
Building communities is what Dialog does best. As one of the country’s premier architectural firms, they design buildings for life and lay the foundations for a better future for Canadian kids by providing them access to a nutritious breakfast. For Dialog, this is an investment that is sure to grow.

EGG FARMERS OF CANADA
Egg Farmers of Canada is the proud supplier of the aprons proudly worn by Breakfast Club of Canada volunteers to show their commitment to the kids we serve.
ENCANA
Encana has been a proud partner of the Club since 2013. With the generous support from this partner, we are able to keep many breakfast programs running throughout British Columbia and Alberta. In addition to providing the Club with financial support, they have also donated equipment to many schools in these areas.

FAIRMONT HOTELS
Fairmont is a valued partner of the Club. In 2016, their campaigns raised over $20,000 for our kids. They also support our work by offering preferred rates to Club representatives in their high-end hotels around the country.

FONDATION BON DÉPART DE CANADIAN TIRE DU QUÉBEC (CANADIAN TIRE JUMPSTART CHARITIES)
Jumpstart’s mission is to give kids from families in financial need the chance to fulfill their dreams. Their annual donation enables young Club volunteers to attend a leadership camp, an extraordinary event that emphasizes self-esteem, teamwork and social engagement.

FONDATION NORMAN FORTIER
Fondation Norman Fortier is the presenter and main partner of Breakfast Club of Canada’s annual golf tournament and has been supporting our efforts from day one, in response to a call to action from our ambassador Claude Lacas. Their commitment to the Club has been nothing short of exceptional.

GAMES FOR HOPE / LES JEUX D’ESPOIR
For the second year in a row, Games for Hope / Les jeux de l’espoir chose the Club as one of the recipient charities for this high-energy corporate sports tournament. The nearly $120,000 raised has helped to keep three breakfast programs running in the greater Montreal area.
GRANT THORNTON
As a national accounting firm, Grant Thornton’s leadership team recognized the importance of creating a lasting legacy of philanthropy to benefit the communities in which they live and work. In 2013, they established the Grant Thornton Foundation and chose Breakfast Club of Canada as one of the Foundation's first recipients. In addition to financial support, Grant Thornton staff have embarked on a volunteer program, with plans to expand to more schools in the coming year.

THE GROCERY FOUNDATION
The Grocery Foundation does much more than feed hungry children. It nourishes their potential and their well-being. They get up every morning with the goal of helping more kids start their day off right in Western Canada with the help of Save-On-Foods.

THE GROCERY FOUNDATION OF ATLANTIC CANADA
The Grocery Foundation of Atlantic Canada was created for one purpose: to give kids a good start. Together with their grocery industry partners and Atlantic Canadians, the Foundation has raised funds and given to the Club to help support local breakfast programs in Atlantic Canada.

GESTION PRO-EXPRESS
Gestion Pro-Express produces promotional placemats that are distributed to restaurants across Quebec. Part of the proceeds from each ad printed on the placemats are used to help fund our operations, and the resulting visibility is an excellent way to spread the word about the Club on a province-wide scale.

NERO BIANCO GROUP
Nero Bianco has shown their support for the Club through the sale of reusable shopping and shoe bags at their Quebec stores. Nearly $40,000 was raised in the past year as a result. Nero Bianco is also pleased to provide complimentary bags to the Club’s guests at various events.

HICKORY FARMS
This year, Hickory Farms launched their first annual campaign to raise money for Breakfast Club of Canada through the sale of holiday gift baskets online and in kiosks across the country. The holiday campaign greatly surpassed expectations, raising an impressive $100,000!
HSBC
Realizing that kids are our future leaders, HSBC has made a significant investment into ensuring they can reach their fullest potential. Aside from annual donations to breakfast programs in four cities, HSBC donated a landmark gift of $1 million in 2017. Also, the HSBC Future Leaders program recognizes outstanding leadership by children in our country. We are very grateful to HSBC for their exceptional generosity.

IKEA
IKEA Canada proudly partnered with Breakfast Club of Canada in 2016. For each breakfast sold at IKEA Canada restaurants for the month of November, IKEA donated $1 to the Club. IKEA also donated cooking utensils, and employees contributed by packing breakfast bags for delivery to nearby schools. In total, IKEA Canada helped feed over 20,000 children, packed over 4,000 breakfast bags and engaged approximately 1000 employees to volunteer!

JLL
A national partner of Breakfast Club of Canada, JLL has engaged their regional offices to fundraise, plan events and participate in campaigns that will benefit children in their local communities. JLL has the ability, desire and resources to make a national footprint, impacting the lives of children from coast to coast.

KELLOGG’S
Sharing in our belief in the importance of a wholesome morning meal, Kellogg’s is a natural ally for Breakfast Club of Canada. Through various campaigns and promotions, Kellogg’s does a great deal to raise the profile of the work we do.

LIUNA OPDC
The Ontario Provincial District Council (OPDC) of the Labourers’ International Union of North America (LiUNA) advocates for the well-being of workers and the children who will one day step into their shoes. This year, they were involved in several Club events, including our annual golf tournament.
MARTIN DUHAMEL
Martin Duhamel is a model of civic engagement, as the driving force behind the “Une cause, une armée” (one cause, one army) grassroots movement in support of the Club and local youth. He lends his contagious enthusiasm to all of the fundraisers he organizes.

MCCONNELL FOUNDATION
The McConnell Foundation supports the efforts of three First Nations, Métis and Inuit advisors working with the Club. The goal is to forge ties with 45 Indigenous communities and facilitate forward-thinking local initiatives such as group purchases, student-run culinary businesses and community gardens.

MCDONALD’S CANADA
The purpose of the Club’s leadership camps is to reinforce young people’s confidence and self-esteem and give them the leadership skills that will help them turn their dreams into reality, both now and in the future. By actively contributing to funding these camps, McDonald’s Canada is empowering the development of these skills and providing a life-changing experience for participating youth.

MEALSHARE AID SOCIETY
Mealshare is a very simple buy-one-give-one hunger relief program. Mealshare provides some of their breakfasts through Breakfast Club of Canada in a number of smaller communities and cities such as Vancouver, Victoria and Edmonton.

METRO
Metro has been particularly adept at getting their employees on board in support of Breakfast Club of Canada. The company’s payroll donation program helps hundreds of children get their day “started up” right, especially in Ontario. This partnership has been warming hearts and filling bellies since 2010.
MITSUBISHI MOTOR SALES OF CANADA
Mitsubishi Motors is relatively new to the Breakfast Club of Canada family. The company has pledged to improve living conditions in Canadian communities of all sizes. This unique, multi-year partnership comprises financial support for the Club’s programs, expanded fundraising efforts and the potential for community participation among Mitsubishi’s Canadian dealerships.

MULTI-PRÊTS HYPOTHÈQUES
Thanks to their annual golf tournament and employee donations on “Denim Fridays,” Multi-Prêts Mortgages collected $25,000 for the Club this year, which will go a long way in helping to feed our kids!

NATIONAL BANK
In keeping with their ongoing commitment to the well-being of children across the country, National Bank has been involved in a number of high-profile fundraisers on behalf of the Club. We have long counted on, and greatly appreciated, their support for our various events and campaigns.

PACIFIC NORTHWEST LNG
We are very grateful for the support of Pacific NorthWest LNG. Every year, they contribute financially to the Club’s programs in the communities where they operate, which helps ensure the success and sustainability of our efforts.

PEMBINA
Pembina understands how important it is for children to receive nourishing meals to prepare them for a day full of learning and growth. For that reason, Pembina supports 12 schools in Alberta and is committed to reaching out to more schools and children in the future.

PRAIRIECOAST EQUIPMENT
Green Apron Project – the official charitable arm of PrairieCoast Equipment – focuses on the cities and towns that PrairieCoast calls home, and its primary objective is to fulfill the mission of feeding communities. Their goal is to raise $300,000 and contribute 5,000 volunteer hours by October 2019. To help ensure this objective is met, they have chosen to team up with Breakfast Club of Canada as their initial charitable partner.
RANDSTAD FOUNDATION
Randstad’s employees plan and hold a number of team fundraisers throughout the year, making them full-fledged ambassadors for the Club. Their payroll donation and volunteering programs encourage employees to give to children in need.

RBC
As a Platinum partner of the Shooting for the Stars event, RBC Royal Bank has encouraged local business and community leaders in Kelowna to do their part and persuaded a number of corporate sponsors to join in on the fun. Their efforts have gone a long way in ensuring the success of this initiative.

RENNie FOUNDATION
Bob Rennie has been a proud supporter of the Club for the last three years. He and his foundation know how vital it is for children to have access to a nutritious breakfast and a safe environment in which to enjoy it. Last year they donated thousands of dollars toward our mission and we are so grateful for their continued support!

RESTAURANTS NORMANDIN
At Normandin, their spirit of commitment runs deep. Thanks to the involvement of their staff members and hundreds of partners, the annual campaigns in the Normandin chain of restaurants are always a hit.

RICKY’S ALL DAY GRILL
Every day, Ricky’s breakfast menu features a special breakfast item. For every purchase of that item, $1 is donated to Breakfast Club of Canada. There’s no better way to start the day! Ricky’s All Day Grill also volunteers in local breakfast programs providing pancake and fruit breakfasts.

RIO TINTO ALCAN
Rio Tinto Alcan is proud to give back to the community through Breakfast Club of Canada. They support 12 breakfast programs in British Columbia, from Terrace to the Nechako Valley. They also enable the Club to run two breakfast programs and a student entrepreneurship project in the Quebec community of Mashteuiatsh. Their unflagging commitment is proof of their belief in the Club’s power to build a better tomorrow. Rio Tinto Alcan is the perfect example of a partner who wants to see children get ahead, one breakfast at a time.
SLAIGHT FAMILY FOUNDATION
Established in 2008, the Slaight Family Foundation aims to aid in the healthy development of Canada’s most vulnerable children and youth. Because of their generosity, some 2,000 more children in Saskatchewan and Alberta will benefit from the Club’s services in their community.

SPENCERCREO FOUNDATION
SpencerCreo Foundation supports programs in high-need areas where children are at risk of arriving at school hungry, feeding close to 50 students every morning in a welcoming and inclusive environment. Their generous support allows these children to begin their school day on a healthy note.

SPROTT FOUNDATION
The Sprott Foundation is dedicated to addressing urgent human need, homelessness and hunger in Canada. They believe that philanthropy should offer recipients the means to become self-sufficient. In keeping with this philosophy, they have successfully funded nine breakfast programs for First Nations, Métis and Inuit communities for the past seven years.

SYMPOSIUM CAFE RESTAURANTS
The franchises of this Ontario restaurant chain have banded together to show their support for Breakfast Club of Canada, and the outcome has been remarkable. The Club receives a percentage of every meal sold from the restaurant’s “7 Day Specials” menu, so patrons can enjoy good food and good fun, all while helping kids “start up” their day right!

THE MORTGAGE GROUP
As a national partner of Breakfast Club of Canada, 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 to 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.
TIM HORTONS SMILE COOKIES
Tim Hortons franchises in eastern Quebec raised no less than $46,147 for Breakfast Club of Canada this year through the Smile Cookie campaign. Thank you for making such a big difference in the lives of our kids!

TRANSCANADA
The Club is delighted to welcome TransCanada and its dedicated employees as a new supporter. TransCanada strongly believes in backing local communities and is pleased to have partnered with the Club to open four new breakfast programs in Prince George, Vanderhoof, Terrace and Port Edward, BC. We applaud TransCanada for their commitment.

TRÉVI
The second edition of the Classique hivernale, an event organized by Trévi, was a smashing success. This friendly on-ice competition pitted the Trévi hockey team against 91.9 Sports, while an appreciative crowd cheered on.

UBISOFT
Ubisoft believes in Breakfast Club of Canada. For many years now, they have been raising awareness among their employees and encouraged them to use a specially developed online platform to get their own fundraising activities up and running. Their inventive spirit and sense of commitment never disappoint!

VALE CANADA LIMITED
Vale is proud to operate in and be part of the communities that make them who and what they are. In their words, “they work where they live and they live where they work.” Through their presence in four Canadian provinces, Vale operations are connected by a shared dedication to invest in communities and help make them the best they can be.

VALLEY LASER EYE CENTRE
Valley Laser Eye Centre is proud to help support local schools in Abbotsford, BC. They know how important it is for children in their community to have access to breakfast programs.
VITAMIX
All across Canada, children have benefited from our amazing partnership with Vitamix, who joined us in 2012 by donating 20 blenders to schools in Alberta. Vitamix saw the incredible impact it had on the recipients and has since donated over 100 blenders to schools throughout Canada.

WALMART FOUNDATION
Last year, the Walmart Foundation provided the necessary funding to open 40 new school breakfast programs across the country. This year, they donated an additional US $500,000 to continue to support all 40 programs for the current school year. Thank you, Walmart Foundation, for believing in our mission.

Thank you
A BOARD OF DIRECTORS WITH FIRE IN THEIR BELLY!

The accomplished professionals on Breakfast Club of Canada’s board of directors are passionate about helping kids get their day “started up” on the right foot.

PIERRE RIEL
Chair of the Board
Senior Vice President, General Manager
Eastern Canada Region
Costco Canada
Ottawa, Ontario

CHARLES BENOIT
Consultant
Montreal, Quebec

JACQUES MIGNAULT
Chief Operating Officer
McDonald’s Restaurants of Canada Ltd.
Toronto, Ontario

PASCALE GOUIN
Partner
Legault Joly Thiffault Lawyers
Montreal, Quebec

RENEE WASYLYK
President
Troika Developments Inc.
Kelowna, British Columbia

LOUIS FRENETTE
President and CEO
Parmalat Canada
Toronto, Ontario

LISE-ANNE AMYOT
Vice-President, Personal Banking, Corporate Marketing
National Bank of Canada
Montreal, Quebec

STÉPHANE BERTRAND
Executive Director
2014 International Summit of Cooperatives
Montreal, Quebec

ANITA NOWAK
Director of Operations
McGill’s Social Learning for Social Impact MOOC
Montreal, Quebec

NEW ADDITIONS TO THE TEAM THROUGHOUT THE YEAR:

ISABELLE RAYLE-DOIRON
Vice-President Corporate Affairs and General Counsel
Danone Canada
Boucherville, Quebec

SHANE GRANT
President,
The Coca-Cola Company
Toronto, Ontario

SUSAN MUIGAI
Executive Vice-President, Human Resources
Walmart Canada
Mississauga, Ontario
A COMMITMENT TO GIVING BACK

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 on their behalf. They are our mentors and our coaches, and we are deeply appreciative of their many contributions.

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 – Chair
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 – Chair
Louis Frenette
Marie-Claude Bienvenue

DEVELOPMENT AND COMMUNICATION COMMITTEE
This committee is tasked with promoting healthy revenue growth.
Lise-Ann Amyot – Chair
Stéphane Bertrand
Renee Wasylyk
Marie-Claude Bienvenue
Lisa Clowery
Agri-Mondo
Agrium Inc.
Agropur Coopérative Laitière
Air Canada
Alimentation Couche-Tard Inc.
Aliments Si-Bon Ltée / Délices d’autrefois inc
Analogic Canada Corporation
Association des pompiers de Varennes
Association des pressiers du Journal de Montréal
Banque Nationale Groupe financier
BC Eggs
BCF Avocats d’affaires
Bikeurs et bikeuses passionnés de moto
Biscuits Leclerc Ltée
British Columbia Automobile Association
Bureau en gros
Caisse de dépôt et placement du Québec
Caisse Populaire Desjardins
Caisse Populaire Desjardins
Caisse Populaire Desjardins
Canada Dry Mott’s Inc.
capreit
Cargill Deicing Technology/Salt
Caster Town
Caster Town
Cenraide du Grand Montréal
Citadelle
Clarke-Smith Foundation
Clean Mark
Cobs Bread
Cols bleus de St-Hubert
Cominar
Commission scolaire Marie-Victorin
Corporation des maîtres mécaniciens en tuyauterie du Québec
Corporation General Mills Canada inc.
Costco Wholesale Canada Ltd.
Croisières AML
Cuddle and kind
Cutbank Ridge Partnership
DanoneWave
Défi 911
Déménagement La Capitale
Désertours - Rey Voyage
Dialog Design
Distribution C.P.M inc.
Dream Office Management Corp
DueNORTH
Egg farmers of Alberta
Encana
Enertrak Inc.
Fédération des Caisses Desjardins du Québec
Fédération des Producteurs de Pommes du Québec
Fédération des producteurs d’œufs du Québec
Financière Sun Life Chaudière Appalaches
Fondation Air Canada
Fondation du Régime des Bénéfices Autochtones
Fondation Marisa
Fondation Norman Fortier
Fondation Nouveaux Sentiers
Fondation Québec Philanthrope
Fonds de bienfaisance des employés de Mtl Bombardier
Aéronautique
Fonds de bienfaisance des pompiers de Montréal
Fonds de charité des employés de la Ville de Montréal
Fonds de Publicité et Promotion Tim Hortons (Canada) Inc.
Forest Legacy foundation
Fortis bc
Games for Hope/Jeux de l’espoir
General Electric Canada
General Mills
General Mills Foundation
George Weston Limited
Gestion Pro-Express
Giant Tiger Stores Limited
Gordon Brothers Group, LLC
Gouvernement du Québec
Gowling WLG
Grant Thornton Foundation
Grocery Industry Foundation Atl. Inc.
Grocery Industry Foundation Atl. Inc.
Hershey Canada
Hickory Farms
Home Ownership Providers of Saskatchewan
Hôtel Mortagne
HSBC Bank Canada
IKEA Canada Limited
Industrielle Alliance
I-Nov Concept Inc.
Investissement Guy Locas Inc.
Jan-Pro
Jones Lang Lasalle
Just Energy Corp
Kellogg CO Citizenship Fund
Kellogg’s Canada Inc.
KPH Turcot, un partenariat S.E.N.C.
La Corporation Cadillac Fairview Limitée
La Fondation Bon Départ de Canadian Tire du Québec
La Fondation chez Cora
La Fondation de la famille J.W. McConnell
La Fondation les Roses de l’espoir
La Petite Bretonne ’Distribution’ inc.
Le Groupe CréeTech
Le Groupe Nero Bianco
Leacross Foundation
Les Boulangeries Weston
Les Caprices D’Antan
Les Cliniques de réadaptation Universelle
Les Consultants de L’Arctique Inc.
Les Distributions Alimentaires Roy
Les Emballages Carrousel inc.
Les Fourgons Transit inc.
LiUNA OPDC
Marché Goodfood Inc.
Mcdonald’s Restaurants of Canada ltd
McKesson Canada
Mealshare
Metro
Métro Richelieu 2000 inc.
Minute Maid
Mitsubishi Motor Sales of Canada
Modern Beauty Supplies
Moore & Russell Heating Ltd.
Multi-Prêts Hypothèques
Neegan Developement Corporation
New Gold
Pacific NorthWest LNG
Parimalat
Partage-Action de l’Ouest-de-l’Île
Peace Collective inc.
Pembina Pipeline Corporation
Porte Homes Ltd.
PrairieCoast Equipment Inc.
Randstad Foundation
RBC Banque Royale du Canada
RBC Foundation
Rennie Foundation
Restaurant La Station
Rhonda Hymers Wealth Management Group
Rick’S M&m Convenieence
RICOVA
Rio Tinto Alcan
Robert Transport
Rockland FPI Cominar
RONA
SAQ, Société des Alcools du Québec
Scotts Canada LTD
Sinova Foods
Skylink Voyages inc.

SpencerCreo Foundation
SpencerCreo Foundation
Subaru de Laval
Succession de Danielle Corbeil
Succession d’Eva MC Brearty
Succession Émilien Grondin
Succession Marguerite Demers
Symposium Cafe Restaurants
The Arthur J E Child Foundation
The Counselling Foundation of Canada
The Counselling Foundation of Canada
The Fairmont Hotel Vancouver
The Grocery Foundation
The Mortgage Group Canada
The Mortgage Group Canada
The Slaight Family Foundation
The Sprott Foundation
The Sprott Foundation
The Temerty Family Foundation
Transcanada
Transport Guilbault
Trévi
Ubisoft Divertissements inc.
Unilever Canada
United Way Ottawa/ Centraide Ottawa
United Way Toronto & York Region
Vancouver Foundation
Vortex Net Marketing
Walmart Canada
Walmart Foundation
Wellness Foods Inc.
Zegas Group Limited
Zoup
Alain Choquette  
Aldo Lapolla  
Alison De Bold  
André G. Roy  
André Hébert  
André Létourneau  
Andree Grignon  
Andrée-Anne Tétreault  
Andrew Laurie  
Annie Lecompte  
Anthony Rioux  
Barbara McWatters  
Benoit Fontaine  
Bernard Denis  
Bernard Lawrence  
Bradley Steinmetz  
Brandan Price  
Cameron Conn  
Chad Bodez  
Chris & Beth Dangerfield  
Chris Oosthuizen  
Christian Cote  
Christopher Norman  
Claire Le Blanc  
Claude Martin  
Claude Massicotte  
Damien Mills  
Daniel Adam  
Daniel Poliquin  
Denis Bouthillier  
Derek Swallow  
Dominic Dion  
Emmanuel Phaneuf  
Emmanuelle Cossette  
Emmanuelle Spiers  
Eric Dagher  
Eric Lebel  
Eric Michon  
Evan Cooke  
France Cloutier  
Gary Blazcski  
Gerald Lutfy  
Ginette Gauthier  
Gino Dorico  
Gus Sarrouh  
Helene Bureau  
Helene S. Sheedy  
Iris Wong  
Jacques Mailloux  
Jacques Marchand  
Jae Kim  
James Blair  
Jean Bissonnette  
Jean Blayney  
Jean Lamy  
Jean Pelchat  
Jean-Paul David  
Jeff Shen  
Jerred Costanzo  
Jessie Carpenter  
Jim Haiman  
Joseph G Pannunzio  
Justin Vinh  
Katalin Fulop  
Katherine Mullen  
Katrina Thomas  
Keaton Ellerby  
Kevin McKee  
Kevin Phone  
Leah Lipkowitz  
Lennie Lardeur  
Louis Latendresse  
Louis-Rene Charette  
Luc Lacombe  
Marc-André Duval  
Maria Martini  
Marie-Claude Thiffeault  
Marika Chen  
Mathieu Lemieux  
Mathieu Maltais  
Maxime Fillion  
Michel Chamberland  
Nadine Mathys Mattigetz  
Natalie Lundquist  
Nguyen Patrick Viet-Quoc  
Pascal Guiot  
Pascal Nadeau  
Paul Raimundo  
Paul Smith  
Peter McGrath  
Pierre Ladouceur  
Pietro Nenci  
Prakash Swaminathan  
Raymonde Forbes  
Réjean Bouchard  
Renaud Lapierre Grégoire  
Richard Bergeron  
Richard Pilosof  
Richard Urbanczyk  
Ryan Haney  
Sarah Urbanczyk  
Simon Desjardins  
Simon Loiselle  
Stéphane Aubin  
Stéphane Blais  
Stéphane Jutras  
Sylvain Corbeil  
Valerie Koot  
Vincent Labrie  
Yann Jodoin  
Yve Turgeon  
Yvon Loiselle
We said goodbye to some very generous people this year. They have left behind a precious legacy to show how much they cared about our children and their future. We are proud to honour their memory.

Jacqueline Lallemand Trust
Danielle Corbeil Succession
Eva MC Brearty Succession
Marguerite Demers Succession
Émilien Grondin Succession