Table of Contents

Leadership
Word from the President and Founder ........................................................... 3
Word from the Chair of the Board ................................................................. 4

Impact
Our Mission, Vision and Values .................................................................... 5
Our Roles ......................................................................................................... 6
2018–2019 by the Numbers ........................................................................... 8
Feedback from Schools ................................................................................ 9
Collaboration with Indigenous Communities ............................................... 10

Together for Change
Canada’s New Food Guide ........................................................................... 11
Sharing Expertise .......................................................................................... 12
Quebec Government Support ....................................................................... 15
Nurturing Potential in Early Childhood ....................................................... 16
Mobilizing Political Leaders ........................................................................ 17

Community
Our Volunteers ............................................................................................... 18
Leadership Camps ....................................................................................... 19
Our Ambassadors .......................................................................................... 20
Our New General Manager .......................................................................... 23
Our Board of Directors ................................................................................ 24
Corporate Partners ........................................................................................ 25
Individual Donors ........................................................................................ 27

Financials
How We Earn and Spend Donation .............................................................. 28
Donations to Suit Every Need ..................................................................... 29
Behind the Financials ................................................................................... 30
Financial Statements .................................................................................... 31
Annual Fundraisers Across the Country ....................................................... 34
Getting an Entire Country to Step Up for Kids

Our 24th year was once again chock-full of memorable moments for Breakfast Club of Canada.

Our team’s spirit of perseverance, commitment and determination to honour the Club’s values in everything they do paid off in countless ways. I am proud to say that we connected with more than 24,000 additional young Canadians during the fiscal year and added 166 new breakfast programs to our roster, which means we expanded our reach by more than 10%.

Despite these efforts, the needs across the country are still massive. As it currently stands, one out of four Canadian children starts their day on an empty stomach. In Indigenous communities, this statistic rises to an alarming one out of two.

Just think about it: that’s more than one million kids who walk into the classroom on any given day without a healthy breakfast to keep their energy levels up. In a country as prosperous as ours, that’s absolutely unacceptable.

At Breakfast Club of Canada, we believe we can turn the situation around, together. The dedication of our corporate partners, individual donors, volunteers, community groups and schools is what makes it possible for us to support as many breakfast programs as we do.

In the past year, I focused my efforts on lobbying provincial and federal governments to formally commit to joining together to eradicate hunger in our schools. Still today, Canada is the only G7 country that does not fund school food programs.

Fortunately, the time and energy we have spent informing our elected officials about the problem and proposing sustainable solutions has been worth it. For the first time, the federal government pledged in its 2019 budget to create a national school food program in collaboration with its provincial counterparts.

Together, we have the power to make sure no student starts the school day hungry. I can assure you that everyone on our team is working tirelessly toward this dream.

Thank you, each and every one of you, for helping us make it happen!

Daniel Germain
President and Founder of Breakfast Club of Canada
Building on 24 Years of Hard Work

Ours is a well-established and trusted organization, not to mention an incredible source of inspiration for so many.

We have succeeded in growing our operations in an economy where every fundraising dollar is harder and harder to get – and keep. Our Business Development, Marketing and Communications Teams have been particularly proficient in riding this wave of change, where corporate social responsibility and visibility have become the biggest bargaining chips in negotiating a deal with potential sponsors.

We have set ambitious strategic objectives for ourselves. For one, we are adamant in our desire to get a national school food program up and running and are putting the necessary action plans together to make this happen. Our application for Imagine Canada accreditation, representing the most stringent quality standards in the non-profit sector and an exemplary level of excellence in management processes, illustrates just how committed our leadership is to adhering to the best in industry practices.

With our 25th anniversary just around the corner, we could choose to sit on our laurels, stay in our comfort zone and revel in the international reputation we have earned over the years, but that's just not who we are. Our program team members are in close contact with the communities and schools we serve, constantly adapting to everyone's needs to ensure the efficient use of our resources and an increased degree of autonomy for our programs, which will help secure their long-term viability.

Our Impact and Sustainable Solutions team is busy analyzing the effects of our breakfast programs on children, their communities and the various stakeholders involved. The tremendous results represent an opportunity to assess the suitability of our choices and our approaches and to make the necessary changes in real time. We are determined to stay ahead of the curve and incorporate the principles of sustainability in all of our choices – and assure consistency with our core value of putting "children above all."

On behalf of the Board of Directors, I would like to thank our employees, volunteers, partners and supporters for being there for the Club. It is a true honour to work alongside each and every one of you. Your compassion and your dedication to the kids reinforces our belief that, in a not-so-distant future, a school breakfast will be available to every child who needs one.

With gratitude,

Pierre Riel
Chair of the Board
Our Mission
Nurture potential and grow healthy students, giving an equal chance of success to all kids, one breakfast at a time.

Our Vision
To create positive, long-lasting, socio-economic change by impacting education and children’s health.

Our Values

CHILDREN ABOVE ALL
Children's best interests are at the heart of our intentions, objectives and decisions. We always put children above all.

INTEGRITY
We act in accordance with the highest principles of ethics, transparency and accountability. We operate with integrity.

COMMUNITY
Our approach is inclusive, collaborative and sustainable. Together, we are part of the community.

ENERGY
Led by our creativity and our determination, we push our cause further. We think outside the box, and we do it with energy.
Support Aligned with the Needs of Each Community

Fuelled by 24 years of experience in school nutrition, Breakfast Club of Canada has developed specific expertise in adapting services to suit the realities of the communities we serve. As a result, we can provide a wide range of solutions in line with the needs of each breakfast program: support, coaching, advice, collaboration, assistance with program logistics and negotiating.

Varying levels of involvement depending on the Club’s role

Organizations of all kinds roll up their sleeves every day to make sure children get a healthy breakfast. We work closely with a number of engaged individuals to bring many different projects to life. We tailor our approach to be responsive to the specific needs and realities of each community.

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<th>Local schools and communities</th>
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<th>PARTNER</th>
<th>IMPACT ACCELERATOR</th>
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Key
- The color of the province or territory matches the role the Club predominantly plays there
  - Leader
  - Partner
  - Impact Accelerator
  - Contributor
- The dots represent targeted initiatives launched to meet specific needs
- The numbers represent how many breakfast programs are supported in each province or territory
Concrete Examples of the Club’s Flexibility

**Partner**
(427 breakfast programs)

**Surrey School District**
Since 2011, the Surrey School District and the Club have been working together to enhance their capabilities to serve dozens of breakfast programs. As a result, we have provided food donations, funding, training and support to benefit an even greater number of students.

**Impact Accelerator**
(117 breakfast programs)

**CCSD/Calgary Food Bank**
Thanks to our partnership with the Calgary Catholic School District (CCSD) and the Calgary Food Bank, 23 school breakfast programs are now getting their food directly from the Food Bank. A platform has been developed to improve students’ access to a wide-ranging variety of nutritious food and considerably reduce program costs for the CCSD, thereby boosting the Club’s impact in Calgary.

**Contributor**
(904 breakfast programs)

**Student Nutrition Ontario (SNO)**
Building on many years of collaboration, we are proud to contribute to SNO’s vision to provide every child in Ontario with an equal opportunity to eat, learn and succeed. Through our joint efforts, we help support breakfast programs, facilitate government relations and provide funding as a result of our national campaigns.

**Leader**
(361 breakfast programs)

**Quebec**
Children’s needs have been the driving force behind everything the Club does since day one. To connect with as many students as possible, we have joined forces with a number of stakeholders, working closely with them as they set up and improve their breakfast programs through training, supply chain development and financial assistance. The guiding principles that have emerged as a result of this work are now informing our actions nation-wide.
2018–2019
by the Numbers

243,000 children
Breakfast served to more than 243,000 children every morning (up 10.5% from 2017–2018)

1,809 schools
1,809 schools across the country (up 10.1% from 2017–2018)

Indigenous communities
(schools with an Indigenous population of 40% or more)
• 269 schools (up 19.0% from 2017–2018)
• Breakfast served to more than 31,000 children every morning (up 28.5% from 2017–2018)

70%*
Improved punctuality: 70%*
Percentage of schools in British Columbia reporting an improvement in punctuality at the beginning of the school day.

75%*
Longer attention span: 75%*
Percentage of schools in Alberta indicating that students have longer attention spans.

64%*
Increased daily consumption of fruit: 64%*
Percentage of schools in Quebec that have seen an improvement in students’ daily consumption of fruit.

14 breakfast programs
Young children (4 and under) enrolled in 14 breakfast programs in early childhood centres in Quebec. Youngest Club enrollees.

* From the findings of our survey of school administrations (see next page for details)
Feedback from Schools

In an effort to quantify the impact of our programs over time, we regularly survey school administrations to make sure we keep close tabs on how their respective breakfast programs are benefiting their communities. We now have three years of survey data to help us identify trends in this regard.

In Canada*

- More than 50% of respondents report lower absenteeism
- More than 50% say attention span in the classroom has improved
- 62% have observed a drop in health-related problems

In Indigenous communities**

- 71% report a lower incidence of behavioural problems
- 76% have seen a reduction in health problems

* 60 school administrations across the country completed this survey

** 17 school administrations across the country completed this survey

“OUR BREAKFAST PROGRAM IS A CLOSE-KNIT FAMILY, A COMMUNITY THAT BRINGS HOPE TO OUR STUDENTS AND ENCOURAGES THEM TO DO THEIR BEST.”
- Saint-Joseph School, Lacolle, Quebec

“STUDENTS ARE MORE FOCUSED WHEN THEY START THEIR DAY WITH A NUTRITIOUS MEAL.”
- Sagkeeng Anicinabe Community School, Sagkeeng First Nation, Manitoba

“BECAUSE OF THE CLUB, WE CAN HELP MORE KIDS MAKE HEALTHY EATING CHOICES.”
- Otapi High School, Manawan, Quebec

“MANY OF OUR STUDENTS SUFFER FROM SOCIAL ANXIETY. THE BREAKFAST PROGRAM HAS ENABLED THEM TO MAKE FRIENDS WITH SOME OF THEIR SCHOOLMATES.”
- Davie Jones Elementary School, Pitt Meadows, British Columbia

“THE FUNDING PROVIDED BY BREAKFAST CLUB OF CANADA HAS MADE IT POSSIBLE FOR US TO SERVE A NUTRITIOUS BREAKFAST TO OUR ENTIRE COMMUNITY EVERY SINGLE MORNING.”
- St. Jerome School, Edmonton, Alberta
Our Collaboration with Indigenous Communities

For Breakfast Club of Canada, it is important to support Indigenous communities’ engagement in breakfast programs. We are as proud as they are of how far we have come together and are committed to moving forward in the same direction in the years ahead. In an effort to better understand the needs and issues addressed by these programs, the Club conducted a survey and received responses from 18 Indigenous communities in Quebec.

Percentage of respondents who observed breakfast program impacts on:

- Academic success: 92%
- Children’s food security: 84%
- Children’s sense of security, socialization and well-being: 84%

Survey respondents also reported that the breakfast program made it possible to:

- Improve school attendance in the morning
- Increase children’s well-being
- Encourage children, school staff and parents to work together toward a common goal
- Reduce school violence

Engaging the community at large

A breakfast program tends to bring a variety of stakeholders together, including the Club, which generally serves as a facilitator. Project contributors include:

- Teachers
- School administrators
- Students
- Parents and community members
- Band councils
- Education and health representatives
- Government officials

“A BREAKFAST PROGRAM HELPS IMPROVE SCHOOL ATTENDANCE AND CONTRIBUTES SIGNIFICANTLY TO STUDENTS’ ACADEMIC ACHIEVEMENT.”
- Isabelle S., Innalik School, Inukjuak, Quebec

“I’M PROUD TO PROVIDE ALL STUDENTS WITH BREAKFAST AND A SAFE, INVITING PLACE WHERE THEY CAN ENJOY IT.”
- Chantal L., Amikobi School, Lac-Simon, Quebec
Canada’s Food Guide: Updated Version, Same Priorities

Imparting healthy eating habits to children enrolled in breakfast programs has been one of our top priorities from the get go. That is why we have relied on the recommendations contained in Canada’s Food Guide and abided by stringent provincial school nutrition standards when developing the guidelines we share with the volunteers and school teams in charge of food preparation for each breakfast program.

A nutrition committee is constantly making improvements to the menus made available to breakfast programs and ensuring dietary guidelines are kept up to date at all times. Since we are committed to always being at the vanguard of best practices in child nutrition, our menus did not need much more than a few tweaks to align with the latest version of Canada’s Food Guide.

Our partners are vital in helping us with these continuous improvement efforts. For example, we are currently working with Danone on a pilot project to incorporate their plant-based products into 43 breakfast programs.

Four nutrition professionals, an endless array of balanced meals!

Chelsey Hazelton
Chloe Costa
Danelle Kvalheim
Maxine Lam
Sharing Expertise: A Mutually Rewarding Experience

As a national leader in school nutrition, we have seen a wide range of inspiring ideas in this regard rolled out at the local level. We continue to learn from everyone’s experience to grow and improve.

We were pleased to have several opportunities to share these models during the year, including two Canadian conferences.

2019 National Farm to School Conference

Breakfast Club of Canada worked with a community in Exshaw, Alberta, to start up a greenhouse. As a result, children had greater access to local produce and learned how to grow and harvest their own healthy food.

Thanks to a financial contribution from General Mills Foundation, Breakfast Club of Canada spoke about this project at the 2019 National Farm to School conference held in Victoria, British Columbia, in May 2019.

“Resetting the Table” national conference

In our 2016–2017 report, we brought you the story of the Miro Mitciso Project, a student culinary entrepreneurship initiative at Otapi High School in Quebec. Two years later, this project is showing no signs of slowing down.

In November 2018, thanks to funding from the Counselling Foundation of Canada, Miro Mitciso representatives attended Resetting the Table, the 10th annual Assembly of Food Secure Canada in Montreal.

Positive outcomes on the local Indigenous community include the following:
• Develop good nutritional practices
• Achieve better attendance and school participation
• Significantly reduce school dropout rates
Les Bons Déjeuners d’Argenteuil – Increasing the impact of a community project

The community of Argenteuil, Quebec, created Les Bons Déjeuners d’Argenteuil 13 years ago to help meet the needs of local children by preparing breakfast for them two or three mornings a week. With funding from the provincial government, seven out of the nine breakfast programs created by the group will be serving healthy breakfasts every school day. We are now helping them train volunteers and are sharing our logistical and operational expertise with them.

Moncton – A nurturing community in more ways than one

In an effort to facilitate access to healthy food at school, a centralized distribution initiative was set up in Moncton, New Brunswick, with support from the City of Moncton, the City’s Parks and Leisure Services and Food Depot Alimentaire. This pooling of resources has made it possible for 17 schools and over 1,200 students to enjoy a fresh breakfast every morning.

Chilliwack/Agassiz – Fresh local food for 600 children

In the past year, Breakfast Club of Canada made it possible for three schools in the Chilliwack/Agassiz area in British Columbia to work together to receive their milk, yogurt, cheese and eggs directly from local producers. The association has been so successful that three other schools will be joining the project in the coming school year, thereby allowing 600 students to enjoy fresh local products every day.

Learning from our international counterparts

Every year, the Club looks forward to strengthening ties with other school nutrition organizations from around the world at the Global Child Nutrition Forum. We also build on what we have learned from these encounters throughout the year. This was the impetus behind our trip to New York State to find out more about the No Kid Hungry initiative. Plus, we attended a conference in Washington, DC, where we learned more about world trends in school nutrition and the perspectives they bring.
Club des petits déjeuners
Changer ensemble
Government Support to Extend the Scope of Our Breakfast Programs

A year ago, the Quebec government announced it would be introducing funding mechanisms to set up breakfast programs in schools in lower-income neighbourhoods. Initiated by the Ministère de l’Éducation et de l’Enseignement supérieur as part of its school success policy, this funding is aimed at improving nutrition among children who are undernourished and therefore at risk of underperforming at school.

In addition to emphasizing the impact of this project on the lives of thousands of children, this funding speaks volumes about the role breakfast plays in children’s academic success. The province’s contribution makes it possible for us to support the elementary and high schools in economically disadvantaged communities that apply for this funding. We are proud to do our part to level the playing field for all children and to make sure the only thing they hunger for is knowledge.

We are very grateful to the Ministère de l’Éducation et de l’Enseignement supérieur for entrusting us with the task of implementing a solution that will have significant impacts on educational outcomes for the next generation. We also greatly appreciate the collaborative spirit of the school administrations and teams who have put their faith in us. The breakfast programs that have been set up as a result of this support represent a major step forward in helping all children in Quebec to reach their full potential.

9,130 more children who have access to a healthy morning meal every day

45 new breakfast programs
Nurturing Potential in Early Childhood

Children mirror what they are taught. They learn from the people around them how to communicate, how to move and how to eat. In an effort to make sure the dietary habits they develop at a young age are as positive as possible, the Ministère de la Famille du Québec asked Breakfast Club of Canada to set up a three-year pilot project in 15 early childhood centres and daycare facilities in underprivileged communities.

One year later, 14 out of the 15 breakfast programs are operational, serving a nutritious breakfast to 370 toddlers and preschoolers. We are proud to extend our services to children from ages 0 to 18. We will continue to contribute to this project with energy and enthusiasm, in the hopes of having an even greater impact on their lives – one breakfast at a time.

“WE ARE VERY HAPPY WITH THE RESULTS SO FAR. THE CHILDREN ARE CALMER AND THEY’RE ALL IN A GOOD MOOD.”
- La Marinière early childhood centre, Pasbébiac, Quebec

“EVERY MORNING, PARENTS GO TO THE KITCHEN WITH THEIR CHILDREN TO PICK FOUR THINGS, EACH FROM A DIFFERENT FOOD GROUP. BOTH THE PARENTS AND THE CHILDREN ARE LEARNING ABOUT HEALTHY NUTRITION.”
- Nuitsheuakan early childhood centre, Pessamit, Quebec

“We are proud to be one of the organizations that benefits from the Club’s services. Thank you for your support and for being there whenever we need you.”
- Les Amis de la Culbute early childhood centre

“INTEGRATING BREAKFAST INTO OUR DAILY SCHEDULE MEANS THAT WE NOW HAVE MORE TIME WITH THE KIDS. WE CAN TAKE ADVANTAGE OF IT TO EXPOSE THEIR PALATES TO NEW TASTES AND TEXTURES.”
- CPE Au pays de Cornemuse – Vision-Avenir, Gatineau, Quebec

Together for Change

Line Kelly, Director of the CPE Au Pays de Cornemuse – Vision-Avenir, Mathieu Lacombe, Quebec’s Minister of Family, and Tommy Kulczyk, General Manager of Breakfast Club of Canada, answered journalists’ questions about this project.
Making Political Leaders Aware of the Importance of Breakfast

In addition to the direct role we play in creating breakfast programs across the country, we are committed to having a broader impact by fostering social change so we can eventually end child hunger once and for all.

We strive to raise awareness of politicians of all stripes about the benefits of a healthy breakfast for children 18 and under.

During a visit to La Loche, Saskatchewan, Prime Minister Justin Trudeau made a funding announcement to support Indigenous communities. A few months later, he chose the Club as the recipient of a ceremonial donation to commemorate the birth of the newest member of the royal family, underscoring his support and acknowledging the importance of the Club’s work across Canada.

A total of 25 MPs and MNAs learned more about the tangible impacts of breakfast programs on children when they accepted our invitation to visit a local school and see for themselves how we change lives every day.

Considering the major financial support given to the Club by the City of Montreal, Mayor Valérie Plante spent the morning with breakfast program volunteers at Champlain School in April 2019 to get a first-hand look at how the Club helps shape children’s success.

Statistics Canada recognizes the contributions of Breakfast Club of Canada toward achieving the United Nations Sustainable Development Goals and has cited us an example for ending world hunger.
Breakfast Club of Canada is fortunate to be able to rely on over 17,700 adult volunteers and 10,400 young volunteers, all of whom give their time and talent so that children in their community can learn on a full stomach. We thank them for believing in us and in the good that comes from a wholesome breakfast. Together, we can help young Canadians make their dreams come true.

Meaningful ways to make a difference

In schools
• Site coordinators
• School staff
• Student volunteers
• Community volunteers

On committees
• Board of Directors
• Regional Advisory Committee
• Next Generation Committee
• Recognition and Fundraising Committees

And more
• Volunteers for a specific event
• Administrative volunteers

THANK YOU!

“THESE STUDENT VOLUNTEERS GO FROM SITTING BY THEMSELVES AND SPEAKING AT A VOLUME THAT IS BARELY AUDIBLE TO BECOMING CONFIDENT, SOCIABLE AND SELF-DIRECTED; THESE STUDENTS REALLY FLOURISH AS VOLUNTEERS.”
- Centennial School, Saint John, New Brunswick

“HELPING OUT HAS GIVEN THE STUDENTS AN OPPORTUNITY TO SEE ME IN A DIFFERENT LIGHT OTHER THAN THE CLASSROOM (AS AN EDUCATION ASSISTANT). I FEEL ROLE MODELLING FOR OUR STUDENTS IS IMPORTANT AND VOLUNTEERING GIVES ME THIS OPPORTUNITY.”
- Ernest Morrow Junior High, Calgary, Alberta

“VOLUNTEERING WITH THE CLUB HELPED MY SON GAIN CONFIDENCE, GET TO KNOW OTHER STUDENTS AND MAKE FRIENDS WITH SOME OF THE OLDER KIDS. AND I LIKE THE HUGS AND SMILES I GET EVERY MORNING AS I SERVE YOGURT, FRUIT, BAGELS, EGGS AND MORE.”
- St. Jude Elementary School, Greenfield Park, Quebec
Camps to Bring Out the Leadership Potential of Young Volunteers

Seeing our student volunteers serve up breakfast for their schoolmates exemplifies the spirit of cooperation that is the heart of what we do here at Breakfast Club of Canada. By getting involved, not only can they share a healthy breakfast with their friends, but they can also work together to shape a better future for their community. To help them build on their volunteering experience to discover the true depths of their potential, we invite them to participate in our camps, where they can improve their culinary skills and figure out solutions for some of the day-to-day problems faced by their respective breakfast programs.

At Christ-Ray School in Maniwaki, Quebec, young volunteers brought all sorts of proposals to the table to improve how fruit could be presented and served once they returned to their school breakfast program:

- Recipes to use up overripe fruit
- Yogurt and fruit ice pops
- Fruit trays
- Smoothies

Two camps were also organized in Indigenous communities, thanks to assistance from the New Pathways Foundation.

"THE CAMP HELPED ME BECOME A BETTER LEADER AND RECONNECT WITH MY CULTURE THROUGH TRADITIONAL SONGS AND DANCES. WE ALSO BROUGHT BACK THREE IDEAS THAT THE OTHER KIDS IN OUR SCHOOL REALLY LIKE!"

- Taylor, camp attendee in Western Canada

"THANKS ONCE AGAIN FOR THIS OPPORTUNITY TO SHARE KNOWLEDGE AND EXPERTISE, AND THANKS FOR ALL YOUR SUPPORT FOR THIS YEAR’S FIRST NATIONS CAMPS!"

- Marie-Claude Cleary, Director, New Pathways Foundation
Our Ambassadors

Carey Price, Montreal Canadiens goaltender, and Angela Price, influencer

"I grew up on a reserve. Without people who believed in my potential and let me chase my wildest dreams, I wouldn’t be where I am now. It’s really important to me to show Indigenous youth that they can dream big too – and that if they work hard, they can make the impossible possible."

Laurent Paquin, comedian

"The word ‘club’ is really important. So is the word ‘breakfast’, mind you, but it really is a club. A place where people can meet up and hang out. This doesn’t feel like charity work. It feels like going to a party in the morning."
Kodette LaBarbera, realtor and philanthropist

“I’m so proud to be a part of the Breakfast Club of Canada family. I volunteer at a breakfast program in Calgary once a week, and the bond we create with these children is simply incredible. Getting together with them, chatting about their life and helping them through life in a small way is, to me, the best way to start my mornings.”

Mikaël Kingsbury, Olympic gold (2018) and silver (2014) medalist and four-time world freestyle ski champion

“To be an elite athlete in my sport, or any sport for that matter, you need to eat well, and that starts with breakfast. It’s the same with young students: academic excellence requires proper nutrition. And if I can be a positive example for kids so they understand the importance of setting goals and doing what it takes to achieve their dreams, I will have done my part!”

Elizabeth Hosking, half-pipe snowboarder and athlete at the Winter Olympic Games in PyeongChang

“I grew up with the wonderful example of my mother, who was the site coordinator for a local breakfast program. I saw the difference she was making in kids’ lives every morning, and I wanted to help out too. I’ve pushed myself in my sport and at school, and I want to encourage other kids to persevere as well. That’s why I also make it a point to stop by at a breakfast program when I’m training in the Rockies!”
Gabrielle Destroismaisons, singer and former Club attendee

“I was so touched and proud when the Club came to me and asked me to be an ambassador. I used to go to one of the Club’s breakfast programs with my brothers and sisters when I was younger. I have such great memories. I remember how excited I was about having everyone eat together before school. It’s pretty sweet coming back to the Club as an adult to play a part in the work they do!”

Alex L’Abbée, model and influencer

“When I was growing up, my parents were always very generous, so I understood the importance of giving back at a young age. Now that I have access to platforms where I can make a difference, I want to reach out to kids who have self-confidence issues, like I used to have. If I can set an example of someone who lives boldly and makes their dreams come true, I want to do it!”

On Déjeune, breakfast influencers

“On Déjeune is all about getting together to celebrate the simple pleasures in life over the first meal of the day. That’s exactly what Breakfast Club of Canada does every morning for kids. So it was only natural for us to use our network to give more children the chance to have breakfast every morning with their friends.”
In May 2019, the Club’s Board of Directors announced that Tommy Kulczyk would be taking over the reins as the leader of our management team. With more than 35 years of experience working with organizations dedicated to improving the lives of the youngest and most vulnerable members of society, Tommy is well positioned to guide us as we work toward achieving our most ambitious goal to date: the creation of a national school meal program.

Moving forward, his leadership, integrity and unique skills will undoubtedly inspire our employees, volunteers, partners and allies to go the extra mile in supporting children to achieve their full potential – one breakfast at a time.
Our Board of Directors

In order to make sure all of our decisions and priorities serve children’s interests at all times, we have put a group of experienced leaders together to guide the Club’s management team. Their passion is inspiring, and they put their heart and soul into improving food security for children. We thank them for supporting us in our ongoing growth and for helping us explore various initiatives to increase the impact we have across the country.

Committees

Executive Committee
- Pierre Riel (Chair)
- Louis Frenette
- Stéphane Bertrand
- Jacques Mignault
- Renee Merrifield

Governance, Ethics and Audit Committee
- Stéphane Bertrand (Chair)
- Barry Baker
- Isabelle Rayle-Doiron
- Pascale Gouin

Human Resources Committee
- Jacques Mignault (Chair)
- Louis Frenette
- Susan Muigai
Corporate Partners

We are fortunate to have a faithful network of partners who support our cause.

Agropur Dairy Cooperative
Air Canada
Air Canada Foundation
Alimentation Couche-Tard Inc.
Arconic Foundation Trust
Arctic Consultants Inc.
BC Eggs
Biscuits Leclerc
Bureau en Gros/Staples
Caisse Populaire Desjardins, Centre administratif de Montréal
Caisse Populaire Desjardins, De la Haute-Gatineau
Camp Fiorante Matthews Mogerman LLP
Canada Dry Mott’s Inc.
Canadian Online Giving Foundation, The Benevity
Community Impact Fund
CDE Outaouais de Hull
Centraide of Greater Montreal
Charitable Foundation of the Ontario Grocery Industry
Charlesbourg Toyota
Citadelle Maple Syrup Producers’ Cooperative
Clarke-Smith Foundation
CN Employees’ and Pensioners’ Community Fund
Coastal Gaslink Pipeline East B.C. Limited Partnership
Cobs Bread (BD Canada Ltd)
Cominar
Courchesne Larose
Credential Securities

Cuddle and kind
Dalisa
Desjardins Pierre-Boucher, Vieux-Longueuil, Saint-Hubert,
Charles-Lemoyne
The Don and Joan Walker Family Charitable Trust
DueNORTH
Egg Farmers of Alberta
Egg Farmers of Canada
Fédération des Emballeurs de Pommes du Québec
Fédération des Producteurs de Pommes du Québec
Fédération des producteurs d’oeufs du Québec
Finance Québec, Ministère de la Famille
Fondation Norman Fortier
Forest Legacy Foundation
Games for Hope
General Mills Canada Corp
General Mills Foundation
George Weston Limited
Gestion Pro-Express
Goodfood Market Corp.
The Grocery Foundation
Hasbro Canada Corp., Donation Committee
Health Canada, First Nations and Inuit Health Branch
Hickory Farms
Home Ownership Providers of Saskatchewan
Hôtel Mortagne
HSBC Bank Canada
IKEA Canada Limited
Investissement Guy Locas Inc.
IT Unlock
Jan-Pro
Joan Kelly Walker
Kellogg’s Canada Inc.
Keurig Canada
Krops
La Coop Novago
La Petite Bretonne
Le Studio Marty’s Shop
Les Caprices D’Antan
Les Distributions Alimentaires Roy – Boucherie Délecta
LiUNA
Local 144 (Association Unie)
Lowe’s Canada Foundation
Mealshare Aid Society
Metro
Millstream Flour Mills Corporation, Millstream Natural Foods
Ministère de la Santé et des Services sociaux, Gouvernement du Québec
Ministère de l’Éducation, du Loisir et du Sport, Gouvernement du Québec
Mitsubishi Motor Sales of Canada
Mott’s
Mty Tiki Ming Enterprises Inc. Mr. Sub
Multi-Prêts Mortgages
National Bank, Events and Community Relations
Nero Bianco Group
NexGen Energy Ltd.
Oxford Properties Group, Yorkdale Shopping Centre
Parmalat
Pioneer Hi-Bred Limited, Community Investment Program
Pomerleau Construction
Pommes Qualité Québec
Porte Homes Ltd.
Producteurs et productrices acéricole du Québec
Randstad Foundation
RBC Dominion Securities – RBC Foundation
Rennie Foundation
RestoQuébec
Ricky’s All Day Grill
Rio Tinto Alcan
Robert Transport
RW&CO
RYU
SGO Mining Inc.
The Sir James Dunn Foundation
The Sprott Foundation
Staples – Bureau en Gros, Head Office
Stonewater Group of Franchises
Subaru de Laval
Symposium Cafe Restaurants
The Temerty Family Foundation
The Cora Foundation
Tim Hortons Advertising and Promotion Fund (Canada) Inc.
TMG The Mortgage Group
Tortoise Restaurant Group
Transcanada Pipelines Limited
Transport Guilbault
Trottier Family Foundation, Épisode
Tuccaro, David
Ubisoft Divertissements Inc.
Unilever Canada
United Way Prescott-Russell, Ottawa, Lanark and Renfrew Counties, Accounts Payable
United Way Toronto & York Region
Universal Rail
Upfield Canada Inc.
Ville de Montréal, Service des finances
West Island Community Shares
The Winnipeg Foundation
The Young Family Foundation
Individual Donors

Thank you to our donors.
You are the reason we can keep doing what we do, year after year.

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Paul Vezina
Curtis Vornbrock
Jack and Tanya Wur
Nicole Zelem
Peter Zorbas
Over the years, we have developed an extensive network of breakfast programs across the country. In order to be able to support them in the years to come, we do everything in our power to ensure the funds entrusted to us are managed effectively and responsibly. Our pledge to our supporters is that their donations will be used to make a difference in children's lives.

How We Earn and Spend Donations

Where do your donations go?

- Program investment (food, equipment, training and school visits): 77%
- Fundraising expenses: 11%
- Education and awareness: 6%
- Reserve: 4%
- Administration: 2%

Where does our funding come from?

- Fundraising campaigns and activities: 33%
- Corporate donations: 22%
- Donated goods and services: 19%
- Foundation donations: 11%
- Government grants: 8%
- Parental contributions and other sources of revenue: 5%
- Unsolicited individual donations: 2%

The above figures have been taken from our 2018-2019 audited financial statements. See our website for a complete report.
Donations to Suit Every Need

The Club accepts donations of all kinds to help build a healthier future for children.

Cash donations (one-time or monthly)
Every gift we receive by mail and through our website is greatly appreciated!

Planned gifts
In order to have a longer-term impact on children’s health and wellness, we have implemented a planned giving program to ensure the long-term viability of the organization and the breakfast programs we support.

Online fundraising and events
Many groups decide to show their support for the Club through fundraising events. Our fundraising platform at give.breakfastclubcanada.org is available to help them with their planning and organizational efforts.

Gifts in kind (food products, goods and services)
Donated goods and services help us keep our expenses low so we can give back as much as possible to kids.

Retail fundraising
Some businesses also give us access to their customers by inviting them to make a donation to our cause.

Proceeds from the sale of a product
We team up with companies who offer to donate a portion of the proceeds from the sale of certain items to the Club.

“IT FEELS GOOD TO GIVE. THAT’S WHAT IT COMES DOWN TO FOR ME. WHEN I GIVE, I FEEL MORE ALIVE. IT’S GOOD FOR THE SOUL. I’M PROUD OF WHAT I’M DOING. AS LONG AS THERE ARE HUNGRY CHILDREN OUT THERE, I’LL KEEP GIVING TO THE CLUB. THEY’RE RIGHT THERE ON THE FRONT LINES. THEY DELIVER FOOD STRAIGHT TO SCHOOLS, SO THEY CAN MAKE SURE EVERYTHING GETS DELIVERED AS PLANNED.”
- Élisabeth, Club donor for the past 25 years
A Reserve Fund: For the Good of Our Kids!

Breakfast Club of Canada has never pulled its support from a breakfast program because of a lack of funding.

Most of the children who use the Club’s services come from a situation of poverty or food insecurity. A breakfast program represents stability, abundance and a sense of permanence for them. And we want to be able to keep our promise to be there for them for the long haul. This is why we have a cash reserve fund equivalent to six months of operating expenses and 12 months of financial support for breakfast programs. This financial buffer is available as needed by the management team in the event of an adjustment so that children will not be affected by any revenue fluctuations that may arise.

Together – To Support More Children

As of 2019, 1.5 million Canadian children do not have access to a healthy breakfast before their school day gets underway. We firmly believe that the only way to ensure that every child receives the support they need is by having corporate partners, individual donors and government agencies band together to make a difference.

The increase in the Club’s income is good news, but we can’t forget all the other children out there who could also use a boost of energy to reach their full potential.

Our financial statements show a new source of income from Quebec government funding ($7.3 million), which is reserved exclusively for setting up new breakfast programs in the province. Meanwhile, the Club’s team must continue to support the programs that were launched prior to the availability of this funding. In other words, this new government is indeed inspiring, but it is still only one part of the overall equation.
Financial Statements
## Breakfast Club of Canada
### Operations and Net Assets
**Year ended June 30, 2019**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td></td>
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<tr>
<td>Donations and annual fund-raising campaign (Note 4)</td>
<td>12,647,512</td>
<td>12,920,230</td>
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<td>Donations – goods and services (Notes 3 and 4)</td>
<td>3,563,813</td>
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<td>Government grants (Note 4)</td>
<td>1,845,188</td>
<td>809,262</td>
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<td>Breakfast parents' contributions</td>
<td>438,925</td>
<td>438,697</td>
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<tr>
<td>Interest income</td>
<td>158,927</td>
<td>67,790</td>
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<tr>
<td>Amortization of deferred contributions related to tangible capital assets</td>
<td>28,167</td>
<td>28,823</td>
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<tr>
<td>Other revenues</td>
<td>6,540</td>
<td>10,846</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td>18,689,062</td>
<td>17,343,460</td>
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<tr>
<td><strong>Expenses</strong></td>
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<tr>
<td>Grants</td>
<td>4,394,307</td>
<td>3,962,076</td>
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<td>Salaries</td>
<td>4,876,574</td>
<td>4,480,695</td>
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<td>Small equipment</td>
<td>86,745</td>
<td>74,318</td>
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<tr>
<td>Food purchase and supply costs</td>
<td>1,893,516</td>
<td>1,356,209</td>
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<td>Repairs and maintenance</td>
<td>52,183</td>
<td>34,690</td>
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<tr>
<td>Advertising, promotion and communications</td>
<td>496,767</td>
<td>1,180,212</td>
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<td>Supplies and office expenses</td>
<td>92,877</td>
<td>78,113</td>
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<tr>
<td>Telecommunications</td>
<td>156,126</td>
<td>136,152</td>
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<td>Rental expenses</td>
<td>323,876</td>
<td>299,881</td>
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<td>Insurance</td>
<td>17,156</td>
<td>16,922</td>
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<td>Heating and utilities</td>
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<td>25,978</td>
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<td>Professional fees</td>
<td>140,074</td>
<td>112,105</td>
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<td>Subcontracting</td>
<td>477,505</td>
<td>202,692</td>
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<td>Interest and bank charges</td>
<td>45,129</td>
<td>29,059</td>
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<td>Travel expenses and representation fees</td>
<td>302,950</td>
<td>369,550</td>
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<tr>
<td>Amortization of tangible capital assets</td>
<td>178,514</td>
<td>146,900</td>
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<td>Amortization of intangible assets</td>
<td>26,149</td>
<td>24,552</td>
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<td>Information technology expenses</td>
<td>84,336</td>
<td>85,540</td>
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<td>Training and recruitment</td>
<td>80,644</td>
<td>22,628</td>
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<tr>
<td>Loss (gain) on disposal of tangible capital assets</td>
<td>14,003</td>
<td>(1,303)</td>
</tr>
<tr>
<td>Loss on write-off of tangible capital assets</td>
<td>9,294</td>
<td></td>
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<tr>
<td>Loss on write-off of intangible assets</td>
<td>88,548</td>
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<tr>
<td>School monitoring</td>
<td>851,533</td>
<td>865,460</td>
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<tr>
<td>Food donations and equipment – schools</td>
<td>3,273,300</td>
<td>2,830,569</td>
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<tr>
<td>Other expenses</td>
<td>9,955</td>
<td>71,511</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>17,886,034</td>
<td>16,502,351</td>
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<tr>
<td><strong>Excess of revenues over expenses</strong></td>
<td>803,028</td>
<td>841,109</td>
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<tr>
<td>Net assets, beginning of year</td>
<td>5,932,415</td>
<td>5,091,306</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>6,735,443</td>
<td>5,932,415</td>
</tr>
</tbody>
</table>

The accompanying notes are an integral part of the financial statements and Notes 3 and 4 provide other information on operations.

* Please see our website for [complete financial statements](#).
Supporting Children Across the Country

Boot, Scoot 'n' Swing
Calgary, Alberta

This year’s Boot, Scoot ‘n’ Swing golf tournament presented by Club Ambassador, Kodette LaBarbera, and retired NHL player, Jason LaBarbera, with Pembina Pipeline Corporation. This gave 140 golfers the opportunity to have a good time in good company. Hockey players, country music artists and Club partners alike contributed an impressive $100,000 to the Club as part of the event.

Shooting for the Stars
Kelowna, British Columbia

This year’s Shooting for the Stars marked the event’s fifth anniversary – and it was definitely celebrated in style! Hosted by Carey and Angela Price, Club Ambassadors, and presented by RBC Hymers Wealth Management, the event featured performances by Juno-nominated country singer Chad Brownlee, 17-year-old music sensation Beamer Wigley and Haida performers Trey Rorick and Raven LeBlanc, who presented a series of traditional songs and dances. A total of nearly $250,000 was raised for breakfast programs in Western Canada.
**Déjeuner des Grands**

*Boucherville, Quebec*

For the 13th annual Déjeuner des Grands, 420 supporters from the school, political, philanthropic and business arenas came together to get inspired and take action for the younger generation. A youth choir from Tournesol School in Longueuil joined singer Gabrielle Destroismaisons to deliver a performance that resonated deeply with the audience. The event raised **$90,000** for the Club.

![Our ambassador, Gabrielle Destroismaisons, sang with the choir at Tournesol School in Longueuil, Quebec.](image)

**Rendez-vous annuel de la Classique**

*Terrebonne, Quebec*

Thanks to the amazing generosity of the sponsors, golfers and cyclists who took part in this year’s Rendez-vous annuel de la Classique, Breakfast Club of Canada raised **$151,000**. This marks the 23rd year in a row that the tournament, created by Claude Lacas, has been changing lives. This year, three of our “Young Reporters” were assigned to cover the event and learn more about the involvement of Pierre Riel, chair of the Club’s Board of Directors, at a breakfast organized by our Next Generation Committee.

To reach out to new participants, a cycling component was added to the day-long lineup of activities. Some 40 people took advantage of this option to support the Club.