



Resilience for the Well-Being of Children

Activity Report 2020 | 2021



Table of Contents

3 LEADERSHIP

Message from the Chair of the Board	3
Message from the General Manager	4
Message from the President and Founder	5

6 OUR IMPACT

Our Vision, Mission, and Values	6
Adapting During the Pandemic.....	7
A Team Effort.....	8
2020–2021 by the Numbers	10
Provincial Numbers.....	11
A Significant Impact.....	12
Heartwarming Testimonials.....	14
Evaluating the Impact of our Support: Results and Learnings	16

18 TOGETHER FOR CHANGE

Toward a National School Food Program	18
A Shared Responsibility	19

22 OUR COMMUNITY

Board of Directors.....	22
Ambassadors	23
Donors.....	25
Corporate Partners	26

28 OUR FINANCIALS

Financial Statements	28
Types of Donations	29
Your Donations and How They Change Lives.....	31
Fundraising Activities and Events.....	32





Stronger Than Ever

It has now been a year since I became Chairman of Breakfast Club of Canada's Board of Directors. And what a year it has been! Even after 23 years on the Board, the resilience of the organization never ceases to amaze me.

Although the pandemic has continued to impact us this year and forced the cancellation of several fundraising events and activities, the Club was unwavering in its determination. The organization's great adaptability has allowed it to transform an exceptionally difficult situation into an opportunity.

Over the years, Breakfast Club of Canada has demonstrated on numerous occasions that it is a trustworthy partner, and Imagine Canada's accreditation is proof of that. We were therefore grateful to be able to rely on the ongoing support of many corporate and institutional partners, while also developing very promising relationships for the future of children in Canada.

The 2020 Back-to-School campaign was also incredibly successful, an accomplishment we intend on repeating this year. Let's not forget that in Canada, close to 2 million children are at risk of going to school on an empty stomach every day.

The past year also saw the confirmation of emergency funding from the Emergency Food Security Fund of Agriculture and Agri-Food Canada, which will provide vital support for the Club to feed an increasing number of children for the 2021 school year, at a time when needs are greater than ever.

As a business executive, collaboration is a value I greatly cherish and that I put forward on a daily basis. The same collaborative spirit is felt at the Club, which is what will give it the edge to come out of this crisis stronger than ever, for the benefit of all children in Canada.

A handwritten signature in black ink that reads "Jacques Mignault".

Jacques Mignault
Chair of the Board



Together for the Children

It is with a heart filled with gratitude that I wish to highlight the determination and devotion of Breakfast Club of Canada's team, who has risen to the challenges encountered during the 2020–2021 school year, brought about by this new reality which is now an intrinsic part of our lives.

Volunteers, employees, donors, ambassadors and partners: all contributed a helping hand. Together, they have shown how bold, determined and creative they are and have invested numerous efforts in finding new ways of doing things. Innovative approaches were developed to respond to operational, promotional and financial needs. I would also like to bring attention to the precious contribution of the Board of Directors members who guided the Club's operations in the right direction.

Although many factors influenced the landscape of the past year and brought new challenges to our operations, such as new sanitary measures introduced in schools, adjusting to diverse regional and provincial realities and increases in food prices, these issues were always approached with an innovative state of mind and illustrate the incredible creativity and adaptability of the team, whose ultimate goal is to be there for children.

This year was full of memorable moments, lessons learned and highpoints, whether it was the opening of a brand-new warehouse in Varennes (Quebec) to replace the former one that operated beyond capacity, or the launch of virtual fundraising events throughout Canada. These moments constitute some of the many milestones that are bringing us closer to a National School Food Program that will reach a maximum number of children across the country.

Since my arrival as General Manager of the organization in 2019, the extent of the team spirit and solidarity found at Breakfast Club of Canada brings me great joy. These values are what propel the realization of the Club's mission to feed the potential of children.

Finally, I would like to take a moment to warmly thank all the people and organizations that have worked with the Club in some shape or form, who support our activities and who demonstrate amazing capability to adapt in these trying times. Without you, none of this would be possible.

On behalf of the children... thank you.

A handwritten signature in black ink, appearing to read 'Tommy Kulczyk', written in a cursive style.

Tommy Kulczyk
General Manager



A Promising New Chapter

Earlier this year, I announced my departure as Breakfast Club of Canada's president, 26 years after co-founding the organization with my esteemed co-founder Judith Barry.

This decision was taken knowing I have complete trust in Breakfast Club of Canada's current administration and team who are dedicated to food security for youth and to school nutrition in Canada. I am very grateful for everyone who have helped the organization get to where it is today. Obviously, I will remain present as the Club's Founder since I'm still very passionate about contributing to the advancement of our vital cause as well as to the establishment of a national school food program.

I am convinced that the Club will continue to take the necessary actions to respond to the growing needs while developing strategies that will generate a sense of belonging in the communities.

Over the last 18 months, the pandemic has generated a huge increase in demand and in breakfast programs use, while the realities at the local levels have forced us to be creative and to revisit our ways of doing. Canada remains the only G7 country that doesn't yet have a national school food program.

In the last year, more than 500,000 children have been reached on a daily basis, although more than 600 schools remain on the waiting list.

I wish to take this opportunity to thank all the partners, donors, employees and volunteers whom, in their own unique ways, contribute to creating healthy, caring and inclusive communities for our youth so they can get equal chances of succeeding.

Warm regards,

A handwritten signature in black ink, consisting of a large loop followed by a long horizontal stroke.

Daniel Germain

President and Founder

Our Vision

A country where all children can access the nourishment they need to succeed.

Our Mission

We work with partners from all sectors to deliver a high-quality national school food program. Together, we create a nurturing environment, where children and youth can flourish.

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.

COMMUNITY

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

INTEGRITY

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

ENERGY

Led by our creativity and our determination, we push our cause further. We think outside the box, and we do it with energy.

Adapting During the Pandemic

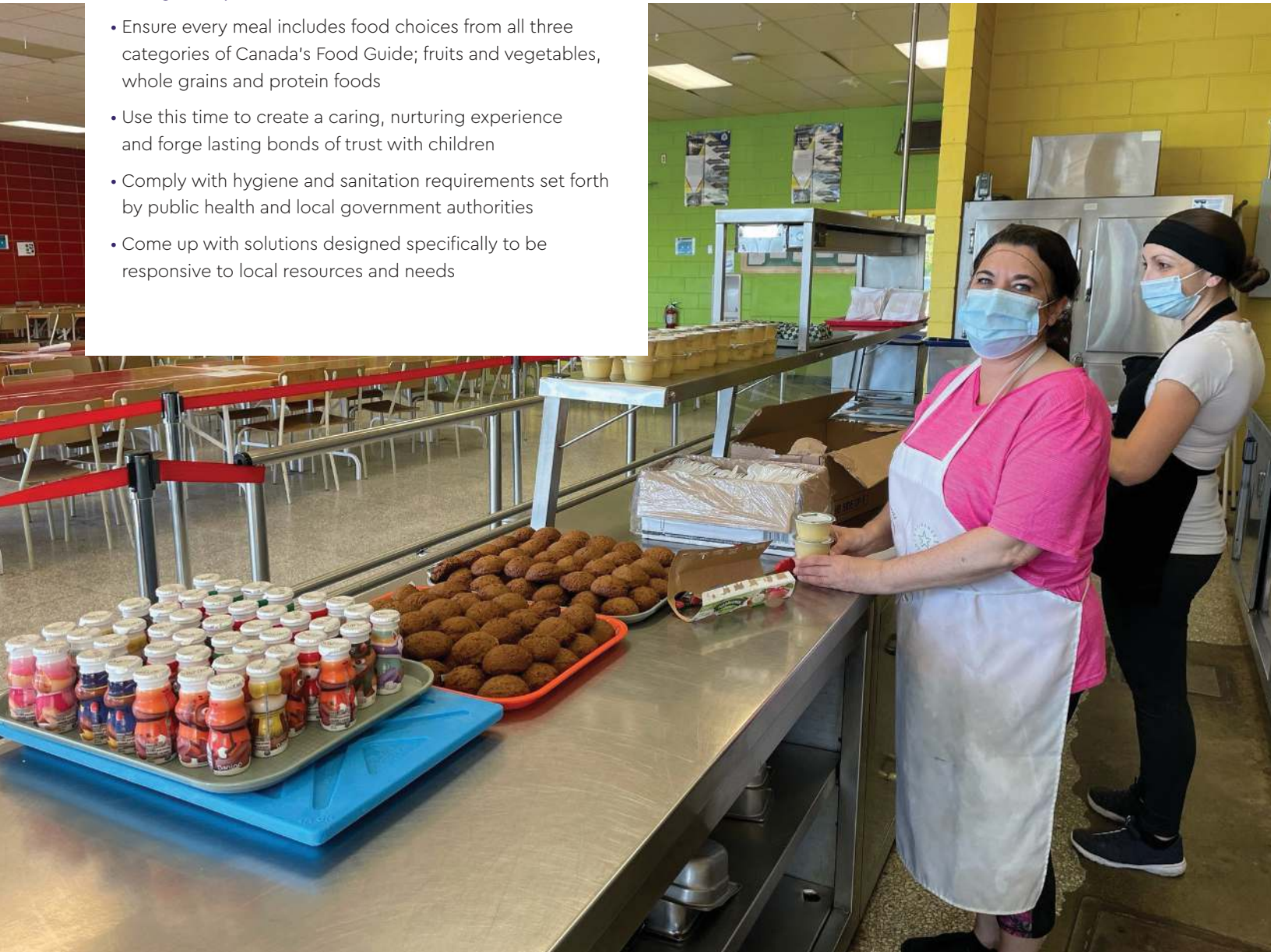
The pandemic has caused a serious disruption to the economy and jobs. There is no doubt that families are experiencing hardships and children are among the most vulnerable to food insecurity. With the support of our partners, donors and the government, we have been able to step up our efforts to reach out to as many children across Canada as possible.

Even after schools reopened, we had to make adjustments to our usual practices:

- Cold breakfast menus favoured to minimize food handling
- Distribution of individually packaged food items
- Meals served in the classroom

Through it all, we continued to:

- Ensure every meal includes food choices from all three categories of Canada's Food Guide; fruits and vegetables, whole grains and protein foods
- Use this time to create a caring, nurturing experience and forge lasting bonds of trust with children
- Comply with hygiene and sanitation requirements set forth by public health and local government authorities
- Come up with solutions designed specifically to be responsive to local resources and needs



A Team Effort

OUR STRATEGIC ROLES

In Canada, there is a patchwork of school nutrition programs that are offered by a variety of stakeholders who work every day to make sure children get a healthy meal. The Club must therefore tailor its role and its practices in line with local needs and available resources.

Leader

456 programs

The Club plays a Leader role where there is a partially centralized structure to school nutrition. The Club coordinates, sometimes in collaboration with other organizations, a significant portion of school nutrition efforts¹. As a Leader, the Club offers complete support to programs, ensuring that all program needs are met, whether through financial support or taking charge of the distribution of food and equipment, training and guidance, and compensation for volunteers

Partner

599 programs

The Club plays a partner role where there is no centralized structure to school nutrition. Many schools and local organizations are involved in school nutrition efforts, but these are not necessarily coordinated. As a Partner, the Club offers complementary support to programs. This support, mainly financial and in the form of gift cards, also includes training and guidance and, sometimes, equipment donations.

Contributor

2,128 programs

The Club plays a contributor role where there is a centralized structure to school nutrition. Efforts in school nutrition are coordinated by governmental bodies, as well as mandated provincial or regional organizations. As a Contributor, the Club offers supplementary support to programs, which is mainly financial.

Impact Accelerator

178 programs

In all contexts, the Club can help implement various solutions or projects designed to promote sustainable access to quality and culturally appropriate food and healthy eating for a greater number of children. This can involve financial support or accompaniment to the necessary resources.

¹ By efforts, we mean fundraising, program operation, capacity building, education and awareness, and evaluation.

A NATIONAL ADVOCATE FOR SCHOOL FOOD PROGRAMS

At a pan-Canadian level and in Quebec, the Club works to raise the public and media profile of school nutrition and engages with a variety of stakeholders in collective actions to influence governments.

SUPPORT MODELS

The Club intervenes in several ways to support breakfast programs in schools.

Partnership with a school: The Club directly supports the school.

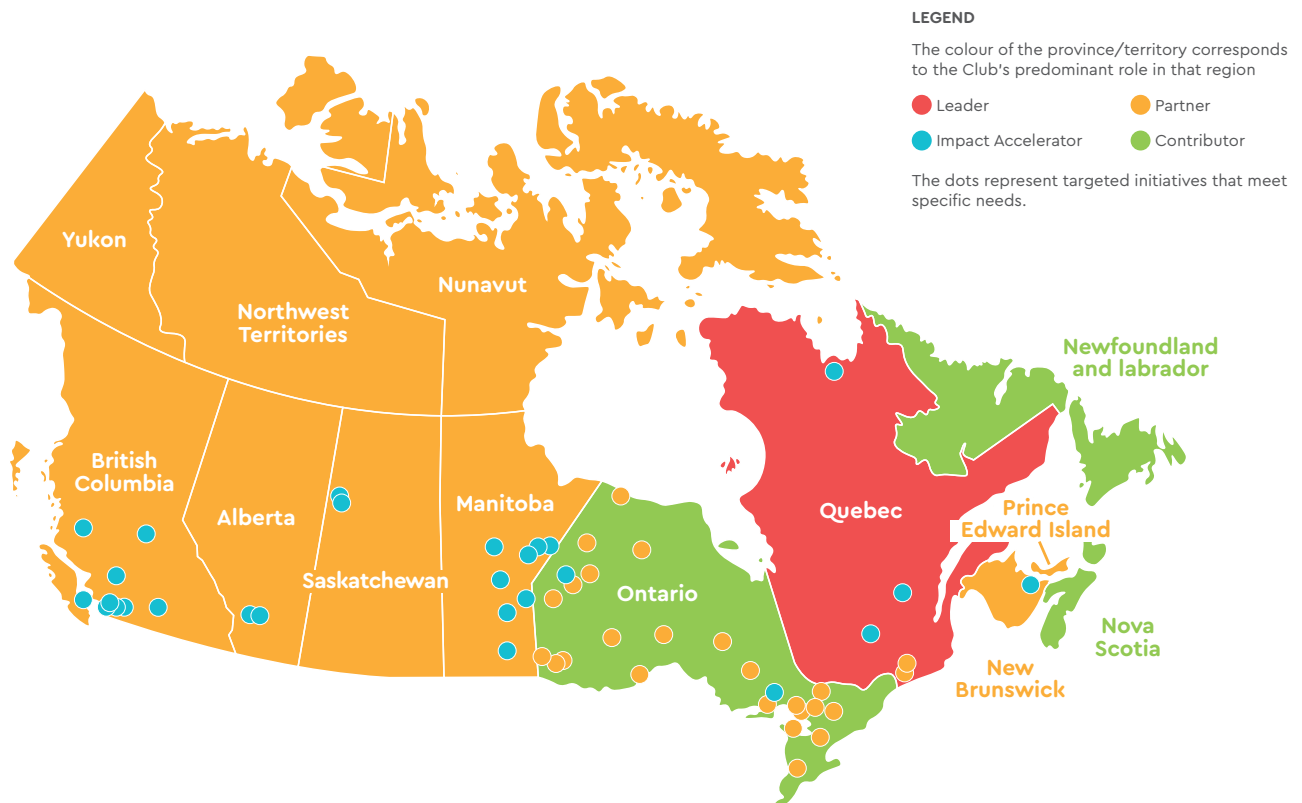
Community partnership: The Club supports both a community organization offering certain services to schools and the schools served by the organization.

Partnership with a group of schools: The Club supports to several schools at the same time, often grouped under one school authority.

Partnership with a high-level group: The Club supports a regional or provincial organization which serves several schools.

INTERSECTION OF STRATEGIC ROLES AND SUPPORT MODELS

BCC's Role	Possible Support Models
Leader	<ul style="list-style-type: none"> Partnership with a school Community partnership Partnership with a group of schools
Partner	<ul style="list-style-type: none"> Partnership with a school Community partnership Partnership with a group of schools Partnership with a high-level group
Contributor	<ul style="list-style-type: none"> Partnership with a high-level group
Impact Accelerator	<ul style="list-style-type: none"> Partnership with a school Community partnership Partnership with a group of schools



2020–2021 by the Numbers

OUR PROGRAM-RELATED ACTIVITIES



3,361

PROGRAMS IN ACADEMIC AND COMMUNITY SETTINGS



632

SCHOOLS ON THE WAITING LIST FOR A PROGRAM



513,489

CHILDREN REACHED EACH DAY



2,219

VOLUNTEERS

Depending on the province, programs saw an increase in **attendance between 5% and 100%** compared to the previous year.

INDIGENOUS COMMUNITIES



359

PROGRAMS



77

ADDITIONAL PROGRAMS (INCREASE OF 27%)



41,143

CHILDREN REACHED



20%

INCREASE IN PROGRAM ATTENDANCE





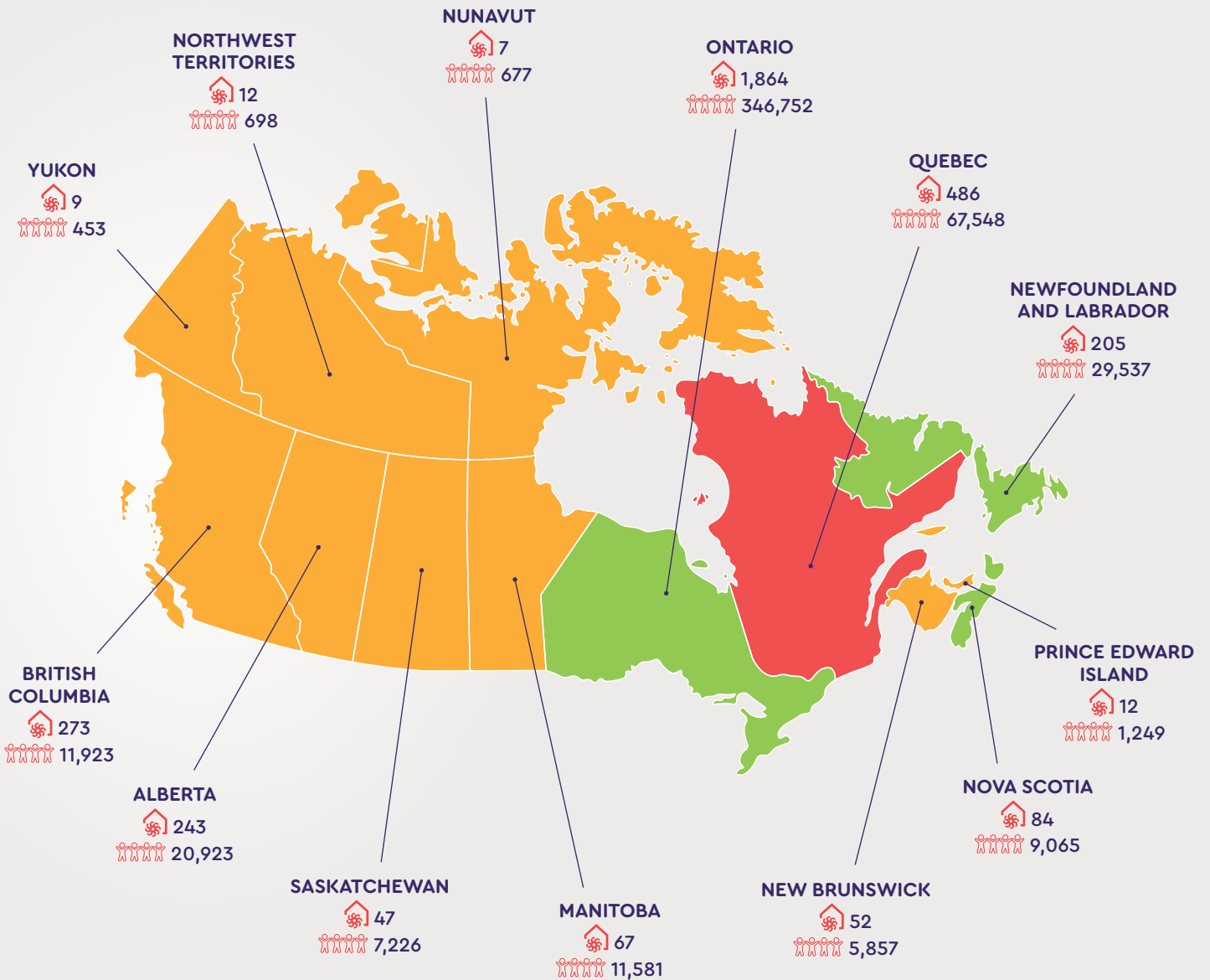
"When our students come to school hungry, we all know it — their behaviour, tiredness and low energy are telltale signs. The Breakfast Club of Canada programs allow our students to be fed healthy meals so they can take on the challenges of the day."

– Echo Dene School, Indigenous community (Northwest Territories)

Provincial Numbers

LEGEND

-  Number of programs
-  Children reached each day



CANADA-WIDE

 3,361
 513,489

A Significant Impact

Every year, a survey is completed by schools and organizations in the Club's network to get a better understanding of the realities they are facing. As part of the exercise, they are invited to share the areas in which they have observed positive impacts as a result of their breakfast program. This year, the survey was completed by 705 respondents across the country, including 172 from Indigenous communities. The majority of respondents (97%) were school administrators and the remaining 3% responded on behalf of a school district or community organization. These are the areas in which positive impacts have been observed:






Heartwarming Testimonials

Breakfast programs represent much more than just a meal service for students. The positive impacts ripple over to schools, families and entire communities. Something as seemingly small as a healthy breakfast can have an important impact.


"Many other families and I are so appreciative that we can come grab snacks for our kids and it gives our kids something positive to look forward to during these times. Thank you again!"

– Message from a family in an at-risk community



"I started volunteering in Grade 5 because I liked seeing kids get breakfast before school. I knew kids who were independent at home and didn't eat breakfast. We often heard them say throughout the day that they were hungry. I knew that if I was there a lot of my friends would come to breakfast."

– Amy, a young volunteer, Bert Church High School, Alberta

A young girl with dark curly hair in two braids, wearing a white t-shirt with a rabbit graphic, sits on a blue chair. A boy in a dark blue shirt sits on a pink mat on the floor, reading a book. They are in a library with bookshelves and a colorful abstract mural in the background.

"It's vital children get something to eat before they start their school day. Without it, they're not ready to learn. Nobody would be."

- Chantal, special education teacher,
Saint-Joseph School, Quebec

"Having the breakfast program in my life was a BLESSING. I was very lucky you were there for me. Not only for breakfast but, to be brutally frank, I'd even go back for leftovers when the lunch bell went off. That was my midday meal."

- Geneviève Everell, former member
of Breakfast Club of Canada, Quebec

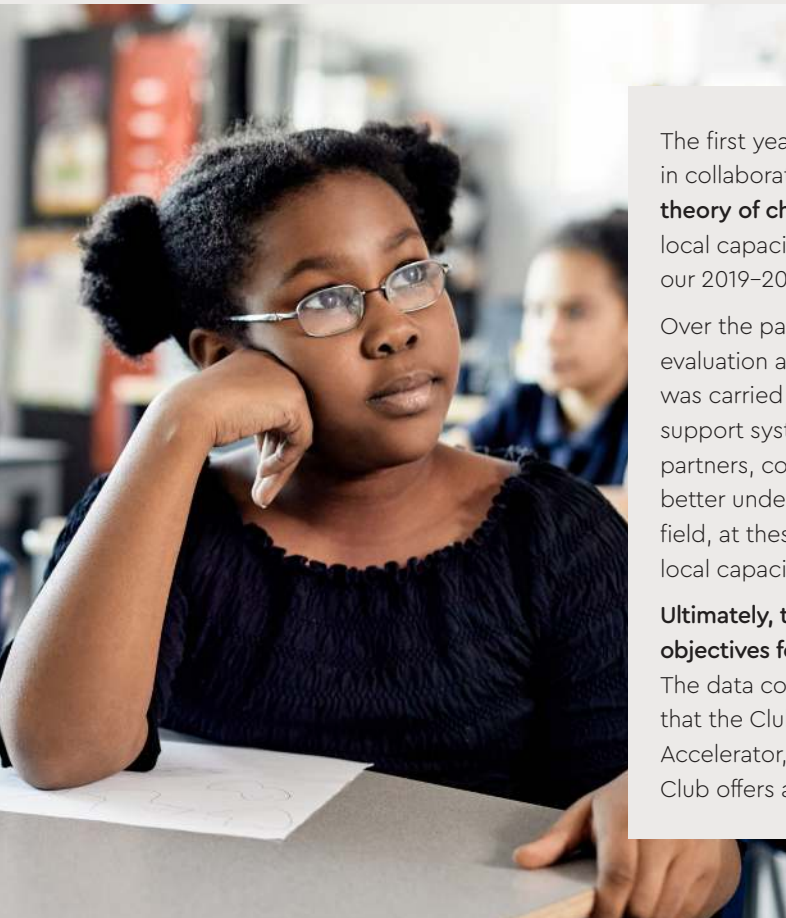
"All through Grades 1 to 4, my sisters and I were a part of the breakfast program. Our mother often neglected to feed us or to even shop for groceries. Our grandmother volunteered her time with the Club so she could make sure we were getting a healthy breakfast before entering our respective classrooms. I don't think we would've made it through public school without the nourishment that the Club provided us."

- Former member of Breakfast Club of Canada, Ontario

Evaluating the Impact of our Support: Results and Learnings

In November 2019, thanks to the financial contribution of belairdirect, we announced the launch of a vast study in order to evaluate the impact of our support on communities. The study was entrusted to Credo, a consulting firm specializing in social impact strategy, as an independent and neutral evaluator. The objective was to assess the extent to which our approach and our involvement correspond to the needs of the communities; and contribute to the changes we want to see in school settings. Ultimately, this knowledge will allow us to adjust our practices to maximize our impacts.

We are proud to announce that the process proved very useful and generated many valuable learnings for the Club. The executive results of the evaluation will be made available on our website.



The first year of work consisted of **co-creating the evaluation framework**, in collaboration with the communities concerned, and developing our **theory of change** as well as our **principles of effectiveness** to best support local capacities and to advance the cause. To view these elements, refer to our 2019–2020 Activity Report.

Over the past year, Credo has used this framework to conduct the field evaluation across Canada. The consultation (through surveys and interviews) was carried out at three levels: the Club's employees, schools, and school support systems (school boards, community organizations, provincial partners, corporate partners, governments). This allowed us to gain a better understanding of how the Club's approach is experienced in the field, at these different levels, and what the Club's contribution to building local capacities has been.

Ultimately, the evaluation reveals which areas are most aligned with our objectives for social change, and in which areas there are gaps to be filled.

The data collected was analyzed from the perspective of the different roles that the Club plays depending on the context: Leader, Partner, Impact Accelerator, Contributor. These roles differ in the type of support the Club offers across Canada.



RESULTS

According to the study, the Club's team has developed support capacities that are highly appreciated by stakeholders in the field, in particular its **ability work as an ally and listen to the needs of the schools that the Club directly supports**. An ally role that took on greater importance during the pandemic, offering a great amount of flexibility and confidence to all the parties involved in the ecosystem. Other elements that were highly valued by study participants include the **sharing of expertise and the ability to facilitate the opening of new programs, as well as the ability to advance the cause at the national level**.

On the other hand, the study suggests that these strengths could be used in a way that benefits communities even more, notably by resolving certain **tensions** that exist in the Club's approach, for example the tension between its role as supporter and its role as a leader or even between quality control and empowerment. The observed tensions mainly emerge in defining the success of our support to communities across Canada. There is also a certain **lack of consistency** in the quality and relevance of support across the country.

Therefore, new models of collaboration with the communities need to be developed to maximize the Club's impact. At the same time, the Club has already taken concrete actions to remedy some of these misalignments and will continue to do so over the coming months.

THE PROCESS CONTINUES

Further results and learnings will follow over the next year, thanks to a complementary analysis carried out by Credo involving the follow-up of a "test group" made up of four schools that have started their first collaboration with Breakfast Club of Canada. The analysis consists of an assessment before the start of the relationship and one after a year of working together.

The learnings and new insights gained through the assessment will be incorporated into the Club's short-term and long-term goals.

Toward a National School Food Program



Breakfast Club of Canada is committed to working with partners across a multitude of sectors to establish a high-quality national school food program. Together, we create a safe and supportive environment where all children and youth can reach their full potential.

The Club collaborates with an extensive network of private partners, individual donors, governments and other stakeholders, but the needs remain greater than the resources currently at our disposal.

Ultimately, the goal is to put in place a national school food program for children across the country, regardless of their socio-economic background. Such a program is the most effective and sustainable way to provide daily access to nutritious food for all children in Canada.

Canada is the only G7 country and one of only a handful of OECD member nations that has yet to implement a national school food program.

Collaboration and ongoing efforts to strengthen school and community capacities will be the key to ensuring that children are able to access a nutritious breakfast essential to their success.

A Shared Responsibility

Effectively promoting food security for children takes an entire team.

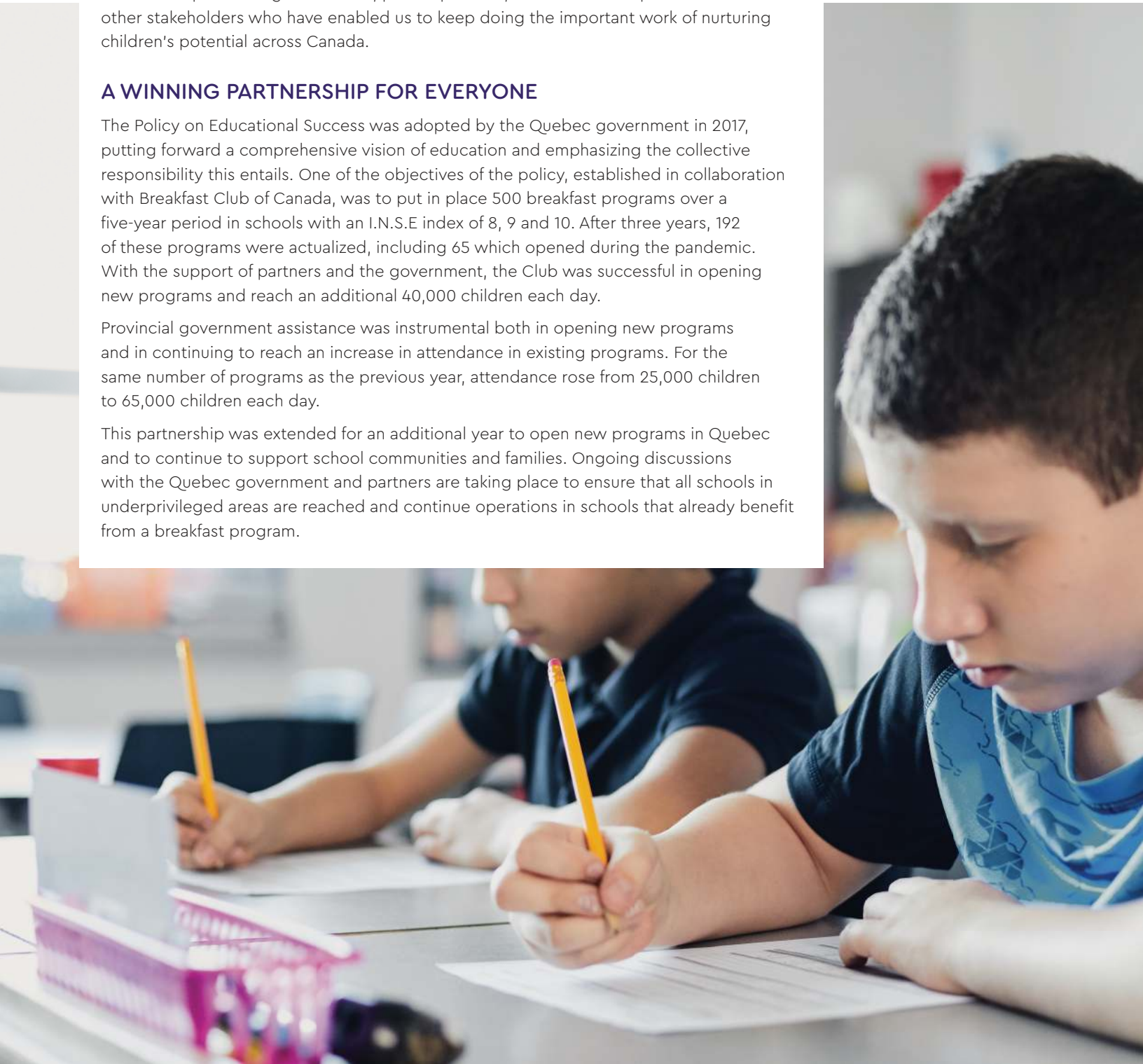
The Club would like to thank everyone who contributes to these efforts, including the federal and provincial governments, private partners, members of the public and all other stakeholders who have enabled us to keep doing the important work of nurturing children's potential across Canada.

A WINNING PARTNERSHIP FOR EVERYONE

The Policy on Educational Success was adopted by the Quebec government in 2017, putting forward a comprehensive vision of education and emphasizing the collective responsibility this entails. One of the objectives of the policy, established in collaboration with Breakfast Club of Canada, was to put in place 500 breakfast programs over a five-year period in schools with an I.N.S.E index of 8, 9 and 10. After three years, 192 of these programs were actualized, including 65 which opened during the pandemic. With the support of partners and the government, the Club was successful in opening new programs and reach an additional 40,000 children each day.

Provincial government assistance was instrumental both in opening new programs and in continuing to reach an increase in attendance in existing programs. For the same number of programs as the previous year, attendance rose from 25,000 children to 65,000 children each day.

This partnership was extended for an additional year to open new programs in Quebec and to continue to support school communities and families. Ongoing discussions with the Quebec government and partners are taking place to ensure that all schools in underprivileged areas are reached and continue operations in schools that already benefit from a breakfast program.





PILOT PROJECT IN CHILDCARE CENTRES IN QUEBEC

In an effort to promote equal opportunity and healthy lifestyle habits for all children from an early age, the Quebec government joined forces with Breakfast Club of Canada in 2018 to launch a pilot project aimed at providing breakfast to children in 15 educational childcare centres in communities where the need is greatest. The goal of this initiative was to gather data and support future decision-making as to the possibility of expanding breakfast programs to all childcare centres in these communities.

The project currently reaches close to 400 children in 12 early childhood centres and three subsidized daycare centres across Quebec. To obtain a more comprehensive analysis, the project was extended for an additional year. The final report was completed in April 2021, outlining a number of positive impacts on children's well-being, nutrition and family life. Here are a few examples:

- 100% of educators and 87% of parents saw an improvement in children's moods
- 87% of educators and 97% of parents found children had more energy
- 74% of educators said children benefited from a more varied diet
- 73% of parents reported their children were more open to trying new foods
- 71% of parents said that having their child eat breakfast at daycare gave them more time for their morning routine

Support for babies, toddlers and preschoolers is part of our vision of a country where all children can access the nourishment they need to succeed and develop their full potential.

We invite you to consult the full report in French here: [Pilot project in childcare centres in Quebec](#)



ADDITIONAL EMERGENCY FUNDING

In December 2020, the federal government unveiled the details of \$100-million emergency funding program to help children and families experiencing food insecurity as a result of the COVID-19 pandemic.

As part of this program, Breakfast Club of Canada received \$18.5 million through Agriculture and Agri-Food Canada to provide emergency assistance to school-aged children across the country. This one-time funding made it possible to reach 200,000 additional children between January and September 2021.

It is important to stress that these funds went specifically toward addressing immediate and urgent needs for the 2020–2021 school year. We must therefore continue our efforts working with governments and donors to ensure the sustainable maintenance of breakfast programs and help children reach their full potential. There is still much work left to do.



Board of Directors

We are fortunate to be able to draw on the experience and expertise of a Board of Directors whose members are profoundly committed to delivering on our mission and making a difference in children's lives. We are sincerely grateful for their passion, dedication and insight which guides us in our activities.

Jacques Mignault

CHAIR OF THE BOARD

President and Chief Executive Officer,
McDonald's Restaurants of Canada

Louis Frenette

President and Chief
Executive Officer,
Colabor

Ian Gilmour

Consultant,
KPMG Canada

Isabelle Rayle-Doiron

General Counsel
and General Secretary,
Danone Canada

Susan Muigai

Executive Vice-President,
People and Corporate Affairs,
Walmart Canada

Barry Baker

Consultant

Lisa Cabel

National Leader,
Employment and Labour
Law, KPMG Law LLP

Anne Fortin

Executive Vice President,
Direct Distribution, and
Chief Marketing and
Communications Officer
Intact Financial Corporation

Ron Margolis

President, Margolis Capital
– Commercial Mortgage
Professionals

Matthew Langford

Vice President, General
Counsel and Corporate
Secretary, Copper
Mountain Mining Corp.

COMMITTEES

Governance, Ethics and Audit Committee

Barry Baker

(Chair)

Ron Margolis

Matthew Langford

Human Resources Committee

Isabelle Rayle-Doiron

(Chair)

Lisa Cabel

Susan Muigai

Government Relations Committee

Louis Frenette

(Chair)

Anne Fortin

Ian Gilmour

Executive Committee

Jacques Mignault

(Chair)

Louis Frenette

Barry Baker

Isabelle Rayle-Doiron

Ambassadors

The Club is honoured to work with a team of ambassadors and various public personalities who care deeply about the cause. Even amid the pandemic, they have joined their voices to ours and have found many creative ways of giving back to children. Their commitment is vital to promoting our mission and maximizing our impact on children across the country.

Our ambassadors:

- **Benoît Gagnon**, Radio host
- **Elizabeth Hosking**, Snowboarder and Olympian
- **Mikaël Kingsbury**, Moguls skier, Olympic gold medallist and six-time world champion
- **Thomas Nepveu**, Professional race car driver
- **Carey Price**, NHL goaltender
- **Angela Price**, Philanthropist and blogger
- **Laurent Paquin**, Comedian
- **Sabrina Provost**, Psychiatrist and former breakfast program attendee and volunteer



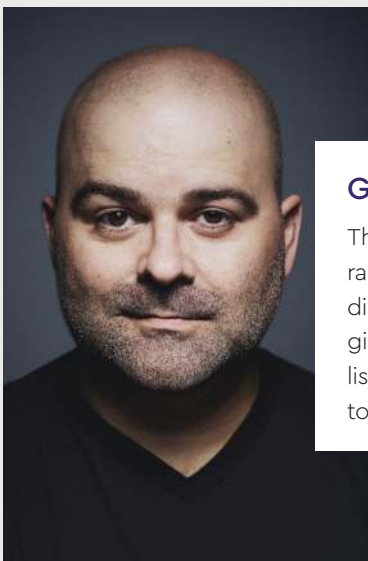


THE NEW RECRUIT

The Club proudly welcomed Thomas Nepveu to our growing list of ambassadors. Thomas is a young professional kart racer and USF2000 driver. His own experience volunteering at a school breakfast program in his hometown allowed him to see the cause up close and motivated him to become a BCC ambassador. Not only did he raise more than \$3,000 during his first few months as an ambassador, but Thomas also treated a lucky winner to a unique karting experience as part of the Club's charity auction. Things are definitely off to a great start!

A WIN FOR KIDS

Mikaël Kingsbury, a BCC ambassador since 2017, decided to do even more for children. The two-time Olympic medallist and six-time world champion celebrated every victory of the season with a \$500 donation to the Club. And to show that teamwork is always a winning strategy, our partners at Boiron matched each of these contributions, thereby doubling the impact for children. The final tally came in at over \$5,000, which will go a long way in helping kids across the country.



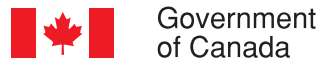
GIFTS OF PUBLICLY LISTED SECURITIES MADE SIMPLE

The role of an ambassador is about more than making an appearance at events: it's about raising public awareness about the work the Club does and the various ways of making a difference. And that's exactly what Laurent Paquin set out to do in a [video](#) about planned giving with Hardbacon CEO Julien Brault. Together, they explained how a gift of publicly listed securities can help children get ahead while providing a fiscally beneficial solution to the donor. Now that's what we call a win-win solution!

Our Donors – Thank You!

Simon Abadie	Sylvia Chan Remillard	Theresa Emerson	Luc Hamel	Hélène Larouche	Louise Michel	Helene Robert	Pariseau
Peter Adamson	Madeleine Charbonneau	Jean-Pierre Fafard	Huguette Hammal	Jean-Roch Laurence	Eric Michon	Alain Rochefort	Succession Yvon Plourde
Aaron Ames	Caroline Charton	Mark Fazio	Jean-François Hanczakowski	Jean-Louis Lavigueur	Arlene Milbury	Marc Rocheleau	Jeffrey Sujitno
Bryce Andre	Kent Chawrun	Evelyn Fernandez	Arthur Harpur	Myriam Lavoie	Dave Mingo-Plante	Helene Rodrigue	Mathieu Tardif
Paul-André Auclair	Daniel Chénard	Robert Ferron	Paul Heels	Colette Lawlis	Henri Monat	Jeremy Rosmarin	Marie-Pierre Tarte
Line Audet	Andrew Chiesa	Cory Fontaine	Shannon Howard	Claire Le Blanc,	Norbert Morneau	Michel Rouleau	Dianne Tennen
Mehdi Azodi	Tanzeem Choudhury	Delphine Fontaine	Valérie Huynh-Trudeau	Vincent Le Bourdais	Yannick Munn	Lucie Rousseau	Isabel Thériault
Maxime Bargiel	Nicholas Chu	Ronald Forbes	Serge Jalbert	Zsolt J. Névery	Raymond Normand	Lynda Roy	Cheetra Thul
Jean Francois Barry	Tatiana Cinquino	Julie Fournier	Christian F. Jasmin	Isabelle Leclerc	Tim Oberlander	Sophie S.	Giancarlo Torino
Judith Barry	Natalie Clairoux	John Fuca	Francois Jauvin	Jacques Leclerc	Meghan O'Brian	Mylène Salama	Solange Tremblay
Pierre Barry	Jonathan Clarke	Yukako Furuya	Francine Jodoin	Karine Legault	Anna O'Malley	Andrea Sarkozi	William Trimble
Mary Batoff	Micheline Clermont	Martine Gagnon	Ruba Kana'An	Maxime Lemieux	Thomas O'Shea	Sébastien Sauvé	Christian Trottier
D. Beaulieu	Jocelyne Cloutier	Nicole Gagnon	Sabine Karsenti	André Létourneau	Jeanne Ostiguy	Francine Savard	Julianna Varodi
Michael Beauvais	Noedup Garie	Roberto Galassi	Jaspreet Kaur	Marian Leung	Kim Ouellet	Marie Savaria	Mario Venditti
Sarah Bédard	J-Roger Cloutier	Rosemary Garrett	Lori Kavanagh	Kim Levesque	Mario Ouimet	Claire Seguin	Paul Vezina
Mathieu Benoit	Bryan Coates	Stephane Gaulin	Maria Koller-Jones	Christine L'Heureux	Pierre Ouimet	Pierre Shedleur	Peter Vrouvides
Hélène Bernier	Isabelle Coiteux	Ginette Gauthier	Norm Krause,	Yevgeniy Lidskiy	Dominic Paquette	Helene Sheedy	Geoff Warren
Connie Berry	David Conciatori	Danielle Gendron	Ward Krecsy	Isabel Liew	Olivier Paris	Michel Sheehy	Brian White
Heather Bhan	Christian Cote	Paul Gervais	Plamen Kurktchiev	Libertine Lim	Jean Pelchat	Louis Simard	Jennifer Wong
Susan Blanchard	Cameron Cowie	Pierre Gibeault	Christian Laberge	Dominic Lizotte	Valérie Pélissier	Sylvie Simard	James Wu
Jean Blayney	Jane Currah	Clermont Gignac	Sylvain Labonne	Alan Long	Sophie Pelletier	Valérie Simard	Barbara Zenkovich
Marie-Claude Bluteau	Eric Dagher	Ian Gilmour	Vincent Labrie	Jean Macaulay	Norman Peters	Goth Siu	
Normand Boily	Sebastien Day	Claude Girard	Caroline Lachance	Andree Major	Thi Cam Chuong Phan	Kai & Brooke Sorensen	
Jean-François Boismenu	Jo Anne Demers	Michel Girard	Francine Lacoste	Suzanne Mar	Kate Phillips	Pascal Soucy	
Denis Boulais	Linda Demers	Isabelle Godin	Catherine Laflamme	Élise Marcoux	Andre Plouffe	Nicholas Spears	
Pierre Boulos	Marie Pier Desjardins	Mabel Godsmark Mauger	Simon-Pierre Laflamme	Hubert Marcoux	Véronique Poirier	Michele Speir	
Anaïs Brasier	Danielle Dion-Bruneau	Norm & Lily Goldman	André Lafontaine	Pierre Marcoux	Guillaume Prevost	Natalie Spooner	
Eric Brassard	J.A. Claude Dolan	Connor Gordon	Paule Lafontaine	Valérie Martel-Laferrrière	Theo Prokos	Edmund Staines	
Katherine Bressette	Michel Downing	Linda Gravel	James Lampard	Estelle Martin	Jacques Prud'Homme	Pierre St-Amant	
Pat Brisson	Johanne Drapeau	Gordon Gregoire	Mathieu Landry	Danièle Matte	John Psutka	Ken Stamm	
Michel Brunet	Steve Dugas	Jason Groleau	Christine Laplante	Christopher May	Amy Regan	Kelly Stark-Anderson	
Claudine Brunette	Paulin Dumas	Karen Guthrie	Lise Laroche	Marie-France Mayer	Sarah Resch	Succession Georgette Paquin	
Helene Bureau				Michele Mayer	Joanie Rinfret	Succession Maurice Jacques	
Sandra Burns				Sylvie Maziade	Marie-Christine Rioux	Succession Suzanne	
Denis Cadieux				Wenda Mcneill	Christiane Robert Guertin		
Denis Cadieux				Jean-François Mercier			

Our Partners – Thank You!



Air Canada
 Air Canada Foundation
 Air Liquide Canada
 Alberta Education
 Allan & Gill Gray Foundation
 Amplitude Ventures
 Arctic Consultants Inc.
 ATI Telecom International
 Bath Depot
 BC Dairy Association
 BC Eggs
 BC Turf Foundation
 Behaviour Interactive Inc.
 Bel Canada Inc.
 Beutel Goodman Investment Counsel
 Beyond Technologies Solutions
 Biomérieux Canada, Inc.
 Breakfast Club Of Canada
 Caisse Desjardins de la Haute-Gatineau
 Caisse Desjardins Pierre Boucher, Pierre-Boucher-Cabinet de services financiers Inc.
 CANADA LIFE
 Canadahelps.Org

Canadian Online Giving Foundation, The Benevity Community Impact Fund
 Cargill Limited
 Centraide of Greater Montreal
 Centre Intégré de Santé et des Services Sociaux de l'Outaouais
 Chamandy Foundation
 Charitable Foundation Of The Ontario Grocery Industry
 Club Piscine Super Fitness
 Coast Capital Savings
 Cobs Bread (Bd Canada Ltd)
 Colliers Int'l Group Inc.
 Conam Charitable Foundation
 Cora Foundation
 Costco Wholesale Canada
 Couche-Tard Inc.
 Createch Group
 Cree School Board
 Cuddle & Kind
 Défi 911
 Doyle
 Egg farmers of Alberta
 Egg Farmers Of Canada

ERFA Canada 2012 inc
 Evive
 Fedex Canada
 Fiducie Entreprise LFT
 Finance Québec, Ministère de la famille
 Firstline Foundation
 Fonds Belmira Jaime
 Fonds De Charité Des Employés De La Ville De Montréal
 Forest Legacy Foundation
 Foundation of Greater Montreal
 George Weston Limited
 Gestion Pro-Express
 Gestion TForce Inc
 Gift Funds Canada
 GlobalGiving Foundation Inc.
 Goodfood Market Corp.
 Gouvernement Du Québec, Bureau Infractions Et Amendes, Bureau Infractions et Amendes
 Home Trust Company
 Insurance Brokers Association of Ontario
 Investissement Guy Locas Inc.
 Jones Lang Lasalle Real Estate
 K+s Potash Canada Gp
 Kellogg's Canada Inc.
 Keurig Canada
 Mackie Research Capital Corporation
 Magnus Chemistry Products
 Management Alexandre Champagne Inc.
 Mealshare Aid Society
 Mercier Wood Flooring Inc.
 Messer Canada
 Ministère De L'Éducation, Du Loisir Et Du Sport, Gouvernement Du Québec
 Mobile Giving Foundation Canada
 Mufg Bank Ltd. Ca Branch
 Multi-Prêts Mortgages
 Nero Bianco Group
 Nexgen Energy Ltd
 Norman Fortier Foundation
 Nouveau Parcours
 Paypal Giving Fund
 Pfizer Global Financial Solutions
 Pomango
 Port Of Prince Rupert
 Pratt & Whitney Canada
 Randstad Foundation
 Rio Tinto Alcan Inc.
 RONA inc
 Save On Foods
 Sodexo Canada Foundation Inc.
 Staples
 Subaru Laval
 Sysco Grand Montréal, TDDIS – Distrago
 TC Energy
 The Aldo Group
 The Bank of Nova Scotia Trust Company
 The Community Foundation of Mississauga
 The Csl Group Inc.
 The Don and Joan Walker Family Charitable Trust
 The Merrifield Family Foundation
 The Temerty Family Foundation
 Tiffany & Co. Canada
 Tim Hortons (Canada) Inc.
 TMG – The Mortgage Group
 Travelers Community Connections, C/o CyberGrants Inc
 TSX Inc.
 Turquoise Hill
 Turtle Jack's
 Ubisoft Montreal
 Ubisoft Québec
 UK Online Giving Foundation
 United Way East Ontario
 United Way Greater Toronto
 Universal Rail Systems
 Ville de Montréal
 Vitroplus Group
 West Coast Seeds Ltd.
 West Island Community Shares

Financial Statements

We take our pledge to children very seriously, which is why we sought out and earned accreditation under the Imagine Canada Standards Program. The Imagine Canada Trustmark certifies that the funds we raise are invested in order to benefit children. We strive to manage every dollar with great care, so that we can continue to offer services to the thousands of children who count on the Club every day.

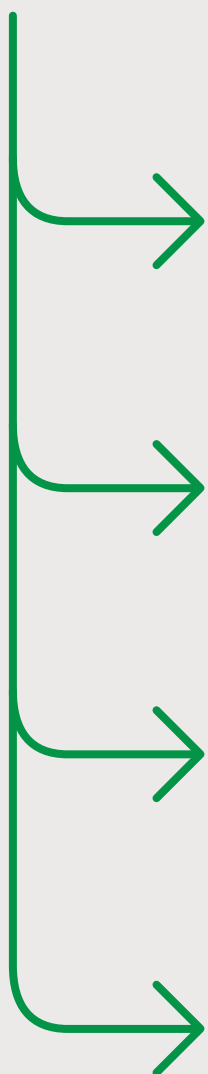
Our financial statements for 2020–2021 can be found on our website: [OUR FINANCIALS](#)



Types of Donations

There are many ways to support Breakfast Club of Canada's mission.

Individual donations



ONE-TIME DONATION

You can make a one-time donation to Breakfast Club of Canada on your own behalf, in honour of someone special or in memory of a friend or family member who believed in what we do.

MONTHLY DONATION

Giving every month is a great way to support children all year long.

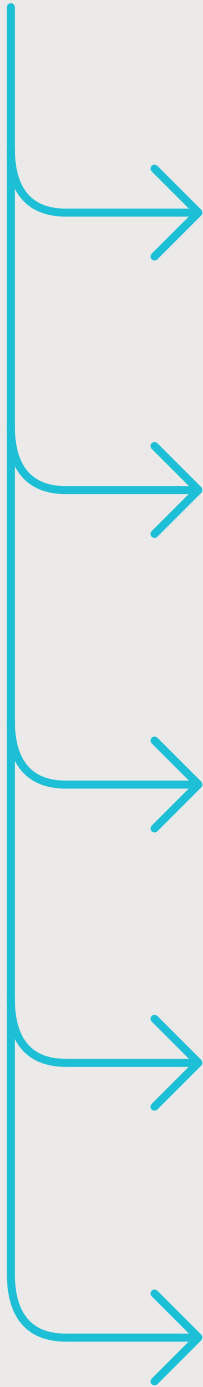
PLANNED GIVING

Planned giving helps ensure the sustainability of the Club's programs. No matter the value of your estate, several options are available to you in order to transmit your values to the cause, including charitable bequests, life insurance donations and RRSP and RRIF donations.

ONLINE FUNDRAISER

You can use BCC's online fundraising platform to get your own campaign up and running and collect online donations.

Corporate Donations



ONE-TIME OR RECURRING DONATION

Through a one-time or recurring donation, businesses can show their support for Breakfast Club of Canada and take advantage of the corresponding tax benefits.

ONLINE FUNDRAISING AND EVENTS

Many of our corporate donors decide to support the work we do through sporting challenges and other fundraising activities that make them feel even more connected to the cause. We facilitate the planning and fundraising logistics via our online platform for the event.

CAMPAIGN FOR THE CAUSE

Agreements are made with companies that team up with the Club and donate a portion of the proceeds from the sale of certain items during a specified period.

GIFTS IN KIND

Donated goods and services (food products, materials or human resources) help us keep our expenses low so we can give back as much as possible to children.

RETAIL FUNDRAISING

Some businesses give us access to their customers by inviting them to make a donation in store or on their website.

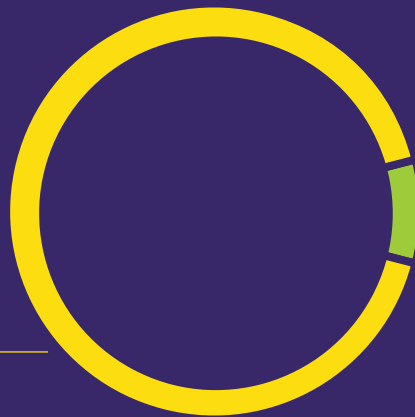
For more information on donations, please refer to our website: [Donate](#)

Your Donations and How They Change Lives

WHERE DO YOUR DONATION DOLLARS GO?

Investments in programs (cost of food, transport and equipment) and in future support for schools:

92%



Fundraising, education, awareness and administration: 8%

WHERE DOES OUR FUNDING COME FROM?

Government grants:

59%

Corporate and foundation donations:

18%



Fundraising campaigns and activities: 13%

Donated goods and services: 7%

Individual and spontaneous donations: 2%

Contributions from Indigenous communities and other revenue: 1%

These figures come from Breakfast Club of Canada's audited financial statements for 2020–2021.

* At the end of every fiscal year, excess revenue over expenses is kept in reserve to ensure we are able to start the next school year well and meet future needs.

Fundraising Activities and Events

ROYAL CANADIAN MINT TEAMS UP WITH BREAKFAST CLUB OF CANADA

In June 2020, Royal Canadian Mint staff members worked together to create a recognition medal to pay tribute to the tremendous contributions of essential workers and everyday heroes. Thanks to all those who bought medals to express gratitude to a special someone who made a difference during the pandemic, the Royal Canadian Mint was able to donate \$100,000 to the Breakfast Club of Canada Emergency Fund.

BACK-TO-SCHOOL CAMPAIGN

We were once again honoured by the tremendous support of Canadians from coast-to-coast-to-coast during what proved to be our biggest fundraising campaign yet. The funds raised helped us to reach children already enrolled in a breakfast program as well as to meet increasing demands. We owe the success of the campaign to the generosity of our donors and partners.



Don't let hunger get in their way.

This school year, 1 in 3 Canadian children will go to school on an empty stomach. Make a difference.



HOLIDAY CAMPAIGN

During the holiday season, people tend to think back on the past year with gratitude and look forward to months to come with a renewed sense of hope. This year in particular, we wanted to thank our donors and partners who enabled us to achieve the impossible and continue to support children and communities in the midst of an unprecedented crisis. Their generosity is the reason we were able to help our children!



AMAZON MAKES A MAJOR DONATION TO BREAKFAST CLUB OF CANADA

In October 2020, Amazon Canada announced a multi-year commitment to Breakfast Club of Canada. The organisation had initially pledged \$750,000 over three years, but quickly made it known its intention to increase its support during the holiday season, giving an additional \$500,000 to provide 250,000 breakfasts for children across Canada. An important commitment to create positive and lasting socio-economic change for children.



DÉJEUNER DES GRANDS GOES VIRTUAL

In April 2021, hundreds of people from the academic, philanthropic, political and business communities joined us for our 15th annual *Déjeuner des Grands* event. This traditional celebratory gathering took on a different look and feel this year, with a virtual "morning show" format hosted by radio personality and long-time BCC ambassador Benoît Gagnon. The event was live-streamed from Hôtel Mortagne in Boucherville, Quebec, and great care went into ensuring all the required health and safety protocols were met. This year's event raised over \$70,000.



Head Office

135-G, De Mortagne Blvd.
Boucherville (Quebec) J4B 6G4

Regional Office

411-470 Granville Street
Vancouver (British Columbia) V6C 1V5

1 888 442-1217

info@breakfastclubcanada.org
breakfastclubcanada.org

