

2021 | 2022 Activity Report



Our Commitment to Children, Stronger than Ever



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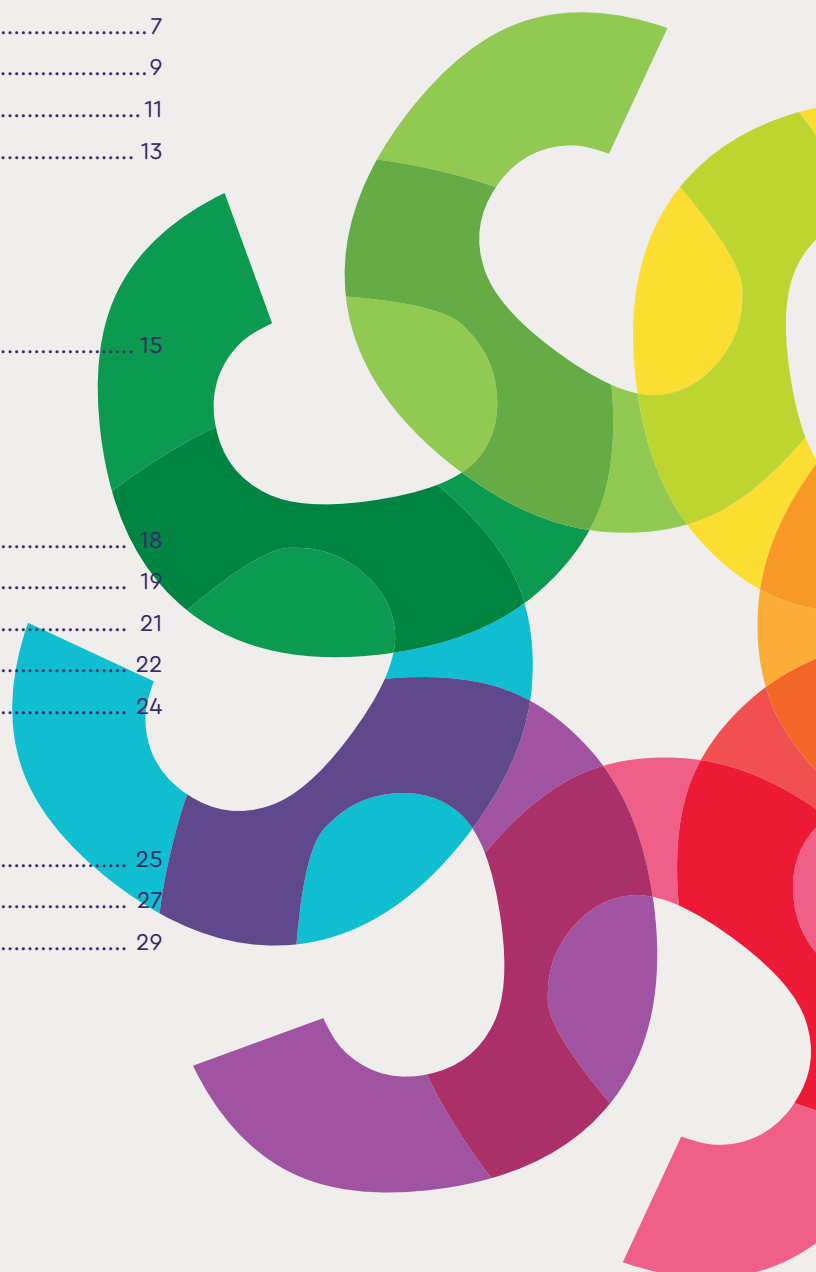
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Our Collective Engagement

Though the Club has adjusted to the new realities brought forward by COVID-19 and has acknowledged that flexibility is a key asset when facing the unknown, new challenges have still arisen in 2021–2022.

Beyond the impact of sanitary measures on school programs and fundraising events, inflation was particularly felt in the second half of the year.

Several hundred schools are currently on the waitlist for a breakfast program and participation in existing programs has drastically increased over the past year, but the Club remains confident it can respond to the growing demand. The number of children taking part in programs nationwide on a daily basis has gone from 500,000 to more than 580,000. These figures are only the tip of the iceberg but allow us to think that we are getting closer to our ultimate goal of a breakfast for every child every day.

In addition, fundraising campaigns and events are going well, and I'm profoundly grateful towards the numerous partners and donors whom, since the very beginnings of the organization in 1994, have continuously reinforced their commitments. The current economical pressures are forcing us to double down on our funding efforts, not only to cover ever-increasing expenses but to allow even more children to reach their full potential.

The ball is now in your court! I encourage you to get involved with Breakfast Club of Canada if you can, whether it's with your time or through a small or larger gesture.

Jacques Mignault
Chair of the Board



Moving Forward, Together

Just like the previous year, the 2021 back to school period didn't come without its share of challenges. However, the return to the classroom allowed everyone to retrieve some sense of normalcy; our teams in particular feel more confident and better prepared than ever for the new realities.

Employees, volunteers, partners, schools, everyone has been mobilized to respond to the issues faced by the Club due to the prevailing uncertainty.

Since 2020, several tools and initiatives have been put in place to adapt our approaches and better respond to the evolving and growing needs on the ground. The assistance provided by Agriculture and Agri-Food Canada's Emergency Food Security Fund has been extremely useful to help existing programs maintain their activities for the children most vulnerable to food insecurity.

The Club also believes it is important to support the establishment of partnerships between programs and local producers and distributors. Such initiatives can be observed in several provinces and territories so that breakfast programs can offer nutritious, local and sustainable food. Child development and welfare are priorities of ours, and to be able to accomplish our mission while encouraging the use of local products with great nutritional value is a wonderful goal.

The skyrocketing inflation generates many complications in terms of food procurement and transportation, and the same is true for suppliers, whom, even if facing their own difficulties, continue to demonstrate great generosity towards the Club. Buying locally is therefore another way for the Club to express its gratitude and thank supportive Canadian businesses.

It's by working together that in the coming years we can advance our mission and reach as many children as possible.

From the bottom of my heart, thank you for your support.

Tommy Kulczyk
President and Chief Executive Officer

Vision

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

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.

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.

Moving Forward and Adapting

The past year has been challenging in many regards, but what it lacked in predictability, it made up for in hope. With the worst of the pandemic behind us, a new normal began to take shape. In most schools, students returned to the classroom, reconnecting with their friends and rekindling the social contact they dearly missed. Breakfast programs provide the ideal moment the experience these essential interactions with peers. The year also saw a return of varied delivery models, some chose to continue serving breakfast in classrooms, while others chose common areas such as cafeterias or gyms.

Emphasis on Local Products

We were proud to announce during the year that Breakfast Club of Canada is taking part in the program known as "Aliments du Québec au menu" to promote the use of local products by Quebec breakfast programs. 72% of food items that the Club offers in breakfast programs in the province are sourced from local food partners. By participating in this program, we recognize the importance of the government's strategy in this regard by promoting the incorporation of Quebec-grown and Quebec-made products into breakfast programs and demonstrating our clear commitment to maintaining and expanding our network of local partners.

By participating in this program, as well as encouraging all our community school partners across Canada to incorporate local-grown and local-made products into breakfast programs, we recognize the importance of each governments' strategies in this regard.

Nourishing Communities

We were humbled, honoured and excited to work with Indigenous and government partners during the year to help set up the First Nations and Inuit Action Group on Food Security in Québec and Labrador.

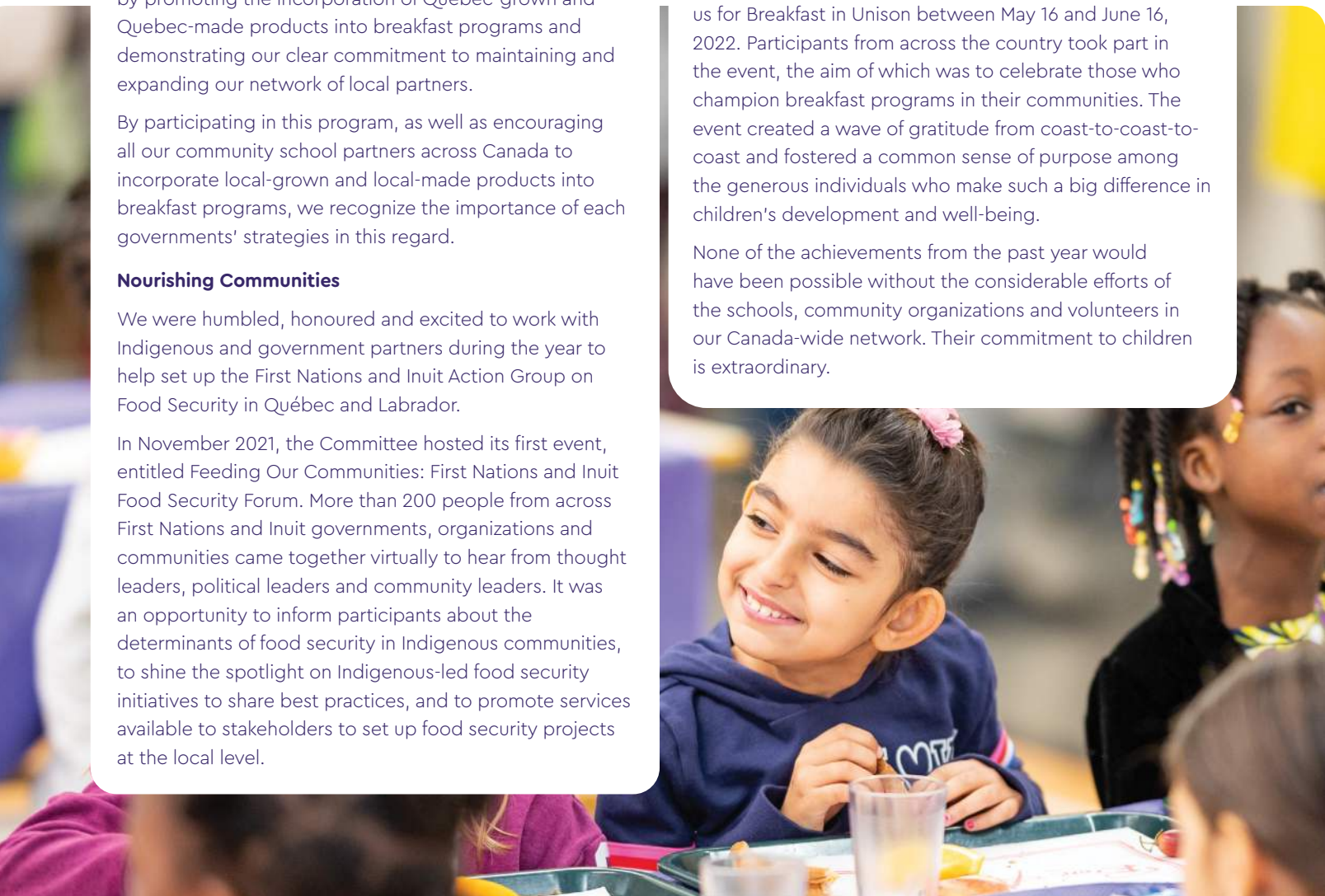
In November 2021, the Committee hosted its first event, entitled Feeding Our Communities: First Nations and Inuit Food Security Forum. More than 200 people from across First Nations and Inuit governments, organizations and communities came together virtually to hear from thought leaders, political leaders and community leaders. It was an opportunity to inform participants about the determinants of food security in Indigenous communities, to shine the spotlight on Indigenous-led food security initiatives to share best practices, and to promote services available to stakeholders to set up food security projects at the local level.

In early April, schools across Canada participated in a virtual session where they could share their successes and challenges in incorporating Indigenous foods and practices into breakfast and other meal programming. Participants also touched on ways to honour the values and communities of the traditional territories within which their programs operate.

Together for Breakfast

We invited our school and community partners, to join us for Breakfast in Unison between May 16 and June 16, 2022. Participants from across the country took part in the event, the aim of which was to celebrate those who champion breakfast programs in their communities. The event created a wave of gratitude from coast-to-coast-to-coast and fostered a common sense of purpose among the generous individuals who make such a big difference in children's development and well-being.

None of the achievements from the past year would have been possible without the considerable efforts of the schools, community organizations and volunteers in our Canada-wide network. Their commitment to children is extraordinary.



A team effort

OUR SUPPORT MODELS

We contribute to school breakfast programs in several ways.

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

Community partnership: Support for both a community organization offering select services to schools and the schools themselves.

Partnership with a group of schools: Support for multiple schools, often grouped together under a single school authority.

Partnership with a high-level group: Support for a regional or provincial organization that services multiple schools.

PARTNERSHIP WITH A SCHOOL

Province/ Territory	# of programs	# of children reached
Alb.	84	10,700
B.C.	105	6,839
P.E.I.	14	2,025
Man.	61	10,739
N.S.	0	0
N.B.	29	3,490
Nvt.	7	816
Ont.	23	3,071
Que.	486	68,944
Sask.	42	6,494
N.L.	0	0
N.W.T.	13	1,279
Y.T.	0	0
CANADA	864	114,397

COMMUNITY PARTNERSHIP

Province/ Territory	# of programs	# of children reached
Alb.	4	766
B.C.	11	651
P.E.I.	0	0
Man.	0	0
N.S.	0	0
N.B.	33	4,419
Nvt.	0	0
Ont.	0	0
Que.	36	8,208
Sask.	0	0
N.L.	0	0
N.W.T.	0	0
Y.T.	0	0
CANADA	84	14,044

PARTNERSHIP WITH A GROUP OF SCHOOLS

Province/ Territory	# of programs	# of children reached
Alb.	159	15,061
B.C.	136	6,770
P.E.I.	0	0
Man.	23	4,748
N.S.	0	0
N.B.	0	0
Nvt.	1	235
Ont.	15	289
Que.	20	2,816
Sask.	14	1,922
N.L.	0	0
N.W.T.	0	0
Y.T.	0	0
CANADA	368	31,841

PARTNERSHIP WITH A HIGH-LEVEL GROUP

Province/ Territory	# of programs	# of children reached
Alb.	37	1,992
B.C.	63	4,364
P.E.I.	0	0
Man.	7	1,555
N.S.	80	11,309
N.B.	18	2,606
Nvt.	0	0
Ont.	1,840	342,768
Que.	0	0
Sask.	0	0
N.L.	205	58,000
N.W.T.	0	0
Y.T.	9	453
CANADA	2,259	423,047



2021–2022 by the Numbers

OUR PROGRAM-RELATED ACTIVITIES


3,575
 SCHOOL
 NUTRITION PROGRAMS


671
 SCHOOLS ON
 THE WAITING LIST*


583,329
 CHILDREN REACHED
 EVERY MORNING


1,700
 DEDICATED
 VOLUNTEERS

*Schools that have submitted a request to BCC, not including other schools that have submitted request to regional/provincial partners or schools unaware of our services

INDIGENOUS COMMUNITIES*

*Programs in Indigenous communities or public schools where at least 50% of the school population is Indigenous.

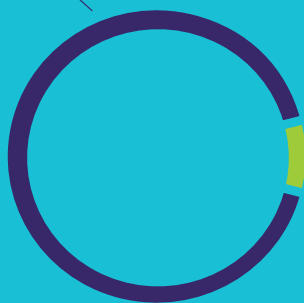

390
 SCHOOL
 NUTRITION
 PROGRAMS


47,690
 CHILDREN REACHED
 EVERY MORNING

WHERE DO YOUR DONATION DOLLARS GO?

Investments in breakfast programs (financial support, cost of food, transportation and equipment)⁽¹⁾⁽²⁾:

82%



Fundraising, education, awareness and administration: 18%

WHERE DOES OUR FUNDING COME FROM?

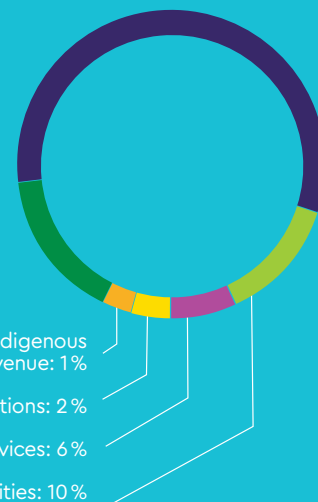
Government grants:

67%

Corporate and foundation donations:

14%

Contributions from Indigenous communities and other revenue: 1%
 Individual and unsolicited donations: 2%
 Donated goods and services: 6%
 Fundraising campaigns and activities: 10%



These figures come from Breakfast Club of Canada's audited financial statements for 2021–2022.

⁽¹⁾ At the end of every fiscal year, an amount is set aside to ensure that we are able to start the next school year comfortably and meet the future needs of children.

⁽²⁾ Excluding non-recurring federal government grants from the Emergency Food Security Fund.



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 BCC every day.

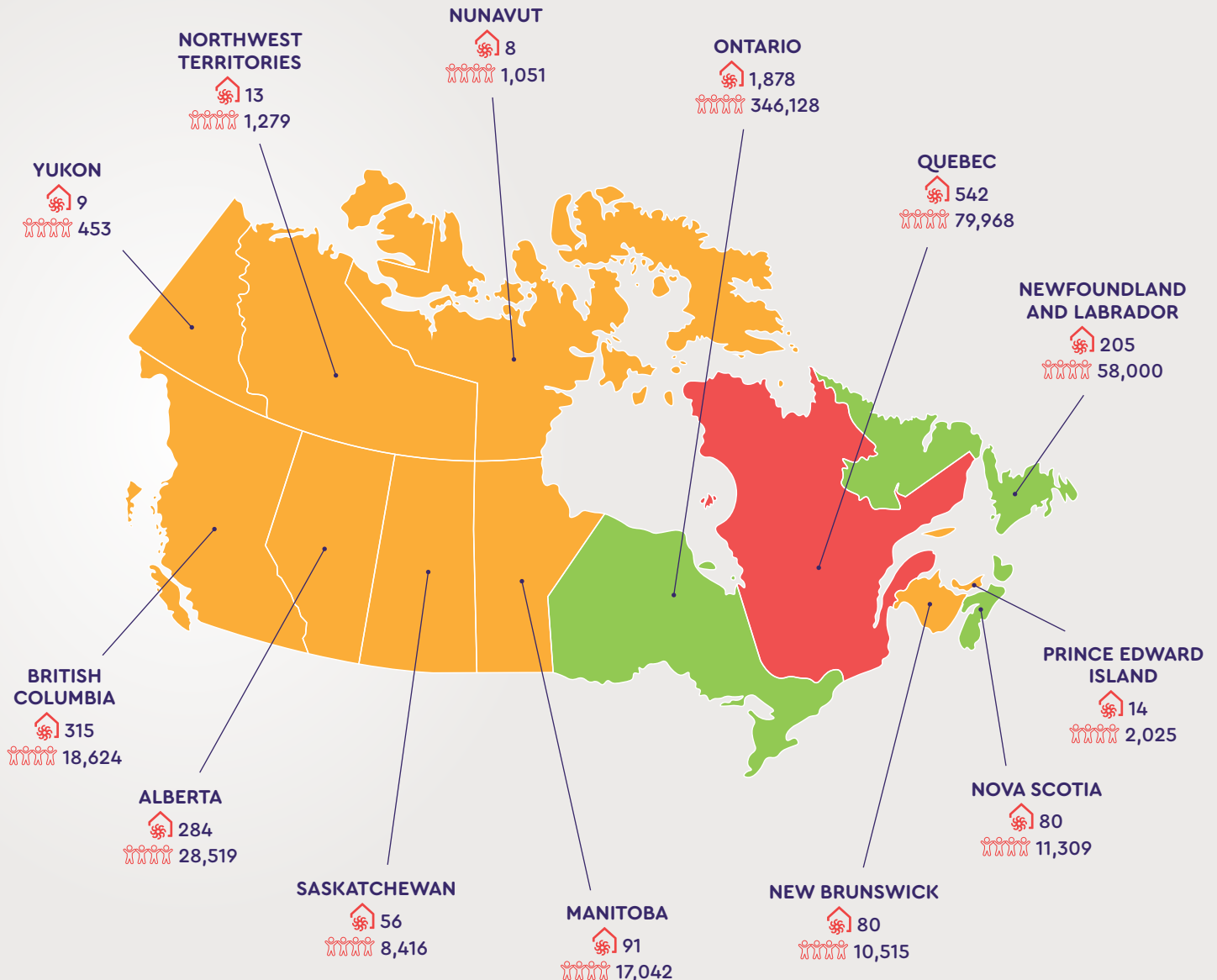
Our financial statements for 2021–2022 can be found on our website:

Our Finances

Provincial and Territorial Numbers

LEGEND

 Number of programs
 Children reached every day



TOTAL IN CANADA

 3,575
 583,329

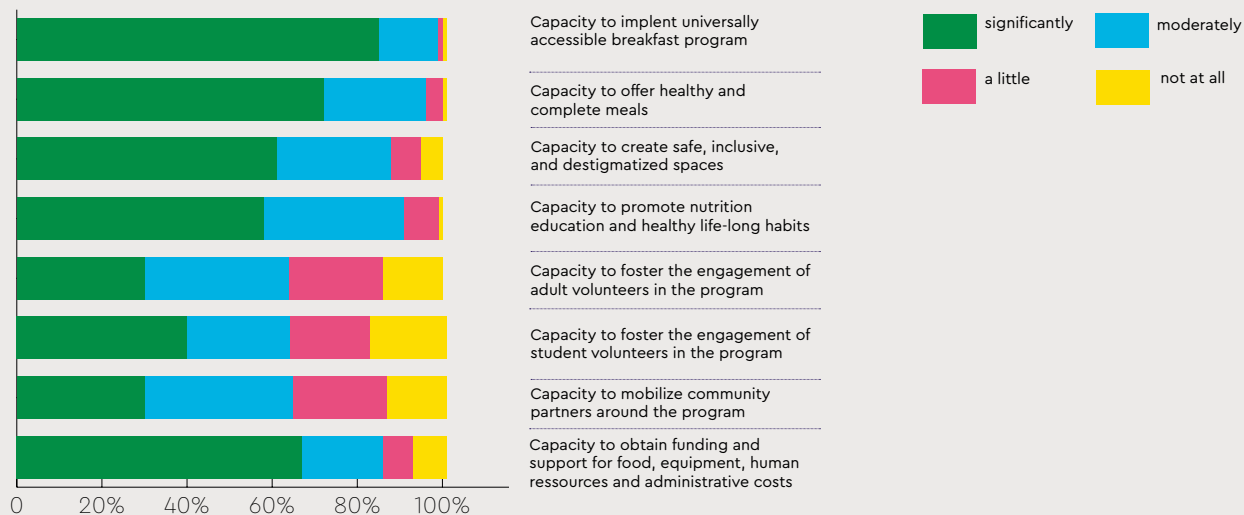
Optimizing and Measuring Our Direct Impact

ASSESSING CAPACITY-BUILDING EFFORTS

The evaluation work regarding Breakfast Club of Canada's support approach carried out by the social impact agency Credo since 2019 shows that the Club's most direct impact is in building the capacities of school and community partners to implement and operate quality breakfast programs. It is the presence of these capacities that enables the partners in the field to generate the positive desired outcomes for students and communities. Based on this information, we sought to assess our capacity-building performance in more detail in order to improve our approach and increase our impact.

More than 160 schools we have partnered with in the past two years evaluated BCC's contributions to capacity-building and the role played in implementing and operating a high-impact breakfast program.

Extent to which 165 schools feel that the Club has contributed to the capacity to support the development and operation of a high-impact breakfast program.



On average, 92% of school partners say that Breakfast Club of Canada has contributed to developing each of these capacities, and 81% feel this contribution is significant or moderate.

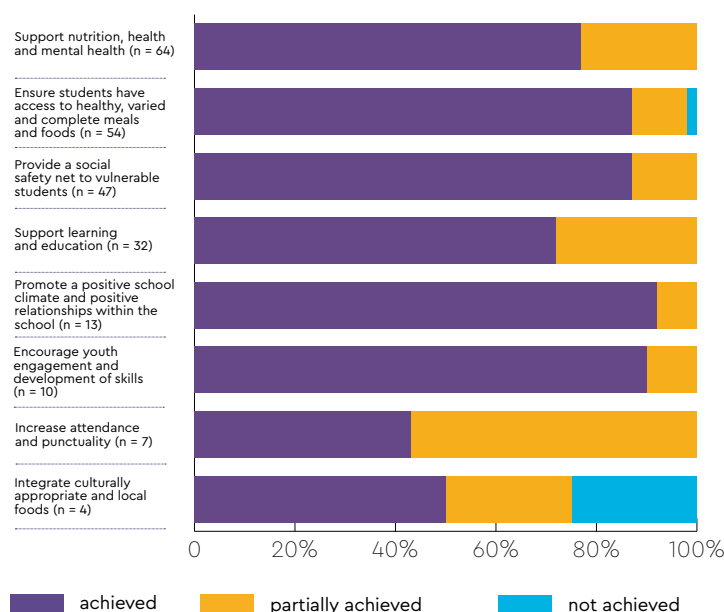
More than 550 school and community partners shared some of the elements that, from a capacity-building perspective, have helped them implement and sustain high-impact breakfast programs:

- The accessibility, availability and allyship with coordinators
- Funding, funding flexibility and supplies provided by the Club
- Access to tools, information, educational material and success stories
- Contribution to the creation of local links and partnerships, and facilitation of knowledge exchange with other stakeholders
- Access to healthy and varied food products through the Club
- Adaptability demonstrated by the Club in meeting local needs and supporting various program delivery models
- Help accessing other sources of funding and donations
- Support for adapting to public health measures

ASSESSING THE IMPACT OF SCHOOL BREAKFAST PROGRAMS THROUGH A DIFFERENT LENS

Nearly 120 of the schools with which we have established a new partnership in the past two years expressed their desire to achieve one or more specific impact-related goals through their newly implemented breakfast program. These schools have shared with us the extent to which these objectives, which are aligned with our vision, have been achieved several months later.

Goals that 118 schools wish to achieve through their breakfast program and extent to which these goals were fulfilled.



(n = number of schools reporting the goal)

The results show that, on average, 96% of school partners meet their impact objective goals, in whole or in part, after only a few months. The breakfast programs they implement have positive repercussions on multiple spheres of development for students, schools and communities. Our approach in working with school partners undoubtedly contributed to this success, by helping to build the capacities required to implement and sustain high-impact breakfast programs.

These figures have helped us gain a clearer understanding of where we should focus our efforts in order to strengthen and increase the impact we have on our school and community partners and to better address any grey areas in our approach to program support.

EVALUATING IMPACTS, TAKING CONCRETE ACTION

In 2019, we announced the launch of a large-scale study of the impact of our support on school communities. The evaluation conducted by the Credo consulting agency revealed what schools and support actors valued the most in our capacity-building work, the elements that were most closely aligned with our aspirations and areas where improvements could be made.

The learnings and insights from the evaluation sparked some very interesting conversations within the organization. In an effort to continuously improve our operations, we adopted a number of concrete measures during the year to help us fine-tune our practices and maximize our impact. We will continue to build on this in the coming year. A few examples of these initiatives include:

- Revisiting our definition of success
- Developing a stakeholder consultation and engagement strategy
- Organizing events to promote knowledge sharing between our school community partners
- Adjusting resources and tools to reflect this new outlook
- Launching our national food distribution pilot project

To learn more about these findings, be sure to read the executive summary of the evaluation report.


Report Summary

Making a Real and Lasting Difference

Breakfast programs level the playing field for children across Canada and let them start their day in a warm, caring environment. By nourishing the potential of our next generation, these programs also have a positive impact on schools, families and communities as a whole.


"The children in our school are always delighted to eat breakfast with their classmates. It's a wonderful opportunity for them to chat and socialize. The breakfast program helps them settle in and get their day off to a good start. And it helps us ensure that students have everything they need to develop and do well."

– Véronique Duchesne, Antoine-De Saint-Exupéry School (Quebec)




"K'àlemì Dene School is so fortunate to receive support from Breakfast Club of Canada. These funds support our food program and ensure children are fed and ready to learn. Our students love to eat together. They love sharing new foods and checking out what they like and don't like!"

– Meagan Wowk, Principal,
K'àlemì Dene School (Northwest Territories)



"Students are excited to be at school in the morning and look forward to breakfast to start their day. They seem more excited to learn after they have eaten and participate more actively in classroom learning. Younger students have learned about healthy breakfast and food options they can choose, which relates to healthy lifestyles curricular outcomes. Some students have improved their attendance and being on time for school and have expressed to classroom teachers that they like to make it to school in time for breakfast."

– Kyle Melia, Grade 1/2 Teacher,
Archwood School (Manitoba)



"We love the breakfast program at our school. It is such a lovely, positive way to start our day. We have never witnessed any negative interactions, and kids from kindergarten to Grade 8 enjoy one another's company. This is the only opportunity they have to interact in this unstructured, authentic way."

– **Beth Edison, Guide Counsellor**
Queen Elizabeth School (New Brunswick)

"With this program, stress is relieved, for example, when a student forgets their lunch and doesn't need to worry about what they have to eat. It is also nice for them to touch base with the secretaries and really helps us to keep tabs on students who may need extra. We appreciate all the donors, volunteers and school personnel who contribute to this program. What a spectacular effort to make this all come together!"

– **Administration, St. Gerard School (Alberta)**

"We have to leave home early so my mom can get to work on time, and it is good to know I have a safe and warm place to eat breakfast each morning. I know my mom works really hard to pay rent and put food in our cupboards. Breakfast Club of Canada helps my mom and me a lot. We are so thankful that this opportunity is available at my school or else I would go to class feeling hungry. I enjoy spending time with my friends who attend, and the food is always delicious. I feel full after breakfast and I always have a better day afterwards."

– **Grade 6 student, Kennedy Trail Elementary School (British Columbia)**

Joining Forces to Support Children's Well-Being

It takes a whole team to be able to nourish children's potential on an ongoing basis. We have the privilege of working with an extensive network of individual and corporate donors, school community stakeholders and government institutions to make this happen.

Our relationship with federal, provincial and local government stakeholders is an important factor in delivering on our vision and mission. We are proud to be a strategic enabler for our public-sector partners in championing children's health and well-being, promoting learning and academic achievement, and supporting local agriculture and economic development.

MAJOR FUNDING

In August 2021, the federal government announced the details of an emergency funding program to fight food insecurity amid the COVID-19 pandemic. An initial \$25 million was allocated to Breakfast Club of Canada for the 2021–2022 school year under Agriculture and Agri-Food Canada's Emergency Food Security Fund. This was topped off by an additional \$7 million the following December.

This third phase of limited-time funding went to good use to meet additional needs arising from the fallout of the pandemic. All in all, these emergency funds made it possible to feed no fewer than 486,782 children.

We are very grateful for the opportunity to have partnered with the federal government these past two years to mitigate the impacts of this public health crisis. However, based on our projections for the new school year starting in 2022, the increase in the cost of food, combined with the lack of permanent funding for a school food policy, means that a daunting challenge lies ahead for the Club and our fellow school nutrition stakeholders across the country. Maintaining our support for existing breakfast programs in 2022–2023 will be difficult in the current context, and demand for breakfast programs continues to rise.

A PROMISING COMMITMENT

In December 2021, we and other stakeholders were delighted to learn that the federal government was moving forward with its intention to “work with provinces, territories, municipalities, Indigenous partners and stakeholders to develop a National School Food Policy and to work toward a national school nutritious meal program.” This commitment was formalized by Prime Minister Trudeau in mandate letters to the Minister of Families, Children and Social Development and the Minister of Agriculture and Agri-Food.

The government subsequently stated in the 2022 federal budget in April that a policy to this effect would be tabled in the coming year. These statements mark another step toward a day when no child heads into the classroom on an empty stomach.

A national school nutritious meal program, with costs shared by the private sector, the government and communities, is the most efficient and sustainable solution to ensuring students across Canada have access to nutritious food in a caring and inclusive environment.

Following these developments, our team has been proactive in contributing to the federal government's efforts and in continuing to build strategic relationships with provincial and territorial governments. Given how urgent needs are in communities across the country, our overriding goal is to make all stakeholders aware of these growing needs and the importance of setting up and funding a program to feed children across the country.

WORLD CHILDREN'S DAY

In honour of World Children's Day (November 20), federal MPs were asked to show their support for children's rights and school nutrition by proudly wearing an official Breakfast Club of Canada T-shirt.

Among those who heeded the call and shared a picture on social media were Marie-Claude Bibeau (Minister of Agriculture and Agri-Food), Karina Gould (Minister of Families, Children and Social Development), Jean-Yves Duclos (Minister of Health), Marc Miller (Minister of Crown-Indigenous Relations), Don Davies (NDP Critic for Health), Pablo Rodriguez (Minister of Canadian Heritage and Quebec Lieutenant) and Mona Fortier (President of the Treasury Board).



WORKING GROUP FOR A UNIVERSAL SCHOOL NUTRITION PROGRAM IN QUEBEC

A working group has been set up by Breakfast Club of Canada and the Collectif québécois of the Coalition for Healthy School Food to evaluate, document and draft recommendations for a universal school nutrition program in Quebec. The group is supported by partners working in school nutrition, food security, sustainable development and after-school care.

This program would:

- encourage the use of healthy, local and sustainable food, in accordance with the National Strategy of Quebec Foods and the Sustainable Agriculture Plan in Quebec;
- support local economic development and farming, and respect for the environment;
- help build a sustainable, resilient food system;
- comprise an educational aspect focusing on nutrition and kitchen skills to promote healthy lifestyle habits.

The research and work plan are currently underway, but much remains to be done to ensure that all children have access to nutritious, sustainably sourced food.



IMPORTANT PARTNERSHIPS IN QUEBEC RENEWED

During the year, two important partnerships were renewed with the Ministère de l'Éducation du Québec.

Four years after the launch of a pilot project to bring breakfast to children in educational childcare facilities in underprivileged communities, the Quebec government renewed this commitment through until 2027 and expanded the scope of the project to reach more childcare facilities and children. This ongoing support will help us make a difference at the early childhood stage, working closely with childcare educators.

The Ministère de l'Éducation also extended its agreement with Breakfast Club of Canada by two years to continue to support existing breakfast programs across the province. This not only represents a strong source of financial support, but it is also symbolic of the ongoing confidence the government has in our organization and the work we do.

STRONGER COMMUNITY RELATIONSHIPS

This year, we introduced a local government relations aspect to our strategy to develop and strengthen ties with municipal representatives across Quebec. In keeping with this strategy, we attended the 100th annual conference of the Union of Quebec Municipalities in May. It was an excellent opportunity to network with key municipal stakeholders and bring attention to our mission, our work, the challenges facing our organization and the issue of school nutrition.

To build further on these relationships, we visited a series of communities to raise awareness about the importance of school nutrition and to provide more information on how breakfast programs work. It was an excellent way to make new connections and explore various solutions for working together through initiatives touching on urban agriculture, the circular economy, buy local movements and more.

IMPORTANT SUPPORT

As students headed back to school, François Legault, Premier of Quebec, and Jean-François Roberge, Quebec Minister of Education, showed their support for Breakfast Club of Canada by wearing our official sweater.



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, all of which guides us in our activities.

Jacques Mignault

CHAIR OF THE BOARD

President and Chief Executive Officer,
McDonalds France

Celina Stoyles

CFRE, Executive Director,
Kids Eat Smart Foundation
Newfoundland & Labrador

Susan Muigai

Chief Human Resources
Officer, Transunion

Louis Frenette

President and Chief
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Consultant,
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Mining Corporation

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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

Celina Stoyles

Executive Committee

Louis Frenette

Jacques Mignault

Barry Baker

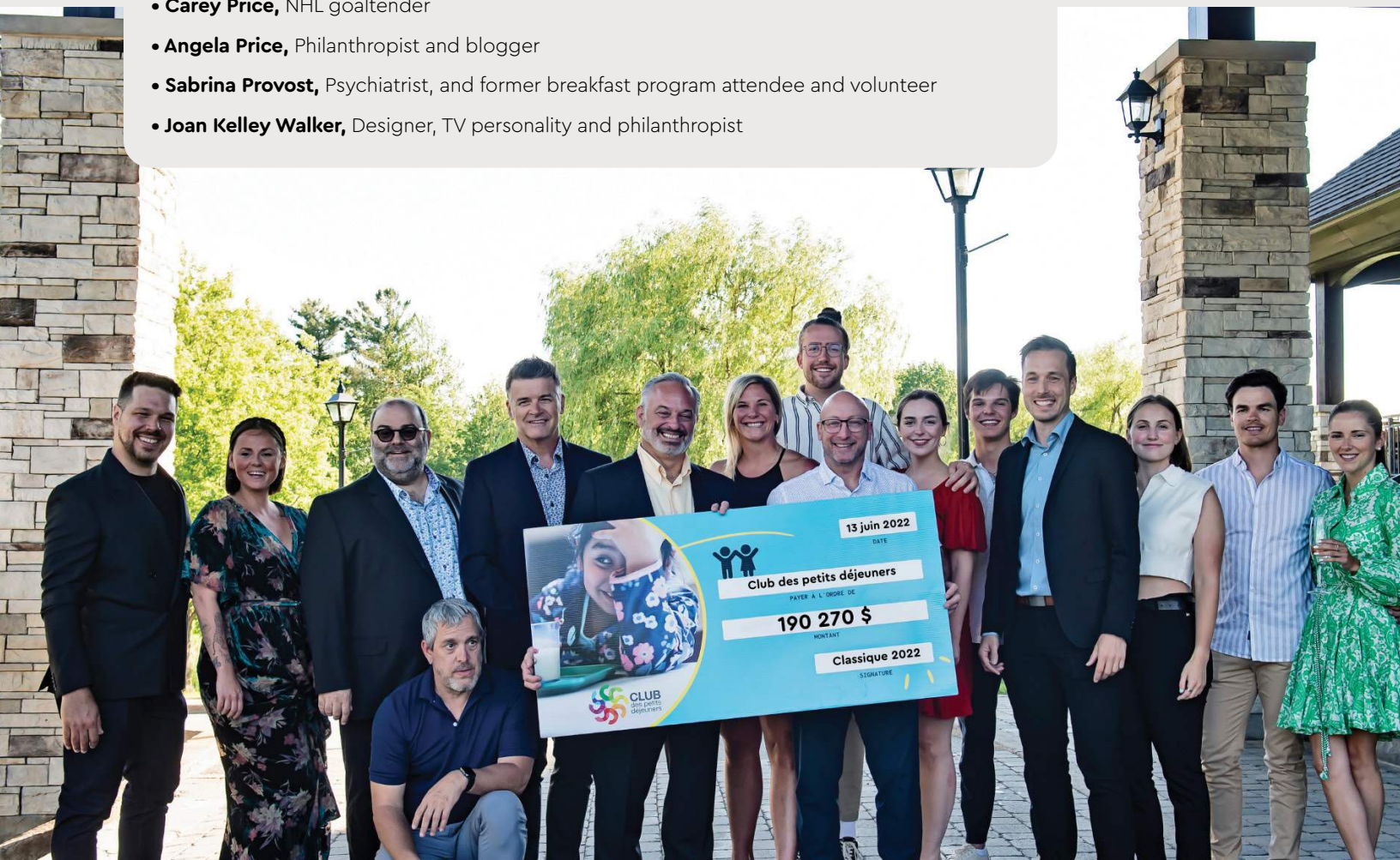
Isabelle Rayle-Doiron

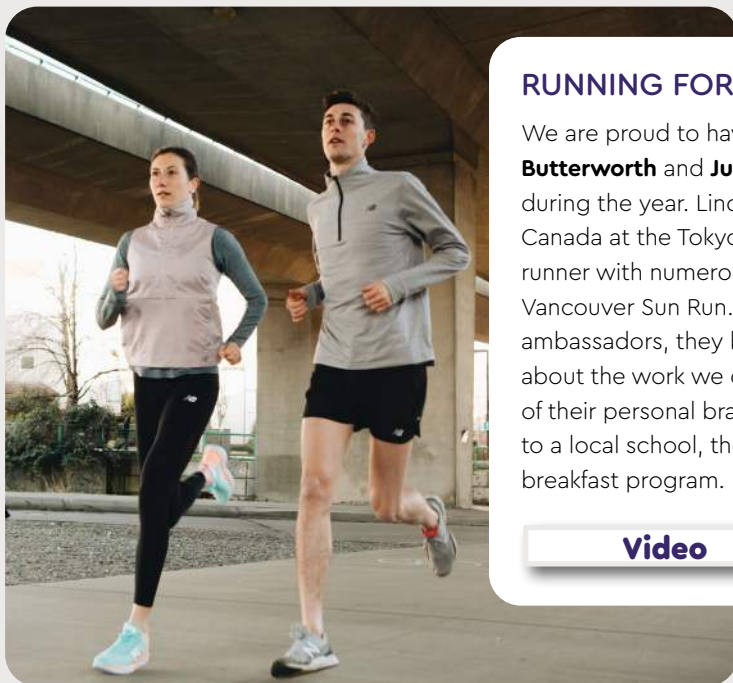
Ambassadors

As Breakfast Club of Canada's presence continues to expand, so does the list of people who are eager to get our message out to a wider audience. Our ambassadors are crucial in fulfilling our mission and in promoting access to nutritious breakfast for children across the country. They champion our values and they do it from the heart.

Our Ambassadors:

- **Lindsey Butterworth**, Runner and Olympian
- **Benoît Gagnon**, Radio host
- **Geneviève Everell**, CEO and chef/owner, Sushi à la maison, and former breakfast program attendee
- **Elizabeth Hosking**, Snowboarder and Olympian
- **Justin Kent**, Runner
- **Mikaël Kingsbury**, Three-time Olympic medallist and six-time moguls world champion
- **Dr. Stephanie Liu**, Family physician and creator of a popular parenting blog
- **Thomas Nepveu**, Professional race car driver
- **Laurent Paquin**, Comedian
- **Carey Price**, NHL goaltender
- **Angela Price**, Philanthropist and blogger
- **Sabrina Provost**, Psychiatrist, and former breakfast program attendee and volunteer
- **Joan Kelley Walker**, Designer, TV personality and philanthropist





RUNNING FOR KIDS

We are proud to have welcomed British Columbia natives **Lindsey Butterworth** and **Justin Kent** to the Breakfast Club of Canada family during the year. Lindsey is a middle-distance runner who represented Canada at the Tokyo Olympic Games. Justin is a competitive distance runner with numerous achievements to his name, including a win at the Vancouver Sun Run. He is also a coach with a community program. As ambassadors, they both support the Club by raising public awareness about the work we do. Their fundraising efforts have included the sale of their personal branded T-shirts in support of the Club. During a visit to a local school, they learned more about what it takes to run a breakfast program.

[Video](#)

DR STEPHANIE LIU JOINS THE TEAM

Dr. Stephanie Liu is a family physician and the founder of the popular *By Dr. Mom* parenting blog. In it, she discusses her experiences as a mom and provides evidence-based health information. To kick off the beginning of her ambassadorship this year, she visited a school in Edmonton, where she rolled up her sleeves to prepare and serve breakfast to an excited bunch of students (almost as excited as we are to have her on board!).

[Video](#)



BENOÎT GAGNON: 25 YEARS OF GIVING BACK

This year marked Benoît Gagnon's 25th anniversary as a Breakfast Club of Canada ambassador. He has made himself available on numerous occasions to do his part for the next generation, whether it's by attending one of our signature events or making a wide range of audiences aware of our campaigns. His involvement has been instrumental in elevating the Club's profile and legitimacy. He was presented with a commemorative plaque at the Déjeuner des Grands event in recognition of this milestone. We are very proud to have such a devoted and enthusiastic ambassador advocating for our organization.

Our Donors – THANK YOU

Raggin Abbott	Francine Brassard	Dominic Deslandes	Marie-Eve Germain	Christian Laberge	Elise Marcoux	Dominique Perrault	Rick Struyk
Philip Adam	Carole Briard	Eric Desmarais	Paul Gervais	Simon Laberge	Randy Martel	Norman Peters	Raul Suarez
James Ahloy	Gilles Brouillard	gaetan desroches	Pierre Gibeault	Jean-Claude Labib	Valérie Martel-Laferrrière	André Petit	John & Susan Skoda
Mohammed Ahsan	Helen Brown	Jean-Marie Desrosiers	Fondation Nigel & Rhonda Gilby	Samia Labib	Elizabeth Brodeur-Martin	Matthew Petrovic	Guillaume Synnott
Pierre St-Amant	Daniel Brunet	Pierre Desrosiers	Malcolm Gillis	vincent labrie	Bernard Martineau	Thi Cam Chuong Phan	Albert Tai
Kelly Stark-Anderson	Michel Brunet	Phil Devey	Carole Gins	Francine Lacoste	Danièle Matte	Hubert St-Pierre	Robert Talbot
Diana Angelillo	Lisa Cabel	Michael Dib	Claude Girard	Elise Lacoursiere	Nicole Maury	Louise Pigeon	Luc Tanguay
Sylvain Archambault	Natalie Cabri	Gino Dorico	Michel Girard	Benoit Lacroix	Michele Mayer	Antonio Jr Pilot	Jason Taylor
Foundation Serge et Rolande Archambault	Denis Cadieux	Michel Downing	Patrice Giroux	Martial Lacroix	Monique Maynard	Katherine Pinder	Dianne Tennen
Keith Armstrong	Silvano Carlone	Pierre-Charles Drapeau	Isabelle Godin	Tiffany Ladouceur	Sylvie Maziade	Éliane Plouffe	Brian Terpstra
Pierre Arnaud	Andre Caron	Emmanuel Dufour	Norman Goldman	Manon Laganière	Brian McClay	Alain Poirier	Noah Tesfai
Cody Atwell	Véronique Caron	Jean-François Dufour	Anita Goraieb	Jean-François Lalonde	Amélie McGilly	Pierre Pomerleau	Danielle Theoret
Paul-André Auclair	Amy Carter	Steve G. Dugas	Connor Gordon	Gilles Lalonde	Justin McIntosh	Gilles Poulin	Isabel Theriault
Chris Ault	Francine Caux	Abigail Graff	Lucie Gravel	Marie-Josée Lambert	William McManiman	Simon Pouliot	Louis-Georges Thibault
Guillaume Ayotte	Jean-Marie Caza	Tracey Greenberg	Tracey Greenberg	Dominic Lamoureux	Martin Menard	Stuart Prest	François Thibault
Michel Baillargeon	Chris Chan	Gordon Gregoire	Gordon Gregoire	Yan Lamoureux	Serge Ménard	Theophilus Prokos	Gilles Thibault
Maxime Bargiel	Docteur Louis-Rene Charette Inc.	Mélanie Grégoire	Mélanie Grégoire	James Lampard	Marisa Lam Mercado	François Proulx	Julien Thibodeau
Landon Barretto	Anthony Chartier	Samuel Grenier	Samuel Grenier	Julie Landreville	Jean-François Mercier	Nathalie Provost	Susanne Thiessen
Mary Batoff	Daniel Chenard	Beth Edney	AJ Griffiths-Le Clair	Mathieu Landry	Laurie Mercier	John Psutka	Frederic Thoun
Jean Baulne	Xavier Chevarie	Yassir El Iaoui	France Grou	Cédric Langevin	Rachel Mercier	Jean-Francois Ranger	Chetra Thul
Yves Beauchamp	Frank Chislette	Nermine Elgammal	Brigitte Guay	Betty Langsfeld	Margrit Meyer	Christian Raymond	Daniel Todd
Lyne Beauchemin	Alain Choquette	Nikola Elkins	Angelo Guerriero	Christine Laplante	Eric Michon	Claire Turner Reid	Marshall Toner
Alain Beaudoin	Michael Chrumka	Brett Elofson	Ralph Guerriero	Danielle Larivière	Leslie Middleton	Kurt Reimer	Line Toupin
Danielle Beaulieu	Sophie Helene Cimon	David Emanuel	Christiane Robert Guertin	Conrad Larivière	Nicolas Milette	Dr. Réjean Arbour	Rachel Tremblay
Maude Beaulieu	Natalie Clairoux	Theresa Emerson	Benjamin Guinle	Lise Laroche	Mark Miller	Rosaire Rhéaume	S. Tremblay
Raynald Bedard	J.A. Claude Dolan	Omara Escobar	Kevin Guo	Martin Latulippe	Vincent Millette	Martine Rivard	Solange Tremblay
Amin Beghoul	Geneviève Everell	Les Fabian	Maguy Hachem	jacques lavoie	Grant Moffat	Ghyslain Robert	Laurent Trempe
Lea Belanger	Bryan Coates	Antonieta Farley	Peter Hall	Bernard Lawrence	Henri Monat	Johanne Robichaud	Christian Trottier
Dominique Bélanger	Carol Cologna	Felix Antoine Comeau	Camil Hamel	Claire Le Blanc	Frances Moni	Sharon Robinson	Sophia Tsontakis
Nathalie Bellerive	André Fauchon	Jean-Francois Fautoux	Josee Hamel	Line Leblanc	Carolyn Moran	Alain Rochefort	Joyt Uppal
André Bérard	Brigitte Hébert	Francesca Fernandez	Brigitte Hébert	Louise Lecavalier	Andrea Moreno	François Rochefort	Petros Vafiadis
Helene Bergeron	Beverly Heise	Dean Herrington	Beverly Heise	Fondation Famille Leclair	Julia Morgan	Helene Rodrigue	Jean-Marc Valin
Stéphane Bergeron	Dean Herrington	Christine Hingray	Dean Herrington	Annie Leclerc	Lauriane Morin	Patrick Rodrigues	Jean-Guy Vanier
Yann Besançon	Christine Hingray	Tyler Holden	Christine Hingray	Nelson Lee	Murielle Morin	André G. Roy	Kevin Vanstone
Aaron Best	Tyler Holden	Jacques Prud'homme	Jacques Prud'homme	Philippe Lefebvre	Dawn Moss	Jean-Francois Roy	François Perreault-Varin
Sasha Bhan	Jacques Prud'homme	François Houde	François Houde	Beverley Lefko	Erin Murray	Margot R. Rutherford	Mario Venditti
Francine Bienvenu	Erin Murray	Myriam Houde	Myriam Houde	Karine Legault	Kathy Nadeau	Simon Saint-Aubin	Paul Vezina
Eloi Bilodeau	Kathy Nadeau	Gilbert Hourani	Gilbert Hourani	Maxime Lemieux	Meena Nadkarni	Peter Sakatos	André Viau
Paul Blaha	Meena Nadkarni	David Gregory Hunter	David Gregory Hunter	Françoise Leon	Hugues Nepveu	Alexandra Samson	Françoise Viens
Susan Blanchard	Hugues Nepveu	Janet Hunter	Janet Hunter	Ginette Lépine	Jason Ng	Emanuel Samson	Geneviève Villeneuve
Lisa Blanchette	Jason Ng	Amélie Janelle	Amélie Janelle	Gabriel Leroux Prieur	Eric-Viet Laperrière-Nguyen	Jean Samson	Rosalie Hudon-Voyer
Marie-Claude Bluteau	Eric-Viet Laperrière-Nguyen	Christian F. Jasmin	Christian F. Jasmin	Émilie Lessard	Claire Nicholls	Navi Sandhu	Alexandra Voyevodina
Paul Blythe	Claire Nicholls	Christian Jasmin	Christian Jasmin	Nicole Letellier	Andrea Nolasco	Govind Saran	The Don and Joan Walker Family Charitable Trust
Sherri Bohmer	Andrea Nolasco	Francois Jauvin	Francois Jauvin	André Létourneau	Rosalie Nolet	Francine Savard	Mark Waxman
Normand Boily	Rosalie Nolet	Marie Jolivet	Marie Jolivet	Kim Levesque	Thura Nyo	Marie Savaria	Gene Weatherall
Jean-luc Boissonnault	Thura Nyo	Daniel Juneau	Daniel Juneau	Christine L'Heureux	Walter Omielan	Ramesh Saxena	Cyril Weeratunge
Andrée Major Boistault	Walter Omielan	Ruba Kana'an	Ruba Kana'an	Simon Loiselle	Angela Leach Orts	Alyson Schwartz	Brian White
Alexandra Boivin-Bourque	Angela Leach Orts	Christian Makanda Kasongo	Christian Makanda Kasongo	Carl Longpré	Michael Osterland	Michel Sheehy	Stephen Willems
Patricia Bonnel	Michael Osterland	Jaspreet Kaur	Jaspreet Kaur	Jean-François Lortie	André Ouellet	Louis Simard	Nigel Williams
Elsa Bouchard	André Ouellet	Gregory Kelley	Gregory Kelley	Pascale Lortie	Kim Ouellet	Nancy Simard	Nicholas Wilson
Guy Bouchard	Kim Ouellet	Isabelle Keo	Isabelle Keo	Chael MacDonald	Pierre Ouimet	Linda Simmen	Wilson Family Fund
Genevieve Boucher	Pierre Ouimet	The Mervin Kerzner Family Foundation	The Mervin Kerzner Family Foundation	Joe Mack	Guppaz Pahaz	Gurpal Singh Pahal	Luc Wiseman
Gérald Boucher	Guppaz Pahaz	Heather Kiraly	Heather Kiraly	Farro Mackenzie	Gaétane Panneton	Joginder Singh	Arne Wohlschlegel
Isabelle Boudreau	Gaétane Panneton	Sebastian Kmiec	Sebastian Kmiec	Derek Magee	Manuel Parent	Fatos Skendo	Jacques Zappa
Denis Boulais	Manuel Parent	Maria Koller-Jones	Maria Koller-Jones	Ginette Maheu	Marie Josee Parent	Matthew Smith	Aline Zavzavadjian
Gail Boulay	Marie Josee Parent	Donna Kotenko	Donna Kotenko	Christian Mailly	Nena Patel	Paul Smith	Barbara Zenkovich
Alain Bourque	Nena Patel	Norm Krause	Norm Krause	Claire Maisonneuve	Jean Paul Kachour	Doug Snyder	Chenlong Zheng
Guy Bourque	Jean Paul Kachour	Plamen Kurktchiev	Plamen Kurktchiev	Pierre Malo	Lee Pearson	Terry Soucy	
Eric Brassard	Lee Pearson			Luc Marchand	Jean Pelchat	Nicholas Spears	
	Jean Pelchat			Ana Marcos	Gilles Pelletier	Michele Speir	
	Gilles Pelletier					Myriam St Germain	

Our Partners – **THANK YOU**



Gouvernement
du Canada

Québec



Oatbox



AbbVie Corporation

AFL Global

Air Canada Foundation

Aldo Group

Allergan Aesthetics

Arctic Consultants

Bath Depot

BC Eggs

Behaviour Interactive

Bel Canada Inc

Belmira Jaime Funds

Biscuits Leclerc

Breakthru Beverage Canada

Caisse Desjardins de Jonquière

Caisse Desjardins de la Haute-Gatineau

CanadaHelps

Canadian Online Giving Foundation – The Benevity
Community Impact Fund

Cargill

Cenovus Energy

Charitable Foundation of the Ontario Grocery Industry

Charities Aid Foundation (CAF) America

CIMA + s.e.n.c

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Clearly

COBS BREAD

Colabor

Collectionneurs de monnaies du Québec

Cora

Courchesne Larose

Crakmedia Agency

Createch

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cuddle+kind

Défi 911

Delecta

Delicouki

Doyle

Drax North America

Egg farmers of Alberta

Egg Farmers of Canada

Egg Farmers of Quebec

Enterprise Holdings Foundation

Evive

Farm Credit Canada

Fédération des Emballeurs de Pommes du Québec

Fédération des Producteurs de Pommes du Québec

Fondation Jeunes en Tête

Fondation L'Accolade

Fonds de charité des employés de la ville de Montréal

Forest Legacy Foundation

Fyffes – North America	Pomme Qualité Québec
Gadoua	Port of Prince Rupert
General Mills Corporation Canada	Québec Philanthrope Foundation
Gestion ICP inc.	RBA Foundation
Giftfunds Canada	Research Capital Corporation
GoodFood Market Corp	Rio Tinto
Guy Locas Investment Inc.	Riverside Natural Foods Inc.
Hickory Farms	Robert Transport
Home Ownership Providers of Saskatchewan	Rogers Communications Canada Inc.
Hotel Mortgage	Siemens Energy
I-Nov Concept Inc	Sodexo Stop Hunger Foundation
J. Rodolphe Rousseau Family Foundation	Solutions beyond technologies
JAN-PRO Canada	Sports Experts Groupement Beaulieu Angelo
Jones Lang Lasalle	Staples
K+S Potash Canada GP	Still Good Inc
Kellogg's Canada Inc	Subaru Laval
Keurig Dr. Pepper Canada (Mott's Fruitstations)	Supreme Egg Products
L.H. Gray & Son/EggSolutions	Syntax Systemes LTD
Les Fourgons Transit Inc.	Sysco Greater Montreal, TDDIC – Distrago
Love Child Organics	TC Energy
Lowe's Canada	Temerty Foundation
Mackenzie Investments	The McCain Foundation
Mackie Research Capital Corporation	The Royal Canadian Mint
Marisa Foundation	The Sprott Foundation
McCain Foods	Tim Hortons Advertising and Promotion Fund (Canada) Inc.
Mealshare Aid Society	TMG The Mortgage Group
Messer Canada	Transcanada Pipelines Limited
Metro Ontario Inc.	Transport Guilbault
Michelin North America (Canada) inc.	Trudeau
Modern Beauty	Turtle Jack's
Mott's (Canada Dry)	Ubisoft Divertissements inc.
MUFG Canada	Ubisoft Québec, Studio de divertissement
Multi-Prêts Morgages	UK Online Giving Foundation
National Bank of Canada	UniglassPluss
Nature's Touch	United Way East Ontario
Nero Bianco Group	United Way Greater Montreal
NexGen Energy LTD	Universal Rail Systems
Norman Fortier Foundation	Valero Energy Foundation of Canada
Partage Action West Island Community Shares	VitroPlus
PayPal Giving Fund Canada	West Coast Seeds Ltd.
Pfizer Canada	
Philippe & Co	
Pomango & CPM Inc.	

OUR PRESENCE ON SOCIAL MEDIA

Our social media accounts bring our mission and our work to a wider audience and drive home the importance of a healthy breakfast for children. Through our platforms, we interact with our volunteers, partners, donors, government officials and the general public throughout the year. We share inspiring stories, information about important campaigns, energy-boosting recipes, kid-friendly activities and more.

In total, Breakfast Club of Canada has over **51,000 followers (+10.8%)** on various social media channels. This year, these accounts generated **5.3 million impressions** and **70,000+ engagements**.



OVER
11,500 PEOPLE
(+13.9%)
WERE SUBSCRIBED
TO OUR INSTAGRAM
PAGES.



@clubdejeuner
@breakfastclubcanada



OUR FACEBOOK
PAGE HAD OVER
28,600 SUBSCRIBERS (+8.2%),
MAKING IT OUR LARGEST
ONLINE COMMUNITY.

Facebook is also the platform that generates the most impressions and engagements, which is excellent for our overall visibility.

@breakfastclubcanada

- **48,000+ interactions**
- **4.3 million+ impressions**
- **25,000+ visits to our page**



OUR TWITTER ACCOUNTS ENDED 2021-2022
WITH **5,400 FOLLOWERS (+2.7%).**

@ClubDejeuner @BreakfastCanada



WE HAD **5,500+ FOLLOWERS**
(+27.9%) ON LINKEDIN.

@breakfastclubdejeuner

WEBSITE

- **410,000+ visits during the year**
- **160,000+ unique visitors**
- **1,000+ visits per day on average**

Follow us to learn more about our organization and how you can do your part to nourish children's potential.

Fundraising Activities and Events

BACK-TO-SCHOOL CAMPAIGN

During our Back-to-School fundraising campaign, we appealed to the generosity of our partners and people across the country to be able to keep pace with growing demand and continue to make a difference in the lives of thousands of children through the breakfast programs that give them a nutritious start to the day.

Many partners and donors responded with some imaginative ideas on how to raise money for Breakfast Club of Canada. An online pop-up shop was also created to sell limited-edition merchandise to spread the word about the work we do.

Their day
shouldn't
start with
hunger.

In Canada, 1 in 3 children
risks going to school hungry.



HOLIDAY CAMPAIGN

During the 2021 holiday season, we launched a fundraising campaign to "help more children shine brighter." In the final tally, we raised over \$370,000, handily surpassing our initial goal. Donors, partners and members of the public were once again incredibly generous at a time of year when there are so many demands.

ADVERTISING CAMPAIGN – *POWER UP 4 SCHOOL!*

In February, we launched a major advertising campaign aimed at raising Breakfast Club of Canada's profile across the country. The eight-week initiative included television spots, billboards and online ads targeting specific markets in English Canada.

Video





FAT BIKE CHALLENGE

Our very first Fat Bike Challenge on March 5, 2022, was a smash hit and helped us forge ties with several local sponsors who were new to the organization. More than 50 cyclists geared up for the seven-hour event at Parc de la Coulée in Prévost, Quebec, which ended up raising over \$22,000 for the Club.

SPRING CAMPAIGN

We kicked off our spring campaign in March — Nutrition Month — to stress the importance of a healthy breakfast and explain the benefits of a school nutrition program. For the occasion, we put several new pieces of merchandise up for sale on our online store, including hoodies in both adult and children's sizes and our ever-popular BCC mugs.



DÉJEUNER DES GRANDS EVENT

Hundreds of people from the business and school communities gathered on April 14, 2022, at Hôtel Mortagne, for the 16th annual Déjeuner des Grands. We returned to an in-person format this year, with the appropriate public health measures in place. Benoît Gagnon was back with us once again as the host of our "morning talk show," welcoming 2Frères, Geneviève Everell, Laurent Paquin and other guests. The event raised \$85,946, thanks to the generosity of all those involved.

RETURN OF THE ANNUAL GOLF CLASSIC

Our signature golf tournament was back this year after a two-year hiatus. The 24th edition took place on June 13, 2022, at Le Mirage golf club in Terrebonne, Quebec. More than 150 professionals and partners joined us for a day of golf and networking with fellow BCC supporters. Several of our ambassadors and well-known figures were also on hand, including Mikaël Kingsbury, Geneviève Everell, Laurent Paquin, Elizabeth Hosking and Thomas Nepveu. The tournament brought in over \$190,000 in proceeds, a record for a single-course event.

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 BCC on your own behalf, in honour of someone special or in memory of a friend or family member who believed in what BCC does. Big or small, your donation gives children across the country an equal chance of success.

[For more information](#)

MONTHLY DONATION

A monthly donation is the ideal solution for anyone who wants to support BCC in an ongoing way. A predetermined amount is charged to your credit card, thereby ensuring a stable and predictable source of income that BCC will use to help children all year long.

[For more information](#)

PLANNED GIVING

Planned giving helps ensure the sustainability of BCC's programs. No matter the value of your estate, several options are available, including charitable bequests, life insurance donations, and gifts of RRSPs and RRI's. This is an excellent way to perpetuate your values and your commitment to the next generation.

[For more information](#)

GIFT OF PUBLICLY LISTED SECURITIES

Donating publicly listed securities is one of the easiest and most beneficial ways to give. In addition to benefiting from a tax credit and avoiding capital gains taxes, you can significantly increase the amount of your donation without it costing you more.

[For more information](#)

ONLINE FUNDRAISER

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

[For more information](#)

Corporate Donations

Businesses and organizations committed to supporting the well-being of children can help achieve Breakfast Club of Canada's mission in a variety of ways.



ONE-TIME OR RECURRING DONATION

Businesses can show their support for BCC through a one-time or recurring donation. Not only will they be helping to give children an equal chance to learn, but they will also be able to take advantage of the corresponding tax benefits.

ONLINE FUNDRAISING AND EVENTS

Many corporate donors decide to support BCC through sporting challenges and other fundraising activities that make their contribution even more meaningful and foster a common sense of purpose among their employees. BCC facilitates the planning and fundraising logistics via an online fundraising platform.

PAYROLL DEDUCTION

This option allows employees to deduct an amount from every paycheque, making for a budget-friendly way for them to donate and receive a charitable tax receipt at the end of the year. All the employer has to do is transfer the corresponding amounts to BCC.

CAUSE MARKETING CAMPAIGN IN SUPPORT OF BCC

Companies can enter into an agreement with BCC to 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, supplies or volunteers) help BCC keep expenses low in order to give back as much as possible to children.

RETAIL FUNDRAISING

Some businesses give BCC access to their customers by inviting them to donate in store or online.

For more information on donations:

[Contact Us](#)



So Many Reasons to Give

We are very fortunate indeed to be able to rely on a wonderful network of donors who give time and time again to help children live their best lives. Every individual and every organization has a story behind their decision to donate to Breakfast Club of Canada. And each of these connections is precious.

"I have been a monthly donor to Breakfast Club of Canada for more than 13 years. I began when my daughters were just starting school. It really struck me to find out that, in this day and age, some children still don't get three square meals a day. I couldn't fathom that they were going to school on an empty stomach. Ever since that realization, the Club has meant so much to me. I'm a glass-half-full person by nature, so I figured it was worth it to invest in our children and our youth.

My first donation was made in January 2009. With monthly giving, it's a lot easier in terms of financial planning, since all my charitable donations are a set amount in my budget. Plus, a steady flow of incoming funds is a source of stability for donation-driven organizations and makes it easier for them to reach their objectives.

There are three things you can give to a charity: time, resources and money. Since I don't really have any extra time to share, the monthly giving program is ideal. Knowing that I am making a difference in the lives of lots of children every month fills my heart with hope and makes me want to keep being a donor.

I'd encourage anyone to take part in this program. It's amazing how much of an impact it has."

Yan, father of two, monthly donor since 2009

"I was very sick for many years and still am today, so I never got the chance to have children. I had heard about the Club many years ago, and I thought the money I couldn't invest in children of my own could go to a charity that would make a difference for other young people and their future.

I've donated close to \$38,000 to the Club since 2003, but I wanted to do even more. So a few months ago, I started making the arrangements to add the organization to my will. I thought it would be the best way to have a positive impact on thousands of children, even after I'm gone.

The process of setting up a bequest was pretty straightforward. It started with a meeting with my notary to work it into my will. Then I met with some employees at the Club, who helped guide me through the other steps.

Every donation I've made to the Club, including this planned gift, is a ray of light for me as I deal with my health problems. I feel a great sense of joy when I think about the children I'm helping and the difference I'm making in their lives right now — and will continue to make for many years to come through my bequest.

Giving through your will, whatever the amount, is a way of showing your support for a cause you believe in, and the rest will still go to your loved ones. For me, it was the perfect solution."

Elisabeth, 62, donor for nearly 20 years

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