



ACTIVITY REPORT 2023-2024

A better start for every child.



Breakfast
CLUB
of Canada

TM

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MESSAGE FROM THE PRESIDENT AND CEO

On November 1, Breakfast Club of Canada turned 30. A lot has been accomplished, thanks to all the people and organizations that have contributed to the Club's mission in some shape or form over time.

But no matter how impressive the work accomplished may be, the current economic climate has generated a considerable increase in the demand for breakfast programs. Under such circumstances, launching new programs while maintaining existing ones poses a significant challenge.

We welcomed with enthusiasm the recent announcement by the federal government of the start of its funding of a national school food program, and we are awaiting the Canada-wide deployment of this financial support. The amounts presented complement what currently exists, which means we are still miles away from being able to respond to the true needs of children across the country.

Therefore, beyond the government's contribution, that of individual donors, corporate partners and other funders remains essential to ensure that as many Canadian children as possible can get the energy they need to learn.

I wish to personally thank all our donors, volunteers and team members. In these trying economic times, each contribution matters, whether it's money or time. Thank you from the bottom of my heart for making a real difference in the lives of children.

Together, let's continue to build the future of tomorrow's generation, one breakfast at a time.

Tommy Kulczyk

President and Chief Executive Officer



MESSAGE FROM THE CHAIR OF THE BOARD

Over the past year, Breakfast Club of Canada has helped secure the operations of over 3,800 school food programs supporting approximately 650,000 children across Canada.

I've been serving on the Club's Board of Directors for many years, and children have always been at the core of all our decisions. Everyone involved invests a great deal of energy and determination, but the truth is that the numbers remain alarming.

The Club has been working in Indigenous communities for close to 20 years and is now more present than ever. Thanks to our generous donors, new programs have been created to meet the pressing needs of the moment.

In a 2024 survey of 860 schools supported by Breakfast Club of Canada, nearly 95% had seen improvements in the learning capacities of students in their breakfast program.

I therefore call upon all stakeholders to come together and take action. In the world that we live in, it's important to lend a helping hand and actively contribute to the preparation of the future workforce.

To find out more about the different ways to contribute, visit our brand-new website, launched at the end of the year to increase the Club's visibility from coast to coast to coast. We're sure you'll find it more intuitive, informative and inspirational than ever.

Jacques Mignault

Chair of the Board

MISSION

We give children a chance to reach their full potential by starting every school day with nutritious food.

VISION

A country where all children can access nutritious food at school.

VALUES

CHILDREN ABOVE ALL

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

INTEGRITY

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

COMMUNITY

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

ENERGY

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

2023–2026 Strategic Plan

During the second year of our 2023–2026 strategic plan, we implemented a number of key initiatives, marking an essential step toward solidifying our growth and advancing our long-term goals. Through the dedicated efforts and unwavering commitment of our leadership team and employees across Canada, we have transformed our strategic priorities into concrete actions. Ongoing discussions have helped refine our strategic focus, ensuring that our initiatives remain aligned with our mission.

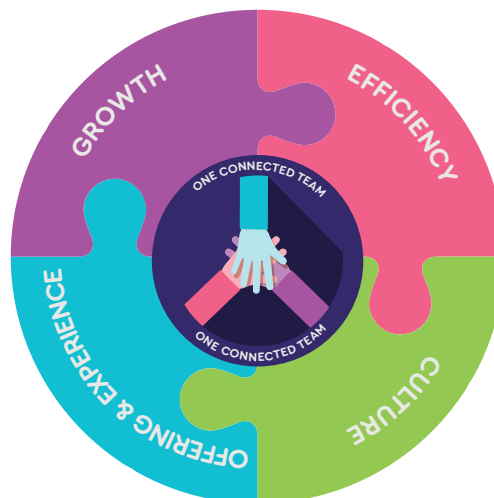
At the same time, following the historic announcement of the federal government's investment of \$1 billion over five years in a national school food program, our team is actively exploring various scenarios and opportunities for children. Backed by 30 years of experience, our organization and our national network are well positioned as strong allies in the rollout of this program, ensuring that every child across the country has the energy needed to learn.

GROWTH

Leverage **philanthropy and multisector partnerships** to deepen and **expand our footprint** across Canada.

OFFERING AND PROGRAM EXPERIENCE

Adapt our current offering and **build a stronger program experience** to generate profound **engagement**.



EFFICIENCY

Improve **organizational capabilities** to support our ambitions.

CULTURE

Continue to develop a **collaborative, trustful and enjoyable culture** for employees.

IMAGINE CANADA ACCREDITATION

Since 2019, the Club has been proudly accredited by Imagine Canada for sound governance practices by meeting a set of standards across five key areas: board governance, financial accountability and transparency, fundraising, staff management and volunteer involvement. This accreditation reflects our commitment to maximizing our contributions in support of children.



2023–2024 by the Numbers

OUR PROGRAM-RELATED ACTIVITIES



3,824
SCHOOL NUTRITION
PROGRAMS



655,638
CHILDREN REACHED

INDIGENOUS COMMUNITIES*



376
SCHOOL NUTRITION
PROGRAMS



51,930
CHILDREN REACHED

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

DONATIONS RECEIVED AND THEIR DISTRIBUTION

WHERE DO DONATIONS GO?

82% Investments in breakfast programs (food, transportation and equipment costs) and future support to schools

18% Fundraising, education, awareness and administration¹

WHERE DOES OUR FUNDING COME FROM?

33% Corporate and foundation donations

31% Government grants

16% Fundraising campaigns and activities

11% Donated goods and services

5% Contributions from Indigenous communities and other revenue

4% Individual and unsolicited donations

¹Excludes the special national awareness initiative.



Financial statements: Our commitment to children is unwavering. By prioritizing sound financial management, we ensure the continuity of services offered to the thousands of children who rely on the Club every day.

To view our fiscal 2023–2024 financial statements, please visit our website.

OUR FINANCIALS →



Provincial and Territorial Statistics

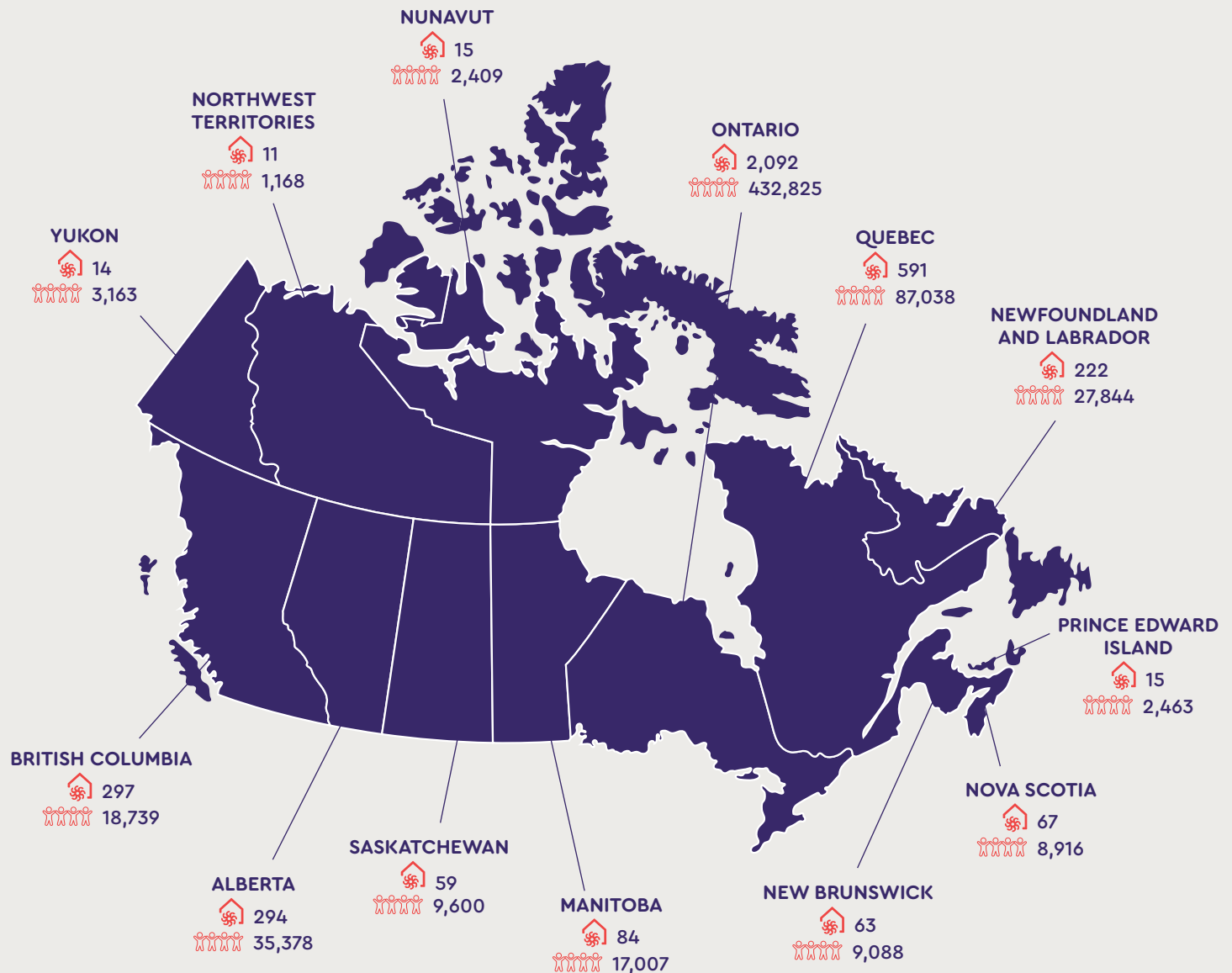
LEGEND

 Number of programs
 Children reached



TOTAL IN CANADA

 3,824
 655,638



MAKING A REAL AND LASTING CHANGE

School food programs have a positive impact on children, families and the school community at large. From improving learning skills and well-being to fostering a positive school climate, breakfast programs add value at multiple levels.

"The breakfast program is vital to the well-being of our school and students. We have a very high percentage of students from vulnerable backgrounds. Food scarcity is a real thing for them. Many rely on our breakfast program to get adequate nutrition and food. For some, it is the only food they get, or it's the only nutritious food they get in a day.

Jaksun Grice, Principal
Houston Secondary School (British Columbia)

The breakfast program adds greatly to the community of the school. Students arrive early to eat, gather and socialize. The program not only encourages better eating but also builds community and social skills as food is the vehicle to create safety, friendship and a sense of belonging."



"While working day to day in our school, it becomes quite evident that many of our students and families struggle with food insecurity. There are a number of young students who cannot always express why they are sad, upset or dysregulated. During morning check-in and breakfast tray deliveries to classrooms, children access food freely. After eating breakfast, changes in a child's disposition occur immediately. There are kindergarten students who arrive at school and, if they have missed classroom breakfast, they break down. After a visit to the nutrition room and when they are given some fruit, yogurt, or milk and a breakfast bake (or other choices of the morning), emotions settle, smiles appear, and the child will tell you that they feel better. They are now ready for learning."

Shelly Fedrau, Community School Coordinator
W.P. Bate School (Saskatchewan)

"We often have student volunteers interested in helping prepare food for our nutrition program, which has had a profound impact on both the students and the school community. Students gain essential life skills, including cooking, teamwork and time management, which encourage their self-confidence.

Deidra Evans, Community School Coordinator
Howard Coad Elementary School (Saskatchewan)

When students are involved in preparing meals, they become more conscious of nutritional choices, leading to a preference for nutritious foods and eating habits. This shift not only benefits individual health but also creates a culture of wellness within the school."



"Opening our breakfast program to all students without stigma and securing the involvement of several staff members has helped build connections between everyone at our school and strengthen their sense of belonging. Every morning of the school year started on a positive and welcoming note, encouraging interactions between students and adults alike. This commitment motivated me, as the program's lead volunteer, to show up early every morning and prepare a varied and appealing menu for my fellow volunteers to offer our students. The daily thank-yous and smiles we received were deeply rewarding!"

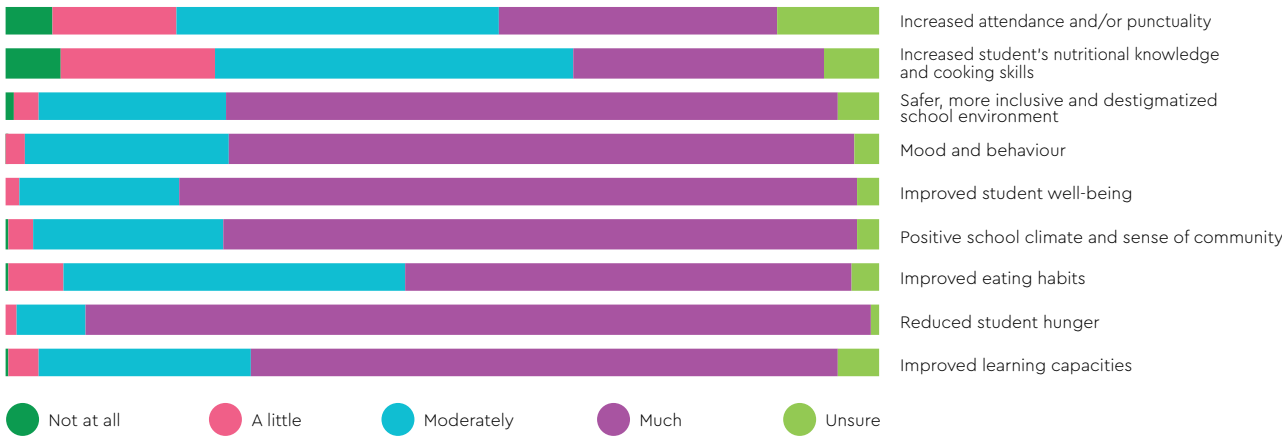
Amélie Houle, Lead Volunteer
Bermion High School (Quebec)

"In many First Nations communities across our country, food insecurity is a harsh reality that far too many children face on a daily basis. Thanks to Breakfast Club of Canada's unwavering dedication, children in our First Nation community now have a decent breakfast each morning. By ensuring access to delicious and nutritious breakfasts, they are not only addressing immediate hunger but also laying the foundation for a brighter future. The impact of this support extends far beyond the classroom; it resonates in the improved health, attention and engagement of our students.

Valerie O'Leary, Principal
Shawanosowee School (Ontario)

With Breakfast Club of Canada by our side, we're not just providing meals; we're instilling a sense of dignity, belonging and possibility in our students. Together, we're breaking the cycle of food insecurity and empowering our children to reach for their dreams. The support of Breakfast Club of Canada is not just appreciated; it's essential for the well-being and success of our students."

OUR IMPACT AND APPROACH



IMPACT OF BREAKFAST PROGRAMS ON STUDENTS AND SCHOOL COMMUNITIES

Every year, schools are invited to complete an end-of-year survey and to reflect on the impact of their breakfast programs.

As part of the 2024 survey, 860 schools shared to what extent they observed the impacts mentioned above thanks to their breakfast programs.

As in previous years, hunger reduction remained the most observed impact (99%), followed by improvements in students' well-being and impacts on their behaviour and mood.

In particular, there is a notable trend regarding the positive environment and context surrounding breakfast programs in schools. On average, 96% of schools reported observing a positive school climate, a greater sense of community, and a safer, more inclusive and destigmatized environment thanks to their breakfast programs this year, as reflected in numerous individual testimonials.



"Our breakfast program is a huge part of our school community. It is inclusive for all students and families. They have access to a daily, nutritious breakfast, which prepares the students for the day. Our breakfast has a community feel where students interact with each other and the volunteers from the community. The breakfast program is more than a place to eat — it is a safe environment where students learn positive social skills."

Kristy Johnson, Principal
Hillcrest Public School (Saskatchewan)



"Having a breakfast program in our school has had a profound impact on our students and the broader school community. Beyond simply providing nourishment, it has fostered a sense of connection and inclusivity among students. The communal act of sharing a meal at the beginning of the day has strengthened bonds between classmates, teachers and staff."

Natalie Heffner, Student Advocacy Counsellor
Glendon School (Alberta)

"The impact of our school's breakfast program on our students' daily routines and academic performance cannot be overstated. Knowing they have access to a healthy breakfast creates a sense of security and stability that often translates to having a good day at school. A well-fed student is one who is primed for success. With their nutritional needs met, students are better equipped to concentrate during lessons and learn."

Haley Bernard, Principal
Pictou Landing First Nation School
(Nova Scotia)

"Many of our students come from economically disadvantaged backgrounds and often arrive at school hungry, which significantly impacts their behaviour and ability to learn. However, with the provision of nutritious breakfasts through the [Club's] funding, we've witnessed a remarkable transformation. It has not only addressed immediate nutritional needs but also cultivated healthy habits among students. Through nutrition education initiatives and exposure to wholesome foods, students are developing a deeper understanding of the importance of balanced nutrition, laying the groundwork for lifelong wellness. Overall, the funding has emerged as a vital resource, empowering our students to thrive academically, physically and socially within our school community."

Julie Michaud, Principal
Saint Mary's Academy (New Brunswick)

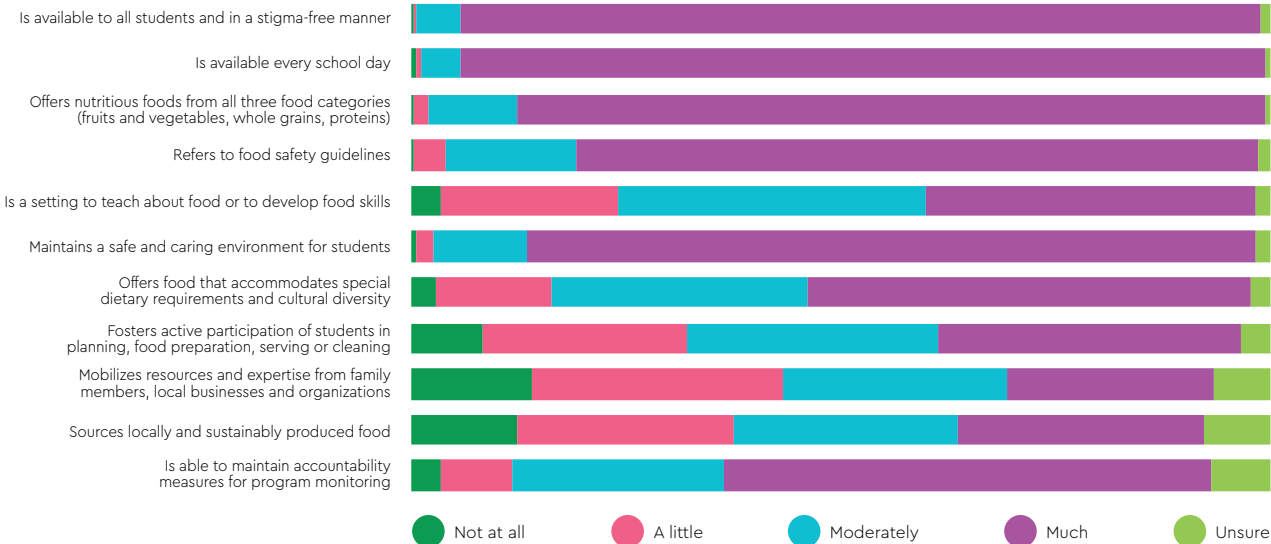


THE CLUB'S CAPACITY BUILDING APPROACH

For several years now, we have been evaluating our performance in building the capacity of our partners, with the aim of improving our approach and increasing our impact. The 860 schools that responded to our 2024 survey assessed the extent to which the Club has supported them in setting up high-impact breakfast programs.

Note: The following statements are derived from our guiding principles.

The breakfast program:



It is noteworthy that, on average, close to 93% of schools that responded to the survey agree that the Club helps their breakfast program achieve each of these principles.

More specifically, more than 85% of schools feel that the Club is a great help to their breakfast program in achieving the following objectives:

- Being available to all students in a stigma-free manner
- Being available every school day
- Offering nutritious foods from all three food categories (fruits and vegetables, whole grains, proteins)
- Creating a safer, more inclusive and destigmatized environment



KEY ELEMENTS IN SUPPORT OF BREAKFAST PROGRAMS

Among the various types of support offered by the Club, schools identified the following elements as having been particularly helpful in implementing high-impact breakfast programs:

84.5%

Funding

50.2%

Nutrition resources

45.8%

Coordinator calls and/or visits

38.8%

Newsletter



32.9%

In-kind donations

20.9%

Webinars, videos and/or training sessions

19.4%

Budget resources

12.1%

Virtual open-house activities, work groups and/or networking with third parties



Highlights

Throughout the year, Club employees work on numerous projects and initiatives to help children access a nutritious breakfast. It takes an entire team to move our mission forward. Here are a few highlights from the past year.



PROGRAMS AND OPERATIONS

PROGRAM SUPPORT

Our program coordinators visited hundreds of schools across country during the school year, including nine programs and community partners in the Northwest Territories and Nunavut. These visits highlighted the unique challenges faced by breakfast programs in remote northern regions of Canada, as well as the positive impact of direct, personalized support provided by our program coordinators. During the visit to Nunavut, a new donor partner, crucial to supporting schools in the territory, had the opportunity to witness first-hand the impact of breakfast programs by involving its employees in serving breakfast at a school in Arviat.

During our visits, we observed various challenges being faced by many schools, such as a shortage of human resources and volunteers to manage programs, rising food costs and the significant increase in program attendance. Despite these challenges, we met individuals committed to making a difference for their students and found programs that were deeply rooted in their schools and communities.

In addition to these visits, team members organized webinars on various topics and regional roundtable discussions with schools to foster direct connections and to share success stories.

INCREASED REACH TO CHILDREN AND SCHOOLS

Thanks to additional private and public funding, our team was able to launch a number of new breakfast programs this year. We opened some 30 programs in schools across the country and nine new programs in early childhood education centres in Quebec, allowing us to help more than 3,000 additional children. Testimonials received confirm the importance and necessity of this support for children. More than 800 schools are awaiting assistance, and we are actively seeking new sources of funding to meet their needs.

UPDATE OF OUR GUIDING PRINCIPLES

We revised and updated our guiding principles to convey a shared vision of breakfast programs with the Club team, as well as with our school, community, philanthropic and government partners. These principles serve as a compass to direct our efforts, ensuring that, together, we can work toward the best possible breakfast programs. They also represent the values we apply in our field support, taking into account the needs and realities of each school community. Together, we work every day to reaffirm the shared vision of breakfast programs.

To consult our guiding principles, please visit our website.

[OUR GUIDING PRINCIPLES →](#)

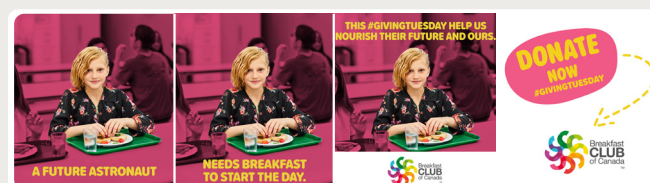
Fundraising and Awareness Campaigns

BACK-TO-SCHOOL CAMPAIGN

In the fall of 2023, we launched our back-to-school fundraising campaign with two key catchphrases: "Success tomorrow starts with a breakfast today" and "Help kids achieve success, one breakfast at a time." The campaign aimed to maximize donations and raise awareness about the Club nationwide, leveraging a variety of channels including media placements, social media posts, our website, newsletters, media relations and activities by our ambassadors. Generous donors and partners from across the country supported the initiative through various strategies such as online and in-store fundraising.

HOLIDAY SEASON CAMPAIGN

The holiday season is an ideal time for fundraising, during which many Canadians give generously. This year's initiative was supported by a comprehensive communications and marketing strategy to maximize donations. Through the Rogers Sports & Media ALL IN Program, the Club was selected for an eight-week visibility campaign throughout various Rogers media outlets. The advertising campaign was deployed across English-speaking Canada.



BRAND AWARENESS CAMPAIGN

This year, we rolled out a national advertising campaign to raise the Club's profile across Canada. Launched in February with the theme "We Believe in Breakfast," the campaign included numerous media placements, across the country. Supported by various communications initiatives, this campaign significantly boosted the Club's visibility and increased traffic to our website.



WEBSITE REDESIGN

In June 2024, we unveiled our new website. In an ongoing effort to improve the services offered to donors, partners and the community at large, the Club set several key objectives for this new iteration, specifically to provide an optimal, user-friendly experience with more relevant and efficient navigation, as well as simplified access to pages highlighting ways to donate or get involved. The Club was fortunate to receive a grant supporting this project, a funding initiative designed to help charities and non-profits with the post-pandemic recovery.



Signature Events



FAT BIKE CHALLENGE

On March 16, 2024, the third edition of the Fat Bike Challenge, presented by Keurig Dr Pepper Canada, brought together cycling enthusiasts at the Centre Gai-Luron in Saint-Jérôme, Quebec. This edition raised over \$65,000 for the Club and saw a significant increase in the number of participants compared to the past two years.



DÉJEUNER DES GRANDS

On March 28, 2024, over 500 people from the business and academic communities gathered at Hôtel Mortagne in Boucherville, Quebec, for the 18th edition of the Déjeuner des Grands. Presented by Carrousel Packaging, the event raised an impressive \$178,000, thanks to the generosity of sponsors and participants.



GOLF AND BIKE CLASSIC

The Golf and Bike Classic has been bringing the Club's ambassadors and partners together every year since 1996. This year, over 250 golfers and cyclists came together for the Classic's 26th edition, held at Le Mirage Golf Club in Terrebonne, Quebec. Presented by Fortier Auto for the golf portion and Raymond Chabot Grant Thornton for the cycling portion, this year's event received support from many public figures and athletes. An impressive amount of more than \$268,000 was raised for children.

Philanthropic Activities

Mathieu McCaie: Contributing to children's well-being through personal achievement

For several years, Mathieu McCaie of The Mortgage Group has been a dedicated supporter of Breakfast Club of Canada. In 2018, he undertook the gruelling 237-kilometre Marathon des Sables in the Sahara Desert, raising funds for the cause. Recently, Mathieu embarked on a challenging trek to Everest Base Camp, contributing further to the Club's mission and raising \$6,870.



"I choose to support Breakfast Club of Canada because I am passionate about the well-being and future of our children. Ensuring they have access to nutritious food is fundamental to their success and development."

Mathieu McCaie, Mortgage Broker
Expert Mortgage Group – McCaie Corp. /
TMG The Mortgage Group Atlantic Inc.

Walking for a brighter future: Mimi Moore's journey to feed children

Pourquoi Pas Coaching International CEO Mimi Moore is a fervent believer in corporate social responsibility. As she is fond of saying, "We all have a role to play." Mimi recently dedicated two long-distance pilgrimages to Breakfast Club of Canada and its many beneficiaries — hungry kids across the country. In November 2022, she walked 700 kilometres from Lisbon, Portugal, to Santiago, Spain. In 2023, she walked 800 kilometres from Saint-Jean-Pied-de-Port, France, to Santiago. Through these pilgrimages, she raised over \$10,000 to help feed children from coast to coast to coast.



"One hungry child is one child too many. The thought pained me. I want to make a difference. I want to have an impact. I want to leave a legacy. What more can I or we do? Canadian kids are being impacted daily — and this affects their future."

Mimi Moore, CEO & Speaker
Pourquoi Pas Coaching International

911 Challenge: United for the well-being of children

Since it was created in 2009 by a group of Montreal police officers, the 911 Challenge has taken many forms. In 2017, the traditional 24-hour run or cycling event at Circuit Gilles-Villeneuve was reimagined as "Montréal-Québec Juste d'une traite," a non-stop bike-a-thon between Montreal and Quebec City, due to the temporary unavailability of the racing track. Over the years, a total of 3,240 athletes have contributed to the success of this event. The year 2023 marked the grand finale of the 911 Challenge, which, over its 12 consecutive editions, raised more than \$560,000 for the Club.



"It has been an immense honour to partner with Breakfast Club of Canada, which has helped us do our part to support the community. It goes without saying that children are the pillars of our society's future, and education plays a vital role in that future. To support their learning, we must provide them with an environment conducive to success, which includes a nutritious breakfast."

The 911 Challenge Organizing Committee

Government Relations

Throughout its 2023–2024 fiscal year, the Club strengthened its relationship with various government entities to promote children's well-being and food security. These connections were instrumental in securing financial support in Quebec, influencing public policy across the country — especially the creation of the first National School Food Policy — and raising public awareness about the importance of good nutrition for all schoolchildren.

ADVOCACY AND ENGAGEMENT

AWARENESS AND EDUCATION

We organized numerous awareness campaigns to inform policymakers of the challenges faced by families and children across the country. Information sessions were held with federal and provincial elected officials to discuss the positive impacts of breakfast programs and the challenges faced by school communities.

BREAKFAST ON THE HILL

On November 20, 2023, the second edition of our event on Parliament Hill gathered ministers, MPs and senators from all political parties to highlight the crucial importance of a national school food program. This meeting allowed us to share our expertise and explore solutions to overcome the ongoing challenges of school nutrition, particularly the issue of insufficient funding. We are proud that three statements were made by two political parties in the House of Commons, underscoring the importance of a national school food program. Aligned with the theme of National Child Day, this initiative significantly contributed to strengthening our commitment to children's right to healthy nutrition.



DAY AT THE QUEBEC NATIONAL ASSEMBLY

On November 8, 2023, the Club hosted a booth at the Quebec National Assembly. During this event, we engaged in conversations with numerous MNAs about the challenges of food insecurity within their respective constituencies.

These discussions strengthened our collaboration with policymakers and highlighted the need for a national school food program. We shared our expertise, presented the outcomes of our initiatives and emphasized the positive impact our programs have on Quebec children and families.

Our presence at the National Assembly raised awareness among elected officials about our mission and reinforced their commitment to supporting initiatives that ensure every child has access to a nutritious breakfast. The conversations led to the proposal of practical and achievable solutions to address food insecurity, reaffirming the vital role that our mission plays in building a more just and prosperous society.



HISTORIC ANNOUNCEMENT

FEDERAL INVESTMENT IN A NATIONAL SCHOOL FOOD PROGRAM

On April 1, 2024, Breakfast Club of Canada celebrated the historic announcement of a \$1 billion investment over five years by the Government of Canada to establish the National School Food Program. This critical initiative highlights the commitment to the well-being of children and aims to make life more affordable for Canadian families, as one in three children is at risk of going to school on an empty stomach.

Tommy Kulczyk, President and CEO of the Club, and Judith Barry, Co-Founder and Director of Government Relations, attended the official announcement in Toronto, alongside Prime Minister Justin Trudeau and Finance Minister Chrystia Freeland. Our presence at the event underscores our key role in advancing school nutrition on a national scale. The Club was also represented during similar announcements in Winnipeg, Hamilton, Ottawa and Montreal.

In June 2024, the government published a policy framework outlining the goals and guidelines of the National School Food Program. This policy is based on recommendations from the "What We Heard" report, published in November 2023, which compiled the feedback and needs expressed by communities across the country.

With this new policy, Canada is finally joining joins other G7 countries by establishing a foundation upon which all stakeholders in the ecosystem can continue to build toward the ultimate goal of providing nutritious food access to help every child in the country. In the meantime, however, much remains to be done, and many children across Canada still lack access to these essential services and start their school day on an empty stomach.



GOVERNMENT OF QUEBEC FUNDING

During the fall, the Club observed a significant surge in demand across Quebec. The number of children served by our programs rose to double that of past years, and the number of schools in disadvantaged areas on the waiting list climbed to 80. Rising food costs also placed considerable strain on our operations. Despite a difficult budgetary context, the Government of Quebec answered our call by granting us \$25 million in funding over five years. This financial support will stabilize our assistance to children in the face of inflation and food insecurity. These funds will help nearly 10,000 additional children: close to 3,000 through existing programs and 7,000 through 20 new school programs located in disadvantaged areas.

Thanks to the support from the government and our private sector donors, we can continue to support more than 87,000 children across the province. While this is a step in the right direction, our work is far from over. The Club remains committed to reaching the 200,000 students in disadvantaged areas across Quebec who do not yet have access to a breakfast program. We urge the government to commit to achieving this realistic and attainable goal in the coming years.



STEERING COMMITTEE FOR A UNIVERSAL SCHOOL FOOD PROGRAM IN QUEBEC (CHANTIER PASUQ)

In partnership with local organizations and community players such as the Collectif québécois of the Coalition for Healthy School Food, the Association québécoise de la garde scolaire, La Cantine pour tous, the Système alimentaire montréalais, Équiterre, La Table des Chefs and the Depot Community Food Centre, we worked tirelessly to promote the adoption of a program that would ensure equitable access to nutritious food for all Quebec children in Quebec.

Over the past year, the Chantier PASUQ coordinated consultations, collaborative efforts and concerted actions to move this crucial initiative forward. A milestone event was the first Bien manger à l'école forum, held on November 22, 2023, in Quebec City. Over in-person participants and 350 online attendees took part. This forum helped define key elements for the implementation of a program aimed at feeding all Quebec children, regardless of their socio-economic situation.

That same month, the Chantier PASUQ published a report on the current status of, and future outlook for, school nutrition in Quebec (L'alimentation scolaire au Québec : état des lieux, perspectives et pistes d'action). This report provides a comprehensive overview of current school food services within the education network, along with collaboration-focused recommendations for providing children with healthy, local, affordable and sustainable breakfasts, lunches and snacks, as well as food education activities.

In February 2024, the Chantier PASUQ published a report for the Quebec government's 2024-2025 pre-budget consultations, highlighting an ongoing commitment to influencing public policies in support of healthy and equitable nutrition for all Quebec children. In this report, the Chantier PASUQ calls for the creation of an interministerial working committee to deliver on this initiative in collaboration with community players involved in school nutrition, including the Club.



OUR CHANGING ROLE IN PROVIDING SUSTAINABLE FOOD

Like many organizations, we are reflecting on our role within the current socio-ecological transition and in alignment with our commitment to ensuring universal access to healthy food at school. We have therefore embarked on an in-depth, multiphase review to reassess our food practices, systematically integrating sustainability principles.

To achieve this, we are working with Isabelle Marquis, an expert in nutrition, food marketing and communications. We are drawing on her expertise and extensive knowledge of the ecosystem as we consider best food practices throughout the food chain, from production to delivery. These best practices include supporting the development of nutritious foods, strengthening food self-sufficiency and improving the eco-efficiency of supply chains, as they are direct paths to the overall development of children. Through initiatives like these, we can help build a comprehensive and sustainable food system that meets the needs of the younger generation, today and tomorrow.

After meeting with agri-food ecosystem leaders in the spring of 2023, we prepared a report summarizing our learnings and our priorities moving forward.

PROVINCIAL GOVERNMENTS

We also submitted pre-budget proposals to the provincial governments of Alberta, Manitoba and Ontario during the year, highlighting the need for increased funding and support for school breakfast programs, and stressing the benefits of nutritious meals on students' health and academic performance. We emphasized the importance of working with local producers, expanding program coverage (especially in underserved areas), coordinating efforts at all levels and promoting healthy eating habits.

The Club is proud to have contributed to the implementation and success of the Healthy Students Brighter Ontario campaign, which raised over \$5 million for school nutrition programs for the 2023–2024 year. In June 2024, the Student Nutrition Ontario network, The Schad Foundation, The Arrell Family Foundation and the Club announced that \$3.6 million in private and community donations had been raised on top of municipal initiatives. The campaign followed the Government of Ontario's announcement of \$5 million in additional funding to support public and Indigenous school nutrition programs.

ACKNOWLEDGEMENTS

The generous support of our government and Indigenous partners is essential to the growth and success of our initiatives. We are grateful for their invaluable collaboration and commitment to our cause. Thanks to their support, we are better equipped to meet the nutritional needs of children and promote their overall well-being. Together, we continue to move toward our common goal of a future where every child starts the day with a full stomach.



- Cree Board of Health and Social Services of James Bay
- Cree Nation Government
- Cree School Board
- Indigenous Services Canada
- Kativik Ilisarniliriniq (School Board of Nunavik)
- Ministère de la Famille du Québec
- Ministère de l'Éducation du Québec
- Secrétariat aux relations avec les Premières Nations et les Inuit du Québec

Our Presence on Social Media

The Club's presence on social media is of the utmost importance to the organization. Through our social media platforms, we can raise our visibility in every province and territory, forge connections with current and potential individual and corporate donors, attract and engage with volunteers, and reconnect with former program participants who are now adults. Our platforms also allow us to share content to educate the public and to help us present, explain and promote our mission.

Over the past year, our social media team focused on increasing the Club's follower base and visibility across the country. To achieve these goals, various initiatives were launched, including content amplification and acquisition campaigns.

THE CLUB HAS OVER

63,000 FOLLOWERS

ACROSS SIX SOCIAL MEDIA PLATFORMS
(+14.5%*).

IN 2023-2024, OUR VARIOUS SOCIAL MEDIA ACCOUNTS GENERATED

51 MILLION IMPRESSIONS

(+274.6%*)

AND MORE THAN

469,000 INTERACTIONS

(+217.3%*)



OUR INSTAGRAM ACCOUNTS BOAST MORE THAN

12,700 FOLLOWERS (+5.1%*) AND ACHIEVED **4.1 MILLION IMPRESSIONS** (+129.4%*).



OUR X ACCOUNTS NOW HAVE MORE THAN

5,500 FOLLOWERS (+0.9%*).



OUR LINKEDIN ACCOUNT HAS OVER **8,800 FOLLOWERS** (+23.2%*)

AND GENERATED **260,000 IMPRESSIONS** (+4.3%*).



FACEBOOK REMAINS OUR MOST IMPACTFUL PLATFORM, ALLOWING US TO REACH A BROADER AUDIENCE.

- More than **36,000 FOLLOWERS** (+18.6%*)
- More than **47 MILLION IMPRESSIONS** (+303.4%*)
- More than **434,000 ENGAGEMENTS** (+255.6%*)

**In comparison with 2022-2023.*

At the Heart of Our Work

To meet the growing need for talent within our organization, and because we believe that our success lies in the quality and dedication of our team, we have continued to strengthen the Club's employer brand. We have developed a strategy to promote our brand both internally and externally, and have implemented a number of initiatives to attract and retain talent, ensuring that we focus on what sets us apart and why our organization is a place where people can thrive.

WE WILL CONTINUE TO PROMOTE OUR ORGANIZATION AS AN EMPLOYER OF CHOICE ACROSS CANADA, ENSURING THAT WE LIVE UP TO OUR BOLD ASPIRATIONS, BECAUSE CHANGING LIVES IS IN OUR DNA.



Ambassadors

The Club's ambassadors and public figures who rally for the cause play an essential role in promoting access to a nutritious breakfast for all children across the country. They shine a spotlight on our values and leverage their influence to help us build stronger ties with the public. Here are a few examples of how they supported us during the year.

AMBASSADORS' TOUR

This year, Club ambassadors and public figures spent a morning volunteering in breakfast programs across Canada. They rolled up their sleeves alongside volunteer teams and interacted with children.



Benoît Gagnon
Radio host
(Quebec)

Dr. Stephanie Liu
Family doctor
(Alberta)

Laurent Paquin
Stand-up comedian
(Quebec)

**Jillian Harris and
Tori Wesszer**
Public figures
(British Columbia)

Elizabeth Hosking
Olympian and vice world
champion halfpipe snowboarder
(Quebec)

MARC-ANTOINE DEQUOY AND DAVID CÔTÉ OF THE MONTREAL ALOUETTES



As part of the 20th edition of Hooked on School Days in Quebec, children from Pierre-Dupuy High School enjoyed a special breakfast alongside Marc-Antoine Dequoy and David Côté of the Montreal Alouettes, who came to lend a hand to the young volunteers serving breakfast.

FAT BIKE CHALLENGE



Television host Dominic Arpin acted as an ambassador for the Fat Bike Challenge, one of the Club's signature events for the second year in a row!

DÉJEUNER DES GRANDS



A number of celebrities were present at the 18th annual Déjeuner des Grands, among them comedian Korine Côté, singer-songwriter Vincent Vallières and host Benoît Gagnon, a long-time Club ambassador who is a loyal host of this annual event.



NICK SUZUKI

In September 2023, Montreal Canadiens captain Nick Suzuki took the time to visit with students at a Montreal elementary school as part of our partnership with Goodfood.



RONAN ULLIAC

Chef Ronan Ulliac, winner of season 12 of *Les Chefs*, took on the challenge of the Marathon Beneva de Montréal in support of the Club.

ARI CUI CUI

As part of the Semaine québécoise des services de garde éducatifs à l'enfance, Ari Cui Cui, singer and ambassador for the Club's preschool breakfast programs, visited the Centre La Bonté daycare centre in Longueuil, Quebec.



MARTIN DUHAMEL

This year, Martin Duhamel, proud Club ambassador, celebrated 10 years of commitment during which he has raised more than \$465,000 through various fundraising activities for the Club.



GOLF AND BIKE CLASSIC

In June, many ambassadors and public figures took part in the 26th edition of the Golf and Bike Classic. They included Laurent Paquin, stand-up comedian; Mikaël Kingsbury, mogul skier and Olympic gold medallist; Elizabeth Hosking, vice world champion halfpipe snowboarder; Raphaëlle Dandois-Samson; Marie-Ève Pelletier, Canadian tennis champion; Kevin Sin, stand-up comedian and actor; Chef Oli, chef and TV host; Ronan Ulliac, chef; Simon Boisvert, stand-up comedian; Matt Laurent, musician and singer; Charli Bouchard, golf champion; Thomas Nepveu, professional race car driver; Michel Salotti, president of Fortier Auto; Martin Duhamel, tattoo artist; Sandro Vendittozzi; Emmanuel Anderson De Serres, Vice-President of the Montreal Force; Kevin Raphaël, entertainer and comedian; and Marie-Ève Dicaire, boxing champion.



Board of Directors

We are deeply grateful to every member of our Board of Directors for generously sharing their experience and expertise with us and for their unwavering dedication to the well-being of children, their involvement in and support of our activities, and their commitment to advancing the Club's mission.

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Celina Stoyles

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Isabelle Rayle-Doiron

Donors

We wish to express our sincere gratitude to the following donors for their generous support of our mission.



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Estate of Nicole Jutras

Estate of Sylvie Poulin

Estate of Françoise Saint-Mars

We are deeply grateful to acknowledge and celebrate the thoughtful and compassionate individuals who have included the Club in their wills, leaving a lasting legacy of support that will continue to make a profound difference in the lives of children across Canada.

So Many Reasons to Give



Planned Giving

Making a bequest in your will to Breakfast Club of Canada is a meaningful way to create a lasting legacy and ensure that your values and compassion continue to have a positive impact on generations to come.



"My desire to support the Club started with my mother and other members of my family who are teachers. They noticed that children who arrived at school without breakfast had more difficulty learning. At first, I didn't know about the Club; I did some research, and I liked the fact that the breakfasts are offered to all children at the school without discrimination. I continued donating after meeting the Club's leaders and attending the Déjeuner des Grands, where I was impressed by the business community's involvement. As we get older, it becomes more important to take care of future generations. I look at my nephews and nieces, who are 14 and 15 years old, and I see that they represent the future and that it's essential to take care of them."

Odette Turner
Legacy donor

Corporate Engagement

AGNICO EAGLE

In the next decade, Nunavut will see 10,000 young individuals come of age. Agnico Eagle understands the significance of investing in their future by supporting Breakfast Club of Canada through its Inunnguiniq project. These young people have the potential to shape not only Nunavut but also Canada, and Agnico Eagle is committed to fostering their aspirations and dreams.

"For us, it is important to have a positive impact on the well-being of youth. This is why we have decided to partner with Breakfast Club of Canada to try to make this happen as much as we can. As a former teacher, it makes me proud to know that the students have a good meal each morning, and our collective aspiration for the future is to extend the program to all Nunavut schools."

Pujjuut Kusugak
Director, Nunavut Affairs

RAYMOND CHABOT GRANT THORNTON

Raymond Chabot Grant Thornton has been supporting the Club for nearly 20 years. Through their philanthropy program, which is overseen by a committee of employees known as Les Ami.e.s du Club and represented by their mascot, "Raymond le Champion," they have raised nearly \$250,000 through various fundraising activities since 2023.

"We wanted to formalize our commitment to the Club by creating a corporate program across our network. Raymond Chabot Grant Thornton employees contribute to Raymond le Champion's fundraising efforts, whether through our annual Management Luncheon, or by riding in the Bike Classic every year. Each person contributes what they can to this cause, which resonates with our core values."

Les Ami.e.s du Club





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