

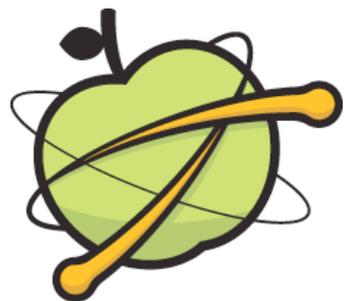


2014 ANNUAL REPORT

FEEDING CHILDREN. CHANGING LIVES.



**BREAKFAST FOR
LEARNING™**
Feeding hungry minds throughout the day™



LEADERSHIP MESSAGE

When a child is hungry, it's hard to learn.

Too many children across our country are starting each school day on an empty stomach. Recent statistics show that 1 in 6 children are faced with hunger each year in Canada.

This hunger has an immediate and long-term impact on a student's ability to succeed in the classroom, and reach their full potential in life. Since 1992, Breakfast for Learning has worked to address this need through funding quality student nutrition programs in every province and territory across the country - providing over 510 million healthy meals and snacks. Breakfast for Learning is also working to increase awareness of child hunger in Canada. Through initiatives like our #foodfight campaign, thousands of Canadians have joined us in spreading the message that hunger exists in our communities and that together we have the resources to help.

This past year, our funding reached 251,531 children, and provided over 40 million healthy meals and snacks. Each nutrition program that we fund is helping to transform the lives of these students through full bellies and fueled minds. We know this because research continues to prove that students in nutrition programs have improved attendance, behaviour, test scores and comprehension.

MISSION

Breakfast for Learning is a national charity that educates and empowers communities to deliver school based nutrition programs, helping children and youth realize their full potential in life.

VISION

To ensure all children and youth in Canada attend school well nourished, improving their ability to learn, giving them the best chance of success in life.

We receive countless letters and notes from students, parents, educators and volunteers who see the impact of these nutrition programs each and every day. A series of these letters and quotes are included in this report. They are true testaments that your support is transforming the lives of students across the country.

As we celebrate these successes, we also recognize that more support is needed. Each year Breakfast for Learning receives more requests for funding than we can meet. As we work towards a future where all Canadian children are well nourished, we are grateful to have your support along the way.

On behalf of each of the children we support, thank you for being a part of Breakfast for Learning. The successes of the past year could not have been achieved without the generosity of our donors, and the hard work of program partners and volunteers. Together we will continue to feed children and change lives.



Samantha David
Executive Director



Jennifer Thompson
Board Chair



Within our school community there are students who come from homes who are struggling economically, who come to school hungry. No student can focus when they are hungry or distracted with the realization that they have nothing to eat when it comes time for lunch.

Arriving from long bus rides (some travel for over an hour and a half) to a hot breakfast in a warm and inviting environment changes the way they start their day. Their minds are free to focus on what is being taught and they contribute to a positive learning environment for themselves and their classmates.

Thank you Breakfast for Learning. Your help has been invaluable.



-St. Mary's Academy, NB



SUCCESS IN NUMBERS

Not only do nutrition programs feed hungry children, but there is a direct impact on their behaviour and success in school. Reports from Breakfast for Learning-funded programs continue to share great successes; this past year schools told us the following:

98% shared that their nutrition program(s) led to healthier eating habits among their students

88% saw an improvement in classroom behavior

83% reported an improvement in their students' success as a result of their nutrition program(s)

YEAR IN REVIEW

This past year Breakfast for Learning focused on funding high-needs programs across Canada, ensuring the children who need it most are getting the nourishment they require. In addition, Breakfast for Learning funded vital equipment to help make nutrition programs more sustainable and efficient.

In 2013/14 Breakfast for Learning:



Funded
2,402
programs



Nourished
251,531
children & youth



Helped provide
40,422,455
healthy meals &
snacks



Funded
374
pieces of
equipment

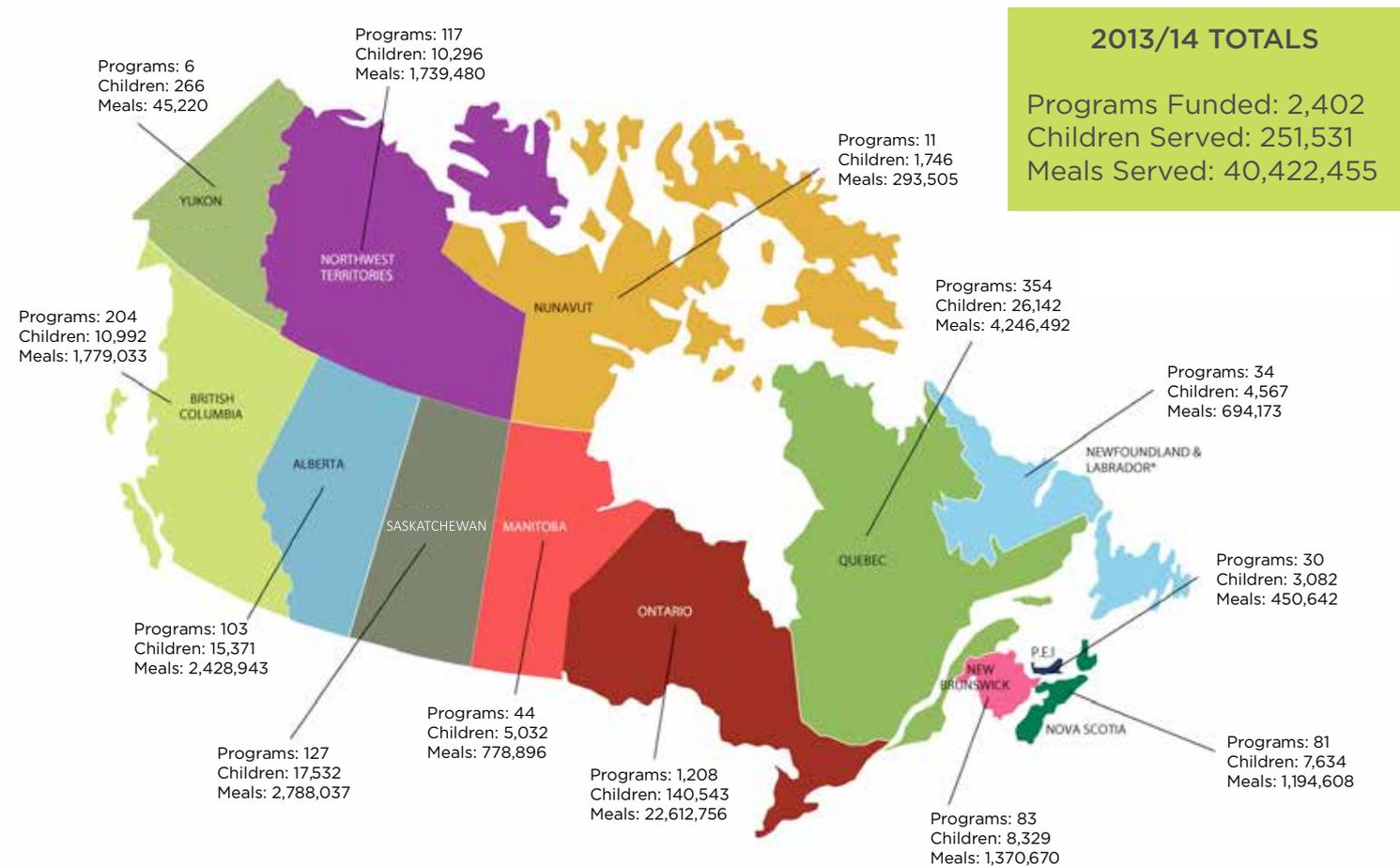
CHILD HUNGER IN CANADA: RAISING AWARENESS

With 1 in 6 children in Canada facing hunger each year, raising awareness of the issue is a priority for Breakfast for Learning. While many factors contribute to child hunger, these startling hunger statistics are a call for action, one we are working with Canadians to help answer.

In March, Breakfast for Learning acknowledged Nutrition Month with our first #foodfight campaign. The online campaign, which highlighted the statistics about the prevalence of child hunger in Canada, received an amazing response, reaching 1.8 million impressions on Twitter, Facebook, and in the media. Canadians from coast to coast joined in to help us continue this important conversation.



IMPACT ACROSS CANADA



“ We come from a rural community and we are a very small school, often the children come in without breakfast or even a sufficient meal the night before. Thanks to Breakfast for Learning we have been able to make a positive impact on all of our students. A great example is one little girl who I've seen a great difference in when she has a proper, balanced breakfast. Especially when her favorite fresh fruit is involved. Her mother has called often to thank us for providing breakfast. We are very lucky to have Breakfast for Learning in our lives. ”
 - Mansonville Elementary School, QC

MAKING A DIFFERENCE: STEVE'S STORY

Dear Breakfast for Learning,

I am writing to share the difference your funding has made 'on the ground' here at Minnekhada Middle School. We are a Community School serving a high-needs neighbourhood in British Columbia. With a grant from Breakfast for Learning we started a breakfast program, which has become a consistent and dependable program, especially for our most vulnerable students.

I have seen an increase in smiles in both students and staff - friendships have blossomed, new skills have been learned and discussions about the importance of good nutrition now take place. Breakfast here at Minnekhada is not a solitary event - it is an activity that also supports good nutrition and is playing a significant role in each child's social and emotional learning.

Our breakfast program is empowering and transforming our students, and your support has been a catalyst for this change. It is with great pleasure that I offer a hearty thank you to Breakfast for Learning and all of your donors who support this wonderful and life-changing endeavor. Your contribution is letting our students know that our school is a safe and nourishing space to spend their day, and is supporting a better learning environment.

From our school, our students and our community - thank you!

Steve Brown-John
 Community Programs Coordinator
 Minnekhada Community Middle School
 Port Coquitlam, BC



NATIONAL PREMIER SPONSOR PRESIDENT'S CHOICE[®] CHILDREN'S CHARITY

"Because we received extra funding from President's Choice Children's Charity, our students got a greater variety of foods for breakfast and lunch. We were able to provide real fruit juices, more fruit and more milk products. This went over very well with our students, staff and parents of our school. The extra money we received for the double oven was also a huge help. We are now able to cook different things all at once which has increased the variety of foods we are able to serve."

- Mimiw Sakahikan School, AB

President's Choice[®] Children's Charity (PCCC) continues to be a leader in the fight against child hunger as Breakfast for Learning's National Premier Sponsor. Throughout the partnership PCCC's generosity has been unparalleled, contributing funds and incredible employee support across Canada. With contributions totaling \$15 million their support of student nutrition has helped millions of future leaders reach their potential in the classroom.

In the 2013/14 school year PCCC donated \$2.8 million to BFL, supporting the highest-needs programs across Canada. Additional funding of \$1.165 million through PCCC Equipment Grants and PCCC Fruit, Vegetable and Dairy Grants ensured programs were able to operate efficiently each day and provide sustainability for the future. A total of 374 pieces of new equipment were purchased by schools, allowing programs to serve more children, decrease preparation time and introduce new foods they were not able to cook before. The PCCC Fruit, Vegetable and Dairy Grants brought fresh food into programs and gave children the opportunity to try items they had never had before. Programs were able to increase the number of days fresh fruit was offered, offer fuller serving sizes and increase the quality and frequency of milk products.

Beyond funding, Loblaw Companies Limited employees across the country continue to show their support for their local nutrition programs. Over 450 Loblaw employees are also taking their support into the schools as volunteers. Visits to Loblaw stores have given students a chance to meet store managers who support their programs and learn more about healthy foods in grocery stores.



THANK YOU PCCC!

"Without fail, each time that I shop for the healthy snacks I get stopped by people in the grocery store asking me what I will be doing with all those apples, oranges, bananas etc.

They seem very happy and supportive when I tell them the food is for kids at school and that Breakfast for Learning provides the funding through support from President's Choice Children's Charity.

I think it really opens up people's eyes to the need for the program and another way that schools work at providing resources and assistance for kids."

- Elijah Smith Elementary School, YK

"Thank you so much! We were in great need of a dishwasher to have all dishes cleaned before our nutrition workers leave each day. We usually have to run our dishwasher 6-8 times a day.

This will be so much more efficient. Thank you so much! "

- Pleasant Hill Community School, SK



President's Choice
CHILDREN'S CHARITY
Helping kids do anything[™]





Before our nutrition program began, there was a young boy in grade 7 that had missed 100 plus days of school and was failing significantly.

His mom had told the school that her son was not coming to school because she didn't have any food to give him and didn't want to send him to school hungry. Once the nutrition program started the young boy then came to school for the remainder of the year and passed grade 7.

Just like so many other children, the nutrition program meant a lot to him and without it he would have never gotten breakfast each morning or an education.



- St. Paul's School,
NL

THE GROCERY FOUNDATION

Over the past three years, The Grocery Foundation has been a champion of student nutrition in Ontario. Through their \$3.34 million investment, The Grocery Foundation has helped Breakfast for Learning have a lasting impact in the lives of thousands of Ontario students, and Breakfast for Learning is grateful for their contribution.

The Grocery Foundation continued to support student nutrition programs in high-needs schools across Ontario in the 2013/14 school year with a generous \$1 million donation.

The Grocery Foundation's voucher program offered schools discounts on several healthy food items, ensuring limited budgets did not hinder programs' ability to provide their students with healthy food from all food groups. In total 303,340 vouchers were purchased, providing programs with greater purchasing power for fresh fruit, vegetables, dairy, and whole grains.

"We want to sincerely thank Breakfast for Learning's supporters. Due to circumstances beyond their control, a number of our students arrive at school each day "in need". The nutrition program provides nourishment, but it also provides so much more. It tells kids we are here for you, come on in, have a seat and know that you matter..."

- Meaford Community
School, ON



MAKING A DIFFERENCE: ANNE'S STORY

Dear Breakfast for Learning,

I would like to share a little piece of my story on why it is so important to continue to support student nutrition programs and Breakfast for Learning.

I am a single mother with two amazing daughters. I receive no financial support from my children's father and am on a tight budget. Because all of the children in the school are welcome to join the Breakfast for Learning-funded nutrition program, my daughters don't feel stigmatized or different for having breakfast at school. All they know is that they are having a healthy breakfast with their friends and school mates.

As a mother, words cannot express the weight lifted off my shoulders. Because of the nutrition program I know my children will have access to a nutritious breakfast every school day, even if we are struggling financially at home.

The nutrition program has blessed our lives in so many other ways. Through the program my daughters are also learning to make healthier food choices and about the importance of eating nutritious food.

To help give back, my daughters and I volunteer at the program on Tuesday mornings now, and they are learning the importance of contributing to their community.

I hope that as you read this, you can see that there are so many families just like mine, struggling every month to provide the basics for their children and how much we rely on the nutrition program. Thank You.

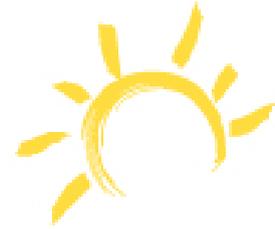
Anne*
Parent, Nutrition Program, ON

*Name has been changed to protect identity



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“Our breakfast program helps many children who do not receive adequate nutrition on a daily basis - it something that they have come to rely on. The program helps them attend school on time, focus on their studies throughout the day, and stay energized for all of their activities. This program is a lifeline and we are so grateful to Breakfast for Learning for its continued support.”

- Kiilnik High School, NU

2013 & 2014 FINANCIAL HIGHLIGHTS

STATEMENT OF OPERATIONS	2014	2013
	Total	Total
REVENUES		
Donations and grants	7,603,901	6,221,909
Programs	-	876,926
Interest	16,238	13,239
TOTAL REVENUES	7,620,139	7,112,074
EXPENSES		
Charitable grants	5,662,852	4,558,350
Charitable programs	1,116,682	1,742,280
Fundraising	254,905	257,069
Management/Administrative	476,868	431,393
Amortization of Capital Expenses	37,572	29,115
Write-off of capital assets, note 9	-	93,084
TOTAL EXPENSES	7,548,879	7,111,291
SURPLUS (DEFICIT)	71,260	783

FINANCIAL SUMMARY

Charitable programs	6,790,476	90%
Fundraising	271,174	4%
Management/Administrative	487,229	6%
	7,548,879	100%

GOOD WORKS INDEX

90% Charitable Good Works

10%

Fundraising, Management & Administration

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“I come to my breakfast program after the weekend, I feel so tired and hungry - but here I know I'll get a warm welcome and a hot meal, that will change my whole day.”

- Student, Luxton Elementary School, NB

“

Many of our students are coming to school hungry and with no means of feeding themselves through the school day. Some of our students will ask the volunteers for extra food for their pockets so they can have something at lunch. Our breakfast program is huge for some students and without it, they would have nothing. The money graciously donated to Breakfast for Learning goes right back to the students. Every little bit helps. Thank you!

”

- Westisle Composite High School, PE



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