



A SEASON OF GIVING

The holiday season is fast approaching. And while we celebrate this year, we are grateful to our partners for helping to make this school year a brighter one for Canadian children. I want to recognize them here.

This year, **Astral Media** radio increased its sponsorship to more than \$500,000. Astral played a big role in spreading the word about our partners' promotions on behalf of Breakfast Clubs of Canada. They include Walmart's *Taste for Learning* campaign, Kellogg's *Share a Square* promotion and contest and Chez Cora's fundraising events; and our own *Every Breakfast Counts* awareness campaign. With partners like Astral more children have the chance to take part in our breakfast programs.

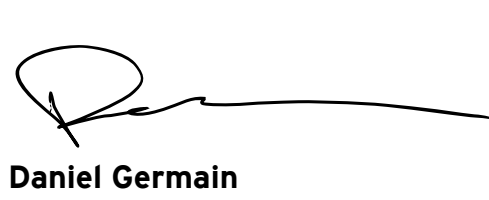
I am pleased to announce that by the end of the 2009-2010 school year, we'll have a total of 150 new breakfast programs. I'm especially happy that number includes breakfast programs in 10 aboriginal communities. We intend this to be the beginning

of a long-lasting relationship with our aboriginal partners. **Air Canada Kids' Horizons** generously increased its gift-in-kind of airline tickets to accommodate our travel to these communities. I offer my heartfelt thanks to Air Canada Kids Horizons.

In September **Costco Wholesale** hosted its third annual *Give a Kid a Great Start* campaign and raised \$522,364 on behalf of Breakfast Clubs of Canada. That will indeed help give many children a great start to their day.

The support of our friends is the only way we can reach the many children that count on us for breakfast. I give thanks to all of our supporters for the abundance they share with children in their communities and across Canada.

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Daniel Germain
President-Founder
Breakfast Clubs of Canada

PARTNERS IN ACTION



In December, support Breakfast Clubs of Canada by purchasing a \$1.00 Cora sun at Cora's restaurants across the country during **Chez Cora's** annual icon campaign.

Visit www.chezcora.com to find a Cora restaurant near you. ●

For Christmas, brighten up your holiday season by purchasing a \$5.00 luggage tag set designed for Breakfast Clubs of Canada, for sale at **National Bank Financial Group** branches.

Visit www.nbc.ca to find branches near you. ●



WESTON BREAD



The new Wonder+Invisibles **Weston** bread is partnering with the Breakfast Clubs of Canada to raise \$50,000 through an online fundraising campaign.

www.wonderinvisibles.ca/breakfast_club.php

Click on HELP OUT NOW to have Wonderbread add a 50-cent donation to Breakfast Clubs of Canada. Or send a virtual breakfast to a friend. ●

ONTARIO METRO

Breakfast Clubs of Canada is among the charities that 24,000 **Ontario Metro** employees can choose to donate to through weekly payroll deductions. The employee donation program, called Full Plate, runs through 2010 with a goal of raising \$400,000. ●

AIR CANADA KIDS' HORIZONS



Air Canada Kids' Horizons donated a record 5 million Aeroplan miles to us in 2008-2009. This year individuals can also donate their Aeroplan miles to Air Canada Kids' Horizons and help us reach kids in remote communities.

Click on the Air Canada Kid's Horizons web banner posted on our homepage www.BreakfastClubsCanada.org. ●

COSTCO WHOLESAL

The third consecutive **Costco Wholesale** *Give a Kid a Great Start* campaign—August 31 to September 6—raised \$522,364 for Breakfast Clubs of Canada. A percentage of Newman's Own Grape Juice in-store sales throughout the year raised an additional \$160,000. ●



KELLOGG'S



Kellogg's *Share a Square* campaign raised \$100,000 for Breakfast Clubs of Canada through a donation of a percentage of Kellogg's **Rice Krispies** sales during this last spring and summer 2009. The Breakfast Clubs of Canada logo was on 1.2 million Rice Krispies cereal boxes. The *Share a Square* contest winner is Sharleen Coady-Nielsen from Halifax, Nova Scotia. She received four tickets graciously provided by Air Canada Kids' Horizons to be with her loved ones anywhere in Canada. ●

IN THE FIELD

With the help of our partners, we are working to help over 20,000 new children—including almost 2,500 Aboriginal children in Manitoba and Ontario—have a better start to their school day. By the end of the 2009-2010 school year we will have established 150 full service programs. So far this year we helped establish breakfast programs in eight First Nations communities. Our aboriginal school partners are reporting that they are seeing improved student attendance and concentration in their classes. We are thrilled to see that our partnership with the **Assembly of First Nations** is already starting to bare fruits in communities where we are involved.

In spite of our increased assistance to a greater number of schools and children, we still receive weekly requests for our services and funding. ●

FIRST NATIONS BREAKFAST PROGRAMS

Freddie Wood is our new First Nations advisor. He has almost two decades of experience as a teacher and school principal in northern Manitoba.

"I've had kids in my office in pain from the stomach flu," Freddie says. "I knew it wasn't stomach flu. It was pain from hunger." He's confident Breakfast Clubs of Canada will "make good things happen". ●

IN THE EAST

Today Breakfast Clubs of Canada has already established 56 new full-service programs in Ontario, New Brunswick and Nova Scotia. These new programs support over 7,500 children and make sure that each one can concentrate better in class. ●

BREAKFAST CLUBS OF CANADA VOLUNTEER HONOURED

Shannon Bailey, teacher and the breakfast program coordinator at **Lakewood School** in Kenora, won a Humanitarian Award from the **Elementary Teachers Federation of Ontario** for her work with the school's Breakfast Clubs of Canada breakfast program. She donated her \$500 award to Breakfast Clubs of Canada. Thanks to Shannon for helping children reach their potential. ●

TORONTO FOUNDATION FOR STUDENT SUCCESS

On October 6, Breakfast Clubs of Canada participated in a VIP Bus Tour hosted by the **Toronto Foundation for Student Success**. Breakfast Clubs of Canada supported a donation worth \$ 570,500, including equipment, food donations as well as funding, to help support 12 school breakfast programs through the Foundation, which reaches 500 schools in the Greater Toronto Area. ●

IN THE WEST

To date Breakfast Clubs of Canada established 21 new full-service programs in British Columbia and Alberta and six in Saskatchewan and Manitoba. These new programs help provide over 3,600 breakfasts every morning and make sure that school children can concentrate better in class. ●

QUESNEL, BRITISH COLUMBIA

On October 16, a media event was held in one of our supported schools with the **Quesnel Partnership for Student Nutrition** and the school district, to welcome local partners and volunteers, and make the partnership with Breakfast Clubs of Canada official. Nine full-service breakfast programs are now serving a healthy breakfast to almost 280 kids in Quesnel. ●

OUR TEAM IS GROWING

Fannie Perron has just joined the team as our new Executive Vice-President. Her leadership to manage our organization's growth will be key for the future of many children across Canada.

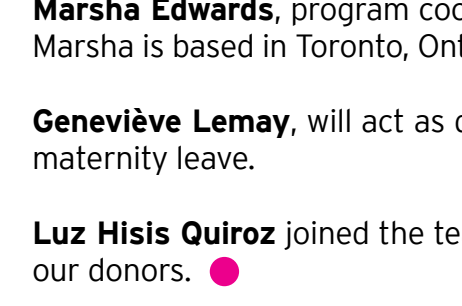
Marsha Edwards, program coordinator, joined us to manage programs in the Greater Toronto Area. Marsha is based in Toronto, Ontario.

Geneviève Lemay, will act as director of development while Lisa Clowery, VP of development, is on maternity leave.

Luz Hisis Quiroz joined the team as accounting clerk to support our administrative staff and assist our donors. ●

EVERY BREAKFAST COUNTS.

CONTACT US



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