



GROWING STRONGER

I am so very excited about what Breakfast Clubs of Canada has accomplished in 2008 and I am equally as excited about what we hope to accomplish in 2009.

First 2008. Breakfast Clubs of Canada has expanded its team across the country to help more Canadian kids succeed in school and in life. We're continuing our affiliation with Breakfast for Learning; and we've also undertaken initiatives with new partners to directly support new and existing school breakfast programs. We always seek new opportunities that will make a difference in the lives of children.

We have had help every step of the way from our very generous partners, donors and sponsors. Keep reading to find out how these organizations have been instrumental in helping us fulfill our mission.

2009 stretches ahead, full of promises. As our team and our reach grow, so does our ability to provide breakfast to more Canadian children than ever. We have several initiatives in the coming year that will further our cause to help children succeed.

2009 stretches ahead, full of promises

In February look for our tour that will cover six Canadian cities and culminate in Vancouver, British Columbia, with our Wal-Mart in-store campaign launch on February 19.

We will also conduct an awareness campaign to get the word out to schools about how they can get funds from Breakfast Clubs of Canada to start new school breakfast programs or supplement their existing programs.

We are doing all of this on a backdrop of economic uncertainty. But my hope is that our generous donors and partners will recognize that children will have more need than ever of our breakfasts. My hope is that we will continue to have the support of our current donors and even bring on board new ones so we can continue to nurture Canadian children by feeding them a healthy breakfast before they begin their school day.

Daniel Germain
President-Founder
Breakfast Clubs of Canada



COMING UP TASTE FOR LEARNING TOUR '09

From February 10 to February 19, a 53-foot truck-trailer will cross Canada visiting six cities and handing out 10,000 breakfast bags filled with our partners' breakfast favourites. These breakfast bags will include: Saputo cheese, Kellogg's breakfast bars, Danone yogurt and Minute Maid juice.



Our media partner, Astral Media, will join us in each city for a live morning radio broadcast from 6:00 a.m. to 9:00 a.m. Morning show hosts will donate breakfast bags to the first 1,500 passersby to arrive at the live-remote location.



The ultimate goal of this tour is to raise awareness about Breakfast Clubs of Canada and to promote the Wal-Mart four-week in-store campaign and supplier promotions, from February 19 to March 19, 2009.

Our partner brands will contribute a negotiated percentage of their sales to our programs. In addition, Breakfast Clubs of Canada bookmarks will be available for a \$1 donation at every cash register in Wal-Mart stores across Canada. ●



YEAR IN REVIEW

The **Cora Foundation** supports the Breakfast Clubs of Canada. In September the **Cora Foundation** held a benefit dinner that raised **\$30,000** to support our school breakfast programs.

www.chezcora.com

Costco Wholesale Canada is helping to make the dream of giving kids an equal chance at success a reality. From August 25 to 31, Costco held its second Give Kids the Best Start icon campaign to raise money for Breakfast Clubs of Canada. Costco employees asked members to purchase \$2 icons in all of their 75 Canadian warehouse locations. The successful national campaign raised **\$439,671** for our breakfast programs across Canada.

www.costco.ca

Walt Disney Company and **Wal-Mart Canada** joined forces to raise money for Breakfast Clubs of Canada by putting the spotlight on Hannah Montana, a favourite with "plugged-in" teens. On July 26 the 3D movie was broadcast exclusively on the Family Channel. For this special broadcast, one million pairs of 3D glasses were on sale for \$.50 at Wal-Mart stores. **\$277,067** was raised and donated to Breakfast Clubs of Canada.

www.walmart.ca
www.disney.go.com

Employees from **Agropur's** Fine Cheese division showed their commitment to a worthy cause by participating in an eight-day, 5,000-kilometre bicycle relay from British Columbia to Quebec. The "Cycling for Kids" tour raised **\$115,000** for Breakfast Clubs of Canada.

www.agropur.com ●

IN PRAISE OF OUR PARTNERS

Air Canada Kids' Horizons donated five million Aeroplan points to Breakfast Clubs of Canada in celebration of Kids' Horizons' fifth anniversary.

Kids' Horizons supports more than 350 Canadian charities each year.

You can support Breakfast Clubs of Canada by donating your unused Aeroplan miles to Kids' Horizons. If your points are about to expire, don't let them go to waste. Donate them and make a difference in the lives of children.

www.aircanada.com/en/about/community/kids/index.html

Saputo, Danone and **Minute Maid** recently joined forces with Breakfast Clubs of Canada. They are providing nutritious breakfast foods to Breakfast Clubs of Canada to serve the children in our breakfast programs. Because of these new in-kind partnerships, more Canadian children are eating a healthy breakfast before they begin their school day.

www.saputo.ca
www.danone.ca
www.minutemaid.com ●

WE'RE GROWING

In the past year Breakfast Clubs of Canada's mission has evolved. Initially, we raised awareness and helped to fund thousands of school nutrition programs in Canada. Of course, we are still funding these programs. We've noticed though, some programs need more than funding. That's why we are now providing management tools, equipment, food donations and financial support to local and community-based school breakfast programs directly.

We are also actively raising public awareness about our programs and are introducing our organization to school boards, teachers, unions, principals and parenting groups.

Our awareness campaign encourages schools that wish to begin a breakfast program or that want to improve or supplement their existing breakfast program to request funding from us. Please pass the word along.

To apply for funding go to our website.

www.breakfastclubscanada.org/index.php?page=apply-for-funding&hl=en_CA ●

OUR FAMILY IS EXPANDING

We welcome to our team development specialist Laurie Wallis; program coordinator Josie Sciangula; and communications consultant Anne Georg. They will lead the charge in western Canada.

As well, we have had other welcome additions to our family in the last year:

Tessa, daughter of employee Josee Desjardins, born January 6, 2009

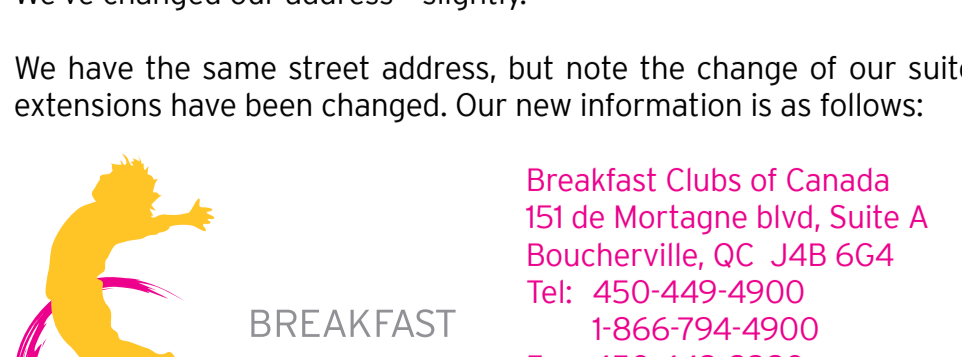
Louis, son of employee David Lussier, born August 31, 2008

Alexandre, son of employee Dominique Ladouceur, born July 10, 2008 ●

ADDRESS CHANGE

We've changed our address - slightly.

We have the same street address, but note the change of our suite number. As well, our fax and phone extensions have been changed. Our new information is as follows:



Contact us at: info@BreakfastClubsCanada.org