

CANADIAN TIRE JUMPSTART CHARITIES

ANNUAL REPORT

2017





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JUMPSTART'S VISION

Canada, where all kids have a chance to fulfill their dreams.

JUMPSTART'S CORE PURPOSE

To enrich the lives of all kids in-need through sports and physical activity.

CANADIAN TIRE JUMPSTART CHARITIES: GIVING KIDS A SPORTING CHANCE

At Jumpstart, we understand that for kids, the opportunity to play is about much more than getting active. Sport and being part of a team foster self-esteem and teach valuable life skills like courage, confidence, teamwork and resilience.

Canadian Tire Jumpstart Charities is a national charity dedicated to helping kids overcome financial and accessibility barriers to sport and recreation in order to provide inclusive play for kids of all abilities. With an extensive, national network of more than 2,100 Community Partners and nearly 300 local chapters, Jumpstart helps eligible families cover the costs of registration, transportation, and equipment, and provides funding to selected organizations for recreational infrastructure and programming. Supported by the Canadian Tire family of companies, Jumpstart has enabled more than 1.6 million Canadian kids and counting get in the game since 2005.





LETTER FROM THE CHAIRMAN

Six months ago, I had the honor and privilege of being appointed the Chair of Jumpstart. Last year, Jumpstart broadened its ambitious fundraising mandate by championing accessibility for children in sport. I would like to congratulate and thank my predecessor, Owen Billes, for his inspiring direction, and Chairman Emeritus, Martha Billes for her remarkable foresight and drive that gave the charity its

focus and energy. Martha's ideas and humanitarian leadership at Jumpstart have sown the seeds of hope and materially changed the lives of more than 1.6 million kids across Canada. Thanks to the Jumpstart Board for your passion, innovation and willingness to pour yourselves into the Jumpstart cause. Finally, to all at the Canadian Tire family of companies - our driven CEO Stephen Wetmore, Board of Directors, employees across the country, Dealers and many, many friends - thank you for every gesture of support and belief you have shown in Jumpstart.

United behind the joy of contribution, it is inspiring to see what we can accomplish when we pull together. From coast-to-coast, employees, volunteers, vendors, Community Partners, and our esteemed ambassadors, have brought happiness and purpose to kids and their families. Our collective support helps Jumpstart enable kids to go on to represent Canada in sport, culture, business, community, and numerous other ways. Given a chance in life there is no accounting for how far a child can go - and who they will inspire along the road.

We, the Jumpstart family, are contributing to a Canada where all kids have the chance to fulfill their dreams, find happiness, and lay the foundation for a bright and successful future. As we look ahead, we see potential to strike down all barriers and reach even more kids.

Finally, welcome to Scott Fraser as our new president who, along with the entire team across the country, are making Jumpstart their life's work. Their infectious enthusiasm is a treat to observe. Along with this dedicated team let's make the year ahead one of achievement and new milestones.

Thank You.

John Furlong, Chairman,
Canadian Tire Jumpstart Charities



LETTER FROM THE PRESIDENT

2017 was an incredibly inspiring year for Canadian Tire Jumpstart Charities. We helped nearly 285,000 kids: the most we've ever reached in a single year. Since 2005, Jumpstart has now given more than 1.6 million kids in financial need more opportunities, greater confidence, and a better start through access to sport and play. The concept of "healthy bodies, healthy minds" continues to guide our programs in collaboration with key Community Partners, sport organizations and sport leaders across Canada.

Canadian Tire Corporation announced *Play Finds A Way*, a \$50-million fundraising commitment over the next five years that will allow Jumpstart to remove accessibility barriers and provide inclusive play opportunities for kids of all abilities. We experienced the impact of our new mandate when we opened a long-awaited, inclusive playground in Nanaimo, BC in partnership with the local school board. *Play Finds A Way* will inspire inclusive play through new and innovative programs in communities across the country.

Our Girls in Sport program, in partnership with the Canadian Association for the Advancement of Women in Sport, provided leadership skills training for teenage girls. These young activity leaders were then given an opportunity to help run Jumpstart Games for Girls in four municipalities across Ontario. Our work to support the next generation of female youth activity leaders and role models will gain momentum over the following year as we amplify our efforts to achieve gender equity in sport participation for kids of all abilities.

What fuels all of this extraordinary work is a mix of outstanding partnerships and volunteerism from across our family of companies. It is incredibly heartwarming to experience the commitment, drive and support of our corporate employees, Dealers, store employees, vendors, donors, Community Partners, and our largest benefactor Canadian Tire Corporation - all of whom have a common goal of giving kids access to sport and all its wonderful benefits.

As we progress into 2018, our relentless commitment to bring inclusive play to Canadian communities across this great country is strong. Together, we aspire to bring play and sport to all kids of all abilities.

Scott Fraser, President,
Canadian Tire Jumpstart Charities

JUMPSTART'S PLAY FINDS A WAY

On September 19th, 2017, Canadian Tire's CEO Stephen Wetmore announced an additional five-year, \$50-million fundraising commitment to help Jumpstart expand its mandate by removing accessibility barriers for kids with disabilities. From this, Jumpstart's Play Finds A Way was born, an initiative comprised of three main programs.

The Jumpstart Inclusive Playground Project aims to create universally accessible playgrounds in each province and territory across Canada where kids of all abilities can share in the magic of play.

Jumpstart Accessibility Grants support capital costs of construction and renovations related to improving physical accessibility to, and inclusivity in recreation facilities for children with disabilities.

The Parasport Jumpstart Fund is a partnership between Jumpstart and the Canadian Paralympic Committee to create greater access opportunities for children and youth with disabilities who face barriers to actively participating in organized sports and physical activity.



SPOTLIGHT: COMMUNITY PARTNERS

Jumpstart works with a network of more than 2,100 Community Partners to help identify and disburse funding to kids in-need. The Whitby Abilities Centre and Ever Active Schools Alberta are two examples of Jumpstart's ability to reach kids thanks to strong, local partnerships.

THE ABILITIES CENTRE

This facility in Whitby, Ontario is recognized as an International Centre of Excellence for its fully accessible design and inclusive environment, allowing kids of all abilities to play side-by-side. In 2017, Jumpstart committed \$1.7 million over five years to help the Abilities' Centre expand their programs nationally.

EVER ACTIVE SCHOOLS ALBERTA

Ever Active Schools Alberta (EAS) is a provincial initiative that helps schools become promising communities by creating healthy learning outcomes for students. Jumpstart is proud to support several EAS programs, including physical literacy mentorship for school staff, opportunities for Indigenous youth to participate in sport and physical activity, and specialized run clubs for girls.

SPOTLIGHT: GIRLS IN SPORT

Research shows* that girls drop out of sports at a significantly higher rate than boys. Jumpstart is encouraging girls to stay involved in sport through its Girls in Sport Initiative.

In February 2017, Jumpstart's Chairman Emeritus Martha Billes hosted her second Jumpstart Games for Girls in Calgary, providing more than 350 girls the opportunity to get active alongside female Olympians, including Hayley Wickenheiser and Meaghan Mikkelson.

Jumpstart furthered its Girls in Sport mandate in 2017 thanks to Ontario150 support, hosting a series of four Youth Leadership Workshops and Jumpstart Games for Girls across Ontario. Featuring workshops led by the Canadian Association for the Advancement of Women in Sport, nearly 100 girls were empowered to become leaders in their own communities. Overall, more than 1,000 girls participated in and benefited from Jumpstart's Girls in Sport Initiative in 2017.

1. Statistics Canada, 2010. Sport participation in Canada (Feb 2013). 2. Canadian Youth Sports Report 2014 (Solutions Research Group). 3. Perceived barriers to physical activity of Canadian children and youth, Canadian Health Measures Survey 2011. Stats Can. 4. In Her Voice, Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), March 2009, page 24.



JUMPSTART AMBASSADORS - HELPING KIDS IS A TEAM SPORT

Over the years, Jumpstart has built an impressive team of Ambassadors hailing from a variety of sports. Olympic and Paralympic Medallists, Stanley Cup winners, and Canadian auto racing legends have all teamed-up to add authenticity to Jumpstart's message and help tell the Jumpstart story. These Ambassadors participate in Jumpstart events ranging from Charity Golf Tournaments to Jumpstart Games and press events, and help share Jumpstart's mandate within their own networks and social channels.

2017 Jumpstart Ambassadors

Alex Harvey
Atsuko Tanaka
Benoît Huot
Charles Hamelin
Connor McDavid
Damian Warner
Dominic Cozzolino
Hayley Wickenheiser
Jonathan Toews
Kaillie Humphries

Kelsey Serwa
Marie-Philip Poulin
Mark McMorris
Meaghan Mikkelson
Michelle Salt
Rick Hansen
Ron Fellows
Rosie MacLennan
Stephanie Dixon
Wayne Gretzky



JUMPSTART AMBASSADOR SPOTLIGHT

STEPHANIE DIXON

"As a child, I overcame unique barriers thanks to hard work, determination, and most importantly, support from my family, team and community. When striving to be the best you can be, you can't do it alone. I am proud to be a Jumpstart Ambassador and support Canadian Tire's dedication to creating a more accessible country, where every kid has the opportunity to play."

Stephanie Dixon,
19-time Paralympic Medallist and
World Record Holder in Swimming





ANGELA SMITH

SPOTLIGHT: THE PARTCON TREK

The PartCon CT Network was created more than 25 years ago as a support network for the partners of Canadian Tire Dealers to share best business practices; currently, it has more than 300 members. As avid supporters of Jumpstart, PartCon helps raise funds and awareness for the Charity through in-store initiatives, community events, and most notably, the annual PartCon Trek.

Founded by Angela Smith, Terri Cummins, and Marie Hill, these three ambitious CT Dealer partners started the multi-day hike to bring PartCon members together to bond, get active and raise funds for Jumpstart.

The outcome has taken Jumpstart to new heights, raising more than \$350,000 for Jumpstart, and growing since inception. In 2016, participants completed a four-day trek in Banff and Lake Louise, raising \$74,145; in 2017, participants completed a five-day trek in Whistler, surpassing their fundraising goal of \$100,000.

Sadly in November 2017, Jumpstart lost one of its champions when PartCon founder, Angela Smith passed away after a short, hard-fought battle with brain cancer. With more than 30 PartCon members already registered for the 2018 Trek in Mont Tremblant, it's clear Angela's giving spirit, which will not soon be forgotten, has inspired others.

SPOTLIGHT: EMPLOYEE INVOLVEMENT

EMPLOYEES FOR JUMPSTART CAMPAIGN

The annual Employees for Jumpstart Campaign is the Corporation's largest company-wide fundraising initiative. For the fourth consecutive year, the campaign surpassed its goal of \$1 million, raising \$1.3 million including Corporate match. Through a range of fundraising initiatives, from sports tournaments to dress-down days, employees gave approximately 13,000 deserving kids the chance to play in 2017.

JUMPSTART MONTH

Every year, a month-long fundraising initiative takes place at store-level, thanks to the unwavering support from Dealers and franchisees. From barbecues to play days, many stores host celebratory events for customers in communities across Canada, raising money so local kids can play. In 2017, generous in-store donations helped Jumpstart Month achieve record-setting fundraising results, raising \$1.53 million.



"I was lucky my parents were able to get me into sports. When I had competed, my Dad was always there watching, cheering, and encouraging me - these special moments have stayed with me. Supporting Jumpstart allows us to help kids get in the game, and provide these special family moments through sport."

- Trevor Kapetz, National Visual Merchandiser,
Jumpstart Champion, Mark's



SLAM-DUNK FUNDRAISING BY BANNER

In 2017, creative fundraising campaigns across Canadian Tire Retail, Sport Chek, and Mark's helped get more kids in the game.

#GIVEATOAST



Jumpstart's first-ever social giving campaign leveraged the star power of partner athletes Wayne Gretzky, Connor McDavid and Jonathan Toews. Three custom toasters that toasted the likeness of each athlete directly onto bread were sold online, with 100% of proceeds going to Jumpstart.

The response was a big win. In only one day, the #GiveAToast website saw 76,000 unique visitors with a 12% sales conversion rate. All 10,000 toasters sold out, raising \$250,000 for Jumpstart. The campaign generated more than 150 news stories, nearly 44 million earned media impressions, and over 55 million total digital impressions. Now that's what we call the best thing since sliced bread!

MOTHER'S DAY RUN



For the first time, Jumpstart was one of two beneficiaries of the biggest Mother's Day event in Calgary: the 40th Annual Sport Chek Mother's Day Run & Walk. Thanks to 8,000 participants, including the highest FGL employee participation to-date of 370 people, the event raised more than \$80,000 for Jumpstart.

POINT-OF-SALE DONATION OPTION

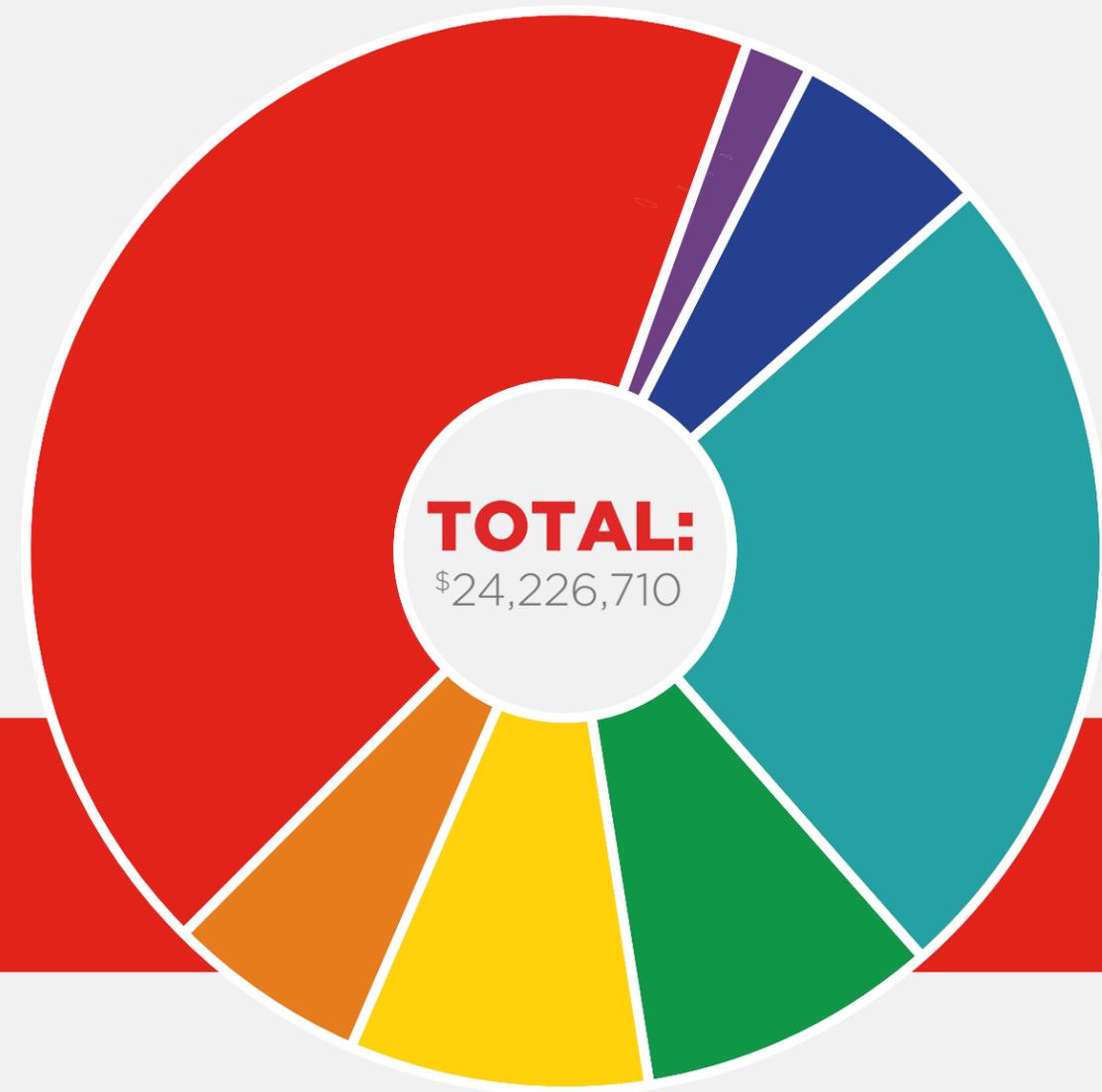


In November, Mark's/ L'Equipeur introduced a new payment option at checkout, providing customers with three donation choices: rounding up to the next full dollar, donating a custom amount, or offering no donation at all. Introducing these options raised more than \$1,000,000 for Jumpstart from November through the end of 2017.



2017 REVENUE SOURCES

Canadian Tire Jumpstart Charities is grateful to our partners and supporters who helped us raise \$24,206,710 in 2017.



Customers Government Other Corporation Dealers Employees Vendors

FINANCIALS

	2017 (in thousands of dollars)	2016 (in thousands of dollars)
Gross revenue	24,227	22,576
Less: Fundraising expenses	154	336
NET REVENUE	24,073	22,240
Charitable disbursements	21,951	21,114
General & Administrative (G&A) expenses	2,105	1,341
TOTAL DISBURSEMENTS	24,056	22,455
Excess (deficiency) of Revenue over Disbursements	16	-215
G&A ratio	8.7%	5.9%

WHAT WE DO

- REMOVE FINANCIAL BARRIERS
- REMOVE ACCESSIBILITY BARRIERS
- REMOVE GENDER BARRIERS

WHY WE DO IT

- HEALTHY BODIES & MINDS
- READY FOR SCHOOL
- READY FOR WORK

CANADIAN TIRE JUMPSTART CHARITIES 2017 STATISTICS

100% OF CUSTOMER DONATIONS STAY IN LOCAL COMMUNITIES TO HELP LOCAL KIDS

CANADIAN TIRE CORPORATION GENEROUSLY FUNDS 100% OF JUMPSTART'S GENERAL AND ADMINISTRATIVE COSTS. THIS WAY, DONATIONS CAN GO STRAIGHT TO HELPING KIDS.

2017 NATIONALLY
\$20,359,762 DISBURSED
284,059 KIDS HELPED

\$18,265
DOLLARS DISBURSED
149
KIDS HELPED

\$98,289
DOLLARS DISBURSED
529
KIDS HELPED

\$2,611,759
DOLLARS DISBURSED
27,623
KIDS HELPED

\$3,588,584
DOLLARS DISBURSED
90,228
KIDS HELPED

\$714,674
DOLLARS DISBURSED
5,836
KIDS HELPED

\$483,058
DOLLARS DISBURSED
6,034
KIDS HELPED

\$17,805
DOLLARS DISBURSED
185
KIDS HELPED

\$8,800,545
DOLLARS DISBURSED
111,623
KIDS HELPED

\$2,218,664
DOLLARS DISBURSED
29,375
KIDS HELPED

\$422,260
DOLLARS DISBURSED
3,415
KIDS HELPED

\$154,123
DOLLARS DISBURSED
961
KIDS HELPED

\$637,571
DOLLARS DISBURSED
4,392
KIDS HELPED

\$594,165
DOLLARS DISBURSED
3,709
KIDS HELPED



THERE'S NO "I" IN "TEAM" A HUGE JUMPSTART THANK YOU TO ALL

At Jumpstart, we believe that teamwork is the secret to our success. The charity wouldn't be nearly as successful without the help of partners, supporters, and donors across the Canadian Tire family of companies. This includes the Canadian Tire Dealer Association, employees, vendors and customers, as well as individual donors, large corporations, community groups and national organizations.

Jumpstart is also grateful for the support and partnership of all levels of government (municipal, provincial and federal). The Government of Canada continues to be a dedicated source of encouragement and support for Jumpstart. It is through their contributions over the years that thousands of children have had the opportunity to participate in sports and physical activity.



 Government of Canada
 Gouvernement du Canada

DONOR RECOGNITION

Without our generous sponsors we would not be able to help transform the lives of so many kids and their families. Thank you for all the truly inspiring support you gave in 2017.

MVP'S (\$100,000+)

- Cuisinart
- Conair
- Winners Products Engineering Ltd.
- SC Johnson
- Castrol

ALL-STARS (\$70,000 - \$100,000)

- 3M
- Shell Canada
- T-fal
- Proctor & Gamble
- Sirius XM

TEAM PLAYERS (\$50,000 - \$70,000)

- Clorox
- Panasonic Canada
- WeatherTech
- Coca-Cola
- Reckitt Benckiser
- Dyson
- Lagostina
- Stanley Black & Decker
- INA International Ltd.

BOARD OF DIRECTORS

JUMPSTART BOARD OF DIRECTORS AS OF MARCH 31, 2018

John F. Furlong, O.C., O.B.C.

Chairman, Canadian Tire Jumpstart Charities
Board of Directors, Canadian Tire Corporation, Limited
Senior Canadian Sports Executive and Professional Speaker

Martha G. Billes²

Chairman Emeritus, Canadian Tire Jumpstart Charities,
Board of Directors, Canadian Tire Corporation, Limited,
Chancellor, University of Guelph
Independent Businesswoman

Owen Billes^{2,3}

Dealer, Canadian Tire Store # 118, Welland, ON

W. Bruce Clark²

Retired Partner, Cassels Brock & Blackwell LLP

Sylvie Drolet

President, Fondation Bon départ de Canadian Tire
du Québec
Dealer, Canadian Tire Store # 138, Grandby, QC

Thomas J. Flood³

President, FGL Sports

Gregory Craig¹

President, Canadian Tire Financial Services
President and Chief Executive Officer, Canadian Tire Bank

Robert Hatch²

Dealer, Canadian Tire Store # 493, Cochrane, AB

Ted Mangnall³

Dealer, Canadian Tire Store # 070, Etobicoke, ON

Georges Morin^{1,3}

Corporate Director, ICD.D
Bon départ/Jumpstart Board Liaison

Mary Turner¹

Treasurer, Canadian Tire Jumpstart Charities
Retired President and Chief Executive Officer
Canadian Tire Bank

Rick White²

Advisor, Corporate Development and Acquisitions
Canadian Tire Corporation, Limited

BOARD COMMITTEES

The Board of Directors meets quarterly. The Chairman of the Board is an invited guest of all committees.

1 Finance and Audit Committee Chairman, **MARY TURNER**

2 Human Resource Governance and Nominating Committee Chairman, **ROBERT HATCH**

3 Integrated Marketing Committee Chairman, **TJ FLOOD**

SCOTT FRASER

President, Canadian Tire Jumpstart Charities

Auditor, Deloitte LLP

Michel Deslauriers and **Mary Ann Finn** left the Board in November 2017 and March 2018, respectively. Jumpstart would like to thank them for their commitment and leadership.



CANADIAN TIRE JUMPSTART CHARITIES

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