

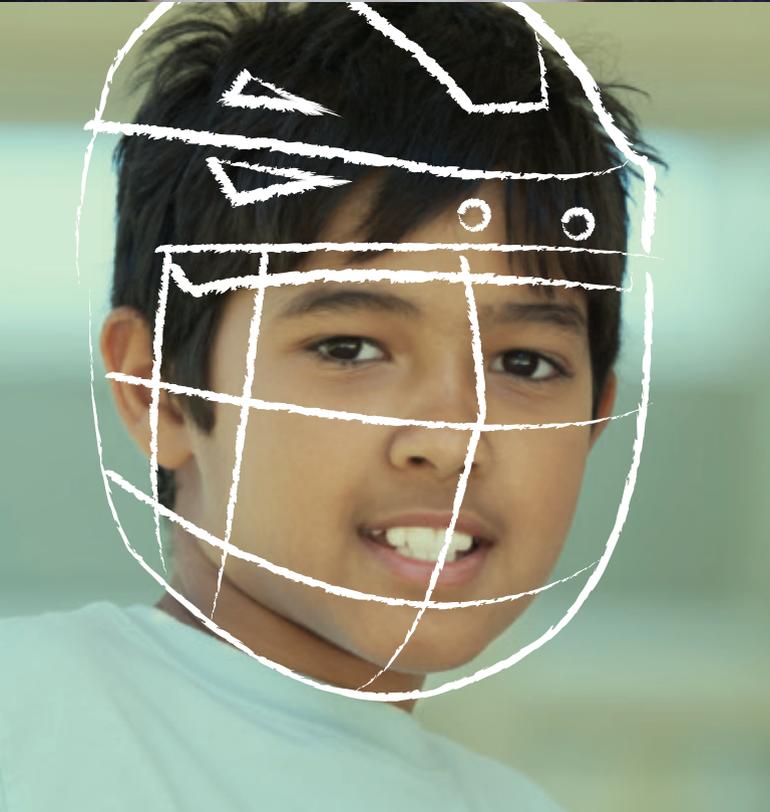
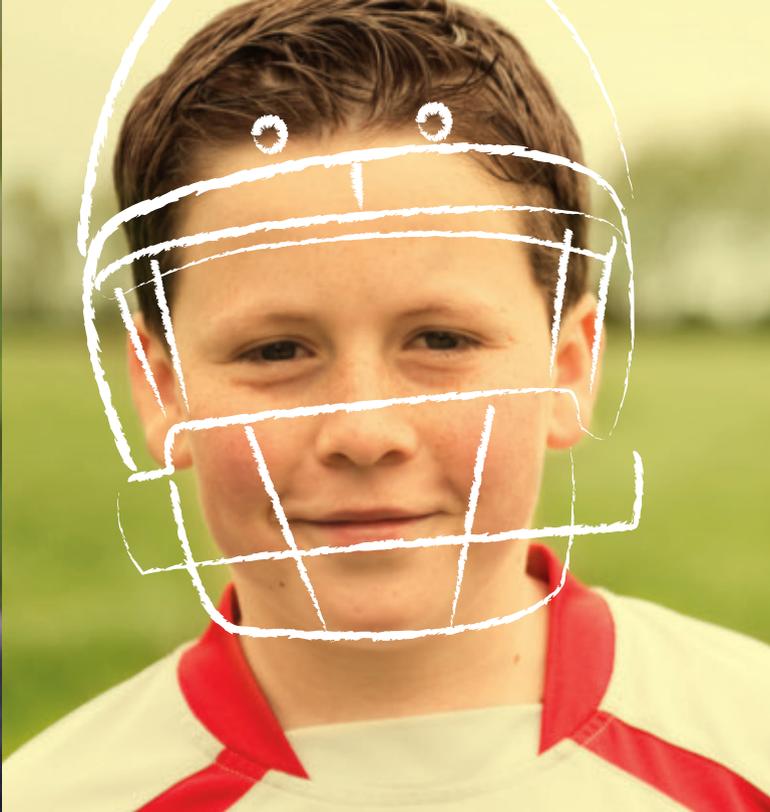


# GIVING KIDS A SPORTING CHANCE

CANADIAN TIRE JUMPSTART CHARITIES ANNUAL REPORT 2012



Jumpstart.  
Bon départ.



# WE OWE IT ALL TO YOU



**2012 WAS A YEAR OF BOTH CHANGE AND REMARKABLE GROWTH.** We accomplished our best year to date, and we want to thank our loyal supporters. Together, with the Canadian Tire Family of Companies along with our valued customers, vendors and donors, Jumpstart invested more than \$12 million into Canadian communities to help kids who otherwise could not have participated in sports and recreational activities. Along with the support of our dedicated network of 332 chapters and more than 2,500 community partners coast to coast, Jumpstart enriched the lives of 125,372 kids this year alone. Thanks to you, we have given our children more than just the freedom of play; we have given them the chance to learn life skills, create memories and develop lasting friendships.

We accomplished a number of initiatives in 2012 which have garnered support and recognition while raising more money than ever. Jumpstart Pedal for Kids brought together cycling enthusiasts from Canadian Tire Retail, FGL Sports, Mark's, Financial Services, Jumpstart as well as friends from outside the enterprise to bike 500 kilometres from Kingston to Niagara Falls, Ontario.

In Welland, Ontario, children will be able to play baseball at the new Canadian Tire Jumpstart-Billes Family Field. The Port aux Basques, Newfoundland, local Canadian Tire Dealer and his staff won a Jumpstart national in-store Red Ball contest to bring Stanley Cup champion and Olympic gold medallist Jonathan Toews to the community for the thrill of a lifetime.

In October, Jumpstart reached an historic milestone of changing the lives of more than half a million financially disadvantaged kids. Reaching this milestone inspires us to continue the great work we do and challenges us to strive to do even more. We have our sights set firmly on our future with bold ambitions and new goals. We aim to double annual revenues and help many, many more kids over the years ahead.

In January 2013, our Family of Companies became the largest supporter of amateur sports in the country, with the signing of an eight-year partnership with Canada's Olympic Team and Canada's leading sports federations. Together, we all believe in the power of sport to unite families, neighbourhoods and our country.

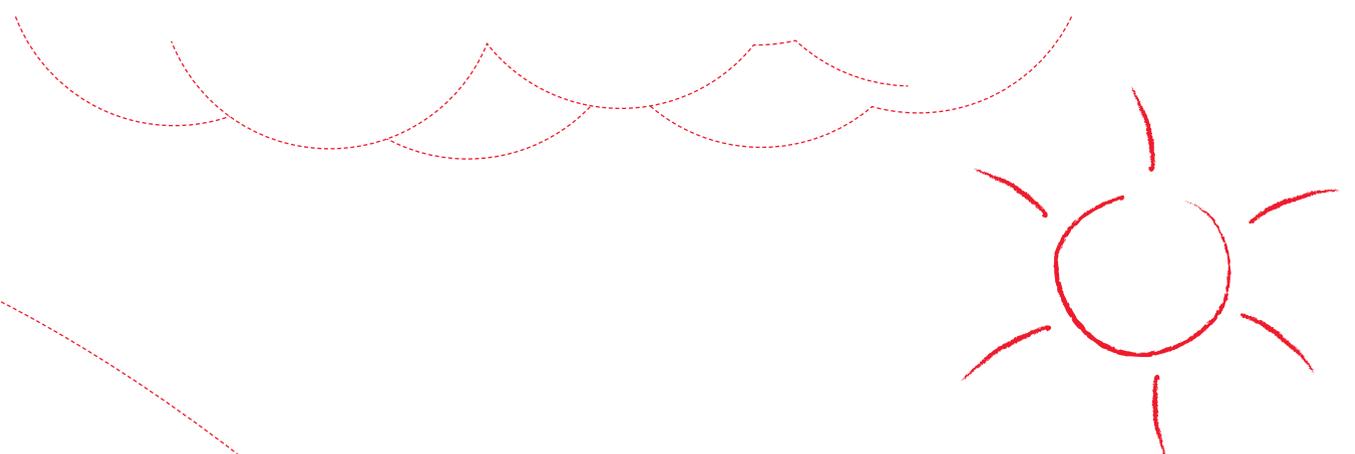
We are on an exciting journey together to make Canada a place where all kids have a chance to fulfill their dreams—from playground to podium.

*Martha Billes* Martha Billes  
Chairman

*Johnny R. Misley* Johnny R. Misley  
President



WE'RE MAKING A  
REAL DIFFERENCE



## TOGETHER, WE REACHED A MAJOR MILESTONE THIS YEAR

**WE BELIEVE THAT EVERY CHILD DESERVES** the chance to play. Unfortunately, that is not always the case. Parents, caregivers and communities want to give their children the opportunity to learn important life skills, such as teamwork, and gain self-esteem through physical activity. But research shows that participation in sports and recreation is declining across the country. In fact, in Canada, one in three families cannot afford to enrol their kids in organized sports and recreational activities.\*

Canadian Tire Jumpstart Charities changes that. We help by removing barriers to participation so that every child, regardless of their financial circumstances, can enjoy the benefit of community-based sports and recreation activities. Jumpstart helps to cover the costs of registration, equipment and/or transportation.

Over the past eight years, Jumpstart has helped more than half a million of Canada's youth between the ages of four and 18 to participate in a variety of activities that let kids just be kids.

Our vision is more than getting children involved in sports and recreation; it is about making Canada a place where all kids have a chance to fulfill their dreams.

\*Sources: Vision Critical, May 2011; The State of Sport and Physical Activity Report, Sklar Wilton + Associates, 2012; and Statistics Canada General Social Survey, 1992 and 2005.



# HOW WE MAKE IT HAPPEN

FROM ST. JOHN'S TO VICTORIA, there are 332 Jumpstart chapters in communities across Canada.

Each local chapter is a group of dedicated volunteers who discreetly identify kids in-need in their community and help them get active through the sport or activity of their choice. Chapter volunteers include representatives from Canadian Tire stores, Dealers and Petroleum agents, as well as a variety of non-profit organizations and community leaders. They work closely with more than 2,500 community partners across Canada who help bring the programs and activities to life. Examples of these partners include Municipal Parks and Recreation, local Boys and Girls Clubs, YMCA-YWCA and community-based organizations.

# EQUIPPING KIDS FOR LIFE

JUMPSTART HELPS TO COVER THE COSTS of registration, equipment and/or transportation. Whatever the barrier is, we work hard to help remove it for Canadian families.

Jumpstart changes kids' lives by fulfilling their dreams. We enable kids to participate in a wide range of 73 different sports and recreational activities, often for the first time. From the most popular sports like hockey, baseball and soccer to unique activities such as ringette, cheerleading and horseback riding, Jumpstart reaches the kids who need help.

JUMPSTART FUNDS

# 73

ACTIVITIES, INCLUDING:

HOCKEY



GOLF



BREAKDANCING



MARTIAL ARTS



SWIMMING



GYMNASTICS



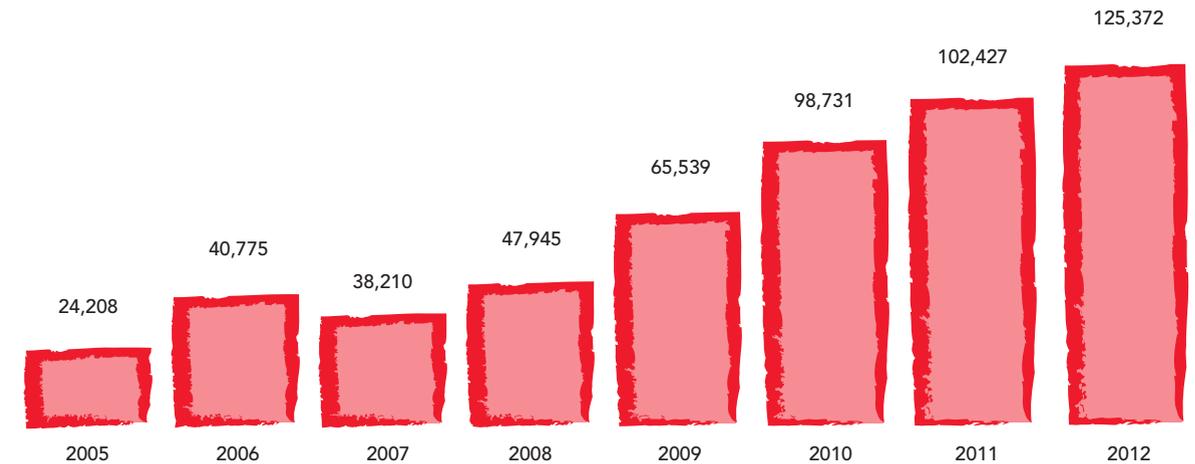
SOCCER



TOGETHER WE'VE HELPED MORE THAN



KIDS PLAY!\*



\* As of October 2012. The total funding that each qualified child can receive in any one submission period will vary based on chapter budgets and demand.



# THIS YEAR ALONE, WE HELPED 125,372 KIDS FROM COMMUNITIES COAST TO COAST

Province	Number of kids helped	Canadian Tire Jumpstart Chapters	\$ Disbursed
Yukon (YT)	191	1	\$29,666
Northwest Territories (NT)	62	2	\$14,388
British Columbia (BC)	15,662	38	\$1,389,993
Alberta (AB)	9,095	28	\$979,008
Saskatchewan (SK)	2,420	12	\$320,563
Manitoba (MB)	4,217	9	\$376,296
Ontario (ON)	41,588	99	\$4,555,146
Québec (QC)	40,327	73	\$3,182,837
Newfoundland & Labrador (NL)	4,784	19	\$695,647
New Brunswick (NB)	2,851	17	\$472,185
Prince Edward Island (PEI)	461	1	\$59,339
Nova Scotia (NS)	3,714	11	\$415,164
<b>Total:</b>	<b>125,372</b>	<b>332</b>	<b>\$12,488,996</b>



**COURTENAY, BC**  
Tyson Tufts loves hockey and has been privileged enough to have had the opportunity to hit the ice from a young age. This year for his birthday party, he asked his friends to donate "a few bucks" to Jumpstart in lieu of gifts. Tyson wanted to help other kids enjoy sports like he does, and his birthday party raised \$170 for Jumpstart.

**GRANDE PRAIRIE, AB**  
Congratulations go to Crystal Vandeligt from the Canadian Tire store #344 in Grande Prairie, Alberta. She was the top cashier, in the top participating store, selling more than 1,600 Jumpstart buttons for the Fall Fundraising Campaign to help local kids.

**BRANDON, MB**  
Annagh Sieshinski lives to dance, sing and perform. The 14-year-old dreams of someday attending Juilliard, but times haven't been easy for Annagh's mother Michelle, a single parent who has been battling cancer. Thanks to Jumpstart, Annagh was able to continue dance lessons and is the proud owner of a brand new pair of ballet shoes.

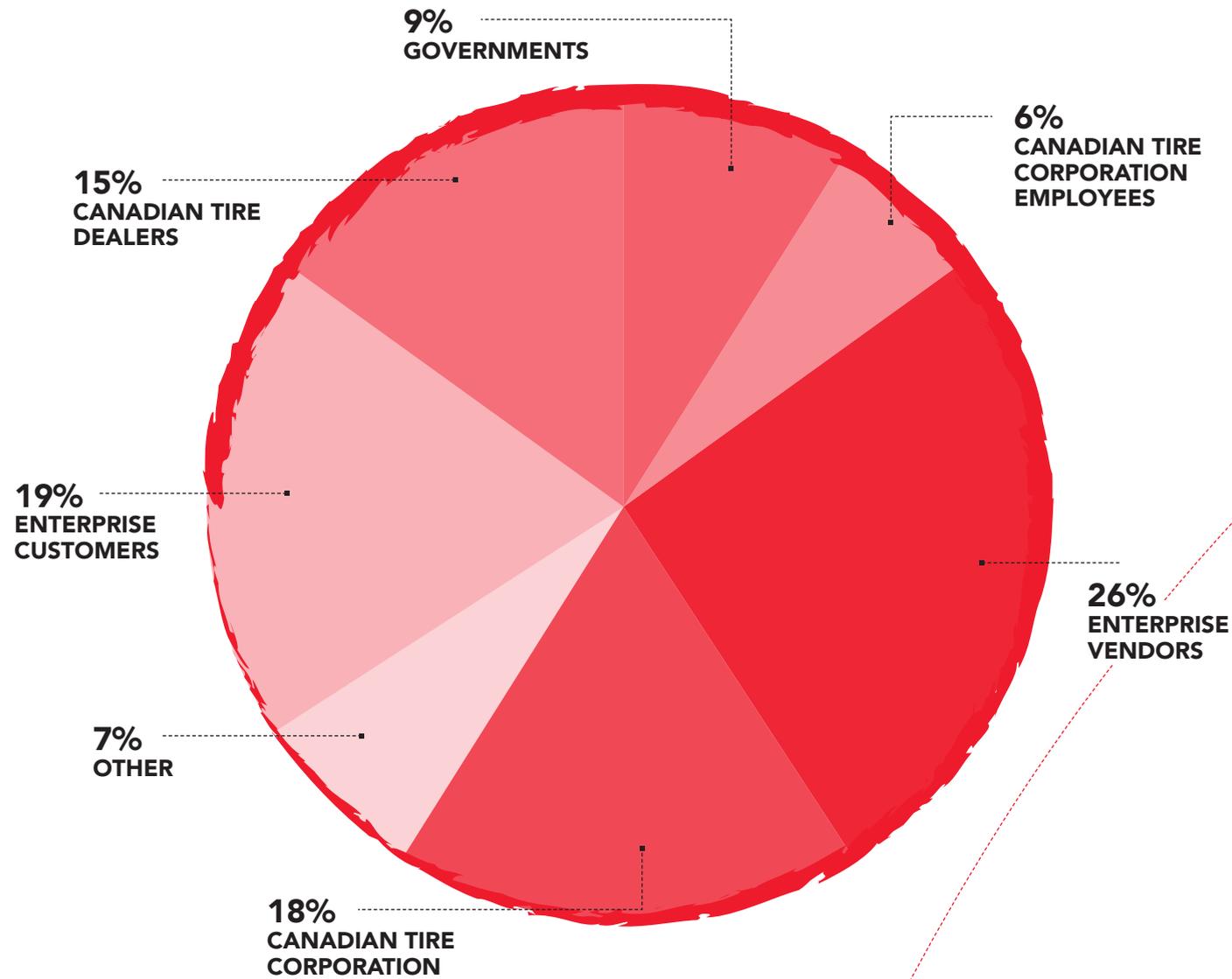
**WELLAND, ON**  
When 15-year-old Anthony Romero's dad lost his job, it was hard for his family to get by, much less cover the costs associated with their kids' sporting programs. For the past four years, however, Jumpstart has helped Anthony to participate in mixed martial arts. Not only has he won gold medals, but he is now teaching classes at the local sports club.

**TORONTO, ON**  
In May, a group of dedicated Canadian Tire Corporate employees hit the ice for the annual Lace-Up Hockey Tournament. With the help of vendors and supporters, the team raised over \$200,000 for Jumpstart. The employees look forward to this tournament every year and go above and beyond to organize a variety of home-office fundraising activities for this event while having fun, being active and meeting colleagues from across the Canadian Tire Family of Companies.

**DARTMOUTH, NS**  
At the Dartmouth YMCA, Jumpstart has helped more than 350 children participate in swimming lessons as well as basketball and summer day camps, giving kids the gift of sports and recreation.



# REVENUE SOURCES



# IT'S A TEAM EFFORT

Canadian Tire Corporation, along with the vendors, employees and customers from across the Families of Companies, as well as our supportive governments and donors, are working together to give all kids a sporting chance. Each year, Canadian Tire Corporation funds all of the administrative and delivery expenses of Canadian Tire Jumpstart.

(( This ensures that **100% of customer donations go directly to helping kids.** ))

## STATEMENT OF RECEIPTS AND EXPENDITURES

	2012 Actual \$ ('000s)	2011 Actual \$ ('000s)
Revenue	16,329	14,237
Fundraising Expenses	-1,433	-1,054
<b>Net Revenue</b>	14,896	13,183
Charitable Giving	13,952	12,657
General and Administrative Costs	1,897	1,168
<b>Total Expenditures</b>	15,849	13,825
<b>Decrease in Reserve</b>	-953	-642
<b>Administration Overhead as a % of Revenue</b>	11.6%	8.2%

# ONE MILLION RED BALLS

A LITTLE RED BALL CAN CHANGE IT ALL—TOGETHER WE CAN HELP ALL KIDS PLAY

**FOR THE FIRST TIME EVER**, the Canadian Tire Family of Companies dedicated the month of May to Jumpstart. We came together to support the biggest fundraising campaign in our history, the One Million Red Balls program. The month-long program raised an exceptional \$1.3 million in donations, with 100% of the funds staying in the community in which they were raised.

Across the country, customers were invited to support kids in their local community by making a \$2 donation in exchange for a little red Jumpstart ball. They could upload a photo of themselves with their ball to OneMillionRedBalls.ca for a chance to win free gas for a year from Gas+ or a \$5,000 gift certificate to Mark's and Canadian Tire stores.

More than 800 retail stores from across the Canadian Tire Family of Companies offered-up their store space and involved their customers in the Jumpstart campaign. Our supporters included Canadian Tire, Mark's, and Gas+, along with partners from beyond the enterprise family, such as Pita Pit.

More than 1,000 photos were uploaded to OneMillionRedBalls.ca, including many athletes, sports and media personalities, musicians and celebrities. NHL legend Darryl Sittler, figure skater Kurt Browning and dog whisperer Cesar Millan were just a few of the high-profile supporters who took part and helped to spread the word.

With great leadership, the Canadian Tire Retail store support team raised an historic \$1 million for this campaign. The team helped create a nationwide in-store Canadian Tire competition to encourage the most Canadian Tire customers to make a donation with their purchase. Although it was a small store in a tiny community, Bill Waechter's store, #319 in Port aux Basques, Newfoundland, was victorious—they encouraged 24% of all May transactions to include a Jumpstart donation.

The winning store won a visit from Chicago Blackhawks captain Jonathan Toews, an inspiring event the community will remember for years to come.

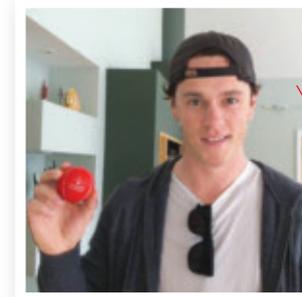
A little red ball really can change it all.



**Canadian Tire employees demonstrated their team spirit and supported the campaign.**



**Canadian Tire customer purchased a Red Ball to help kids from her local community.**



**NHL superstar Jonathan Toews travelled to Newfoundland to show his support for Jumpstart.**

"IT WAS INCREDIBLE TO SEE THE WHOLE COMMUNITY COME TOGETHER TO CELEBRATE THE RED BALL CAMPAIGN. IT IS REMARKABLE TO SEE WHAT AN INVALUABLE IMPACT THE JUMPSTART PROGRAM HAS ON KIDS, FAMILIES AND COMMUNITIES. JUMPSTART IS CHANGING LIVES FOR THE BETTER, ONE KID AT A TIME!" *—Jonathan Toews*  
NHL HOCKEY PLAYER



**Mark's employees supported this campaign raising more than \$216,000 throughout May.**



**Jumpstart had many celebrity supporters this year, including famed dog whisperer, Cesar Millan.**

## JUMPSTART DAY



**IT'S A DAY WE LOOK FORWARD** to every year. More than 300 Canadian Tire locations in communities large and small hosted Jumpstart Day events to celebrate the One Million Red Balls campaign—and welcomed community members into their stores. For the fourth annual event, festivities ranged from ball hockey games with NHL stars and GoClean waterless car washes to community barbecues.



*The Port aux Basques, Newfoundland, Canadian Tire store and community won the One Million Red Balls challenge and, as their prize, received a fun-filled day with NHL superstar Jonathan Toews. The day included a breakfast for Canadian Tire staff and guests as well as an in-store autograph session. One highlight of the day was when Toews laced up his skates to run a few drills with the kids from the Port aux Basques Minor Hockey Association at the Bruce II Sports Centre.*

"THE COMMUNITY REALLY CAME TOGETHER TO SUPPORT THE ONE MILLION RED BALLS CAMPAIGN ALL ON THEIR OWN. EVEN LITTLE KIDS WERE ASKING THEIR PARENTS TO BUY A JUMPSTART BALL INSTEAD OF CANDY BECAUSE THEY WANTED TO MEET JONATHAN TOEWS. WE HAD FANS FROM ALL OVER NEWFOUNDLAND AND LABRADOR, NOVA SCOTIA, NEW BRUNSWICK AND P.E.I. COME VISIT OUR BEAUTIFUL LITTLE TOWN HERE IN PORT AUX BASQUES TO MEET THE HOCKEY LEGEND. THIS JUMPSTART EVENT CREATED MEMORIES FOR MANY THAT WILL SURELY LAST A LIFETIME."

*—Brian Button*  
MAYOR, PORT AUX BASQUES, NEWFOUNDLAND



# JUMPSTART 2012 GOLF TOURNAMENT

**THE 19TH ANNUAL CANADIAN TIRE JUMPSTART** Invitational Golf Tournament boasted a record-breaking 800 golfers (plus a remarkable group of 100 employee volunteers) over five beautiful courses in Ontario, including Glen Abbey, home of the Canadian Open. Now one of the largest charitable tournaments in Canada, this special day raised more than \$1.2 million. Perfectly timed just days after the closing ceremonies of the 2012 Summer Olympic Games in London, Jumpstart was honoured by the presence of recent Canadian Olympic medalists Rosie MacLennan, Émilie Heymans and Richard Weinberger.

Also present was Casey MacNeil of Espanola, Ontario. Casey dreamed of being a professional golfer, but her family's budget was stretched thin by a household of nine. "We knew Casey had extraordinary talent but we could not afford the membership or green fees," says Casey's mom, Julie. Jumpstart funded her and "now Casey is at college in the United States on a full scholarship," Julie says, "and we have Jumpstart to thank for giving her this opportunity." Fore!



*Trampoline gymnast Rosie MacLennan won Gold at the 2012 London Games—and loves being a Jumpstart Ambassador!*

"SPORTS REALLY ARE A NECESSITY FOR KIDS, CONSIDERING ALL THE SOCIAL SKILLS AND CONNECTIONS THEY MAKE AND THE VALUES SPORTS INSTILL. WHAT YOU GET FROM SPORTS AS A KID IS WAY BEYOND THE EXPERIENCES YOU GET WITHOUT THEM. THAT'S WHY I BELIEVE IN THE POWER OF JUMPSTART."

—Rosie MacLennan  
OLYMPIAN



## JUMPSTART PEDAL FOR KIDS

**IN SEPTEMBER, 31 CYCLISTS**, including Canadian Tire Dealers and employees from Financial Services, Mark's and FGL Sports, braved a five-day, 500-kilometre bike ride to raise awareness and funds for Jumpstart.

The core team was joined in Burlington by 60 cyclists for the final day's ride and last 100 kilometres. This group included special guest Annaleise Carr, the youngest person to successfully swim across Lake Ontario. The pack was then joined by a very special group of VIPs for the final 25 kilometres. Jumpstart founder and Chairman Martha Billes led the 100 cyclists from Niagara-on-the-Lake across the Niagara Falls finish line. This inspiring journey raised more than \$284,000 for Jumpstart.

## COMMUNITY EVENTS



### TRIATHLON

The third annual **TRIGATOR FOR KIDS** triathlon was held in Waterloo, Ontario, in June and raised more than \$27,000. Thanks to the organizing committee, as well as support from all Waterloo, Kitchener and Cambridge Canadian Tire Dealers (and in particular Jumpstart chapter chair and Dealer Justin Young, store #674), 550 kids had the chance to swim, bike and run their way across the finish line.

### SHOW

In July, the PartSource team hosted their popular annual **SHOW AND SHINE** events in Calgary and Edmonton. More than 2,000 people came out in each city for an action-packed day, complete with an antique car showcase, fun giveaways, live music and tasty treats. The events brought in more than \$10,000 for Jumpstart!

### HOCKEY

The annual **GUNS 'N' HOSES** charity hockey game in November pitted the Terrace, British Columbia, RCMP (the "Guns") against local firefighters (the "Hoses") for a friendly game of shinny. And while the Guns won 4-2, the Jumpstart kids were the real winners, thanks to the \$20,000 raised by the event.

### GOLF

**THE MARK'S VENDOR CORRAL GOLF TOURNAMENT** is a great opportunity for vendors to come to Calgary and learn all about the ever-evolving Mark's brand—and play a little golf, too! This year, 235 guests joined us from all over the world, coming from as far away as China, Hong Kong, India and Italy. The tournament raised more than \$272,000 for Jumpstart.

### RUN

In August, Canadian Tire Dealer Pat Higgins, store #127, organized the **UXBRIDGE MUD RUN**. Six hundred very dirty participants braved an epic mud run, all to raise over \$2,000 to help kids get active in the local community.



### RELAY

**LE DÉFI DES SEM'ELLES**, a group of 16 Richelieu Valley women, ran a daunting 650-kilometre relay from Toronto all the way to Montreal in September to raise over \$15,000 for Jumpstart.



*In October 2012, we celebrated the historic milestone of helping more than 500,000 kids across Canada participate in sports and recreation, an accomplishment recognized by Canada's Minister of State (Sport).*

"THE IMPORTANCE OF PHYSICAL ACTIVITY AND ACCESS TO SPORTS FOR OUR KIDS IS KEY FOR A HEALTHIER, STRONGER COUNTRY AND I BELIEVE THAT JUMPSTART IS MAKING A REAL DIFFERENCE IN THE LIVES OF MANY YOUNG CANADIANS. CONGRATULATIONS TO JUMPSTART AND THANKS FOR HELPING TO BUILD A BETTER FUTURE FOR OUR COUNTRY BY GIVING OUR KIDS A SPORTING CHANCE."

—Bal Gosal  
MINISTER OF STATE (SPORT)



Jumpstart Games in Carstairs Park, Alberta

# OUR VOLUNTEERS MAKE THE DIFFERENCE

THE HARD WORK AND DEDICATION OF OUR JUMPSTART SUPPORTERS HAS GIVEN CANADIAN KIDS COAST TO COAST THE CHANCE TO PARTICIPATE IN SPORTS AND RECREATIONAL ACTIVITIES. **HERE ARE A FEW EXAMPLES:**

## LET KIDS BE KIDS

In May, more than 350 kids from underprivileged communities were treated to a round-robin soccer tournament at the **JUMPSTART MARTHA BILLES SOCCER DAY**. This was the third event made possible by a generous gift that Owen Billes gave Jumpstart in honour of his mother, Martha Billes. With his gift, Jumpstart was able to host a variety of events where kids in-need from multiple locations had the chance to participate, some for the very first time.

In July, the ninth annual **JUMPSTART GAMES** were held in Aurora, Ontario, led by the Canadian Tire Petroleum team. This year, an additional inaugural Jumpstart Games took place in Carstairs Park, outside Calgary, led by FGL Sports.

## BUILD PLACES WHERE EVERYONE CAN PLAY

Jumpstart, along with our vendor and community partners, began construction of the **CANADIAN TIRE JUMPSTART—BILLES FAMILY FIELD** in Welland, Ontario. With land granted by the Niagara Regional Agricultural Society, and local community partner Bulletproof Baseball in charge of developing the youth programs, the baseball diamond will help kids play ball for decades to come.



### Meet Federico

*At the age of 14, soccer fan Federico Arenas and his family left their home in Colombia to start a new life in Canada. Jumpstart supported Federico in his dream to continue to play soccer through his local YMCA, helping him to make new friends and gain confidence. A longtime swimmer as well, Federico recently put his poolside skills to work by becoming a lifeguard at that very same YMCA.*



**"THE JUMPSTART PROGRAM WAS REALLY GREAT FOR ME—THEY SUPPORTED ME EVERY STEP OF THE WAY, AND I'M GRATEFUL THAT I WAS ABLE TO CONTINUE PLAYING."**



## HELP KIDS STAY ACTIVE ALL WINTER LONG

With commitment and funding from local Canadian Tire Dealers from Nova Scotia Jumpstart began supporting a skating program for disadvantaged youth at Halifax's Emera Oval in November. The three-year **Jumpstart "I LOVE TO SKATE"** program will help provide lessons and ice time, as well as helmets and skates, for children and youth throughout the Halifax Regional Municipality.

## CREATE THE LEADERS OF TOMORROW



In 2008, former Canadian Tire CEO Wayne Sales made a generous donation to establish a special bursary for employees from the Canadian Tire Family of Companies that will help create a new generation of leaders in sports. This bursary is evolving to give employees and their families the financial assistance to enrol in the National Coaching Certification Program (NCCP) or other national sports officiating certification programs.

## EQUIP FUN AFTER-SCHOOL PROGRAMS

Canadian Tire Jumpstart has partnered with Physical and Health Education Canada as the official equipment and fulfillment partner of the **ACTIVE LIVING AFTER SCHOOL (ALAS)** initiative. Eligible schools and organizations receive a fully funded Jumpstart Kids Activity Kit, allowing them to deliver programs and equipment to get kids moving—and having fun.

### Meet grandmother Lana

*Once she'd triumphed over illness and bankruptcy, Lana didn't have any money left over to pay for the soccer her grand-daughter loves so much.*

**"JUMPSTART MADE IT POSSIBLE FOR MY GRAND-DAUGHTER TO PARTICIPATE IN A SOCCER PROGRAM, GIVING HER PHYSICAL ACTIVITY AND THE CHANCE TO MAKE FRIENDS AND BE PART OF A TEAM. THANK YOU SO VERY MUCH! IT HAS REALLY HELPED HER BUILD HER CONFIDENCE AND STAY HEALTHY."**



**The Jumpstart Kids Activity Kit** provides underserved communities nation-wide with the equipment they need to stay active. The kits can be personalized to the needs of each community, and can include everything from soccer balls and nets to ultimate frisbees or compasses and flags for orienteering. Let the games begin!

# TOGETHER WE FULFILL DREAMS

WITHOUT THE MANY VOLUNTEER HOURS DEDICATED TO JUMPSTART FROM INSIDE AND OUTSIDE OUR FAMILY OF COMPANIES, WE COULD NOT CHANGE THE LIVES OF SO MANY KIDS. AS THERE ARE FAR TOO MANY TO MENTION, HERE ARE JUST A FEW EXAMPLES OF OUR SUPPORTERS:

## WILSON



The team at Wilson Sporting Goods has been helping Canadian kids get in the game for decades. Proud Jumpstart supporter, Wilson created a unique customized line of Jumpstart-branded sports equipment, including basketballs, soccer balls, volleyballs and footballs. A portion of the proceeds from each sale is donated to Jumpstart to help give kids a sporting chance.

## STANLEY BLACK & DECKER



This company has supported Jumpstart through a variety of merchandising programs, including flyer offers, branded products and sponsorship. The Stanley Black & Decker team donated tickets to the Watkins Glen NASCAR race, giving Dealers and their staff the chance to experience the race of a lifetime. Stanley Black & Decker raised an astounding \$118,000 for Jumpstart this year.

## WD-40



The WD-40 team developed a branded can in support of Jumpstart, with a portion of each sale going to the cause. They also worked with Legendary Motorcar to customize a 2011 Dodge Challenger SRT/8 for auction with proceeds coming to Jumpstart. The cutting-edge car was modified with everything from side exhaust and new wheels to a spring lowering kit with matching dampers and a unique custom paint job. This partnership raised more than \$90,000.

## PITA PIT



We proudly launched a new partnership with a Canadian company this year, welcoming Pita Pit as a national Jumpstart sponsor. Throughout the month of May, 121 Pita Pit locations clad their employees in Jumpstart t-shirts and encouraged their customers to donate \$2 in exchange for a Jumpstart red ball. For every donation, Pita Pit offered a coupon toward customers' next Pita Pit purchase, as well as donating \$1 per Facebook 'Like' during the month of May. Through these efforts, Pita Pit raised more than \$80,000 for Jumpstart.

## MARK'S MAKES IT HAPPEN

**A special thanks goes to Mark's for their incredible support. They helped raise over \$1.3 million for Jumpstart and exceeded their fundraising goal, showing how truly dedicated they are to helping their communities.**



# THANK YOU TO ALL OUR GENEROUS SUPPORTERS

## CANADIAN TIRE FAMILY OF COMPANIES



## GOVERNMENTS



# MAJOR SUPPORTERS

## PLATINUM (\$100,000+)

Colgate-Palmolive  
Dorel Distribution Canada  
Signature Authentics  
Stanley Black & Decker  
WD-40



## GOLD (\$50,000—\$99,999)

Coca-Cola  
Kruger Inc.  
MasterCard  
Pita Pit Canada  
Procter & Gamble Canada  
Reckitt Benckiser  
Sun Life Financial  
The Scotts Company LLC  
Xiamen Double-Star Import & Export Co., Ltd.



## SILVER (\$25,000—\$49,999)

Accent-Fairchild Group Inc.  
Anchor Hocking Canada  
Continental Tire  
Energizer Canada Inc.  
Gary Roberts and Friends Uxbridge Golf Tournament  
GE Canada  
GENCO  
Hamilton Beach Brands Canada, Inc  
Grabber International  
Honeywell International, Inc.  
Irving Tissue  
Kaz Canada, Inc.  
Maxchief Investment Ltd.  
Naya Waters Inc.  
Premier Tech Ltd.  
Radio Systems Corporation  
S.C. Johnson & Son, Inc.  
Shell Lubricants  
Shop-Vac Canada, Ltd.  
Sterilite Corporation  
Superior Propane  
TriGator  
Wakefield Canada Inc.  
Wilson Sporting Goods Company



## SPECIAL THANKS

A very special thanks to the Canadian Tire Family of Companies, Canadian Tire Jumpstart regional Dealer representatives and all our national affiliates coast to coast. A special mention to Sport Canada and the Government of Newfoundland and Labrador for their generous and longstanding contributions.

A special thank you to our vendors, who have donated to us in kind, to Clublink, and thanks to Air Serve for their support with the Jumpstart Pedal for Kids Cycling Tour and their ongoing Charity Air program.

Additionally, Jumpstart would like to thank our invaluable employees from across the Family of Companies. From their volunteer support at our annual Golf Tournament to their yearly Lace-Up Hockey Tournament led by the Canadian Tire merchandising committees, together we are helping give kids a sporting chance.

Thank you all for helping us fulfill the dreams of Canadian children.



## BRONZE (\$5,000—\$24,999)

3M Canada  
Applica Canada Corp.  
Armored AutoGroup Inc.  
Atlantic Nationals  
Atlantic Promotions Inc.  
Atlas Apex  
Axia Property Management  
BASF Canada  
Bauer Performance Sports Ltd.  
BIC Inc.  
BMO Financial Group  
Bosch Canada  
Boston Pizza Foundation  
Burke Water Systems Manufacturing Inc.  
Canadian Recreation Products Inc.  
Canam Group Inc  
CarProof  
Cassels Brock & Blackwell LLP  
CBRE Ltd.  
CCM Construction Limited  
Cenovus Energy  
Century Distribution Systems  
CIBC  
City of Peterborough  
Conair  
Concord Adex Inc  
Coranco Corp.  
CRAFT Development Corporation  
Dunollie Castle Production  
Erikson Consumer  
Estate of Ollie May Ohman  
Eton West Construction(ALTA) INC  
Euro-Pro Operating LLC  
Exide Technologies  
EXP Services Inc.  
Federal Mogul Corp.  
Fernbrook Springs  
First Capital Realty Inc.  
Garant  
Giesecke & Devrient  
Globe UNION Industrial Corp.  
Gracious Living Corp.



Greater Toronto Hockey League  
Groupe SEB Canada  
Habitat Construction Matane Inc  
Harden Group  
Home Presence  
Hoover  
Husqvarna  
Ice River Springs  
ICR Commercial Real Estate  
Imperial Oil  
Inviro Engineered Systems Ltd.  
In Zone Brands  
Ivanhoe Cambridge Incorporated  
Jascor Housewares Inc.  
John Vince Foods  
Kavar Jewellers  
Kids for Kids Organization  
Kingston Gardening Festival  
Kinross Gold Corp.  
K-Line America  
Lifetime Products Inc.  
Lindsay Unites  
Love Family Trust  
LPK International Inc.  
Macquarie North America  
Manulife Financial  
Masco Canada  
Maurice Sporting Goods  
McCarthy Tetrault LLP  
Michelin North America, Inc.  
Mondeléz International Inc.  
Mondoux  
MTD Products  
Muskoka Brewery  
Nestlé Canada Inc.  
Nestlé Purina PetCare Company  
NIC Resourcing Company  
Nike Golf  
Parlee McLaws LLP  
Piano Moulding Co.  
Pitney Bowes  
PricewaterhouseCoopers

Primaris Retail Reit  
Profit Insight  
RAI Architect Inc.  
RBC Capital Markets  
Remy Power Products  
Riocan Management Inc.  
Seabreeze Electric Corp.  
Senators Foundation  
Shape Properties Corp.  
Sherwood Hockey  
SmartCentres Inc.  
Sodexo  
Steel Art Signs Corp.  
Sunrise Global Marketing Inc.  
Techom  
Testrite Visual Products  
The Clorox Company  
The Effort Trust Company  
The Stratebrand Group  
Thermos L.L.C.  
Time Is Ticking Inc.  
TransUnion Canada  
Travelway Group International Inc.  
United Power Equipment Co.,Ltd  
Velong Industry Company, Ltd.  
Warnaco Group, Inc.  
Wayne's Road Hockey Warriors  
W. Brett Wilson  
Weiman Products, LLC.  
West Van Inc.  
Whalen Furniture Inc.  
Wilton Industries Canada  
Winnwell Clean Hockey Inc.  
Winplus  
World Kitchen Inc.  
York Regional Police  
Zwilling J.A. Henckels

# BOARD OF DIRECTORS

## MARTHA G. BILLES

Chairman, Canadian Tire Jumpstart Charities  
Board of Directors, Canadian Tire Corporation, Limited  
Independent Businesswoman

## OWEN BILLES<sup>1</sup>

Board of Directors, Canadian Tire Corporation, Limited  
Board of Directors, Canadian Tire Bank  
Dealer, Canadian Tire store #118, Welland, ON

## PIERRE BOULOS

Dealer, Canadian Tire store #151, St. Hyacinthe, QC

## BRUCE CLARK

Secretary, Canadian Tire Jumpstart Charities  
Partner, Cassels Brock & Blackwell LLP

## GREGORY CRAIG<sup>1</sup>

Senior Vice President, Finance, Canadian Tire Corporation, Limited

## JOHN FURLONG, O.C., O.B.C.<sup>2</sup>

Board of Directors, Canadian Tire Corporation, Limited  
Chief Executive Officer, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games

## ROBERT HATCH<sup>2</sup>

Dealer, Canadian Tire store #493, Cochrane, AB

## GERARD LEMAY<sup>1</sup>

Dealer, Canadian Tire store #491,  
Tracadie-Sheila, NB

## CHAD MCKINNON<sup>2</sup>

Senior Vice-President, Corporate Operations  
FGL Sports and Mark's

## JOHNNY R. MISLEY

President, Canadian Tire Jumpstart Charities

## GEORGES E. MORIN<sup>3</sup>

Corporate Director, ICD.D

## JANE NAKAMACHI<sup>3</sup>

Vice-President, Merchandising, Planning, and Strategy  
Canadian Tire Corporation, Limited

## WARD SAITO<sup>1,2</sup>

Dealer, Canadian Tire store #604, Vancouver, BC

## MARY TURNER<sup>1</sup>

Chief Operating Officer, Canadian Tire Financial Services  
and President and CEO Canadian Tire Bank

*Special thanks to Kathleen O'Neill, Michael Strachan  
and Dan Thompson, who have left the board, for their  
commitment and leadership in 2012.*

## BOARD COMMITTEES

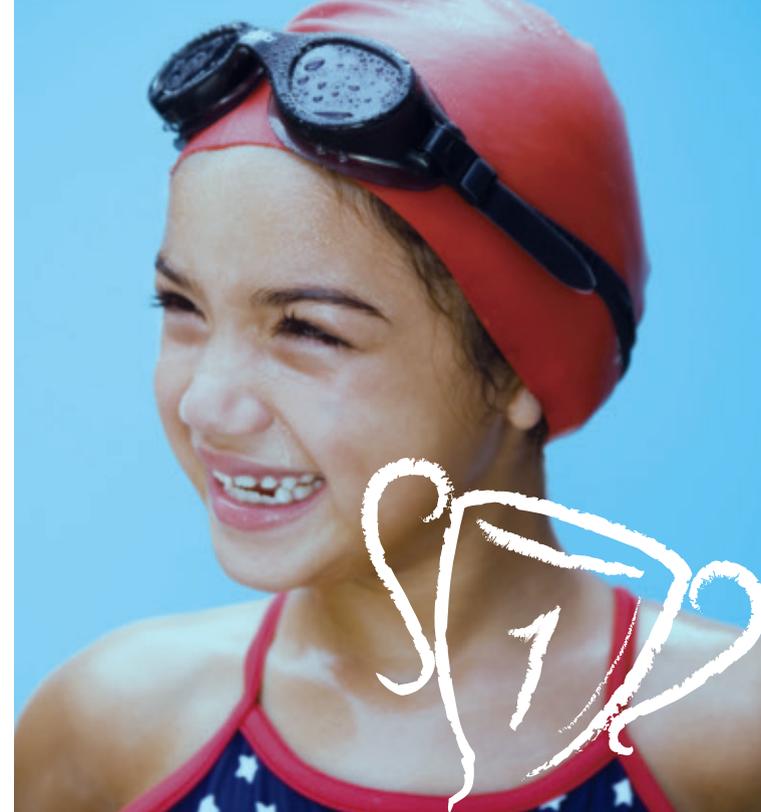
The Board of Directors meets quarterly. The Chairman of the Board is an invited guest of all committees.

**1 Finance and Audit Committee** Chairman, Mary Turner

**2 Human Resource Governance and Nominating Committee**  
Chairman, Robert Hatch

**3 Integrated Marketing Committee** Chairman, Jane Nakamachi

Board Members as of December 31, 2012.  
Auditor, Deloitte LLP.





# Jumpstart<sup>TM</sup> Bon départ<sup>MC</sup>

CANADIAN TIRE JUMPSTART CHARITIES  
2180 YONGE STREET  
P.O. BOX 770, STATION K  
TORONTO, ON M4P 2V8

FORMERLY CANADIAN TIRE FOUNDATION FOR FAMILIES

1.877.616.6600

[jumpstart@cantire.com](mailto:jumpstart@cantire.com)

[jumpstart.canadiantire.ca](http://jumpstart.canadiantire.ca)

Charitable Registration #1379 29 451 RR 0002

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