



2019 ANNUAL REPORT

CANADIAN TIRE JUMPSTART CHARITIES



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2019: A RECORD YEAR

RECORD-SETTING 323,994
KIDS HELPED

MORE THAN 2 MILLION KIDS
HELPED SINCE 2005

BUILT TWO ACCESSIBLE
PLAYGROUNDS, BRINGING
THE TOTAL TO SEVEN ACROSS
THE COUNTRY

HELD 22 JUMPSTART GAMES
WITH OVER 6,400 KIDS
IN ATTENDANCE

OVER 190,000 INCREMENTAL
SQUARE FEET OF ACCESSIBLE
PLAY SPACE CREATED
SINCE 2018

APPROXIMATELY 940
COMMUNITY GRANTS
DISTRIBUTED IN 2019

OVER 24,000 INCREMENTAL
HOURS PER YEAR OF
ACCESSIBLE PROGRAMS

DISTRIBUTED OVER 32,000
INDIVIDUAL CHILD GRANTS
IN 2019

MESSAGE FROM OUR LEADERSHIP

For nearly a century, Canadian Tire has proudly supported communities from coast to coast. In 2005, the fundamental spirit of giving instilled by our founders, A.J. and J.W. Billes, was ignited by Jumpstart's Chairman Emeritus, Martha Billes and her bold vision: a Canada where all kids have a chance to fulfill their dreams through access to sport and play.

The continued belief in, and support of, this vision from former Canadian Tire CEO Stephen Wetmore ensured this spirit of giving continues to define who we are, and what we strive to do at Jumpstart.

We believe that all kids of all abilities deserve the opportunity to play. Through the joy of playing, whether an organized sport, or simply alongside friends on the playground, kids learn to become independent, confident and courageous. They learn about teamwork, friendship, and how to be resilient. Simply having access to play can open doors to incredible opportunities in a child's life.

Our mission to enrich the lives of kids across Canada by giving them access to sport and play is being pursued with great passion and determination.

2019 was a remarkable year for Jumpstart! We helped a record-setting 323,994 kids in financial need, built two new inclusive Jumpstart Playgrounds in Saint John, NB and Surrey, BC, bringing the total to seven playgrounds built, and reached a significant milestone: our two millionth child helped.

We heard from countless families across the country that the lives of their children had drastically changed for the better because they were able to try a sport for the first time, or simply join their friends on the playground. Needless to say, we are very excited to continue our work in 2020, breaking down more barriers and furthering our reach across Canada so we can help the kids who need it most.

Of course, none of these accomplishments would have been attainable without the support from our countless champions and friends, including our Jumpstart Board of Directors, employees across the family of companies, Dealers, vendors, customers, partners and many, many more. We are so grateful for your support and generosity.


As we look ahead, we are filled with determination as we strive to empower the next generation of kids through sport and play.

As we emerge from these challenging times it will never be more important for Jumpstart to be on the frontline, lifting children up, giving them a fighting chance – leaving not one behind.

Sincerely,



Scott Fraser
President,
Canadian Tire Jumpstart Charities



John Furlong
Chairman,
Canadian Tire Jumpstart Charities

Simon has always struggled to socialize with his peers. Since starting the Big Brothers Big Sisters Jumpstart Afterschool Program, his parents have noticed a positive change in his behaviour. Participating in various games and sports has not only helped Simon come out of his shell, he's also made new friends and feels a newfound sense of comfort among kids his age.

— Perth Chapter

Jade is a 16-year-old wheelchair user. She had never had the chance to participate in adapted sports, nor was she aware of the opportunities available to her. She recently participated in a Jumpstart supported wheelchair basketball program and immediately took a liking to the sport. Since joining, she's gained confidence and met a welcoming and accepting group of new friends.

— Saskatoon Chapter



BUILDING A BETTER CANADA

Levelling the playing field so kids of all abilities can experience the joy of play is what Jumpstart is all about.

In 2019, Jumpstart built two new inclusive playgrounds in Saint John, NB, and Surrey, BC, bringing the total number to seven built across the country to date. The playgrounds break down barriers to free play and change the play landscape for all kids coast-to-coast.

We heard from many parents about how the lives of their children had drastically changed for the better because they were able to join their friends on the playground.

Andrea Haefale is one of those parents.

Andrea is the mother of Bella and Petie. Her daughter Bella has both cognitive and physical disabilities,

and as a result, often finds herself sitting on the sidelines while other kids enjoy the playground.

This past year, Andrea and her family had the opportunity to visit the inclusive Jumpstart Playground at Earl Bales Park in Toronto, ON, which made quite the impression.

“I was not only impressed with the variety of swings, but also the placement of the swing structures as they ultimately increase access, safety, comfort and social participation for everyone,” said Andrea.

The playground equipment and features enabled Bella to get on the playground, participate, and have fun alongside her brother.

“Throughout the playground there are many visuals that promote inclusion and diversity. Every structure, route, and path ensures that everyone can participate,” Andrea remarked.

Andrea and her family are just one example of how Jumpstart Playgrounds are building a better Canada where everyone, regardless of ability, is included.

Students at St. Joseph’s Collegiate in southern Alberta have been able to find a supportive family through football, thanks to Jumpstart. Having the opportunity to be part of a team has taught them valuable life lessons unique to sport, that they will carry beyond high school.

— Brooks Chapter

Thanks to Jumpstart, Makynli has participated in swimming lessons for the past three years and swimming has quickly become her favourite sport. Not only have the lessons taught her important water safety skills and to find joy in physical activity, they have also improved her confidence.

— Calgary Chapter

Bryan lives with Cerebral Palsy. After recently moving to Vancouver Island with his family, Bryan joined the Cowichan Therapeutic Riding Association (CTRA). Although initially hesitant to try horseback riding, he worked closely with the volunteers to prepare for his first ride. Since then, Bryan has gained confidence and physical strength from therapeutic riding and the amazing volunteers at CTRA.

— Duncan Chapter





CHANGING THE GAME

Tim Price, Chairman, Brookfield Funds for Brookfield Asset Management Inc., is an empowering and philanthropic leader. Over the years, he and his wife Frances have contributed financially to local hospitals and healthcare foundations, arts initiatives, and education. Tim has also committed his time to many high-profile Boards, including as a member of Canadian Tire Corporation's Board of Directors.

In 2019, Tim and Frances changed the game by donating a record amount of \$1.24 million to Jumpstart's Inclusive Play Project – funding that directly supports the Charity's vision to create large-scale, inclusive playgrounds in every province and territory across Canada. When Jumpstart opened its first inclusive playground in Ontario at Earl Bales Park in Toronto, Tim was on site to offer his support.

“Being able to contribute in a meaningful way has always been a ‘reason for being’ for Frances and me,” said Tim Price. “I can only hope that in donating to charities including Jumpstart, we can inspire others to follow suit.”

Thanks to donors like Tim and Frances Price, Jumpstart continues to provide inclusive play for kids of all abilities.

In 2019, many Dealers, corporations and individuals generously donated to the Jumpstart Playgrounds to help make the dream of inclusive playgrounds a reality.

GAME CHANGERS

Tim and Frances Price Family

COMMUNITY PARTNERS

National

Foundation 12
Vancouver Whitecaps

Calgary

Mark, Christina & Nicole Caldwell
Canadian Tire McKenzie Towne
The Dand Family in Memory of Allan Dand
Rob, Lori & Ben Hatch
Terry & Velma MacKinnon and Family
Warren & Tanya Pariseau
Chris & Caroline Pustowka
Respect Group
Mike & Pat Varley and Family

Charlottetown

Canadian Tire Charlottetown,
Cam Beach and Family
Meyer Housewares Canada
- Makers of Paderno

Edmonton

James & MaryHelen Boccioletti
The Feist Family
Jim & Randi Gamble
Darren & Joanne Gunn
The Laurion Family
Steven K Lee and Family
Alanna & Doug Waldie

Prince Albert

Canadian Tire Prince Albert

Saint John

The Pustowka Family in celebration
of Adam Pustowka

Surrey

Vicki Gould and Family
Jackson James Kurtz and Family
The MacRae Family
Christa & Ward Saito and Family
Ross Saito and Family
Phil & Wendy Smethurst and Family

Toronto

Canadian Tire Eaton Centre
In Honour of Brandon Crisp
Stephen & Diane Grand
The Hicks Family
Christie Loh and Family
Ted & Angela Mangnall
Larry & Lisa McCaw and Family
Norton Rose Fulbright Canada LLP
Peter & Tracy Oliver
Wayne and Janet Sales Family Foundation
Walied & Deena Soliman
Tim Tallon and Family
Torys LLP

Winnipeg

In Honour of Denzel Coyles
Jay & Lina Crowley
Darren Rezensoff
Russell & Oksana Unilowsky

MAKING A DIFFERENCE



MARITIME NHL'ERS FOR KIDS

Maritime NHL'ers for Kids helps kids pursue their hockey dreams. A Jumpstart supporter for the past five years, their annual event has raised \$205,000 to-date, with \$65,000 for the Charity in 2019 alone.



TRIGATOR FOR KIDS

One of Jumpstart's biggest fundraising contributors is TriGator for Kids who host an annual triathlon for children between the ages of 3-14. With the support of local Dealers, the Trigator event has provided over \$600K of support to local Chapters over its 10 year history.



PARTCON TREK

The Partcon Trek is an annual fundraising hike organized by the Partcon network, a dedicated group of Canadian Tire Dealer partners. The location of the trek changes each year and in 2019, the 52km hike through the Yukon raised over \$185,000 in support of Jumpstart.



MAURICE LEGER MEMORIAL KICKBALL TOURNAMENT

The Maurice Leger Memorial Kickball Tournament is dedicated to raising money to allow kids in New Brunswick to enjoy the activities and sports of their choice. In 2019, the kickball tournament raised over \$57,000 for the Charity.

STRONGER TOGETHER, SUPPORTING OUR COMMUNITIES

With 289 Chapters across Canada, Jumpstart can reach kids across the country thanks to our network of over 1,000 grantees such as Hockey 4 Youth, and Canada's National Ballet School Sharing Dance Kids program. From coast to coast, they enable us to impact hundreds of thousands of kids annually by facilitating a breadth of programs and opportunities for sport and play.

Hockey 4 Youth fosters social inclusion for newcomer and high-priority youth through their free hockey and T.E.A.C.H. programs, with participants spanning across 25 different countries of origin. Founded in 2015, Hockey 4 Youth holds an 18-week on ice program, providing equipment at no cost. Additionally, they empower youth with their off-ice education component that covers Technology, Entrepreneurship, Arts, Community Giving and Healthy Active Living. Through Jumpstart's support, Hockey 4 Youth has acquired new equipment and provided participants with hockey-related experiences.

Canada's National Ballet School Sharing Dance Kids program is designed to foster artistic engagement, build self-confidence, and develop physical literacy. They operate under the belief that all kids should have access to the physical, emotional and social benefits of dance. In partnership with Jumpstart over the last five years, Sharing Dance Kids has been brought to 21 schools nationwide, providing over 5,000 kids with the joy of dance.



MVPs: ATHLETES WITH IMPACT

Ice dancer Kaitlyn Weaver and retired NHLer Sheldon Kennedy triumphed as the winning pair of CBC-TV's Battle of the Blades. With their win, the duo raised a total of \$100,000 for their chosen charity: Jumpstart. In addition to their win, Kaitlyn and Sheldon joined the fun at a Jumpstart Games in Markham, ON to help inspire kids at a day of play.



On July 19, 2019, Toronto Maple Leafs defenceman Ben Harpur hosted the Ben Harpur Big Game, a kids' ball hockey tournament in his hometown of Niagara Falls, ON. The tournament showcased fellow NHL players and hosted over 250 kids, raising \$10,000 for Jumpstart.



Canadian Luke Willson, professional American football tight end for the Seattle Seahawks, has chosen Jumpstart as his charity of choice for My Cause My Cleats for three consecutive years. A collaboration between the NFL and players, the initiative allows players to express their commitment to the causes that are most important to them. Players have the opportunity to auction off their cleats with 100 per cent of money raised donated to the players' charities.



Jumpstart makes me proud to work for Canadian Tire because I have seen firsthand the impact it can have on a community. Growing up, sports were an integral part of who I was. They were where I met my friends and built strong bonds with my siblings.

— Jeremy McDonagh, District Manager

Fundraising for Jumpstart is easy because every child deserves to experience the joys of being part of a team and making friends for life. I personally find it rewarding to raise funds for Jumpstart, as I know I have contributed to helping 320,000 kids get in the game in 2019.

— Kristy Mills, Keyholder

I am proud to work at Canadian Tire because we wholeheartedly, across all levels of the company, fully support Jumpstart and all that it stands for.

— Nikki Ekert, Store General Manager

Jumpstart makes me proud to work at Canadian Tire because as a father of seven, I have seen my kids grow up in a hockey rink, on a soccer field or basketball court, and in a dance studio. I have seen them develop important physical and life skills. Jumpstart gives every child a chance to experience the benefits of sport and play, no matter their family situation.

— Jason Sutherland, Shipper

EMPLOYEES UNITED BY CAUSE

Jumpstart unites employees across our company through a common drive and understanding that together, we can help impact change. Employees for Jumpstart (E4J), is Canadian Tire's annual corporate employee fundraising campaign that takes place in June as part of Jumpstart Month. In 2019, E4J raised a total of \$1.1 million, including a corporate match, thanks to employee donations and a variety of engagement events.

The workforce that represents and champions the Charity exists across our One Company. In 2019,

246 events were led by more than 360 employee ambassadors, ranging from Jumpstart carnivals, to pie in the face contests, to a flower bulb sale.

2019 was the first year that Mark's and SportChek employees banded together in their new Quarry Park office. Combined, they raised an impressive \$54,000. From creating a Jumpstart T-shirt that was sold in-store, to hosting a softball tournament, to running a silent auction, their creativity and passion are unmatched.



“Jumpstart gives kids the opportunity to build confidence and find their voice, all through play. In volunteering for the Charity, I can give the gift of hope and play to children across Canada and make a real difference in their lives.”

— Amory Alleko, Crew Lead

“I am constantly amazed by the difference a small gesture can make. A new soccer ball or a pair of skates has the ability to completely change the trajectory of someone's life. It makes me proud to be part of a company and community that believes in the power of sport.”

— Brittany Schussler, National Community Manager



VENDORS LEADING THE WAY

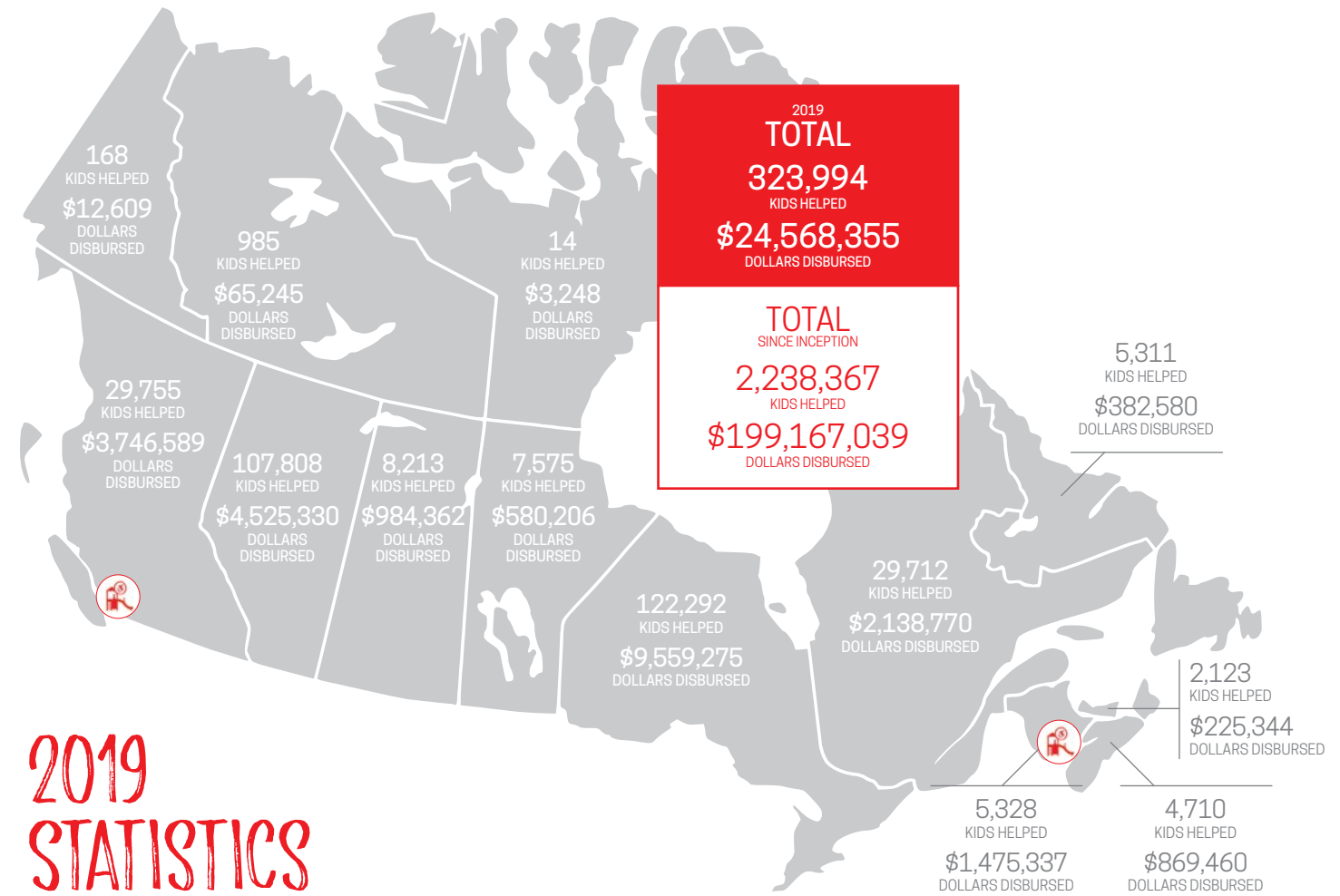
Canadian Tire Jumpstart Charities wishes to thank all the generous vendors whose ongoing support helps us break down barriers to play. Here are two standouts from 2019:

GROUPE SEB CANADA

Groupe SEB Canada, the parent company of kitchen brands such as Lagostina and T-fal, has been a longstanding supporter of Jumpstart. In fact, they represent the top vendor supporter for the past three years. In 2019, Groupe SEB Canada donated more than \$100k to Jumpstart by sponsoring the Canadian Tire Retail Corporate Golf Tournament, through promotional flyer space, and contributions to Jumpstart events.

GOODYEAR CANADA

Goodyear Canada leads Canadian Tire auto vendors when it comes to support for Jumpstart, donating more than \$100k in 2019. Their passion shows in their level of support for the Charity. One unique example of vendor support is sponsoring Jumpstart social media posts. Goodyear Canada was also a sponsor of the Canadian Tire Retail Corporate Golf Tournament and placed promotional ads in the Canadian Tire flyer.



2019 STATISTICS

WHERE WE BUILT PLAYGROUNDS IN 2019

Saint John, NB
Surrey, BC

ACCESSIBILITY GRANTS AWARDED IN 2019

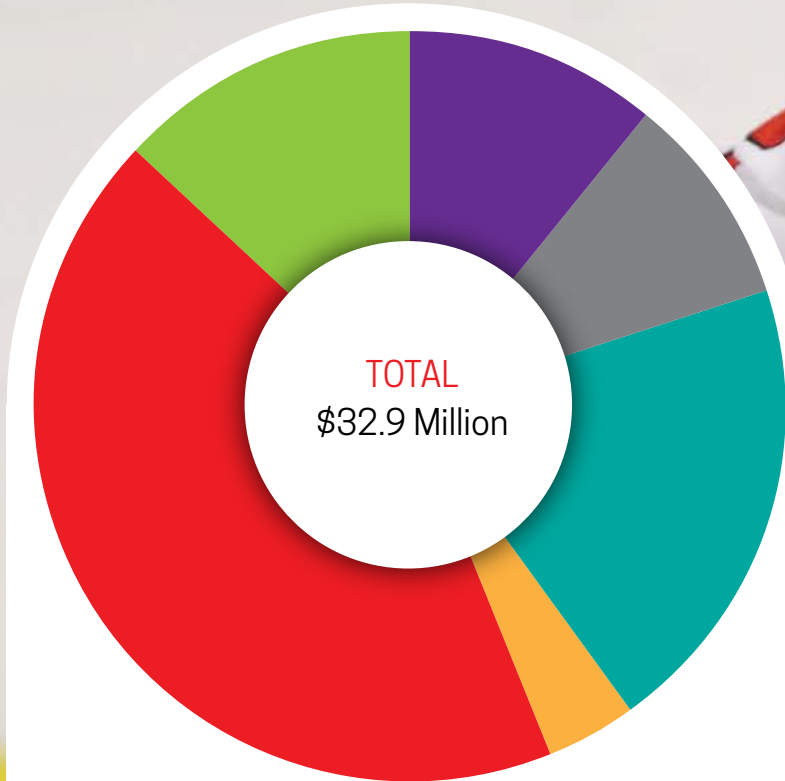
In 2019, Accessibility Grants were awarded to support infrastructure projects in the following communities:

Niagara Falls, ON: Heartland Forest accessible pathway
Wolfville, NS: S.M.I.L.E. program

Canadian Tire Corporation generously funds 100% of Jumpstart's general and administrative costs. This way, donations can go straight to helping kids.

100% of in-store customer donations stay in the community in which they were donated to help local kids.

2019 FINANCIALS



2019 REVENUE SOURCES

- Corporation
- Employees
- Dealer
- Customer
- Vendor
- Other



2019
(in thousands
of dollars)

2018
(in thousands
of dollars)

Gross Fundraising Revenue	32,948	29,331
Less: Fundraising Expenses	88	151
Net Fundraising Revenue	32,860	29,180
Charitable Disbursements	25,733	27,492
General and Administrative (G&A) Expenses	2,519	2,398
TOTAL DISBURSEMENTS	28,252	29,890
Excess of Revenue Over Disbursements (disbursements over revenue)	4,608	(710)
G&A Ratio	7.7%	8.2%

THANK YOU! TO OUR GENEROUS SUPPORTERS

1,000,000+

Tim and Frances Price Family

\$250,000 - \$999,999

AIR-serv Canada Inc.
Groupe SEB Canada
Hockey Canada Foundation
Sport Canada

\$100,000 - \$249,999

Alanna & Doug Waldie
Battle of the Blades
Canadian Tire Eaton Centre
Canadian Tire Prince Albert
Christa & Ward Saito and Family
Conair Consumer Products
Darren & Joanne Gunn
Double Insight
Emson
Foundation 12
Goodyear Canada
Greater Toronto Hockey League
In Honour of Brandon Crisp
INA International Ltd.
Jackson James Kurtz and Family
James & MaryHelen Boccioletti
Jason & Karen Butorac
Jim & Randi Gamble
Joanne & Daniel Charlebois and Family
Norton Rose Fulbright Canada LLP
Phil & Wendy Smethurst and Family
Pierre, Caroline and St-Jacques Family
Ross Saito and Family
Stephen & Jann Wetmore

Steven K Lee and Family

The Feist Family
The Laurion Family
The MacRae Family
The Pustowka Family in celebration of Adam Pustowka
The Steadward Centre for Personal & Physical Achievement
Tim Tallon and Family
Vicki Gould and Family
Walied & Deena Soliman
Wayne and Janet Sales Family Foundation

\$50,000 - \$99,999

3M Canada
Anchor Hocking
Atlantic Promotions Inc.
Dyson Canada
Helen of Troy
Homeland Housewares
Kruger Products L.P.
Newell Brands
Osler, Hoskin & Harcourt LLP
Panasonic Canada
Pat Marsden Endowment Fund
Peter B. Marshall
Phillips
Shell Canada Limited
SiriusXM
Spectrum Brands
Square Inc.
Torys LLP
Tristar Products
Wakefield Canada Inc.

\$25,000 - \$49,999

Bauer Hockey
Bissell Canada
Bosch
Calgary Flames Foundation
CITGO Petroleum Corp
Coast
Coca-Cola Canada Bottling Limited
Coleman
Connor McDavid and the Edmonton Oilers Community Foundation
Continental Tire Canada Inc.
Daniel Picard
Douglas Inglis
East Penn Canada
Energizer Holdings Inc.
EuroPro
Fluidmaster
FTR Products Group
Galanz
Garant Inc.

Gerard & Susan Lemay

Gracious Living
Henkel Canada Corporation
HongKong Sunrise
Hopkins Manufacturing
Inteplast
Joel Girard
Keurig Canada Inc.
La Maison D'Or
Lincoln Electric Company of Canada
Linkfair
MARS Canada
Masco Canada
Mastercard Canada Inc.
Mobil 1
Moen
Nestle
Nestle Purina
New Balance Canada
Old Hardware - Instant Credit Business CTB
Overlord Industries

Premier Tech Home & Garden
Procter & Gamble Inc.
Reckitt Benckiser (Canada) Inc.
Roundtripping
S.C. Johnson & Son, Inc.
Shop-Vac
Sunbeam Corporation
The Gorilla Glue Company
The Libman Company
The Taylor Family Foundation
Waterline
Weiman
Winnwell Hockey
Wolf Steel Ltd.

\$10,000 - \$24,999

Accent Fairchild
Andrew Wiggins
Apex Tool Group
Brembo North American
Breville Canada L.P.
Canadian Thermos Products
Century Distribution Systems Inc.
Chamberlain Group
Champion Laboratories
Chervon
Colliers International
Commissionaires Ottawa
Compass Minerals
Cooper Tire & Rubber Co.
Core Home
CP Rail
Credico Marketing Inc.
Davis Design
DCR Systems Group
Dorel Industries/Pacific Cycle

Dorman Products
Duracell
Dwayne Ouellet
FHP Inc.
Fortna Inc.
FRAM Group (Canada) Inc.
Freudenburg
Friends of Sarnia Minor Hockey
GHP Group
Google Canada
GRI Engineering & Development - MAT Holdings Inc.
Hoover Canada
IBM Canada
Ice River Springs Water Co.
Jeff Endress
Joseph Bergman & Jill McDermid
Letright/Grand Leisure
M&M Ferris Home and Auto Ltd.
M.J.R. Collection Services Ltd.
Magical Dreams Foundation Inc.
Manitoba Finance
Manitoba Health, Seniors and Active Living
Marc Gaudreau
Mattel Canada
MCA - Merchandising Consultants Associates
Meyer Housewares Canada Inc.
Michelin North America (Canada) Inc.
National Tire Distributors
Nespresso Canada
NGK
Oatey
Osram Sylvania
Ottawa Senators Foundation

Permatex
Pinball Clemons Foundation
Positec Canada
Prestone
Recochem Inc.
Roger Gluckie
RSSW Macpeck Inc.
Rubbermaid Canada
Rust-Oleum
Santa's Best
SAS Canada
Shaw Communications Inc.
Sherwin Williams
SMS Product Design
SodaStream
Spectra Premium
Speedo
Springfield Instruments
SRP Canada
Sunjoy Group
Synnex Canada Limited
The Cookware Company
The Dave and Ann Trick Family Foundation
The Envy Sports & Education Scholarship Memorial Society
Torin Inc.
Trailcon
Trailer Wizards Inc.
Train Trailer Rentals Limited
United Solutions
Venmar Ventilation ULC
Ville de Shediac
Wayne Gretzky Foundation (Canada)
Weyburn Credit Union

Funded by the Government of Canada

Canada

BOARD OF DIRECTORS

Canadian Tire Jumpstart Charities
Board of Directors as of
December 31, 2019.

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. BILLES

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

OWEN BILLES

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

W. BRUCE CLARK

Retired Partner,
Cassels Brock & Blackwell LLP

SYLVIE DROLET

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

THOMAS J. FLOOD

President, FGL Sports

GREGORY CRAIG

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

ROBERT HATCH

Dealer, Canadian Tire Store # 493,
Cochrane, AB
Corporate Director

TED MANGNALL

Dealer, Canadian Tire Store # 070,
Etobicoke, ON

GEORGES MORIN

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

MARY TURNER

Retired President and Chief Executive
Officer, Canadian Tire Bank
Corporate Director

RICK WHITE

Advisor, Corporate Development
and Acquisitions
Canadian Tire Corporation, Limited
Retired President, Mark's
Board of Management:
Intersport International Corporation

BOARD COMMITTEES

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

Scott Fraser

President, Canadian Tire
Jumpstart Charities

Auditor, Deloitte LLP



CANADIAN TIRE
JUMPSTART CHARITIES

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Toronto, ON M4P 2V8

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Charitable Registration
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