



Jumpstart.
Bon départ



Equipped for life

Canadian Tire Jumpstart Charities Annual Report 2009

Canadian Tire Jumpstart Charities helps identify and support community-based programs that give a boost to financially challenged families. The cornerstone of our mandate is our signature program, Canadian Tire Jumpstart®.

Extending a heartfelt thank you

We'd like to thank customers, Canadian Tire employees, Canadian Tire dealers and petroleum agents, vendors, Canadian Tire Corporation, and our friends for their generosity in 2009. Together, we raised \$11.5 million to support hundreds of community-based programs that give a boost to financially challenged families and children. These funds also helped us reach an exciting milestone. In just over five years, the Canadian Tire Jumpstart program helped more than 216,500 children participate in organized recreation and sport. This is a remarkable achievement!

The momentum of Canadian Tire Jumpstart continues to build. Two million Canadians lent their support on the inaugural Jumpstart Days™ in 2009 by shopping at Canadian Tire stores. For each purchase they made, \$1 was donated to Canadian Tire Jumpstart. This annual day has become a catalyst to celebrate and fundraise for Canadian Tire Jumpstart in our communities.

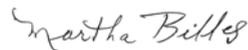
In addition, we were thrilled with the support shown by the many community events and fundraisers held across the country. While each one is important to us, one group in particular was inspirational. A dedicated team of Canadian Tire employees and friends undertook the journey of a lifetime and successfully scaled Mount Kilimanjaro. For all, it was a year-long experience that included training for mountainous conditions. Prior to the expedition, the team reached out to a home for street kids in Moshi and asked how they could lend their support. The team secured a variety of sporting equipment, including soccer balls,

pumps, and training aids and presented them in person. During their visit, the team remarked on how a seemingly insignificant item like a soccer ball could create such a positive change in a child's life.

Our motivation continues to come from this simple notion: a life changing experience can come from a simple gift. When a child is given a soccer ball or enrolled in a soccer program, their life becomes richer. They discover and participate. They gain self-confidence. They develop self-esteem. This is the power of Jumpstart.

We anticipate an increase in the number of children unable to participate. There are over two million Canadian kids in need and the number is growing. You can help by making a donation of \$2 for a "red ball," giving at canadiantire.ca/jumpstart, or by shopping at Canadian Tire stores on Jumpstart Day.

You are helping us reach our goal of getting more kids in the game, and we thank you again.



Martha Billes
Chairman of the Board



Dan Thompson
President

Our continuing support in local communities gives families and kids the lift they need

Continuing the Legacy

From donations of sports equipment to raising awareness of the special needs of children, Canadian Tire Corporation has a strong history of supporting Canadian communities. Today, our charitable foundation is called Canadian Tire Jumpstart Charities. It supports community-based programs that give a boost to financially challenged families across Canada. We direct our support to two core program areas:

- **Canadian Tire Jumpstart Kids**

Provides kids in financial need with better access to the life benefits of community-based organized sport and recreation.

- **Canadian Tire Jumpstart Communities**

Gives families and communities in need a boost when they need it most by helping to meet life's basic needs – food, shelter, and clothing.

By the end of 2009, Canadian Tire Jumpstart Charities donated more than \$49 million to charitable organizations, thanks to support from Canadian Tire Corporation and employees, Canadian Tire dealers and petroleum agents, vendors, customers, and donors.

Caring for Communities

Hundreds of local initiatives were supported through Canadian Tire Jumpstart Communities in 2009.

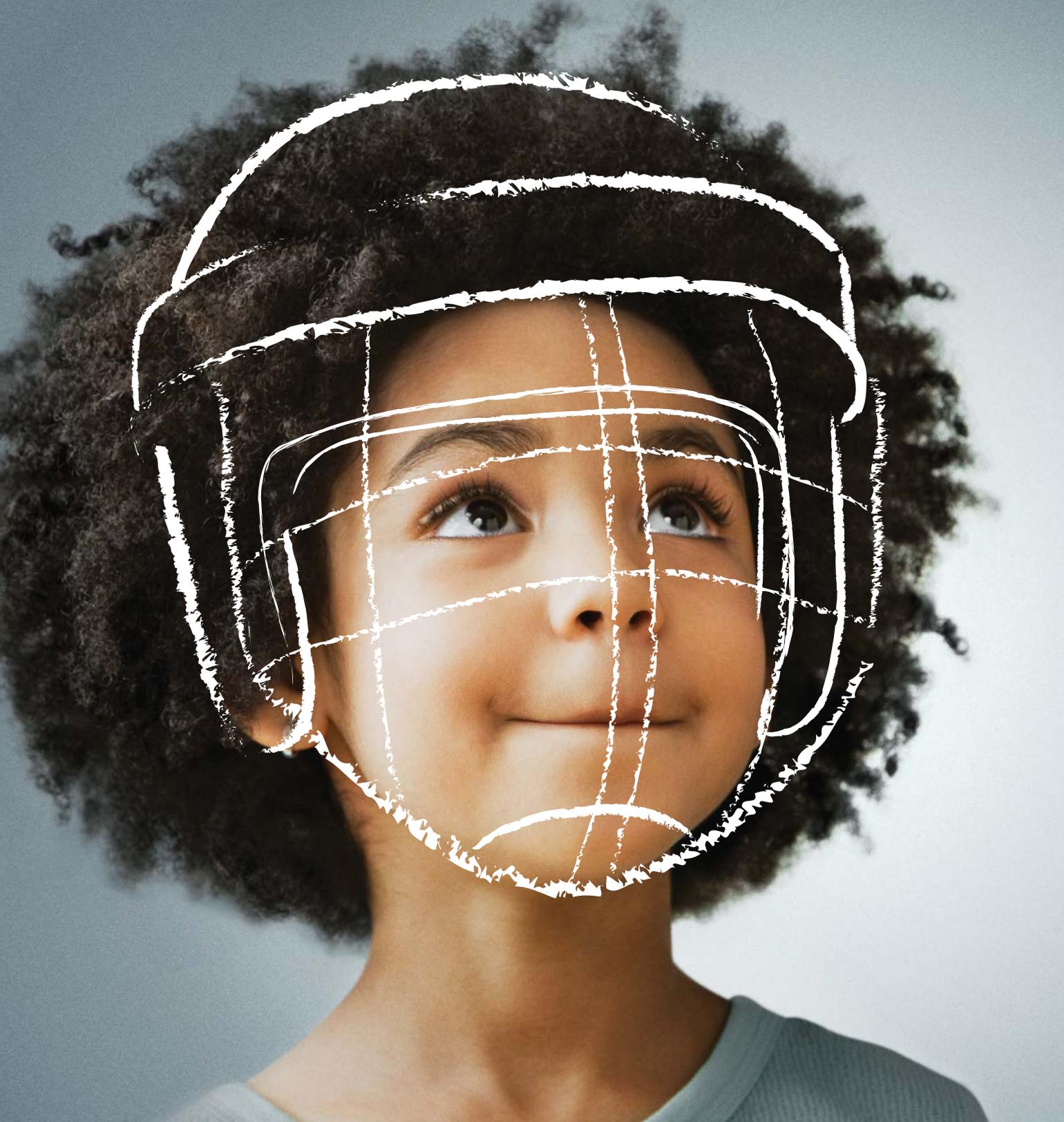
The Community Initiative Program continued to provide financial support to community-based charitable organizations that provide services and goods to people in need, such as food, shelter, clothing, and essential goods. Working in partnership with the dealers and corporate employee teams, we provided support to numerous charities in 2009, including local food banks, community services organizations, and Christmas drives.

The Community Crisis Program and the Regional Disaster Recovery Program responded to numerous families and communities facing the aftermath of a natural disaster, particularly fire and flooding, in 2009. The scope of our involvement ranged from coordination of Canadian Tire's transportation system for the delivery of donated essential goods to the crisis area, collecting of funds or goods at Canadian Tire stores, and donating essential goods to those families within the affected communities.

Equipping for Life

More than 65,000 children were equipped for life in 2009. We are proud of the growth of our signature program and have dedicated a large amount of this report to sharing our progress.





1 in 3 families can't afford to get their kids in the game

Can I Play?

The way we see it, the answer should always be yes. However, 1 in 3 Canadian families cannot afford to place their children in sport and recreational activities because of financial barriers (IPSOS 2009).

We were disheartened to learn that these numbers remain unchanged from the benchmark found in 2005, which underscores the ongoing need for Canadians to lend their attention to this area.

The Canadian Tire Jumpstart program is dedicated to removing barriers so children can participate in organized sport and recreation. We see it as equipping for life, because participation in sport and recreation increases a child's chance of success in life.

The benefits of participating are often lifelong:

- Increased self-esteem and self-confidence
- Discovery of leadership skills
- Improved school performance
- Enhanced interpersonal skills
- Access to positive role models and exploration of future horizons
- Development of healthy lifestyle habits
- Learning that activity can be fun

Growing to give more kids a sporting chance

Canadian Tire Jumpstart provides kids in financial need with better access to the life benefits of community-based organized sport and recreation. We help cover registration, equipment, and/or transportation costs. Kids range in age from four to eighteen and choose activities that reflect their interests, dreams, and physical needs.

Our delivery model comprises an extensive, national network of local chapters. Each chapter is volunteer-based and includes representatives from Canadian Tire stores, Canadian Tire dealers and petroleum agents, and a variety of non-profit organizations and charities. They work with over 700 organizations across Canada (e.g., Big Brothers Big Sisters of Canada, Canadian Parks and Recreation Association, YMCA-YWCA) to discreetly identify financially

disadvantaged children that might benefit from the program. This model helps us ensure that the funds are directed to those who need it most.

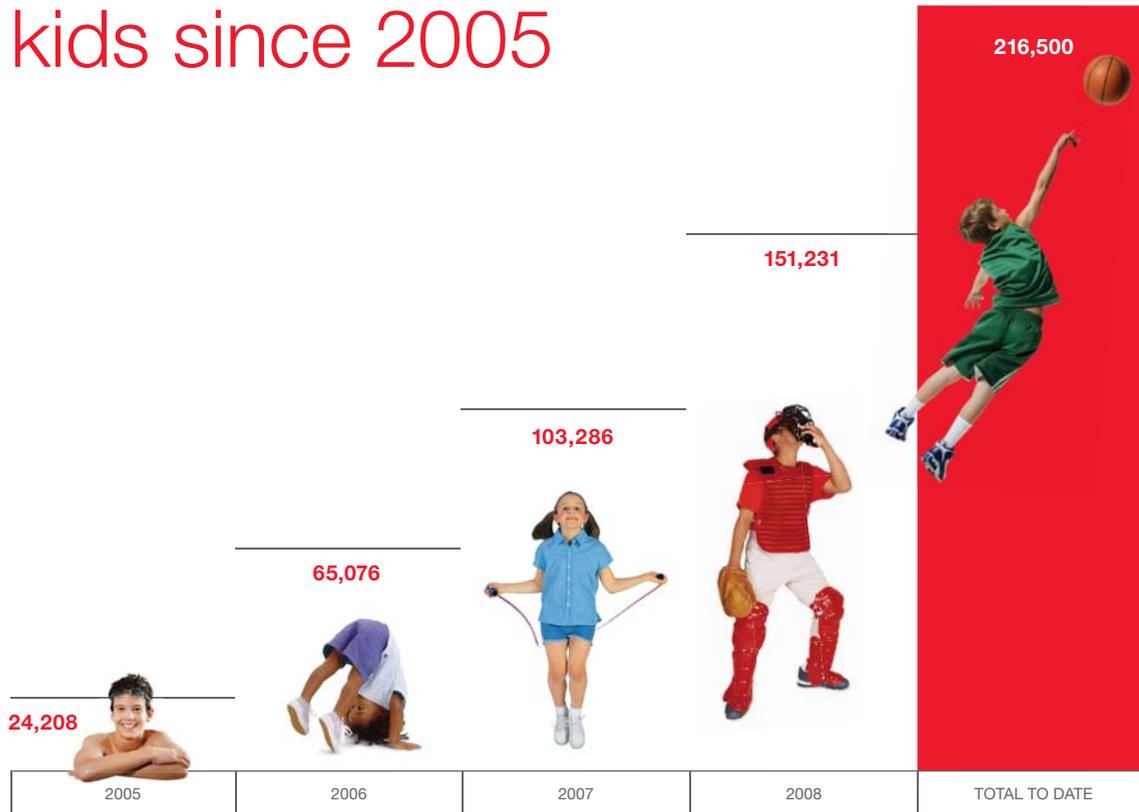
In 2009, donations and fundraising revenues enabled us to help more than 65,000 children across Canada. We supported their involvement in over 64 different activities from popular sports like hockey, swimming, soccer, and basketball to recreational activities like dance, yoga, climbing, and martial arts.

We also continued to enhance our unique and effective program delivery model, including adding six more Canadian Tire Jumpstart chapters – for a total of 285 – so we can reach even more kids.

Province	Number of Kids Helped	Canadian Tire Jumpstart Chapters	Total \$ Disbursed*
British Columbia	8,191	38	578,004
Alberta	4,306	23	456,422
Saskatchewan	1,294	10	145,215
Manitoba	1,541	9	163,429
Ontario	20,404	97	1,873,411
Quebec	21,050	68	1,933,487
New Brunswick	2,057	13	232,900
Nova Scotia	2,325	11	255,078
Prince Edward Island	346	1	40,400
Newfoundland and Labrador	3,846	13	520,335
Yukon	128	1	13,330
Northwest Territories	51	1	10,390
Total	65,539	285	6,222,401

*Chapter allocations are based on poverty and population statistics (Statistics Canada) and designed to flow funds to where the need is greatest.

Canadian Tire Jumpstart has helped over 216,500 kids since 2005



Note: These figures show cumulative growth by year starting with the program's inception and formal launch in 2005.

100% of customer donations goes to kids

One hundred percent of customer donations goes directly to support financially disadvantaged kids through the Canadian Tire Jumpstart program. Canadian Tire Corporation and its vendors fund all the general and administrative expenses of the Canadian Tire Jumpstart program, as well as all expenses related to national in-store fundraising programs. In addition, Canadian Tire Corporation and Sport Canada fund all Canadian Tire Jumpstart program delivery expenses.

Equipping for life

Here are a few of the many stories shared in 2009.

Self-esteem

Mother: Thank you for generously supporting our family. Through the gift of swimming lessons, our children have been making gains in their swimming skills. I am extremely ecstatic when I see one of our sons (with cerebral palsy) – who once stuck to me like glue in the water – now attempting to swim independently with the help of a PFD. His excitement brings joy to our hearts as we watch his new-found confidence building, while he develops new breakdancing moves in the pool, a.k.a. swimming. Thank you again.

Fitness

Youth: I am 11 years old and have autism. I take a lot of medication, which makes me gain a lot of weight. Because of my weight, I can't play with the other kids. Jumpstart donated a beautiful stationary bike. My mom and my social worker made a (special) board for me with the map of Les Îles-de-la-Madeleine, which I put in front of my bike. Every day, my mom asks me where I would like to go today – sometimes I go to the ice cream parlour, sometimes I go to the beach or to the park – then I jump on my bike and I pedal to my destination. So far, I've lost 10 pounds, I love riding my bike, and I know one day I will be able to play outside with my friends or to go to the park on my own on a real bike. Thank you Jumpstart.

Teamwork

High School Coach: Jumpstart is really making a positive difference. We have both a junior and senior football team (grade 8 to 12) and our students are beneficiaries of the Jumpstart program. I wish you could see the difference

it has made! The pride and self-confidence has returned to their lives and grown up along with them. These young men choose to wear a shirt and tie with their team jersey because, combined with the team colours, they know they are expected to show their best deportment, maturity, and ethical behaviour. For some of them, it is the first time they have had a reason to learn to tie a dress tie. Thank you for helping make a better world of hope for these young men and our community.

Courage

Volunteer Coach: Last night I dropped off one of my players at home and his mother greeted me at the door. She extended her appreciation for everything that our team has done for her son and thanked us for “adopting” him. They have been in Canada for less than a year, and it's been a very difficult year for them as they struggle to make their new life here. She also thanked the Jumpstart program for your support – she feels less of a burden to the rest of the parents by being able to help out in whatever ways she can. As a volunteer coach, I do it for the kids and that's the most important thing.

Discovery

Child: Thank you for my helmet and my hockey clothes. I like it so much. Thank you (child, age 4).

Self-confidence

Family: My husband was diagnosed with a rare form of cancer, and I am struggling with a spinal fracture, which makes our funds somewhat limited. (Your program is supporting our daughter {age 16 in senior basketball})

and our sons {ages 10 and 13}.) It is so encouraging for us as parents to watch the confidence that is building in them, as they develop skills that will strengthen them in every area of their lives. We are so grateful for your belief in children and youth, and in your support of children and youth in sports.

On a more personal note, we consider it extremely gracious that complete strangers have a hand in the growth of our children as athletes. You cannot know how much we appreciate watching them find joy in sports and how much we appreciate watching them grow as people. Each of them has become stronger in character and depth because of the sports and because they know people care enough about them to invest in them as people, as athletes.

Commitment

Dealer: Our community continues to rally around the Jumpstart program. Everywhere I go in the community, I see how we here at CTC Uxbridge are recognized for our commitment to our community. It is very important for us to give back wherever we can. This is extremely gratifying and makes our entire team very proud. I know we are also the first store of choice for many because of our commitment to our town. (Pat Higgins, CTAS127 Uxbridge)

Joy

Dealer: To see the look on a child's face when they realize you are giving them something that they could not otherwise have is priceless. (Kevin Mann, CTAS129 Hamilton)



Note: These stories have been edited. To respect the families supported by the Canadian Tire Jumpstart program, the identities of the individuals remain confidential.

Clearing the way to get kids moving

The Canadian Tire Jumpstart program also lends support to unique initiatives aimed at increasing access to sport and recreational programs.

Providing Equipment

In 2009, we worked in partnership with Manitoba Healthy Living, Youth and Seniors to develop a unique initiative: the Canadian Tire Jumpstart Kids Activity Kit. This pilot project provided free equipment and an informative resource guide to 25 qualifying organizations that previously had no or limited equipment.

As a result, some kids experienced a new sport, like tchoukball, while others tried their hand at individual or team activities for the first time. In total, more than 1,000 kids in Manitoba got into the game.

The pilot project was a success, thanks to our strong partnership with Manitoba Healthy Living, Youth and Seniors and feedback from the participating organizations. Our goal is to expand this program into other Canadian communities in the future, so that we can get even more kids moving.

Providing Expertise

We also supported a unique program called the St. James Town Jumpstart Swim Initiative. The St. James Town

community in Toronto, Ontario, comprises more than 60 ethnic groups, immigrants, and new Canadians. They had a unique challenge: the majority of their children were unable to swim. They had access to facilities but no swimming programs. Further, they lacked the expertise and leadership to develop and sustain potential programs.

Canadian Tire Jumpstart worked with a number of partners, including St. James Town Community Matters, to develop a long-term program. Since no programs existed, Canadian Tire Jumpstart secured local experts from the Toronto Swim Club to lead the swimming programs and to mentor leaders at the community organization. Speedo Canada generously donated goggles, caps, and suits, which elevated the group's self-esteem and developed a sense of team.

The results were incredible. A group of previously underserved and at-risk children had the opportunity to learn basic swimming and critical water safety skills. In the process, they gained self-confidence and increased self-esteem. In addition, the program was expanded to develop youth leaders. Participating youth will have the opportunity to earn lifeguard certification (leading to potential employment opportunities) and to contribute to the development of a swimming culture within their community.



Fundraising Programs



Those Toonies Add Up

Whether you make a donation of \$2 for a red ball, donate your Canadian Tire money, or shop at Canadian Tire on Jumpstart Days, your contributions help kids in our communities. One hundred percent of the funds raised from in-store fundraisers and donations collected in the cash boxes goes directly to help financially disadvantaged kids through the Canadian Tire Jumpstart program.

The Red Ball promotion is our key in-store fundraiser each Spring and Fall. In 2009, customers could make a donation of \$2 and get a shoelace key chain or a red ball at all Canadian Tire Retail, Gas Bars, and Mark's Work Wearhouse stores.

Jumpstart Days was launched the weekend of May 30, 2009. Two million Canadians showed their support by visiting a Canadian Tire or Mark's Work Wearhouse store. For every purchase they made, \$1 was donated to the Canadian Tire Jumpstart program.



Fore the Kids: Canadian Tire Jumpstart Invitational Golf Tournament

Thank you again to our vendor and employee participants for their commitment and involvement in the annual Canadian Tire Jumpstart Invitational Golf Tournament. In one day, we hosted 648 golfers and 700 dinner guests, and raised more than \$920,000.

Kids Helping Kids

We received donations from boys and girls who asked for contributions to the Canadian Tire Jumpstart program instead of birthday gifts from their friends and family. We were grateful to receive the thoughtful donations from children and youth.

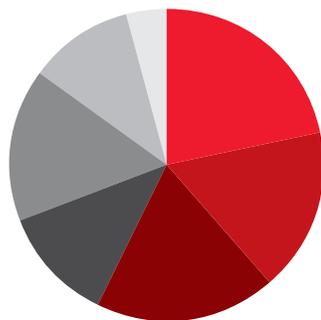
Financial Summary

Canadian Tire Corporation and its vendors fund all the general and administrative expenses of the Canadian Tire Jumpstart program and all expenses related to national in-store fundraising programs. In addition, Canadian Tire Corporation and Sport Canada fund all Canadian Tire Jumpstart program delivery expenses. This ensures that 100% of customer donations goes directly to the Canadian Tire Jumpstart program to support financially disadvantaged kids.

Statement of Receipts and Expenditures¹

	2009 Actual \$ ('000s)	2008 Actual \$ ('000s)
Revenues	12,546	10,342
Fundraising Expenses	1,056	942
Net Revenues	11,490	9,400
Charitable Giving	9,073	7,346
General and Administrative Expenses	987	1,124
Total Expenditures	10,061	8,470
Net Surplus/(Deficiency) for the Period	1,428	930
Administration Overhead as a % of Revenue	7.8%	10.8%

1. Year ended Dec. 31, 2009; Audited, Deloitte & Touche LLP.



Sources of Revenue

- Canadian Tire Corporation (22%)
- Vendors (19%)
- Canadian Tire Dealers (17%)
- Customers (16%)
- Canadian Tire Employees (12%)
- Government (11%)
- Other (4%)

Board of Directors²

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Chairman, Canadian Tire Jumpstart Charities

Owen Billes

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

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Senior Vice-President, Merchandising
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Dan Thompson

President, Canadian Tire Jumpstart Charities

Mary Turner

Treasurer, Canadian Tire Jumpstart Charities
Vice-President, Credit Risk Management & Chief Operating
Officer, Canadian Tire Financial Services

Special thanks to Stuart Auld and Harry Campbell, who left the Board, for their commitment and leadership in 2009.

2. Board members as of March 31, 2010.

Special Thanks

A special thank you to Canadian Tire Jumpstart regional dealer representatives, Canadian Tire Jumpstart community partners, Canadian Tire Jumpstart chapter members, and Canadian Tire Jumpstart national affiliates (Big Brothers Big Sisters of Canada, Canadian Parks and Recreation Association, YMCA-YWCA).

In addition, we thank Canadian Tire Retail for generously contributing to the production and printing of the 2009 Canadian Tire Jumpstart Charities Annual Report.

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Canadian Tire Family



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Canadian Tire Jumpstart Charities*

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Charitable registration #1379 29 451 RR 0002
*Formerly Canadian Tire Foundation for Families



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Visit us online at canadiantire.ca/jumpstart
to see how you can get involved or help support
Canadian Tire Jumpstart Charities.