



Jumpstart
Bon départ

Helping kids gear up for life

Canadian Tire Jumpstart Charities Annual Report 2010

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[®].

A heartfelt thanks to all our friends and supporters

Together, we raised \$12.2 million in 2010 with the help of Canadian Tire Corporation and employees, Canadian Tire dealers and petroleum agents, Mark's Work Wearhouse® (Mark's) and PartSource® employees, vendors, customers, and donors.

Since our first full year of operation, we have seen a threefold increase in kids helped and, each year, we have an ever-growing number of caring and dedicated supporters.

Canadian Tire Jumpstart Day™ is now our national day to celebrate and fundraise. Last year, two million Canadians made purchases at Canadian Tire and Mark's stores, with Canadian Tire donating \$2 per transaction. The day included a variety of groups and individuals all making donations, volunteering, and participating in local community events and fundraisers.

The spirit of Canadian Tire Jumpstart is reflected in the inventiveness of children fundraising and making donations of their birthday money to help Jumpstart kids play. Every day, Canadian Tire Jumpstart is making a lasting impact on thousands and thousands of young lives. Canadian Tire Jumpstart kids are making lifelong friends and learning valuable life skills through teamwork and discipline. Canadian Tire Jumpstart provides at-risk kids with a meaningful boost in life, and we fully believe many of them will become Canada's future leaders.

On behalf of the many families who have been on the receiving end of your generosity, thank you.

Our aspirations for Canada's youth continue to grow.



Martha Billes
Chairman



Dan Thompson
President



Making it all about the kids and their families

Canadian Tire Jumpstart Charities is a national charity dedicated to helping financially challenged children and families in communities across Canada. Support is directed in two fundamental ways:

- **Children:**

to provide kids in financial need with better access to the life benefits of community-based organized sport and recreation through our signature program Canadian Tire Jumpstart;

- **Communities:**

to give families and communities in need a boost when they need it most by helping them meet life's basic needs.

Canadian Tire Jumpstart Charities has cumulatively contributed more than \$61 million to community organizations, thanks to the generosity of Canadian Tire Corporation and employees, Canadian Tire dealers and petroleum agents, Mark's and PartSource employees, vendors, customers, and donors.

Giving Kids a Sporting Chance

More than 98,000 kids were helped through our focus on children in 2010. We achieved 51% growth (over 2009) in the number of kids helped and marked a significant milestone in the five years of the Canadian Tire Jumpstart program.

Giving a Helping Hand to Families

Hundreds of local initiatives were assisted through our focus on communities in 2010.

The Community Initiative Program supported numerous community-based charitable and non-profit organizations that provide essential services and goods to families in need. Working in partnership with dealer and corporate employee teams, support was provided to numerous non-profit organizations, including youth and family outreach centres, community service organizations, and Christmas drives in communities across Canada.

The Community Crisis Program and the Regional Disaster Recovery Program responded to families and communities dealing with the aftermath of natural disasters, particularly fire and flooding. The scope of our involvement included the 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.



1 in 3 Canadian kids can't afford to play

Canadian Tire Jumpstart Changes That

1 in 3 Canadian families cannot afford to place their children in sport and recreational activities because of financial barriers. (Ipsos Reid 2009)

The statistics haven't changed since the first benchmark found in 2005, but our commitment to this important issue remains steadfast.

The Canadian Tire Jumpstart program removes barriers so children can participate. We see the program as life equipment, because participation in sport and recreation increases a child's chance of success in life.

They discover.
They participate.
They gain self-confidence.
They develop self-esteem.
They learn leadership skills.
Their lives are enriched.

Getting more kids in the game

The Canadian Tire Jumpstart program helps financially disadvantaged kids (ages four to eighteen) participate in organized sport and recreation by covering registration, equipment, and/or transportation costs. For some kids, the program gives them the chance to experience a sport or recreational activity for the very first time; for others, it is the assistance they need to continue with an activity they love.

Our delivery model is unique. We have an extensive network of chapters in communities across Canada. Chapters are run by volunteers and include representatives from Canadian Tire stores, Canadian Tire dealers and petroleum agents, and a variety of non-profit organizations and charities. They work with local organizations (e.g., Big Brothers Big Sisters of Canada, Canadian Parks and Recreation Association, YMCA-YWCA) to discreetly identify financially disadvantaged

children who might benefit from the program. This model ensures that the funds are directed to those in greatest need. Our partner network has grown to include over 800 organizations.

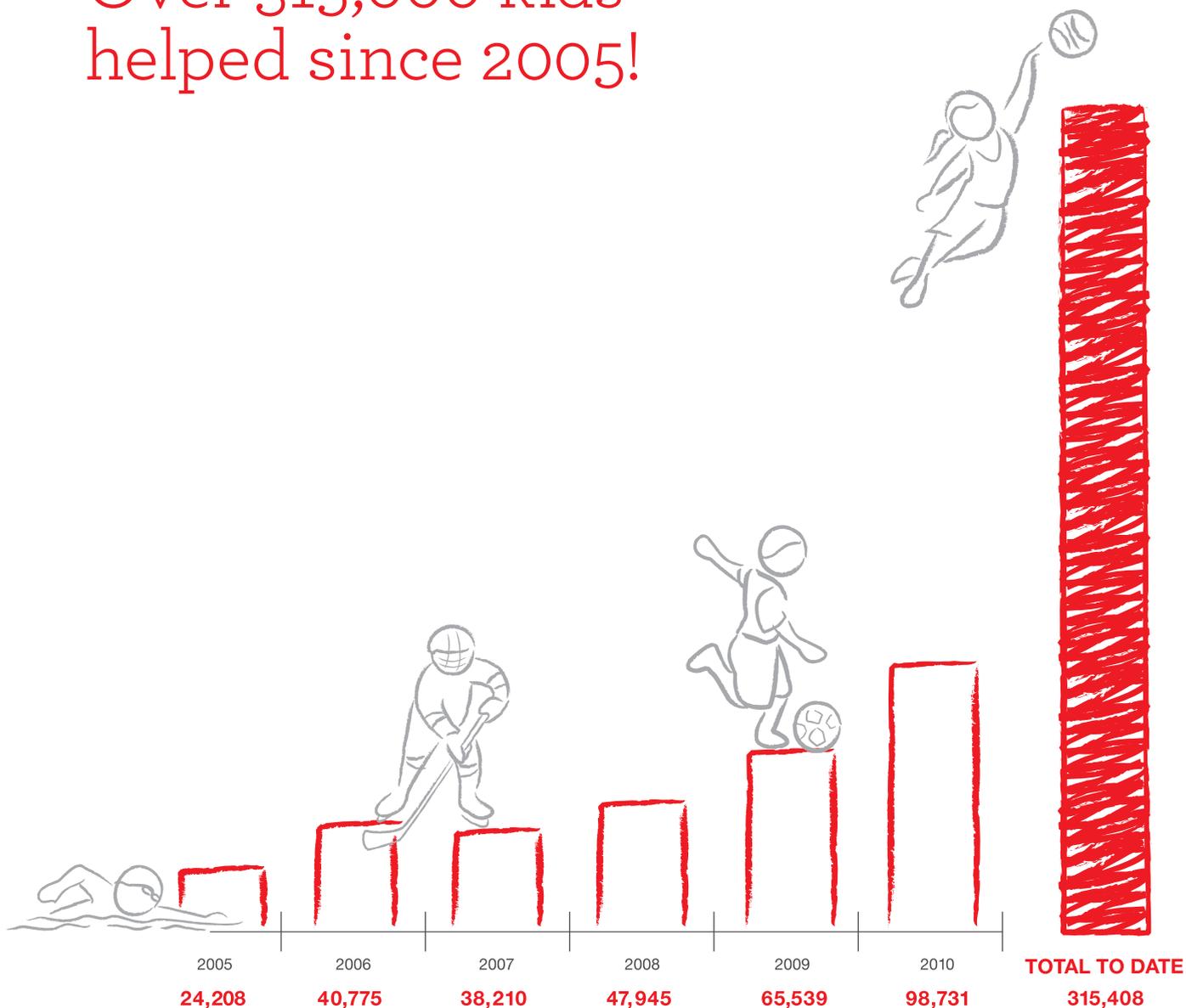
In 2010, the Canadian Tire Jumpstart program grew by an unprecedented 51%, assisting more kids than in 2009. Thanks to donations and fundraising revenues, over 98,000 kids across Canada were able to participate. We supported their involvement in 50 activities, from popular sports like hockey, swimming, soccer, and basketball to recreational activities like dance, fitness, yoga, and martial arts. The addition of 25 new Canadian Tire Jumpstart chapters further strengthened our delivery model and will help us reach more kids in the future.

Province	Number of Kids Helped	Canadian Tire Jumpstart Chapters	Total \$ Disbursed**
British Columbia	13,803	38	1,298,448
Alberta	7,003	28	658,772
Saskatchewan	2,097	12	197,265
Manitoba	3,395	9	319,368
Ontario	30,549	99	3,382,780
Quebec	29,771	72	2,820,373
New Brunswick	4,017	17	477,080
Nova Scotia	2,827	11	335,750
Prince Edward Island	660	1	78,385
Newfoundland and Labrador	4,410	19	523,755
Yukon	100	1	9,407
Northwest Territories	99	3	9,313
Total	98,731	310	10,110,696

*Canadian Tire Jumpstart contributes up to a maximum of \$300 per qualifying child per session and a maximum of two sessions per year.

**These figures represent the funds distributed through the Canadian Tire Jumpstart program. Funds are allocated to chapters and are based on poverty and population statistics. (Statistics Canada)

Over 315,000 kids helped since 2005!



What we really do ...

Each time we receive a thank-you letter from those participating in the Canadian Tire Jumpstart program, our hearts are warmed. Here are a few we received in 2010.†

Hope

Store Employee & Chapter Volunteer: Recently, a grandmother came in to ask for help to get her grandson involved in soccer. Looking into her eyes, you could tell that she was troubled. Her grandson's parents were facing many personal challenges, including job loss. She, as well, didn't have extra money for soccer. The look of relief and the glimmer of happiness that Canadian Tire Jumpstart could help, and that there was no shame in what her family was going through, makes this such a worthwhile program. A few minutes was all it took to give someone hope.

Pride

Parent: Thank you for helping my three kids participate in bowling. Last year, my eldest daughter attended several bowling tournaments and won gold and two silvers. My younger daughter attended only one tournament and even though she didn't win a medal, it was the experience and the sportsmanship she learned. My son was too young for tournaments, but did learn about sportsmanship and what he can accomplish if he really tries. At the end of the year party, they all received trophies and were beaming with pride.

This year, my eldest, now 11, has learned to become a team player. She encourages everyone and is happy when others do well. My younger daughter, now 9½, has come out of her shell a bit and may even attend a couple of the tournaments.

My son, now 6, is even getting strikes and bowling has taught him to control his outbursts (from ADHD).

Thank you, Jumpstart, for all of your help.

Discovery

Educator: Please extend our thanks to everyone involved with the Canadian Tire Jumpstart program for supporting our students. Sport camps are a summer highlight for many children, but not accessible to all. Support from the Canadian Tire Jumpstart program resulted in some of our students participating in sports they've not yet tried, experiencing the thrill of a sport camp, and feeling part of a world-class facility. It also gave them a chance to make new friends and learn more about what the world has to offer. We sincerely appreciate your extra effort to assist our school community. It really does take a village to raise a child; thank you for being part of our village.

Respect

Parent: My son had a wonderful time being able to play hockey with his friends and I was thrilled to be able to see him get more exercise. Besides exercise, fun and sportsmanship, my son learned another valuable lesson. He understands the expense of hockey and the financial constraints we and many others have. This lesson is significant in that he appreciates the value of social and community responsibility. He is more generous, respectful and tolerant of others as a result of this lesson. Canadian Tire Jumpstart is providing a very meaningful contribution. I'm proud and grateful to be a part of this program.



“ It also gave them a chance to make new friends and learn more about what the world has to offer. ”

Joy

Parent: The Canadian Tire Jumpstart program has allowed my daughter to participate in her one love, dancing. She is able to attend two different dance classes, ballet and tap/jazz. It has given her two days a week where she is the happiest, and her love for dance has only grown. Without programs such as Canadian Tire Jumpstart, many kids, like my daughter, would not be able to attend sports activities that are so vital to their physical, emotional and social well-being. Not only does dance provide physical activity, but it helps to teach my daughter about structure and how to work with other children her own age. As a single parent, it is hard to afford activities, such as dance, on a student loan. I am so grateful that my daughter is able to have this opportunity. Thank you.

... and the real lives we've changed

Motivation

Educator: On behalf of the students, I want to acknowledge the amazing support that Canadian Tire Jumpstart has offered. Many of our students are already living very adult lives – just coming to school on a regular basis can prove to be a daunting task. So, when they do come, and they want to fight to make their lives as successful as possible, it can be frustrating and overwhelming when they run into financial roadblocks that prevent them from being able to enjoy “normal” kid activities – activities that might offer a physical outlet for

their stress, a positive life choice that will prevent further issues from developing, or an extra-curricular event that allows them to shine.

Jumpstart is one of the few supports that have helped them get past this hopelessness. And for parents who are already doing everything within their power to provide for their children but who are barely getting by, Jumpstart offers an amazing gift: no label, no stigma, no judgement. Parents feel blessed by the unconditional opportunity that allows their child to have more in this life.



“ Jumpstart believes in kids, when sometimes, almost no one else does. ”

To say that Jumpstart affects kids' lives is an understatement. It provides the catalyst for change in so many ways. Jumpstart believes in kids, when sometimes, almost no one else does. Jumpstart offers hope and encouragement and support – things which are priceless to these kids and to these families. We need more programs that care, like Jumpstart.

Self-esteem

Parent: My son doesn't get much respect from kids/people who don't know him. You put a pair of skates on him and he flies like the wind and becomes a supportive team player that other players look up to. He glows with energy and pride. He has become well respected and friends with every coach and child that he has played with. Yes, hockey is for fun, but for my son it represents participation, exercise and acceptance.

Thank you, Jumpstart; he wouldn't be happy or himself without you.

Fitness

Parent: I want to thank you for giving my son and daughter the opportunity to participate in the gymnastics program through our local Gymnastics Association. They are excelling in their classes and are a joy to watch. My son's coach has an outstanding coaching style and brings out the best of his athletic ability. I have seen a vast improvement in his focus and confidence. I have also seen a marked improvement in my daughter's skills, including focus and staying on task. I am so grateful to Canadian Tire Jumpstart, without which, it would be difficult to fund their gymnastic classes. Again, thank you so much.

Parent: After spending countless hours at the local arena with my three boys watching them play hockey, I am extremely proud to see the number of children who have been helped in our community. They now get a chance to participate in a sport that has meant so much to our family. Thanks, Jumpstart!

Dreams

Dealer: Jumpstart is really important, especially in my rural community, where there is even more need. We get so many thank-you notes and our customers come in to thank us, too. The kids come into the store with ideas. This year they want to start a track and field team and we want to help them. What really motivates me is seeing kids happy, and they are happy when they are playing sports.

Courage

Child: I moved here from Haiti (two years ago) and I wanted to thank you for helping me play soccer. I also wanted to say that what you did for me was really nice and if it was not for you, I wouldn't be playing soccer this summer. Canada is a wonderful place that has a lot of opportunities for newcomers like me. Thank you.

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



Finding the best solutions for communities

The Canadian Tire Jumpstart program also provides support to establish or expand programs benefiting groups of financially disadvantaged kids. Since these initiatives are often collaborative efforts with multiple community partners, we refer to them as community development programs.

Filling a Gap

In 2010, Canadian Tire Jumpstart was inspired by the resilience of the community of St. Thomas, Ontario. The town faced significant economic challenges when five major employers closed within a short time frame.

Concerned that some kids might fall through the cracks, two community organizations collaborated to establish a summer program specifically for those in low-income neighbourhoods. Canadian Tire Jumpstart and a local chapter member assisted by encouraging other community partners to lend support and pool resources: facilities, teacher volunteers, and trained instructors. In addition, we provided support to cover the gaps: registration fees and equipment.

The results were impressive: 400 kids became active by participating in soccer, basketball, dance, and martial arts programs over the summer. Their smiles told us they had fun. The smiles from parents told us their spirits were lifted.

Providing Leadership

In Surrey, British Columbia, Canadian Tire Jumpstart sparked expansion of a concept to help at-risk kids when they are most vulnerable: after school. Led by the Surrey School District, the program grew with support from other community partners, government, and businesses. Each lent different but critical elements. Canadian Tire Jumpstart provided the initial funding for training, staffing, and equipment. In honour of our contribution, the non-profit initiative was later named the Canadian Tire Jumpstart Academy.

While the program offers something to interest every age group (six to eighteen), including trial of popular sport and recreational activities, it also fosters leadership skills among the participants. This makes the program unique and effective.

The impact was tremendous. Initially planned for a single session in 10 schools, the after-school program launched with 23 participating schools and three sessions (Fall, Winter, and Spring). Over 1,000 kids experienced the joy of learning a new sport, and along the way they gained greater self-esteem, self-confidence, and critical leadership skills. In addition, 40 secondary-school students became youth leaders, apprenticing as coaches under the program instructors.

Special events and fundraisers from coast to coast

Thank you, Canada!

Jumpstart Day was celebrated on May 29, 2010, in communities across Canada. Two million Canadians showed their support by visiting a Canadian Tire, Canadian Tire gas bar, PartSource, or Mark's store. Many stores celebrated in a big way by holding additional special events and fundraisers that raised thousands of dollars for their local Canadian Tire Jumpstart chapter and kids in their community. Special thanks to store staff, community partners, and friends of Canadian Tire Jumpstart who helped make this day a success.

Golfing for Kids [1]

Thank you to our presenting sponsor Shell Lubricants for helping make the 17th annual Canadian Tire Jumpstart Invitational Golf Tournament a success. Our gratitude and thanks also go to the many golfers, volunteers, donors, and sponsors for their generosity. One day on the links raised \$1 million.

Making History [2]

Miguel Vadillo became the 44th person to swim across Lake Ontario on August 11, 2010. He dedicated this

personal challenge to raising funds to help kids learn to swim, particularly those who are new to Canada, through the Canadian Tire Jumpstart program.

850 km in 5 Days [3]

An eight-person team of dealers, store employees, and friends cycled 850 km in five days through the Maritimes to raise funds for Canadian Tire Jumpstart in September 2010. During stops along the tour, they were cheered on by local residents and other cyclists, including kids who joined the fun for a few kilometres. The event inspired a west coast challenge called Canadian Tire Jumpstart Pedal for Kids, which will be held in September 2011.

Lacing Up for Jumpstart [4]

In 2010, the 8th annual Lace Up for Jumpstart Hockey Tournament scored a hat trick: 360 players and 24 teams participated, 8 former NHL players made special appearances, and \$208,000 was raised. The tournament was initially created by Canadian Tire corporate employees in the merchandising group to show their support for Canadian Tire Jumpstart. It has grown into an opportunity for these tenacious volunteers to sharpen their



management and leadership skills outside of office hours. Thank you again to the volunteers, players, and many sponsors for their dedication.

A Challenge for Youth

Congratulations to all of the fundraisers who participated in the special Jump to South Africa fundraiser in 2010. Canadian Tire Jumpstart, in conjunction with Coca-Cola, created an online contest and challenged youth to raise funds over a six-week period. The grand prize was a trip for two to South Africa, including participation at a soccer camp and tickets to a 2010 World Cup South Africa game. The grand prize was awarded to Tiffany Froese from Landmark, Manitoba, for her extraordinary efforts in raising \$7,846. In total, over \$48,000 was raised by youth across Canada.

Canadian Tire Dealers and Store Employees Get Creative

We'd also like to applaud the incredible support that Canadian Tire dealers and store employees show to raise funds for the Canadian Tire Jumpstart program in their communities. Last year, they hosted and participated in hundreds of fundraisers in their stores and communities.

From shaving off hockey playoff beards, golfing in community tournaments, hosting a motorcycle ride, and organizing fishing derbies to raffling a Kia car and selling Canadian car flags in Vancouver to celebrate the Olympics, their creativity illustrates the passion felt for the Canadian Tire Jumpstart program. Every dollar they raised remained in their communities to support kids through the Canadian Tire Jumpstart program.

Enhancing Partnerships

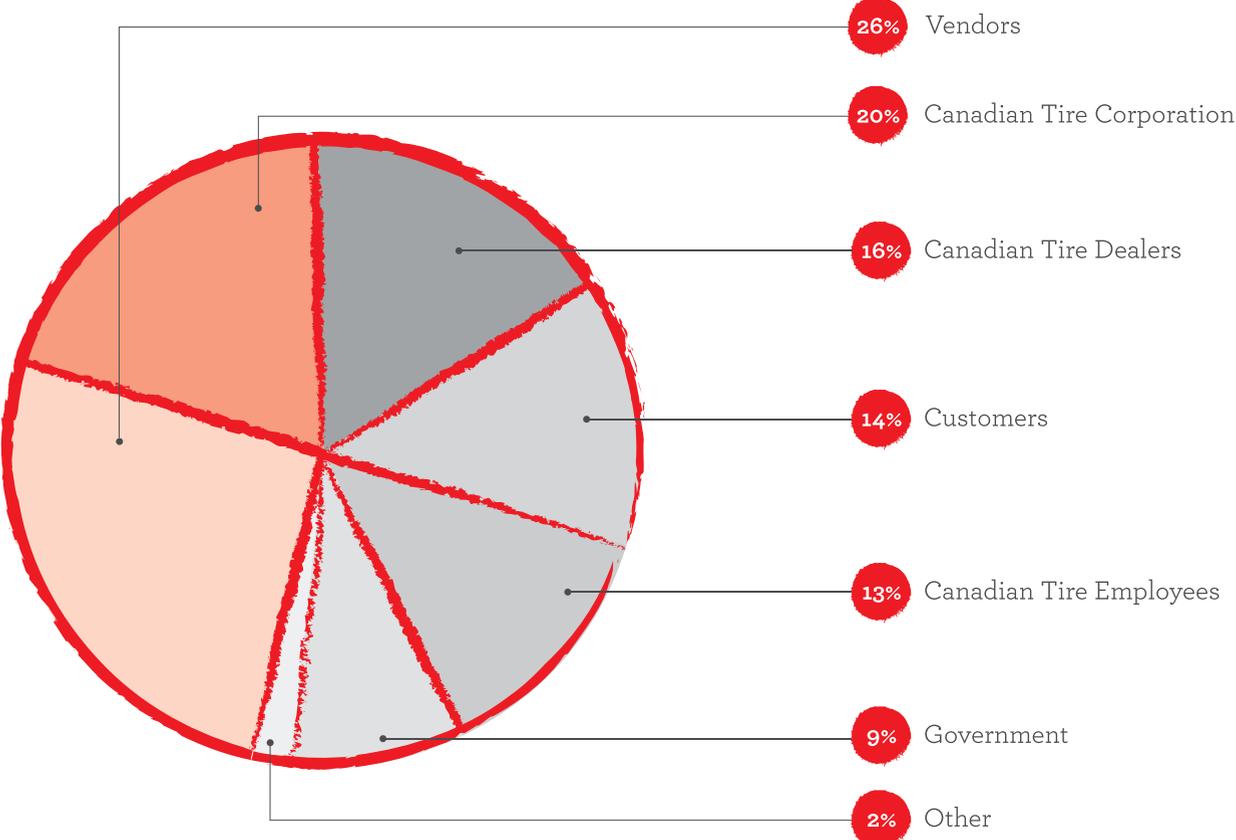
We continue to build strong partnerships with community leaders, government, and government agencies who share our vision of helping kids get active and learn valuable life skills in the process. In 2010, we partnered with Sport Canada; the Province of Newfoundland and Labrador; the Province of Ontario's Ministry of Health Promotion and Sport; the Province of Manitoba's Ministry of Healthy Living, Youth and Seniors; and the New Brunswick Government, benefiting thousands of children. Thank you again.



Charting Our Progress in Your Community

In late 2010, new Canadian Tire Jumpstart program boards appeared in Canadian Tire stores to communicate our progress in each community and highlight local community partners. These boards are updated regularly to identify how many kids have been helped with your support. Look for it during your next visit.

Source of revenue



Financial summary

100% of Customer Donations Goes to Kids

Each year, Canadian Tire Corporation generously funds all the general and administrative expenses of the Canadian Tire Jumpstart program. In addition, Sport Canada provides support for a portion of program delivery expenses. This ensures that 100% of customer donations are directed to the Canadian Tire Jumpstart program to support financially disadvantaged kids.

Statement of Receipts and Expenditures^{††}

	2010 Actual \$ ('000s)	2009 Actual \$ ('000s)
Revenues	13,342	12,546
Fundraising Expenses	1,158	1,056
Net Revenues	12,184	11,490
Charitable Giving	12,430	9,073
General and Administrative Expenses	1,112	988
Total Expenditures	13,542	10,061
Net Surplus/(Deficiency) for the Period	(1,358)	1,429
Administration Overhead as a % of Revenue	8.3%	7.8%

^{††}Year ended December 31, 2010; Audited, Deloitte & Touche LLP.

Major supporters

Canadian Tire Family



Government



Corporate supporters

Platinum (\$100,000+)

Castrol

Gold (\$50,000–\$99,999)

BIC Canada
Colgate-Palmolive
Hamilton Beach Brands Inc.

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Reckitt Benckiser
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Tonpan Inc.
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Trow Associates
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Board of Directors, Canadian Tire Corporation, Limited
Independent Businesswoman

Owen Billes

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

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Dealer, Canadian Tire Store #245, Québec City, QC

Robert Hatch

Dealer, Canadian Tire Store #493, Cochrane, AB

Peter Kilty

Senior Vice-President, Dealer Relations
Canadian Tire Corporation, Limited

Special Thanks

Special thanks to Daniel Fournier and Jack Juusola, who left the Board, for their commitment and leadership in 2010.

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

In addition, we'd like to thank Owen Billes for his generous donation. His gift will enable hundreds of kids to participate and experience a sport or fitness skills clinic or school in 2011.

Gerard Lemay

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

Kathleen O'Neill

Board of Directors, Canadian Tire Bank

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Canadian Tire Corporation, Limited



Jumpstart.
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Canadian Tire Jumpstart Charities^{##}

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^{##}Formerly Canadian Tire Foundation for Families

1-877-616-6600

canadiantire.ca/jumpstart

Charitable Registration #1379 29 451 RR 0002



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100% of customer donations
goes to kids