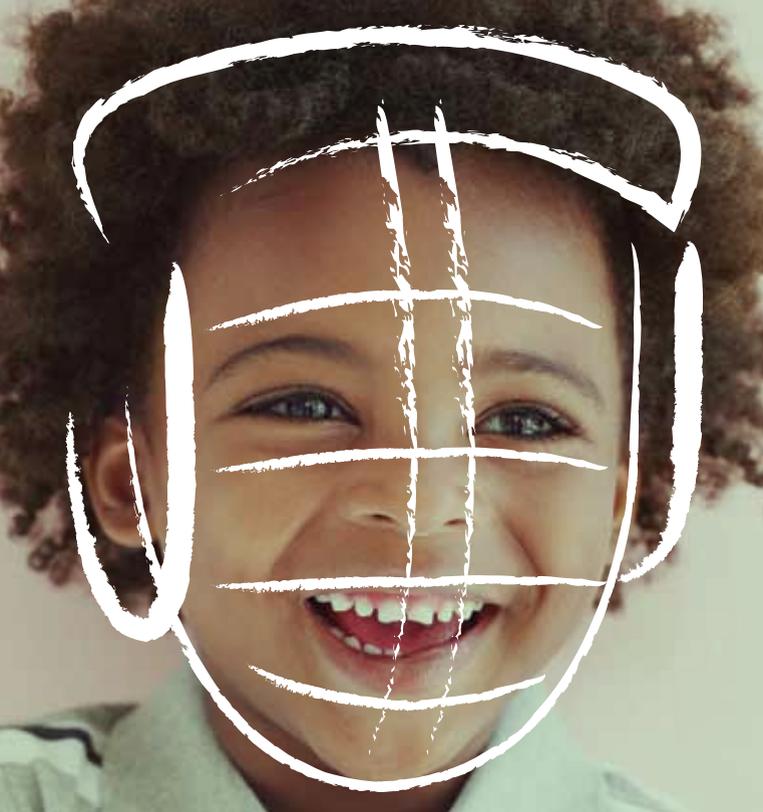


GIVING KIDS A SPORTING CHANCE.

CANADIAN TIRE JUMPSTART CHARITIES ANNUAL REPORT 2011



Jumpstart™
Bon départ™





YOU MADE IT POSSIBLE

TOGETHER, WE ARE CELEBRATING our best year to date, and we wish to thank our loyal supporters.

In 2011, the Canadian Tire family—together with our valued customers, vendors and donors—raised \$13,183,000 for Canadian Tire Jumpstart Charities®.

This generosity enriched the lives of 102,427 financially disadvantaged children through sports and recreational activities across Canada. Since 2005, 417,835 in-need children have received assistance to take part in otherwise inaccessible activities. Our 310 chapters and 1,800 community partners have provided these children with more than just sports: we've given them opportunity, memories, friendships and leadership skills. We're helping kids be kids!

We had fun on our third National Jumpstart Day, raising over \$3 million for a good cause. In September we staged a 500-kilometer, five-day cycling tour over five days from Victoria to Vancouver, distributing Jumpstart Kids Activity kits and raising awareness and an impressive \$253,000. A dozen dedicated Canadian Tire supporters undertook the journey of a lifetime by climbing 17,535 feet over 19 days to Mount Everest base camp, raising \$270,000. The trekkers tested their endurance and had many uplifting experiences.

During the year, our Regional Disasters Program, supported by Canadian Tire, helped victims of natural disasters. Floods in Manitoba and Québec; devastating fires in Slave Lake, Alberta; and a tornado in Goderich, Ontario are examples of us supporting communities when they need it most.

The accelerating momentum of Jumpstart is awe-inspiring. We're focused on ensuring that all Canadian kids have a chance to live their dreams.

Martha Billes
Chairman

Dan Thompson
President



OUR STORY

WE CONTINUE TO MAKE A DIFFERENCE

EVERY CHILD DESERVES TO PLAY.

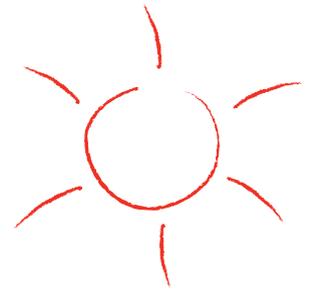
But that's not the reality, unfortunately, for many children in Canada. In fact, one in three Canadian families can't afford to enrol their kids in organized sports and recreational activities.* We want to change that.

Jumpstart changes that by removing barriers to participation, so that everyone—regardless of financial circumstances—can enjoy the lifelong benefits of sports and play.

For us, that's our dream.

*SOURCE: VISION CRITICAL, 2011

EQUIPPING KIDS FOR LIFE



ON RINKS AND IN PARKS and playgrounds across Canada, we've seen the difference that our program makes. Ever since our pilot program launched in 2004, we've helped 417,835 kids across the country take part in organized sports and recreational activities. This year alone, 102,427 kids participated in 71 activities.

Jumpstart Charities is a national charity that is helping disadvantaged children and families across Canada.

Whether it's covering registration fees, equipment or transportation costs, Jumpstart gives kids the opportunity to laugh, play and make great memories that last a lifetime.

TEAM EFFORT

Canadian Tire Corporation, Canadian Tire Dealers and their store staff, Petroleum Agents, Mark's and PartSource as well as our supportive vendors, customers and donors, are working together to give kids a sporting chance.

"I WENT TO PAY FOR MY GRANDSON'S MARTIAL ARTS CLASSES, WHICH WAS A BIT OF A FINANCIAL STRAIN. THEY TOLD ME THAT CANADIAN TIRE JUMPSTART HAD SENT A CHEQUE FOR \$300 TO HELP PAY FOR HIS TRAINING. I AM RETIRED AND ON A FIXED INCOME, BUT, LIKE JUMPSTART, I FEEL IT'S IMPORTANT TO SUPPORT OUR KIDS IN THE ACTIVITIES OF THEIR CHOICE. THANK YOU FOR THE SUPPORT YOU GIVE TO OUR YOUTH."

—From Dennis,
British Columbia grandfather



LENDING A HAND TO COMMUNITIES



IT'S IMPORTANT TO US that we support our kids' families and communities as well. That's why Canadian Tire Jumpstart Charities is committed to working with community-based charitable and non-profit organizations to provide essential services and goods to families who need our help. We supported hundreds of local initiatives in 2011, including these in:

GODERICH, ONTARIO

A devastating tornado struck the town of Goderich, Ontario. The Ontario Canadian Tire Dealers, along with Canadian Tire Jumpstart Charities, helped families and businesses affected by the devastating Goderich tornado with a donation of \$100,000 to the Goderich and Area Disaster Relief Fund.

ALBERTA

Alberta Canadian Tire stores came together with Canadian Tire Jumpstart Charities to raise more than \$33,000 to provide support (via the Canadian Red Cross) to families affected by the Alberta fires in early 2011.

JAMES BAY, ONTARIO

For the past year, Canadian Tire Jumpstart Charities has been working with James Bay residents, including the Attawapiskat and Kashechewan First Nations communities. We donated much-needed supplies, including 600 pairs of footwear, 550 pieces of outerwear, 300 flashlights and Canadian Tire Jumpstart Kids Activity Kits.



CANADIAN TIRE MAKES IT EASY FOR THE PUBLIC TO DONATE

Nine percent of our funding comes from our customers, and 100% of that goes directly to kids in the local community.



BRITISH COLUMBIA NEWCOMERS KU GAY, HSER DRI HTOO AND TA HAY THA (LEFT) FLED ETHNIC PERSECUTION IN THEIR HOMELAND OF BURMA (MYANMAR). THEY NOW LOVE SKIING CANADA'S WINTER WONDERLAND, AND, FOR THE PAST TWO YEARS, THEY'VE RECEIVED FUNDING FOR SKI LESSONS FROM JUMPSTART TO HELP THEM HIT THE SLOPES.



JUST WHAT EVERY KID NEEDS

MANY UNDERSERVED COMMUNITIES need equipment and community-based programs; that's why we created the Canadian Tire Jumpstart Kids Activity Kit. The program has provided organizations with free sporting and recreational equipment to help local children participate in individual and team activities, often for the first time.

The kits contain a variety of equipment suitable for a wide range of skills and ages, and require no specialized facilities. They may include equipment such as basketballs and basketball hoops, volleyballs and volleyball nets, ultimate frisbees and yoga mats, along with compasses and flags for orienteering.



GET ACTIVE

The Jumpstart Kids Activity Kits can be customized to fit a community's needs, ensuring that more and more kids have the opportunity to play.



HOW WE MAKE IT HAPPEN

WHETHER IT'S THE CHANCE TO TRY OUT A SPORT FOR THE VERY FIRST TIME, OR TO CONTINUE WITH THEIR FAVOURITE RECREATIONAL ACTIVITY, THE CANADIAN TIRE JUMPSTART PROGRAM MAKES IT POSSIBLE FOR FINANCIALLY DISADVANTAGED CHILDREN TO GET IN THE GAME.

We assist kids ranging in age from four to 18 by providing grants to help cover the cost of registration fees, equipment and/or transportation.* Ours is a unique charity model that involves working with a network of more than 310 local chapters in communities across Canada. These chapters work closely with over 1,800 organizations across the country (including Big Brothers Big Sisters, Parks and Recreation and the YMCA-YWCA) to identify financially disadvantaged children who will benefit from participating.

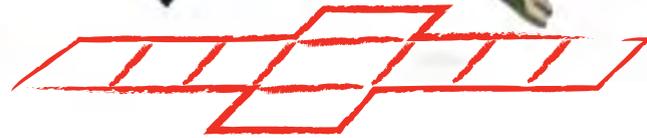
The chapters are run by committed volunteers and community leaders, and can include Canadian Tire Dealers and Petroleum Agents, as well as community volunteers. Our structure ensures that the assistance we provide can reach those who are in greatest need.

From indoor games to getting on the field

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

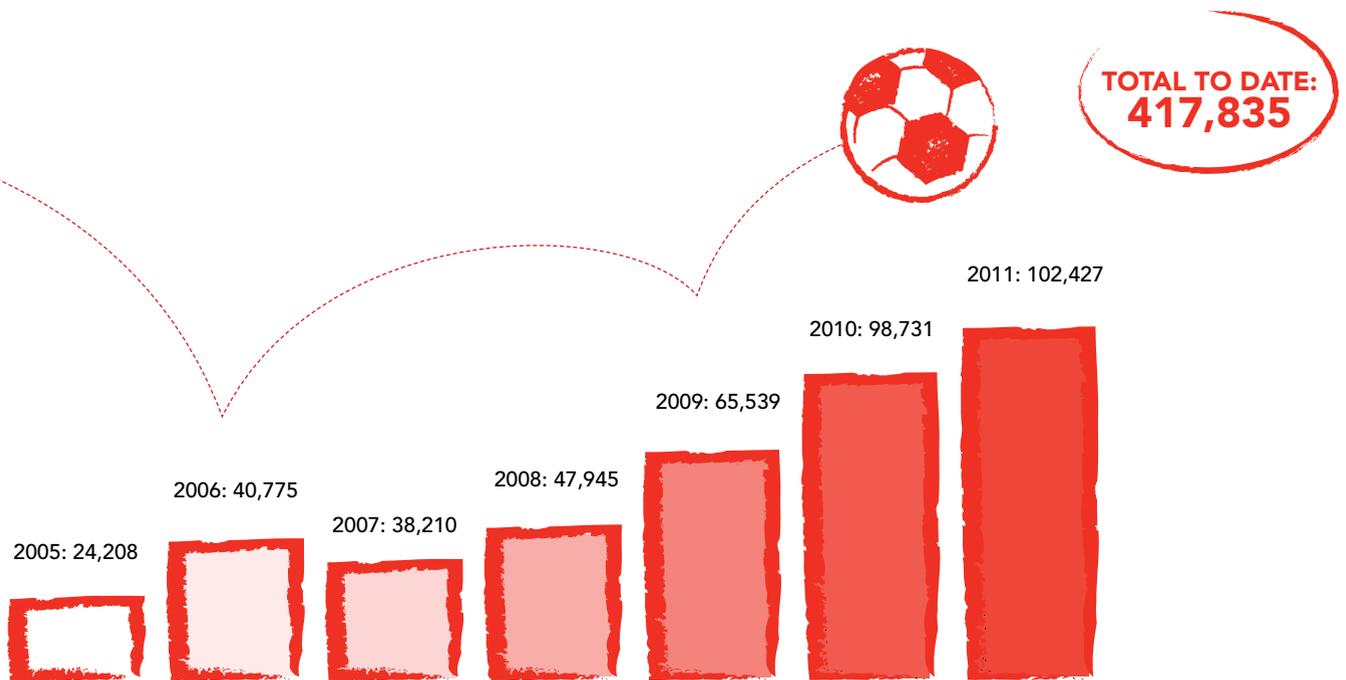


we helped 102,427 kids in 2011



WE'VE HELPED THOUSANDS

In 2011, thanks to generous donations and fundraising efforts, we helped 102,427 kids participate in 71 activities. From swim clubs to hockey camps, from football to dance, Canadian Tire Jumpstart is reaching the kids who need it the most.



"I WISH YOU COULD SEE THE DIFFERENCE IT'S MADE! THE PRIDE AND SELF-CONFIDENCE HAS RETURNED TO THEIR LIVES AND [WILL STICK] WITH THEM."

—From a football coach

OUR 100,000+ RECIPIENTS ACROSS CANADA



Province	Number of kids helped	Canadian Tire Jumpstart Chapters	\$ Disbursed
Yukon (YT)	37	1	\$7,326
Northwest Territories (NT)	51	2	\$8,701
Nunavut (NU)	9	1	\$1,241
British Columbia (BC)	13,922	38	\$1,218,855
Alberta (AB)	7,112	28	\$868,551
Saskatchewan (SK)	2,041	12	\$245,062
Manitoba (MB)	2,244	9	\$321,462
Ontario (ON)	33,495	99	\$3,702,884
Québec (QC)	30,559	72	\$2,772,623
Newfoundland & Labrador (NL)	4,558	19	\$636,925
New Brunswick (NB)	3,209	17	\$505,452
Prince Edward Island (PEI)	789	1	\$112,748
Nova Scotia (NS)	4,401	11	\$433,561
Total:	102,427	310	\$10,835,391



RAISING FUNDS

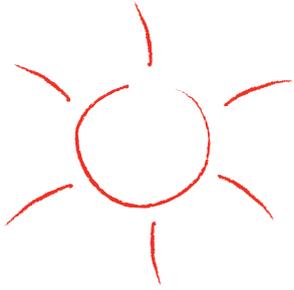
RAISING FUNDS, LIFTING SPIRITS, FULFILLING DREAMS

AS A REGISTERED CHARITY, CANADIAN TIRE JUMPSTART RECEIVES CONTRIBUTIONS FROM A WIDE VARIETY OF SOURCES.

All across the country, Canadian Tire employees and business partners regularly participate in events to raise funds for the charity's programs. We also work with government partners, who provide support for youth activities.

Anyone can support the program. And everyone can make a difference.





THE WAYNE SALES YOUTH BURSARY



IN 2008, former Canadian Tire CEO Wayne Sales made a donation to the Canadian Tire Jumpstart program. A strong supporter of Jumpstart, he wanted to create a fund to assist children of employees participate in sports and recreation. The Wayne Sales Youth Bursary is evolving and will allow any financially disadvantaged Canadian Tire Enterprise employees to provide their kids with the gift of sports and recreation, along with leadership skills to last a lifetime.

IN MEMORY OF ERIC LEIGHTON 1993-2011



ERIC LEIGHTON was always willing to help. A true leader and talented athlete, the popular Grade 12 student was due to graduate from his Ottawa high school in just a few weeks. Eric was a talented hockey player, having played for the Ottawa Senators AAA minors, Ottawa West Golden Knights and Almonte Thunder Junior B hockey. He was hoping to pursue a hockey career or move to Alberta to study police sciences.

After a tragic accident in his high school shop class, Eric passed away on May 26, 2011. Eric's family decided that, in memory of their son, they would direct all donation in memoriam to Jumpstart. Canadian Tire Jumpstart Charities has committed to match it with an additional \$10,000. All money raised will be used in the Ottawa community to enable kids to fulfill their sports dreams.



JUMPSTART DAY

IT'S A DAY WE LOOK FORWARD TO EVERY YEAR. ON SATURDAY, MAY 28, 2011, CANADIAN TIRE, MARK'S AND GAS+ LOCATIONS ACROSS CANADA JOINED TOGETHER FOR THE THIRD ANNUAL JUMPSTART DAY.

Canadian Tire stores nationwide hosted events, games and fundraising activities in support of our goal to help Canadian families who cannot afford to enrol their children in organized sports.

This year, Jumpstart Day raised over \$3 million dollars. Customers were asked to make a \$1 donation, and there was a great response, setting a new fundraising record of \$200,000 in one day.

We also welcomed the support of many partners and community members country-wide who lent their time and energy to this day:

CANADIAN TIRE JUMPSTART GALA FUNDRAISER, ST. CATHARINES, ONTARIO Canadian Tire Financial Services held a gala at Brock University. The gala capped off a day of fun at Brock University, where 100 Niagara youth, who were a part of the Jumpstart Programs, got a chance to participate in a variety of sports and activities around the campus, and even had an opportunity to meet TSN sportscaster Jay Onrait.

ONTARIO Correctional Service Emergency Response Teams journeyed province-wide, volunteering on Jumpstart Day. They helped collect donations while generating awareness about the Jumpstart program. This was their first year volunteering on Jumpstart Day and we look forward to welcoming them at many more.

NATION-WIDE To commemorate the day, 52 Jumpstart Day proclamations were made in cities and provinces across the country, encouraging Canadians to get involved by supporting organized sports for kids in their own communities.



Jumpstart Day fundraising events like those shown here allowed 30,000 children get active last summer.



100% of customer donations go directly to the kids' activities and equipment.



TAYLOR WAS BORN WITH CEREBRAL PALSY THAT AFFECTS HER LEGS. HER FAMILY COULDN'T AFFORD TO PUT TAYLOR IN SWIMMING LESSONS, BUT JUMPSTART HELPED CHANGE THAT. HER PARTICIPATION IN L'IL SHARKS (A YMCA PROGRAM FOR SPECIAL NEEDS CHILDREN) TAUGHT HER TO SWIM. NOW, WHEN SHE'S IN THE WATER, SHE'S JUST LIKE ANY OTHER KID.




Jumpstart


Jumpstart



PEDAL POWER

THERE WAS LOTS OF RAIN, and more than a few sore muscles. But that was nothing compared to the smiles and memories enjoyed along the way. On September 21, 2011, 23 Canadian Tire Dealers, executives and Jumpstart supporters took part in Jumpstart Pedal for Kids, a 500-kilometre, five-day cycling tour from Victoria to Vancouver, British Columbia to help raise funds and awareness for the Canadian Tire Jumpstart program.

Pedaling their way through several communities, the team stopped at various community centres and schools to deliver Canadian Tire Jumpstart Kids Activity Kits. Starting in Victoria, the tour hit Nanaimo, Duncan, Courtenay and Campbell River on the island before crossing to the mainland with stops in Powell River and Sechelt before finally ending in Vancouver.

Thanks to the fundraising efforts of the cyclists, local fundraisers and the dealer communities, the Canadian Tire Jumpstart Pedal for Kids Cycling Tour raised more than \$253,000 to help kids in need.

"I RUN A HOCKEY PROGRAM OUT OF AN ELEMENTARY SCHOOL AND IT HAS [REALLY BENEFITED] THE 20 KIDS THAT PARTICIPATE IN THIS PROGRAM. THEY HAVE ALL RECEIVED BRAND NEW STICKS AND GOALIE EQUIPMENT. THANK YOU, JUMPSTART, FOR HELPING TO MAKE A DIFFERENCE FOR THESE KIDS."

—From a community partner

REACHING GREAT HEIGHTS

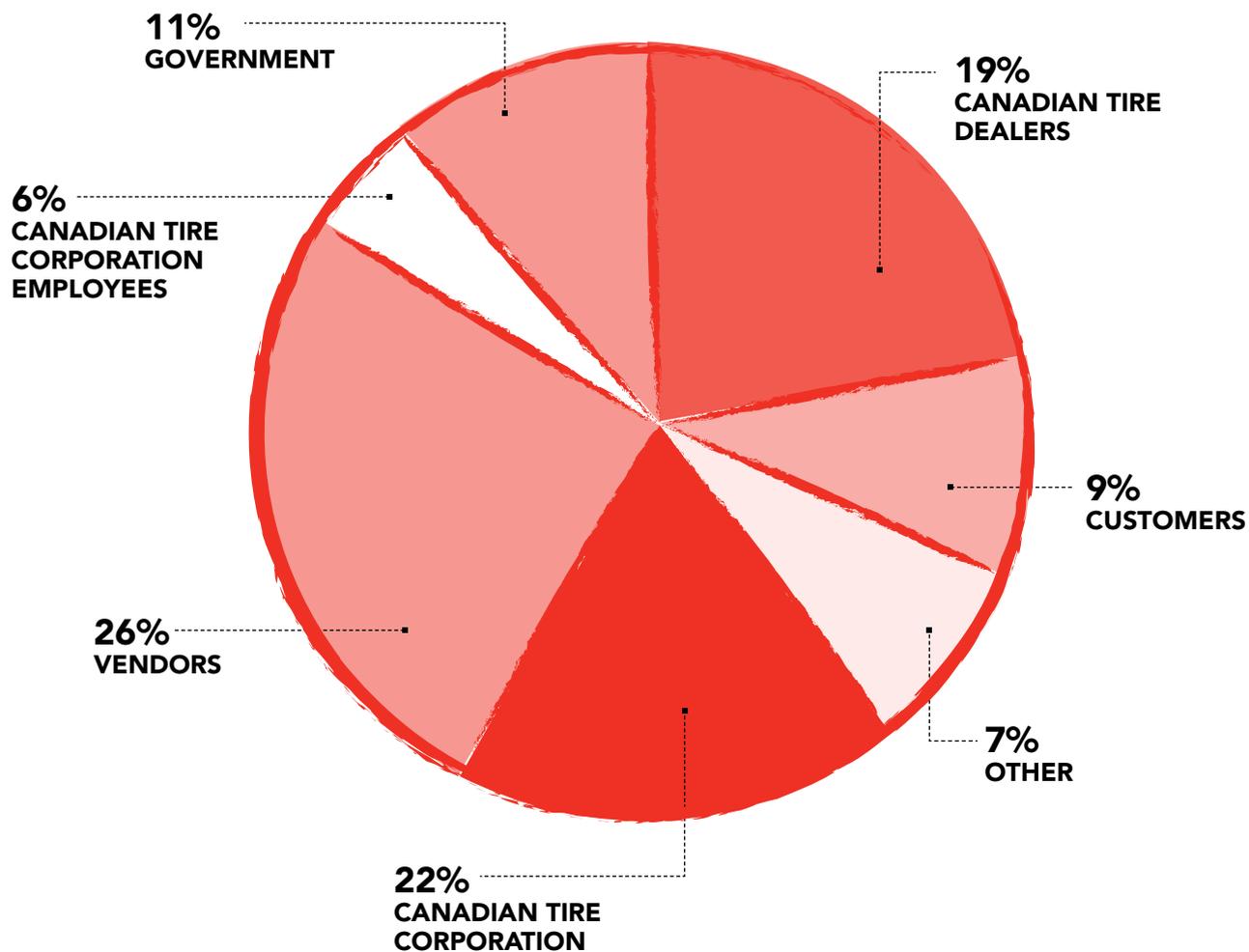
THE BUCKET LIST got a little shorter this year for 12 Canadian Tire Dealers and corporate employees. On April 7, 2011, this group of hardy adventurers set forth on a challenging trek of 17,575 feet to Base Camp at Mount Everest, the world's highest mountain. The goal? To raise \$100,000 for Canadian Tire Jumpstart.

Led by veteran Everest climber Ben Webster and his team, our trekkers tested their endurance on rickety bridges and rocky ledges and reveled in once-in-a-lifetime experiences like visiting a monastery and gifting orphaned children with new sports equipment so they can play and get active. The 19-day expedition began at Kathmandu, Nepal, and took the team through beautiful forests, Sherpa villages, glacial moraines and foothills.

Not only did the team reach the milestone of climbing to Everest Base Camp, they raised an astounding \$270,000 for Canadian Tire Jumpstart—funds that will go a long way to helping kids reach new heights.



REVENUE SOURCES



GIVING 100%

EACH YEAR, CANADIAN TIRE CORPORATION AND ITS VENDORS FUND ALL THE GENERAL AND ADMINISTRATIVE EXPENSES OF THE CANADIAN TIRE JUMPSTART PROGRAM. IN ADDITION, CANADIAN TIRE CORPORATION AND SPORT CANADA HELP FUND CANADIAN TIRE JUMPSTART PROGRAM DELIVERY EXPENSES. THIS ENSURES THAT **100% OF CUSTOMER DONATIONS GO DIRECTLY TO HELPING KIDS.**

STATEMENT OF RECEIPTS AND EXPENDITURES

	2011 Actual \$ ('000s)	2010 Actual \$ ('000s)
Revenue	14,237	13,342
Fundraising Expenses	-1,054	-1,158
Net Revenue	13,183	12,184
Charitable Giving	12,657	12,430
General and Administrative Costs	1,168	1,112
Total Expenditures	13,825	13,542
Net Surplus/Deficiency for the Period	-642	-1,358
Administration Overhead as a % of Revenue	8.2%	8.3%



BOARD OF DIRECTORS

MARTHA G. BILLES

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

OWEN BILLES

Board of Directors, Canadian Tire Corporation, Limited
Board of Directors, Canadian Tire Bank
Dealer, Canadian Tire Store #118, Welland, ON
Committee Member, Finance and Audit

PIERRE BOULOS

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

BRUCE CLARK

Secretary, Canadian Tire Jumpstart Charities

JOHN FURLONG, O.C., O.B.C.

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

ROBERT HATCH

Dealer, Canadian Tire Store #493, Cochrane, AB
Chairman, Human Resources Governance and Nominating

PETER KILTY

Senior Vice-President, Dealer Relations,
Canadian Tire Corporation, Limited
Committee Member, Human Resources Governance
and Nominating

GERARD LEMAY

Dealer, Canadian Tire Store #491,
Tracadie-Sheila, NB
Committee Member, Finance and Audit

GEORGES E. MORIN

Corporate Director, ICD.D

KATHLEEN O'NEILL

Board of Directors, Canadian Tire Bank
Committee Member, Finance and Audit

DUNCAN REITH

Senior Vice-President, Merchandising, Canadian Tire Retail,
Canadian Tire Corporation, Limited
Committee Member, Finance and Audit
Committee Member, Human Resources Governance
and Nominating

WARD SAITO

Dealer, Canadian Tire Store #604, Vancouver, BC
Committee Member, Finance and Audit
Committee Member, Human Resources Governance
and Nominating

MICHAEL STRACHAN

Senior Vice-President, Merchandising,
Mark's Work Wearhouse Limited
Committee Member, Human Resources Governance
and Nominating

DAN THOMPSON

President, Canadian Tire Jumpstart Charities

MARY TURNER

Treasurer, Canadian Tire Jumpstart Charities
Vice-President, Canadian Tire Retail Accounting,
Canadian Tire Corporation, Limited
Chairman, Finance and Audit

*Special thanks to Peter Kilty and Duncan Reith, who have
left the board, for their commitment and leadership in 2011.*

Board Members as of December 31, 2011.
Auditor, Deloitte & Touche LLP.

THANK YOU



THANK YOU TO ALL OUR GENEROUS SUPPORTERS

CANADIAN TIRE FAMILY



GOVERNMENTS



MAJOR SUPPORTERS

PLATINUM (\$100,000+)

MasterCard
SC Johnson
Stanley Black & Decker

GOLD (\$50,000—\$99,999)

Castrol Oil
Coca-Cola
Colgate-Palmolive
Earth Friendly Products
Energiizer Canada
Fernbrook Springs
Honeywell Consumer Products
Kruger Products Ltd.
MTD Products
Pride Global Inc.
Procter & Gamble
Reckitt Benckiser
Shell Lubricants
Sher-Wood Hockey Inc.
Xiamen Double Good

SILVER (\$25,000—\$49,999)

Accent-Fairchild Group
Baccus Global LLC
Baja Motorsports LLC
BIC Inc.
Continental Tire

Goodyear (Motomaster)
Grabber International
Gracious Living
Hamilton Beach
Maurice Sporting Goods
Mizco International
Rubbermaid
Scotts Canada
Sherwin-Williams
Shop-Vac
Superior Propane
Warrior Sports
Wilson
Winplus LLC
Wooden Sticks Golf

BRONZE (\$5,000—\$24,999)

Anchor Hocking Canada
Applica Canada Inc.
Athabasca Oilmen's Association
Bauer Hockey Inc.
Beatrice Stevens Memorial Foundation Inc.
Ben Moss Jewellers
BMO
Canada Thermos Products
Cassels Brock
CIBC Children's Foundation
City of Leduc

City of St. Thomas
Clarke Productions
Clorox
Coranco Corp.
Creative Fundraising
DRN Commerce
Dunnhumby
Edmundston
Erikson Consumer
Ernst & Young
EverStar (Taiwan)
Exide
Federal Mogul
Fiskars
Fortron International Ltd.
GE Canada
Genco
Greater Toronto Hockey League
Groupe SEB Canada
HD Brown
Hershey
Hockey Hall of Fame
Homeland Housewares
Husqvarna
Ice River Springs
Imperial Oil Ltd.
IN ZONE Brands Inc.
K-Line America/Century Distribution Systems

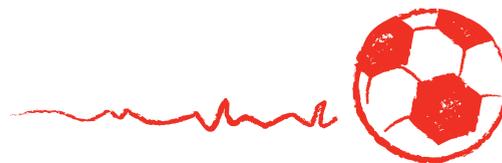
Kawartha Media Group
Kids for Kids Organization
Kingston Gardening Festival
Lifetime Products
Macquarie North America
Muskoka Brewery
MWG Apparel
Naya
NHL Enterprises
Niagara Region Police Association
Peterborough This Week Family Fun Day
Piano Moulding Co.
Pitney Bowes
Radio Systems Corp.
Remy Power Products
Robert Bosch Inc.
Rotary Club
S.C. & Co.
Senators Foundation
Sodexo
TGI Int'l Ltd.
Toyota Tsusho Canada Inc.
Velong Industry Co., Ltd.
Weiman Products
Whalen
World Kitchen Inc.

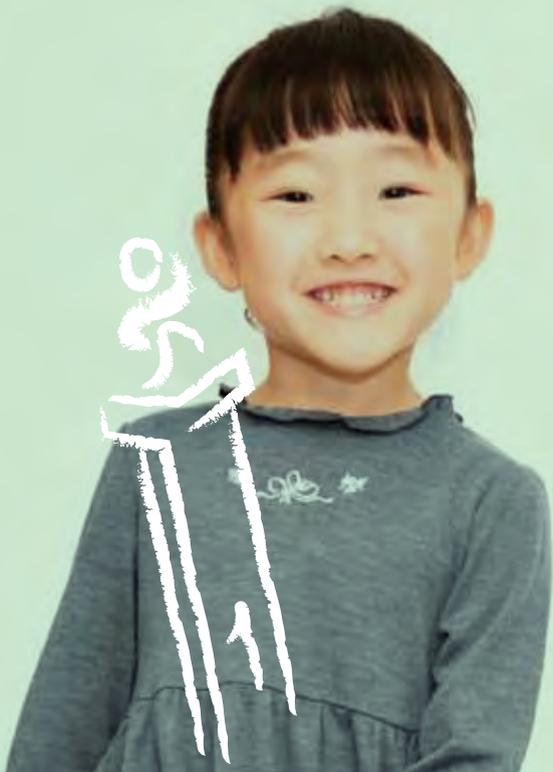
SPECIAL THANKS

A very special thanks to Canadian Tire Jumpstart regional Dealer representatives; community partners; chapter members; and our national affiliates, Big Brothers Big Sisters, Canadian Parks and Recreation Association, Boys and Girls Club, Salvation Army and YMCA-YWCA.

A special thank-you to our vendors who have donated to us in kind; Warnaco, King Par, Hilroy, Kraft Foods Inc., Mars, Picture Depot and Air Serv.

Thank you for making a true difference in kids' lives.







JumpstartTM Bon départ^{MC}

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

FORMERLY CANADIAN TIRE FOUNDATION OF FAMILIES

1.877.616.6600

jumpstart@cantire.com

canadiantire.ca/jumpstart

Charitable Registration #1379 29 451 RR 0002