



**Jumpstart.  
Bon départ.**

## **2015 ANNUAL REPORT**

**CANADIAN TIRE JUMPSTART CHARITIES**

**Jumpstart Kids  
Play Here!**

# Jumpstart 2015

**At Canadian Tire Jumpstart Charities, we understand the importance of play in a child's development, and believe financial barriers should not limit access to this essential building block.**

In addition to helping kids stay active, taking part in sports and other forms of organized recreation helps build a foundation of confidence, self-discipline, social skills and teamwork that can make a lasting contribution to success in every aspect of a child's life. And it's fun too.

Jumpstart gets kids in the game by helping families overcome the financial barriers associated with registration, equipment and transportation costs. As a national charity with a local focus, we make sure that the money we raise in a community stays in that community.

Today, Jumpstart has more than 300 Chapters across Canada, made up of volunteers from the Canadian Tire Family of Companies and local community groups. These Community Partners also help Jumpstart Chapters identify kids whose families need funding assistance.

**More than  
1 Million kids  
helped since 2005**

Our largest single supporter is Canadian Tire Corporation (CTC), which funds Jumpstart's general administrative expenses. This support allows Jumpstart to allocate 100% of customer donations directly towards helping kids in need.

In addition to direct financial assistance, the entire Canadian Tire Family of Companies provides support to Jumpstart and Jumpstart kids. Every spring during Jumpstart Month, stores across Canada - including Canadian Tire, Mark's, Sport Chek, Atmosphere, National Sports, Sports Experts and Gas+ locations - encourage their customers to donate in-store.

Throughout the year, CTC employees across Canada hold fundraising events at their store, office or in the community. They also volunteer at Jumpstart Games, where children from our local Community Partners are invited to spend a day filled with games, sports and fun. Their commitment and support, along with the support of vendors, partners and customers, is how Jumpstart has been able to get more than one million kids off the sidelines and into the game since 2005.

**More than  
300  
Jumpstart Chapters  
across Canada**





## Letter from the Chairman

**“By any measure, Jumpstart has enjoyed many remarkable successes over the past 10 years. In the best tradition of sport, these achievements have set the bar higher and established a mark that will motivate everyone who cares about Jumpstart and its mission to go further and do more.”**

2015 was a year filled with milestone achievements for Jumpstart. It was also a landmark year for me personally when, in the summer, I assumed the role of Chairman of the Canadian Tire Jumpstart Charities Board. As I hope this first letter makes clear, it is an opportunity and a challenge I am proud to take on.

Jumpstart was founded in 2005 by our Chairman Emeritus, Martha Billes, and her guiding vision was essential to making the achievements of our first 10 years possible. I know how passionately committed she was – and continues to be – to helping all Canadian kids, especially those from financially difficult circumstances, realize the lifelong benefits that come from participating in organized sports and recreation. I am pleased to recognize Martha for her leadership and for providing such a strong foundation – one that we can build and expand on during Jumpstart’s next decade.

I also want to thank and acknowledge Canadian Tire Corporation for its ongoing and growing commitment to Jumpstart. From its earliest years, Canadian Tire has helped to support sport, recreation and active living in communities across Canada. Canadians recognize this commitment, as they demonstrated in 2015 when, in an Ipsos survey, they named Canadian Tire as most “top of mind” among companies that support good causes.

By any measure, Jumpstart has enjoyed many remarkable successes over the past 10 years. In the best tradition of sport, these achievements have set the bar higher and established a mark that will motivate everyone who cares about Jumpstart and its mission to go further and do more.

I have been associated with Jumpstart since it launched. As a supporter, and a Canadian Tire Dealer in Welland, Ontario, I have seen first-hand the positive impact Jumpstart can have on people and communities. With that inspiration, I look forward to the next decade – to strengthening our ties to our communities, to our support, and to making an even bigger difference in the lives of families across Canada.

We’ve had a remarkable 10 years, but the best is yet to come.

A handwritten signature in black ink, appearing to read 'O. Billes'.

Owen G. Billes  
Chairman, Canadian Tire Jumpstart Charities

# Letter from the President

**“2015 was a year of change and achievement for Jumpstart. It was our best year ever in many ways.”**

2015 was a turning point for Canadian Tire Jumpstart Charities. We marked our 10th anniversary and extended help and support to our millionth Jumpstart child. We received more than \$23 million in donations, and disbursed almost \$21 million to help 206,097 kids across Canada – the largest number of kids we’ve ever helped in a single year.

Among our many changes for the year was the move to “outsource” our marketing and fundraising to the great teams throughout Canadian Tire Corporation. Combined with employee engagement from Canadian Tire Corporation and increased brand awareness, we helped more kids than ever before take part in the sports and activities they love so much.

An important driver for participation in 2015, and one of the most exciting events we’ve ever been involved in, was The Big Play. This groundbreaking program, developed in partnership with the Hockey Canada Foundation, will help get 30,000 kids on the ice by 2017.

Partnership has always been important to Jumpstart. From the beginning, we’ve partnered with all levels of government, community groups and companies, as well as national organizations like the Boys and Girls Clubs of Canada. We’ve also built relationships with a remarkable group of individuals - our Jumpstart Ambassadors. The generous support of athletes like Wayne Gretzky, Connor McDavid, Kyle Lowry, Kaillie Humphries, Jonathan Toews and many others has helped to tell our story, add excitement to our events and make a positive difference in the lives of Jumpstart kids.

Another significant transition for Jumpstart in 2015 was the decision of Martha Billes, our Chairman and founder, to pass the torch after 10 extraordinary years. The driving force behind our first decade, Martha’s dream was to eliminate financial barriers that keep children from participating in organized sports and recreation. If not for her leadership, there wouldn’t be a million kids today, across the country, who got a chance to get in the game thanks to Jumpstart.

The responsibility has been passed to Martha’s son, Owen Billes. A long-time Canadian Tire Dealer and Jumpstart supporter, Owen’s vision and leadership reaffirm his family’s commitment to kids and communities across Canada.

2015 was a year of change and achievement for Jumpstart. It was our best year ever in many ways, and there are so many people who contributed – our Community Partners, employees and customers – I can’t thank them enough. We’re also incredibly grateful for the generous support of our vendors, who have been integral to the success of the Charity not only in 2015, but over the past 10 years. We couldn’t do it without you. With your support, we’re looking forward to the next 10 years and beyond.



Landon French  
President, Canadian Tire Jumpstart Charities





## Thank You

**“In 2015, Jumpstart received over \$23 million in donations – our best year ever – propelling us to the milestone of one million children helped across Canada.”**

At Jumpstart, we know that the support we provide to kids in the communities we serve depends, in many ways, upon the help that we receive from our partners and supporters in those communities and across the country. Jumpstart is grateful to all the generous donors within the Canadian Tire Family of Companies: the Canadian Tire Dealer Association, our employees, our vendors and of course, our loyal customers.

Our supporters also include individual donors and large corporations, community groups and national organizations, and government – a diverse group that shares our vision of a Canada “where all kids have a chance to fulfill their dreams.” In 2015, Jumpstart received more than \$23 million in donations – our best year ever— propelling us to the milestone of one million children helped across Canada.

Providing the opportunity for kids to become engaged, active and healthy is in the interest of every Canadian, so it is not surprising that Jumpstart enjoys the support and partnership of all levels of government – municipal, provincial, and federal – across the country.

The Government of Canada continues to be a steadfast source of encouragement and support for Jumpstart, and on March 19, 2015, the Minister of State (Sport), announced a \$1.3 million grant from Sport Canada to Jumpstart.

Through the Government of Canada’s contributions over the years, thousands of children have had the opportunity to participate in organized sports and physical activity.

Canada 

# Employees for Jumpstart Campaign

The Canadian Tire family continues to grow, and it is the spirit of Jumpstart that continues to bring our employees together.

The Employees for Jumpstart campaign held every October is the Corporation's largest company wide fundraising initiative.

For the second straight year, the Employees for Jumpstart campaign surpassed the goal of \$1 million, raising more than \$1.4 million. Thanks to online donations, team competitions and fundraising challenges, 14,000 deserving children were given the chance to play in 2015 through Jumpstart.

## Thank You to the Canadian Tire Family of Companies



**\$1.4+** Million

raised through the employee giving campaign

**\$4.2** Million

contributed by Canadian Tire Dealers and their customers



**“There’s nothing that unites us and binds us together as a company more than our commitment to Jumpstart.**

**At Canadian Tire, we like to say sport is in our DNA, and Jumpstart is at the very heart of our company. But Jumpstart isn’t just about sports, it’s about making Canada a better place and helping people grow through the power of play.”**

Michael Medline,  
President and Chief  
Executive Officer,  
Canadian Tire Corporation, Limited

## REVENUE SOURCES



Enterprise Customers  
(38%)



Canadian Tire Corporation  
(21%)



Other  
(9%)



Canadian Tire Dealers  
(8%)



Enterprise Vendors  
(8%)



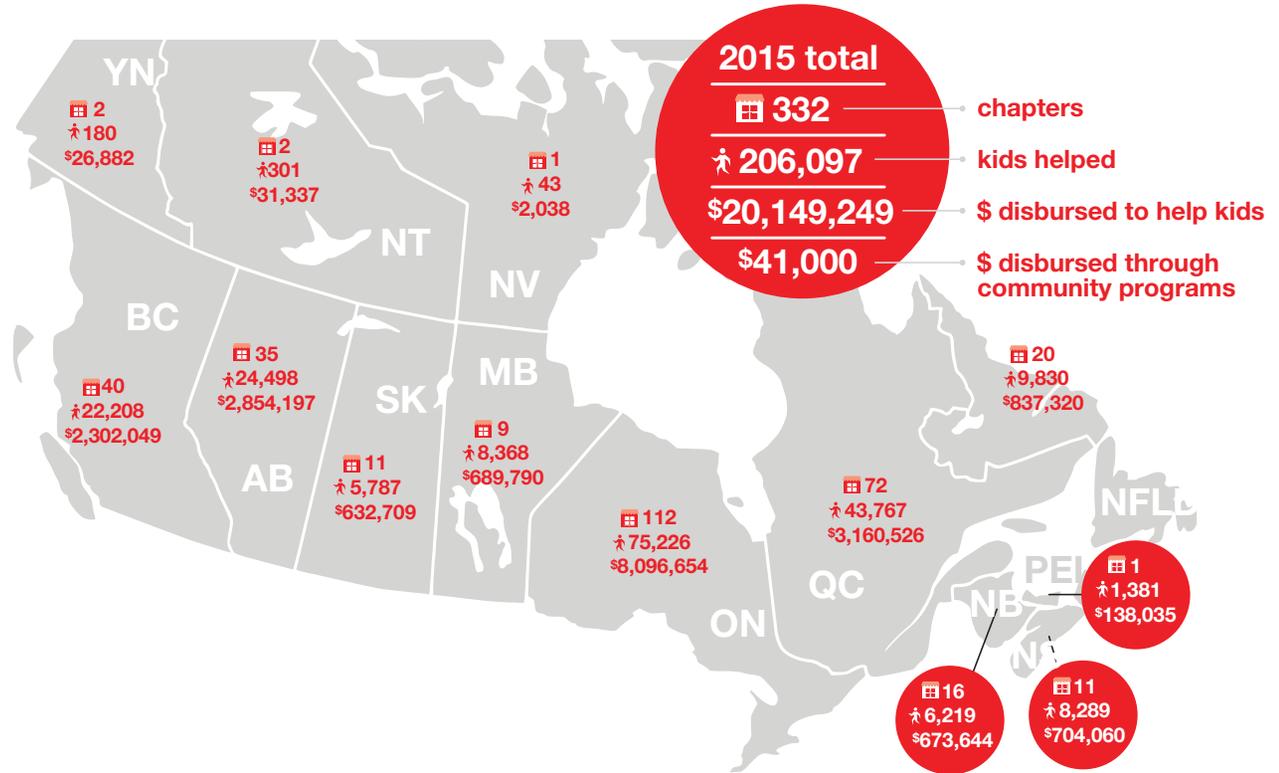
Governments  
(8%)



Canadian Tire Corporation Employees  
(8%)

# Revenue and Expenditures

## PROVINCIAL DISBURSEMENTS



## STATEMENT OF RECEIPTS AND EXPENDITURES

	2015 <i>(thousands of dollars)</i>	2014 <i>(thousands of dollars)</i>
Gross fundraising revenue	\$23,116	\$21,632
Fundraising expenses	\$319	\$1,590
Net fundraising revenue	\$22,797	\$20,042
Charitable giving	\$20,853	\$19,368
General and administrative (G&A) expenses	\$1,211	\$1,994
	\$22,064	\$21,362
Increase (decrease) in reserve	\$732	\$(1,320)
G&A ratio	5.2%	9.2%

# Board of Directors

## OWEN BILLES

Chairman, Canadian Tire Jumpstart Charities  
Board of Directors, Canadian Tire Corporation, Limited  
Board of Directors, Canadian Tire Bank Dealer, Canadian Tire Store #118, Welland, ON

## MARTHA G. BILLES

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

## W. BRUCE CLARK

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

## TJ FLOOD<sup>3</sup>

Senior Vice President, Marketing  
Canadian Tire Retail

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

Senior Vice-President  
Canadian Tire Financial Services and Canadian Tire Bank

## MARY ANN FINN<sup>1,2</sup>

Independent Businesswoman

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

Twentyten Group

## MICHEL DESLAURIERS

President, Fondation Bon départ de Canadian Tire du Québec  
Dealer, Canadian Tire Store #117, Mont-Tremblant, QC

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

Dealer, Canadian Tire Store #493, Cochrane, AB

## TED MANGNALL

Dealer, Canadian Tire Store #070, Etobicoke, ON

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

Chief Operating Officer, FGL Sports

## GEORGES E. MORIN<sup>1,3</sup>

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

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

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

In 2015, Harry Taylor and Marcel Gagne left the Board. Jumpstart would like to thank them for their commitment and leadership.

## BOARD COMMITTEES

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

### 1 Finance and Audit Committee

Chairman, Mary Turner

### 2 Human Resource Governance and Nominating Committee

Chairman, Robert Hatch

### 3 Integrated Marketing Committee

Chairman, TJ Flood

Board members as of December 31, 2015.

Auditor, Deloitte LLP

## LANDON FRENCH

President and CEO, Canadian Tire Jumpstart Charities



**Jumpstart  
Bon départ**

**It All Starts With A Call.  
1-844-YES-PLAY**

When kids miss out on the chance to play, they miss out on much more than just physical activity. Being part of a team helps equip kids for life by developing essential skills such as discipline, confidence and teamwork. Kids shouldn't have to miss out on the chance to grow these important life skills because of financial disadvantages. Our partners at the Canadian Tire Financial Services call centre have helped us connect kids to opportunities since 2005. One phone call can not only get kids into the game, but on the right foot for life.

**Jumpstart Kids  
Play Here!**



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