



Jumpstart
Bon départ

JUMPSTART KIDS PLAY HERE!

**CANADIAN TIRE JUMPSTART CHARITIES
ANNUAL REPORT 2014**



JUMPSTART KIDS PLAY HERE!

Physical skills, social skills, self-discipline, self-esteem and more – you can't put a price on the benefits kids get from organized sports and physical activity. However, there's usually a cost for participation and, for thousands of Canadian families – in your community, maybe on your street – it's one they can't pay. Jumpstart's financial assistance helps kids get into the game, because wherever kids play, we want to make sure that's where Jumpstart kids play, too.

\$131,397,125

**total funds raised
2005–2014**

892,399

**kids between 4 and 18
helped by Jumpstart
2005–2014**



**JUMPSTART KIDS PLAY HERE!
EVERY KID DESERVES
A CHANCE TO PLAY**

ABOUT CANADIAN TIRE JUMPSTART CHARITIES

Canadian Tire Jumpstart Charities is a national charity dedicated to providing kids from low-income families with the opportunity to experience the benefits of organized sports and physical activity. Through support from the Canadian Tire Family of Companies and a national network of more than 330 local Chapters, Jumpstart helps kids in communities across Canada by assisting with the costs associated with registration, equipment and/or transportation.

\$102,000,000+
**total funds disbursed for kids and
communities 2005–2014**

JUMPSTART DAY, TORONTO, ONTARIO - MAY 31, 2014

“Jumpstart kids play here.” Thanks to you, that observation is made true in Canadian communities from coast to coast.

In 2014, thanks to the generosity of vendors, donors, government and customers and the support we receive from the Canadian Tire Family of Companies, Canadian Tire Jumpstart Charities raised \$20 million. At the same time, we disbursed \$18.5 million to children in need and helped almost 195,000 Jumpstart kids get off the sidelines and into the game.

Being named one of the best managed charities in Canada was another notable accomplishment for the year; one that helps to explain Jumpstart’s record of steady growth, both in terms of money raised and children helped. In its annual Charity 100 survey, *MoneySense*, Canada’s leading personal finance magazine, gave Jumpstart top marks for the efficiency of our fundraising and distribution and the quality of our governance, for a final overall grade of A+. As a former teacher, I can say that’s a report card to be proud of.

Looking ahead, I’m equally proud of several milestones that will be achieved during the year. Canadian Tire Corporation has a decades-long history of actively supporting the communities it serves. Building on that tradition, in 2015 Canadian Tire Jumpstart Charities will celebrate both its 10th anniversary and, in late summer, another milestone – having helped more than one million children in need. In Quebec, our partner charity, Bon départ, will be marking its 25th year.

“In 2015, Canadian Tire Jumpstart Charities will celebrate both its 10th anniversary and, in late summer, another milestone – having helped more than one million children in need.”

2015 will also mark a new stage in our journey, one in which we will work even more closely with the Canadian Tire Family of Companies, harnessing their marketing skill to build greater awareness of our brand and our mission, so that Jumpstart can help even more children and their families.

I thank our Board of Directors for their commitment and guidance over the year, and, with great pride, also acknowledge the remarkable support that Jumpstart receives from Canadians all across this vast country.



Martha G. Billes
Chairman, Canadian Tire Jumpstart Charities

LETTER FROM THE EXECUTIVE DIRECTOR

Play smart, play hard and play to your strengths. In 2014, that's what we did, so that more families and communities will be able to say, "Jumpstart kids play here."

One in three Canadian families cannot afford to provide their kids with the lifetime benefits that come from participation in organized sports and physical activity. Jumpstart was created to help change that by providing those families with financial and other assistance that would open the door to opportunities that should be available to every child.

After nine years of managing donations, distributing funds, building partnerships and helping close to 900,000 kids, our mission is unchanged, but our understanding has grown. In 2014, we decided to focus on using that knowledge to better identify the needs of kids, families and programs; to strengthen our ties to our communities; and to help develop solutions for getting kids active.

To that end, in December we joined with the Hockey Canada Foundation to launch The Big Play, a program that will give more Canadian kids the opportunity to get into minor hockey. We are also putting a particular focus on initiatives to keep girls over 13 actively participating in sports.

While Jumpstart focuses on raising kids, our supporters throughout the Family of Companies can focus on connecting with their communities, sharing our story, creating events and opportunities and raising funds. In-store and across Canada, they will use their expertise in marketing and relationship building to engage their customers and other potential donors, and secure their support for Jumpstart and our mission.

"After nine years of managing donations, distributing funds, building partnerships and helping close to 900,000 kids, our mission is unchanged, but our understanding has grown."

Canadian Tire Corporation also provides our call centre services. In 2014, we introduced 1-844-YES-PLAY. This new number, and the help of the Canadian Tire Financial Services call centre, will play a key role in Jumpstart's efforts to be more active in engaging with kids and families who need our support.

Like Jumpstart kids, Jumpstart is goal-oriented and in 2015 we want to do more – for more kids and more families. I want to thank the Canadian Tire Family of Companies and all of our supporters for giving us the help we need to reach that goal.



Landon French
Executive Director, Canadian Tire Jumpstart Charities
and Vice-President, Community Relations,
Canadian Tire Corporation



LAUNCHING THE BIG PLAY

The smiles of the Jumpstart kids taking the ice with players from the National Junior Team tell the story: every kid should have a chance to play Canada's game. The team was at McGill University's McConnell Arena to help kick off The Big Play just in time for the World Junior Championship. Created by Jumpstart and the Hockey Canada Foundation (HCF), the program will give Canadian kids from financially disadvantaged families the opportunity to get into minor hockey. The Big Play was launched nationally with an ad campaign featuring Jonathan Toews and paid for by

Canadian Tire. This kind of assistance shows how we are able to leverage our relationship with the Canadian Tire Family of Companies to expand the range of support we can provide to kids pursuing over 75 different kinds of sports and physical activities.

30,000

Our goal: 30,000 kids into minor hockey over three years through The Big Play



**JUMPSTART KIDS PLAY HERE!
PLAYING ON THE BIG ICE,
EVEN FOR 10 MINUTES,
TAKES DISCIPLINE AND
COMMITMENT**

THE BIG LAUNCH, McCONNELL ARENA, MCGILL UNIVERSITY - DECEMBER 22, 2014

THE BIG PLAY CONTINUED



On the ice with stars from the National Junior squad

WHATEVER THE GAME, WE HELP KIDS MAKE THEIR BIG PLAY

People across Canada are excited by the opportunities offered through The Big Play, the joint initiative created by Jumpstart and the Hockey Canada Foundation. In 2014, there was a notable increase in inquiries to our call centre. A significant portion of this increase was driven by the publicity relating to the World Junior Championship and The Big Play; and also by our new, easy-to-remember phone number 1-844-YES-PLAY. While we are delighted at this response to the program,

we are equally excited to help kids play basketball or soccer, to learn how to swim, to dance or ride a horse. What is most important to us is providing the opportunity for kids to get active – to try new things, to discover what engages them – and then helping them to pursue their passion. Every year, we get letters from kids and parents throughout Canada, telling us how Jumpstart's support made a difference in their lives. Whatever the game, that's a big win.



Two great teams: Jumpstart kids and Canada's National Junior Team



Driving to the basket at the launch of the multisport court at East Scarborough Storefront, a project funded by Jumpstart and the MLSE Foundation

WINNING ON AND OFF THE COURT



Even as a young girl, Shanice McKoy had a passion for basketball that her mother Alicia wanted to encourage. However, for a single mother on a tight budget, registration fees and other costs were a constant challenge. The manager of the Advantage Titans Basketball Club told Alicia about Jumpstart.

“Jumpstart’s support was timely because I was contemplating removing Shanice from basketball due to expenses.”

Alicia Radix, parent

Funding provided by Jumpstart helped Shanice stay in basketball, where her natural talent blossomed. An outstanding high school player, Shanice attended the University of Texas on a full scholarship and graduated with a Bachelor of Science degree. In a letter to Jumpstart, Alicia said, “Thank you ... you helped make my daughter’s dream a reality.”





**JUMPSTART KIDS PLAY HERE!
BUILDING SKILLS,
PRACTISING TEAMWORK
AND HAVING FUN**



JUMPSTART GAMES, ST. CATHARINES, ONTARIO - JULY 23, 2014



POWERFUL PARTNERSHIPS FOR CANADA'S KIDS

Jumpstart is a national charity with local impact, and nothing drives that home like the Jumpstart Games. Throughout the year, across the country, Jumpstart connects with Canadian communities by giving economically disadvantaged kids a chance to experience the joy of sport by participating in a Jumpstart Games at local parks or recreational areas. The Games are usually organized with help from area partners such as Boys and Girls Clubs and the YMCA while volunteers from the Canadian Tire Family of Companies run the event. The Games are funded

through the support of Canadian Tire Dealers, the Canadian Tire Family of Companies, vendors and/or Community Partners which includes supplies for the Games such as food, equipment and t-shirts. Along with providing a great day of outdoor fun for every participant, the Games highlight the support we receive from the Family of Companies and our Community Partners.

17 *Jumpstart Games
were held across
Canada in 2014*

ALL PLAY FOR CANADA

PARTNERSHIPS CONTINUED



Jumpstart kids and employee volunteers

DEALERS DRIVE SUPPORT FOR JUMPSTART



Fans in Labrador City, Newfoundland and Labrador, turned out enthusiastically to meet Jumpstart Ambassador Jonathan Toews

Jumpstart has always recognized the power of partnership. It began with Canadian Tire Dealers and their teams, who helped us connect with their communities in our early days. They have remained among our strongest supporters: volunteering at local Jumpstart events, contributing prizes for draws and contests and, each May, engaging in fierce but friendly competition to see which store can collect the most \$2 Red Ball donations per transaction during the Jumpstart Red Ball campaign. In 2014, the winner was the Canadian Tire store in Labrador City, Newfoundland and Labrador, and the grand prize was a visit from Jumpstart Ambassador Jonathan Toews. Canadian Tire Dealers have also been tireless ambassadors for Jumpstart, helping us build relationships with various organizations including local municipalities, which has enabled us to extend our reach and effectiveness.



BOYS AND GIRLS CLUBS OF CANADA AND JUMPSTART HELP 6,200+ KIDS “GET IN THE GAME”

For more than 110 years, Boys and Girls Clubs of Canada (BGCC) has provided kids with a safe, supportive environment where they can overcome barriers and develop confidence and skills for life. Boys and Girls Clubs across Canada have worked with Jumpstart since we were established, and in 2013 our partnership was strengthened by the launch of our first joint national initiative with 13 BGCC Clubs: “Canadian Tire Jumpstart Get in the Game!” After the first year of the program, we helped over 6,200 kids get in the game and 39 Clubs were on board. Together, Jumpstart and BGCC can do a better job of delivering programs to more children in identified priority neighbourhoods.

“Across the country, Jumpstart’s connection with Boys and Girls Clubs has opened the door to previously out-of-reach opportunities for children and youth. We see the benefits of Jumpstart’s work up close and in the smiles of young people given opportunities to play sports and participate in a variety of physical activities.”

Marlene Deboisbriand, Interim President and CEO, Boys and Girls Clubs of Canada



BGCC – a valued Jumpstart partner since 2005



A great day for fun in St. Catharines

IN 2014, 39 BOYS AND GIRLS CLUBS TOOK PART IN “GET IN THE GAME!”



**JUMPSTART KIDS PLAY HERE!
LEARNING ABOUT
LEADERSHIP WHILE
HELPING TO LAUNCH
PEDAL FOR KIDS**



PEDAL FOR KIDS, OTTAWA, ONTARIO - SEPTEMBER 15, 2014

**Jumpstart
Bon départ**



CANADIAN TIRE FAMILY MAKES US STRONGER

On a beautiful September day in Ottawa, over 100 area kids, along with Canadian Olympians and Paralympians, the Honourable Bal Gosal, Minister of State (Sport), and other dignitaries, gathered on Parliament Hill. They were there for a day of Jumpstart Games and to cheer on riders in the first leg of the 5th Annual Jumpstart Pedal for Kids cycling tour. Pedal for Kids takes place in a different part of Canada each year, and in 2014, Canadian Tire Dealers, employees from across the Corporation, Canadian Tire Corporation (CTC) vendors and friends of Jumpstart rode from Ottawa to Quebec City with the goal of

raising \$675,000. Additionally, at stops along the way, Jumpstart Kids Activity Kits were presented to local Jumpstart Community Partners. In the final tally, participants in the five-day 500 km ride raised more than \$700,000, demonstrating once again the strong personal commitment that links people throughout the CTC Family of Companies to Jumpstart and our mission.

70+ *riders took part in the 2014 Pedal for Kids*

CANADIAN TIRE FAMILY OF COMPANIES CONTINUED



The first leg was a 25 km ride from Kanata to Parliament Hill

GIVING TIME, IMAGINATION AND ENERGY TO JUMPSTART

Pedal for Kids is just one of the many fundraising initiatives that Canadian Tire Dealers, employees of the Canadian Tire Family of Companies, and Jumpstart partners and supporters put together each year. Across Canada, at activities ranging from neighbourhood bake sales and car wash days to high-profile events like golf tournaments or a pop-up skills competition tied to the Grey Cup, thousands of Canada's best marketers and retailers donate their time, imagination and energy to raise funds and awareness on behalf of Jumpstart. They have made Jumpstart their cause, and have shown again and again that they are willing to go the extra mile – or, in the case of Pedal for Kids, the extra 500 km – to support our mission to help kids and families in their communities.



Chairman Martha Billes with Jumpstart supporters

500 km

to get kids in the game



Riders started from the Canadian Tire Centre



Jumpstart supporters Paralympian Robbi Weldon and Olympian Andréanne Morin join the Honourable Bal Gosal, Minister of State (Sport), Ottawa Mayor Jim Watson and Landon French, Executive Director, Jumpstart Charities, on Parliament Hill



Over 100 Ottawa area kids turned out for the day



Jumpstart kids greeting riders on the final day

LEADING BY EXAMPLE - CANADIAN TIRE DEALERS CYCLING FOR A GOOD CAUSE



Why ride from Kanata, Ontario to Quebec City? For Canadian Tire Dealers, whose hands-on support has always been instrumental to the success of Jumpstart and Pedal for Kids, it's personal. Those two words say a lot about Dealers' connection to their communities and about their commitment to Jumpstart. In 2014, 16 Canadian Tire Dealers were among the more than 70 riders who took part in the 5th annual 500 km cycling tour. Geographically, the group spanned BC to Quebec, and in total the Dealers and their store teams raised over \$250,000 for the local Jumpstart Chapters.

**DEALERS RAISED
OVER \$250,000 FOR
JUMPSTART IN PEDAL
FOR KIDS 2014**



OUR ATHLETE AMBASSADORS

KAILLIE HUMPHRIES Bobsleigh, two-time Olympic Gold Medallist

“When I reflect on how sports have impacted and shaped my life, I am thankful for everything they have done for me. All kids should have the opportunity to participate and discover the life lessons you can gain from sports and physical activity.”

On May 22, 2014, two-time Olympic Gold Medallist and Jumpstart Ambassador Kaillie Humphries went to Patrick Airlie Elementary in her hometown of Calgary to share her story, talk to students about the lifelong value of sports and active living and, of course, show them her Gold Medals.

Kaillie was joined by Jumpstart Chairman Martha Billes to support national Jumpstart Day and the Jumpstart Red Ball campaign. Together, they highlighted the need to help Canadian families who cannot afford to have their children participate in organized sports and physical activity.

CONNOR McDAVID

Hockey, National Junior Team Gold Medallist



"I couldn't imagine not being able to play the sport that I love. As a Jumpstart Ambassador, I am really excited to continue to give back to communities, while helping kids fulfill their sporting dreams."

OHL Rookie of the Year in 2013, Connor was a member of Canada's Gold Medal-winning 2015 National Junior Team. He knows first-hand that the lessons learned on the ice can help for a lifetime.

CHRISTINE SINCLAIR

Soccer, Olympic Bronze Medallist



"Team sports, soccer, taught me so much – about working with others, about respecting others and about working toward a common goal. Soccer has also given me so much, including some of my best friends, and I think all kids deserve that same opportunity – no matter what their financial needs are."

A two-time Olympian, captain of Canada's 2012 Bronze Medal-winning squad, and one of the all-time leaders for goals scored in women's international soccer, Christine Sinclair is an inspiration for young athletes, in particular young women, across Canada and around the world.

KYLE LOWRY

Basketball, Toronto Raptors, NBA All-Star



"I am excited to grow participation in basketball in Canada and to support Jumpstart Charities. No kid should be stripped of the opportunity to play ball."

In the 2013/14 season, his second as a point guard with the Raptors, Kyle stepped up to help the team make the playoffs and take the Atlantic Division title. On and off the court, he is committed to inspiring young people to set goals and train hard.

Atsuko Tanaka, Calgary, Alberta, Ski jumping

Benoît Huot, Longueuil, Quebec, Swimming, nine-time Paralympic Gold Medallist

Charles Hamelin, Levis, Quebec, Short track speed skating, three-time Olympic Gold Medallist

Chris Del Bosco, Montreal, Quebec, Freestyle skiing, two-time X Games Gold Medallist

Damian Warner, London, Ontario, Decathlon, Commonwealth Games Gold Medallist

Erik Guay, Mont-Tremblant, Quebec, Alpine skiing, World Championship Gold Medallist

Hayley Wickenheiser, Shaunavon, Saskatchewan, Hockey, four-time Olympic Gold Medallist

Jonathan Toews, Winnipeg, Manitoba, Hockey, two-time Stanley Cup Champion and two-time Olympic Gold Medallist

Maëlle Ricker, Vancouver, British Columbia, Snowboard cross, Olympic Gold Medallist

Mark McMorris, Regina, Saskatchewan, Snowboard, Olympic Bronze Medallist, five-time X Games Gold Medallist

Meaghan Mikkelson, St. Albert, Alberta, Hockey, two-time Olympic Gold Medallist

Ron Fellows, Windsor, Ontario, Auto racing, NASCAR Champion

Rosie MacLennan, King City, Ontario, Trampoline, Olympic Gold Medallist

Steven Stamkos, Markham, Ontario, Hockey, three-time NHL All-Star

CUSTOMERS SUPPORT JUMPSTART BY GIVING "HERE"



May was Jumpstart month for the Canadian Tire Family of Companies in 2014. Throughout the month at Canadian Tire, Mark's, Sport Chek and other CTC banners, employees used their initiative and creativity to engage customers and encourage them to make a \$2 donation.

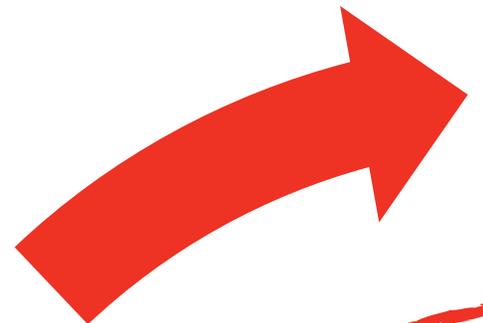
The Red Ball campaign raised over \$1,900,000 and helped more than 19,000 children get active and get in the game.

Jumpstart combines national scale with local impact. Supporters know that the donations they make go to assist programs, kids and families in their communities.



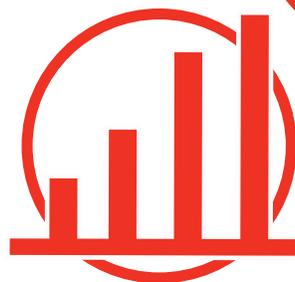
\$2 DONATION

The Jumpstart Red Ball campaign raises funds to support families in need. For a **\$2 donation**, customers receive a Red Ball representing the gift of play.



100%

100% of customer donations stay in local communities to assist local families. In May 2014, Red Ball donations exceeded **\$1,900,000**, helping more than **19,000** children get in the game.



1 IN 3

1 in 3 Canadian families cannot afford to enrol their kids in sports and physical activities.



EVERY CHILD

Jumpstart will continue to support Canadian families and communities. Visit jumpstart.canadiantire.ca to learn more, because every child deserves the chance to play.



892,399 KIDS

Since 2005, thanks to our supporters, Jumpstart has been able to help over 892,399 kids across Canada get active.



COMMUNITY SUPPORT 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. Our supporters include individual donors and large corporations, community groups and national organizations, and the various levels of government – a diverse group that shares our vision of a Canada “where all kids have a chance to fulfill their dreams.”



Christine Sinclair inspires a new generation



Jumpstart and the Canadian Paralympic Committee invested \$150,000 in the Parasport Jumpstart fund in 2014

LEARN TO PLAY PROGRAM

On September 10, 2014, Jumpstart and long-time partner City of Toronto announced a joint initiative to double, from 10 to 20, the number of Jumpstart Learn to Play Soccer programs offered through the city’s community centres. The announcement coincided with the first day of registration for Toronto’s fall programs and reflects the strong interest that kids across the city have in getting active and improving their soccer skills. Approximately 1,600 kids are expected to sign up, and Jumpstart will completely cover the costs for 400, or 25%, of the kids who take part. In a big way, the program’s popularity can be attributed to the high-profile support it receives from one of Canada’s greatest soccer players, Olympian and Jumpstart Ambassador Christine Sinclair, who helped us kick off the soccer program.

ON-THE-GROUND IMPACT

Jumpstart has always worked with community-based organizations to help us identify needs, distribute funds and develop and implement programs. In some cases these organizations have a broad scale and focus – like Boys and Girls Clubs of Canada; in other cases, the organization’s impact is more targeted – like the Canadian Paralympic Committee and Motivate Canada. In every case, we partner with these organizations and benefit from their on-the-ground community connections and their own experience in helping kids and families.





Jumpstart Day 2014 celebrations in Toronto – thumbs up from the Honourable Bal Gosal, Minister of State (Sport)

CANADA-WIDE COMMITMENT

Helping 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 has been a steadfast source of encouragement and support since Jumpstart was founded. Through its contributions over the years, thousands of children have had the opportunity to participate in organized sports and physical activities.

Jumpstart also received much appreciated financial support from many provinces in 2014. The Government of Newfoundland and Labrador donated \$350,000 to Jumpstart, which went to helping more than 3,500 kids

in the province. British Columbia and New Brunswick also made significant contributions to Jumpstart.

In addition to providing financial assistance, governments often work with Jumpstart on programs aimed at getting kids active. In Manitoba, for example, we joined with the provincial government to launch the Jumpstart Kids Activity Kit: Outdoor Adventure. Through this pilot venture, Jumpstart provides community groups in the province with equipment that will enable kids to participate in activities like fishing, hiking, biking, camping, canoeing, swimming and kayaking. “By partnering with Jumpstart,” noted Deanne Crothers, Manitoba’s Minister of Healthy Living and Seniors, “we’re giving more kids and families the opportunity to learn, explore and engage in healthy outdoor activities.”

“Canadian Tire Jumpstart gives children across Canada the opportunity to take part in sport and physical activity. The Government of Canada is proud to support this program, and I commend Jumpstart for making sport more accessible and affordable for all.”

The Honourable Bal Gosal, Minister of State (Sport)

EMPLOYEES ARE ON-SIDE FOR JUMPSTART

While Canadian Tire continues to grow and now has many different banners and cultures, Jumpstart remains one of the strongest ties that bring all employees together. Supporting Jumpstart delivers on Canadian Tire's Commitment to Communities and gives the Power of Sport to children throughout the country.

The annual Employees for Jumpstart campaign held every October is the Corporation's largest company-wide

fundraising initiative. Over the years, the campaign has raised over \$4.5 million (with corporate match), which has helped over 45,000 kids. The 2014 Employees for Jumpstart campaign was the most successful program to date! Through online and paper donations, departmental competitions and fundraising challenges, employees raised \$1.5 million which will help over 15,250 kids. That's 50% over the employee campaign goal of \$1 million, including the corporate match.



\$1.5+ million

raised through the
2014 employee
giving campaign

50% over

2014 employee
campaign goal

15,250+

kids helped by
campaign results

"I'm proud to say that every part of our business rallies behind Jumpstart because sport does more than teach competition, it develops leadership skills and helps kids become more confident members of our communities."

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



Samantha Ng, organizer of FGL's Jumpstart Apprentice competition

FGL SPORTS GIVES KIDS A SPORTING CHANCE

Naturally, giving kids the opportunity to get active and enjoy the enduring benefits that come from participating in organized sports is a cause that really inspires everyone at FGL Sports. In 2014, employees at Sport Chek, Atmosphere, National Sports and other FGL banners went all out for Jumpstart. On top of in-store efforts during Jumpstart month, managers and staff across the country came up with creative fundraising approaches that included bike tune-up days, sponsorship of a 24-hour hockey tournament in Dartmouth, Nova Scotia and a skills competition held by the Ottawa Senators, and supporting an FGL team in the 2014 Pedal for Kids. Teams from FGL Sports corporate offices also went head-to-head to raise the most money from a per-team allotment of 40 Jumpstart Red Balls – and as many good ideas as each team could muster – in the second annual Jumpstart Apprentice competition. In 2013, \$16,000 was raised from Jumpstart Apprentice and by 2014 that number climbed to \$60,000. In total, FGL and its banners raised \$3.4 million for Jumpstart in 2014 – and their support helped over 33,000 kids.



Fans come out for Luke Willson and Jumpstart

LUKE WILLSON AND MARK'S SCORE FOR JUMPSTART

As an athletic kid growing up in LaSalle, Ontario, near Windsor, Luke Willson, tight end for the Seattle Seahawks, naturally played hockey. He was also a standout in baseball, but football was where his real passion lay. After playing for Rice University, Luke was drafted by the Seahawks in 2013; he's been to the Super Bowl twice and knows first-hand how important sport can be in providing experiences that shape young lives.

On July 6, 2014, while on a visit home, Luke spent the afternoon at the Mark's store in the Tecumseh Mall in Windsor, meeting his fans and helping to raise funds for Jumpstart. For \$5, fans got an autograph and photo with Luke. All proceeds from the event were donated to Jumpstart and used to help kids in the Windsor-Essex area.



BON DÉPART GIVING KIDS A GREAT START

Since 1990, la Fondation Bon départ has been helping children and families in need across Quebec. Founded by Canadian Tire Dealers in Quebec, Bon départ receives support from Canadian Tire Jumpstart as well as funds raised across the province by Dealers and Canadian Tire employees. Like Jumpstart, Bon départ provides financial assistance to help kids participate in organized sports and physical activity. It also operates Base de plein air Bon départ, a year-round outdoor camp in the Laurentians. Each summer the camp holds four 12-day camp sessions for children referred by

social services. This year, a March Break session was added and all expenses associated with the camps, including transportation, are covered by Bon départ. In 2015, la Fondation Bon départ will celebrate its 25th anniversary, a testament to the passionate commitment and hard work of its supporters.

630 *kids, ages 6 to 15, enjoyed the camp experience in 2014*



JUMPSTART KIDS PLAY HERE!

**DISCOVERING
NATURE CAN OPEN
MANY DOORS**



BASE DE PLEIN AIR BON DÉPART, WENTWORTH-NORD, QUÉBEC - SUMMER 2014

MAJOR SUPPORTERS



THANK YOU

One of the most important lessons that kids can learn through participating in organized sport is the value of teamwork. It's something we understand well. As we look forward to our 10th anniversary and to reaching our "one millionth kid helped" milestone, we know that

the help and support we have received has been, and will continue to be, essential to achieving all of our goals. We want to acknowledge and thank all of the organizations that have provided their generous support to Canadian Tire Jumpstart Charities.



Aurora Jumpstart Games – July 31, 2014

\$1,000,000

Canadian Tire Dealers' Association

PLATINUM \$100,000+

Reckitt & Benckiser
Shell
Stanley

GOLD \$50,000-\$99,999

Conair
Continental Tire
Groupe SEB
MasterCard
Procter & Gamble
SCJ
Shen Zhen
Wakefield Canada

SILVER \$25,000-\$49,999

3M Canada
Accent-Fairchild Group (LTB Canada)
Alliance
Anchor
ArmorAll
Atlantic Promotions
BIC
Coca-Cola Canada
Colgate
Dyna Craft
Dyson
Genco
Honeywell Building Solutions
Ice River
Imperial Oil
Karcher
Kruger
Mallory
MTD
Positec
Premier Tech
Profit Insight
Shop Vac
Siamons
Sirius
Superior Propane
Wilson

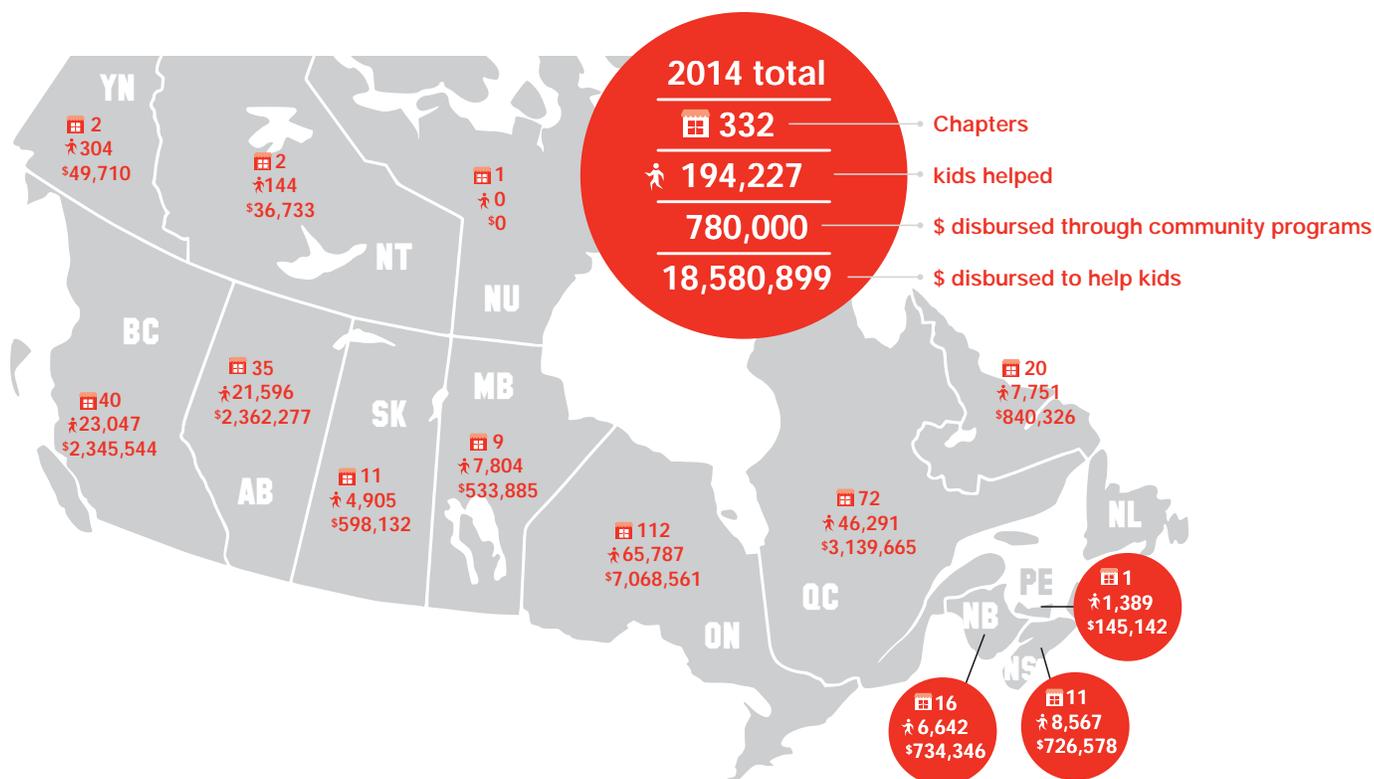
BRONZE \$5,000-\$24,999

Acxiom
Aimia
Allstream
Armored Autogroup
Assurant
Bauer Hockey
Best Made Toys
Blue Shop Towels
Blue Streak
BMO Capital Markets
Bortex
Bosch Bulldogs
Briggs and Stratton Canada
Bubba Brands
Canada's Best Store Fixtures
Canada Life
Canadian Olympic Committee
Cassels Brock
China Ocean Shipping (Canada)
East Region
CIBC
Cooper Tire
Coranco
Credico
Damco
Deloitte LLP
Dominion Sure Seal
Easton Sports Canada
Endo
Equifax
Ernst & Young
Exide Technologies
Federal-Mogul Canada
Fortna
G&D
Giesecke & Devrient Systems
Canada
Goodyear Canada
Gracious Living
GREE Canada
Green Pigs
Greenworks (Sunrise Global
Marketing)
HD Brown
Helly Hansen Leisure Canada
Henckels
Hoover
Husqvarna Group
Icon Elite Group (Elite Pro)

INA
Ingalsco
Interac
JWR
"K" Line America/Century
KAZ
Kognitive
Korhani Home
Lucas Oil Products
Manas Bhatia
Masco Canada
Mibro
MJR Collections
Moneris Solutions/Interac
National Energy Equipment
New Balance Canada
New Control
NGK Spark Plugs Canada
Nike
Norcan Petroleum Products G.P.
Permatex
Pintar Manufacturing
Plano
RBC Capital Markets
Red Bull
Rust Check Canada
SAS
Sauder Woodworking
SC Johnson
Scotts Canada
Shelterlogic
Sodexo
Softchoice
Stoneridge
Storck
Sunrise Global Marketing
TC Transcontinental
Techcom
T-Fal – Groupe SEB Canada
The Hillman Group
Thermos
TransUnion
Troy-Bilt (MTD Products)
Under Armour
Weiman
Willis Electric
Wilton
WinnWell
World Kitchen

REVENUE AND EXPENDITURES

PROVINCIAL DISBURSEMENTS



REVENUE SOURCES



Enterprise Customers
(33%)



Canadian Tire Corporation
(19%)



Other
(13%)



Canadian Tire Dealers
(10%)



Enterprise Vendors
(9%)



Governments
(9%)



Canadian Tire Corporation Employees
(7%)

STATEMENT OF RECEIPTS AND EXPENDITURES

	2014 <i>(thousands of dollars)</i>	2013 <i>(thousands of dollars)</i>
Gross fundraising revenue	\$21,632	\$20,677
Fundraising expenses	\$1,590	\$1,524
Net fundraising revenue	\$20,042	\$19,153
Charitable giving	\$19,368	\$15,795
General and administrative (G&A) expenses	\$1,994	\$1,705
	\$21,362	\$17,500
Increase (decrease) in reserve	\$(1,320)	\$1,653
G&A ratio	9.2%	8.2%

BOARD OF DIRECTORS

MARTHA G. BILLES

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

OWEN BILLES³

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

W. BRUCE CLARK

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

TJ FLOOD³

Senior Vice-President, Marketing, Canadian Tire Corporation, Limited

GREGORY CRAIG¹

Senior Vice-President, Financial Planning and Analysis,
Canadian Tire Corporation, Limited

MARY ANN FINN^{1,2}

Independent Businesswoman

JOHN FURLONG, O.C., O.B.C.²

Twentyten Group

MARCEL GAGNÉ

President, Fondation Bon départ de Canadian Tire
du Québec
Dealer, Canadian Tire Store #151, Saint-Hyacinthe, QC

ROBERT HATCH²

Dealer, Canadian Tire Store #493, Cochrane, AB

CHAD McKINNON²

Chief Operating Officer, FGL Sports

GEORGES E. MORIN^{1,3}

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

HARRY TAYLOR²

Senior Vice-President, Finance, Canadian Tire Corporation, Limited

MARY TURNER¹

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

In 2014, Gerard Lemay, Ward Saito and Jane Nakamachi 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, 2014.

Auditor, Deloitte LLP



JUMPSTART KIDS PLAY HERE!
1-844-YES-PLAY



IT'S YOUR CALL. 1-844-YES-PLAY

9 3 7 - 7 5 2 9

We know it's not always easy to identify a child or a family that needs help. That's why we try to make getting help as easy as possible. Jumpstart's new phone number is easy to remember, and when people call to learn about helping kids from financially disadvantaged families participate in organized sports they find that's

easy, too. Our partners at the Canadian Tire Financial Services call centre have helped us connect kids to opportunities since 2005. They are passionate about our mission, they know our programs and their support helps thousands of Jumpstart kids every year.

Canadian Tire
Jumpstart Charities
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