

Dear Valued Partners & Friends of the Club,

We would like to once again share with you an update on Breakfast Club of Canada's continuing efforts to provide food and financial support to families facing food insecurity across Canada in the wake of COVID-19. With the support of [generous partners](#) like you, we have continued to increase the number of young Canadians we reach every day to over 520,000, and we will continue funding applicable programs through the summer, allowing families to continue accessing our resources as they slowly return to work and adjust to the "new normal."

The number of COVID-19 Special Grant applications the Club has received to date numbers over 1,100, adding up to \$26 million in requested financial assistance for schools and community organizations in every province and territory. We have approved hundreds of these applications and granted out millions of dollars, as we kept our eyes forward, considering the length of time it may take for many Canadian households to stabilize, and the amount of work we must do to continue supporting them through this transitional period.

As we inch toward the summer and back to school season, we realize our annual fundraising campaigns with major retailers like Walmart, Costco and Staples will look very different this year. Though safety and social distancing protocols will change the shopping experience, we will work with all our fundraising partners to find safe, innovative ways for Canadians to [donate](#) and [create fundraisers](#) to benefit the Club's food security programs. We are also planning some major online fundraising initiatives of our own, the details of which we will share very soon.

The pace of our work over the past few months has been feverish, but the results have been truly heartening. Again, so many stories have touched our heart, but we wanted to share a few with you today.

"Thanks to a grant from the Breakfast Club of Canada, every Busy Bag includes a breakfast of cereal, apple sauce and other treats. Even for kids who aren't facing food insecurity, the breakfast bag is a special treat, put together by someone who really cares for that child."

- Maple Ridge/Pitt Meadows Community Services

"On behalf of myself and family, I really want to express my appreciation to you and the school for the groceries. We were deeply moved by your thoughtfulness in these difficult times. My kids were so happy and they felt proud to be a part of your school. Thank you so much. Our appreciation goes out to the staff that came to drop it off. We are grateful. Thank you!"

- A family who received a hamper through the Feeding Families initiative at the Louis Riel School Division in Winnipeg, Manitoba.

"Thank you, for all your hard work in getting grocery gift cards out to our families. Our school community is very grateful for all of the support you have provided through such a trying time. The breakfast program makes such a difference for our students. Learning from home has provided many challenges. Thank you for keeping the children fed, healthy, and ready to be taught."

- Niagara Nutrition Partners

The response from individuals, community organizations, corporations and foundations, alike has shown us just how easily Canadians can be mobilized when it comes to a important issues such as food insecurity. It has also increased awareness of student hunger and fortified our relationship with the provincial, territorial and federal governments, giving us reason to believe that, if we continue to strengthen these programs and use these difficult times to affect positive change for vulnerable Canadians, our ultimate goal of a National School Food Program could be a reality in the near future.

Thank you so much for your continued support! We will keep you abreast of our work as it continues.

Sincerely,

A handwritten signature in black ink, appearing to read 'Daniel Germain', with a long horizontal stroke extending to the right.

Daniel Germain  
President and Founder  
Breakfast Club of Canada

A handwritten signature in black ink, appearing to read 'Tommy Kulczyk', with a stylized, cursive script.

Tommy Kulczyk  
General Manager  
Breakfast Club of Canada