



# GRATITUDE

## —REPORT—

2017

— TOGETHER WE ARE —

FOSTERING THE STRENGTHS WITHIN YOUTH AND  
EMPOWERING THEM TO PURSUE A LIFE WITHOUT LIMITS

TIM HORTON CHILDREN'S FOUNDATION



# OUR STRATEGIC PRIORITIES

- [ 1 ] PROGRAM INNOVATION AND IMPACT MEASUREMENT
- [ 2 ] PARTNER DEVELOPMENT FOR REGIONAL DELIVERY
- [ 3 ] CAPACITY EXPANSION AND PARTNER SITES GROWTH
- [ 4 ] PEOPLE DEVELOPMENT AND OPERATIONAL EXCELLENCE
- [ 5 ] INCREASED AWARENESS AND FUNDING GROWTH

# OUR NEXT CHAPTER...

Since its founding, the Tim Horton Children's Foundation's core philosophy has centered around building stronger communities through our work with youth from low-income families.

Together with our supporters, partners and staff, we have shared the magic and power of camp with more than 250,000 youth over the last 43 years.

We are proud of our remarkable accomplishments and we recognize that an opportunity exists to deepen our impact even further. To do this requires a more sustained commitment to the youth we serve through our two signature programs and a focus on serving an increasing number of youth in the years to come.

Together, we have reached the next chapter in the Foundation's story.

Our strategic priorities are intended to transform our relevance to our stakeholders, our impact on the youth we serve and our reach throughout Tim Hortons communities. It has been an exhilarating journey developing our plan for the years ahead and our continued success will only be possible because of your passion and unwavering support.

Thank you for being an important part of our achievements in 2017. Together, we will bring this bold vision to life and empower more youth to reach their full potential.

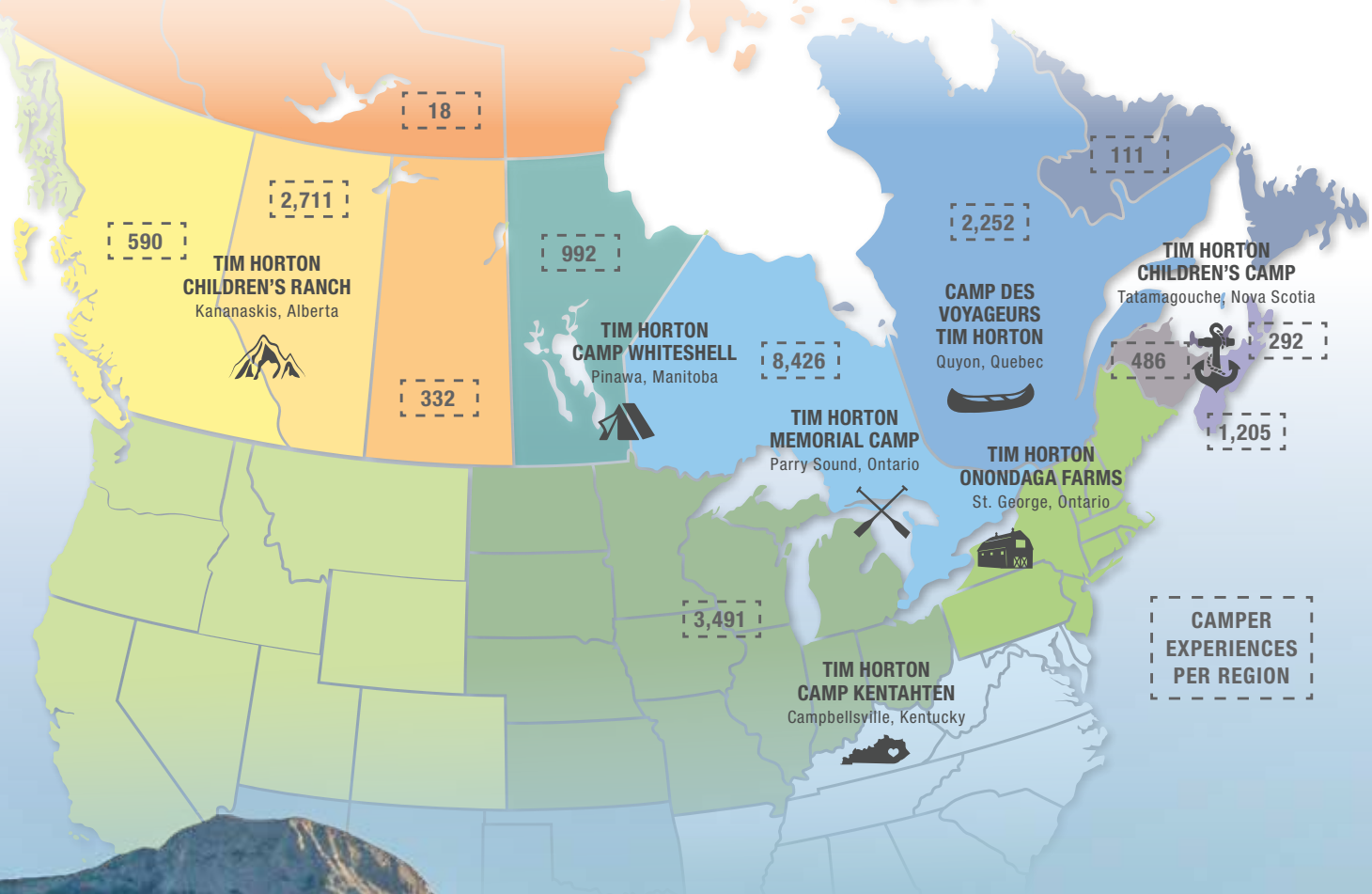
**DAVID CLANACHAN**  
Chair,  
Tim Horton Children's Foundation

**DAVE NEWNHAM**  
President & Executive Director,  
Tim Horton Children's Foundation



# OUR REACH

In 2017, we provided more than 20,000 camp experiences for youth from low-income families living in *Tim Hortons*. communities.



## THE NEED TODAY

1 in 7 children live in poverty in Canada. In some priority areas, the number is closer to one in two. In the United States, one in five children live in families with incomes below the federal poverty threshold and many others live dangerously close to the threshold's edge.

## IMPACT OF POVERTY

The basics of life can be a daily struggle for low-income families. Youth living in poverty face added, often devastating pressures on academic performance, relationships and physical and emotional health. Research has shown that income is the most important predictor of a healthy life – even more important than lifestyle or genetics.

## WHY ADOLESCENTS?

In terms of developmental milestones, adolescents are undergoing dramatic changes in terms of how they think, feel and interact with others. They are making more independent choices and generally deciding “who they want to be.” While this is a time of great opportunity, it is also one of increased risk as behaviours established during this stage of life can have a long-lasting impact. It's critical that youth at this age learn how to make healthy choices and develop the skills they need to successfully transition into adulthood.

## HOW TIM HORTON CAMPS MAKE A DIFFERENCE

Strengthening social ties and community connections can have a protective effect and help young people cope with challenging circumstances. We use the transformational power of Tim Horton camp experiences to increase protective factors in the lives of youth. By building community connections, we help unlock their potential and build productive paths forward.

Sources: Mikkonen, J., & Raphael, D. (2010). Social Determinants of Health: The Canadian Facts. Toronto, Canada: York University School of Health Policy and Management.

# EVOLVING OUR SIGNATURE PROGRAMS

Over the past year, we have worked in partnership with *Mission Measurement* - a leader in social sector data and insights - to further standardize and measure the impact of our two signature programs. We conducted extensive research in the youth development field to determine how we could enhance our programs in order to drive our desired long-term impact.

Results pointed to six tangible skill sets that youth need to thrive and our programs are intentionally designed to support these outcomes through repeated camp experiences. In between visits, each individual camper sets targeted goals that support the transfer of learning back home and puts their new skills into action in their community.

## YOUTH LEADERSHIP PROGRAM

**SUMMER  
YOUTH AGES 12-16**

During the summer, we serve youth, ages 12-16, through the five-level, successive Youth Leadership Program. Each level of the program builds on the year before with an increased level of challenge, additional leadership opportunities and targeted skill development. Campers return home between levels with specific constructive actions in four dimensions related to their community, health, school and future. They are encouraged to bring their new skills into their every day lives as they plan for life after high school.

## COMMUNITY LEADERS PROGRAM

**FALL, WINTER & SPRING  
SCHOOL GRADES 6-8**

Throughout the fall, winter and spring, we welcome school groups from priority neighbourhoods through the Community Leaders Program. Students leave home with their classmates for two, four-day residential camp experiences that book-end the school year. In between camp visits, students complete ongoing challenges that tie back to regional curriculum in four dimensions related to their community, health, school and future. Campers also plan and execute a community service project to positively impact their school and surrounding community.



# PROGRAM OUTCOMES

## YOUTH LEADERSHIP PROGRAM

### SUCCESSFULLY TRANSITION TO ADULTHOOD

Postsecondary Completion  
Meaningful Employment  
Supportive Relationships

### PREPARE FOR POST HIGH SCHOOL

Postsecondary Access  
Independent Living Capability

## COMMUNITY LEADERS PROGRAM

### CREATE STRONGER COMMUNITIES

Empowered Youth  
Supportive Neighbourhoods  
Avenues for Family Involvement

### CONTRIBUTE TO A POSITIVE SCHOOL CLIMATE

Academic Growth  
Civic Responsibility

## BUILD FOUNDATIONAL SKILLS AND BEHAVIOURS

### SOCIAL & EMOTIONAL SKILLS

Positive Identity  
Positive Behaviours  
Positive Connections

### LEARNING & INNOVATION SKILLS

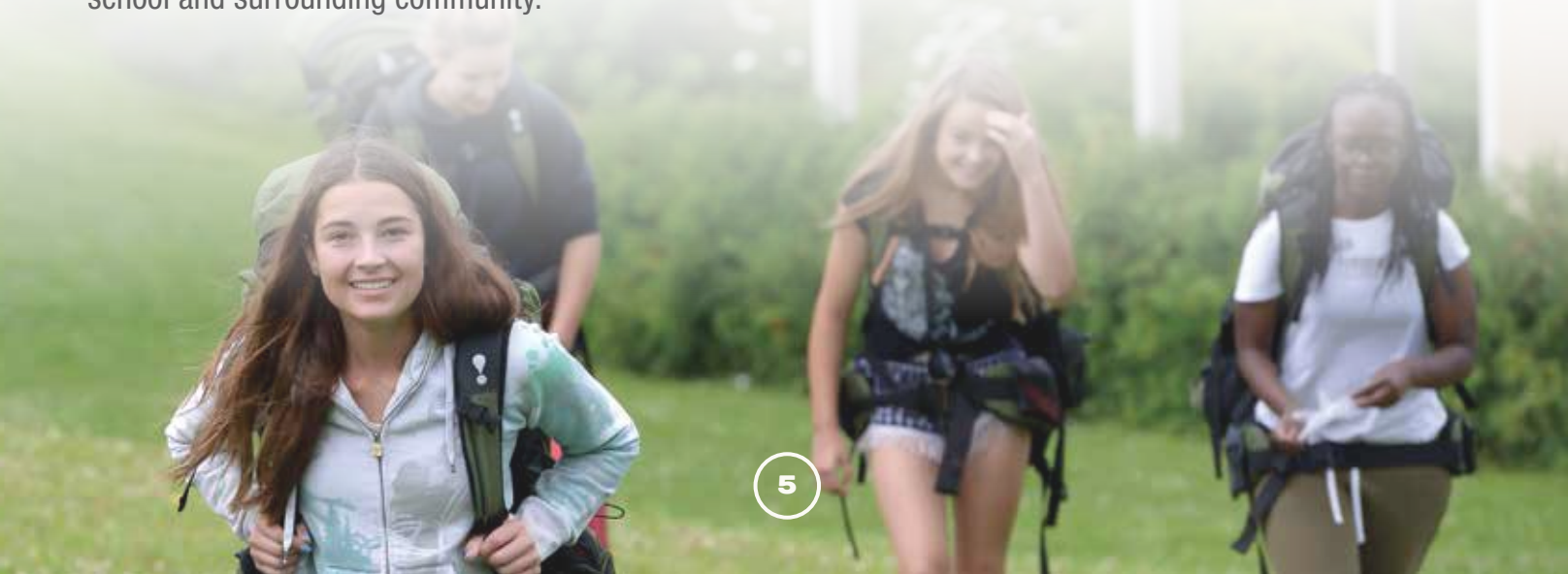
Cognitive Skills  
Organizational Skills  
Interpersonal Skills

### POSITIVE CONTRIBUTIONS

Motivation to Learn  
Classroom Behaviour  
Volunteerism

## DID YOU KNOW?

All THCF camp experiences are provided at no cost to the camper, their family or the schools.



# 2017 EVENT ROUNDUP

From golf tournaments to curling bonspiels and barbeques to concerts, we are so fortunate to have incredible volunteers who organize fundraisers benefitting the Foundation each year. A sincere thank you to the planning committees, sponsors and attendees who supported these events in 2017.

## CANADA

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2nd Annual THCF Hogtown Classic Curling Bonspiel

3rd Annual Red Carpet Golf Classic Presented by the  
Durham Region Tim Hortons Owners

3e Annuel Tournoi de golf de la Fondation Tim Horton  
pour les enfants

13th Annual THCF British Columbia Golf Tournament

16th Annual THCF Camp Whiteshell Golf Tournament

17th Annual Hamilton & Niagara Area Tim Hortons

Restaurant Owners Present Boots & Bling Casino Night

18th Annual THCF Halton-Peel Golf Tournament

20th Annual Canadian Black Book Golf Tournament

24th Annual Tim Hortons Windsor/Essex &

Chatham-Kent Golf Tournament

25th Annual THCF London Golf Tournament Presented  
by Scotiabank

25th Annual North Bay Tim Hortons Golf Classic

27th Annual Tim Horton Children's Ranch Golf Tournament

28th Annual THCF Atlantic Golf Tournament

41st Annual THCF Invitational Golf Tournament

All Senior's Care Sunday with Daryl Sittler

Annable Designs Golf Classic

Big Hearts for THCF Songwriters Concert

Charlie Barzeele Memorial Golf Tournament

Hamilton Tiger-Cats 50/50 Fundraisers

Hillfield Strathallan Turkey Trot & House Cross Country

Investors Group Newfoundland Charity Golf Tournament

RBI Fun Run

Ready, Set, Go Flyball Tournament

Schindler Elevator Corporation BBQ Day

Southbrook Retirement Community Camp Day Fundraiser

Tim Hortons Ottawa Dragon Boat Festival

THCF Bright Lights for Brighter Futures Black Tie Gala

## USA

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6th Annual THCF Michigan Golf Tournament

15th Annual THCF Western New York Golf Tournament

Central Ohio Coffee Cruise: A Poker Run

Eddie Montgomery & Friends Charity Golf Tournament

## INTERNATIONAL

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Tim Horton Children's Foundation Kilimanjaro Summit Climb

“ One thing I learned here is to keep a calm, collective mind. Walking through a dense forest through tough terrain was hard, but it showed me that life is not a straight road. There will be bumps and obstacles that I will need to overcome. You gave me a new perspective on my path ahead. ”

Aqib, 14

YOUTH LEADERSHIP PROGRAM CAMPER

**\$13.7M  
RAISED**

# RECORD-BREAKING CAMP DAY SUCCESS

On Wednesday, May 31st, Tim Hortons Restaurant Owners, team members and guests rallied together in Tim Hortons communities across Canada and the United States in support of the Tim Horton Children's Foundation.

This year marked our most successful Camp Day to date with 100 percent of hot coffee sales, US iced coffee sales, proceeds from limited edition Camp Day bracelets and generous donations from guests totaling \$13.7 million.

Many of our corporate partners also stepped up to show their Camp Day support by hosting fundraisers in their place of business. Thank you to everyone who made Camp Day an incredible success this year!



# THE CHANGE MAKERS

We are grateful for the following corporate partners that have helped us ignite the potential in our campers this year. On behalf of the thousands of youth who had the opportunity to learn, grow and build strengths through camp because of your support, thank you.

|                         |   |  |   |
|-------------------------|---|--|---|
| <b>FOUNDING PARTNER</b> | <p>Corporate, Restaurant Owners and Advertising &amp; Promotion Fund</p>                                      |  |   |
|                         |   |  |   |
|                         |   |  |   |
|                         |   |  |   |
|                         |   |  |   |
|                         |   |  |   |
|                         | A. Lassonde<br>Ardent Mills<br>Atlantic Coffee<br>Compass Food Sales<br>Deloitte<br>Ecolab                    | Edge Imaging<br>Entripy<br>FMAV<br>Fresh Start Foods<br>Grand River Foods<br>Kimberly-Clark Professional   | Kubota<br>Marsan Foods<br>McCain Foods<br>Mother Parker's Tea and Coffee<br>Pfizer Canada<br>Piller's Fine Foods              |
|                         |   |  | Rich Products of Canada Ltd.<br>SC Johnson<br>Swiss Water Decaffeinated Coffee Company Inc.<br>Volcafé USA LLC<br>WestJet     |
|                         | Ailment Ultima Foods<br>Alchemy<br>Bass Pro Shops<br>Bunge Canada<br>BUNN<br>Cineplex Digital Media Solutions | Clearview Strategic Partners<br>Newell Co Brands, Elmer's<br>Fiera Foods (Upper Crust)<br>Gordon Food Services (GFS)<br>Hershey Canada Ltd.<br>Ice River Springs | Impulse Graphics & Display<br>Interac<br>McNairn Packaging<br>Panasonic<br>PolarPak<br>Schaerer USA                           |
|                         |   |  | Solink<br>Staples Advantage<br>Superior Dairy<br>SureShot Solutions<br>The Bank of Nova Scotia Trust Company<br>Ventura Foods |



# BOARD OF DIRECTORS

We are grateful for the leadership and insight provided by our valued Board of Directors who help advance the organization's mission.

## DAVID CLANACHAN (CHAIR)

Chairman of Restaurant Brands International Canada

## TRACY ALLARD

Tim Hortons Restaurant Owner, Western Canada

## MARK ANGELINI

Tim Hortons Restaurant Owner, Quebec

## CAROLINE BARHAM

Tim Hortons Restaurant Owner, Western Canada

## JULIE BREAU\*

Senior Corporate Counsel, Tim Hortons  
THCF Corporate Secretary

## ROB EATOUGH

Superintendent of Education, Halton District School Board

## SUSAN KIM-KIRKLAND

President & CEO, J. Walter Thompson Canada (JWT)

## TABBASSUM MUMTAZ

President and Chief Executive Officer for Ampex Brands, Inc.

## NICOLE NAKONESHNY

Vice President, Strategy & Assessments and Editor, Philanthropic Trends Quarterly at KCI

## DAVE NEWNHAM\*

THCF President & Executive Director

## BRAD RIXMANN

Tim Hortons Restaurant Owner, Atlantic Canada

## AMIT SETH

Tim Hortons Restaurant Owner, Ontario

## JIM SHAW

Tim Hortons Restaurant Owner, Atlantic Canada

## JESSICA SISK-ROEHLE

Head of Development & Non-Traditional Operations (Canada), Tim Hortons

## GYNETTE SMITH

Tim Hortons Restaurant Owner, Ontario

## MARK TROMBLEY

Tim Hortons Restaurant Owner, Ontario

## DIANA ULSRUD

Tim Hortons Restaurant Owner, USA

## JORGE ZAIDAN

Regional Marketing Lead (Canada), Tim Hortons

\*Officers

# LEAVING A LEGACY

## REMEMBERING GIL

Gil Henderson was a man of many accomplishments. He was a veteran of the Second World War, a four-time Olympian and an outstanding conservationist whose achievements extend over 40 years. Gil was also well respected in the cattle industry, with a sought after lineage of Polled Hereford cattle that earned him many prestigious awards and accolades throughout his career.

In the days leading up to his wife Molly's passing, the couple made the generous decision to transition their extraordinary property in St. George, Ontario to the Tim Horton Children's Foundation. In 2002, the land became home to the Foundation's sixth camp location, Tim Horton Onondaga Farms.

Over the years, Gil modelled his love for the land to all who came through the gates and continued his passionate efforts to enhance the new camp while living on-site. We are indebted to his vision and his lasting legacy, which will continue to inspire new generations of young people for many years to come.



## GIL HENDERSON

September 5, 1926 -  
January 30, 2017

## INVESTING IN TOMORROW

This year, we established a new Endowment Fund thanks to an inaugural \$100,000 donation G. Brian Love made in loving memory of his parents Gordon and Helen. Brian's childhood experiences inspired his love for adventure and the outdoors, and these memories have stayed with him into adulthood.

"The creation of this endowment is a pivotal step in ensuring the future growth and support of our programs and we could not be more grateful to the Love family for their thoughtful generosity," Dave Newnham, THCF President & Executive Director.



A special overnight site at the back of the Tim Horton Onondaga Farm's property known as Gil's Ridge.

# FINANCIAL HIGHLIGHTS

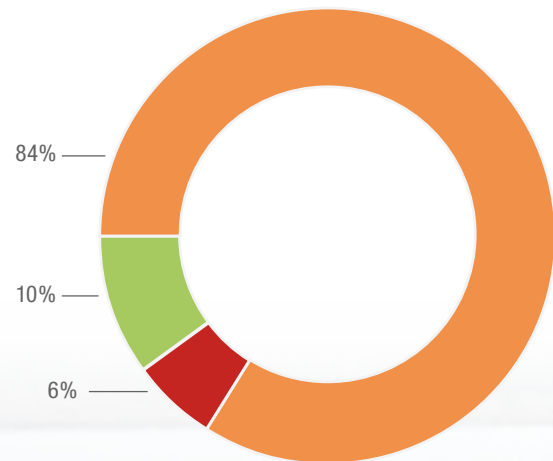
## TIM HORTON CHILDREN'S FOUNDATION

### ASSETS, LIABILITIES & NET ASSETS

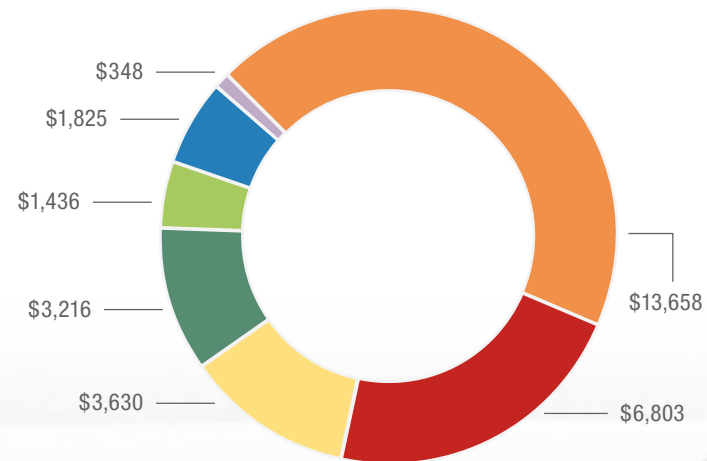
### SUMMARY OF REVENUES & EXPENSES

|  | CAD (000's) |            |
|--|-------------|------------|
|  | 2017        | 2016       |
| ASSETS                                       | \$57,976    | \$60,478   |
| LIABILITIES                                  | \$1,713     | \$3,612    |
| NET ASSETS                                   | \$56,263    | \$56,866   |
| REVENUE                                      | \$30,916    | \$30,129   |
| TOTAL EXPENSES                               | (\$31,519)  | (\$28,312) |
| EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES | (\$603)     | \$1,817    |

### ANNUAL OPERATING EXPENSES



### TOTAL REVENUE



- CHARITABLE PROGRAM
- FUNDRAISING
- ADMINISTRATION

- CAMP DAY
- INDIVIDUAL DONATIONS
- TIM HORTONS CORPORATE AND TIM HORTONS ADVERTISING & PROMOTION FUND
- COIN PROGRAM
- SPECIAL EVENTS
- FEE FOR SERVICE & OTHER DONATIONS
- CORPORATE PARTNERS

The accompanying financial information as of October 31, 2017 and October 31, 2016 is unaudited. Our audited financial statements, including all required disclosures and the report of our independent auditors, are not presented herein. To view our full audited financial statements, please contact us at 519-448-1248.

“Students that go through the Community Leaders Program learn so many valuable skills such as conflict resolution, collaboration and problem solving. Watching the students grow during and after their time at camp when we are back in the classroom is amazing. They feel confident, empowered and inspired to take on projects in their school to give back to their community, and are equipped with the tools to be successful in their endeavours.”

**Marieke**

TEACHER, COMMUNITY LEADERS PROGRAM



Students preparing sandwiches to donate to a local shelter for their community service project.





## TIM HORTON CHILDREN'S FOUNDATION

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