

THE McCAIN FOUNDATION



Annual Giving Report
Fiscal 2020

CONTENTS

MESSAGE FROM THE CHAIR _____ 3

2020 HIGHLIGHTS _____ 4

2020 GRANTING OVERVIEW

Supported Organizations _____ 8

By the Numbers _____ 9



Climate change learning heads outdoors with the Gaia Project.

MESSAGE FROM THE CHAIR

This past year has been a challenging and unprecedented one for the charitable sector. The COVID pandemic has impacted us all, but most significantly the vulnerable and marginalized, and those organizations that support them.

Some of the ways that The McCain Foundation has responded are highlighted in this report. This includes an historic gift to more than 65 food banks throughout New Brunswick and in McCain communities in the west.

We have seen many charitable organizations re-think programs as they 'pivot' to address pandemic restrictions. You will read about some that have discovered innovative new ways to reach broader audiences. The Foundation has been actively checking in with grant recipients to confirm our support and redirect funding as necessary.

Like every organization, our business processes have been impacted by COVID as well.

For the first time, we have conducted our quarterly meetings online. To facilitate this change, we have undertaken more upfront research on grant applications and have benefitted from greater connections with the charities we support.

Most of all, we are grateful for the increased allocation of McCain Foods funds made available to the Foundation. In the last fiscal year, we distributed close to \$4M to charities, a seventy per cent increase over the previous year.

At a time when so many are in need, the Foundation is thankful and proud to offer its support.

Linda

Linda McCain
Chair, The McCain Foundation



All smiles at Ronald McDonald House, Atlantic

2020 HIGHLIGHTS

Addressing Food Insecurity in Unprecedented Times

Weeks after COVID-19 lockdowns began in March, The McCain Foundation offered an historic donation to food banks in McCain communities across Canada. In total, \$1.3M was distributed to more than 65 food banks, shelters, community kitchens, and schools in New Brunswick, Manitoba and Alberta.

For New Brunswick's Food Depot Alimentaire (the provincial network of food banks), the \$1M donation was the largest funding contribution ever received, making possible both immediate support to families and long-lasting systemic improvements to address food insecurity.

Funding ensured that all food banks remained open and received support to adapt service models to deliver food under pandemic restrictions. Additional food was made available to vulnerable populations including seniors and the chronically ill. Funds also allowed for the expansion and redesign of warehouse and transportation facilities to more efficiently move food to rural communities. A new initiative in New Brunswick, "*Local Farmers Feeding Local Food Banks*", was launched to provide fresh produce to those in need.

In partnership with McCain Foods, the Foundation also continued its support of the McCain Kids' Table program delivering breakfast programs to 24 schools. This fall, we reached out to each school to ensure that programs continue to have the resources to ensure that no child goes to school hungry.



Lethbridge Food Bank volunteers pack up hampers to deliver to community members during COVID lockdown.

Engaging Community to Protect Nature

The urgency of climate change and the need to protect our natural environments have been brought to light in the global pandemic. Now, more than ever, nature provides us with space to heal, renew and connect when we must maintain social distance. The Canadian government has set ambitious targets to preserve natural lands in all provinces. In the Maritimes, where provinces are small, achieving conservation objectives is not possible without engaging volunteers and private landowners. In PEI, for example, 90% of lands are privately owned.



The Blue Mountain Wilderness Connector, conserved land in Nova Scotia protected by NS Nature Trust volunteers.

In 2019-2020, The McCain Foundation funded programs in each of the Maritime provinces. Based on best practices from Canada Land Trust Standards and Practices, each program will engage community volunteers to carry out long-term stewardship programs for both privately held and conserved lands.

Conservation efforts will vary depending on the habitat. Some will involve the protection of rare species or sensitive natural areas. Some will focus on forest management and restoration or the removal of invasive species. Other programs will educate landowners about carbon sequestration or water storage practices suitable for their property holdings.

Networked together, and with the support of The McCain Foundation, the NS Nature Trust, Nature Trust of New Brunswick, and Island Nature Trust (PE) will connect with peer organizations across Canada to build and support volunteer teams that will make new strides in protecting nature for all of us.

Resilience and Redesign in a Global Pandemic

The challenges for Canadian charities this past year have been staggering. With the cancellation of programs, performances, and fundraising events, Imagine Canada expects the sector to experience revenue declines in excess of \$15.7B and full-time job losses of 200,000 (30% of the work force). Many charities, however, are showing tremendous resilience by moving activities and services online. They are shifting focus to ensure that basic needs are met and re-inventing ways to connect and collaborate when socially distanced. The McCain Foundation has supported these inspiring efforts by allowing funds to be redirected as needed.

Here are just a few examples.

Shad students did not gather on university campuses as they had for the past 40 years. Instead, Shad 2020 Online was launched. Students from across Canada participated in online lectures, labs, virtual field trips and collaborated to investigate microgravity. The result - a Shad student project from this past summer will take to space with the Blue Origin New Rocket in 2021.

"It's unbelievable to think this online group of complete strangers could meet and grow from one another. Having the ability to see the passion expressed to a community they never met in person is so special and inspiring."

- Shad 2020 Online student



Hope Blooms youth harvesting produce from the community garden.

The Gaia Project moved their in-school Trash Tracker and Climate Quest programs to an online platform in early spring. Over five weeks, 795 families participated in weekly online projects throughout the lockdown period. Their online program has now been made available to all K-12 schools in New Brunswick.

The New Brunswick Youth Orchestra's Sistema Program delivered 3,400 online hours of musical training in the April to June period, connecting some young virtuosos to professional musicians across North America for individual and small group lessons. For the first time, their upcoming performance will be professionally recorded and live-streamed across the nation.

Hope Blooms turned their community garden into an urban farm and put young community members to work harvesting and delivering more than 3,200 lbs of local produce to 70 families in need. They also used Zoom calls to check in twice weekly with isolated seniors.

Full Steam Ahead: A Home-away-from Home for Atlantic Canadian Families

While many charities redirected their activities, others marched ahead. Ronald McDonald House Charities Atlantic received a leadership gift of \$1M from The McCain Foundation in the fall of 2019 to support a \$21M campaign to build a new home for Atlantic Canadian families with children requiring life-saving hospital care. The new facility, located in Halifax next to the regional children's hospital, will not only greatly expand the capacity to help families in need, but also allow for greater accessibility, more private space for families, and vastly improved communal living and dining spaces.

To date, the project has secured funding from all three provincial governments as well as the federal government. In the new year, Maritime Canada McDonalds' franchise owners and operators will launch a "Fries for Good" campaign with a goal of raising an additional \$1M. As of November 1st, the campaign has secured more than \$18M towards its goal. Construction is set to begin in the summer of 2021.

"My daughter learned to climb stairs at the House during our first visit when my son was in the hospital. My mother would stay at the House when I sat beside Teddy at the hospital, and Claire would do laps on the stairs. My daughter calls it the House with the red door. I call it our second home."

- NB Family that stayed 50 nights at Ronald McDonald House, Atlantic



Renderings of the new Ronald McDonald House providing a home-away-from home for Atlantic Canadian families with hospitalized children.

2020 GRANTING OVERVIEW

Supported Organizations

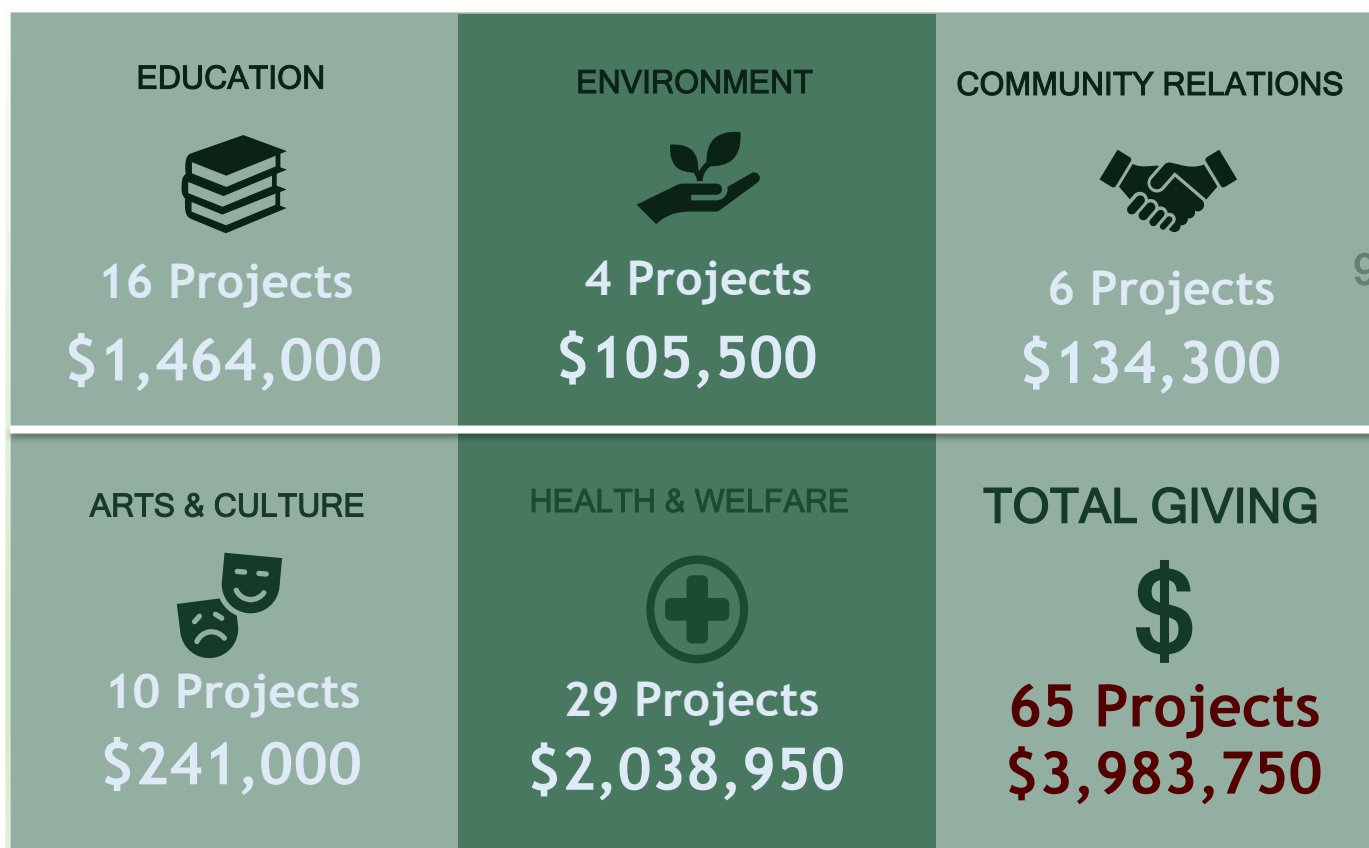
In 2020, the McCain Foundation supported 65 charitable organizations working in a wide variety of sectors. The Foundation supports projects of all sizes recognizing that initiatives both large and small contribute to the well-being of communities. In the past year, the following organizations received support from the Foundation. [** Grants to Ontario organizations supported programs in Atlantic Canada.*]

GRANT RECIPIENTS

Ability New Brunswick, NB	Junior Achievement, PE
* About Face, ON	Kingsbrae International Residence of the Arts, NB
Acadia University, NS	La Cooperative Le Chez-Nous, PE
Alice House, NS	L'Arche Association of Lethbridge, AB
Andrew & Laura McCain Gallery, NB	L'Arche Saint John, NB
Big Brothers Big Sisters, Portage La Prairie, MB	Lethbridge Food Bank Society, AB
Brigadoon Village, NS	Musical Ventures Inc., NB
* Canada Feed the Children, ON	Nature Trust of New Brunswick, NB
Carleton North High School, NB	New Brunswick Diabetes Camp, NB
Carberry Plains Arts Council, MB	New Brunswick Federation of Music Festivals, NB
Chalmers Hospital Foundation, NB	New Brunswick Potato Museum, NB
Child & Family Services, Central Manitoba, MB	New Brunswick Youth Orchestra, NB
* Children's Aid Society Foundation, ON	Nova Scotia Nature Trust, NS
CNIB, NB	Partners for Youth, NB
Coaldale Community Food Bank, AB	* Pathways, ON
Ducks Unlimited, NB	Portage La Prairie Assisted Living Corporation, MB
Food Depot Alimentaire, NB	Portage La Prairie Salvation Army, MB
Fredericton Community Services, NB	* Presidents Choice Children's Charity, ON
Fredericton Homeless Shelters, NB	Prince County Hospital Foundation, PE
Friends of the Moncton Hospital Foundation, NB	Ronald McDonald Charities Atlantic, NS
* Frontier College, ON	Samaritan House Ministries, MB
From 3-to-3, NB	Science East Science Centre, NB
Frye Festival, NB	* Shad, ON
Gaia Project, NB	Sistema (NBYO), NB
HALO, NB	Stan Cassidy Foundation, NB
* Hope Air, ON	St. Andrews Arts Council, NB
Hope Blooms, NS	St. Joseph's Hospital Foundation, NB
Inside Education Society of Alberta, AB	Taber Food Bank Society, AB
Janeway Children's Hospital Foundation, NL	Town of Carberry, NB
Junior Achievement of Manitoba, MB	Université de Moncton, NB
Junior Achievement of New Brunswick, NB	University of Lethbridge, AB
Junior Achievement of Nova Scotia, NS	University of New Brunswick, NB
	Youth Impact Jeunesse, NB

By the Numbers

In 2020, the McCain Foundation invested close to \$4 million in charitable projects across the country.



Provincial Distribution of Funds:

The Foundation provides most of its funds (approximately 81% this fiscal year) to charitable organizations in Atlantic Canada.

Province	% Funds	\$ Funds
New Brunswick	63%	\$ 2,500,450
Nova Scotia	18%	\$ 727,500
Alberta	13%	\$ 500,000
Manitoba	6%	\$ 233,300
Prince Edward Island	<1%	\$ 12,500
Newfoundland	<1%	\$ 10,000

Year over Year Giving:

Total disbursements in 2020 increased by approximately 70%, from \$2,346,800 in 2019 to \$3,983,750 with \$1.3M contributed to food banks in NB and western McCain communities. The McCain Foundation continues to support projects in all sectors with a focus on meeting the basic health and welfare and educational needs of individuals and families.

Giving By Sector

