

THE McCAIN FOUNDATION



ANNUAL GIVING REPORT
FISCAL 2022

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Dalhousie University Post-doctoral students in the Faculty of Agriculture

MESSAGE FROM THE CHAIR

In 2022, The McCain Foundation distributed over \$4M in donations to charities, the greatest mobilization of funds in its history. While we are grateful for the opportunity to support the work of so many worthy organizations, we recognize that the year has delivered hardship to many. In McCain communities, and across Canada, a growing number of families are struggling to make ends meet.

This report shares some of the projects funded this year to help provide some of those basic necessities. It also highlights charities that have looked to the Foundation, in a year of financial strain, for stability and ongoing support in order to continue to deliver much needed programs.

On a more hopeful note, The McCain Foundation has made major contributions to foster new research and technological innovation in both the agricultural and medical fields. The Foundation has also provided support to several rural community projects that promise to bring new opportunities for health and well-being for many years to come.

To our Board of Directors and all McCain Foods shareholders, I extend my thanks for supporting the Foundation's important contributions this year.

Sincerely,

Linda McCain

Chair, The McCain Foundation



One of the Nature Conservancy's projects in Nova Scotia's Musquodobit River Valley

2022 HIGHLIGHTS

CREATING STRONG COMMUNITIES WITH LONG-STANDING PARTNERS

In 2022, Canada's charitable sector continues to struggle. Inflationary pressures and the long-standing effects of the global pandemic have impacted not only marginalized and minority groups, but also the donor-giving public. As the need for charitable support has increased this past year, donations have dropped, placing many non-profits in difficult times.

In this context, Imagine Canada reports that many foundations have examined their giving practices and a new level of "trust-based" philanthropy has emerged where foundations are providing more flexible and longer-term support. Unrestricted funding from foundations rose from 3% to 26%, in 2020, and continues to grow, helping charities to more effectively build capacity and accomplish strategic goals.

The McCain Foundation has provided stable, multi-year support to many charitable organizations that have proven track records of delivering impactful programs. These include both well-known national charities such as Habitat for Humanity, Junior Achievement, and the Nature Conservancy, and smaller, New Brunswick charities, such as Gaia Project, Atlantic Ballet, and the Frye Festival.

In 2022, 30 of the 53 charities supported by The McCain Foundation have received funding for five years or more, and 11 are recipients of multi-year pledges.

Source: *Imagine Canada Report (April, 2022), Trust and Impact: Funders' Perspectives on Unrestricted Funding*.



Ducks Unlimited and Shad are among many organizations with long-standing support from The McCain Foundation.

ADDRESSING URGENT NEEDS

FOOD, SHELTER AND EMERGENCY RELIEF

Affordable housing shortages, inflationary pressures, natural disasters, and international conflicts have combined this year to create a 'perfect storm' of need that Canada's charities are struggling to meet. The McCain Foundation has responded by directing much of its F2022 funding to agencies that provide food and shelter to vulnerable populations.

The Foundation increased its commitment to Canadian Feed the Children with a three year pledge that will deliver breakfast programs to First Nations communities in New Brunswick, Manitoba, and Alberta. Funding to the New Brunswick provincial food bank network continued with a First Nations led initiative that supported grass roots projects in 14 communities throughout the province. The Foundation also provided continued support to Samaritan House, a Manitoba agency that offers both housing and food to those in need. Additional charities providing emergency and affordable housing that received McCain Foundation funding this year include Habitat for Humanity (affordable housing in Moncton), Choices for Youth (transition housing for youth in Newfoundland), and the Community Seniors Co-operative (supported living space for seniors in PEI).

The Foundation also gave \$100,000 in emergency aid to the Canada Red Cross Ukrainian Relief fund that was matched by federal government contributions.



Canadian Red Cross relief workers in the Ukraine

RURAL COMMUNITY BUILDING

In 2022, The McCain Foundation donated a total of \$850,000 for three capital projects that will make a significant impact in rural McCain communities. These investments in community infrastructure provide much needed services to McCain employees and local residences and help to strengthen the economic prosperity of the region.

CARLETON NORTH MEDICAL CLINIC

Many rural communities have inadequate access to primary health care providers. A key strategy to recruit health care professionals, and specifically family physicians, is to provide a desirable and collaborative working environment. The Town of Florenceville-Bristol will be the home of the Carleton North Medical Clinic, a new facility with space for four full-time physicians, a nurse practitioner, and allied health professionals. The Clinic will provide much needed primary care to Carleton County residents including blood collection, rehabilitation, clinical and after hours services. The project is supported by the Town and the Carleton North Community Foundation.

COALDALE RECREATIONAL CENTRE

The Coaldale Recreation Centre is part of a \$19M project featuring a new public high school that will connect to the adjacent recreational complex. The Recreation Centre will include an indoor track, fitness centre, playing field as well as space for daycare, after school programs, and community activities. The Centre is expected to open its doors in March, 2024 and will become a new hub of activity for the region.

CENTRAL CARLETON COMMUNITY COMPLEX

The Central Carleton Community Complex will be located in the Town of Hartland. This \$9M project includes a walking track, rink, dressing rooms, canteen, and space for a kitchen and multi-purpose rooms available to community groups throughout the Carleton region.



INVESTING IN RESEARCH AND INNOVATION

Three universities received funding from The McCain Foundation this year to advance agricultural research in Canada. At the University of Manitoba, McCain Foundation funds helped establish the Prairie Crops and Soils Research Facility, a 20,000 sq. ft. facility that will expand the university's research capacity in plant breeding and sustainable soil health. At the University of Lethbridge, McCain Foundation funds helped purchase equipment for the new Science building to support the Synthetic Biology program.

A \$1.5M three year pledge was made to Dalhousie University's Faculty of Agriculture to establish five post-doctoral fellowships in sustainable and regenerative agricultural practices. The work of these young researchers is intended to help the agricultural sector adopt new practices and technologies to mitigate the impacts of climate change and to provide greater food security.

Another technological innovation supported by the Foundation is the da Vinci surgical robotic arm, soon to be installed at the Saint John Regional Hospital. This device uses four robotic arms and a 3D vision system to allow physicians to have greater control, access, and precision during surgical procedures. The system is mobile and will be used in surgeries throughout the hospital. It is the first of its kind in New Brunswick and will help the province attract top surgeons from around the world.

\$1,940,000

**in pledges and donations
to Universities in three
provinces this year**

"The McCain Foundation is helping to build a strong research foundation in Atlantic Canada, bettering our future for generations to come."

**David Gray, Dean, Faculty of Agriculture,
Dalhousie University**



The DaVinci Robotic arm soon to be installed at the Saint John Regional Hospital



The Prairie Crops & Soils Research Facility at the University of Manitoba

2022 GRANT RECIPIENTS

In fiscal 2022, The McCain Foundation provided grants to 53 charitable organizations across Canada. The Foundation supports projects of all sizes that address a wide spectrum of community needs with an emphasis on Atlantic Canada. In the past year, the following organizations received support from the Foundation.

GRANT RECIPIENTS

*About Face, ON	Kingsbrae International Residence for the Arts, NB
*Actua, ON	Nature Conservancy of Canada, NS
Andrew and Laura McCain Gallery, NB	NB Association of Community Living
Atlantic Ballet Theatre of Canada, NB	NB Community College Foundation
Big Brothers Big Sisters of Central Plains, MB	NB Federation of Music Festivals
Boys and Girls Club of Moncton, NB	NB Potato Museum
*Breakfast Clubs of Canada, ON	New Brunswick Youth Orchestra
Brigadoon Village, NS	Partners for Youth, NB
Camp Tanamakoon Charitable Foundation, NB	*Pathways to Education, ON
*Canadian Feed the Children, ON	PEI Farm Centre Association
Canadian Red Cross Atlantic (Ukraine relief)	Prairie Fusion Arts and Entertainment, MB
Central Carleton Community Complex, NB	Prince County Hospital Foundation, PE
Chalmers Hospital Foundation, NB	Ronald McDonald House Charities Atlantic, NS
Child and Family Services Central Manitoba	Saint John Regional Hospital Foundation, NB
*Children’s Aid Foundation, ON	Saint John Theatre Company, NB
Children’s Hospital Foundation Manitoba	Samaritan House Ministries, MB
Choices for Youth, NL	*Shad Canada, ON
Community Seniors Co-operative Ltd., PE	Sistema (NYBO), NB
Dalhousie University, NS	Smallwood Crescent Community Centre, NL
Ducks Unlimited, NB	St. Joseph’s Hospital Foundation, NB
Edmundston Regional Hospital Foundation, NB	Town of Coaldale, AB
Frontier College, NB	Town of Florenceville-Bristol, NB
Frye Festival, NB	University of Lethbridge, AB
Gaia Project, NB	University of Manitoba
Habitat for Humanity Moncton, NB	Western Regional Hospital Foundation, NL
HALO Air Ambulance, AB	Youth Impact Jeunesse, NB
*Hope Air, ON	

* Grants to Ontario organizations supporting programs in McCain communities across Canada

53 grants include 12 pledge payments from previous years. In F2022, 62 proposals were reviewed at quarterly Board meetings of which 41 were approved.








Campers at Brigadoon Village

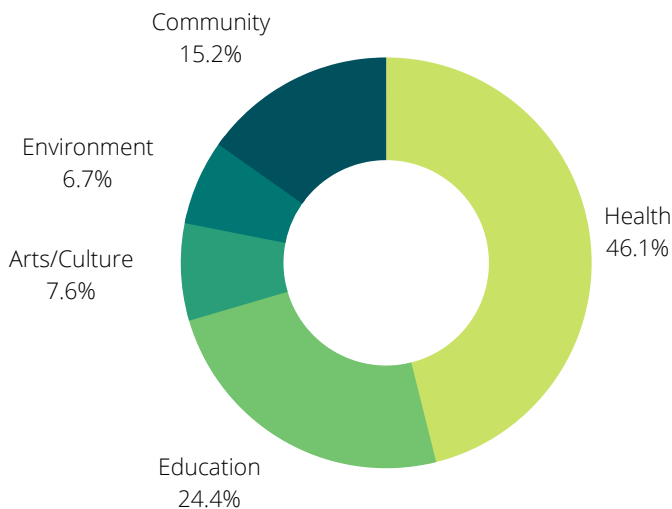
53

charitable organizations supported in F2022

BY THE NUMBERS

As in 2021, the largest portion of The McCain Foundation's granting dollars addressed the health and welfare needs of Canadian communities. The Foundation supported seven hospitals in four provinces and continued to address food insecurity funding breakfast programs in schools and First Nations community projects. Significant investments were made in agricultural research and development projects at Dalhousie University, University of Lethbridge, and University of Manitoba.

<p>EDUCATION</p>  <p>9 Projects \$1,010,000</p>	<p>ENVIRONMENT</p>  <p>3 Projects \$277,167</p>	<p>COMMUNITY RELATIONS</p>  <p>9 Projects \$630,500</p>
<p>ARTS & CULTURE</p>  <p>8 Projects \$317,000</p>	<p>HEALTH & WELFARE</p>  <p>24 Projects \$1,910,000</p>	<p>TOTAL GIVING</p> <p>\$</p> <p>53 Projects \$4,144,667</p>



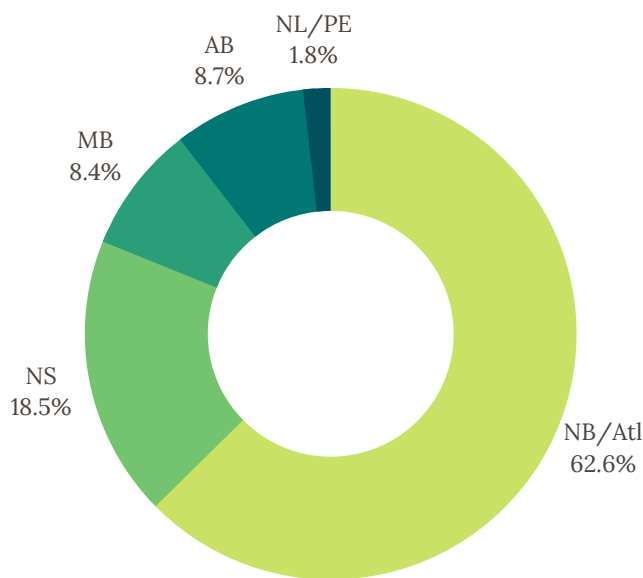
14 GRANTS IN 5 PROVINCES

supporting hospitals, housing, and food security projects in McCain communities.

BY THE NUMBERS

A FOCUS ON ATLANTIC CANADA

The McCain Foundation is one of only a small number of Canadian Foundations that focuses its granting activity in Atlantic Canada and accepts requests from charitable organizations working in a wide variety of sectors. Over the past decade, yearly grants have more than tripled making the McCain Foundation one of the largest donors in the Atlantic region.



83%
of The McCain Foundation's grants this year supported Atlantic Canada charities.

McCain Foundation Grants 2012-2022
(000's)



MOVING FORWARD

A CONTINUED FOCUS ON MENTAL HEALTH AND FIRST NATIONS

In November, 2021, The McCain Foundation joined the Mental Health and Wellness Affinity Group (MHWAG), a consortium of Canadian foundations working together to better understand the mental health needs of Canadians. With the support of Philanthropic Foundations Canada, and leadership from the Graham Boeckh Foundation, whose sole focus is mental health, MHWAG members share best practices, effective models, and learning opportunities. A significant area of interest is Integrated Youth Services (IYS), a new approach to build a network of mental health support for children and youth. The McCain Foundation supported two charities following the development of IYS in New Brunswick: Partners for Youth and Youth Impact Jeunesse.

The mental health of farmers is another concern of The McCain Foundation where we continue to look for opportunities to bring proven programs to New Brunswick. Discussions with the Agricultural Alliance of New Brunswick and Do More Ag, a national leader in providing mental health supports to farmers, are expected to present funding opportunities in the year ahead.

Similarly, the Foundation is reaching out to peer organizations and charities working with First Nations communities to explore new ways to help. The McCain Foundation provided continued funding to Frontier College and Canadian Feed the Children to support literacy and food security program for First Nations families this year.



One of Food Depot Alimentaire's community garden projects in Woodstock First Nation, NB



Breakfast programs in First Nations schools in NB, MB and AB

The McCain Foundation believes that strong communities offer citizens well-being and opportunity in all areas of life. The Foundation aspires to be a philanthropic leader, finding innovative ways to empower people to create positive change in Canada.



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**THE McCAIN
FOUNDATION**