

THE McCAIN FOUNDATION



ANNUAL GIVING REPORT
FISCAL 2023

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Assiniboine College students at the grow plot in Brandon, Manitoba. The McCain Foundation has contributed to the College's Prairie Innovation Centre building project.

MESSAGE FROM THE CHAIR

The McCain Foundation's granting activities, this past year, have addressed many of the unprecedented challenges faced by Canadian families. The ever-increasing cost of food and housing has created financial pressures for average Canadians. Marginalized individuals and communities are even more severely impacted. Charities everywhere are struggling with increased demands for support and escalating costs to deliver programs.

In this context, it is important and fitting that, in 2023, The McCain Foundation distributed its largest ever allocation of funds with disbursements exceeding \$5M. Contributions have focused heavily on those basic needs that impact the health and welfare of families, especially those in rural McCain communities where the focus of our granting continues. Food security remains a priority for the Foundation providing opportunities to work collaboratively with McCain Foods to have greater impact.

In addition to food security projects, the 2023 Annual Giving Report highlights initiatives in the agricultural sector, ranging from scientific research to mental health aids. In 2023, close to half of our grant recipients are organizations that support children and youth. Highlights from our youth-based charities are included. As in years past, The McCain Foundation has funded projects close to McCain Foods plants with a goal of creating strong and vibrant communities for all.

This past year, we received feedback from shareholders in two surveys that reconfirmed our general granting practices as well as a strategic focus on food security. I wish to thank everyone who participated. Your engagement helps ensure that we continue to have a growing philanthropic impact. I would also like to thank my fellow Board members. With their hard work, and the investments of past years, The McCain Foundation has been recognized for its impact in both the arts and in literacy.

Sincerely,

Linda McCain

Chair, The McCain Foundation



Breakfast Clubs of Canada provides nutrition programs in McCain community schools across Canada.

2023 HIGHLIGHTS

A FOCUS ON FOOD SECURITY

In Canada, the Globe & Mail has reported that there are four food charities for every grocery store. Food Banks Canada's most recent Hunger Count reports that 2 million Canadians accessed food banks in one month alone, an increase of 32% over the year previous, and 78% since 2019. Children represent one-third of food bank users. Food insecurity, among First Nations communities, is reported at 50%.

There is no easy or short-term fix to address food insecurity in Canada without significant public policy changes. Contributions to food banks, and food charities are essential in the meantime. The McCain Foundation's focus on food security has been the largest area of investment this past year (\$1.3M). In addition to providing resources for much needed food, the Foundation works with organizations, such as Canadian Feed the Children, Breakfast Club of Canada, Food Depot Alimentaire and Second Harvest, who are leaders in providing capacity building, infrastructure support, and advocacy with a goal for creating systemic change.

Our work with these organizations allows for a focus on specific communities in need. With the Foundation's support, Canadian Feed the Children (CFTC) provides breakfast programs to First Nations communities in Manitoba, Alberta and New Brunswick. Food Depot Alimentaire (FDA) supports all of New Brunswick's 65 food banks. Second Harvest, Breakfast Club of Canada and FDA are supported by both The McCain Foundation and McCain Foods with contributions of funds, food, and employees volunteer hours.

The McCain Foundation is committed to a continued focus on food insecurity and supporting solutions that address both immediate needs and systemic change.

Sources: Food Banks Canada Hunger Count (March, 2023)



McCain Foods volunteers lend a helping hand at the Second Harvest warehouse.



CFTC delivers nutrition programs to First Nations communities across Canada.

SUSTAINABLE AGRICULTURE

SUPPORTING EDUCATION, RESEARCH AND MENTAL HEALTH

This year, The McCain Foundation invested in projects that, in a variety of ways, contribute to a sustainable agricultural sector. A report from Dalhousie University's Faculty of Agriculture, highlighted the impacts of McCain Foundation funded Post-doctoral Fellowships in Sustainable Agriculture. Some of these include digital soil mapping, controlling agricultural pests, and measuring social sustainability through agri-food.

Ag for Life programs teach young people about career opportunities in agriculture and, at their career days, invite McCain Foods employees to share their work experiences. This year, the Foundation funded a mobile classroom, *Know Your Food*, that visited schools and community agricultural fairs across Alberta.

Do More Ag, a Canadian leader in providing mental health supports for farmers, believes that sustainable agriculture requires healthy farming families. With support from the Foundation, Do More Ag launched a national online network called *AgTalk* that provides access to mental health professionals with specific training in the challenges faced by farmers and their families.

“The world looks to our industry for solutions to food insecurity, water quality and availability, soil degradation and more... McCain Foundation funding will be key in pushing these research priorities forward.”

Dr. David Gray
Dean, Faculty of Agriculture
Dalhousie University



Ag in the Classroom takes its mobile classroom to community fairs and schools across Alberta.

RURAL COMMUNITY BUILDING

Supporting capital projects in the rural communities where McCain Foods operates continues to be a focus of The McCain Foundation. In 2023, the Foundation invested \$430K in local building projects in the communities listed below. These facilities, and the community members who help build them, provide much needed services to McCain Foods employees and local residents alike.

PORTAGE LA PRAIRIE, MB

In 2021, the local rink in Portage was destroyed by fire and community members rallied to rebuild this much used resource. The new Koko Platz Recreation Centre is a \$750K project that will link the new facility to the walking trails of Koko Platz Park. The fundraising campaign is near completion with the new centre scheduled to re-open in 2024.

BRANDON, MB

Brandon is home to Assiniboine College's agricultural programs, a steady source of skilled employees for the nearby Carberry McCain Foods plant. The College has embarked upon a \$118M renovation project to restore a beautiful historic building on the North Hill campus that will become the home for the new Prairie Innovation Centre. This new facility will enable student enrolment in agricultural programs grow from 300 to 800 students annually.

COALDALE, AB

The LINK Pathway is a 15km natural recreation corridor that will become part of the Trans Canada trail system linking the town of Coaldale to the city of Lethbridge. This \$6M project will provide an accessible trail system with picnic shelters and amenities along the way. As the LINK passes through productive farmland, interpretive signs will provide opportunities for agricultural education to its many users.

FLORENCEVILLE AND WOODSTOCK, NB

Valley Family Services in Woodstock purchased a 28,000 sq. ft. building in 2021 to provide space for the Valley Food Bank. The \$2M renovation project will house a food warehouse, teaching kitchen, community space and used clothing retail outlet whose sales support the food bank. The Valley Food Bank supports 3,000 households in the River Valley area.



Koko Platz Recreation Centre, Portage La Prairie, Manitoba



Assiniboine College's repurposed historic building will be home to the new Prairie Innovation Centre.

INVESTING IN YOUTH

The McCain Foundation supports numerous charities that provide a wide range of programs for children and youth. These include mental health services, environmental education, summer camps, literacy programs, and school nutrition programs, to name a few.

In 2023, twenty-three of the Foundation's fifty-two supported charities delivered programs specifically for children. Many of these are nationally based charities and long-standing grant recipients of The McCain Foundation where funds support activities in McCain communities (e.g. Shad, Actua, About Face, Hope Air, Junior Achievement, Big Brothers Big Sisters, United for Literacy, Boys and Girls Clubs). Others are more regionally focused and offer programs throughout their province (e.g. Ag for Life in Alberta, New Brunswick Youth Orchestra and Gaia Project in New Brunswick, Brigadoon Village in Nova Scotia). Still others operate at the local level addressing the specific needs of youth in their communities (e.g. Youth Impact Jeunesse in Moncton, Partners for Youth in Fredericton, Choices for Youth in Saint John's, NL).

Three charities, supported by the Foundation, deliver programs for children in all three provinces that are home to McCain Foods rural communities. These include the school nutrition programs delivered by Breakfast Club of Canada and Canadian Feed the Children and United for Literacy summer programs for First Nations communities.

Close to half of the charities supported in 2023 provided programs for youth.

"The McCain Foundation's generosity has helped hundreds of campers conquer obstacles long after leaving camp. Whether it's the resilience to go through another round of treatment or the independence to advocate for their own needs, these are the gifts campers carry with them for life."
Brigadoon Village



United for Literacy



Gaia Project



Brigadoon Village

2023 GRANT RECIPIENTS

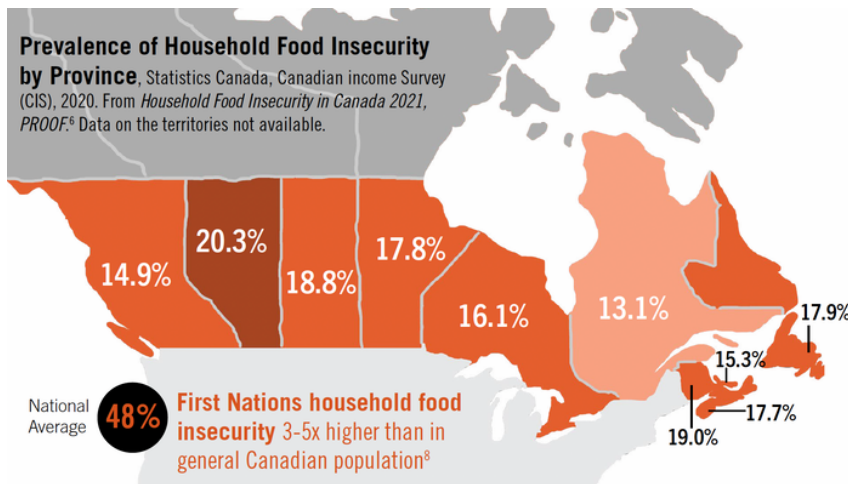
In fiscal 2023, The McCain Foundation approved 54 grants to 52 charitable organizations across Canada. The Foundation supports projects of all sizes that address a wide spectrum of community needs with an emphasis on Atlantic Canada. In the past year, the following organizations received support from the Foundation.

2023 GRANT RECIPIENTS

Ability NB	Habitat for Humanity Fredericton, NB
*About Face, ON	*Hope Air, ON
*Actua, ON	Island Nature Trust, PE
Agriculture for Life, AB	Junior Achievement NB
Andrew & Laura McCain Gallery, NB	Koko Platz Recreation Club, MB
Assiniboine Community College, MB	L'Arche Cape Breton, NS
Big Brothers Big Sisters of Central Plains, MB	L'Arche Saint John, NB
Boys and Girls Club of Moncton, NB	Nature Conservancy, NS
*Breakfast Clubs of Canada, ON	Neighbourhood Works, NB
Brigadoon Village, NS	New Brunswick Community College
Camp Tanamakoon Charitable Foundation, NB	New Brunswick Federation of Music Festivals
*Canadian Feed the Children, ON	New Brunswick Museum
Canadian Red Cross Atlantic	New Brunswick Youth Orchestra
Carleton North High School, NB	Partners for Youth, NB
Chalmers Foundation, NB	Portage Atlantic, NB
Choices for Youth, NL	Prince County Hospital Foundation, PE
*CNIB, ON	Ronald McDonald House Charities Atlantic, NS
Coaldale LINK Pathway, AB	*Second Harvest, ON
Dalhousie University, NS	*Shad Canada, ON
*Do More Agriculture Foundation, SK	Symphony New Brunswick
Ducks Unlimited, NB	*United for Literacy, ON
Dumont Foundation, NB	Valley Food Bank (Volunteer Family Services), NB
Food Depot Alimentaire, NB	Western Regional Hospital Foundation, NL
Fredericton Homeless Shelters, NB	Wildlife Haven Rehabilitation Centre, MB
Fredericton Playhouse, NB	Woodstock Arts Council, NB
Gaia Project, NB	Youth Impact Jeunesse, NB

* Grants to these organizations support programming in McCain communities in Atlantic Canada or across Canada

54 grants include 10 pledge payments from previous years. In F2023, 63 proposals were reviewed at quarterly Board meetings of which 44 were approved.

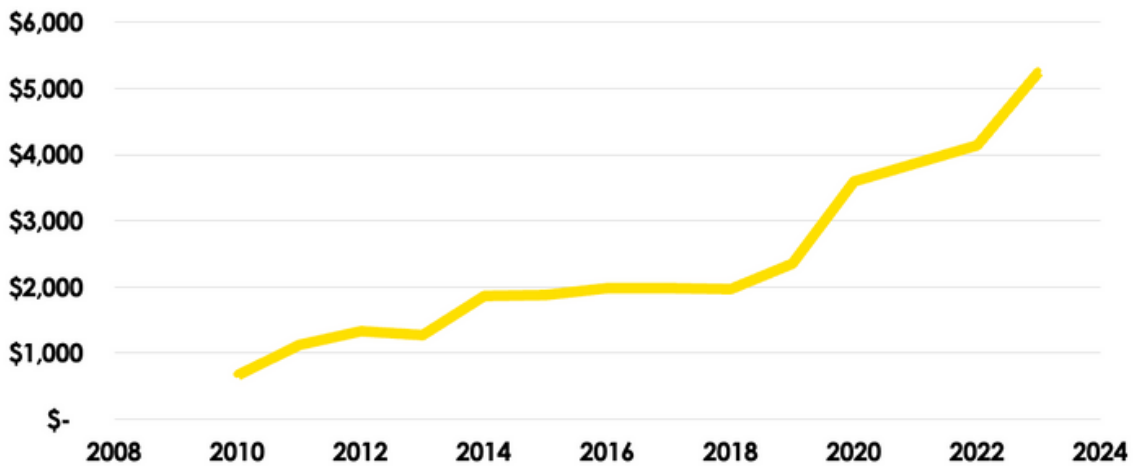


The largest donation (\$1M) in F2023 was made to Food Depot Alimentaire to support New Brunswick's food bank network where food insecurity is among the highest in Canada.

BY THE NUMBERS

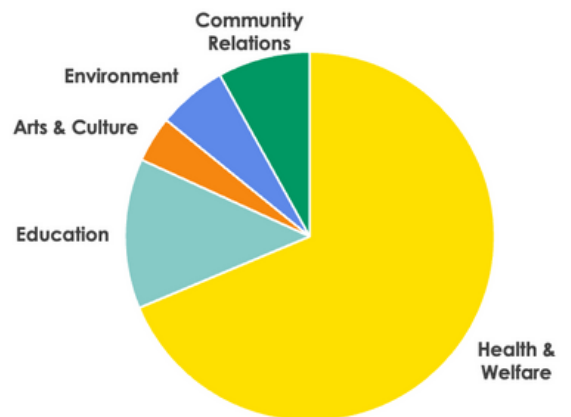
The increase of annual grant disbursements continued in 2023 and reached a historic high of almost \$5.3M. Consistent with past granting activity, projects funded by the Foundation were both small and large, in all charitable sectors, with local project budgets of several thousand to significant investments of \$1M.

McCain Foundation Grants 2010-2023
(thousands)



As in 2022, the largest portion of The McCain Foundation's granting dollars addressed the health and welfare needs of Canadian communities. These dollars supported the purchase of medical equipment in four hospitals, emergency relief, mental health programs for youth and farmers, and programs to address food insecurity in all McCain communities across Canada.

Sector	Percentage	Amount	Number of Projects
Health & Welfare	68%	\$3,592,000	25
Education	13%	\$695,000	9
Arts & Culture	4%	\$229,500	6
Environment	6%	\$337,167	5
Community Relations	8%	\$398,400	9
Total	100%	\$5,252,067	54

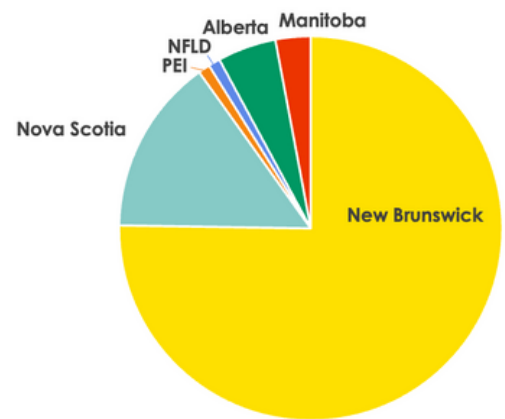


BY THE NUMBERS

A FOCUS ON ATLANTIC CANADA

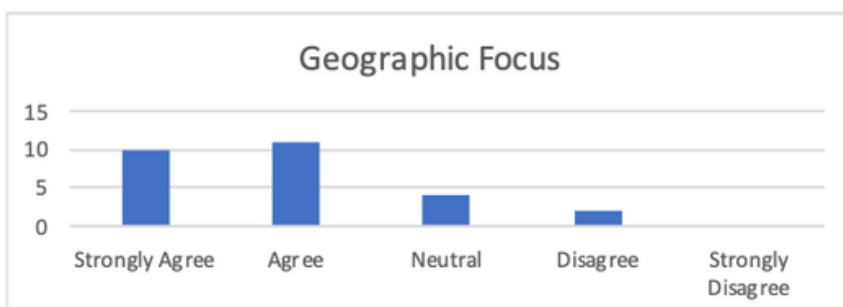
The McCain Foundation is one of only a small number of Canadian Foundations that focuses its granting activity in Atlantic Canada and accepts requests from charitable organizations working in a wide variety of sectors. Over the past decade, yearly grants have more than tripled making the McCain Foundation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

Province	Percentage	Amount	Number of Projects
New Brunswick/Atl Region	76%	\$3,985,000	39
Nova Scotia	15%	\$773,667	5
Manitoba	3%	\$171,400	4
Alberta	5%	\$250,000	2
Newfoundland	1%	\$35,000	2
Prince Edward Island	1%	\$37,000	2
Total	100%	\$5,252,067	54



Shareholders (81% of respondents) supported the Foundation’s regional focus in a Foundation survey. A majority of survey respondents also agreed with the Foundation’s practice of supporting small and large projects in all sectors (85%). Food security was the most often identified area for additional strategic investment for the Foundation’s future giving.

Keep focus on Atlantic Canada and McCain communities
81% Strongly Agree/Agree



90%
of The McCain Foundation's grants this year supported Atlantic Canada charities.

MOVING FORWARD

COLLABORATION AND LEARNING FOR GREATER IMPACT

The McCain Foundation is grateful to have supported so many outstanding charitable organizations in 2023 and looks forward to having an even greater impact in the coming year thanks to the continued support of the shareholders of McCain Foods. To ensure that the Foundation's funds have impact, we are excited about future opportunities to work with others in the sector, not only to learn more about the societal challenges we hope to address, but also to collaborate where possible.

In the area of food security, The McCain Foundation and McCain Foods have opportunities to continue to work in partnership. Together, we are researching projects that promise to contribute to a more robust local food system in New Brunswick. We are following closely the discussions in government agencies to launch a national school nutrition program in 2024, and learning from sector experts how best to address this urgent problem. The Foundation and the company are also sharing volunteer opportunities with charities funded by the Foundation. Recent examples include Breakfast Club of Canada, Ag in the Classroom, and Earth Rangers.

With our participation the Mental Health & Wellness Affiliation Group of Foundations, The McCain Foundation continues to follow best practices and emerging models that address mental health, with a specific interest in meeting the dire needs of youth and agricultural families. McCain Foundation funds aim not only to increase access to support, but also to allow health care models and practices, proven to work in one place, to move more easily and quickly to regions where supports are lacking.

In these research and collaboration efforts, the Foundation Board is supported by our Charitable Giving Director who acts as a resource and advisor to the Board's grant-making by connecting with charitable sector leaders, grant applicants, and supported organizations.



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**

