

THE McCAIN FOUNDATION



ANNUAL GIVING REPORT
FISCAL 2024

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The Wolastoq/Saint John River is the second largest river in Atlantic Canada and one of the Nature Trust of NB's conservations projects supported by The McCain Foundation this year.

MESSAGE FROM THE CHAIRPERSON

The past year has been one of change for The McCain Foundation. We are grateful for the dedicated years of Linda McCain's leadership. In her time as Board Chairperson, the Foundation's contributions exceeded \$30M and annual granting activities increased more than fourfold. Linda leaves a legacy of generosity and caring that will continue for years to come.

A special thank-you to departing Director Michael Campbell. His contributions since 2011 were invaluable and much appreciated.

Despite the changes on the Board, the Foundation's granting practices remain steadfastly focused on its mission to support the needs of McCain Foods' communities. The McCain Foundation is one of only a handful of Canadian foundations that focuses its grants on Atlantic Canada, funding projects in all charitable sectors. In addition, our support of western McCain communities continues and will be expanded going forward.

The 2024 Annual Giving Report showcases the diversity of the Foundation's granting activity. Both game-changing large projects and smaller grants to grassroots charities are highlighted. We also share some of last year's environmental projects as climate change becomes an ever-increasing concern.

As in recent years, many of the Foundation's grants focused on addressing mental health needs and food insecurity. The 2024 Annual Giving Report highlights our donations in those areas and provides a brief summary of the planning activities of the Board.

Our Board team is excited to move into 2025 and to continue to help charitable organizations carry on their work. Thanks to all McCain Foods' shareholders for providing us with the support and resources to do so.

Sincerely,

Ann Evans

Chairperson, The McCain Foundation



Camp Maple Leaf summer camps at Greenhill Lake, NB support military families and children with special needs. It's one of the mid-sized charities where The McCain Foundation's support has a lasting impact.

2024 HIGHLIGHTS

THE GAME CHANGERS

Each year, The McCain Foundation receives large donation requests for ambitious community projects that aim to make generational change. In 2024, The Foundation supported two such projects, providing a \$750k two-year pledge to **Greener Village**, and a one-time gift of \$600k to the **Upper River Valley Hospital (URVH) Foundation**.

The URVH Foundation embarked upon a significant fundraising campaign to purchase and house a permanent MRI to replace the aging, portable unit currently shared with the Campbellton Regional Hospital. The McCain Foundation grant closed the final gap of the \$3M campaign allowing construction to begin early in 2025.

Greener Village's mission is to create community self-reliance through the provision of food, clothing, and development opportunities to those in need. With partners, including New Brunswick's Food Depot Alimentaire (FDA) and Food Banks of Canada, Greener Village will operate Atlantic Canada's first Perishable Food Rescue Centre where fresh produce will be transformed into shelf-stable, healthy food that can be distributed across the province. The project will include a commercial kitchen, warehouse, greenhouse, and freezer capacity, and will serve as a model for similar facilities to be built in provinces across Canada.

GREENER VILLAGE AT FREDERICTON COMMUNITY SERVICES

2023 At a Glance



Greener Village's Perishable Food Rescue Centre will become a model for provinces across the country positively impacting both the environment and food insecurity.

SUPPORTING MENTAL HEALTH

PROGRAMS FOR YOUTH AND FARMERS

Since the COVID pandemic, the rates of mental health disorders and hospitalizations have been on the rise across Canada with access to professional medical help diminishing. Perhaps most alarming are the high rates of mental health declines reported in children and youth.

In the past year, The McCain Foundation has funded seven mental health programs with a total financial commitment of \$765k. These projects deliver supports, in both French and English, focusing on the needs of children and youth and farming families.

Kids Help Phone is the largest provider of youth mental health supports in Canada and the central agency collecting data on the health status of this group. A \$500k gift from The McCain Foundation will support increased reach and impact our region. Since 2019, there has been an 165% increase in calls to Kids Help Phone from youth in Atlantic Canada.

Drug Free Kids (DFK) Canada focuses on substance abuse prevention by ensuring that parents and educators know how to talk to their children about the dangers of drug and alcohol use before problems occur. The McCain Foundation grant supports the delivery of prevention programs in New Brunswick where schools struggling with drug abuse have reached out to DFK for help.

Do More Ag is a Canadian leader in providing mental health supports to farmers who often struggle with multiple stressors: climate change impacts, financial uncertainty, and isolation, to name a few. With support from The McCain 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.

“We are grateful for the support of The McCain Foundation whose generosity will allow us to bring our educational workshops to New Brunswick.”

Chantal Vallerand
Executive Director, Drug Free Kids Canada



GOING GREEN: PEOPLE & PLACES

ENVIRONMENTAL PROJECTS FOCUS ON YOUTH AND HABITAT

Environmental projects supported by The McCain Foundation in FY24 fall into two categories: educating and empowering young people to learn about the natural world, and habitat and species conservation.

EARTH RANGERS

The journey of becoming an **Earth Ranger** begins at a school assembly where elementary students experience some of nature's most magnificent creatures at close range. After that experience, teachers follow-up with lessons and activities with an opportunity for kids to enlist in the national "Earth Rangers" movement. Students are guided through a variety of community and family activities that allow them to become stewards of the natural world. The McCain Foundation's funding allowed McCain Foods employees to nominate their schools to participate in Earth Ranger assemblies. More than 7,000 students from 35 schools participated.

DUCKS UNLIMITED

The McCain Foundation has supported **Ducks Unlimited's** environmental education programs at the Florenceville Wetlands Reserve for 10 years enabling grade four classes from schools around the River Valley area to explore local wetlands.

NATURE CONSERVANCY OF CANADA

The McCain Foundation funding to the **Nature Conservancy** supports the conservation of critical habitat throughout Atlantic Canada. The grant supports wildlife and forest protection, volunteer and mentoring programs, and woodland restoration.

PROVINCIAL NATURE TRUSTS

This year, The McCain Foundation grants supported the preservation and stewardship of natural ecosystems in two Atlantic provinces. In PEI, where 90% of land is privately owned (the highest in Canada), 85 acres will be protected in the wetlands of the Morrell River. In NB, funds will support stewardship and research projects in the Upper Wolastoq/Saint John River protected areas.

NEW BRUNSWICK MUSEUM

The **NB Museum** has undertaken a multi-year biological data collection project in the province's most important protected areas where catalogued species data is made freely accessible to climate researchers around the world.



Students in NB schools on their way to becoming Earth Rangers



Summer interns at the Nature Conservancy of Canada

SMALL GIFTS, BIG IMPACTS

Many of The McCain Foundation’s largest grants fund multi-year projects undertaken by large charitable organizations. While these commitments are important and inspiring, moderate grants can be equally important to smaller charities that often have a tremendous capacity to stretch dollars. Supported by volunteer teams, gifts-in-kind, and generous community support, moderate gifts make a big difference.

FREDERICTON AREA NETWORK

Fredericton Area Network (FAN) is an entirely volunteer run organization consisting of five retired technology workers who refurbish computers and deliver them to community members in need. Their mobile team makes house calls to set up computers and offer in-home training. The cost for FAN to refurbish a computer averages \$53 for parts and licenses. Mileage, for FAN volunteers, is the only other cost incurred. The largest user of FAN computers and services is the nearby Stan Cassidy Rehabilitation Centre in Woodstock, New Brunswick.

ELEPHANT THOUGHTS EDUCATION INITIATIVE

Elephant Thoughts provides career training for youth-at-risk in Perth-Andover, NB at The Pathsaala Training Camp. This campus provides accommodations and life skills to Indigenous and minority youth, and youth who may be experiencing homelessness or violence. After completing the Elephant Thoughts program, 85% of Elephant Thoughts participants find employment or return to school. In addition to its youth training programs, the Pathsaala campus provides community gardens, green space and educational opportunities for local community residents.

SHELTER MOVERS

Shelter Movers is an emergency team of volunteers who come to the aid of women and children fleeing from abuse. Shelter Movers receives referrals from police, women’s shelters, and social service agencies. When a move is needed, sometimes in the middle of the night, volunteers pack-up and deliver belongings to storage facilities that, along with moving vans, are often donated. Shelter Movers operate in seven cities in Canada and, with support from The McCain Foundation, have opened their first chapter serving rural communities in Nova Scotia.



Students at Elephant Thoughts



Volunteers at Shelter Movers

2024 GRANT RECIPIENTS

In Fiscal 2024, The McCain Foundation approved 74 grants to 72 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.

2024 GRANT RECIPIENTS

*About Face, ON	*Kids Help Phone, ON
*Actua, ON	Kingsbrae International Residence for the Arts, NB
Agriculture for Life, AB	L'Arche Saint John, NB
Alice House, NS	*Make-a-Wish Foundation Canada, ON
Andover Elementary School, NB	Nature Conservancy of Canada, NS
Andrew & Laura McCain Gallery, NB	Nature Trust, NB
Assiniboine Community College, MB	New Brunswick Community College
Atlantic Ballet Theatre of Canada, NB	New Brunswick Copes
Big Brothers Big Sisters of Central Plains, MB	New Brunswick Federation of Music Festivals
Boys and Girls Club of Moncton, NB	New Brunswick Museum
*Breakfast Clubs of Canada, QC	New Brunswick Potato Museum
Brigadoon Village, NS	New Brunswick Youth Orchestra
Camp Tanamakoon Charitable Foundation, NB	Partners for Youth, NB
*Canadian Feed the Children, ON	Portage Atlantic, NB
Canadian Mental Health Grand Falls, NB	Portage District General Hospital Foundation, MB
Carleton North High School, NB	Portage District Hospital, AB
Charlotte Street Arts Centre, NB	Portage la Prairie Salvation Army, MB
*Children's Aid Foundation, ON	Prince County Hospital Foundation, PE
Children's Hospital Foundation, MB	River View Manor, NB
*CNIB, ON	Royal United Services Institute of NB
Cuffman Street School, NB	Samaritan House Ministries, MB
Dalhousie University, NS	*Shad Canada, ON
*Do More Agriculture Foundation, SK	Shelter Movers, NS
*Drug Free Kids Canada, ON	Symphony New Brunswick
Ducks Unlimited, NB	Theatre New Brunswick
*Earth Rangers, ON	*United for Literacy, ON
*Elephant Thoughts Education Initiative, ON	Upper River Valley Hospital Foundation, NB
Fredericton Area Network, NB	Valley Food Bank (Volunteer Family Services), NB
Fredericton Homeless Shelters, NB	Valley Regional Hospital Foundation, NS
Friends of Moncton Hospital Foundation, NB	Western Regional Hospital Foundation, NL
Greener Village, NB	Woodstock Arts Council, NB
Holland College Foundation, PE	Yarmouth Hospital Foundation, NS
*Hope Air, ON	YMCA Greater Moncton, NB
Imperial Theatre, NB	YMCA Greater Saint John, NB
Island Nature Trust, PE	YMCA Lethbridge, AB
Junior Achievement NB	Youth Impact Jeunesse, NB

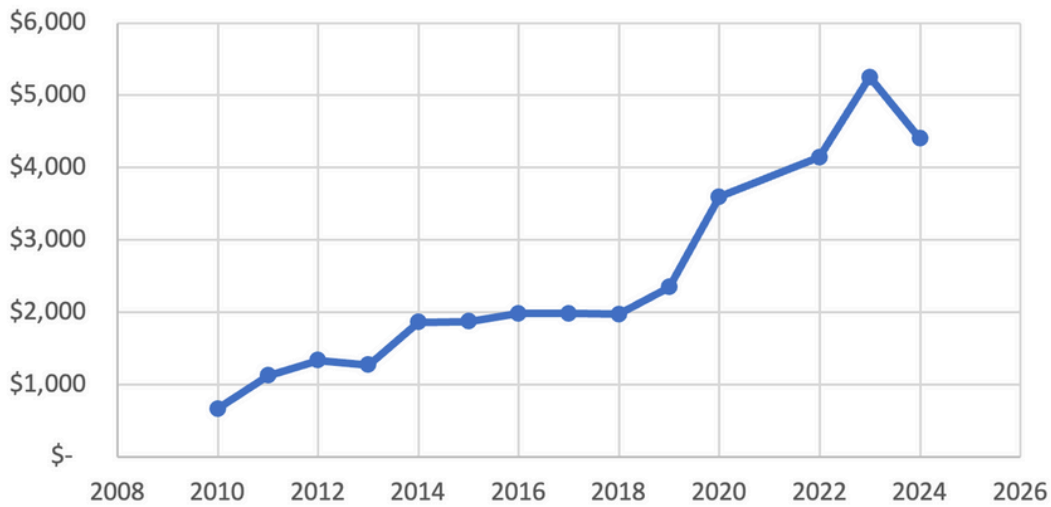
* Grants to these organizations support programming in McCain communities in Atlantic Canada or across Canada

74 grants include 13 pledge payments from previous years. In FY24, 81 proposals were reviewed at quarterly Board meetings of which 61 were approved.

BY THE NUMBERS

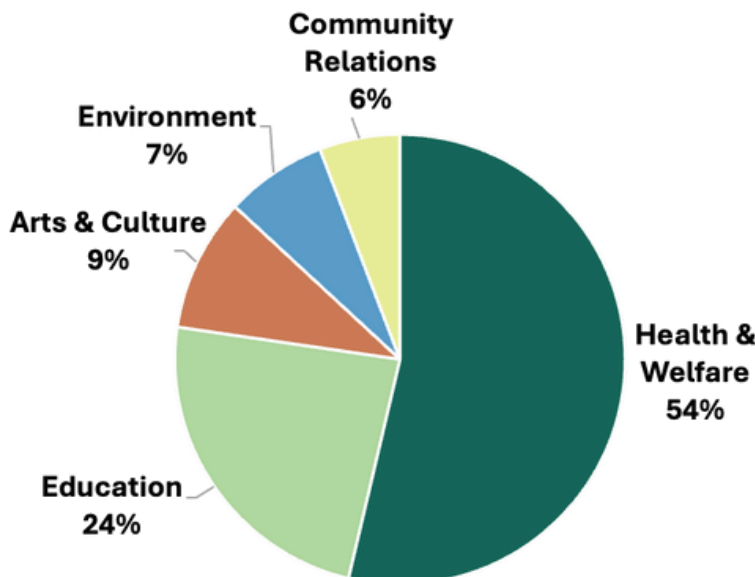
The McCain Foundation is one of the largest foundations with a focus on Atlantic Canada where only 1% of total Canadian foundation grants are allocated each year. In recent years, the Foundation’s granting activity has increased significantly with more than \$30M distributed in the last decade.

McCain Foundation Grants 2010-2024
(thousands)



Historically, as in FY24, the largest portion of The McCain Foundation's granting dollars was allocated to the education and health and welfare needs of McCain communities. This is a consistent pattern, not only because the Foundation receives the largest number of request from charities in these sectors, but also because projects in health and education tend to have large budgets. Despite the variance in total dollars granted by sector, the Foundation supports numerous projects in all sectors each year with a belief that all aspects of community life contribute to a healthy society.

FY24 Grants by Sector



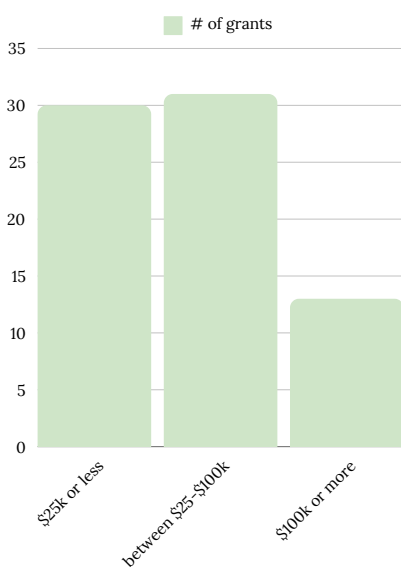
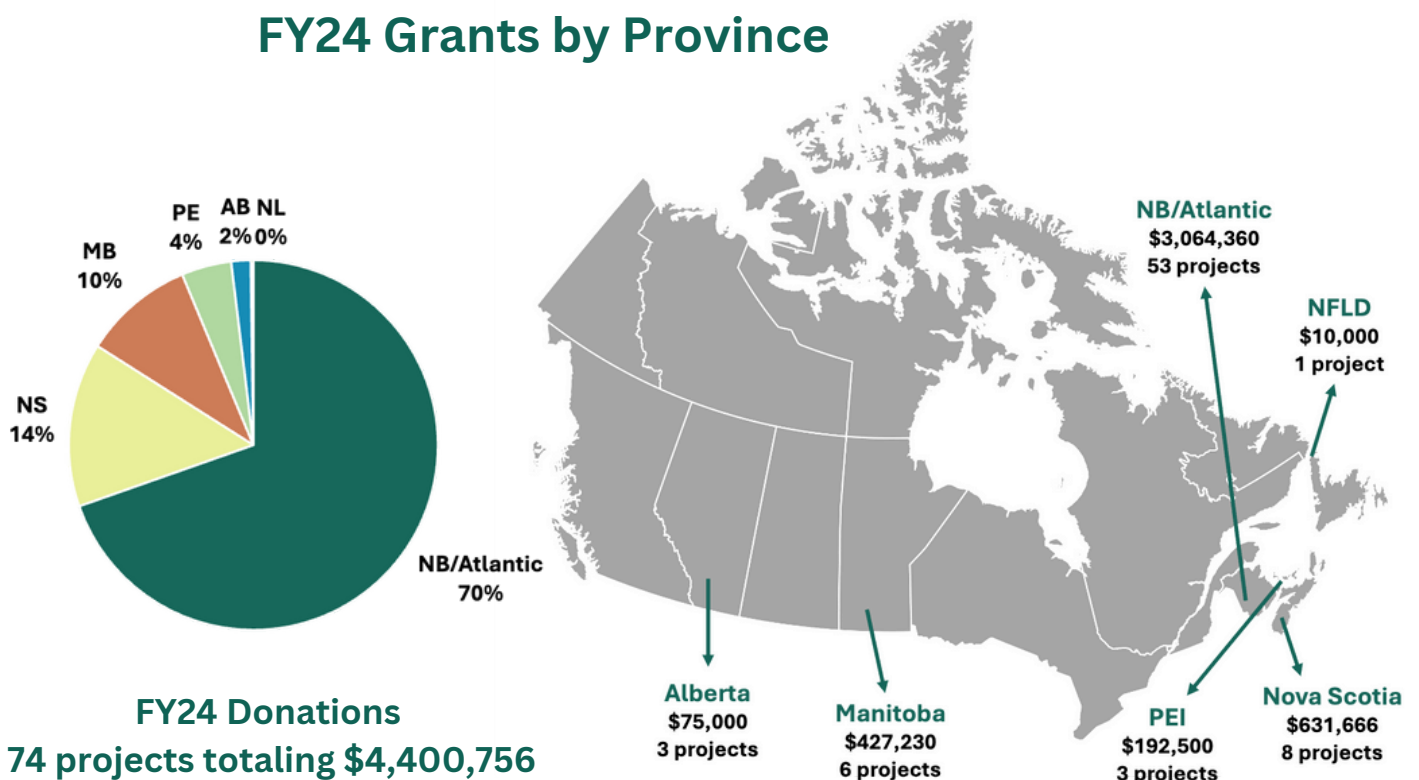
Sector	# of Projects	Total \$
Health & Welfare	32	\$2,362,230
Education	12	\$1,039,360
Arts & Culture	11	\$422,000
Environment	6	\$322,166
Community Relations	13	\$255,000
TOTAL	74	\$4,400,756

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.

FY24 Grants by Province



Grants of All Sizes

The McCain Foundation provides grants of all sizes, supporting large projects, with lead gifts and multi-year pledges, as well moderate requests from smaller charities and grassroots organizations. This diverse mix enables the Foundation to support a wide variety of community needs each year.

88%
of The McCain Foundation's grants this year supported Atlantic Canada charities.

MOVING FORWARD

REACHING OUT TO BETTER UNDERSTAND COMMUNITY NEEDS

The coming year will be a time of change and opportunity for The McCain Foundation. The support of McCain Foods' shareholders allows the long-standing philanthropy of The McCain Foundation to continue. The Foundation has planned several important initiatives for the year ahead.

In the spring of 2025, members of the Foundation team will visit our western communities to better understand those communities and the charitable organizations and projects that address their needs.

In Atlantic Canada, we will continue to closely follow the development of mental health supports for young people in collaboration with the Mental Health and Wellness Affinity Group of Canadian Foundations. To address food insecurity, we will work with our funded charitable organizations, Food Depot Alimentaire and Greener Village, who are attempting to change the landscape in New Brunswick. Federally, we will track the impact of the national school nutrition program, continuing our partnerships with Breakfast Clubs of Canada and Canadian Feed the Children.

The Foundation Board is also working on clarifying its grant-making practices, by reviewing its mission, improving its communication activities, and providing an improved on-boarding process for new directors. We have invested in an analytics tool that will provide us with a greater capacity to undertake charitable sector research and will be upgrading our own charitable grants database to ensure that we can better manage and analyze our records.

Most importantly, The McCain Foundation will continue to seek opportunities to work with both new and long-standing charitable partners, together building stronger and more resilient communities.



Agriculture for Life is one of the Alberta charities supported by The McCain Foundation. A plan to visit McCain Foods' western communities is in the works for the spring of 2025.

THE McCAIN FOUNDATION

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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