

THE McCAIN FOUNDATION



ANNUAL GIVING REPORT
FISCAL 2021

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Carleton North High School students protect species at risk at Ducks Unlimited's Muddy Boots in Florenceville-Bristol

MESSAGE FROM THE CHAIR

As the global pandemic entered its second year, many Canadians, and Canadian charities, faced unprecedented challenges. The McCain Foundation's granting activities this past year reflect these realities. In fiscal 2021, a larger percentage of total disbursements than in previous years was allocated to the health and welfare sector. The Foundation supported 11 frontline health care agencies in 5 provinces. Grant requests from arts organizations were far fewer than in past years due to COVID restrictions that made performances and programs, for many, impossible. Some arts organizations, however, found a way to reach their public with an inspiring creativity that has opened new doors. The Foundation is proud to support these transformational journeys.

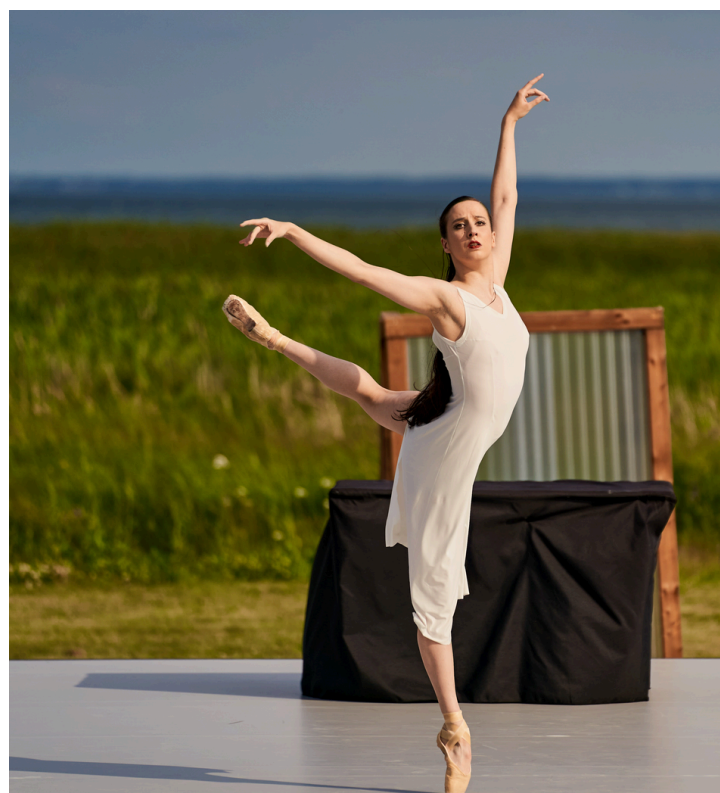
In addition to highlighting some of these tremendous stories of impact from the organizations we supported in 2021, this report also shares some of the Foundation's research on communities in growing need. These explorations will help ensure that our resources bring the greatest possible impact to initiatives that we support.

On behalf of all of our Board Directors, I extend my thanks to our shareholders for the privilege of doing this important work.

Sincerely,

Linda McCain

Chair, The McCain Foundation



Atlantic Ballet Canada's Award Winning 'Ballet by the Ocean'

2021 HIGHLIGHTS

A FOCUS ON THE HEALTH AND WELLBEING OF COMMUNITY

COVID-19 has made the health of Canadians and our health care system a priority concern for all funding agencies. The majority of grants made by the Foundation this year, as last, supported charities working to better the health and welfare of the communities and people they serve.

To address food insecurity, The McCain Foundation continued to fund Food Banks and school breakfast programs in New Brunswick, Manitoba and Alberta. Eleven grants were made to provide access and equipment to hospitals and hospices in five of the six provinces that the Foundation supports. The Foundation also continued its long-standing support for Fredericton Homeless Shelters reaching out to them, this past year, when the housing shortage in Fredericton became a crisis. Grants that were made to health and wellness organizations targeting young people included Choices for Youth (NL), About Face (Atlantic region), Youth Impact Jeunesse (NB), Children's Aid Society Foundation (NB), Brigadoon (NS) and Partners for Youth (NB).

2021 also saw the development of a new partnership with Breakfast Clubs of Canada, McCain Foods and The McCain Foundation where the Foundation contributed \$115k to enhance its school nutrition programs.



BREAKFAST CLUBS OF CANADA

is partnering with McCain Foods and The McCain Foundation to deliver nutritious breakfasts to 23 schools in McCain communities in New Brunswick, Manitoba and Alberta.

ARTISTIC EXCELLENCE AND INNOVATION

NEW BRUNSWICK ON THE WORLD STAGE

Arts organizations were particularly hard hit by pandemic restrictions. For many, the delivery of performances and programs was not possible. Financial pressures were significant with lost performance and fundraising revenues. Two organizations, however, found a way to innovate and have now been attracting global attention for their successes.

The Atlantic Ballet Canada took their performance outdoors to the beautiful southeast shores of New Brunswick. With a stage set in protected wetlands against the backdrop of the sea, guests were safely socially distanced and experienced dance in a brand new setting. A special performance invited community organizations to attend allowing the Ballet to reach new audiences. Ballet by the Ocean attracted worldwide attention, including the notice of Karen Kain, and is now a centrepiece of New Brunswick's tourism offerings. Atlantic Ballet Canada, a small start-up launched twenty years ago, is now the largest professional arts organization in the province.

Another arts program attracting worldwide attention is New Brunswick Youth Orchestra's Sistema program. With a \$1.2M pledge from The McCain Foundation, an additional seven figure gift was secured from the Azrieli Foundation (Montreal). These lead gifts are paving the way for NBYO's visionary and unprecedented '10,000 Children' campaign which aims to raise \$12M to lift a generation of children out of poverty through music.



Sistema children begin their music education journey on instruments they make with paper.

AGRICULTURAL EDUCATION IN ALBERTA

In 2021, The McCain Foundation supported two organizations providing agricultural education at very different stages of life. At the University of Lethbridge, the Foundation's support will fund Masters level students, while at Ag for Life, the Foundation's grant will be allocated to educational programs for children.

UNIVERSITY OF LETHBRIDGE

With a contribution from The McCain Foundation of \$280k, the University of Lethbridge will establish a new Masters level Science program in Biology. The McCain Foundation Studentships for Sustainable Agriculture will support students whose research focuses on science and leadership in sustainable agriculture. The pilot project will fund a minimum of six graduate students for two years at \$20,000 per year.

Students in the specialized cohort will conduct a thesis-based research project focusing on one of three themes, including genetics, physiology and natural product chemistry, and environmental sciences.



University of
Lethbridge

McCain Studentships for Sustainable Agriculture



AG FOR LIFE

Agriculture for Life (Ag for Life) has been a leader in delivering agricultural, food, and health and safety education across Canada. With a mission to help raise the understanding and appreciation for agriculture, Ag for Life's programming is delivered primarily to school-aged children.

This year, The McCain Foundation provided funding to develop a "Know Your Food" mobile trailer that will take education on the road. This trailer will visit schools and communities throughout the province of Alberta and offer students and visitors exhibits and virtual reality tours as part of their educational experience.



'Know Your Food' Trailer



FIRST NATIONS COMMUNITY SUPPORT

The needs of Canada's Indigenous communities are long-standing, but of renewed concern to many citizens and funding agencies. To ensure that granting strategies are respectful and effective, The Foundation has been learning more through research and consultation with First Nations organizations and leaders. The Foundation seeks opportunities to support organizations that are led by Indigenous people and that deliver programs that consider the unique needs of each First Nations community.

In the past year, The McCain Foundation has supported three charitable organizations whose programs focus on Indigenous communities.

Since 2015, The Foundation has funded Frontier College's summer literacy and math programs for Indigenous youth in First Nation communities in New Brunswick (total funding of \$230k). Frontier College's programs are led by Indigenous teachers from local bands. This fall, to continue to support their summer students, Frontier College has engaged Indigenous students from St. Thomas University to offer after-school tutoring programs.

Since 2012, The Foundation has supported Canadian Feed the Children to deliver a nutrition program for First Nations children in New Brunswick from the Eel Ground, Elsipogtog and Tobique First Nations communities (total funding of \$345k). The Foundation also provided \$300k this year to New Brunswick's Food Depot Alimentaire to to develop access to food bank support on and near every First Nation reserve in the province. The first phase of this work began by asking each community to identify and help design solutions that will best meet their needs.



FRONTIER COLLEGE

Nelson Milley, from the Oromocto Maliseet First Nation, leads summer literacy and numeracy camps at Frontier College. Nelson is a teacher, producer, and musician who creates Aboriginal Peoples Television Network productions that celebrate Indigenous culture, heritage and the Maliseet language.

2021 GRANTING OVERVIEW

In fiscal 2021, The McCain Foundation provided grants to 51 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. [* Grants to Ontario organizations supporting programs in Atlantic Canada.]

GRANT RECIPIENTS





*About Face, ON	Junior Achievement, NB
* Actua, ON	Junior Achievement, NS
Ag for Life, AB	Junior Achievement, PEI
Atlantic Ballet Theatre, NB	Juniper Community Centre, NB
Big Brothers Big Sisters, Portage La Prairie, MB	L'Arche Cape Breton, NS
Bobby's Hospice, NB	New Brunswick Community College, NB
Breakfast Clubs Canada	New Brunswick Federation of Music Festivals, NB
Brigadoon, NS	New Brunswick Youth Orchestra, NB
* Canada Feed the Children, ON	Partners for Youth, NB
Children's Aid Society Foundation, NB	* Pathways, ON
Choices for Youth, NL	Portage Atlantic, NB
Ducks Unlimited, NB	Portage La Prairie Salvation Army, MB
Food Depot Alimentaire, NB	Prince County Hospital Foundation, PE
Fredericton Homeless Shelters, NB	Ronald McDonald House Charities Atlantic, NS
* Frontier College, ON	Ronald McDonald House Charities Manitoba, MB
From 3-to-3, NB	Saint John Regional Hospital Foundation, NB
Frye Festival, NB	Samaritan House, MB
Gaia Project, NB	* Shad, ON
HALO, AB	Sistema (NYBO), NB
Health Science Centre Foundation, MB	Symphony New Brunswick, NB
* Hope Air, ON	University of Lethbridge, AB
Hospice Palliative Care Society Cape Breton, NS	Université de Moncton, NB
Hospice Southeast, NB	Upper River Valley Hospital Foundation, NB
Imperial Theatre, NB	Western Regional Hospital Foundation, NL
Island Nature Trust, PE	Youth Impact Jeunesse, NB
IWK Health Centre Foundation, NS	

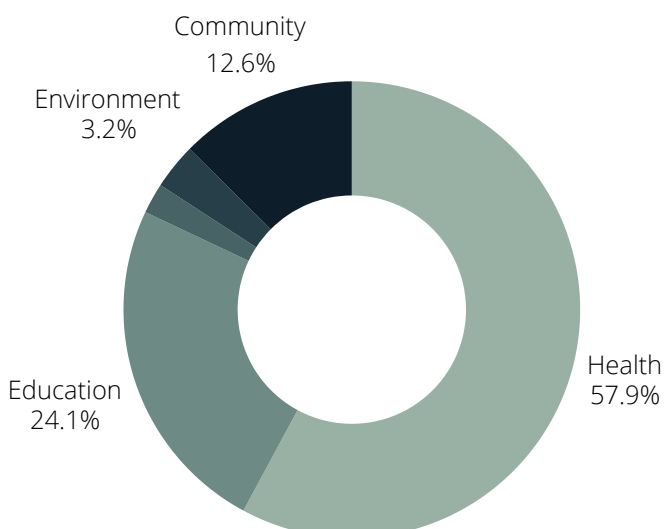
51

charitable organizations
supported in F2021

BY THE NUMBERS

Almost two-thirds of The McCain Foundation's granting dollars addressed the health and welfare needs of Canadian communities. A large portion of these grants supported frontline health care workers by providing funds for much needed hospital equipment and hospice care. The Foundation also supported the construction of two new Ronald McDonald Houses (in Nova Scotia and Manitoba) to provide a 'home away from home' for families whose children need hospital care in urban centres.

<p>EDUCATION</p>  <p>14 Projects \$895,500</p>	<p>ENVIRONMENT</p>  <p>3 Projects \$120,500</p>	<p>COMMUNITY RELATIONS</p>  <p>4 Projects \$466,300</p>
<p>ARTS & CULTURE</p>  <p>4 Projects \$80,000</p>	<p>HEALTH & WELFARE</p>  <p>26 Projects \$2,146,450</p>	<p>TOTAL GIVING</p> <p>\$</p> <p>51 Projects \$3,708,750</p>



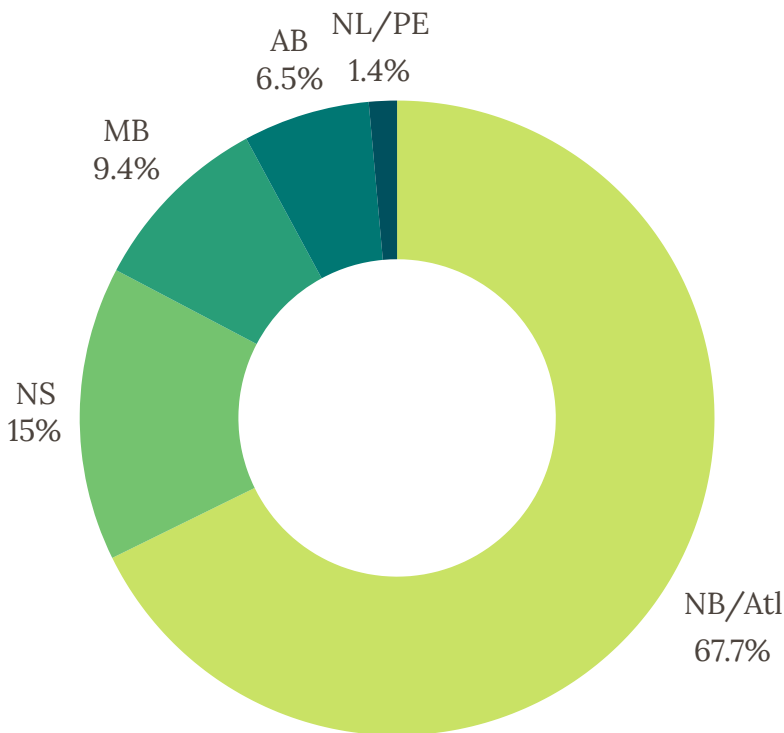
11 GRANTS IN 5 PROVINCES

supporting hospitals, hospices and facilities for families with children in hospital.

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. This focus honours the historic roots of McCain Foods and the communities where the company's employees live and work.



84%
of The McCain Foundation's grants this year supported Atlantic Canada charities.



The 'Every New Brunswicker' campaign at NBCC aims to provide post-secondary skill training to all working age people in the province.

MOVING FORWARD

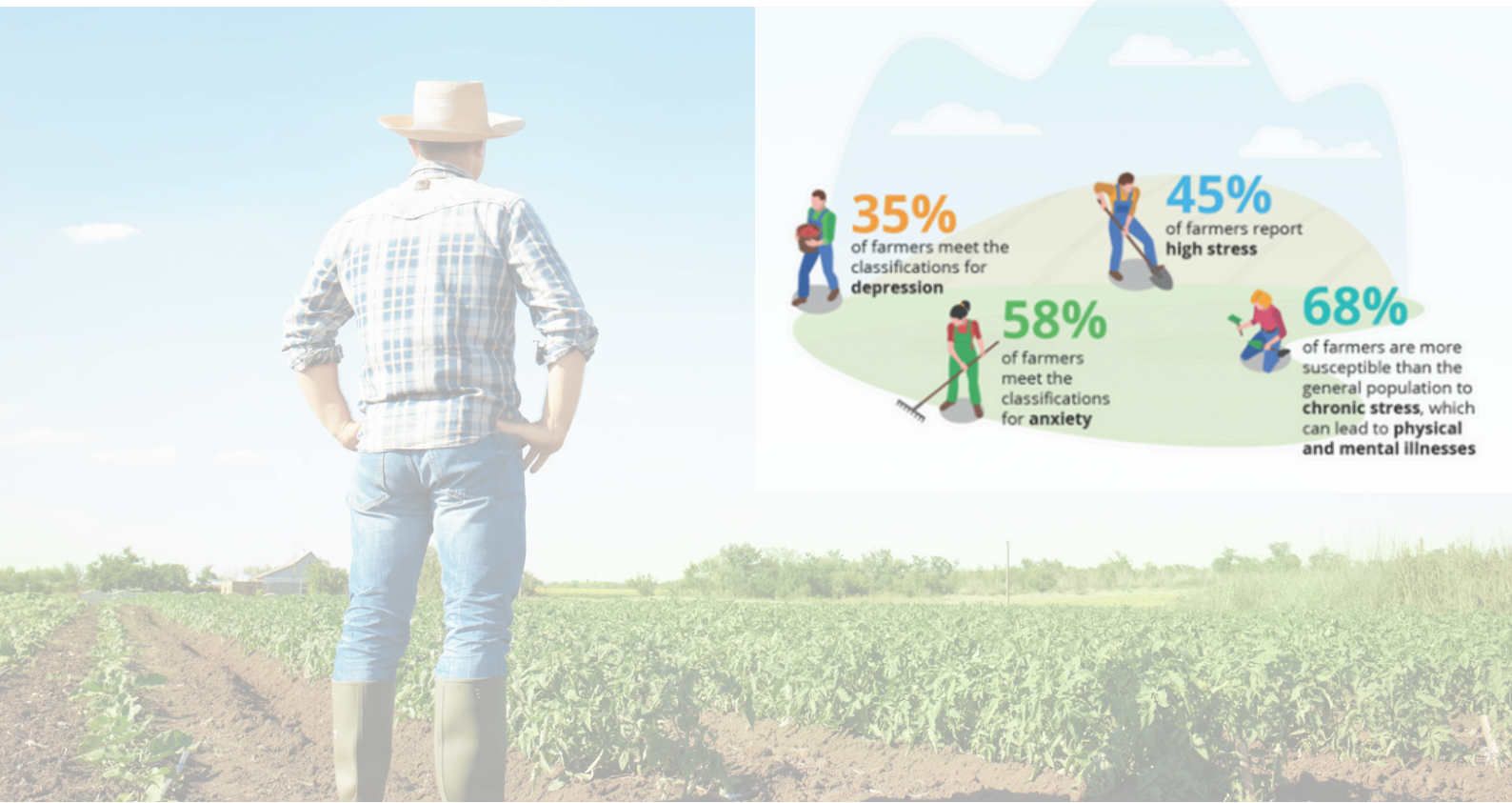
EXPLORING MENTAL HEALTH NEEDS

In addition to researching the needs of Indigenous communities, The McCain Foundation has been learning more about the mental health challenges faced by individuals and families. Research from Imagine Canada and the Philanthropic Foundations of Canada indicates that one of the biggest impacts of COVID has been on mental health. In the charitable sector, where 77% of employees are women earning moderate or low incomes, stress and burnout have become particular concerns.

Many organizations and Foundations are working together to better understand and address these needs. Some organizations are focusing on the mental health needs of specific groups such as youth, seniors or women. One group of interest to The McCain Foundation are farming families who face uncertainties of climate change, among many others.

Recent studies from the Canadian Network for Farmer Mental Health (see below), indicate that three quarters of Canadian farmers are moderately to highly stressed, but often reluctant to seek help. New organizations and programs are beginning to surface that address the unique needs of farmers in both western Canada and Ontario.

The McCain Foundation is committed to further explore the impacts of mental health for all Canadians and hopes to make a difference in its granting activity in years to come.



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.

If you wish to learn more about The McCain Foundation, please contact us.



www.mccainfoundation.org

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**THE McCAIN
FOUNDATION**