

THE McCAIN FOUNDATION



ANNUAL GIVING REPORT FISCAL 2025

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A team from The McCain Foundation and McCain Foods Limited visited McCain communities in Manitoba and Alberta this year to learn more about supported charities and local community needs.

[Pictured on the cover, youth from Canadian military and veteran families at Camp Maple Leaf.]

MESSAGE FROM THE CHAIRPERSON

The McCain Foundation's past year has been remarkable on several accounts. The Foundation approved grants totalling more than \$7M, the largest annual amount in our granting history. We supported the largest number of charities and approved the most grants since the Foundation first began disbursing funds in 1993. Among those contributions was our largest one-time gift of \$1.5M to Ronald McDonald House Charities Alberta, and a \$1M gift to the New Brunswick Museum, our most significant gift to a cultural project thus far.

The work of the Foundation, however, is about more than achieving big numbers. Our granting practices remain steadfastly focused on supporting the needs of McCain Foods' communities with grants of all sizes. Some of the most impactful donations support small, volunteer-based organizations doing work in their own rural communities. To better understand these communities, members of The Foundation team made a trip west to Manitoba and Alberta. We also held one of our quarterly meetings onsite at one of our supported charities, Elephant Thoughts Education Initiative, to see their youth programs in action.

In Fiscal 2025, half of our total grants supported children and youth organizations with an investment of close to \$4M. The 2025 Annual Giving Report highlights some of these projects and the charities whose work we are honoured to support.

As my own time on the Board comes to an end, I wish to thank my fellow Board members, both past and present, and all McCain Foods' shareholders, for supporting the Foundation's important work. We are fortunate to have the opportunity, not only to continue the legacy of our founders, but also to make a difference in the lives of thousands of Canadians.

Sincerely,

Ann Evans

Chairperson
The McCain Foundation



Canadian Red Cross emergency response team members

The McCain Foundation continues to support communities facing disaster, a practice established by our founders even before the Foundation was created.

2025 HIGHLIGHTS

A FOCUS ON CHILDREN AND YOUTH

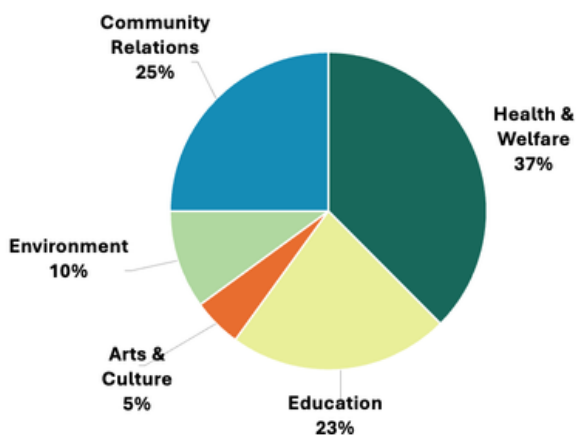
In Fiscal 2025, half of The McCain Foundation’s grants were made to charities that support children and youth, an investment close to \$4M. Some, like Shad and Hope Air, have been supported by The Foundation for 20 years or more. Others are new grant recipients. With The Foundation’s support, these charities are expanding their impact in McCain communities across Canada, some with newly developed models, others with expanded programs.

In 2024, with support from The McCain Foundation, **Drug Free Kids Canada** brought their education program to Edmundston area schools that were experiencing a serious drug crisis. In 2025, the program will expand throughout southwestern New Brunswick, thanks to its positive impact and the engagement of parents, students, school and social support staff.

The **South East Social Pediatric Centre** is a new grant recipient of The McCain Foundation. They are the first recognized clinic in New Brunswick to deliver a new model of comprehensive pediatric care, offering medical, social, legal and community supports to families in need.

In the past year, 40 grants were made to children and youth charities in all five sectors supported by The Foundation.

Number of Grants Supporting Children/Families



Make-A-Wish Foundation

Make-A-Wish Canada creates life-changing wishes for children diagnosed with critical illnesses, like Brady (pictured above). Wishes are a vital part of a child’s treatment journey, helping restore strength, hope and resilience when it’s needed most.

Research shows that wishes can improve adherence to treatment, reduce emergency room visits, and deliver lasting health benefits.

As part of the world’s leading children’s wish-granting organization, Make-A-Wish Canada has granted more than 40,000 wishes over the past 40 years, including 2,011 last year alone.

The McCain Foundation grant helps to provide wishes to children in Atlantic Canada, like Brady, who lives in Woodstock, NB. With the support of donors, volunteers, and partners, Make-A-Wish is committed to granting the wish of every eligible child in rural and urban communities across Canada.



LEGACY PROJECTS

A LIFETIME OF IMPACT

Every year, The McCain Foundation supports capital projects that will have a lifetime impact in the communities they serve. In F25, five legacy projects, in four provinces, were supported by The Foundation.

In Alberta, The Foundation made the largest one-time gift in its history to **Ronald McDonald House Charities**. The \$1.5M McCain Foundation donation supports two new building projects located next to children’s hospitals in Calgary and Edmonton. The Foundation has supported the construction of Ronald McDonald House Charity homes in all our regions of focused giving.

In New Brunswick, the **Saint John Regional Hospital** is building Atlantic Canada’s first cardiac-enabled Hybrid Operating Room, a world-class surgical environment that will transform the New Brunswick Heart Centre to new levels of cardiac care across the province. The Foundation made a lead gift of \$1.5M to this project.

The **New Brunswick Museum**, Canada’s oldest museum, is undertaking a massive expansion of its current facility in Saint John. This new facility will serve as a regional landmark and support the province’s network of 73 museums. The Foundation’s \$1M pledge to this project represents its largest donation in the arts and culture sector.

In Manitoba, the **Portage la Prairie** community will soon have access to a new **hospital**, a much needed facility serving the town’s 14,000 residents as well as those in surrounding rural communities.

In Nova Scotia, The McCain Foundation supported a new Student Union Building at **Acadia University** where construction is scheduled to begin this fall.

VISIONARY DESIGN

Portage District
General Hospital



↓ New Brunswick Museum



WESTERN GRANTING

CONNECTING WITH COMMUNITY

In the spring of 2025, three members of The McCain Foundation travelled west, with our counterparts at McCain Foods Limited, to learn more about McCain communities in Manitoba and Alberta. We met with teams from McCain plants in Coaldale, Portage la Prairie and Carberry and visited eight charitable organizations to see firsthand the impact of projects supported by The Foundation. The team also visited local Community Foundations to hear about the specific needs of those rural communities and organizations making a difference. Our granting activity already reflects these new relationships with more grants made this year in our western provinces. Here are four charities that received funding from The McCain Foundation for the first time in F25.

PEONY FARM COMMUNITY CLUB

The **Peony Farm Community Club** is a volunteer group that supports the only green space and public park within the Portage la Prairie community. Established in 1977, the Club maintains the park and organizes community events. The McCain Foundation grant was used to purchase much needed new playground structures.

HARVEST MANITOBA

Each month, **Harvest Manitoba** distributes food to more than 100,000 Manitobans who experience food insecurity. By collecting surplus and donated food and working with 400 agency partners, Harvest Manitoba supports 46 communities throughout the province. Harvest Manitoba is the most recent of many organizations supported by The Foundation to alleviate hunger across Canada.

KIDS UP FRONT FOUNDATION

Kids Up Front began 25 years ago when a Calgary businessman wanted to fill empty seats at local events by offering unused tickets to families with children who couldn't otherwise attend. Since then, Kids Up Front has delivered \$25M worth of event tickets to more than 700,000 Canadian families. The McCain Foundation grant supports families in the Lethbridge-Coaldale area to participate in the "More Than A Ticket" program.

4-H ALBERTA

There are more than 900 4-H Clubs in Canada and some of the most active are located in Alberta. The McCain Foundation grant will support 700 youth from southwest Alberta to attend **4-H Alberta** summer camps. Camps foster youth leadership, agricultural and outdoor appreciation, and life-long friendships.



Volunteers installing new playground structures at Peony Farm Community Club, Portage la Prairie, MB



Happy ticket holder supported by Kids Up Front Foundation, AB

EMERGENCY RELIEF

The history of supporting communities during times of disaster predates the formation of The McCain Foundation and extends well-beyond the communities where McCain employees live and work. This practice embodies the philanthropic vision of our founders. The Foundation and McCain Foods Limited have shown a steadfast response in times of crisis to places as far afield as Haiti and the Ukraine.

In F25, The McCain Foundation made three grants to support Canadian emergency relief organizations at both regional and local levels. A contribution of \$300k to the **Canadian Red Cross, Atlantic** brings The McCain Foundation’s historic emergency relief grants to over \$1.8M. The Foundation supported **Team Rubicon’s** Grey Shirts, retired veteran and first-line responders who volunteer both during and after emergencies. The **York Sunbury Search and Rescue** team purchased a new rescue rig with help from The Foundation.

CANADIAN RED CROSS

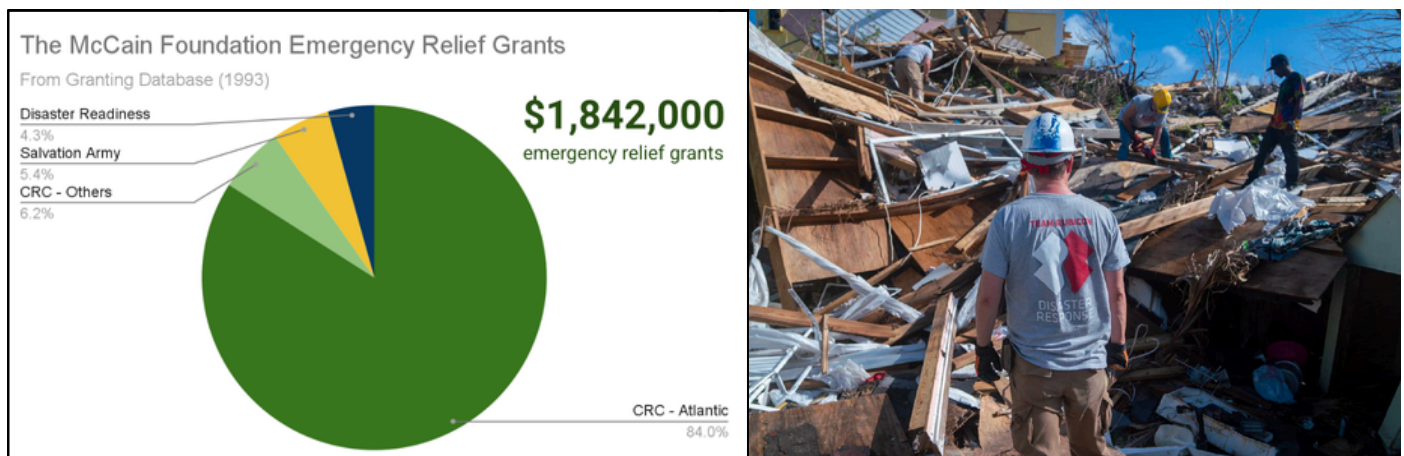
The **Canadian Red Cross (CRC)** is Canada’s lead emergency relief organization. It is not only relied upon before, during, and after disasters to provide all necessities of life, but also to rally governments and individuals to support those in need around the world. With more climate-related emergencies on the horizon, the CRC is developing long-term strategies to increase its investments in disaster preparedness and community-resilience programs.

TEAM RUBICON

Team Rubicon’s first emergency response in Canada was to the Fort MacMurray fires in 2016. Volunteers with military, emergency, and first-line response training became part of an enormous crew that supported 80,000 Albertans who were displaced by the fires. Team Rubicon’s Grey Shirt volunteers contribute well-beyond emergencies, participating in disaster clean-up, veterans training and support programs, and community projects of all kinds.

YORK SUNBURY SEARCH AND RESCUE

York Sunbury Search and Rescue is a Fredericton-based volunteer organization that mobilizes a team of community members to operate search and rescue missions in the southwest region of New Brunswick. In 2025, with the support of The Foundation and numerous local donors, they purchased a new rescue rig that provides more advanced GPS tracking and off-road capabilities to extend their rescue efforts.



2025 GRANT RECIPIENTS

In Fiscal 2025, The McCain Foundation approved 80 grants to 79 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.

2025 GRANT RECIPIENTS

4-H Alberta, AB	Island Nature Trust, PE
Ability New Brunswick, NB	*Jays Care Foundation, ON
Acadia University, NS	Junior Achievement New Brunswick, NB
*Actua, ON	Junior Achievement PEI, PE
*Agriculture for Life, SK	*Kids Help Phone, ON
Alberta Cancer Foundation, AB	Kids Up Front Foundation, AB
Assiniboine Community College, MB	Kingsbrae International Residence for the Arts, NB
Associated Manitoba Arts Festival, MB	L'Arche Saint John, NB
Atlantic Ballet Theatre of Canada, NB	*Make-a-Wish Foundation Canada, ON
Brandon Seniors for Seniors Co-op, MB	Nature Trust of New Brunswick, NB
Boys and Girls Club of Charlotte County, NB	Neptune Theatre Foundation, NS
Boys and Girls Club of Moncton, NB	New Brunswick Community College Foundation
*Breakfast Clubs of Canada, QC	New Brunswick Federation of Music Festivals, NB
Brigadoon Village, NS	New Brunswick Museum, NB
*Camp Tanamakoon Foundation, ON	New Brunswick SPCA, NB
*Canada Feed the Children, ON	New Brunswick Youth Orchestra, NB
*Canadian Red Cross Atlantic Zone, ON	Partners for Youth, NB
Carberry Collegiate, AB	Peony Farm Community Club, MB
Centre for Youth Care, NB	Pine Grove Nursing Home, NB
Chamberlin School, AB	Portage District General Hospital Foundation, MB
Child & Family Services Central Manitoba, MB	Prince County Hospital Foundation, PE
*Children's Aid Foundation, ON	Ronald McDonald House Charities Alberta, AB
Choices for Youth, NL	Saint John Regional Hospital Foundation, NB
Coalhurst Elementary School, AB	*Shad Canada, ON
Community Residential Living Board, NB	Soldiers Memorial Hospital Foundation, NS
Dalhousie University, NS	South East Social Pediatric Centre, NB
*Do More Agriculture Foundation, SK	St. Joseph's Hospital Foundation, NB
*Drug Free Kids Canada, ON	Sussex Vale Transition House, NB
Ducks Unlimited, NB	Symphony New Brunswick, NB
*Earth Rangers, ON	*Team Rubicon, ON
*Elephant Thoughts Education Initiative, ON	Theatre New Brunswick, NB
Farm Centre Association, PE	*United for Literacy, ON
FeedNB, NB	Upper River Valley Hospital Foundation, NB
Fredericton Homeless Shelters, NB	Western Regional Hospital Foundation, NL
Gaia Project, NB	Wolfville L'Arche Homefires Society, NS
Greener Village, NB	Woodstock Arts Council, NB
Harvest Manitoba, MB	YMCA Lethbridge, AB
Health Sciences Centre Foundation, MB	York Sunbury Search and Rescue, NB
*Hope Air, ON	Youth Impact Jeunesse, NB
Hope Blooms, NS	

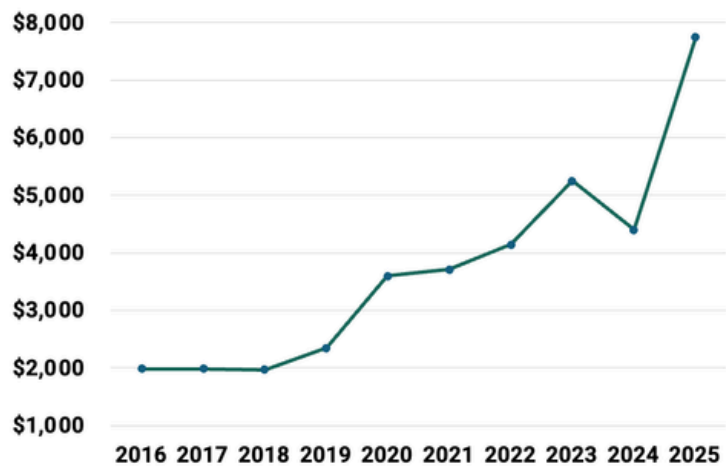
* Grants to these organizations support programming in McCain communities in Atlantic Canada or across Canada

80 grants include 8 pledge payments from previous years. In F25, 108 proposals were reviewed at quarterly Board meetings of which 72 were approved.

BY THE NUMBERS

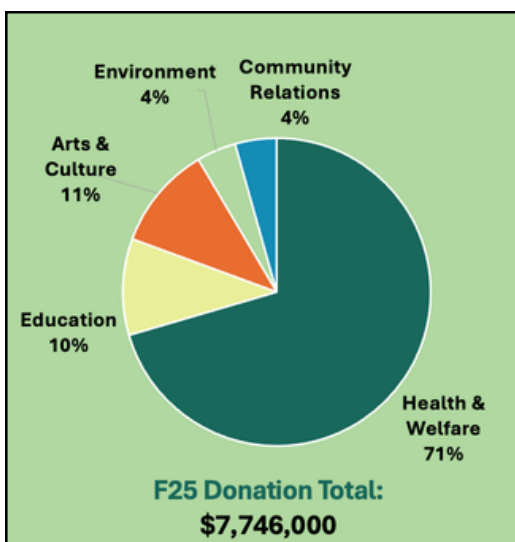
McCain Foundation Grants 2016-2025 (thousands)

The McCain Foundation is one of the largest foundations with a focus on Atlantic Canada where only 1-2% of total Canadian foundation grants are allocated each year. In recent years, the Foundation’s granting activity has increased significantly with more than \$37M distributed since 2016.



FY25 Grants by Sector

In F25, the largest portion of The McCain Foundation's granting dollars was allocated to the health and welfare needs of McCain communities. This is a consistent pattern reflecting the large number of requests from charities in this sector. A \$1.5M grant to Ronald McDonald House Charities Alberta was part of our the health and welfare sector donations. Arts and culture grants increased this year, over last, with a \$1M grant (pledged over two years) to the New Brunswick Museum, the largest contribution made to this sector in the Foundation’s history.

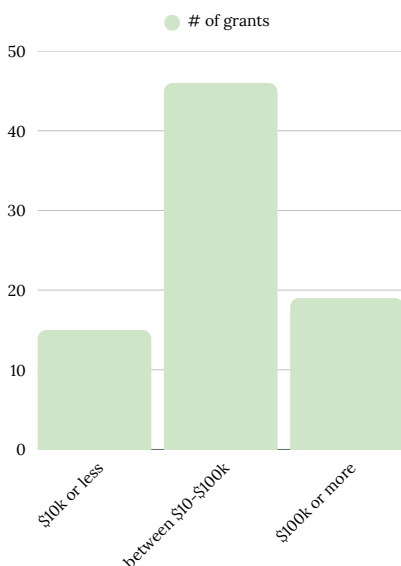
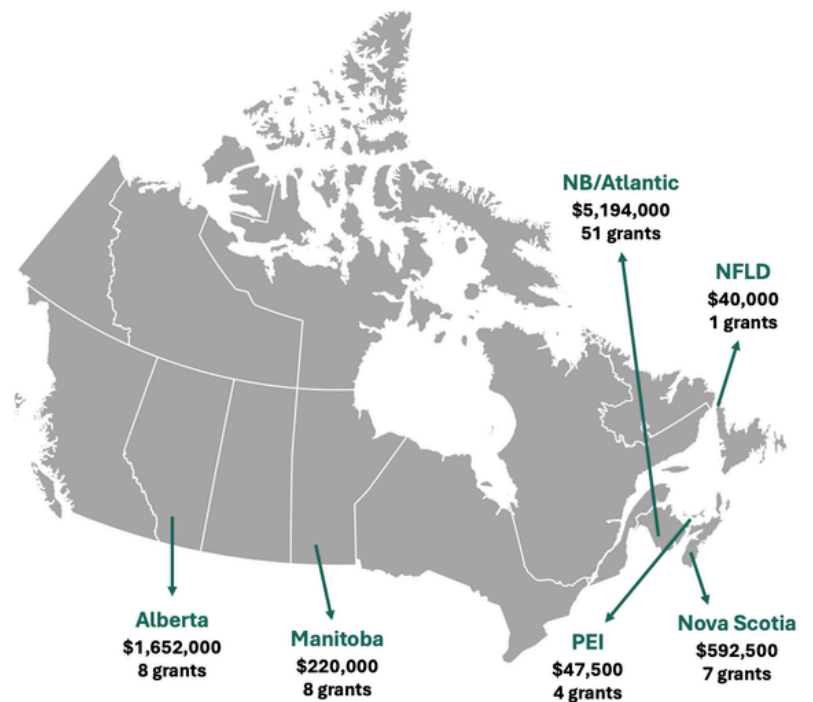
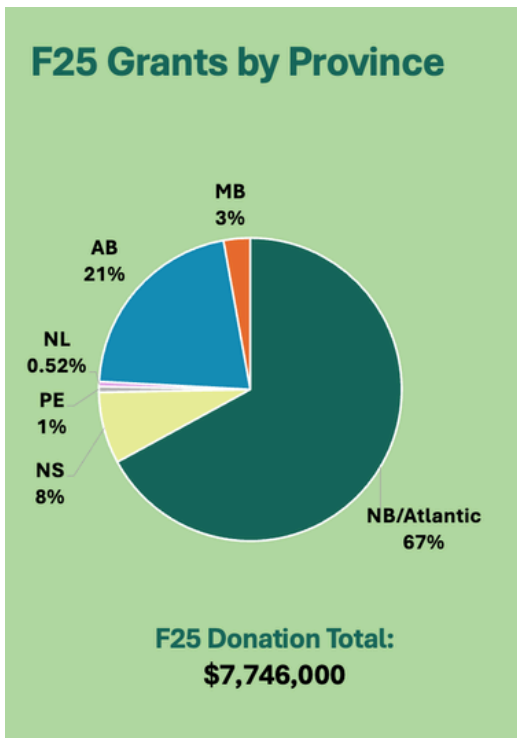


Sector	# of Grants	Total \$
Health & Welfare	40	\$5,459,000
Education	11	\$785,000
Arts & Culture	10	\$843,500
Environment	6	\$320,000
Community Relations	13	\$338,000
TOTAL	80	\$7,746,000

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, annual grants have more than tripled, making The McCain Foundation one of the largest donors in the Atlantic region. Grants made in western provinces increased over previous years thanks, in part, to The Foundation’s trip to Manitoba and Alberta where we connected with numerous local charities.



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.

76%
of The McCain Foundation's grants this year supported Atlantic Canada charities and programs.

MOVING FORWARD

ALIGNMENT AND IMPACT

In the past year, The Foundation spent considerable time thinking about “strategic projects”. We have discussed the values that will guide, not only these larger and longer term initiatives, but also our quarterly grant-making. Both will continue to serve our mission to help build strong communities, especially in those rural places that we call home. This work has led us to articulate the Foundation’s values more clearly to our stakeholders and to develop granting guidelines with a goal of making our decision-making more accountable and transparent. We have also invested in a grant management system that will improve our practices by allowing for better grant review, tracking, and analysis.

The relationships we have formed with charitable partners have much to teach us about strategic projects and impact. We have seen visionary leaders tackle province-wide disparities with unprecedented support and inspiring results, as in the case of the New Brunswick Youth Orchestra’s Sistema program. The goal of Sistema’s “10,000 Children” campaign is to lift all of New Brunswick’s children out of poverty - a social change project delivered through music and celebrated on a world stage this past October at the World Congress in Toronto.

With similar ambitions, FeedNB, supported by Food Banks of Canada, will soon undertake a new regional model of food delivery to an ever-growing hungry population. FeedNB, with the support of The McCain Foundation, will serve as the provincial leader in the federally funded school nutrition program. We have learned a lot, this past year, from emergency relief organizations that are developing their strategic plans with an understanding that climate change requires us to focus on readiness and community resilience investments, not just emergency response.

As we continue to listen and learn, we know that there will be no shortage of important work that The Foundation can and will support, and we are grateful for the opportunity to contribute.

Elliot Delgado and Leon Wagaarachchi, musicians in the Sistema NB Children’s Orchestra, performing at the World Congress on the Social Impact of Music in October, 2025.

(Also pictured on the following page with their fellow musicians)



New Brunswick Children on the World Stage

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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