



make  
happy  
tummies

créons de  
joyeux p'tits  
bedons

FOR IMMEDIATE RELEASE

## TOONIES FOR TUMMIES™ REBRANDS AS MAKE HAPPY TUMMIES™ SHINING A SPOTLIGHT ON IMPORTANCE OF HAPPY TUMMIES AS CENTRAL TO HAPPIER STUDENTS, HEALTHIER SCHOOLS AND COMMUNITIES

TORONTO, January 6, 2025—[The Grocery Foundation](#), a non-profit whose mission is to get food to hungry children by fundraising for school breakfast programs, today announced its flagship Toonies for Tummies™ fundraising platform has rebranded under a new name in 2025: Make Happy Tummies™. The rebrand also marks the expansion of the fundraising platform into Quebec, under the French name, Créons de joyeux p'tits bedons<sup>MC</sup>.

The announcement marks the next stage in the evolution of Toonies for Tummies™ which continues to also expand into food service through partnerships with [Stacked Pancake & Breakfast House](#), which just completed its second annual fundraising campaign, and [MR MIKES SteakhouseCasual](#) which announced its support in September 2024. Both organizations will continue to fundraise for local breakfast / student nutrition programs under the new Make Happy Tummies™ brand.

"We are incredibly excited to unveil our new name, look, and usher in the next chapter in our fundraising history spanning over 40 years. However, we cannot embrace the future without taking a moment to express our most sincere gratitude to Canadians and our partners whose generosity and commitment to our mission and store fundraising campaign have made it possible for us to make over 10 million healthy meals possible in the last 7 years alone helping many hungry children flourish," says, Shaun McKenna, Executive Director, The Grocery Foundation.

"Canadians will be pleased to hear we have no plans to change our mission to get food to hungry children or our commitment to ensuring every dollar donated makes its way to a local child thanks to our industry partners. We hope Canadians who can support, do," he adds.

Make Happy Tummies™ elevates and brings to life the "heart" that has been at the core of the Toonies for Tummies' brand. It's been designed to uniquely capture the happiness enabled by a healthy breakfast, foundational to a hungry student's physical and emotional well-being, and the joy that comes with nourishing a child, both for the children who benefit and for donors. According to Canadians polled, the new Make Happy Tummies' name and logo, anchored in a heart and smile, resonates and evokes joy.

The first bilingual and national Make Happy Tummies™ fundraising campaign brand kicks off January 23 and will run through April 17 at over 1,700 participating grocery stores including Sobeys, Safeway, IGA West, Chalo! FreshCo, Foodland, Thrifty Foods, Farm Boy, Foodland & participating CO-OPs, Save-On-Foods, Buy-Low-Foods, Nesters Market, Calgary Co-op, Community Natural Foods, Metro, Food Basics, and Super C and 15 plus independent retailers. Details of the two-week campaigns by retailer and the 41 partnering food, beverage and consumer products brands can be found online at [makehappytummies.ca](#). The support from these partners makes it possible to ensure that 100% of shopper donations made in-store, online, and through participating restaurant partners make their way to local school breakfast programs.

In its first year, Make Happy Tummies™ grocery partners hope to raise \$4 million through the 2025 fundraiser which, if achieved, will provide over 2 million breakfasts to over 3,000 breakfast programs coast-to-coast currently supported by the Foundation. The campaign's expansion will also provide over 50,000 nutritious breakfasts in Quebec. These programs can be found online through a donation tracker at [makehappytummies.ca](#).

It is estimated that 1 in 3 children is currently at risk of going to school on an empty stomach<sup>1</sup> and over 1 million children have access to a local school breakfast program.

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Many student nutrition programs currently supported by The Grocery Foundation, managed by Breakfast Club of Canada and Student Nutrition Ontario, report that their breakfast programs are not only game changers for individual students but also for school communities and communities at large, affecting families and the fabric of many communities. These same partners also confirm that despite the recent announcement of a National School Food Program, this investment unfortunately remains insufficient to meet all needs across the country.<sup>1, 2</sup>

Mounting evidence confirms the positive effects of eating breakfast on children's and adolescents' cognitive performance, academic achievement, quality of life and well-being<sup>3</sup>. A growing body of global research also shows that learning is a social and emotional process and that positive school environments, and joyful learning, and a positive psychology of school actors are among key levers to improve learning experiences and outcomes.

"We can all relate to the importance of happiness in one's life, especially in the lives of school-aged children affecting their ability to learn, and their well-being, including physical and mental health. We remain hopeful Canadians in a position to donate in-store or online will," adds McKenna.

### About The Grocery Foundation and Make Happy Tummies

Established in 1979 as an Ontario-based non-profit, The Grocery Foundation™ has raised over \$100 million, benefitting Canadian children's charities. Today, the Foundation's work focuses on supporting student nutrition programs during the school year and programs that offer backpacks to students during and outside of the school year. The Foundation's initiatives span its [Make Happy Tummies™](#) (formerly Toonies for Tummies™) fundraising platform, a Voucher Program (Ontario only) which helps approved student nutrition programs access healthy foods at significant savings with the support of participating grocery stores and partnering food, beverage and consumer goods companies. Through its Night to Nurture Gala, The Foundation also helps fundraise for mental health supports for children and youth in Canada in addition to grants that stretch its impact nourishing the growing number of hungry children in and out of the school year.

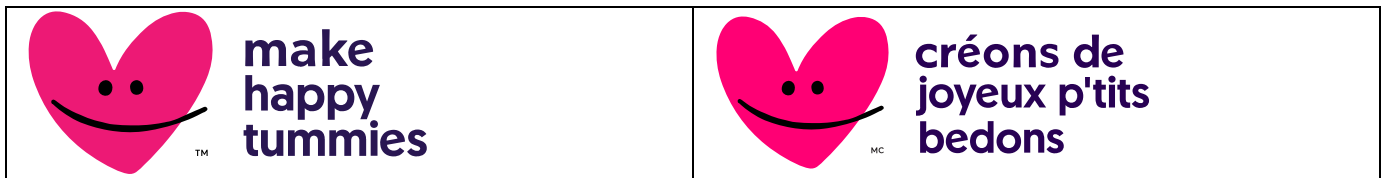
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Socials:

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Sources:

1. Breakfast Club of Canada [website] <https://www.breakfastclubcanada.org>
2. Back-to-School: Over 800,000 children still lack access to quality breakfast programs [Release] <https://www.newswire.ca/news-releases/back-to-school-over-800-000-children-still-lack-access-to-quality-breakfast-programs-814598804.html>
3. Effects of eating breakfast on children and adolescents: A systematic review of potentially relevant outcomes in economic evaluations [website] <https://pmc.ncbi.nlm.nih.gov/articles/PMC6744840/>