



make
happy
tummies

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joyeux p'tits
bedons

FOR IMMEDIATE RELEASE

MAKE HAPPY TUMMIES™ NATIONAL STORE FUNDRAISING CAMPAIGN ACHIEVES A NEW RECORD FOR DONATIONS IN FIRST YEAR. OVER 2M HEALTHY MEALS WILL BENEFIT CHILDREN COAST TO COAST

TORONTO, June 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 the first [Make Happy Tummies](#)™ store fundraising campaign, the first under its new name and including retailers nationwide, has achieved a record \$4.4M in donations. Over 3,000 breakfast programs operated by Breakfast Club of Canada and Student Nutrition Ontario will benefit from 100% of the donations and help nourish children coast to coast when they return to school in September 2025. A donation tracker at [makehappytummies.ca](#) currently features the programs benefiting from last year's campaign and will be updated to reflect this historic campaign to coincide with the back-to-school opening of programs.

Make Happy Tummies TM is a unique campaign that brings together a community of retailer partners and sponsor brands. During two-week campaigns, retailers promote the campaign in their flyers and on their shelves, highlighting the sponsor brands that join them in raising funds for local student nutrition programs. In 2025, over 41 brands participated in the campaign from January 23 to April 17 at more than 1,700 participating grocery stores. Sobeys, Safeway, IGA West, FreshCo, Chalo! FreshCo, Ontario Foodland, Thrifty Foods, Farm Boy, Atlantic Foodland and participating CO-OPs, Save-On-Foods, Buy-Low-Foods, Nesters Market, Calgary Co-op, Metro, Food Basics, along with over 15 independent retailers, returned to the campaign (formerly known as Toonies for Tummies TM). Metro and Super C also joined the campaign for the first time in Quebec, under the French name, Créons de joyeux p'tits bedons MC. Additionally, Calgary-based Community Natural Foods participated in the record-setting campaign.

"The tremendous success of this campaign in our first year is truly a testament to our community of partners. Companies rallied from every angle - in-store, online, through blog posts, and internal communications. As we saw leading up to Make Happy Tummies' launch, our community is truly unique, and their passion was on full display for 12 weeks while the campaign was running in both official languages," says Joe Fusco, Senior Vice President Merchandising, Metro Inc., Board Chair, The Grocery Foundation.

In addition to the record for donations, Make Happy Tummies continues to engage Canadians, delivering triple-digit growth across campaign reach and engagement measures. A media buy promoting the partners and the campaign from January 6 to April 17 delivered over 327M impressions through paid and earned media, 40 M+ impressions in flyers, driving over 660,000 unique visitors to the site, 2.57M clicks, and just under 7M campaign views. Make Happy Tummies fundraisers also take place year-round at [MR MIKES SteakhouseCasual](#) and every September at [Stacked Pancake & Breakfast House](#), adding to the campaign's visibility and momentum.

"The support behind Make Happy Tummies fundraisers from across our industry, restaurant partners, and increasingly individual corporations and Canadians is a noteworthy and emphatic endorsement of our work. We hope to continue to inspire more retailers and sponsors to join our efforts and transform the nourishment available to children and continue to bring our efforts to Canadians so they can continue to help us make happy tummies," says Shaun McKenna, Executive Director of The Grocery Foundation.



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The Make Happy Tummies™ store fundraising campaign will return in Q1, 2026. The Grocery Foundation invites interested companies to attend a campaign kick-off on June 12th ([register here](#)) and learn more about the most recent campaign results and upcoming campaign sponsorship details. Companies may also contact Gabby Nobrega directly at gabby@groceryfoundation.com.

ABOUT THE NEED

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

Many student nutrition programs currently supported by The Grocery Foundation and managed by Breakfast Club of Canada and Student Nutrition Ontario report that their breakfast programs greatly benefit individual students, school communities, and communities at large, affecting families and the fabric of many communities. Despite the recent announcement of a National School Food Program, these partners confirm that the investment still falls short of meeting all needs across the country. ^{1 2}

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

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 to benefit Canadian children's charities. Today, the Foundation focuses on supporting student nutrition programs during the school year and programs that provide backpacks to students both in and out of the school year. The Foundation's initiatives include its [Make Happy Tummies™](#) (formerly Toonies for Tummies™) fundraising platform, which helps approved student nutrition programs access healthy foods at a discount with the support of participating grocery stores and partnering food, beverage, and consumer goods companies in Ontario. The Foundation also raises funds for mental health supports for children and youth in Canada through its Night to Nurture Gala, as well as grants that extend its impact, helping to nourish the growing number of hungry children in and out of the school year. 2025 Sponsor brands include:

Black Diamond Cheestrings	Bubly	Goldfish	Made Good	Nesquik	Prana	Marzetti Dips
Bear Paws	Buddig	Green Giant	Maple Leaf	Nutri-Grain	QUAKER Harvest Crunch	SpongeTowels UltraPRO
Beatrice	Burnbrae Farms	Grimm's Original Pepperoni	McCain's Smiles	OASIS	Rice Krispies	TAZO tea
Becel	Cholula Hot Sauce	iOGO	Mini Wheats	Oreo	Rudolph's Bakeries	VH Sauces
Ben's Original Rice	Clover Leaf	Kraft Peanut Butter	Nature's Path	Maple Lodge Farms	Simply Beverages	Vita Coco
Bob's Red Mill	Danino	Lindt	Minute Maid	Pinty's	SAVOR	



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FOR FURTHER INFORMATION, CONTACT:

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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/>