



**make
happy
tummies**

**créons de
joyeux p'tits
bedons**

Fundraising for Make Happy Tummies™

**Everything you need to raise funds and help ensure
no child goes to school hungry.**

**#MakeHappyTummies
makehappytummies.ca**

HUNGRY TUMMIES NEED YOU

Thank you for your interest in Make Happy Tummies™ (#MakeHappyTummies) and our mission to provide healthy breakfasts to an increasing number of hungry children through their school-based student nutrition (breakfast) program.

We are grateful that you have chosen to support our organization. Your involvement means a great deal to us and to the children who benefit from our support. Providing a healthy meal helps nourish children's minds and sets them up for success throughout the day. For many students, these programs serve as the primary — if not the only — reliable source of nutrition. Beyond meals, students gain valuable knowledge about nutrition, food preparation, and meal planning. These programs also foster a sense of community by encouraging students to share food with their peers, helping build essential skills such as empathy and leadership.

In the following pages, you will learn more about our fundraising efforts, the impact of our work and

ideas to support your own fundraising initiatives. We are also including some fundraising ideas and options for you to consider.

We are proud to confirm that 100% of donations directly support children. We work closely with our partners — Student Nutrition Ontario (SNO) and Breakfast Club of Canada (BCC) — who identify and allocate funding to programs based on need.

Beyond the school year, The Grocery Foundation also supports summer programs to ensure children facing food insecurity continue to have access to nutritious meals. While still in early stages, our support for backpack programs is another important step toward our vision: ensuring no child goes to school hungry.

Welcome to our community. We are grateful to have you join us, learn more about us and help local hungry children through your fundraiser.

About Us

Make Happy Tummies™ (formerly Toonies for Tummies) is an initiative powered by The Grocery Foundation, a non-profit organization with nearly 50 years of experience making a positive impact on the lives of Canadian children.

Through Make Happy Tummies™ we lead an annual in-store fundraising campaign supported by a strong community of retailers, along with consumer goods, food, and beverage manufacturers.

Together, these partners are helping provide nourishment and support the emotional well-being of millions of children across Canada.

Funds raised support a range of organizations, including student nutrition programs delivered by Breakfast Club of Canada and Student Nutrition Ontario.

Beyond the in-store campaign, restaurants, companies, and individual donors also contribute to our mission through national and local fundraising efforts.



Simon Small
Executive Director
The Grocery Foundation

Our Charitable Status

Charitable Foundation of the Ontario Grocery Industry Operating as The Grocery Foundation is a non-profit Foundation registered in the province of Ontario (Canada), established in 1979. Charitable Registration Number: 12697 6711 RR0001



Thank you. Thank you from the students who can come to school every day and not worry about what they are going to eat. They do not have to ask for anything. They do not have to feel centered out or embarrassed. Thank you because the Breakfast Club program is providing our entire school community the opportunity to enjoy a nutritious breakfast every day. Thank you to Make Happy Tummies™ for keeping us going when we were terrified, we were not going to have enough to get through the year.



As the only alternative high school in Windsor and Essex County, we endeavor to offer access to education to students who would otherwise find themselves shut out of mainstream school opportunities. For many of these students, unstable housing, needing to work to support family members, food insecurity and the stigma around all these issues are daily realities that can become incredible barriers to attending and engaging in school. Through opportunities like Make Happy Tummies™ I can offer these students a healthy and robust nutrition program, giving them the energy needed for learning and the ability to focus only on school, if only for a few hours a day.

YOUR IMPACT

- 1 IN 3 CHILDREN IN CANADA ARRIVE AT SCHOOL HUNGRY¹
- 3,000+ PROGRAMS SUPPORTED NATIONWIDE
- 100% OF DONATIONS DIRECTLY SUPPORT CHILDREN

Make Happy Tum mies™ helps provide healthy meals to children through school-based nutrition programs across Canada. For many students, these programs are their first — and sometimes only — meal of the day.

Studies confirm that food insecurity is linked to a higher likelihood of poor mental health including increased risk of suicidal thoughts among children along with a correlation between a lack of food and mood or anxiety disorders. [Source: PubMed](#)

Even in the face of these daunting statistics, we continue to see hope in action. By feeding a hungry children for a year, a month, or a day, you've continue to see hope in action. By feeding

a hungry child for a year, a month, or even a single day, you help ensure they start their morning with nourishing food like fresh fruit, protein, and dairy.

And the impact goes far beyond that first meal. The children you help feed today can benefit from your generosity for years to come. making it possible for them to be nourished by fresh fruit, protein, and dairy as they start their day. Beyond the day's nourishment, the children you're helping us feed stand to benefit from your donations for years to come.



HOW YOUR DONATION IS HELPING

Sukhwinder Buall is an example of one principal who sees how providing access to food for hungry children can make a difference. Watch his story.

Click To
Watch Video

HELP PROVIDE A HEALTHY BREAKFAST FOR CHILDREN IN YOUR COMMUNITY

Make Happy Tum mies™ supports school breakfast programs to ensure children receive the nutrition they need to fuel their day of learning.

100% of donations made through our fundraising platform—including through your fundraiser—are directed to student nutrition programs across Western Canada, Ontario, Quebec, and Atlantic Canada. Funding is allocated in partnership with Student Nutrition Ontario and Breakfast Club of Canada, and is directed as close to your local community as possible.

Our support is critical to sustaining the thousands of programs we currently fund, as well as helping bring hundreds more off waitlists—ensuring more children have access to the nutritious food they need to thrive.



Those of us who work with children know that they learn better when they are nourished. At our program, we deliver morning meals to all classes before 9:30am. Teachers have told me that many of the students are energized and more focused after having their meal, and this is the first meal of the day for many of them. There are rarely any leftovers, so I know that they appreciate the food that is delivered to their classrooms.

There are various options to have donations made and tracked through our website



HOW TO SET UP YOUR FUNDRAISER

01

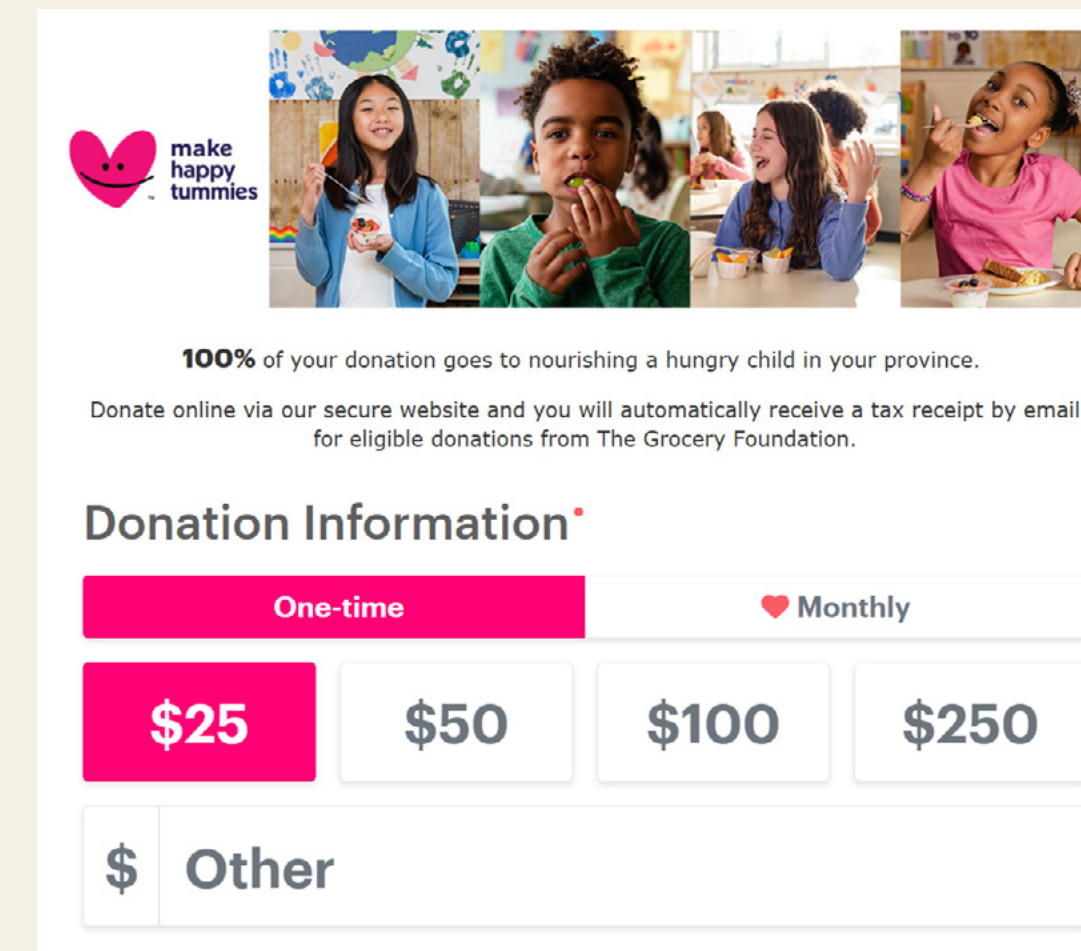
Decide who is hosting the fundraising / receiving the receipt(s) and Set Up Your Fundraiser

- There are options to direct donors either to the Make Happy Tummies™ website or to CanadaHelps, as outlined
- If your fundraiser requires a single tax receipt, makehappytummies.ca is likely the best option. If individual tax receipts are required for each donor, CanadaHelps may be more appropriate.
- CanadaHelps is a secure online platform that facilitates donations and protects user information. It also allows you to create a dedicated page for your Make Happy Tummies™ fundraiser, making it easy to share with your network and collect donations. Individual tax receipts are automatically issued to each donor
- You also have the option to conduct a fundraiser as an individual or a corporation and mail a cheque to The Grocery Foundation. Please include a letter with the name of your company/individual fundraising and your city, province to help us with allocating the dollars to a local student nutrition program.
- Mail your cheques to: Attention: Executive Director, The Grocery Foundation
5409 Eglinton Ave W, Suite 206, Etobicoke, ON M9C 5K6
- A receipt will be mailed to the name of the corporation stated on the cheque OR the name of the individual stated on the cheque.

Getting started is simple — choose your fundraising approach, share your story, and invite others to support.

CREATE YOUR FUNDRAISER ON MAKEHAPPYTUMMIES.CA

Today, our website offers several options for donations. When directing donors to give through our site, please ensure they enter your fundraiser name in the “Company” field at checkout. This field is used to track donations by fundraiser. By using a consistent fundraiser name, you will be able to view and reconcile the total amount raised. Each donor will also receive an individual tax receipt.



100% of your donation goes to nourishing a hungry child in your province.

Donate online via our secure website and you will automatically receive a tax receipt by email for eligible donations from The Grocery Foundation.

Donation Information*

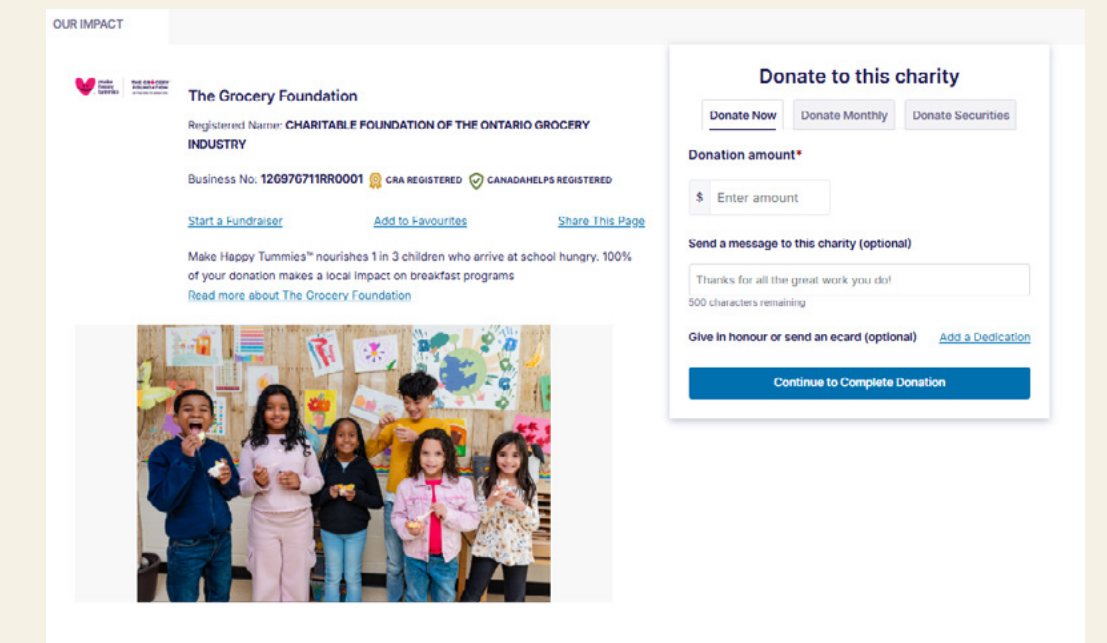
One-time Monthly

\$25 \$50 \$100 \$250

\$ Other

CREATE YOUR FUNDRAISER ON CANADAHHELPS

If you've opted to conduct a group fundraiser with multiple donors requiring individual tax receipts, you may wish to use CanadaHelps, where The Grocery Foundation is listed as an official charity: [https:// www.canadahelps.org/en/charities/make-happy-tummies/](https://www.canadahelps.org/en/charities/make-happy-tummies/)



OUR IMPACT

The Grocery Foundation
Registered Name: CHARITABLE FOUNDATION OF THE ONTARIO GROCERY INDUSTRY
Business No. 12697071RR0001 CMA REGISTERED CANADAHHELPS REGISTERED

Start a Fundraiser Add to Favourites Share This Page

Make Happy Tummies™ nourishes 1 in 3 children who arrive at school hungry. 100% of your donation makes a local impact on breakfast programs.
[Read more about The Grocery Foundation](#)

Donate to this charity

Donate Now Donate Monthly Donate Securities

Donation amount*

\$ Enter amount

Send a message to this charity (optional)

Thanks for all the great work you did!
300 characters remaining

Give in honour or send an ecard (optional) Add a Dedication

Continue to Complete Donation

1. Create a CanadaHelps account
2. Search for “The Grocery Foundation”
3. Select The Grocery Foundation in Etobicoke and click ‘Add Charity’
4. Create your page: enter details about your fundraiser/event.

Add images and video (optional) — you can link to videos directly from our [YouTube channel](https://www.youtube.com/@MakeHappyTummies-q6u) (<https://www.youtube.com/@MakeHappyTummies-q6u>)

02

Notify The Grocery Foundation

- If you plan on using the Make Happy Tummies™ logo, or referencing The Grocery Foundation’s Make Happy Tummies™ campaign, you must complete our fundraising agreement prior to using our logos

LOGO USE
& PERMISSION
FORM



HOW TO SET UP YOUR FUNDRAISER

03

Conduct and Market Your Fundraiser

- Proceed with your fundraiser upon receiving confirmation and formal approval to use the Make Happy Tummies™ logo and approved materials, as provided in writing by The Grocery Foundation™

Once you've decided on the type of fundraiser you're going to host, it's time to promote it. If you've chosen to run your fundraiser through CanadaHelps, there are promotional tools available on the platform. The Grocery Foundation also offers additional assets to support your fundraiser. After receiving approval for your fundraiser, you are free to use these materials for promotional purposes.

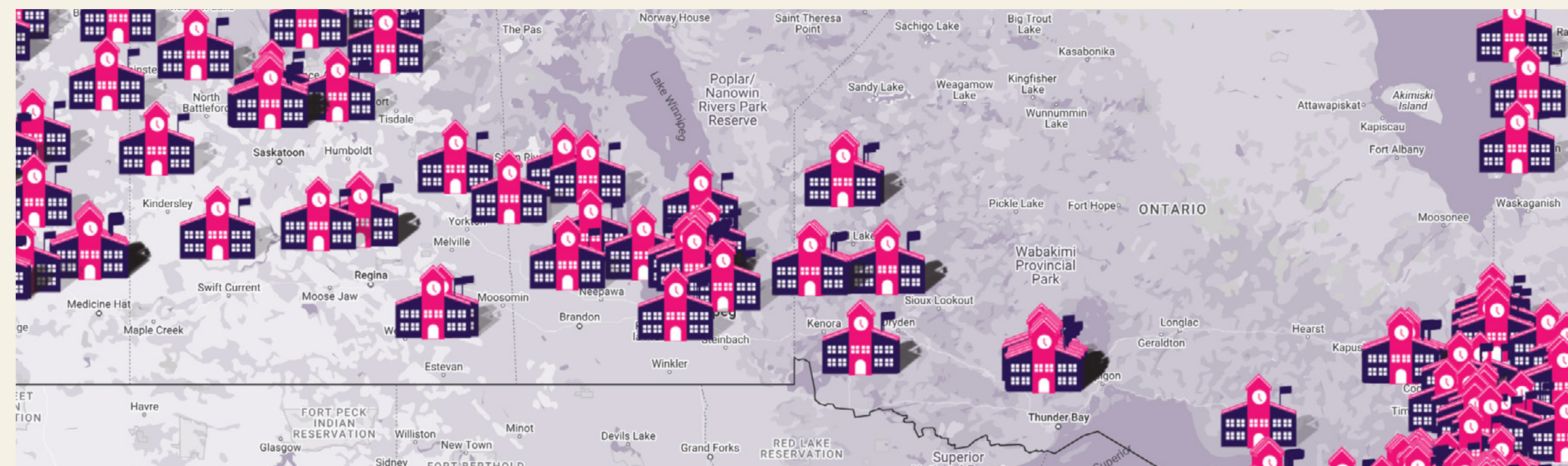
You can explore the more than 3,000 student nutrition programs we currently fund through our Donation Tracker at makehappytummies.ca. Use the search box to enter your postal code and scroll to zoom in and out to view programs in your community.

Please note that the Donation Tracker relies on Google Maps and may not always be 100% accurate. It is also a dynamic tool, with new programs being added on a regular basis. This means that some programs we currently support may not yet appear but will be added over time.

The tracker is updated at key milestones, including during the back-to-school period, once donations from our store program and year-round fundraising efforts have been reconciled.

The Donation Tracker is a helpful resource for employees, friends, and supporters who are interested in seeing the programs supported through fundraising efforts in grocery stores, through foodservice initiatives, and through our Gala.

DONATION TRACKER



Tip: Communicate the Impact of Donations

- \$2 = helps provide a healthy meal
- \$25 = supports a child for two-plus weeks
- \$50 = helps support a child for a month

The Make Happy Tummies™ campaign made a big impact on our schools. Without the support of the Metro Grocery Stores, our students would not get healthy snacks and food to assist with their nutritional needs, to help them focus on their learning with a full stomach.

Thank you. Thank you from the students who can come to school every day and not worry about what they are going to eat. They do not have to ask for anything. They do not have to feel centered out or embarrassed. Thank you because the Breakfast Club program is providing our entire school community the opportunity to enjoy a nutritious breakfast every day. Thank you to Make Happy Tummies™ for keeping us going when we were terrified we were not going to have enough to get through the year.

“Make Happy Tummies™ is a wonderful partnership opportunity. Together the local communities, the local grocery stores, and the school nutrition programs work together to feed our children at our schools. With COVID our Blenheim Schools operate a Snack Program, which allows prepackaged snacks to be available during the day to the total school population. This has doubled our Program budget. Receiving the Make Happy Tummies™ Gift Cards definitely helps us to keep our budget in line. We are purchasing the Snack Program food at our local grocery stores throughout the year. Help with the Make Happy Tummies™ Gift Cards becomes a tangible partnership. Everyone working together!”

HOW TO SET UP YOUR FUNDRAISER

04

Submit Your Donations

- Submit your donations via cheque, through makehappytummies.ca, or CanadaHelps* to receive the appropriate tax receipt(s).

05

Celebrate and Share Your Success!

Don't forget — your event deserves the spotlight.

Be sure to market the success of your fundraising efforts by sharing

- Photos
- A short write-up about your experience
- Highlights or special moments

If you're a corporate partner planning a cheque presentation, we'd love to be part of it — please reach out to coordinate. And most importantly, tell us how it went.

We love celebrating your impact and may even feature your success on our social channels to inspire others.

Thank you for making a difference — we can't wait to celebrate with you.

FREQUENTLY ASKED QUESTIONS

How much of your fundraising goes to the cause?

100% of your fundraising donations go directly to a local student nutrition program. Thanks to the generous support of companies across the grocery, consumer products, food, and beverage industries, our operations are fully funded — so every dollar you raise makes a direct impact.

Which schools receive the funds?

We work with Breakfast Club of Canada (BCC) in Western Canada, Quebec and Atlantic Canada, and Student Nutrition Ontario (SNO) in Ontario to identify the student nutrition programs most in need. Together we ensure that programs that are currently in operation or on a wait list benefit from generous donations that support student success.

Can we pick the school(s) that receive(s) the funds from our fundraising?

You won't be able to pick a specific school, but we're pleased to confirm that 100% of what you raise for Make Happy Tummies stays in your province and supports local breakfast programs. We'll also do our best to make sure it helps children right in your community!

When will the programs receive the funds?

We fund programs at the beginning of the school year. Any donations that are made during the year benefit the program at the beginning of the next school year.

Do we get a tax receipt?

Yes, you'll receive a tax receipt for a donation \$5 or more.

Do corporations get a tax receipt?

Yes, you'll receive a tax receipt for a donation \$5 or more.

What permissions do we have to receive to use your logo?

Make Happy Tummies™ and The Grocery Foundation are registered trademarks. Once your fundraiser has been approved, you may use the official materials we provide to support your efforts. To request promotional materials and obtain permission, please contact us at info@makehappytummies.com

What promotional material do you have for us to use for our fundraiser?

The available assets can be found on page 5. Once you have received approval for your fundraiser, you're free to use the materials we provide for fundraising.



Students come to school hungry every day for a variety of reasons. With your continued partnership we are able to maintain and adapt nutrition programs. Thank you for your support. We are making a difference in the lives of children!





**make
happy
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**THANK YOU FOR BELIEVING IN THE
POWER OF MAKE HAPPY TUMMIES™**

**#MakeHappyTummies
makehappytummies.ca**