



Institute for  
Community Prosperity

# COMMUNITY INVESTMENT PROFILE

## Canadian Tire

Getting the ball rolling for active kids

### Background

**Industry:** Retail

**Company Founded:** 1922

**Headquarters:** Toronto

**Customer:** Business to consumer and  
business to business

**Legal Type:** Publicly Traded Company (CTC. A)

**Owned:** Canadian owned

**Years dedicated to Community Investment (C.I.):** Since founded

**Region of Focus:** Canada

**Investees/ Partnerships include:**

- Jumpstart
- Active at School
- Canadian Forces Morale and Welfare Service

### Community Investment Strategy:

Canadian Tire Corporation (CTC) has been involved in community investment since it was founded by the Billes brothers in 1922. The culture of the company was summed up by co-founder A.J. Billes in 1959, "The spirit of helpfulness ... is the moral fibre of Canadian Tire – the very essence of this far-flung organization."<sup>1</sup> The corporation focuses its community efforts on healthy, active families. Canadian Tire's community investment is closely tied to its core business as the largest sporting goods retailer in Canada.<sup>2</sup>

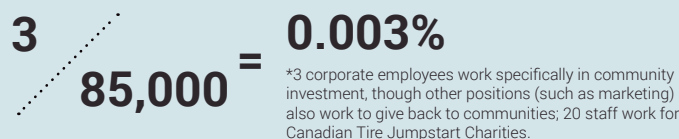
Although giving back to the community has been a priority since the company was founded, Canadian Tire's community investment strategy has evolved over the years. From the beginning, Canadian Tire dealers have been encouraged to give back to their communities through donating to meaningful local causes. In 1999, the company created a structured approach to giving through the Canadian Tire Foundation for Families.<sup>3</sup> The Foundation provided Canadian families with access to food, shelter and clothing. In 2005, the Foundation evolved to create Jumpstart Charities. Jumpstart aims to help disadvantaged kids and their families pay for the costs associated with sports and other physical activities.<sup>4</sup>

**CI Dashboard:** This dashboard is one way to illustrate how companies invest in community, providing a tool to compare across different company CI profiles. It is important to note that no category is privileged over another.

#### Geographic scope



**CI staff ratio** (Presented as percentage of total staff)



#### Granting or sponsorship approach

##### Responsive

CI responds to existing or emerging needs and opportunities articulated by the community

##### Strategic

CI approach is intentional, driven by the company's interests and/or theory of change

##### Flexible

CI is not tied to the company's core business

##### Aligned

CI approach is integrated or in line with the company's core business

# FOCUS Investment: Jumpstart Charities

## Issue:

Socioeconomic status is an influential factor affecting physical activity levels. According to Statistics Canada, leisure physical activity was less common among lower income people than high income earners.<sup>5</sup> Sports and physical activities benefit kids physically and socially. However, one in three Canadian families cannot afford to enroll their kids in organized sports due to financial barriers, forcing many kids to stay on the sidelines.

## Solution:

CTC believes that financial cost should not be a barrier for youth to participate in sports and physical activity in programs. In 2005, CTC created Canadian Tire Jumpstart Charities (Jumpstart), a nationally registered charity to help youth from financially disadvantaged families with the costs associated with sports and other recreational activities. Youth between the ages of 4 and 18 receive financial assistance to cover the cost of registration, equipment and/ or transportation. Jumpstart is run nation-wide through 332 local chapters. Each chapter is run by volunteers from Canadian Tire and community organizations. Although the charity is technically separate from Canadian Tire, it is funded by the corporation and is supported by Canadian Tire employees through store operations, marketing and corporate affairs. To encourage the public to donate to Jumpstart, the Canadian Tire family of companies accepts \$2 donations at check-outs during fundraising drives. To make sure that all donations go directly to the cause, Canadian Tire funds all administrative costs. This means that every dollar donated by customers, stays within the community and enables a child to play.

The charity works in partnership with other local non-profit organizations (e.g. Big Brothers Big Sisters, Boys and Girls Clubs of Canada) to discretely identify the kids who are most in need of support. Parents and community members can also reach out to Jumpstart through its website and call-line; 1-844-YES-PLAY.

Canadian Tire has expanded its reach to support military families. In June 2015, Canadian Tire donated \$300,000 worth of water sports and water safety equipment to all military bases across Canada.<sup>6</sup> Many military families move frequently, disrupting family life and making it difficult to integrate into the community, because of this, it is especially important for families to have time to play together. Additionally, Canadian Tire is trying to connect military bases to local chapters of Jumpstart to give children from military families a chance to play sports and connect with other kids. Engagement in team sports is not only part of a healthy lifestyle, it makes kids more confident and resilient.

## Impact and Evaluation:

2015 is a milestone year for Canadian Tire and Jumpstart as it marks the 10th year of operation for the charity and its one millionth child helped. Amy Cole, the Assistant Vice President of Jumpstart & Community noted that evaluation is a challenge for the charity because many of the impacts cannot be quantified in terms of dollar amount. However, it does set annual goals which include raising \$20 million and helping 200,000 kids. In 2014, Jumpstart raised \$21 million and helped 194,000 kids get active.<sup>7</sup>

## Endnotes

1. Cole, Interview.
2. Canadian Tire, "Retail Stores" para. 1, Canadian Tire Corporation Ltd., n.d., <http://corp.canadiantire.ca/EN/JOINOURTEAM/EXPERIENCEDPROFESSIONALS/Pages/RetailStores.aspx>
3. Canadian Tire, "Canadian Tire Foundation for Families Launched" para. 1, Canadian Tire Corporation Ltd., n.d., <http://corp.canadiantire.ca/en/aboutus/pages/history.aspx>.
4. Canadian Tire, "Canadian Tire Launched Canadian Tire Jumpstart" para. 1, Canadian Tire Corporation Ltd., n.d., <http://corp.canadiantire.ca/en/aboutus/pages/history.aspx>.
5. Statistics Canada, "Physically active Canadians" para. 5, Government of Canada, May 29, 2014, <http://www.statcan.gc.ca/pub/82-003-x/2006008/article/phys/10307-eng.htm#a4>
6. Cole, Interview.
7. Canadian Tire Jumpstart, 2014 Annual Report, p. 28.