2014
YEAR IN REVIEW
Born in Ottawa, Ontario, 18 year-old Madison spent most of her childhood moving from one neighbourhood to another. She remembers her mother, a devoted single parent, struggling to provide for her family, the days without breakfast and the constant fighting.

When Madison’s school called with the news that she had been sponsored to attend camp they were both overjoyed. “This was what I needed,” Madison explains. She boarded a plane that summer not realizing it was the beginning of a six year, life-changing journey with the Foundation.

Throughout her teenage years, Madison relied on the valuable lessons learned at camp to cope with personal challenges both at school and home. “Life has not always been this promising for me. It has never been easy,” she comments.

This past fall, Madison graduated from the Youth Leadership Program—an achievement that she believes is her greatest accomplishment so far. She is currently pursuing a degree in Physical & Health Education at Brock University with the support of the Foundation’s Carolee House Bursary Program.

Madison is just one of more than 17,000 children and youth who had the opportunity to realize their potential at camp in 2014. This report highlights the inspiring stories and achievements that are made possible with your support.
THE COMMUNITY PARTNERSHIP PROGRAM SUPPORTS SCHOOLS AND COMMUNITIES IN ACHIEVING:

- Stronger student attendance rates.
- Increased parent involvement in school activities.
- Improved academic status with a higher percentage of students at grade level.
- A culture of positive youth development within the school.
- Increased student volunteerism in school and community programs.
- More positive relationships between adults and young people in the community.
- Stronger community investment in the school and neighbourhood.

STRENGTHENING OUR COMMUNITIES

Through the Community Partnership Program, the Tim Hortons Children’s Foundation strives to establish long-term, meaningful involvement in communities serving low-income children and youth.

With a focus on capacity building, the goal of the program is to strengthen existing resources and add new ones, through connections and commitments made by teachers and administrators, students, parents, community members, the Foundation and local Tim Hortons Restaurant Owners. Through their experiences within the school and at camp, the students become more positive, engaged members of stronger communities.

The Community Partnership Program was piloted with a group of students from Prince of Wales Elementary School in Hamilton, ON. The school has returned to Tim Hortons Onondaga Farms for multiple visits over the last few years and the Grade 6, 7 and 8 students have demonstrated just how beneficial the partnership is through their involvement in the school community.

The Foundation provides two leadership-focused camp experiences annually and ongoing engagement with the students and school community throughout the year. Teachers help participants transfer the skills, values, knowledge and attitudes developed at camp to home, school and community.

“This school carnival that our students hosted validated the tremendous impact the Foundation is having on all of us. We estimate well over 600 people came out – unheard of numbers for any kind of activity at an inner city school. Your commitment to Prince of Wales is allowing us to change not only the lives of our students, but our entire school and community culture.”

Terry Geyer, Teacher & Community Partnership Program Champion, Prince of Wales Elementary School in Hamilton, ON.

This past September, the Tim Hortons Children’s Camp welcomed Coldbrook & District Elementary School from Coldbrook, NS as their first group to participate in the Community Partnership Program. Fred Falzone, local Tim Hortons Restaurant Owner and THCF Ambassador, is actively involved with the school and was a chauffeur for the students during their four-day stay at camp. The students will return to camp again in March and then twice annually for the next two years.

In January, the Tim Hortons Memorial Camp in Parry Sound hosted their first school through the Community Partnership Program. Prince of Wales Elementary from Peterborough, ON visited the camp for a four-day stay and will return in April to further develop their leadership skills.

We look forward to expanding this signature program and inspiring middle-school students to become more positive, engaged members of their communities.

ONTARIO MINISTRY OF EDUCATION PARTNERSHIP FOR INDIGENOUS YOUTH

In 2014, the Foundation established a new partnership with the Ministry of Education in Ontario and invited students from First Nations, Métis and Inuit communities across the province to participate in a unique camp program called “What’s In Your Bundle?” The following Foundation camps offered the program:

- Tim Horton Memorial Camp
- Tim Horton Onondaga Farms
- Camp des Voyageurs Tim Horton

Historically, Indigenous people carried special items with them that were necessary for their physical, emotional, mental and spiritual wellbeing. These specialized camp sessions focused on leadership in a culturally-based context that blends traditional knowledge and the bundle concept within the overall Foundation experience.

To date, more than 500 young people from on-reserve and urban Aboriginal communities have taken part in this experience.

“We were on fire. We took the mukluks and blankets and we put them on. I’ve never been able to be so close to the culture.”

Mary & Greg Blair (Greg, pictured left) Tim Hortons Restaurant Owners & THCF Ambassadors, Peterborough, ON

“It was an overwhelming feeling seeing the excitement, not only in the children but in their parents when they were told about this opportunity. The fact that the Foundation is able to send not only one or two children from the school but two full classes of children has taken not just the Prince of Wales community by storm, but the entire community of Peterborough.”

Mary & Greg Blair (Greg, pictured left) Tim Hortons Restaurant Owners & THCF Ambassadors, Peterborough, ON

“…I was able to get in touch with my culture like never before. I have also been able to learn things like my language, dancing, music and so much more. I’ve never been able to meet so many people my age with the same culture as me.”

Ciana, Participant, What’s in Your Bundle?
This was a significant year, as we celebrated 40 years of the Foundation and reached a milestone of over 200,000 kids served since that first summer in Parry Sound. Together, over the last four decades, we have made a lasting difference in the lives of so many young people in communities across North America. Thanks to the collective efforts of Tim Hortons Restaurant Owners and their team members, corporate employees, our generous supporters and dedicated volunteers, we have inspired more than 17,000 children through a Foundation camp experience in 2014.

We know that camp is more than just a fun trip away from home. Our efforts to track and understand the outcomes of our program illustrate just how impactful a Foundation camp experience can be. The parents of our campers witness these positive changes first-hand.

“When my daughter returned home from camp the difference in her spirit was amazing. She was calmer, relaxed, in control and for the first time in a long time, she appeared to be a child. Due to circumstances beyond her control—foster care and family issues—she has grown up faster than the average child her age, however, I believe that camp planted the seeds of resiliency in her which I hope will grow.”

Children and youth living in poverty have the ability and desire to succeed. What they are often lacking is the opportunity to fulfill their potential. You are helping to provide opportunities for children and youth to foster the skills they need to set them on a different path in life. The year ahead will be an exciting one as we look forward to the opening of Tim Hortons Camp Whiteshell in June. We will reach a new milestone of 18,000 children and youth served annually with the addition of this new, seventh camp in Manitoba. We hope you will celebrate this important achievement with us.

On behalf of all the young people served by the Foundation in 2014, thank you.

Bill Moir  
President

Dave Newnham  
Vice President & Executive Director

2014 MILESTONES

92% of parents observe their child is more willing to take on responsibility

More than $700,000 distributed in bursaries & scholarships

Over $12M raised

17,000 children & youth served

900+ Tim Hortons

1,600 communities served across North America

School & youth-serving agency partners

200,000 campers served since our inception

83% of parents observe their child is more optimistic about their future

Dedicated to fostering within our children the quest for a brighter future

THANK YOU
The development of the Foundation’s newest, seventh camp is nearing completion as a result of many generous contributions to the Mission 10 Million campaign. Support from individuals through the Builders Club, valued business partners and suppliers, corporate and Foundation employees, as well as community members have made this new camp a reality. Construction at Tim Horton Camp Whiteshell is finishing in April with the grand opening celebration in June, our first campers arriving on June 24th and a public open house scheduled for July 5th. The new Manitoba site, located on Sylvia Lake within Whiteshell Provincial Park, is 1.5 hours North East of Winnipeg on the Canadian Shield.

Tim Horton Camp Whiteshell will be the home of the Youth Leadership Program and during their session, participants will enjoy exploring the many canoe and hiking routes the area has to offer. Campers will experience the beautiful and rugged back country of Whiteshell Provincial Park on extended canoe trips, along with adjoining wilderness areas in Manitoba and Northwestern Ontario.

**VOLUNTEER YURT BUILDS**

Last October, more than 30 volunteers, primarily Tim Hortons Restaurant Owners and corporate team members, came together to help build six yurts that will be used as accommodations for our Youth Leadership Program participants. An additional six yurts will be built this spring thanks to the outstanding dedication of our volunteers.

**CANOE DRIVE**

In August, the event committee for the Tim Horton Children’s Foundation Manitoba Golf Tournament organized a special fundraising initiative to benefit the new camp. More than $50,000 has been raised to date through a canoe drive and these funds will be used to outfit Camp Whiteshell’s fleet of canoes.

**SERVING MORE CHILDREN**

Through the development of Tim Horton Camp Whiteshell, the Foundation will double the size of the Youth Leadership Program and welcome 2,000 low-income children from local schools, youth-serving agencies and Aboriginal communities in the years to come. With the addition of this seventh camp, the Foundation will increase the number of children served annually to more than 20,000.
AMBASSADORS IN ACTION

“The first Youth Leadership Program graduation we attended and what a wonderful experience it was. The camp setting, the counsellors, the organizers, and of course the graduates themselves all contributed to such a memorable occasion for us. It was so inspiring to see the obvious pride beaming from the graduates’ faces. We are proud to be associated with the Tim Hortons Foundation.”

— Bill & Frances Mayes

Tim Hortons Restaurant Owners

Dartmouth, NS

The Tim Hortons Children’s Foundation Ambassador Program was established four years ago to engage Tim Hortons Restaurant Owners, corporate team members and other supporters. The mandate for the program is to help advance the mission and vision of the Foundation by building awareness of the work that it does and inspiring others to become involved. As an Ambassador, these passionate individuals share the Foundation’s story of impact within their peer groups and support the Foundation’s fundraising efforts in their community.

RAELIPSKIE LUNCHEON

In May of last year, Tim Hortons Restaurant Owners and THF Ambassadors Richard and Michele Doktor of Kitchener, ON joined forces with Rae & Lipsky Investment Counsel Inc. The firm hosted an awareness luncheon and welcomed over 200 guests who learned about the impact of camp from a Youth Leadership Program graduate. Foundation President Bill Mair also spoke at the event and the Foundation benefited from a generous $13,000 donation from the luncheon.

3RD ANNUAL TIM HORTON CHILDREN’S FOUNDATION MICHIGAN GOLF TOURNAMENT

The success of this golf tournament can be credited to a great partnership between the local Tim Hortons Restaurant Owners and corporate team members. Led by Michigan Restaurant Owner & THF Ambassador Michele Thompson, the committee organized a tournament that attracted over 90 players who enjoyed spectacular September weather for golfing. Participants finished the day with a dinner and auction that raised nearly $50,000.

YOUTH LEADERSHIP PROGRAM REGIONAL GRADUATIONS

The changes in the Fall Regional Meeting format presented a unique opportunity to host our Youth Leadership Program graduations in a different way in 2014. Each region held their own Youth Leadership Program graduation reception at camp and the events coincided with regionally-focused Ambassador meetings. Between the five regions, more than 150 Tim Hortons Restaurant Owners and corporate team members joined together to celebrate the accomplishments of our graduates.

VOlunteers of the Year

Thank you to our volunteers who offer their time and talents to make enriching camp experiences possible for our campers.

SONIA Toussaint

TIM HORTON CHILDREN’S RANCH

• Tim Hortons Restaurant Owner in Alberta who fundraised for a creative arts program area renovation at the camp.
• Supported the camp’s horse program through volunteering his time at the stables, donating the purchase of a horse and preparing the area for the Ranch’s new indoor Riding Arena.
• Organized a volunteer weekend as an opportunity for his team members to learn more about the Foundation’s mission and impact.

WADE MacCallum

TIM HORTON MEMORIAL CAMP

• A partnership was established between the Tim Hortons Memorial Camp and Fleming College in 2013.
• The students in the Outdoor Adventure Skills Program volunteer for the camp sessions held during the school break in March as counsellors.
• The class is given additional opportunities throughout the year to develop their facilitation, leadership and child guidance skills.
• All of the students are excited, full of energy and act as positive role models for our campers.

FLEMiNG COLLEGE

2014 Outdoor Adventure Skills Class

BARBiE Cook

TIM HORTON CHILDREN’S CAMP

• Manager of the Lilian Fraser Memorial Hospital in Tatamagouche and has provided the camp with tremendous support for all its Wellness Centre needs.
• Helped fill numerous empty beds this summer with local children often with very little notice.
• Volunteered her time to support the Wellness Team during the camp sessions.
• Made connections with the local pharmacy and a pediatrician for the camp.

TERRY Robinson

TIM HORTON ONONDAGA FARMS

• Terry met the camp’s Farm Managers at the local Woodlot Association’s community event.
• He has been volunteering at Tim Hortons Onondaga Farms for two years, typically approximately 1-40 days working on the mill.
• Terry has helped with cutting wood, sharpening blades, fixing the machines and cleaning up the site.
• He has played an instrumental role in the development of the overnight site, took on and horse stalls at camp.

TIM HORTON CAMP KENTAHTEHN

• Gary is the father of two boys who have both worked at Tim Hortons Camp Kentahtehn.
• He supports the camp’s annual Work Weekend and has helped with a variety of projects such as building picnic tables and decks.
• Gary assisted with assembling new equipment when the camp renovated the Recreation Center.
• Gary attends a camper banquet each summer.

GARY Faunnaugh

For a complete list of our 2014 volunteers, please visit www.thcfreport.com.
Thank You To our Corporate Partners

We rely on the support of many donors, partners and individuals to serve children and youth from low-income families in Tim Hortons communities across North America.

Our incredible corporate donors have provided opportunities for more than 17,000 young people to reach their full potential at camp in 2014.

For a complete list of our 2014 donors, please visit www.thcfreport.com.
COIN BOX PROGRAM
Each year, the coin boxes in Tim Hortons restaurants at the counter and drive-thru window raise over $7 million and represent the Foundation’s second largest source of revenue. These funds are integral to the operation of the camps and serving more children each year.

In 2014, Round Up was introduced as a new opportunity for guests to show their support for the Foundation.

AUCTION ENGAGES QUEBEC TIM HORTONS COMMUNITY
Mike Nadeau, Vice President of Operations for Quebec & Atlantic Canada and THCF Ambassador, didn’t hesitate to offer his support when asked to auction himself off at the regional golf tournament benefiting the Foundation.

“In the past we did a day of golf with a VP, but this year we thought we’d try something different to add more value for the local Tim Hortons Restaurant Owners and their team members,” Mike explains.

The auction started with $5,000 bids from three pairs of Restaurant Owners competing for his help. Richard & Denyse Dupuy, Patrick Marquis & Melanie Lavoie and Claude Gauthier & Marlene Gagnon all agreed to contribute $5,000 and they each would earn Mike’s services for a day at their restaurant.

Led by James Gregoire, Director of Business Development & Training and THCF Ambassador, Mike and the Quebec office team volunteered their time for four hours serving guests and sharing the Foundation story. With their restaurant under the leadership of Mike and James, Richard and Denyse were able to take their team members out to lunch. This is a true Tim Hortons community effort with corporate team members and Restaurant Owners coming together to raise awareness and funds for the Foundation!

ROUND UP ENGAGES QUEBEC TIM HORTONS COMMUNITY

CAMP DAY

Thanks to the generous support of Tim Hortons Restaurant Owners, team members and their loyal guests, Camp Day was an incredible success in 2014. More than $12 million was raised for the Foundation and there was significant growth in fundraising activities at restaurants across the chain.

COIN BOX PROGRAM

Round Up your purchase!

FINANCIAL UPDATE

TIM HORTON CHILDREN’S FOUNDATION

ASSETS, LIABILITIES & NET ASSETS

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SUMMARY OF REVENUES & EXPENSES

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ANNUAL OPERATING EXPENSES

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TOTAL REVENUE

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The accompanying financial information as of October 31, 2014 and October 31, 2013 is unaudited. Our audited financial statements, including all required disclosures and the report of our independent auditors, are not presented herein. To view our full audited financial statements, please visit www.thcfreport.com or contact us at 519-448-1248.
Our Camps

Tim Horton Memorial Camp
Parry Sound, ON

Tim Horton Children’s Camp
Tatamagouche, NS

Tim Horton Children’s Ranch
Kananaskis, AB

Camp des Voyageurs Tim Horton
Quyon, QC

Tim Horton Camp Kentahten
Campbellsville, KY

Tim Horton Onondaga Farms
St. George, ON

Tim Horton Camp Whiteshell
Whiteshell Provincial Park, MB
*Opening 2015*

Our Values

We are child centered
We model excellence
We inspire
Our purpose is clear
We use our resources wisely

Tim Horton Children’s Foundation
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Charitable No. USA: (501(c)) 31-1681446

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