



**ANNUAL REPORT  
2020  
BREAKFAST WITH  
SANTA  
FOUNDATION**

## MESSAGE FROM THE PRESIDENT AND FOUNDER - 2020 OVERVIEW

We are all, no doubt, very hopeful and optimistic for the resolve of the pandemic we have been living with for the past 10 months now. I am certain brighter and better days are ahead and although an extraordinary number of fellow Canadians have been personally affected from very uncertain situations, it is my sincere wish we can all rally together to help each other in 2021.

There is a light at the end of the tunnel and it might seem dim for now however, with each passing month, the light will keep on becoming brighter until the day it will shine brightly and steadily.

Our “new normal” in 2020 required us to find alternatives to safely deliver our programs in spite of rules, regulations and hurdles. I am very proud to say we found them!

Re-inventing the wheel that has driven our Programs in order to keep us and those we help safe was challenging but we found the answers, one step at a time.

Our A Snack at a Time and An Apple a Day Programs were not able to be delivered from March to September due to school closures however, we worked with Eden Food For Change Food Bank by helping them to feed the increased numbers of children and families depending on them for their daily nutrition.

A Snack at a Time was able to return in late September, intermittently, as per school attendances.

We supplied many home-sewn children's masks to Peel Children's Aid Foundation and one of the schools we work with regularly.

Breakfast With Santa Foundation was very instrumental in "partnering up" the 905 Raptors food assistance program started by the Raptors with community organizations also assisting with hunger relief such as Eden Food For Change Food Bank, Peel Children's Aid, Luso Canadian Charitable Society and Feed Mississauga.

Our "A Morning with Santa" Christmas Breakfasts were very different this year. With Covid restrictions and not being able to host families, we delivered food hampers to families in need as well as one toy for each child in the family.

In total we delivered 305 Food Hampers and 410 toys while observing safety rules and regulations due to Covid19.

The families we helped were registered with us through the following community organizations:

- Eden Food For Change Food Bank
- Lancaster Public School
- Brian W. Fleming Public School
- Peel Children's Aid Foundation

We received an outstanding donation from Amazon Logistics in baby and toddler's clothing, diapers, baby wipes, shampoo, baby wash, washcloths, ladies and men's hygienic items. With those donations we were able to ensure those who needed them received them through Feed Mississauga's Just 4 U Box Project.

As an initiative to bring awareness to our work in the community while engaging in an “at a distance” interactive venture, Breakfast with Santa Foundation started the “In the Spirit of Thanks-giving Contest” as well as “Merry and Bright Christmas Contest Mississauga”. Both contests were very successful and our judges had the privilege to observe very beautiful and imaginative home outdoor decorations for both Thanksgiving and Christmas.

These ventures will become yearly events.

Our Backpack 4 Kids Campaign was extremely successful with 298 backpacks full with school supplies being delivered to children in need. In the process we were very fortunate to have had the

opportunity to acquire Avery Products Canada sponsorship going forward in terms of obtaining school supplies for this campaign.

Breakfast with Santa Foundation's Coats 4 Kids Campaign, however delayed due to quarantine requirements, saw 130 winter coats, 51 winter hats, 60 pairs of mitts and 75 pairs of winter socks delivered to children in desperate need of appropriate winter gear thanks to the sponsorship of \$5,000.00 from RBC Dominion Securities Peel Region.

Due to the generosity of Mr. John Cosgrove of Global Distribution and Warehousing, a dream of 33 years has been realized...Breakfast With Santa Foundation has its Operations Centre! Mr. Cosgrove has very generously agreed to a one-year-rent-free absolutely wonderful space where we can, finally, work towards being able to reach more hungry children and families.

In our "new home" we have created a very special room (Ilda's Room) where we "house" children's winter gear and our Baby Layette Program which started January 11 of 2021. The Baby Layette Program will be able to help teen moms/dads, single moms/dads with donations of basic baby needs once baby arrives.

We will be able to receive donations throughout the year for both of the above programs.

I am very proud of my team who have never ceased to believe in our work in feeding hungry children and their families and worked to deliver our programs under very different and at times challenging situations. To my working Board of Directors a great big THANK YOU!

Without our sponsors, supporters and donors who stepped up to help and gave us their unquestionable trust a very big and heartfelt THANK YOU!

Last but not least by any means, to the heart of our Charity/Foundation...our extraordinary volunteers and members whose dedication, belief in our work, generosity and empathy are equal to none, my immense gratitude. You are beautiful Community Angels! THANK YOU!

This past year has taught us all many lessons and I, for one, am no different.

I've seen the wonderful co-operation between charities, organizations, companies and individuals coming together to help one another and our neighbours in need.

I've seen families understanding the meaning of unconditional love and how the most precious gifts are health and family.

I've seen the best in people despite hardship and pain.

As 2021 unveils, our commitment to the children of our community is stronger than ever. We shall draw strength from each other and surpass as "This, too, shall pass".

Wishing you all a healthy, safe and prosperous New Year.

Maria de Fátima Esteves

## **OUR MISSION STATEMENT**

Has never been so evidently achieved in the community as in 2020 – We positively impact the lives of children in distress in our community.

## **OUR MANDATE**

Offering nutritional solutions to childhood hunger and life skills programming

## **OUR VISION**

To be a portal of hope to the enhancement to a child's quality of life.

### **Strategical Highlights**

Collaborative efforts to maximize and strengthen joint efforts of like-minded charities, Not-for-profit organizations and sponsors proved an efficacy beyond results oriented expectations. Plans to further explore and continue this viable strategy in 2021 are in high gear.

### **Financial Highlights**

Sponsorship amounts (some decades long) increased. Additional sponsorships were also acquired with continuity for 2021 and beyond. In-Kind donations were at a record high.

### **Moving Forward**

Covid-19 has changed the face of the world and with it many more cases of food insecurity, homelessness and adaptability to new and innovative means of addressing poverty need to be taken into consideration on a daily basis.

Identifying the needs of our community's hungry children is a priority for our foundation thus the surge of energy to increase our priorities:

- Feeding more hungry children in our schools through our "A Snack at a time" Program
- Sourcing healthy food through our collaborative partnerships as well as reclaiming perfectly fresh and good food items
- Increase the number of children's winter gear needed to address the need in financially stressed families of our community
- Increase the number of backpack donations to schools in underserved areas
- Ensure our "A Morning with Santa" Christmas Breakfasts continue while adapting to new stringent post Covid-19 lockdown regulations
- Expand our newest program Ilda's Room Baby Layette Program
- Invest in strategic partnerships
- Interactive fundraising ventures

## **OUR THANKS**

With the generosity of our partners, sponsors and donors we were able to successfully reach many more hungry children and their families. Thank you to all who so unselfishly helped us achieve our goals. A list is available on our website [www.breakfastwithsantafoundation.ca](http://www.breakfastwithsantafoundation.ca)

## **OUR HEART AND SOUL**

Thank you to our wonderful and energetic team of volunteers who, despite a pandemic of this magnitude, continued to stride along our Board Members to ensure our programs strived.

To our Board Members a great big thank you for your endless efforts to find answers, implement them and for the continued passion to help eradicate hunger in children of our communities.

Our Charity is 100% volunteer-run.

## **Board of Directors**

Maria de Fátima Esteves, President and Founder

Susan Prophet, Vice-President

Alfreda Zaher, Secretary

Samir Zaher, Treasurer

Eddie Suliman, Executive Director

Henry Esteves, Safety and Transportation

Seny Pinto

Tenci Leite

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