

BREAKFAST WITH SANTA FOUNDATION

Annual General Meeting January 21, 2025

President's Report

Breakfast With Santa Foundation started reaching hungry children and families in difficult financial situations 40 years ago. Yes, 2025 sees the sands of time bringing us to our Fourth Decade!

Since then, we have conquered many challenges, considerably increased our annual revenue in terms of donations and corporate sponsorships as well as awareness of our work in the community. Our humble Charity fed thousands of hungry children; gifted hundreds of backpacks filled with school supplies; ensured children in desperate need of winter outer gear received the gift of warmth and started a Baby Layette Program.

Our A Morning with Santa Christmas Breakfasts have touched the lives of thousands of families who were able to give their children a Christmas Celebration due to the generosity of our partners, supporters, and donors.

I am extremely proud of our Board and the wonderful volunteers who dedicate their time, hard work, passion and belief in what started as my vision and quickly became our Vision Statement:

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

This year I welcome our re-elected Board Members, and I am extremely fortunate to be able to welcome our newly elected Board Members Faris Masri, Alexandra Matias, Eleonora Filippone and Onica Lewis.

On a bitter-sweet note, and after 12 wonderful years of passion for the work we do, hard work, dedication and friendship not only to all of us on the Board but to the families and children we help as well, we see Samir Zaher retire from the Board of Directors.

This is not good-bye as he has conveyed, he will always support us as much as his busy life allows.

We work closely with the Social & Settlement workers in schools in order to receive referrals to our programs. These referrals are families/children who are exceptionally limited in their resources and suffering from food and financial insecurity. In other words, no matter how one dissects politically correctness, they are hungry and underserved, needing help.

I believe in co-operation and unity is strength. I have attended (and will continue to attend) information sessions I feel will strengthen our visibility in

the community, as well to potentially identify collaborative efforts with like-minded people and organizations in order to maximize our Program's reach.

According to a recent Survey, commissioned by Mississauga Foundation, 56,267 people used the food bank in 2023-2024. That is 1 in 3 Mississaugans or 8% of our population. Twenty-eight percent of those numbers were children!

From June 2023 to May 2024 Food Banks Mississauga and its agency network served 58% more people than the previous year – 200% more than pre-pandemic times. Although this is highly disturbing, those numbers do not include the work other agencies not registered as Food Banks Mississauga's agencies do, such as B.W.S.F. Those numbers will, no doubt, increase considerably.

We've entered a new world where changes often times are difficult to keep up with however, I do believe with the wisdom and experience of our more seasoned Board Members and the freshness and proficiency of our new Board Members we will forge ahead in successful and meaningful ways.

Let's do this!

Maria de Fátima Esteves
Founder & President