



November 19th 2013

Mr. Rick Gosling
101 McNabb Street
Markham, Ontario
L3R 4H8

Dear Mr. Rick Gosling,

Making a Difference Together.

LCBO believes that the children of our communities are tremendously important and it is our mission to give back to our society. Over the past years LCBO has been very successful with giving back to their community. One out of three children is sent to school on empty stomach, causing their young minds to be distraught and unfocused in class. The Children's Breakfast Club has made a tremendous impact on making a difference in children lives, giving them an opportunity to have a successful future. LCBO appreciate and value the many ways your charity helps children, including the emphasis on a positive beginning in our children's daily lives. We recognized the importance on children mornings and we as companies can make a stop to undernourishment.

Here at LCBO our staff creates awareness among our consumers for our charity campaigns. We have had record-breaking donations on annual basis; these donations were for our in-store prompted and donation box fundraising campaign. Our Donations to benefit Ontario's four children's hospitals and MAAD Canada in December 2012 raised \$2.9 million. With these funds, hospitals for sick children purchased medical equipment and delivered specialized care to children of Ontario. Furthermore, MADD Canada used the funds to increase awareness and educate children about ways to make the right decisions and they promoted responsible choices such as "Don't Drink and Drive".

The Children's Breakfast Club has been helping children for almost 30 years and has been operational in over 20 communities around Ontario. LCBO greatly admires your mission to make a difference in children's lives through promoting a nutritious

start to the day, providing methods to prevent behavioural problems and assisting those with limited attention span, truancy and frequent tardiness. Additionally, the club has ensured a safe environment for those guardians who must go to work and need a safe place for their children. The club is a warm and caring environment where children feel safe and supported, it helps fuel the minds and bodies of children in our communities.

LCBO would value a chance to support The Children's Breakfast Club and hopes for a future campaign together built around making a difference in children's lives. We assure you that we can be successful as a team and anticipate that our involvement would give us an opportunity to help more children in our communities. Furthermore, LCBO would value being involved in creating further awareness to guardians about the importance of their children's healthy start of the day.

We would like to invite you to a formal presentation, where we can share our future campaign ideas and insights. We hope that you can take the time to meet with us and discuss this wonderful opportunity. We ask that you please contact our secretary Sharon by November 30th, 2013, so we can confirm your attendance.

Thank you for making a significant difference in our children's lives and we wish you all the best with the Children's Breakfast Club. We would also like to thank you for taking the time to read this letter, we greatly appreciate it and we look forward to hearing from you.

Sincerely,

Pamela Lawson
Marketing Director
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Toronto, Ontario
M5E 1A4
416 864-6864

PL

Working Together To Make A Difference





Statistics Canada

- 1 in 3 Children in Toronto live in Poverty.
- Nearly half of Toronto School Children went to School Hungry.
- 31% of Elementary School Students & 62% of High School Students start their day without Nutritious Breakfast.

Agenda

- **About Saatchi & Saatchi**
- **About LCBO**
- **About The Children's Breakfast Club**
- **Future Campaigns**



About Saatchi & Saatchi

Saatchi & Saatchi Purpose:

- *An Inspirational Dream - Hothouse For World Changing Ideas*
- *A Focus – To Fill the World with Lovemarks*
- *A Spirit – One Team, One Dream, Nothing is Impossible*



Lovemarks: *Saatchi & Saatchi believe that for brands to be truly embraced by consumers they need to become lovemark. Lovemarks reach out to the hearts and minds of Consumers, creating an intimate and emotional connection that they can not live without.*



About Saatchi & Saatchi

Saatchi & Saatchi have worked with 6 of the Top 10, and Over Half of the Top 100 Global Advertisers.

Saatchi & Saatchi Major Clients Include:

- *Carlsberg*
- *General Mills*
- *HSBC*
- *Lenovo*
- *Lexus*
- *Mead Johnson Nutrition*
- *Mondelēz International*
- *Novartis*
- *P&G*
- *T Mobile*
- *Toyota*
- *Visa*



About LCBO

Mission Statement:

LCBO makes a Difference in Ontario by being a best in class, Socially Responsible, Customer-Focused and Profitable Retailer of beverage alcohol.

Vision:

Let's get together – representing LCBO's desire to play a bigger role in "bringing people together" to enrich their social occasions while promoting the responsible use of the products we sell.



About LCBO

- Since 2000, LCBO has won more than 200 Awards in Customer Service Retailing, Social Responsibility, Staff Training, Store Design, Market and Corporate Communications.
- LCBO is a Provincial Government Enterprise and one of the World's Largest Buyers and Retailers of Beverage Alcohol.
- LCBO has 634 Retail Stores Canada and 2012 Annual Net Sales: \$.4.8 Billion.



LCBO: Social Responsibility

- In 2012, LCBO Customers and Employees Raised more than \$6.6 million for a Variety of Worthy Causes.
- Record Breaking Donations on Annual/Monthly Basis were from In-Store Prompted And Donation Box Fundraising Campaign.
- December 2012 donations benefited Ontario's Four Children's Hospitals and MADD Canada, raising \$2.9 million.
- LCBO Continues to Help Charities and Make a Difference In Their Communities.



About The Children's Breakfast Club

Fueling Young Minds & Bodies:

You Cannot Feed A Hungry Mind On An Empty Stomach

The Children's Breakfast Club

- *Tremendous Impact on Making A Difference In Children's Lives*
- *Provides A Nutritious Start To The Day For Children.*
- *A Safe Place For Parents To Leave Their Children When They Go To Work.*
- *A Warm and Caring Environment Where Children Feel Safe and Supported.*



Why LCBO?

- Socially Responsible & Ready to Make A Difference
- Successful Fundraisers for Charities
- Higher Reach to Canadian Consumers
- Believes in The Children's Breakfast Club Mission



Photo Sourced from Google Images



Future Campaigns

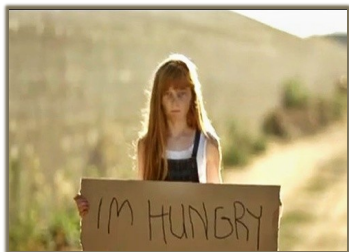
- Create more awareness about the The Children's Breakfast Club
- Raise more money for the Charity & Open more Clubs
- Reduce Child Hunger & Brighten Children's Futures

How?

Creating the perfect In-Store Prompt and Charity Boxes Campaign

Carefully selecting the perfect month to feature The Children Breakfast Club.

Making A Difference Together



Thank You For Your Time

- *We Look Forward to Future Campaigns Together*
- *Making a Difference Together*
- *Every Donation Counts*



References

- <http://www.lcbo.com/aboutlcbo/todayslcbo.shtml#strategic-plan>
- <http://www.lcbo.com/socialresponsibility/whatsnew.shtml>
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- http://www.lcbo.com/aboutlcbo/media_centre/at_a_glance.shtml
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- <http://ww3.tv.org/whypoverty/info/poverty-education>
- <http://blessingsinabackpack.ca/who-we-are/hunger-statistics/>
- <http://saatchi.com/en-us/network/clients/>

*References viewed during October to December 2013

