

Sodexo
Foundation
Leading the fight against hunger.

2010

IMPACT REPORT
CANADA



Message from Executive Director

This year the Sodexo Foundation celebrates its 10th Anniversary, which is truly a bitter sweet occasion. I am very grateful for the continued dedication and support of Sodexo employees, the foundation board members, supplier and manufacturer partners, recovery agencies and food banks, and clients.

Collectively we've done some important work in the fight against hunger and I know we are making a difference in the lives of many. With this, the reality is that hunger is on the rise in much of the country according to reports by individual recovery agencies and Food Banks Canada. Seemingly not a week goes by where I read about food banks and community pantries desperately reaching out for help to refill their empty shelves.

I remain inspired by Sodexo's steadfast commitment to supporting the STOP Hunger initiative on a global basis including our Sodexo Foundation here in Canada. My dream is that the Sodexo Foundation won't be here to celebrate its 20th Anniversary, and I thank all our hunger fighting partners for collectively doing what we can to realize the same.

Sincerely Yours,

Jon Kristjanson

Executive Director, Sodexo Foundation



Message from the President

Dear Sodexo Foundation and STOP Hunger Supporters:

On behalf of the Sodexo Foundation Board of Directors and Sodexo Canada leadership team I would like to extend my heartfelt thanks to all of the many people who have helped us make a difference in the fight against hunger. When I joined Sodexo Canada a few years ago I was drawn to the organization for its beliefs and position in Quality of Daily Life Solutions and because of the strong commitment in giving back to communities with the STOP Hunger initiatives and Sodexo Foundation. Now as the president of both of these fine organizations I am absolutely committed to continuing and strengthening these efforts on both the corporate and community sides.

I am extremely proud of Sodexo Canada in its support of fighting hunger through the foundation and its extended initiatives. As an organization we created the Sodexo Foundation 10 years ago and among our strong guiding principles is the commitment from day one to \$0 in administrative costs or charges to undertake its management and operations. Clearly this doesn't mean that the Sodexo Foundation carries out its mandate without cost; rather Sodexo Canada absorbs these expenses into its operation within our for profit organization. In 2010 through salaries, administrative support, office expenses and awareness efforts the company has supported the Sodexo Foundation with greater than \$250,000 in costs. These costs don't begin to take into account the amazing work and investment that takes place across the country in Sodexo managed locations with support of our employees, supplier partners and clients alike.

I share this information with you, our friends and supporters, in the spirit of articulating our highest level of commitment to continuing the fight against hunger. I thank you all for your continued support and dedication.

Dean Johnson

President – Sodexo Canada Ltd. / Sodexo Foundation



Sodexo Programs

Servathon (April)
Sodexo Foundation Dinner honouring Heroes of Every Day Life (June)
Feeding our Future® (July & August)
Sodexo Foundation Charity Golf Tournament (September)
Daily Bread Gala (Sodexo Sponsored) (April)
National Hunger Awareness Day (Sodexo Sponsored) (June)
Second Harvest Toronto Taste (Sodexo Sponsored) (June)



Servathon (April)

Around the world, Sodexo sets aside the month of April for Sodexo employees to join forces to fight hunger in their communities. Servathon is an initiative dedicated to making a difference in the fight against hunger. It's a simple, effective way to create awareness for the plight of the hungry, while providing enriching team-building experiences for employees.

Since its inception in 2001, the momentum of Servathon continues to grow across Canada. For Servathon 2010, Sodexo employees donated 618 meals, donated 7,472 lbs of food, and raised over \$21,600 for these hunger-related organizations:

- Romero House
- Winnipeg Harvest
- North Hamilton Community Health Centre
- Feed Nova Scotia
- Mustard Seed
- Sharing Shop at Fanshawe College
- London Food Bank
- Guelph Food Bank

- Sodexo Foundation
- Calgary Food Bank
- Franciscan Sisters Benevolent Society
- Covenant House
- Sliammon First Nation
- Daily Bread Food Bank
- White Rock/South Surrey Food Bank
- Neighbour to Neighbour

- Wesley Urban Ministries
- ReFresh Foods
- St. Lawrence College Student Association
Student Food Bank
- Providence in the Park Outreach Program
- Leave out the Violence (LoVe)

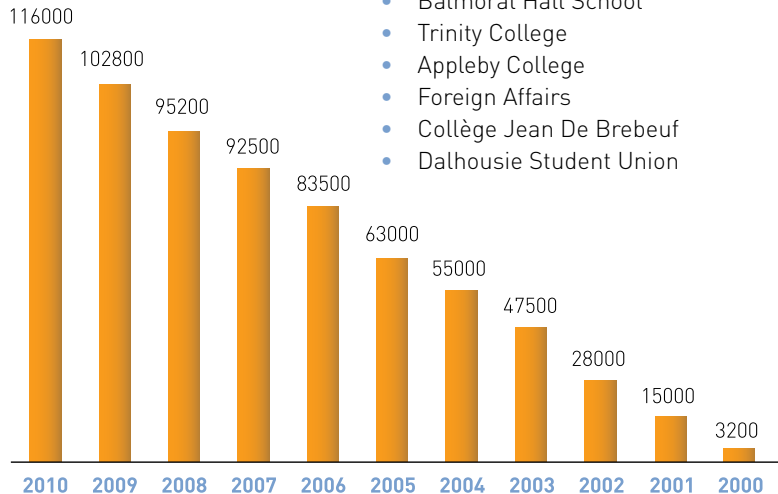


Feeding Our Future® (July-August)

From one site (Toronto) to eight sites in nine years, Feeding our Future now serves more than 100,000 meals to at-risk children and youth each summer. To date, over 700,000 lunches been prepared and delivered by volunteers through our recovery agencies: Boys' and Girls' Club of Greater Vancouver, Community Kitchens of Calgary, Winnipeg Harvest, ReFresh Foods, Toronto's Second Harvest, Ottawa Food Bank, Moisson Montréal, and Feed Nova Scotia.

We thank our client partners for the use of their facilities:

- George Pearson Centre
- Trinity Western University
- Mount Royal University
- Balmoral Hall School
- Trinity College
- Appleby College
- Foreign Affairs
- Collège Jean De Brebeuf
- Dalhousie Student Union



Canadian Hunger Statistics

In March 2010, 867,948 people were assisted by food banks in Canada. This is a 9% increase over 2009 – and the highest level of food bank use on record.

- Meal programs across the country continue to expand. The provision of prepared meals through soup kitchens, school breakfast and lunch programs, shelters, drop-in centres, and other venues continues to grow in scale.
- In March 2010, food banks and affiliated agencies served a total of 3,459,544 meals across the country – a 6.4% increase over the number of meals served in March 2009.
- This is the third straight year of growth for Canadian charitable meal programs, with almost 50% more meals being provided in 2010 compared to 2007.

Food Banks Canada, HungerCount 2010

Feeding our Future Recipient Sites:

- AED 1
- AED 2
- Art Heart
- Art In The City
- Banff Ave.
- Better Beginnings/Better Futures
- Boys & Girls Club
- Braeburn Neighbourhood Centre
- Britannia Woods
- Cabbagetown Youth Centre
- Camp Burnaby
- Camp Faserview
- Camp Kivan
- Camp Norvan
- Camp Surrey
- Carlington/ Bellevue
- CCIS
- Central Neighbourhood House
- Centre communautaire Mountain Sights
- Centre sportif la petite bourgogne
- Chic resto pop
- Confederation Court
- Dixon Hall
- Feed Nova Scotia
- Foster Farm
- Hochelaga
- John Innes Recreation Centre
- Kerr St. Mission Summer Camp Program
- Kiwanis Boys' and Girls' Club - Spruce St.
- Kiwanis Boys' and Girls' Club - TP Loblaws
- La maisonnette des parents
- Laroche Park
- Lowertown Community House
- Michelle Height
- Morrison Gardens
- PEYO
- Pinecrest Terrance
- Place des enfants
- Rainbow Lodge
- Répit providence
- Rochester Heights
- Russell Heights
- San Romanoway Revitalization
- Toronto Youth Development - Boys - Lord Dufferin School
- Toronto Youth Development - Girls - St. Paul's School
- University Settlement Recreation Centre
- Winnipeg Harvest



Heroes of Every Day Life (Annually)

The Sodexo Foundation Heroes of Every Day Life program honours Sodexo employees who devote time, talent, and service spirit to help people who suffer from hunger in their communities. Heroes are nominated by colleagues or friends and are recognized during the annual Sodexo Foundation Dinner. To honour our heroes' efforts, the Sodexo Foundation makes donations to local hunger-related charities of their choice.

Food Donations (on-going)

Sodexo continues to make a difference each day across North America as one of the largest donors of surplus perishable and non-perishable food to recovery agencies. We strongly encourage each of our 6,000 locations to "recycle" surplus food by donating to local food recovery partners supported by the Sodexo Foundation.

We congratulate our 2010 Heroes:

Karla Quinteros (Hamilton)
Marianne D'Alessandro (Burlington)
LHSC Leadership Team (London)
- Carolann Hoefnagels
- Gerard Campbell

Past Heroes of Every Day Life Award Recipients:

Kathy Jocelyn (Winnipeg)
Suman Roy (Toronto)
Vincent Meehan (Burlington)
Jon Kristjanson (Burlington)
Les Gilholme (Wolfville)
Darlene Russell (Fredericton)
Eric Larocque (Montreal)
Barbara Worwood (Vancouver)

Past Spirit of Caring Recipients:

Robert Gendron (Ottawa)
Raymond Lee (Burlington)

Sodexo Foundation Supported Programs

National Hunger Awareness Day (June)

The mission of Hunger Awareness Day is to tell the story of food banks and the people helped by them. Across the country, over 700 food banks and 3,000 affiliated agencies distribute food or provide meals for hungry people.

Sodexo is proud to continue as a Corporate Hunger Hero and continues to donate funds, design marketing campaign materials, distribute posters to all accounts Canada-wide, communicate via e-bulletins, and link to the NHAD website via www.sodexo.ca. Sodexo's first national food drive, held June 1st, 2010, collected 2,000 lbs of food for local food banks.



Second Harvest-Toronto Taste (June)

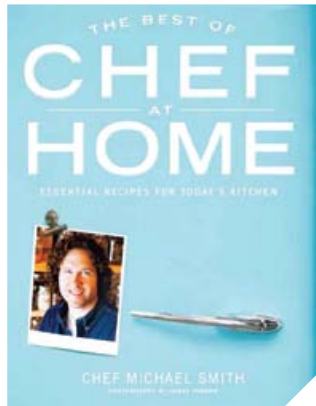
Second Harvest hosts Toronto Taste in June each year to raise awareness about hunger in Toronto and to raise funds to support their efforts. The Gala event welcomes 1,500 attendees who enjoy the very best local food and beverages as donated by top restaurateurs, wineries and local brewers. Sodexo has been a proud supporter of Second Harvest and Toronto Taste since 2001 providing funds, volunteer meals, and a culinary station staffed by Sodexo Chefs.



Sodexo Foundation Special Activities

Chef At Home Book Signing Tour

Dinner with Chef Michael Smith was a feature event across Canada during 2009 and 2010. Our Sodexo teams at various accounts along with Chef Michael Smith prepared a culinary feast for our guests. At each event, Chef Michael's Chef at Home cookbook was sold with proceeds donated to local recovery agencies.



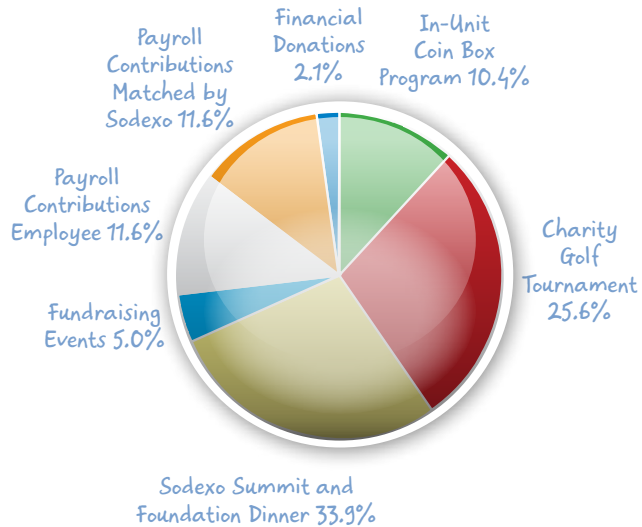
Spirit of Competition Contest

During Servathon, Sodexo sponsored a contest for all accounts. STOP Hunger chocolate bars were featured wherein a contribution was made to the Foundation for each chocolate bar purchased. All accounts who participated, were entered into a contest to win a donation to their local hunger charity. Three grand prizes were drawn and a total of \$5,000 was given to three charities.

Greeting Cards and Holiday Inserts

Winter 2010 saw a brand new awareness piece created for the Sodexo Foundation – greeting cards. These cards were designed to be used all year round with \$2.00 from each card going to the Sodexo Foundation. Holiday inserts were still available to all employees. Donations could be made to the Sodexo Foundation in honour of someone special. The postcard can then be mailed or given as a gift or along with a gift to that individual.

Funding Sources*



Grant Disbursements

- Aldergrove Food Bank
- Carrefour d'Entraide Lachine
- Community Care of St. Catharines
- Community Kitchen of Calgary
- Daily Bread Food Bank
- East Plains United Church Christmas Dinner
- Food Banks Canada
- Good Shepherd Food Bank
- Good Shepherd Hamper Program
- Halton Food for Thought
- Mission Old Brewery
- Mountain Park School "Camp Hope" Event
- North Hamilton Community Health Centre
- Ottawa Food Bank
- Peter & Pauls
- ReFresh Foods
- Second Harvest
- Winnipeg Harvest

*This chart excludes Sodexo Canada's administrative and operational funding.

"In Kind" Donors

(Food & Supply Partners)

- Appleby College
- Arla Foods
- Bento Nouveau
- Canada Bread
- Canbra Foods
- Cintas
- Clover Leaf
- Coca-Cola Bottling Company
- David Roberts Food Corp.
- Epicus Marketing Communications
- Fresh Start Foods
- Frito Lay
- Good Humor-Breyers
- Gordon Food Service
- Hallmark
- Hector Larivee
- Higgins Event Rentals
- Institut de Recherche Cliniques de Montreal
- Investors Group Financial Services Inc.
- ISO Cleaning Solutions
- Kelloggs
- Kraft Canada
- Kronos Foods
- La Danoiserie Inc.
- Lassonde Beverages
- Maple Leaf
- McCormack Bourrie Sales & Marketing
- MFI Food Canada/Trilogy Eggs
- Nestle Professional
- Nestle Water
- Olymel
- Otis Spunkmeyer
- Parmalat
- Pathways
- Plat du Chef – Thyme & Truffles
- Quaker
- Sara Lee
- Seabridge Gold Inc.
- Starbucks Coffee Canada
- Sun Rich Fresh Foods Inc.
- Sysco
- Ultima Foods – Yoplait
- Unilever FoodSolutions
- Universite de Quebec Trois Rivieres
- W. Ralston (Canada) Inc.

Board of Directors

Marie-Line Beauchamp, Vice-President
Steve Brady (late), Director
Maarten Galesloot, Director
Dean Johnson, President
Jon Kristjanson, Executive Director
Michel Lanctôt, Director & Secretary
Stephen Simms, Director

The Sodexo Foundation operates with \$0 in administration and overhead costs as these are borne by Sodexo Canada, Ltd.

Sodexo Foundation

Leading the fight against hunger.



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