

# F R I E N D S   O F   W E   C A R E   I N C



## 2016 ANNUAL REPORT



## Camp Merrywood, Ontario



## Our Goal

The growth of Friends of We Care is vital to maintaining the strength of the Easter Seals “summer camping” programs. Our goal moving forward is to raise \$2 million every year to help provide more than 8,000 days at camp each summer. Nothing is more rewarding than seeing kids with disabilities realize their abilities through a life-changing summer camp experience. Help us make more of these moments possible by participating in our events or donating on behalf of yourself, your family or by challenging your company or department to raise money to fund a summer camp experience for a deserving child. With your help, we know we can reach our goal and continue to make a difference.

## With a Little Help from Our Friends

Friends of We Care is a network of more than 85 Member Sponsor organizations from the foodservice and hospitality industry, united by a common goal of helping kids with disabilities focus on their abilities. Manufacturers, distributors, operators and brokers as well as cold storage, management and marketing companies lend their time, money and their hearts to help send children in Canada with disabilities to specialized, fully accessible, Easter Seals summer camps. Since 1983, Friends of We Care has raised more than \$20.5 million dollars which has provided more than 82=,000 days at camp. What that adds up to is a whole lot of fun!

## Our Vision

To enable kids with disabilities to realize their full potential.

## Mission Statement

Sending kids with disabilities to camp through the collaborative efforts of the Foodservice and Hospitality community.



# FRIENDS OF WE CARE INC

## BOARD OF DIRECTORS

Jim Greenway, Dana Hospitality Inc. - CHAIR  
Kevin J. Collins, Friends of We Care Inc. - EXEC. DIRECTOR / SECRETARY  
Todd Stevens, Brand Ignition & Marketing - PAST CHAIR  
Michael Capotosto, Independent, TREASURER  
Karen Maguire, Burnbrae Farms Ltd. - VICE CHAIR  
Steve Prisco, Aramark Canada Ltd. - VICE CHAIR  
Mike Shasky, C.W. Shasky & Associates Ltd. - VICE CHAIR  
Nalini Barma, Independent - DIRECTOR  
Angelo Colalillo, Complete Purchasing Services Inc. - DIRECTOR

Colby Duke, Cardinal Meat Specialists Ltd. - DIRECTOR  
Jim Fennell, Saputo Dairy Products Canada G.P. - DIRECTOR  
Josh Gray, TTS Marketing and Sales - DIRECTOR, QUEBEC  
Jim Grieb, Greenbridge Foodservice Inc. - DIRECTOR  
Michael Hall, PepsiCo Canada - DIRECTOR  
Jim Kostuch, TrainCan, Inc. - DIRECTOR  
Anne LeBarr, Procter & Gamble Professional - DIRECTOR  
Janice Martin, Magnum Consulting - DIRECTOR, WESTERN CANADA  
Cyndy Spiers, OLYMEL - DIRECTOR

## FRIENDS OF WE CARE STAFF

Kevin J. Collins - EXECUTIVE DIRECTOR  
Tiana Rodrigue - SENIOR MANAGER, FUNDRAISING & DEVELOPMENT  
Michelle Lee-Garbe - MANAGER, FUNDRAISING & COMMUNICATIONS  
Greg Mandziuk - OFFICE ADMINISTRATOR

## MEMBER SPONSORS

Agropur Division Natrel  
Aramark Canada Ltd.  
Arla Foods Inc.  
Bamford Produce Co./Freshline Foods Ltd.  
Bunge Canada  
Bunn Canada  
Burnbrae Farms Ltd.  
C.W. Shasky & Associates Ltd.  
Campbell Company of Canada  
Canada Bread Company, Limited  
Canada Dry Mott's Inc.  
Cardinal Meat Specialists Ltd.  
Cavendish Farms  
Club Coffee LP  
Compass Group Canada  
Dana Hospitality Inc.  
Danone Canada  
Dare Foods Ltd.  
Diversey Care Canada  
E.D. Smith Foods, Limited  
Ecolab Co.  
Export Packers Company Limited  
Flanagan Foodservice Inc.  
Foodservice and Hospitality magazine  
Freeman Signature Inc.  
Gay Lea Foods  
Georgia-Pacific Canada

Gordon Food Service  
Heritage Frozen Foods Ltd.  
High Liner Foods Inc.  
International Pacific Sales Ltd.  
Italpasta Limited  
Kellogg Canada - Out of Home Division  
Kerry Ingredients  
KraftHeinz Company  
Kruger Products Ltd.  
Labatt Breweries of Canada  
LCBO  
Loblaw Companies Limited  
Lynch Foods (W.T.) Limited  
Mandarin Restaurant Corporation  
Maple Leaf Consumer Foods Inc.  
Mars Canada Inc.  
McCain Foods (Canada)  
McCormack Bourrie Sales & Marketing  
McCormick Canada  
McNairn Packaging  
Monin Canada Inc.  
Mother Parkers Tea & Coffee Inc.  
Nestlé Professional  
OLYMEL  
Parmalat Canada  
PepsiCo Canada  
Piller's Fine Foods - a division of PBOLP

Polar Pak Inc.  
Procter & Gamble Professional Inc.  
Rich Products of Canada Ltd.  
Rose Hill Foods Inc.  
Rosina Food Products Inc.  
Saputo Dairy Products Canada G.P.  
Select Food Products Limited  
Seydaco Packaging Corp.  
Single Service Sales Inc.  
Smucker Foods of Canada Co.  
Sodexo Canada Limited  
Sofina Foods Ltd.  
Starbucks Coffee Company  
Stewart Foodservice Inc.  
Stone Straw Limited  
Sun Rich Fresh Foods Inc.  
Sysco Canada  
Sysco Food Services of Toronto  
TMF Foods Inc.  
Total Focus Foodservice & Jiano Foods  
Traffix  
TrainCan, Inc.  
TTS Marketing and Sales  
Tyson Foods Canada Inc.  
Unilever Foodsolutions  
Ventura Foods Canada  
Weston Bakeries Foodservice



# FRIENDS OF WE CARE INC

## INDEPENDENT AUDITOR'S REPORT - CHAGGARES & BONHOMME CHARTERED ACCOUNTANTS

To the Members of Friends of We Care Inc.

We have audited the accompanying financial statements of Friends of We Care Inc., which comprise the statement of financial position as at December 31, 2016 and the statements of revenues, expenditures and distributions, operating fund balance and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### *Auditor's Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

### *Basis for Qualified Opinion*

In common with many not-for-profit organizations, Friends of We Care Inc. derives revenue from fundraising activities the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of Friends of We Care Inc. Therefore, we were not able to determine whether any adjustments might be necessary to fundraising revenue, excess of revenues over expenses, and cash flows from operations for the year ended December 31, 2016, current assets and net assets as at December 31, 2016.

### *Qualified Opinion*

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of Friends of We Care Inc. as at December 31, 2016 and the results of its operations and its cash flow for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Newmarket, Ontario  
March 17, 2017

**Chaggares & Bonhomme**  
Chartered Professional Accountants  
Licensed Public Accountants

## NOTES TO FINANCIAL STATEMENTS

### 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPPO).

#### Income taxes

The Organization is exempt from income tax per section 149 (1) (l) of the Canadian Income Tax Act.

#### Revenue recognition

Friends of We Care Inc. follows the deferral method of accounting for contributions.

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Unrestricted investment income is recognized as revenue when earned.

Event tickets sales are recognized as revenue when the events are held.

Membership sales are recognized as revenue once the membership period has begun and payment has been received.

#### Operating Fund

The operating fund is charged with expenditures related to fund-raising activities including the annual Gala Ball, the Bowling events and the Calendar program. These expenditures are financed by revenue from these activities, as well as by donations and other fund-raising activities.

#### Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

### 2. PURPOSE OF THE ORGANIZATION

Friends of We Care Inc. (the "organization") is a not-for-profit organization incorporated under the Ontario Business Corporations Act on November 16, 1990. The purpose of the organization is to sponsor and encourage promotional and other activities in the food service industry and among its suppliers, distributors, operators and customers for the purpose of raising money for charitable works and organizations.

# FRIENDS OF WE CARE INC

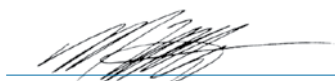
## STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2016

|   | 2016      | 2015      |
|---|-----------|-----------|
| <b>ASSETS</b>                                     |           |           |
| <b>CURRENT</b>                                    |           |           |
| Cash  | \$ 96,490 | \$ 56,325 |
| Accounts receivable                               | 28,132    | 40,706    |
| Harmonized sales tax recoverable                  | 2,544     | 2,017     |
| Prepaid expenses                                  | 6,111     | 5,749     |
|   | 133,277   | 104,797   |
| <b>LIABILITIES</b>                                |           |           |
| <b>CURRENT</b>                                    |           |           |
| Accounts payable and accrued liabilities (Note 4) | 54,630    | 55,530    |
| DEFERRED CONTRIBUTIONS (Note 5)                   | 36,220    | 35,055    |
|   | 90,850    | 90,585    |
| <b>NET ASSETS</b>                                 |           |           |
| OPERATING FUND                                    | 42,427    | 14,212    |
|   | 133,277   | 104,797   |

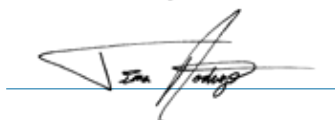
## STATEMENT OF REVENUES, EXPENDITURES AND DISTRIBUTIONS - YEAR ENDED DECEMBER 31, 2016

|  | 2016         | 2015         |
|--|--------------|--------------|
| <b>REVENUES</b>                                      |              |              |
| Fundraising, memberships and donations               | \$ 1,684,690 | \$ 1,507,029 |
| Event tickets  | 913,419      | 849,331      |
| Interest and sundry income                           | 2,239        | 2,377        |
|  | 2,600,348    | 2,358,737    |
| <b>EVENT COSTS</b>                                   | 822,567      | 778,544      |
| <b>GROSS PROFIT</b>                                  | 1,777,781    | 1,580,193    |
| <b>EXPENSES</b>                                      |              |              |
| Accounting fees                                      | 7,250        | 6,750        |
| Advertising and promotion                            | 4,634        | 2,834        |
| Consulting Fees                                      | -            | 3,893        |
| Insurance  | 3,753        | 3,496        |
| Interest and bank charges                            | 24,909       | 24,025       |
| Legal Fees   | -            | 8,628        |
| Meals and entertainment                              | 205          | 180          |
| Office   | 22,299       | 23,770       |
| Professional fees                                    | 724          | 880          |
| Rental   | 27,425       | 30,466       |
| Salaries and wages                                   | 266,493      | 307,732      |
| Supplies   | 4,139        | 7,803        |
| Telephone  | 8,156        | 7,772        |
| Travel   | 13,025       | 10,998       |
| Utilities  | -            | 1,519        |
| Volunteer recognition                                | 478          | 2,306        |
|  | 383,490      | 443,052      |
| <b>EXCESS OF REVENUES OVER EXPENSES</b>              | 1,394,291    | 1,137,141    |
| <b>DISTRIBUTIONS</b>                                 |              |              |
| DISTRIBUTED TO EASTER SEALS SOCIETIES (Note 7)       | (1,354,075)  | (1,157,620)  |
| GENERAL DONATIONS (Note 7)                           | (12,000)     | (5,000)      |
|  | (1,366,075)  | (1,162,620)  |
| <b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b> | 28,216       | (25,479)     |

## ON BEHALF OF THE BOARD



Treasurer



Executive Director  
(Tiana Rodrigue, as of Jan. 2017)

See notes to financial statements

## NOTES TO FINANCIAL STATEMENTS CONT'D

### 3. FINANCIAL INSTRUMENTS

The organization is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the organization's risk exposure and concentration as of December 31, 2016.

#### (a) Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The organization is exposed to credit risk from customers. In order to reduce its credit risk, the organization has instituted an overdue account collection procedure that has increased receivable turnover. The organization also has a significant number of customers which minimizes concentration of credit risk.

#### (b) Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The organization is exposed to this risk mainly in respect of its receipt of funds from its customers and other related sources, deferred revenues and accounts payable. The organization generates adequate monthly cash flow to ensure they can repay current liabilities which minimizes the concentration of liquidity risk.

Unless otherwise noted, it is management's opinion that the organization is not exposed to significant other price risks arising from these financial instruments.

### 4. GOVERNMENT REMITTANCES PAYABLE OTHER THAN INCOME TAX

Government remittances (other than income taxes) include, for example, federal and provincial sales taxes, payroll taxes, health taxes, and workers' safety insurance premiums. The following government remittances were payable at year end:

|                     | 2016     | 2015  |
|---------------------|----------|-------|
| Payroll liabilities | \$ 6,454 | 8,409 |

### 5. DEFERRED CONTRIBUTIONS

Deferred contributions consists of deferred event tickets and sponsorship sales received in 2016 for use in 2017.

### 6. LEASE COMMITMENTS

The organization leases its premises under a long term lease that began on April 1, 2015 and will expire on March 31, 2020. Under the lease, the organization is required to pay a base rent of \$2,500 per month until March 31, 2019, after which the base rent will be \$2,575 a month until expiry. In addition to the stated base rent, the organization must pay for its proportionate share of utilities, property taxes, maintenance and other related costs for the leased premises. Future minimum lease payments as at year end are as follows:

|      |          |
|------|----------|
| 2017 | 30,000   |
| 2018 | 30,000   |
| 2019 | 30,675   |
| 2020 | 7,725    |
|      | \$98,400 |

### 7. EASTER SEALS DISTRIBUTIONS

The 2016 Friends of We Care distributions consisted cash donations of \$1,366,075 (\$1,162,620 - 2015).

|   | 2016      | 2015      |
|---|-----------|-----------|
| Amounts donated through Friends of We Care Foundation                 | 1,354,075 | 1,157,620 |
| Amounts donated directly to various provincial Easter Seals Societies | 12,000    | 5,000     |
|   | 1,366,075 | 1,162,620 |

## Friends of We Care Events

These exciting events held throughout the year help to create awareness and raise funds to send kids with disabilities to summer camp.



Winterfest with the LCBO - January 15, 2016



Calgary Bowling Challenge - January 29, 2016



Edmonton Bowling Challenge - February 11, 2016



Kelowna Bowling Challenge - February 16, 2016



Trivia Night at Dave & Buster's - April 14, 2016



We Care Gala Dinner & Awards - April 30, 2016



We Care Golf & Spa Classic with LCBO - May 31, 2016



Labatt Charity Golf Classic - July 11, 2016

Friends of We Care Events



We Care Camp Day - July 20, 2016



We Care Pro-Am at Devil's Pulpit - August 15, 2016



La Classique d'automne de les Amis de nous aidons - September 1, 2016



We Care 3-Pitch Softball - September 22, 2016



Moncton Bowling Challenge - November 3, 2016



Halifax Bowling Challenge - November 4, 2016



Vancouver Bowling Challenge - November 17, 2016



Toronto Bowling Challenge - November 26, 2016

# FRIENDS OF WE CARE INC



## Connect With Us



[www.friendsofwecare.org](http://www.friendsofwecare.org)  
[www.lesamisenousaidons.org](http://www.lesamisenousaidons.org)

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Email: [info@friendsofwecare.org](mailto:info@friendsofwecare.org)

