

Air Canada Foundation relaunches "Every Bit Counts" program



This year's funds from the "Every Bit Counts" program will be donated to the Breakfast Club of Canada

Starting this month, [Air Canada](#) has relaunched one of its core fundraising initiatives, the "Every Bit Counts" program, to help feed children across the country.

Having been paused since 2020, the Air Canada Foundation is proud to share that collection envelopes will once again be available onboard all international Air Canada and Air Canada Rouge flights over three hours long and passengers will also be able to donate online through QR code. This year, in honour of National Nutrition Month, the Breakfast Club of Canada (BCC) is the foundation's 2023 recipient of funds raised through "Every Bit Counts." An organization focused on creating an environment where children and youth can reach their full potential, the Club works with its partners to provide and support high-quality school nutrition programs across Canada.

In a press release from earlier this month, Tommy Kulczyk, President and Chief Executive Officer at Breakfast Club of Canada, said, "Air Canada has been an invaluable partner in supporting our mission to make a positive impact on the lives of children over the years, and today through the 'Every Bit Counts' program. At a time when inflation rates are at an all-time high, it is crucial to continue to serve nutritious breakfasts to children, and we are grateful for the Air Canada Foundation's contribution towards this important cause."

In Canada, one in three children is at risk of going to school hungry. Funds provided to Breakfast Club

of Canada help support school nutrition programs, including through food donations, equipment and the provision of support and training. Currently, the Club helps reach over 580,000 children in more than 3,500 school nutrition programs across Canada. Since the beginning of its partnership, the Air Canada Foundation has helped to provide breakfast to thousands of kids.

“As a long-standing partner, we’ve proudly supported Breakfast Club of Canada from the beginning”, says Valerie Durand, Spokesperson for the Air Canada Foundation. “By working together, we’ve been able to increase our impact across the country, establishing and sustaining seven school food programs in Alberta, Manitoba and the Northwest Territories that provide children with a nutritious breakfast to help them reach their full potential. In donating this year’s funds from the Every Bit Counts program to BCC, our passengers onboard Air Canada flights can take comfort in knowing that their loose change is helping to continue this valuable work that positively impacts families from across the country on a daily basis.”

For more than ten years, the Air Canada Foundation has partnered with charitable organizations that contribute to the health and well-being of children and youth.