



2020 ANNUAL PARTNERSHIP REPORT

COMING THROUGH FOR

KIDS



Celebrating the  
Remarkable Resilience  
of our Partners

2020

# A LETTER OF Gratitude from Mark

When I wrote to you last year, we were already living in a time of extraordinary change. Leaders in almost every field were working hard to keep pace with deep transformations. Certainly this was true in many areas of business and in our own field of pediatric health care.



Remarkably, 2020 ushered in even more upheaval. Immediately, we knew that the COVID-19 pandemic would create an even greater need for support at Canada's children's hospitals. But as uncertainty spread across society and the economy, there was a period when we didn't know whether our partners, dedicated as they are, would be in a position to help.

Dairy Queen Canada's response was astonishing. Amid the exceptional demands of a global pandemic, you not only remained committed but actually raised the scale of your ambitions, finding new ways to come through for sick and injured children. Canada's children's hospital foundations could not be more grateful for your steadfast partnership.

With your support children's hospitals were able to adapt and innovate in 2020, responding to the year's unique demands and laying even stronger foundations for the future. Many rapidly adopted virtual platforms to ensure that young patients would have access to the care they needed, including emergency assessments and mental health supports. Pediatric teams navigated operational complexities to keep critical care, cancer treatment, and other clinical activity moving forward. Hospital leaders collaborated energetically, reaching beyond the walls of their institutions to help protect the health of their communities and of all Canadians.

As hospitals made these extraordinary efforts, Dairy Queen Canada was by their side. While some popular fundraising

activities became impossible, you sought new ways to support children's hospital foundations in your communities – engaging your owners, employees, and fans, and using fresh approaches to get others involved.

Just as you have stood with Canada's Children's Hospital Foundations (CCHF) through the Children's Miracle Network program in this demanding year, we are committed to working closely with you to continue evolving our partnership. We are ready to help engage your teams in meaningful ways and keep pace with your customers' changing habits and expectations, including a growing shift to online retail.

We're also developing new tools to help you capture and communicate your impact on the health of children. Our team is creating a new measurement and reporting framework that will help you monitor and share the contributions you make to children's health in communities across the country. We look forward to sharing the results of these efforts with you.

Even as we lay the foundations for future impact, however, I hope you and your teams will take some time with this report to look back on 2020 with pride. Although it has been a year of enormous change – and Dairy Queen Canada rose to many new challenges with amazing success – in some sense you did what you've always done: you came through for kids when they needed you. Canada's 12 children's hospital foundations join me in thanking you for every part of your work with us this year. We have always been grateful for your support; this year, it meant more than ever.

In gratitude,

*Mark Hierlihy*

Mark Hierlihy • President and CEO, Canada's Children's Hospital Foundations





# Year IN REVIEW

After an initial period of crisis management when COVID-19 first began to spread in Canada, Dairy Queen Canada leaders quickly reengaged with CMN, eager to know how the pandemic was affecting pediatric patients, families, and hospital teams. Far from stepping back from their long-standing support for kids, Dairy Queen Canada showed an authentic and durable commitment to children's hospitals across the country.

In the months that followed, head office and franchisees found plenty of ways to extend their support for the treatment and care of kids across Canada. While Miracle Treat Day became unworkable in many places, franchisees initiated a range of new activities and promotions that could be rolled out safely. In 2020, Dairy Queen Canada and CMN Canada also experimented with new ways to raise the profile of our cause online – developing and testing new ideas through social media channels and gaining valuable insights that will inform future campaigns.

Sadly, public health restrictions this year meant that we were not able to host gatherings and events to celebrate the achievements of 2019's top fundraisers. Although Dairy Queen Canada and children's hospital foundations alike were disappointed not to toast top contributors in person, a strong spirit of gratitude and festivity infused our virtual Celebration of Miracles in July when we recognized and highlighted the accomplishments of the Dairy Queen Canada franchisees and the 2019 award winners.

In a year when Dairy Queen Canada had plenty of unforeseen challenges and complexities to manage as an organization, it would have been understandable to see a temporary but sharp drop-off in participation. Instead, a large majority of

franchisees and the corporate team went above and beyond to continue raising funds for children's hospitals. The fact that our partnership remained so active this year is a powerful statement of the depth of your commitment to sick and injured children.

We are deeply grateful for your unwavering support to children's health care, and we are proud to celebrate your contributions to local children's hospital foundations across the country.



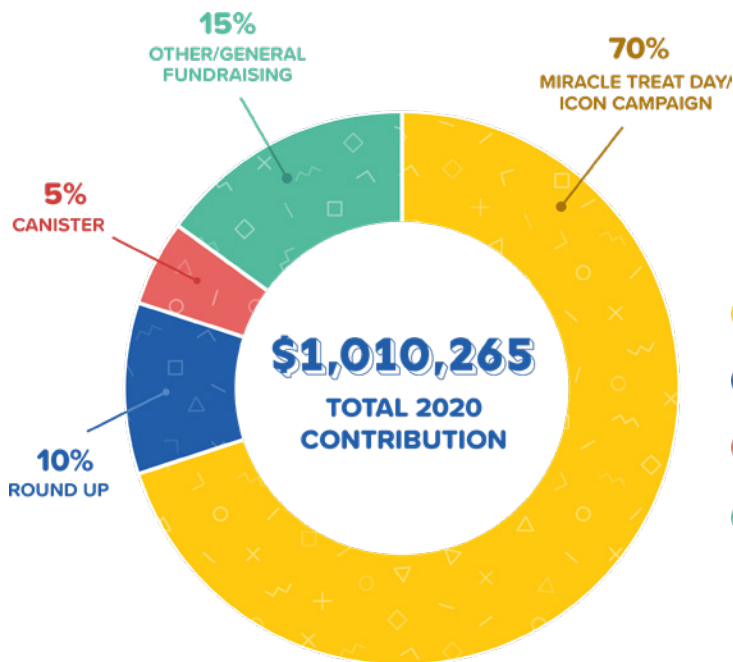
Above: DQ Sherwood Park operator Michael Liber with Troy Bader  
Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.

# Financial OVERVIEW

Dairy Queen Canada has a long history of supporting children's hospitals across Canada. Since first donating to Canada's children's hospital foundations in 1984, you have given over \$44 million.

**\$1+ million**  
RAISED IN 2020

Thank You  
**DQ Canada!**



## Result Summary

CAMPAIGN TYPE	AMOUNT
Miracle Treat Day/Icon Campaign	\$ 702,557
Round Up	\$ 98,051
Canister	\$ 54,622
Other/General Fundraising	\$ 155,035
<b>GRAND TOTAL</b>	<b>\$ 1,010,265</b>

## Total Contributions (2012 to 2020)

	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total Giving (include underwriting and in-kind)	\$ 2,282,035	\$ 2,646,651	\$ 3,080,073	\$ 3,430,859	\$ 3,142,176	\$ 3,302,611	\$ 3,599,276	\$ 3,170,564	\$ 1,010,265
Percent Change	N/A	16%	16%	11%	-8%	5%	9%	-12%	-68%

# Recognition AND Engagement

Children's Miracle Network member hospital foundations sought opportunities to celebrate and promote Dairy Queen Canada's efforts to support the health of children and youth.



ESTIMATED REACH OF  
Television and  
Radio Broadcast

**1,491,600**



ESTIMATED REACH OF  
Local and National  
Public Advertisements

**350,000**



TOTAL CIRCULATION OF  
Print Recognition  
(including Annual Reports)

**43,324**

In addition to spreading the word through traditional channels, our team and partners posted and shared news about Dairy Queen's efforts on social media.



TOTAL NUMBER OF  
Posts\*

**43**

*\*includes posts on CMN Canada social media only*



TOTAL NUMBER OF  
Engagements\*

**9,563**

*(including likes, comments, shares, and interactions)*

*\*includes engagements from CMN Canada and 12 member foundations' social media*



TOTAL NUMBER OF  
Impressions/Reach\*

**229,982**

*\*includes impressions/reach from CMN Canada and 12 member foundations' social media*

# Commitment COAST TO COAST

Through Dairy Queen Canada's partnership with CMN Canada, we are enabling impact across the country, store by store.

Every dollar franchisees raise locally stays local, inspiring neighbours and supporting patients and families nearby. This local impact – often benefiting franchisees' and employees' own kids or other loved ones – is part of what keeps DQ teams active, year after year.







COMMITMENT COAST TO COAST

## Coming through for kids

In a year that presented special difficulties for the food and beverage industry, Dairy Queen Canada teams continued to rally behind their local children's hospitals in ways both familiar and new.



When the efficacy of Miracle Treat Day was affected by pandemic-related disruptions, many franchises in the region of the **Alberta Children's Hospital Foundation** continued to rally behind the children's hospital by opting into an adapted program: Miracle Treat Week. DQ Canada teams also supported the success of the Foundation's summer auction by donating DQ gift cards.

*Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.*





Above: Cardinal  
Fylyshatan  
DQ's brainchild  
for Stollery  
fundraising!



## COMING THROUGH FOR KIDS

Over 50 locations across central and Northern Alberta stepped up to fundraise for the **Stollery Children's Hospital Foundation** through the Make a Miracle fall fundraiser. Several operators found additional ways to fundraise throughout the year with Litres for Kids and DQ Bucks. At a time when local businesses were working harder just to make ends meet, it was heartwarming to see so many operators manage to go even farther to help kids and families.





Above: Staff from Darren's store in White Oaks Mall, London, on celebrating Miracle Treat Day. This photo was taken prior to COVID-19.



## COMING THROUGH FOR KIDS

Darren Kints, a DQ operator with stores in London and Exeter, Ontario was heavily affected by public health restrictions in 2020; his mall-based locations had to close completely for much of the year. Despite these headwinds, Darren's commitment to pitching in for the **Children's Hospital at London Health Sciences Centre** never wavered. He says supporting Children's Hospital is an easy choice for his entire team: "Our staff know what Children's Hospital means to the Southwestern Ontario communities." Darren's motivations are also strongly local: "This is an amazing hospital so close to my hometown, the dollars stay local, and, when you see the strength and smiles of the Children, there is no greater organization to be partners with, helping our children."



Above: Van Bernard

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## COMING THROUGH FOR KIDS

Dairy Queen Canada franchisees in the **IWK Foundation** region also put the health of kids first by adapting their fundraising campaigns to draw support even amid pandemic-related restrictions. One patient whose journey has helped inspire DQ efforts this year is Van Bernard. Because Van is immunocompromised, maintaining access to care at the IWK amid the year's changes has been vital – and DQ has been part of the network of support that has helped to make his uninterrupted care possible. This is not Van's first experience of the difference donors can make. Over the years, he has been able to avoid several surgeries by relying on specialized equipment made available in part by Dairy Queen Canada teams and fans across the Maritimes





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## COMING THROUGH FOR KIDS

Dairy Queen franchisees in the region of the **Jim Pattison Children's Hospital Foundation** continued to raise money for sick and injured children in 2020. Although the pandemic disrupted many aspects of normal operations, with drive-through sales and other efforts, Dairy Queen stores in Saskatchewan still managed to rally fans and deliver vital support for kids.





## COMMITMENT COAST TO COAST

# Resilience, adaptation, and collaboration

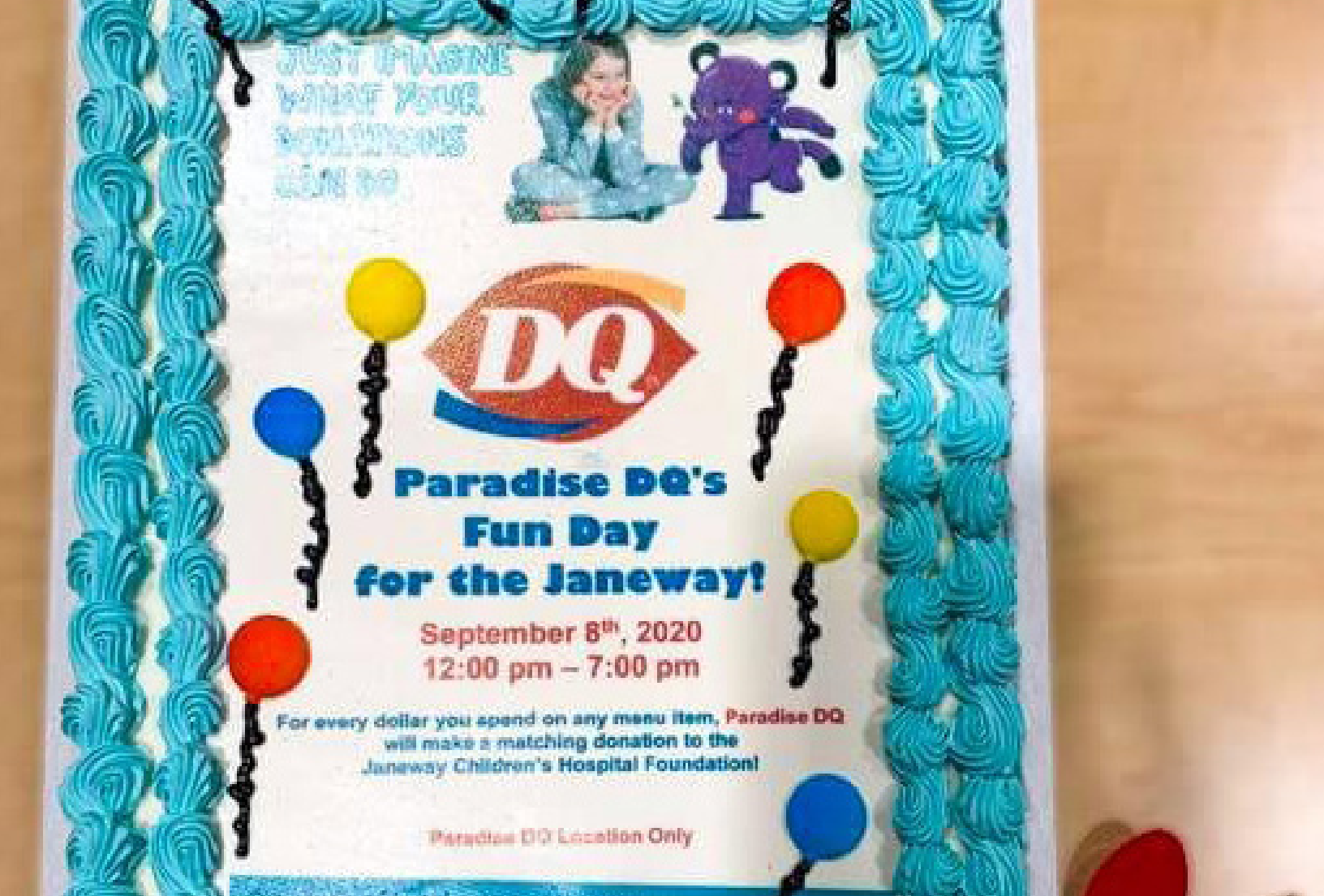
Through thick and thin, Dairy Queen Canada franchises rose to the year's challenges with creativity and generosity – making sure kids always came out on top.



Dairy Queen franchises in the region of **McMaster Children's Hospital** came alive with efforts to support continued outstanding care for patients and families. When typical Miracle Treat Day activities became impossible due to the pandemic, Jayne Scala's DQ in Waterdown energetically promoted a drive-thru fundraiser, raising more than \$6,000. Meanwhile the DQ in Brantford turned a sad situation into an opportunity: when a coin collection canister was stolen, the team garnered media attention and franchisee Ken Breau invited fans to support kids through "DQ Brant's Miracle Make Up"; the event drew close to \$6,500, which Breau matched – for a total of almost \$13,000.

Below: DQ  
Waterdown





Above: Dairy Queen Chill & Grill (1366 Topsail Road), held Fun Day for the Janeway September 8th, 2020



## RESILIENCE, ADAPTATION, AND COLLABORATION

DQ operator Joshua Guy of location 1366 in Paradise, Newfoundland adapted to the cancellation of Miracle Treat Day with a replacement event held in September. “Fun Day for the Janeway” saw Joshua and his team donate the proceeds of all sales on all menu items to the **Janeway Children’s Hospital Foundation**, directing more than \$5,000 to the cause. After promoting the event with posters and a promotional ice cream cake, the team served as many customers as possible on the big day. After a successful event, Joshua and team closed early to celebrate. “Recognizing the impact that Miracle Treat Day has on children’s health care in Newfoundland and Labrador, the staff at Paradise DQ want to ensure that support continues, despite the pandemic,” he notes.





Above: OES  
champion child

Note: Some  
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pandemic  
gave rise to  
masking and  
social distancing  
protocols.



## RESILIENCE, ADAPTATION, AND COLLABORATION

Collaboration helps to drive fundraising success – and Caroline Chartrand of DQ stores 12036 and 8654 is a valued partner to both CMN and to her fellow franchisees. As we all seek new ways to engage fans in-store and online, Caroline not only ensures that her own two stores make a strong showing for **Opération Enfant Soleil (OES)**, but she is always willing to share strategies and ideas with fellow franchisees and to work with CMN to test new approaches. In her own stores, Caroline uses many strategies – and even costumes – to make Miracle Treat Day a success, and her stores raise additional funds for OES by selling promotional items throughout the year.





COMMITMENT COAST TO COAST

## A milestone year for Miracle Makers

Exemplifying Dairy Queen Canada's powerful commitment to children's hospitals across Canada, some award-winning franchisees reached new heights this year.

**SickKids®**

Two dedicated supporters of children's health in Canada received well-deserved recognition this year. Sherry and Joe Schaap earned Dairy Queen Canada's 2020 Miracle Maker Award for their extraordinary efforts for **SickKids** in 2020. The pair's energetic fundraising work at their two Ontario stores in Wasaga Beach and Stayner raised more than \$37,800 in 2020. Coming through for kids is nothing new for the Schapps: over many years of enthusiastic effort, the family has raised \$250,000 for SickKids. Results like this only come from deep personal commitment. At the celebration of life for her mother, Sherry offered guests the opportunity to make a contribution to SickKids in honour of her mom. Sick and injured children couldn't have stronger allies than the Schapps.

*Below: Sherry Schaap and team won't let COVID-19 hold them back!*





Above: Peter White, EVP of DQ, Nolan Quinn, owner of Dairy Queen Cornwall, and Candida Ness, Senior Director of Marketing (Photo credit: Nick Seebruch/ Seaway News)

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## A MILESTONE YEAR FOR MIRACLE MAKERS

When **CHEO** successfully nominated Nolan Quinn, a franchisee from Cornwall, Ontario, for the 2019 Miracle Maker Award, everyone was excited for him to be recognized at the 2020 Children's Hospitals Week in Orlando. Not only had Nolan been the top fundraiser in the CHEO region in 2019, he has been a tireless ambassador for children's hospitals and Children's Miracle Network for many years – hosting regular Round-Up and BOGO promotions, and going big on Miracle Treat Day. After the pandemic led to the Orlando event's cancellation, Nolan and other franchisees were celebrated at a virtual ceremony in July. By that time, true to form, Nolan was already hard at work volunteering on the CMN committee, helping others adapt to COVID-19 by transforming the Miracle Treat Day campaign from a focused one-day event to a series of various promotions in October. Nolan's drive to support CHEO is grounded in the simple awareness of how many people the hospital touches: "Even though Cornwall is one hour away from CHEO, our community relies on the services in Ottawa, and I always say you don't have to look too far to find someone who loves CHEO and has utilized the hospital."





## COMMITMENT COAST TO COAST

# The year of the drive-thru

With indoor gatherings restricted, car-based activities – from drive-in movies to concerts at parking structures – proliferated this year. Dairy Queen Canada operators took advantage of their own drive-thru facilities to support fundraising efforts and spread some fun.



The Dairy Queen in Osoyoos took the initiative to launch a holiday fundraising event on December 22, 2020. The store collected donations for **BC Children's Hospital Foundation**, offering a free treat with every contribution. A crew member dressed up as the Grinch to collect donations at the drive-thru, entertaining drivers and their families while lending support to children and youth receiving care in the province's only children's hospital.

*Below: Ladner Dairy Queen owner Chris Falle donated \$1 of each Blizzard sold to B.C. Children's Hospital.*







Above: Jim Douglas with 2020 Champion Brady & Family, alongside Troy Bader (2019)

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## THE YEAR OF THE DRIVE-THRU

Jim and Holly Douglas, owners of DQ in Selkirk, Manitoba have built an active hub for Miracle Treat Day activity, typically raising \$12,000 to \$15,000 by promoting the event and actively engaging staff, community members, and local businesses. With Miracle Treat Day disrupted by the pandemic in 2020, these franchisees remained committed to raising money for **The Children's Hospital Foundation of Manitoba**. Jim figured their help was more important than ever: "Through this whole pandemic I'm sure fundraising has gone down," he says. "It's very important to us to maintain our support because some of our staff members have kids who have been through the hospital." To achieve their goal, Jim and Holly hosted a "Drive-Thru For Kids" event, encouraging customers to buy treats and donate while remaining safely distanced.

# A STRONG Partnership

Making Miracles Happen  
for 36 years

**1984** Dairy Queen Canada becomes a Children's Miracle Network partner.

**2001** Stollery Children's Hospital opens in October.  
The Janeway Children's Health and Rehabilitation Centre moves into a new, state-of-the-art facility.

**2002** BC Children's Hospital opens the Ambulatory Care Building, housing 30 outpatient clinics.  
Luke's Landing, a helideck, opens atop IWK Health.

**2003** **First Miracle Treat Day!**  
McMaster Children's Hospital team develops the first scale to measure quality of life in children with epilepsy, incorporating both the child's and parents' perspectives. This scale will be translated into six languages and be used around the world.

**2006** Opening of Alberta Children's Hospital in Calgary.

**2008** Dairy Queen Canada reaches \$10 million in funds raised.

**2011** New Children's Hospital opens at London Health Sciences Centre in London, Ontario.

McMaster Children's Hospital opens south-central Ontario's first and only dedicated Pediatric Emergency Department and Trauma Centre.

**2012** Dairy Queen Canada reaches \$20 million in funds raised.

**2014** Dairy Queen Canada celebrates 30 years as a Children's Miracle Network partner.  
Construction starts on the new Children's Hospital of Saskatchewan.

**2015** Dairy Queen Canada celebrates its 75th Anniversary.

The new Glen Site Montreal Children's Hospital opens.

**2016** Dairy Queen Canada partners with the Toronto Blue Jays.

To show support and create awareness for Miracle Treat Day, the Jays invite Miracle Treat Day Patient Ambassador, Bella Arcand from Saskatchewan, to throw the first pitch.

**2017** Dairy Queen Canada launches the new Round Up for the Kids campaign, asking customers to turn their spare change into miracles.

**2019** Dairy Queen Canada celebrates its 35th anniversary as a Children's Miracle Network partner.

SickKids broke ground on the Patient Support Centre: a new 22-storey education, training and administrative hub, expected to open in late 2022.

The Jim Pattison Children's Hospital officially opened to patients on September 29, 2019.

**2020** When Miracle Treat Day was affected by the pandemic, Dairy Queen Canada franchisees quickly adapted their activities, using a wide range of strategies to remain among CMN Canada's top fundraising partners.

Canada's children's hospitals responded quickly and effectively to the COVID-19 pandemic, driving initiatives from pandemic-focused research at SickKids to a widespread expansion of virtual care across the country.



## Thank you, Dairy Queen Canada.

Children's hospitals across Canada are deeply grateful for your support and commitment – this year and every year.

For more information and inspiring stories, visit us at [www.childrenshospitals.ca](http://www.childrenshospitals.ca)