

CASE STUDY

PROVING NEWSPAPERS WORK: CONNECTING LOCALLY

The Challenge

One in three Canadian families cannot afford to enroll their children in sport and recreation activities because of financial barriers. Canadian Tire created a wonderful program called Jumpstart. It removes this barrier by helping families cover registration, equipment and/or transportation costs so kids can participate in an activity of their choice. While Jumpstart is supported by Canadian Tire (it funds administrative expenses as well program delivery costs), its success is also driven by consumer donations.

The Objective

Canadian Tire welcomes support for the Jumpstart initiative through donation boxes in its stores. One day a year, Canadian Tire brings this charitable issue to the forefront. The question is how to let consumers know and encourage their participation.

The Creative

Canadian Tire has stores across the country as well as 310 local Jumpstart chapters. Funds donated locally get used locally. It decided to build a one day event to create local excitement. On May 28th, dubbed "Jumpstart day", Canadian Tire would offer that for every dollar donated to Jumpstart in its stores, Canadian Tire would match this with a \$2 donation.

The Plan

One of the key goals was to reach out to as many communities as possible across Canada. Newspapers are an effective way to connect with all the communities, big and small, across Canada. And in some markets, it is the only way to successfully reach these communities. More than 309 newspapers were used to communicate with Canadians about Jumpstart day.

The Results

Jumpstart day was a huge success! It raised an impressive \$3 million dollars and helped 30,000 kids across Canada participate in organized sport and recreation.

SATURDAY, MAY 28TH

Donate \$1 and Canadian Tire makes it \$3

1 in 3 Canadian families can't afford to enrol their kids in sport and recreation

You can help. Visit your local Canadian Tire store on Jumpstart Day and we will donate \$2* to Canadian Tire Jumpstart™ for every \$1 donation you make using any acceptable form of payment. 100% of your donation stays in your community. Thanks to the generosity of this community, 94 kids were helped in 2010 and 378 kids have been helped since inception in 2005.

For more information on the Jumpstart program, visit canadiantire.ca/jumpstart

One Day, One Dollar, ONE TEAM

* \$2 (up to a maximum of \$2 million) will be donated on your behalf for every \$1 donated at a Canadian Tire store. This donation is handled by Canadian Tire Corporation, Limited, Canadian Tire Associate Dealers, and select Canadian Tire vendor partners. © Trademark of Canadian Tire Corporation, Limited

Canadian Tire is proud of the Jumpstart initiative. We are thrilled that we can continue to help support Canadian youth in such a positive way. Newspapers truly were key in allowing us to reach Canadians in diverse locations. The results prove that newspapers help advertisers drive important initiatives into the homes and hearts of Canadians.

- Canadian Tire