



AIR CANADA

[Stories](#)

Air Canada Foundation relaunches Every Bit Counts program onboard Air Canada flights to support kids across the country



Mar 01, 2023

For more than ten years, the Air Canada Foundation has partnered with reputable charitable organizations across the country that contribute to the health and well-being of children and youth. One of its core fundraising initiatives, the Every Bit Counts program offers passengers onboard Air Canada flights and in Maple Leaf Lounges the chance to donate loose change of any currency or amount through in-flight available envelopes. Each year, donations from the program support initiatives and partnerships that contribute to the mission of the Air Canada Foundation and help kids spread their wings.

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. This year, passengers will also be able to donate online through QR code. Further to this announcement, in honour of National Nutrition Month, the Foundation announces Breakfast Club of Canada (BCC) as its 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.

“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,” says Tommy Kulczyk, President and Chief Executive Officer at Breakfast Club of Canada. “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.”

Collection envelopes for the Every Bit Counts program are available onboard Air Canada flights as of March 1, with all funds raised in 2023 being donated to Breakfast Club of Canada.

More information about the Every Bit Counts program and the mission of the Air Canada Foundation can be found at www.aircanada.ca/foundation.



A STAR ALLIANCE MEMBER

