

Canadian Tire Jump start Program

National Program

Canadian Tire Jumpstart is a national charitable program that helps financially disadvantaged kids participate in organized sport and recreation. We help cover registration, equipment and/or transportation costs.

We have an extensive, national network of more than 310 local chapters. Chapter members are volunteers who are committed to helping get kids active and healthy. They work in partnership with other local non-profit organizations to discreetly identify kids with the greatest need in their community. Canadian Tire Jumpstart then covers registration, equipment and/or transportation costs to help them participate in a sport or recreational activity of their choice.

We also lend support to unique initiatives aimed at increasing access to sport and recreation programs.

Since our launch in 2005, Canadian Tire Jumpstart has given 417,835 kids across Canada the chance to play.

How to Apply

Applications for assistance can be submitted from January 15 to June 1 for spring/summer programs, and from July 1 to November 1 for fall/winter programs.

- Call 1-877-616-6600. Based on your postal code, a Call Centre representative will provide a contact on the closest Canadian Tire Jumpstart Chapter.
- When calling your local Canadian Tire Jumpstart Chapter representative, be prepared to provide your contact information and the details of the sport or recreational activity your child would like to participate in. You may also be asked to provide financial information in order to prove eligibility for funding.
- Applicants will be notified by the local Canadian Tire Jumpstart Chapter representative if they are approved or if further information is required.
- All information received is kept confidential.

The total funding that each qualified child can receive in any one submission period (e.g., spring/summer for baseball, fall/winter for hockey) will vary based on Chapter budgets and demand. Grants are provided directly to the non-profit or charitable organization coordinating the sport or recreational activity on behalf of the qualifying child. Since each child's financial needs are unique, Canadian Tire Jumpstart's contribution can be made for equipment, registration or transportation costs.

All approvals are the sole discretion of the local Canadian Tire Jumpstart chapter

Frequently Asked Questions

Is Canadian Tire Jumpstart a charitable organization?

- Yes. Canadian Tire Jumpstart is a registered charity (#1379 29 451 RR 0002).

How is Canadian Tire Jumpstart funded?

- As a registered charity, Canadian Tire Jumpstart receives donations and sponsorships from a wide variety of sources.
- Anyone can make a donation to the program. Last year, we received donations from: young children who donated their birthday party money; customers who donated in memory of a loved one; Canadian Tire employees and business partners who participated in fundraising events; and government partners who provided grants in support of youth and active living initiatives.
- Funds are also raised through a variety of local events and national in store fundraisers at Canadian Tire, Canadian Tire gas bars, Mark's and PartSource.
- In addition, Canadian Tire Corporation lends its support by helping fund the program's administrative costs.

What percentage of customer donations go to Canadian Tire Jumpstart?

- **100% of customer donations go directly to help kids in financial need participate in organized sport and recreation.**
- Canadian Tire Corporation and its vendors fund all the general and administrative expenses of the Canadian Tire Jumpstart program. In addition, Canadian Tire Corporation and Sport Canada help fund Canadian Tire Jumpstart program delivery expenses.
- **Make a donation today.**

How is the Canadian Tire Jumpstart program delivered?

- Canadian Tire Jumpstart has a network of more than 310 local chapters across Canada.
- Chapter members are volunteers committed to helping kids get active including Canadian Tire dealers and petroleum agents, Big Brothers Big Sisters of Canada, Parks and Recreation, and the YMCA-YWCA. Together, these community leaders discreetly identify financially disadvantaged children that might benefit from the program.
- The total funding that each qualified child can receive in any one submission period (e.g., spring/summer for baseball, fall/winter for hockey) will vary based on Chapter budgets and demand. Grants are provided directly to the non-profit or charitable organization coordinating the sport or recreational activity on behalf of the qualifying child. Since each child's financial needs are unique, Canadian Tire Jumpstart's grant goes towards equipment, registration and/or transportation costs.

Who does Canadian Tire Jumpstart help?

- Canadian Tire Jumpstart helps financially disadvantaged kids ranging in age from 4 to 18.
- Potential Canadian Tire Jumpstart program recipients are selected through local chapters.

What kind of organized sport and recreation activities are included?

- Children select their own activities reflecting their individual interests and physical needs. We have supported involvement in more than 60 sports and recreation activities such as: hockey, swimming, soccer, basketball, dance, yoga, climbing and martial arts.