Strategic Plan
2026–2029

Breakfast CLUB of Canada
A better start for every child.

Across Canada, too many children still start their school day without the nutritious breakfast they need. Our leadership team, board of directors and employees built this strategic plan together to answer one simple question: what kind of organization do we need to be to close this gap? Our renewed mission, vision and values, along with our four strategic priorities, set the path forward.

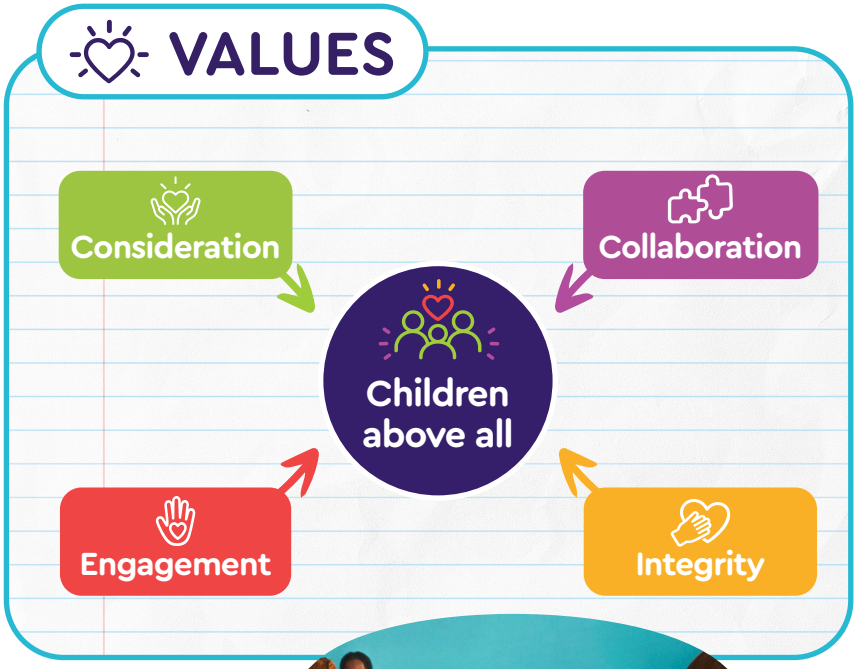
MISSION

We help children reach their full potential by bringing together partners and communities across Canada to provide a nutritious breakfast every school day.

VISION

A country where all children can access nutritious food at school.

VALUES





OUR 4 PRIORITIES

Building long-term financial resilience.

Strengthening our national leadership by designing pan-Canadian strategies and regional models that deliver meaningful impact.

Improving operational efficiency to build capacity and to meet growing needs in a sustainable way.

Becoming intentional, aligning the organization around clear priorities, with disciplined execution.