

ABOUT THE SIMPLE PLAN FOUNDATION

It was in December 2005, at Simple Plan's first headlining concert at the Bell Centre that the band announced the creation of the Simple Plan Foundation.

Why a foundation?

The foundation is there to help young people in need and has three specific goals:

- 1- finding ways to help teenagers deal with the often difficult passage to adulthood.
- 2- helping and supporting young people who are the victims of life threatening illnesses.
- 3- Encouraging and promoting the practice of music as a privileged tool to help young kids find a passion in life, keeping them away from street gangs and criminality, and preventing them from dropping out of school. The Foundation also supports musicotherapy programs to help sick young people.

Since they themselves are young, the band members are particularly aware of the problems faced by teenagers. They are even more familiar with these problems as they are in constant touch with their fan base.

"We started the Simple Plan Foundation as a way to try to give something back to our community and make a difference. After reading hundreds of letters and e-mails from our fans and talking to them at our shows, we know very well how tough life can be for kids growing up. It breaks our hearts to see so many young people fighting to survive while feeling depressed and lost. We want our Foundation to help them find their way and show them that there's always a light at the end of the tunnel, that things can get better."

Being in this band, we also got to meet lots of kids and families dealing with illness. There's nothing more unfair and absurd than seeing a young life ruined by cancer or any other sickness. This subject is extremely close to our hearts because we've had people in our own families that were hit by cancer and got to witness first-hand how devastating this can be and what toll it can have on our loved ones. The foundation will be there to try and help out families who are going through such tragic events.

We've had the great opportunity of touring the world and meeting all sorts of kids from places far and wide. We've also had to see the harsh realities of children living in war torn areas around the world: children who are living in poverty, who are forced into armies, and are suffering from the after effects of war. We believe every child deserves a happy childhood. We hope our foundation will be a global foundation that will give back to the world community of children and help them deal with their own personal daily struggles. If we can bring a few smiles to these children, we know that would make a world of difference.", declared the group members.

The objectives

The Simple Plan Foundation plans to help young people in need by contributing in the following fields:

- Help various groups and organisations working with young people facing difficult teenage problems: drugs, depression, suicide, poverty, and children affected by war
- Support various social and medical organizations dedicated to helping ill and handicapped children and youths
- Promote musical training in schools as a way of helping young people develop a passion and find a purpose in life

A structured undertaking

For the members of Simple Plan, the launching of their foundation answered the need for a better structured social implication, the final outcome in a series of undertakings throughout the years:

- They participated in the effort to help the South East Asia tsunami victims by performing at the MTV Asia Aid event in Bangkok, Thailand in 2005
- They partnered with *MADD (Mothers Against Drinking and Driving)* and *RAAD (The Entertainment Industry's Voice for Road Safety)*, as well as *Educ-Alcohol*, in an important campaign against drinking and driving based on their music video "Untitled"
- They performed at *Live 8*, a planetary event dedicated to heighten public awareness of the problems associated with world poverty;
- They continuously responded to numerous requests from *Make-a-Wish Foundation* and *Reves d'enfants (Children's Wish Foundation)*, two organizations dedicated to bringing hope and joy to terminally ill children and teens;
- With Sennheiser, the band brought the concert experience to hearing impaired children across Canada as well as some countries in Europe. With the help of a cochlear implant, children were able to hear sound and music from a Simple Plan concert for the first time in their lives.

While touring around the world, Simple Plan continued to participate in various projects in an informal manner. They visited teens and children in hospitals or in special schools. They financially helped charitable organizations such as "*Le Garde-Manger pour tous*", which is dedicated to promoting healthy feeding habits for the underprivileged. They contributed an autographed guitar to an auction held by the *Jean-Béliveau Foundation* and to another one held by the *Kovalev and Friends for Kids Foundation*. They supported the deaf children of the *École oraliste*, in Quebec, by contributing to the *Fondation Sourdine* benefit event. Band members also took part in many other charitable events like the CIBC Charles Bruneau cyclist Tour, the Simon Gagne pro/am hockey game, the Bruny Surin golf tournament and benefit dinner...etc.

Following their foundation's involvement with *Leucan*, they took part in the launch festivities of *Leucan's* 30th anniversary, by offering a big open-air show at Ski Bromont on March 14th 2009, as part of the "*Défi Ski 12 heures Leucan*". The show gathered more than 7 000 fans and contributed to raise money to profit *Leucan*, which mission is to offer support and accompaniment toward children with cancer and their families.

More recently, the group joined in the Canadian effort of sending relief to Haiti by being part of two big telethons: "Ensemble pour Haïti" in Quebec, as well as "Canada for Haiti". The Simple Plan Foundation took the opportunity to do its part and donated \$10 000 to CECI (Centre for International studies and Cooperation). Pierre also contributed vocals to the charitable single "Wavin' Flag" by hip-hop artist K'naan, joining forces with Drake, Justin Bieber, Avril Lavigne and Nelly Furtado among many others, with all proceeds going to rebuilding Haiti.

How does the Simple Plan Foundation work?

It goes without saying that the Simple Plan Foundation is primarily constituted by the band members: Pierre Bouvier (vocals), Chuck Comeau (drums) David Desrosiers (bass) Sébastien Lefebvre and Jeff Stinco (guitars) However, since their professional engagements require them to travel frequently, they have set up a managing committee to look after the day to day activities of the Foundation and report to them regularly. Being kept well informed allows them to be involved and make all the important decisions. The members of the Board of directors and the collaborators are all volunteers so the cost of running the Foundation is absolutely minimal and all donations are entirely devoted to the charities supported by the foundation.

Like any foundation, the Simple Plan Foundation solicits donations from individuals, corporations and organizations who share the same values. Spontaneous donations, particularly via the Web site, are also welcome. It's now easier than ever since the foundation has registered with "Canada Helps", an organisation that collects online donations for Canadian charities.

However, solicitation is not the only way to collect funds. Simple Plan has also negotiated agreements with the various venues where they perform, whereby a percentage of the profits resulting from the sale of merchandise are automatically directed to the foundation at each performance. Simple Plan also negotiated an agreement with the Bell Center, where 0.50\$ of each ticket sold for their September 13th, 2008 Montreal show, as well as a portion of tickets sales of the band's following Australian and Mexican tours, went directly to the foundation. The band hopes to conclude similar agreements in the future, with as many promoters as possible, to ensure consistent revenues for the charities that the foundation supports.

Constantly developing progressive new ways to raise funds for their foundation, the members of Simple Plan have also recently concluded an agreement with Apple, Lava/Atlantic and Warner/Chappell Music making "Save You" a charitable single to raise money to fight cancer. This was crucial to the band since the song was written about Pierre's brother battle with this terrible disease. Global proceeds from each download of the single "Save You" will be donated to the foundation to fight cancer. The accompanying music video featured well-known cancer survivors like Sharon Osbourne, Rene Angelil, Bif Naked, Belinda Stronach, Saku Koivu and many others. In another great partnership with Leucan, the band invited cancer survivors who had been helped by the Quebec organization to be part of the video and tell the world their amazing story.

Benefit events are also an important way for the Foundation to finance its donations and ever since the launch in 2005, Simple Plan has performed many times to raise funds for charity and benefit concerts have been a central part of every event organized by the Foundation. The band members also strongly encourage young people and Simple Plan fans worldwide to get involved and organize their own charitable events. They hope that the work they do with their own Foundation will help inspire people to help out in their communities.

A first successful fundraising

The Simple Plan Foundation made its first donations during a press conference that took place in Montreal on June 19th, 2008, in the presence of Mr L. Jacques Ménard, president of BMO Financial Group, Quebec, and chairman of BMO Nesbitt Burns, and in front of representatives of the selected charities. A total of \$100 000 was distributed among several charitable organizations the group hold in high esteem and which share the foundation's objectives. Beneficiaries included *War Child Canada, Kids Help Phone, Leucan, Fondation Portage, Fondation Les Auberges du Coeur, The Lighthouse, Children and Families, Montreal Children Hospital and many more.*

Also announced during the press conference was the launch of the Simple Plan Foundation's new 2008-2009 fundraising campaign, with the support of Mr L.-Jacques Ménard, who accepted to serve as the campaign's honorary president. A first fundraising event took place on Sunday, August 17th, 2008 at Mel's Cité du Cinéma. Festivities began with a brunch, hosted by TV personality Virginia Coossa, and a double auction, both live and silent. The day ended with Simple Plan performing an acoustic concert in front of their fans.

The event brought together over 600 people, among them many high-profile personalities, and raised more than \$125 000. The members of the group and the volunteers sincerely thank everyone who took part in this activity, especially their sponsors, who have provided services, merchandise and various prizes, and their generous donators, who have contributed a total of \$50 000. They are particularly grateful to their main partners, the CIBC Bank and the Bank of Montreal, for their precious and unflagging support.

On December 20th of the same year, the members of Simple Plan took part in a friendly hockey game with the Quebec *Remparts* and *NHL* old timers, including Patrick Roy, and played an acoustic set after the match in front of more than 10 000 spectators. The event raised over \$125 000 for four charities, among them the Simple Plan Foundation.

The Metropolis 2009 benefit show

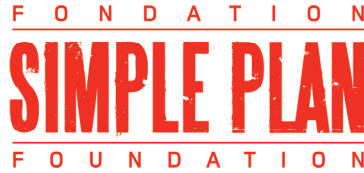
The Simple Plan Foundation held its main benefit event of its second campaign on Thursday, September 24th, 2009 at Metropolis (59 Sainte-Catherine Street East) in Montreal. Hosted by Genevieve Borne and Benoit Gagnon, the evening started out with a "Wine and Desserts" cocktail and a double auction, both live and silent. It offered guests the opportunity to meet the band in more intimate surroundings than a large arena. Afterwards, Simple Plan performed a full live concert. The show was a huge success bringing in a total of over 150 000\$ to the Foundation. Finally, during a press conference held earlier the same day, the Simple Plan Foundation took the opportunity to announce the names of the charitable organizations who received contributions for 2009-2010. In total, \$170 000 was given to various charitable organisations, \$70 000 more than the year before!

The 2010-2011 fundraising campaign

This year, the Simple Plan Foundation will launch its third fundraising campaign with a "Taste of Montreal" lunch, Sunday, November 14, 2010, at noon, at Club sportif MAA (2070 Peel Street, Montreal). The event will give guests the chance to sample delicious food from the best restaurants in Montreal and the unique privilege to get an exclusive preview of Simple Plan's 4th album, months before its release. Simple Plan will also perform an acoustic concert that will feature some brand new songs as well as old favorites. Tickets cost \$100 per person. The event will be preceded by a press conference announcing the foundation's donations for 2010 to some twenty charities.

The members of Simple Plan and the volunteers of the foundation hope they can count once again on the support of all their partners, donators and sponsors, so they can continue to help young people in need. They invite all their fans and supporters to buy tickets, to sponsor the event or to make a donation. It's for a good cause! Above all, they warmly thank everyone who collaborates to their mission in any way, for the trust they have always showed them and for their support. They are particularly grateful to Mr L.-Jacques Ménard, president, Quebec, BMO Financial Group, who accepted to renew its commitment as honorary president of their third fundraising campaign 2010-2011, and to Mr André Prud'Homme, first vice president, CIBC Wood Gundy, who continues to take on the task of chairman of the Board of directors of the Simple Plan Foundation.

For more information, please check our Web site: www.simpleplanfoundation.com



I WISH TO MAKE A FINANCIAL CONTRIBUTION TO THE SIMPLE PLAN FOUNDATION

Benefit event 2010 *Preview of Simple Plan's 4th album / Taste of Montreal*

To buy tickets (\$100 per person) for the benefit event *Preview of Simple Plan's 4th album / Taste of Montreal* at Club sportif MAA, Sunday, November 14 2010, to sponsor the event or make a donation using your credit card, please contact us:

- Phone: 514 846-7101 or fax: 514 846-2698

- Online payment: please click on the link you will find in the foundation's Web site at www.simpleplanfoundation.com

- E-mail: info@simpleplanfoundation.com

- Cheque: if you prefer to send a cheque, you can download the registration form available on the foundation's Web site and send it to the following address: Simple Plan Foundation, c/o Annie Guérin, 1250, René-Lévesque blvd West, Suite 3100, Montreal, QC, H3B 4W8

Donations

To make a donation to the Simple Plan Foundation, you can use anytime and anywhere, the online donation site CanadaHelps.org, available on the foundation's Web site

You can also send a cheque at the order of the Simple Plan Foundation, at the following postal address:

Simple Plan Foundation, c/o Annie Guérin, 1250, René-Lévesque blvd West, Suite 3100, Montreal, QC, H3B 4W8

N.B.: Please send us your name and address, if you wish to receive a tax receipt.