

Donor Profile

The Bill Moir Award

A graduate of St. James-Assiniboia School Division devoted his career to helping build what is now the largest restaurant chain in Canada.

With 4,999 locations world-wide, Tim Hortons has indisputably become a popular household name and a leading Canadian brand. According to former St. James resident Bill Moir, achieving this iconic status involved many elements such as great store owners, effective distribution systems and a strong, consumer-based marketing approach. For 24 years, from 1990 to 2014, Moir worked as the Chief Brand and Marketing Officer for Tim Hortons. He was responsible for the overall brand planning and all of the company's marketing programs.

"It's just about understanding what the consumers' needs and wants are and trying to put that into place," said Moir. "Making it more than just a transaction but a relationship with the consumer in many ways."

Moir discovered his passion for marketing upon graduating high school while completing a business degree at the University of Manitoba. His education provided him with a strong foundation to experience success throughout his career as he was a key player in the rapid growth of Tim Hortons in the Canadian market and also received many prestigious recognitions along the way, such as being named Marketer of the Year by Marketing Magazine. Today, he is determined to help others pursue their personal goals and achieve their own version of success through the introduction of an annual scholarship at his former high school, St. James Collegiate.

Moir grew up on Collegiate Street and attended three schools in St. James-Assiniboia School Division. He transitioned from École Assiniboine to Deer Lodge Junior High to lastly St. James Collegiate, class of '66.

"I had a great experience at St. James Collegiate and I thought there might be something that might work there," said Moir, referring to the new scholarship. "I'm fortunate to be able to do it and if I'm able to help out in some small way, I'm glad to be able to do that."

After putting himself through university for the most part, with the help of his parents, and having three children of his own, Moir is happy to offer a scholarship to hard working and deserving students. In his eyes, a deserving candidate is measured on academics but also their involvement in other aspects of society, which is reflected in the criteria of the scholarship.

Through a generous donation of \$10,000 to the St. James Scholarship Foundation, the annual Bill Moir Award is now established in perpetuity at St. James Collegiate.



The award will be presented to a student for the first time in June of 2018 in the amount of \$500. The recipient will be a student with a minimum academic average of 80% who is involved in the Hockey Academy, high school hockey or hockey community (other inter-collegiate sports may be considered). The candidate will also be someone who demonstrates good citizenship within the school and has post-secondary aspirations.

"Like many Canadians, I love hockey and I just thought I would be nice to tie that aspect in," said Moir.

Moir played hockey all his life through community club programs, the St. James Canadians, three years in university and also for one year abroad in Europe. He still plays today and is a big fan of the sport.

While Moir has not resided in Winnipeg since 1981, the city remains dear in his heart. Now living in Toronto, Moir is still actively involved in a number of endeavours. He is a partner in a video creation company called Upstream Content Creation and also sits on a number of advisory boards, such as the Trillium Health Partners Hospital Foundation. He thinks success is a bit of process sometimes but says it comes down to minding what you want to do and what you love to do. He left future award recipients with one final thought as they move forward with their education:

"It's about finding what you want to do and then being really focused on how you can be the best you can and that's a personal choice. I think people need to define success in their terms and not necessarily how society defines it."

The Bill Moir Award will be presented at the St. James Collegiate graduation ceremony on June 27, 2018 and at future ceremonies for many years to come.

Written by Information Officer, Jen Cameron