

# our community promise

healthy living

sports and recreation

arts and culture

environment and sustainability

education

# our community promise...at a glance

We strive to help make a positive difference so the communities we serve have brighter futures. As friends and neighbours we never forget that we live here too.

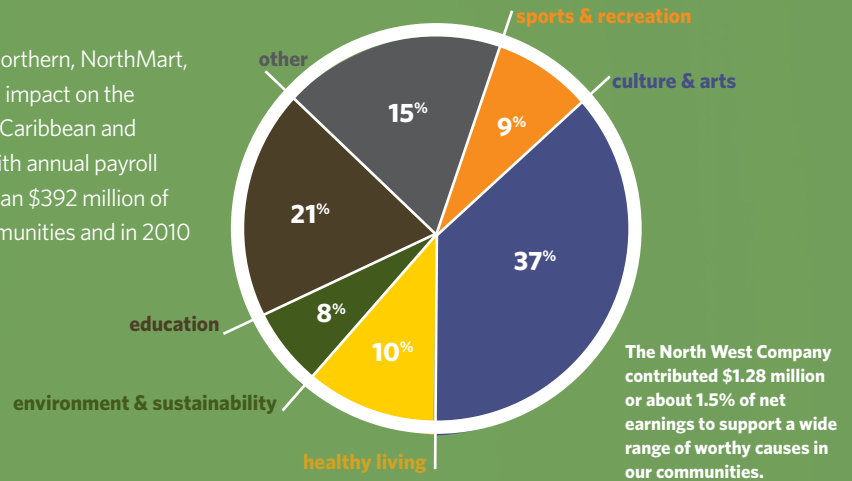
## A Positive Economic Force

The North West Company, operating under the banners of Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less, has a positive impact on the communities we call home in Northern Canada, Alaska, The Caribbean and South Pacific. In total, we employ more than 4,500 people with annual payroll costs of \$102 million. The North West Company has more than \$392 million of capital invested in the retail operations that serve these communities and in 2010 we spent \$60 million to purchase local goods and services.

## we care for our communities

### Community Support

(% of corporate donations in 2010)



### sports & recreation

7000+

Last year, we helped more than 7,000 community members to participate in sporting events.

### culture & arts

\$450,000+

Every year, we give more than \$450,000 to communities for cultural events and performing arts.

### healthy living

\$2 Million+

Since 2000, we have raised more than \$2 million for the Canadian Diabetes Association and the American Diabetes Association.

### environment & sustainability

60+%

Since we started our *Greener Tomorrow* program in the Northwest Territories, Nunavut and Nunavik, plastic bags have been reduced by more than 60 percent.

### education

\$180,000+

Every year, we give more than \$180,000 in scholarships and education assistance help to our staff and community members.

Dear Reader,

I am pleased to introduce our 2011 Report to the communities of the Nishnawbe Aski Nation and the other communities in northern Ontario that we are privileged to serve every day

At Northern, community support is a principle of doing business in a positive, sustainable way. We strive to be a trusted store that can be counted on to deliver on our promises, whether that means having the quality products on our shelves that people need or being ready and able to contribute to local causes.

We understand that each community in northern Ontario has different needs and that our approach to support must be equally flexible and adaptable, just like the types of service and merchandise that we bring to you, our customer. You will see this wide range of support reflected throughout this report — from education to sports and recreation to environmental preservation to culture and the arts.

While we will always be responsive to the priorities of each community we serve, we have made a greater effort to increase our support for Healthy Living initiatives. This started over 15 years ago with the beginning of our nutrition programs and has continued on with our “Team North West” marathon running and walking teams. Since 1992, these teams of over 178 participants have raised over \$2 million for diabetes research and for sponsoring nutrition and local physical activities. Building on this, we look forward to investing more time and financial resources into these and other programs, such as our pharmacy and physician services, that help people sustain active, healthy lives.

Our stores began business trading with Aboriginal Peoples in northern Ontario over 250 years ago. Since then we have seen and been part of incredible changes and developments in this region. Today, as one of the oldest continuing enterprises in the world our sustainability continues to depend on listening, respect, being able to adapt, putting the customer first and striving to be a helpful, supportive citizen in true partnership with each community we serve.

A handwritten signature in black ink, reading "Edward S. Kennedy". The signature is fluid and cursive, with a large, sweeping "y" at the end.

**Edward S. Kennedy**  
President & CEO



# we make a difference in our communities

## **\$10 million+**

Northern has a positive economic impact on the communities we call home in in the Nishnawbe Aski Nation region. In total, we employ 495 people with annual payroll costs of more than \$10 million. Northern has more than \$36 million of capital invested in the retail operations that serve these communities and in 2010 we spent over \$6 million to purchase local goods and services.

In Kasabonika, Northern Store personnel were proud to support the local Ashweigh River Warriors hockey team by donating new hockey jerseys to the players. Malachi Anderson of the team wrote, "We are thankful (to Northern) for providing us new team uniforms; we are humbled that you helped us reach our goal of obtaining new jerseys for our team. Without your help and commitment we wouldn't have got new jerseys... we knew right from the start that we could come to you and count on you. No other businesses would have shown this kind of support, so thank you Northern."

## Sports & Recreation



Northern has a long-standing reputation for promoting the culture, heritage and artistic expression of the northern communities we serve. Last year, Northern stores donated food for community feasts. Feasts are a time when members of a community come together to celebrate, share food and conversation. Feasts traditionally revolve around harvest or when there is seasonal excess of food, and still occur to sustain the customs and culture of the past. Our stores are honoured to contribute to this cultural event.

## Culture & Arts



Nutrition and health are at the forefront of causes important to Northern. Our aim is to create a positive environment that promotes healthier lifestyles for employees and community members alike. At the Northern store in Peawanuck, we work with the local Healthy Babies & Healthy Families coordinator to help provide healthy foods for their monthly recipe program. By providing donated and discounted products, the program is able to help reach more community members.

## Healthy Living



The Northern store in Sachigo Lake donated four recycle bins to the KIHS school, when they were approached by local students to help set up a recycling program. To date, these recycle bins have back hauled six pallet loads of recyclables including one old aluminum canoe. The program is on its way to being self-sustainable from funds received at recycle centers.

## Environment & Sustainability



To help the children maintain their brain fuel throughout the school day, the Northern store in Peawanuck helps to provide healthy snacks for the children. By working with the principle to determine what snack items were required, the store placed special orders and was able to accommodate the schools needs and wants. Children now can keep their brain power at full speed and learn about healthy eating.

## Education



# we never forget that we live here too

At Northern, we believe the core of any great company is its employees. From the managers and cashiers who run the daily operations at our stores to the support staff at Head Office — our employees strive to provide quality service to the communities they serve.

## **Our Core Principles**

Customer Driven, Passion, Enterprise, Accountability, Trust and Personal Balance are reflected in each and every one of the 495 employees who work for Northern.

Each year, Northern recognizes our employee contribution through a number of programs and initiatives including our Long Service and President's Awards.

## **Employee Engagement**

Northern offers engaging work with competitive compensation, attractive benefits and flexible schedules. Employees thrive in a performance culture where they can be a champion in life while learning, growing and building their career in a rewarding and active team environment. The work environment is one that promotes healthy living and provides our employees with opportunities to participate in a wide range of fun and engaging activities such as the Team North West events and Staff Club.

## **Community Commitment**

Our goal is to recruit, train and give back to communities we serve. We aim to hire members of the community to work at our stores and encourage those employees to re-invest back into the community by participating in a variety of volunteer opportunities and charitable events.

**Charlotte Hardisty**  
Moose Factory, Ontario, Canada



# trusted community store of choice

We strive to help make a positive difference  
so communities we serve have bright futures.  
As friends and neighbours we never forget  
that we live here too.

45 Employees  
\$2,628,861 Capital Invested  
\$501,485 Purchase of local goods  
& services



Fort Severn



4 Employees  
\$697,513 Capital Invested  
\$95,254 Purchase of local goods  
& services

Peawanuck

75 Employees  
\$3,009,150 Capital Invested  
\$834,615 Purchase of local goods  
& services



Bearskin Lake

Sachigo Lake

Kasabonika

Wunnumin Lake

Webequie

Attawapiskat

Sandy Lake

Weagamow Lake

Kashechewan

Deer Lake

Albany

Poplar Hill

Lansdowne House

Moosonee

Pikangikum

Cat Lake

Pickle Lake

Moose Factory

Keewatin

Sioux Lookout

Nakina



8 Employees  
\$674,592 Capital Invested  
\$217,534 Purchase of local goods  
& services



5 Employees  
\$501,250 Capital Invested  
\$126,812 Purchase of local  
goods & services



49 Employees  
\$2,747,690 Capital Invested  
\$603,198 Purchase of local goods  
& services

**23 Locations, 495 Employees**

We connect with our friends and neighbours  
as we strive to make a positive difference in  
our communities.

Visit us online today for more information.

**[www.northwest.ca](http://www.northwest.ca)** or email **[communitysupport@northwest.ca](mailto:communitysupport@northwest.ca)**

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