

# 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.

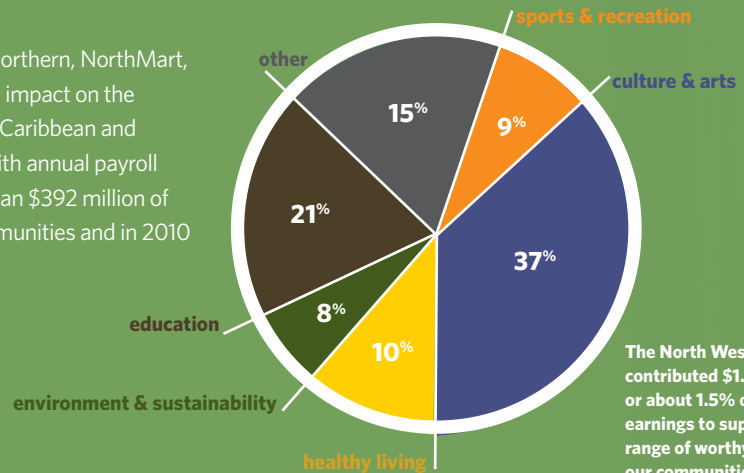
## A Positive Economic Force

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)



The North West Company contributed \$1.28 million or about 1.5% of net earnings to support a wide range of worthy causes in our communities.

### sports & recreation



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

### culture & arts



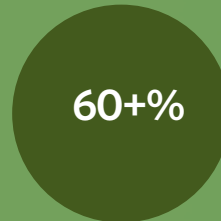
Every year, we give more than \$450,000 to communities for cultural events and performing arts.

### healthy living



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

### environment & sustainability



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



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 we serve in northern Manitoba. I invite you to take a few minutes to read through these pages and learn more about how our Northern and NorthMart stores help the First Nation communities and other northern towns and neighbourhoods that we serve every day.

At Northern and NorthMart 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 Manitoba 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 Manitoba over 250 years ago. 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 written in a cursive style with a large, sweeping "K".

**Edward S. Kennedy**  
President & CEO





# we make a difference in our communities

## **\$54 million+**

Northern and NorthMart have a positive economic impact on the communities we call home in northern Manitoba. In total, we employ 591 people with annual payroll costs of more than \$13 million. Northern and NorthMart have more than \$54 million of capital invested in the retail operations that serve these communities and in 2010 we spent over \$4 million to purchase local goods and services.

Northern and NorthMart are avid supporters of community sport and recreation programs that help build the skills and confidence of young people while encouraging healthy living for all. By sponsoring participation in national sports programs and providing community youth sports teams with uniforms, travel and financial support, Northern and NorthMart are making such activities more accessible to athletes and their communities.

## Sports & Recreation



Northern and NorthMart proudly support local annual festivals featuring cultural activities including the annual Aurora Winter Fest in Churchill, Manitoba and the Cross Lake Winter Festival. These festivals help to showcase local community talent, fuel healthy competition and are also an imperative tool to educate youth about their ancestral ways.

## Culture & Arts



The Health Track Wellness Tour was developed by Northern and NorthMart in response to community requests for a program that could target 225 elementary school-aged children. Using a big white bear as the leader of the adventure, students are guided through six nutrition and physical activity stations. The aim of this innovative program is to educate students about nutrition and the importance of physical activity in a fun and interactive way.

## Healthy Living



Take Pride & Northern and NorthMart helped to raise civic pride in school-aged students through school and community involvement. The program, introduced to Oxford House School by Take Pride Winnipeg! and the local Northern store, educated children about litter, graffiti and the well-being of the environment. To help with the continued up-keep of the community, our local stores, such as Cross Lake, donates garbage bags and supplies for the annual community clean.

## Environment & Sustainability



In Churchill, Manitoba, Northern and NorthMart sponsors the Junior Achievement Economics for Success program for 30 of our community youth. The program provides practical information regarding personal finance and the importance of identifying educational and career goals based on a student's skills, interests and values. It also demonstrates the economic benefits of staying in school.

## Education



# we never forget that we live here too

At Northern and NorthMart, 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 591 employees who work for Northern and NorthMart.

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

## **Employee Engagement**

Northern and NorthMart 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.

## **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.

**Mark Baptista**  
Pinawa, Manitoba





# 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.

## 28 Locations, 591 Employees

49 Employees  
\$8,391,324 Capital Invested  
\$231,719 Purchase of local goods  
& services



8 Employees  
\$586,103 Capital Invested  
\$91,502 Purchase of local goods  
& services



44 Employees  
\$1,687,703 Capital Invested  
\$771,350 Purchase of local goods  
& services

45 Employees  
\$2,497,277 Capital Invested  
\$580,342 Purchase of local goods  
& services



8 Employees  
\$354,249 Capital Invested  
\$52,742 Purchase of local goods  
& services

9 Employees  
\$721,256 Capital Invested  
\$54,572 Purchase of local goods  
& services



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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