

# 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.

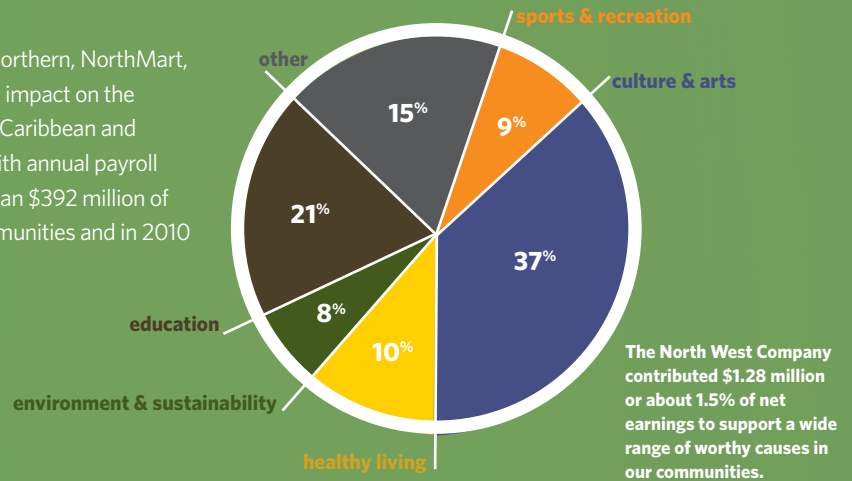
## A Positive Economic Force

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 we serve in northern Saskatchewan. 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 Saskatchewan 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 Saskatchewan 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 Saskatchewan 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.

  
**Edward S. Kennedy**  
President & CEO



# we make a difference in our communities

## **\$5 million+**

Northern and NorthMart have a positive economic impact on the communities we call home in northern Saskatchewan. In total, we employ 246 people with annual payroll costs of more than \$5 million. Northern and NorthMart have more than \$15 million of capital invested in the retail operations that serve these communities and in 2010 we spent over \$1.4 million to purchase local goods and services.

Inspired by her Team North West Marathon experience, community member Bibianna King decided to start her own marathon in La Loche, Saskatchewan. The Long Sun Run invites community members to participate in a walk, run or half marathon in support of diabetes awareness. The Northern Store in La Loche is proud to be a major sponsor by providing the participation medals, food, water, Gatorade and volunteers to help run this amazing event.

## Sports & Recreation



The Northern store management and employees in Black Lake work with the Band and the community school to supply all the product needs for the school's up-coming Culture Camp. The Culture Camp is centred on youth and involves over 1,000 community members. The camp brings together the whole community to celebrate their past and their future.

## Culture & Arts



Last year, Black Lake Northern store staff worked with Father Porte Memorial Dene School to help bring back the breakfast program, providing approximately 300 children with a healthy start to the day. Instilling healthy eating habits in our young community members will aid in the prevention of health-related diseases.

## Healthy Living



As a responsible corporate citizen, Northern and NorthMart share society's concerns for the health of the environment. We are taking the initiative to operate our business in the most sustainable manner possible and are doing our part to protect and sustain our environment for future generations. By providing reusable bags in all our northern Saskatchewan stores and Giant Tiger stores, we are reducing the use of plastic bags in our communities and helping to create a Greener Tomorrow.

## Environment & Sustainability



Partnering with the National Aboriginal Achievement Foundation, The North West Company created the Ian Sutherland Scholarship. Ian Sutherland is the former Chairman of the Board of Directors for The North West Company. The North West Company committed \$50,000 to the fund which was matched by Mr. Sutherland. This scholarship is awarded to Aboriginal students pursuing further education in retail or finance.

## 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 246 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.



**Mandy Caisse**  
Beauval, Saskatchewan

# trusted community store of choice

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so communities we serve have bright futures.  
As friends and neighbours we never forget  
that we live here too.



40 Employees  
\$1,903,820 Capital Invested  
\$143,972 Purchase of local goods  
& services

Fond-du-Lac

Black Lake

Stony Rapids



7 Employees  
\$499,135 Capital Invested  
\$64,344 Purchase of local goods  
& services



29 Employees  
\$2,158,374 Capital Invested  
\$147,221 Purchase of local goods  
& services

Buffalo Narrows

Portage La Loche

Patuanak

Île-à-la-Crosse

Beauval

La Ronge

Southend

Stanley Mission

Pelican Narrows



6 Employees  
\$1,090,621 Capital Invested  
\$68,877 Purchase of local goods  
& services



6 Employees  
\$752,043 Capital Invested  
\$36,520 Purchase of local goods  
& services

Cumberland House



48 Employees  
\$1,367,549 Capital Invested  
\$281,287 Purchase of local goods  
& services

13 Locations, 246 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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