

# 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.

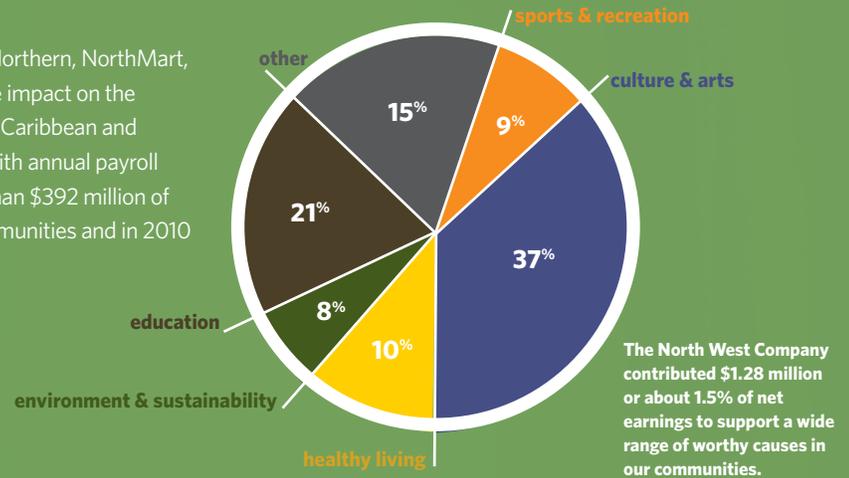
## A Positive Economic Force

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



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 of Nunavik and the other communities in northern Quebec that our Northern stores 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, being a strong employer and contributor to the local economy or being ready and able to give to local causes.

We understand that each community in Nunavik and northern Quebec 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 trading with the Aboriginal and Inuit people of northern Quebec and Nunavik over 100 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 flourish at the end.

**Edward S. Kennedy**  
President & CEO



# we make a difference in our communities

## **\$5 million+**

Northern has a positive economic impact on the communities we call home in Nunavik. In total, we employ 233 people with annual payroll costs of over \$5 million. Northern has more than \$24 million of capital invested in the retail operations that serve these communities and in 2010 we spent over \$2 million to purchase local goods and services.

## Sports & Recreation

The Northern store in Akulivik and The North West Company were happy to help out Moose Kerr School when their children were in need of sports uniforms for Sports Fest this past March. The students wanted to have school uniforms for the week-long celebration to help instill confidence and pride. Northern and The North West Company were able to help them purchase 100 jerseys, so each child could show off their school spirit.

## Culture & Arts

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.

## Healthy Living

Drop the Pop is a program that Northern and the Nunavut, Nunavik and N.W.T. communities are involved in annually. The Drop the Pop campaign runs across Nunavut, Nunavik and N.W.T. as a school-based initiative designed to increase students' awareness of the effect of sugary beverages on their health, and to encourage them and their families to make healthier drink, food, and lifestyle choices. In support of this campaign, Northern made a donation of milk to students in school as well as help make healthier drinks more affordable in our stores.

## Environment & Sustainability

As a responsible corporate citizen, Northern shares society's concerns for the health of the environment. In support of the Department of Environment and Natural Resources efforts to reduce the use of single use paper and plastic retail bags; Northern stores, have distributed over 26,000 reusable shopping bags helping to create a Green Tomorrow while reducing plastic bag consumption by 57%.

## Education

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.

# 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 233 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.

## **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.



**Jennifer Mina**  
Inukjuak, Nunavik

# 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.



8 Employees  
\$2,991,826 Capital Invested  
\$104,135 Purchase of local goods & services

Salluit

Kangiqsujuaq

Akulivik

Puvirnituaq

Kangirsuk

Inukjuak

Kangiqsualujjuaq

Kuujuuaq



7 Employees  
\$1,017,429 Capital Invested  
\$127,498 Purchase of local goods & services



8 Employees  
\$674,081 Capital Invested  
\$59,150 Purchase of local goods & services

Umiujaq

Kuujuuarapik

Schefferville



22 Employees  
\$2,323,518 Capital Invested  
\$403,780 Purchase of local goods & services

Radisson



30 Employees  
\$2,416,699 Capital Invested  
\$177,149 Purchase of local goods & services



28 Employees  
\$1,162,683 Capital Invested  
\$171,741 Purchase of local goods & services

Obedjiwan

Romaine

14 Locations, 233 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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