

Community Support

The management and employees within Empire support hundreds of community projects aimed at promoting the well-being of our communities and enhancing the lives of Canadians.



 **SOBEY SCHOOL
OF BUSINESS**
at SAINT MARY'S UNIVERSITY



GIVING BACK

Many of Empire's diverse community initiatives are related to our businesses by promoting the well-being of communities, families and children across Canada. One key focus is education. Several scholarship programs for young people have been established and substantial commitments made to the capital campaigns at several Atlantic Canadian universities, including Saint Mary's University in Halifax, Nova Scotia (main photo).

OUR CORPORATE COMMITMENT



t Empire and within our operating companies, we have always believed in supporting the communities that make our success possible.

We encourage our employees to volunteer, be active and share their passion for service beyond their workplace. In fiscal 2007, the management and employees within Empire, Sobeys, ECL Properties and Empire Theatres supported hundreds of charities across Canada at the corporate, regional, community and personal levels. Many are related to our businesses – such as dozens of health and food related programs including local food banks, Cook for the Cure and Smart Options. But our reach is broad, extending to such events and initiatives as the Special Olympics, Children's Wish Foundation, Kids Help Phone and the Atlantic Film Festival.

Community-based events that took place in fiscal 2007 included:

- **Food Banks** – Sobeys' stores nationwide are regular contributors to food banks. Regional campaigns in Atlantic Canada, Ontario and the West have raised hundreds of thousands of dollars for local food banks. Employees of both Real Estate and Empire Theatres also participated in food drives throughout the year to support the children and families in their neighbourhoods.
- **Easter Seals Paper Egg Campaign** – Once again, Sobeys and IGA stores across the West and Ontario sold paper eggs to raise money for children with disabilities. This year, almost \$200,000 was collected.
- **Cook for the Cure** – IGA and Foodland stores in Ontario raised over \$210,000 for the Canadian Cancer Society through the *Cook for the Cure* community barbecue and fundraising event. Stores and vendors raised a total of over \$500,000 through food sales, community events and corporate donations.

To “proudly serve our communities” is a corporate goal embraced by management and employees across Empire.

- **Boys and Girls Clubs of Canada** – Through Sobeys Ontario's Annual Retailer Golf Tournament, more than \$60,000 was collected to support this worthy charity, which helps children and youth develop the skills and values they need.
- **Kids Help Phone Walk** – Sobeys and Empire Theatres employees were actively involved in fundraising and organizing the walk to help support the Kids Help Phone. A fundraising initiative in our Sobeys Atlantic stores in January 2007 raised an additional \$35,000.
- **Pictou County Dragon Boat Race Festival** – Since its inception in 2001, Sobeys has been the presenting sponsor of this event, which raises funds to support the Women Alike Abreast Cancer Survivors Support Association, Special Olympics of Northern Nova Scotia, the Pictou County Prostate Cancer Support Association and Nova Scotia Amateur Sport Fund. This one-day event drew 45 teams this year, including several teams from Sobeys, Real Estate and Empire Theatres who collectively raised over \$112,000.
- **Heartfelt Rewards** – For the 21st straight year, IGA-affiliated retailers in Québec took part in the *\$2 For A Heartfelt Reward* campaign, supporting the Montreal Heart Institute Foundation. A total of \$450,000 was collected in less than three weeks.
- **Environmental Initiatives** – Empire and Sobeys both share in the mission to help keep our community green and clean. Recognizing the importance of encouraging daily habits that help reduce waste, Sobeys introduced the reusable Green Bag for Life in stores across the country. In the spirit of helping our community reduce waste every day throughout the year, Sobeys stores in Pictou County, Nova Scotia supported the *Go Clean, Get Green* Campaign in which participants volunteered to clean up the areas surrounding their workplaces, schools and homes.
- **Cancer Research** – Sobeys and IGA stores in the West were regional sponsors of the Canadian Breast Cancer Foundation's *CIBC Run for the Cure*. Sobeys stores in Saskatchewan collected well over \$50,000 for breast cancer research during a fundraising drive in October 2006.

- ▶ **Christmas Events** – Real Estate employees recognize that every little bit makes a difference and throughout the year weekly events such as 50/50 draws cumulate to help sponsor local families for Christmas. As well, the Main Street IGA in Winnipeg held the *One Big Day for Christmas* event that had two radio stations broadcast live for 12 hours, asking listeners and customers to drop off food, toys and money in support of the Winnipeg Christmas Cheer Board. The event brought in nearly \$110,000 and more than 2,000 toys.
- ▶ Both Empire and Sobeys continued their long-standing commitment to Saint Mary's University in Halifax (home of the Sobey School of Business) through contributions to the University's *Hearts & Minds* Capital Campaign. In 2005, the two companies pledged \$2 million to the University over a five-year period.



CANADIAN BUSINESS HALL OF FAME
 Donald and David Sobey were inducted into the Junior Achievement Canadian Business Hall of Fame in May 2007, following in the footsteps of their father, the late Frank H. Sobey. This honour recognizes not only their business acumen, but also their enduring belief in supporting communities through personal and corporate philanthropy. Empire believes in this approach and, as our business continues to grow, we will always remember to give back to the people and communities who have helped us achieve our success.

EMPLOYEES – SOBEYS VALUE CHAMPIONS

Every year, Sobeys honours employees across the country for their commitment to Sobeys' core values. In fiscal 2007, hundreds of outstanding individuals were nominated as Sobeys Value Champions. Below are four Value Champion nominees who are shining examples of "living" our four core values.

STEPHEN MACDONALD
 "Always Place The Customer First"
 Sobeys Atlantic/National Departments –
 Customer Service Clerk, Store 652, New Glasgow, Nova Scotia

Stephen was recently named Employee of the Year by the Pictou County Chamber of Commerce, and has been recognized by both co-workers and customers for his pride in his work and his kind, friendly manner. His dedication to customer service embodies the Sobeys' spirit; in fact, Stephen's store manager calls him a "true ambassador of the Company."

ANDRE DUPRE
 "Stay Real"
 Sobeys West – Edmonton Retail Support Centre

When a co-worker suffered a spinal injury and was immobilized for three months, Andre selflessly and tirelessly helped with the recovery effort. He cooked meals, ran errands and brought his co-worker to medical appointments – all while refusing any compensation. Andre's co-worker recovered from the injury in March 2007, and says the experience showed "there are good and decent people in the world, one of them being Mr. Andre Dupre."

ANNIE BENOIT
 "Proudly Serve Our Communities"
 Sobeys Québec – Québec Retail Support Centre

Annie believes deeply in aiding sick children, as evidenced by her 14-year-long involvement with Centraide (the United Way). During that time, she has received the "Coup de coeur" award. All along, Annie has acknowledged the support of her colleagues in helping to make her community a better place, and says being a Value Champion is truly a team victory. Annie's photo appears on page 27.

CARLO CORDI
 "Get It Done With Passion and Integrity"
 Sobeys Ontario – Viscount Office

Carlo is always willing to assist the team however he can. Whether it's accepting and completing last-second work requests with efficiency and flair, or offering helpful advice to others in the Viscount office, Carlo is known for always being ready to do what it takes to get the job done, even at a moment's notice.

THE SOBEY LEGACY

Empire's dedication to community service is closely tied to the legacy of the Sobeys family, which is strongly represented in the leadership and governance of our companies.

With the support of the Sobeys Foundation, contributions from our operating companies as well as the investments by individual family members, we are proud to play a role in enhancing the lives of Canadians.

EDUCATION

Education is a key focus of the Sobeys family efforts, with several scholarships dedicated to providing a brighter future for young people and their communities:

- ▶ **Frank H. Sobeys Fund for Excellence in Business Studies** – provides six \$10,000 scholarships to business students at universities in Atlantic Canada.
- ▶ **D&R Sobeys Atlantic Leadership Scholarship** – provides six \$14,000 scholarships to students from Atlantic Canada entering the Commerce program at Queen's University.

In addition, over the past two years the Sobeys Foundation has made commitments to capital campaigns at several Atlantic Canadian universities, including Cape Breton University, Saint Mary's University, the University of New Brunswick, Mount Allison University, Acadia University and the Coady International Institute at Saint Francis Xavier University.

ARTS & CULTURE

Five talented artists from across Canada were short-listed for this year's Sobeys Art Award presented by Scotiabank. The winner was Annie Pootoogook (below) of Cape Dorset, Nunavut, who received \$50,000 as well as valuable exposure for her work. The Sobeys Art Award, created in 2002 by the Sobeys Art Foundation, is designed to recognize and support deserving contemporary Canadian artists under the age of 40. This year, the previously biennial award became an annual prize with the support of Scotiabank, the award's presenting sponsor, ensuring an even greater commitment to contemporary artists throughout Canada. For more information about the Sobeys Art Award visit www.sobeyartaward.ca.

HEALTHCARE

In fiscal 2007, the Frank and Irene Sobeys Memorial Trust, together with the Aberdeen Hospital Foundation, contributed nearly \$1 million towards the purchase of a new MRI unit at Aberdeen Hospital in New Glasgow, Nova Scotia (centre photo below). This purchase significantly raises the level of care available to residents of the area. Members of management at Empire and Sobeys volunteer their time to community-based groups such as the Aberdeen Hospital Foundation, as well as the Dalhousie Medical Research Foundation and Summer Street Industries Foundation.



A BREADTH OF COMMITMENT

Our corporate commitment extends from the celebration of employees in our stores who exemplify our corporate values – our Value Champions – to improving the quality of education and healthcare in our communities and supporting talented young artists across Canada.