

Embracing our responsibilities

Proudly serving our communities is more than a statement of what we do at Empire; it reflects one of our most important values. In fiscal 2010, the management, employees, franchisees and affiliates within Empire's operations supported hundreds of charitable causes across Canada at a corporate, regional and personal level.

Our reach is broad, extending to hundreds of Canadian communities from coast to coast. Many of these initiatives are directly related to our businesses, including dozens of health and food-related programs, such as food banks. Here are just a few of the ways we've made a difference over the past year in the communities we serve.

Feeding the hungry

Our passion for food extends beyond our stores and into the communities in which we operate. Every year we help feed the hungry by raising hundreds of thousands of dollars and donating millions of pounds of food. For example, in 2009, Sobeys stores in Western Canada raised more than \$175,000 for regional food banks through *Hampers of Hope*, an in-store program that encourages our customers to help the less fortunate families in our communities. A similar *Food for Families* program at Thrifty Foods raised more than \$200,000 for 17 food banks in British Columbia.

Protecting the environment

Sobeys Ontario and Earth Day Canada announced the first grant recipients of the Earth Day Canada Community Environment Fund in November 2009. Twenty-two organizations, ranging from grass roots community groups to local schools, received \$378,000 in funding to support important environmental initiatives.





Sobey Art Award 2009 Gala

Empire Board members Donald Sobey (centre) and Rob Sobey (fourth from left), with (from left to right) Laura Regan (Gala co-host); Atlantic finalist Graeme Patterson; Prairies & the North finalist Marcel Dzama; David Lee (2008 winner); David Altmejd (2009 winner); Ontario finalist Shary Boyle; West Coast & Yukon finalist Luanne Martineau; and Seamus O'Regan (Gala co-host).

Seeking cures

Sobeys and its employees are dedicated to improving the quality of life in hundreds of communities. During the past year, we contributed our time and resources in support of the Canadian Cancer Society, the Canadian Breast Cancer Foundation and the Juvenile Diabetes Research Foundation to name a few. We also helped fund important research at some of Canada's leading hospitals. For example, in Québec, IGA stores teamed up with their suppliers to raise \$350,000 during their *Straight to Heart* Campaign in support of the Montreal Heart Institute Foundation.

Promoting healthier lifestyles

We are also doing our best to help children, youth and athletes reach their full potential through the promotion of healthier lifestyles. This includes Sobeys' partnership in Atlantic Canada with *Breakfast for Learning* – an important school-based nutrition program that helps more than 50,000 kids get off to a better start every day.

Building better futures

Funding from Sobeys and contributions from the various Sobey Foundations support several scholarship programs designed to help young people attain the education necessary for their success.

- The *Sobeys & Empire Work Experience & Scholarship Program* awards numerous scholarships each year to our employees across Canada, including the Future Leader Awards which includes financial support and summer internship employment opportunities. In total, these scholarships support over 75 employees with financial awards of more than \$120,000 annually.
- The *D&R Sobey Scholarship* annually awards \$60,000, over the course of four years' study, to six outstanding students from Atlantic Canada pursuing a commerce degree at Queen's University.

- The *Frank H. Sobey Award for Excellence in Business Studies* presents six \$10,000 awards to full-time business school students attending schools in Atlantic Canada. Since its inception in 1989, more than \$760,000 has been awarded.

Celebrating Canada's young artists

The Sobey Art Award is Canada's premier art award for contemporary young artists. Created in 2002 by the Sobey Art Foundation and with prize money totaling \$70,000 (\$50,000 to the winner and \$5,000 to each of the four finalists), the Sobey Art Award was created as a means to showcase Canada's emerging artists and the works they produce. The Sobey Art Award is organized and administered by the Art Gallery of Nova Scotia.



To learn more about all we are doing to promote the health and well-being of our communities, including our commitment to environmentally sound business practices, please visit us at:

www.sobeyscorporate.com – Click on the Social Responsibility tab.
www.empireco.ca/en/home/corporateresponsibility/default.aspx