

“Empire’s operating companies are active members of the communities in which they operate through the volunteer efforts of thousands of employees.”

## Valuing our Community

### Community Value

The enduring value of Empire and our community based operating businesses – grocery retailing, real estate and theatres – is absolutely dependent on the economic vitality of the markets where we operate and on the support of the people who live in the communities we serve. We have always understood the importance of giving something back, and we believe we have a particular responsibility to provide leadership where our roots are – in Atlantic Canada – as one of the few major corporations based in the region.

Empire is proud to be a member of the Imagine corporate giving program and we sponsor numerous charitable initiatives through our operating companies and franchisees as well as through the Sobey Foundation. The Sobey Foundation is a private Foundation, which uses endowed funds to support charitable organizations whose focus and activities directly relate to education, culture, and health, with emphasis on infrastructure and equipment. This support is strengthened and enhanced by the volunteer efforts of thousands of employees in communities across Canada.

### Community Support

Grassroots efforts by our community based operations have contributed in a significant way to the well being of communities across Canada. As a prime example, Sobeys food stores under all our banners and in all regions have been major supporters of local food banks, and have launched creative campaigns ranging from Fill’er Up in Moncton to Hampers of Hope, Pot of Soup, Campers for Hampers and Fame for Food in Western Canada. As well, in 2005, with support from franchisees, employees and customers across Canada, Sobeys raised over \$300,000 for Tsunami relief efforts in Asia and was the driving force behind an award winning concert in Halifax for Oxfam’s relief efforts. Management and employees of Crombie Properties have focused primarily on communities in Atlantic Canada where we are leaders in the commercial property market – supporting business development organizations as well as family and health oriented charities such as the Special Olympics, the Children’s Aid Society’s Families for Christmas program, and the Dragon Boat Race on the River for Breast Cancer research.



From Left to Right:  
**Jean-Pierre Gauthier**, Artist, 2004 Winner,  
**Donald R. Sobey**, Director and Chairman Emeritus,  
Empire Company Limited, **Brian Jungen**, Artist,  
2002 Winner



### **Educational Support**

We believe quality education is the most important contributor to the future growth of our communities and to employment opportunities for young people. As a result, Sobeys Inc. and the Sobey family has had a special focus on education and scholarship: **Sobeys Inc. Scholarship Program** – which assists employees and their families pursuing university education.

**Frank H. Sobey Fund for Excellence in Business Studies** – assisting business students at universities in Atlantic Canada.

**Donald R. Sobey Atlantic Leadership Scholarship** – scholarships for students from Atlantic Canada to attend Queen's School of Business in Ontario.

As well, of particular note in fiscal 2005, Sobeys Inc. combined its focus on food with our emphasis on education and community support and funded Sobeys Culinary Centres – two major teaching kitchens at community colleges in Halifax and Toronto. These will also serve as test kitchens for Compliments food innovations.

### **Cultural Support**

Since 1981, the Sobeys Art Foundation has built on the vision of the late Frank H. Sobey, a dedicated collector and supporter of Canadian art, having assembled one of the finest collections of 19th and 20th century Canadian art at Crombie House in Nova Scotia.

In 2001, we extended the vision to the future, extending support to contemporary art, with the creation of the bi-annual Sobeys Art Award. This award – which at \$50,000 is the richest of its kind in Canada – is designed to provide assistance for young artists (under the age of 40) while increasing public awareness of their work. In fiscal 2005, our Chairman Emeritus Donald Sobey was proud to present the second Sobeys Art Award to Montreal-based artist Jean-Pierre Gauthier, who creates kinetic installations. For information about this dynamic award, please visit the website at [www.sobeyartaward.ca](http://www.sobeyartaward.ca).