

ONE COMMUNITY

Growing our community impact

While we continued to support our corporate charities, raising more than \$1.5 million for charities such as Kids Help Phone, *motionball* in support of Special Olympics Canada and our Holiday Charity Drive, this year was all about growing our community impact.

To do that, we invested in a new resource to expand our community building efforts through a formal volunteer program. By focusing on communication, engaging opportunities and best practices, we not only helped charities change lives, but associates as well.

\$1.5 million
donated



3,000+
hours volunteered
by associates



*Getting temporarily tattooed
at AMPED, our Rock 'n' Roll Fundraiser.*

A force of volunteers

In 2012, the Volunteer Paid Day Off Program went from being a pilot to a formal strategy. We hired a dedicated resource to promote the program internally, build relationships with non-profits who align with our community building cause, and to match associates with volunteer opportunities that leverage their skills and interests.

Through this program, all Canadian and U.S. associates are given a paid day off (one per year) to volunteer their time to a charity that is near and dear to their hearts.

The results have been outstanding with participation tripling in 2012!

Through the program, individuals gave back to the charities they supported, some were even sourced, based on a number of criteria, including volunteer activities for team building and skills development.

And the volunteer opportunities are endless! In fact a team of Customer Care coaches went onsite to a local youth empowerment non-profit to plan, script and produce a promotional video for the charity. This unique experience resulted in a powerful video advocating the benefits of volunteering.

In addition, we hosted the first ever Volunteer Recognition event on December 5, coinciding with International Day of the Volunteer. Associates who volunteered through the year and the charities themselves were invited to attend a gourmet breakfast, featuring inspirational speakers.

In 2013, we are looking to establish a Volunteer Committee with associates from all across the organization to help guide the future growth of the program.

At LoyaltyOne, it's all about creating a measurable impact, based not only on the hours volunteered, but the impact the activity has on both the volunteer and the charity.



Serving homemade meals for charity.



Creating a promotional video for Concrete Roses.



Reasons for giving back at our volunteer recognition event.

Holiday Charity Drive

Knowing that this is our biggest fundraising cause of the year, we started early in 2012. And we came up with some really creative ways to raise money, like our first-ever Rock 'n' Roll Fundraiser, called AMPED! It featured live bands and deejays, temporary tattoo artists and more. We also hosted our first Hockey Tournament for charity at the former Maple Leaf Gardens, and a Thanksgiving Food Drive.

Our Senior Leadership team also got creative, donating unique, experiential prizes for our annual charity auction – associates could bid on everything from a ski chalet vacation to fishing trips.

We raised more than ever before with 5,928 cans of food, 1,610 toys and a total of \$146,000 for local charities, including the CP24 CHUM Christmas Wish and Daily Bread Food Bank in Toronto, the Sun Youth Organization in Montreal, the Inn from the Cold in Calgary, and the Freestore Foodbank in Ohio.

Walk So Kids Can Talk

On Sunday, May 6, 2012, LoyaltyOne Associates, along with their family and friends, participated in the annual Walk So Kids Can Talk. Our associates walk every year along with AIR MILES Collectors. We raised more than \$22,000 to ensure that youth in distress have access to essential mental health resources and counselling.



Getting ready to walk for Kids Help Phone.

Alexandra Park Community Centre

In 2012, LoyaltyOne continued to support the Alexandra Park Community Centre, a non-profit organization located in downtown Toronto. The Community Centre offers local community members, including youth, recent immigrants, refugees and low-income families, much-needed educational programs and assistance.

Here's how we helped in 2012:

- Awarded two \$4,000 College or University Scholarships through the Co-operative Housing Federation of Toronto (CHFT) Diversity Scholarship Program.
- Donated AIR MILES reward miles to help the Community Centre offset operational costs.

awarded 2x



\$4,000
College/University
Scholarships

CommunityOne Day

On July 16, 2012, LoyaltyOne associates from all across Canada once again picked up garbage, helped build websites, planted trees and volunteered their time in our fourth annual CommunityOne Day. Our associates volunteered a total of 3,000 hours to over 10 different charities!



Planting trees at Red Brush Park, Mississauga.

Motionball

This year, we celebrated our eighth year supporting *motionball*, a non-profit organization that builds awareness and raises funds for Special Olympics Canada. *motionball* organizes and operates four major social events throughout the year, including the Annual Toronto Gala, Marathon of Sport, Fall Classic Golf Tournament and the Football Frenzy Flag Football Tournament. LoyaltyOne's associates take part in these events and get to know Special Olympics Athletes as they play alongside them. These events help enrich the lives of Canadians with intellectual disabilities through participation in sports, as the funds raised provide for athlete and volunteer recruitment and training.



Team photo for motionball.

Princess Margaret Weekend to End Women's Cancers

In support of our wellness initiative, we piloted a new type of charitable activity to engage associates. On September 7, fifteen LoyaltyOne associates walked 32 km and raised more than \$35,000 to help fund research, prevention programs and finding a cure for these diseases.

Moving forward for our communities

We plan to continue the work we started, guided by our new charitable strategy to move towards achieving a best-in-class charitable community building program.

We will:

- Continue to work towards goals such as Imagine Canada's 1% model of giving through 2012 to 2014.

Watch our volunteer video for more inspiring stories!

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