

ONE COMMUNITY

Growing our community impact

While we continued to support our corporate charities, raising more than \$1.8 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.

With this goal in mind, 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 helped both charities and associates to change lives.

\$1.8 million
donated



8,226+
hours volunteered
by associates



2013 Holiday Charity Drive

Volunteer program

2013 saw the development of a 12-member cross-functional Volunteer Committee with the goals to: increase the awareness of volunteerism programs available to associates, build a pool of volunteer opportunities aligned with associate interests, and bring volunteer opportunities onsite for associate participation in skill-based activities.

The spirit of volunteerism is fully integrated into the culture of experimentation at LoyaltyOne as a mechanism for expanding networks, building teams, and growing careers.

Our first lunch and learn on the topic of Volunteerism was held in February 2013, attended by over 100 associates, and highlighted the personal experiences of associates who volunteered. Their stories helped inspire fellow associates and showed how valuable volunteering can be.

We placed several Senior Leaders and upcoming leaders on various committees and Boards.

Our Volunteer Fair saw over 35 charities and 90+ opportunities for associates and their teams to choose from, ranging from skills-based to team-building experiences, which offered the opportunity for growth and engagement to all participants.



2013 Volunteer Fair



2013 Volunteer Fair



2013 Volunteer Fair

Holiday Charity Drive

2013 marked the 10th year of running the Holiday Charity Drive, our biggest fundraising cause of the year. Since 2003, we've been donating food, toys, and cash to local charities in the spirit of the holiday season. But last year, a huge flood in Toronto destroyed a warehouse full of donated toys. Our associates rallied together, determined to make a difference. We raised more than ever before for our Toronto charity of choice, CP24 CHUM Christmas Wish, and introduced some new initiatives to make that happen.

For the first time we held a "Sweat for Charity" event at the YMCA, where associates cycled, danced, and did yoga. Their efforts raised an astounding \$40,000 towards the cause.

Then our creative agency held our first live charity auction, where associates could bid on exciting rewards like sports tickets, appliances, or travel. The event was a huge success and raised \$10,000.

Learn more about the Holiday Charity Drive by watching this heart-warming [video](#).

Altogether we raised 7,626 food items, 2,484 toys, and \$235,000 for local charities, including the CP24 CHUM Christmas Wish, Daily Bread Food Bank, the Calgary Interfaith Food Bank, and Sun Youth Organization in Montreal.

Walk So Kids Can Talk

On Sunday, May 5, 2013, 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 \$23,000 to ensure that youth in distress have access to essential mental health resources and counselling.



2013 Walk So Kids Can Talk

Alexandra Park Community Centre

In 2013, 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 2013:

- 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 May 14, 2013, LoyaltyOne associates from across Canada participated in 5 custom events that had a huge impact on the charity and associates. The planning committee members from Corporate Marketing and Workplace Services created a series of activities that appealed to the top areas of interest for associates: Family, Youth, Wellness, Environment, and Poverty.



2013 CommunityOne Day

motionball

This year, we celebrated our ninth 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, and Fall Classic Golf 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, and the raised funds go to athlete and volunteer recruitment and training.



2013 Marathon of Sport

Princess Margaret Weekend to End Women's Cancers

On September 7, twenty-nine LoyaltyOne associates walked 32 km and raised more than \$64,000 to help fund research, prevention programs, and contribute to finding a cure for these diseases.

In the Works for 2014

In 2014, we'll be taking on new and exciting initiatives to promote wellness, such as sporting activities, exercise, and nutritional education. And to continue our environmental efforts, we'll be developing a comprehensive strategy that maximizes our energy efficiency.

Lastly, to keep our associates up-to-date on everything we're accomplishing as a team, we're transitioning our accountability report to a blog format. Now you can get real-time updates about what's happening at LoyaltyOne from our Corporate Responsibility blog at loyalty.com, see the impact of our actions as they happen, and stay involved on our journey – every step of the way.