



2020 COMMUNITY IMPACT REPORT

Canadian Tire Corporation, Limited



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INTRODUCTION

WELCOME TO THE 2020 CANADIAN TIRE CORPORATION ("CTC") COMMUNITY IMPACT REPORT.

For nearly 100 years, Canadian Tire has been providing Canadians with everything they need for the jobs and joys of life in Canada. What began as a single shop in 1922 has now grown into a group of companies with over 1,700 retail locations and tens of thousands of employees from coast-to-coast. We are your proud neighbours, and our nation-wide approach allows us to work directly with local communities across Canada.

The COVID-19 pandemic brought the importance of community to the forefront. This report is a record of some of the ways our Corporate Offices, employees, and Associate Dealer network have made a difference in their communities across the country.

Thank you for being a part of the CTC community.





COMMUNITY IMPACT

HELPING OUR COMMUNITIES GROW AND THRIVE

FACING THE UNEXPECTED TOGETHER

The strength of our brand is measured by what we do during times of crisis. When the global pandemic hit in 2020, the strength, kindness, and resolve of Canadians had never been more on display—and we’ve never been more proud to support our communities as we collectively came together to face the unexpected.

From our Corporate Offices to our local retailers, we were solely focused on protecting the health and safety of our customers and employees, while ensuring Canadians had access to the products and services they needed.

SUPPORTING THE FRONT LINE

With our frontline heroes in dire need of resources and supplies, we knew our support couldn’t come fast enough. That’s why we partnered with trusted organizations with existing infrastructure in place, so that our efforts could do the most good as swiftly as possible.

\$5M
TO SUPPORT
HEALTHCARE
AND COMMUNITY
WORKERS

COVID-19 RESPONSE FUND

In April 2020, we launched our \$5 million COVID-19 Response Fund to help our frontline workers and those hit hardest by the pandemic. This fund included two donations of \$1 million each to the Canadian Red Cross and United Way Centraide Canada, as well as \$3 million in essential products.



CONTRIBUTING WHERE IT COUNTS

WE DONATED...



1,015,400
MASKS



71,500
FACE SHIELDS



61,920
LITRES OF SANITIZER



10,130
SETS OF SCRUBS

... AND WE PROUDLY ASSISTED 1000+ ORGANIZATIONS, ACROSS CANADA.



COVID-19 RELIEF EFFORTS

CANADIAN RED CROSS

We partnered with The Canadian Red Cross to support the health and well-being of Canadians through **field hospitals, relief supplies, isolation sites, and the provision of personal protective equipment (PPE)** to the Canadian Red Cross personnel responding to the needs of communities across the country.

UNITED WAY

Partnering with United Way Centraide Canada, we helped support the most vulnerable in our communities by providing funding for vital **social services, food delivery, senior outreach, crisis lines, women’s shelters, and shelters for Canadians experiencing homelessness.**

ESSENTIAL RETAIL PRODUCTS

We invested in the safety of every team member across our group of companies, providing PPE and essential health products to the brave individuals who continued to work to **deliver necessary products and services to Canadians** when they needed it most.

GIVING KIDS A SPORTING CHANCE

Canadian Tire Jumpstart Charities has always been about more than just getting kids active. It’s about giving kids from families in financial need the same chance to participate as their neighbours, their classmates, and their friends—to help build self-confidence and develop new skills along the way.

In 2020, 52 per cent of Canadian providers of sports programming were facing the possibility of permanent closure due to the challenges of the pandemic. Knowing the invaluable role sports and recreation play in our communities and the lives of Canadians, Jumpstart stepped up to do our part.



\$8M
TO SUPPORT
SPORTS
ORGANIZATIONS
AND OPPORTUNITIES
FOR KIDS
ACROSS CANADA

JUMPSTART SPORT RELIEF FUND

In September 2020, Canadian Tire Jumpstart Charities launched an \$8 million fund to ensure kids would have programming to return to, as it became safe to do so.

WE BELIEVE SPORT HAS THE POWER TO UNITE COMMUNITIES AND GIVE CANADIAN KIDS THE OPPORTUNITY TO REACH THEIR FULL POTENTIAL



JUMPSTART:

MORE THAN
2.5 MILLION
KIDS HELPED
SINCE 2005

COMING
TOGETHER
TO MAKE A
DIFFERENCE

IN 2020 ALONE, JUMPSTART...



ASSISTED **668** ORGANIZATIONS ACROSS CANADA



HELPED **235,000+** KIDS



BUILT **3** ADDITIONAL INCLUSIVE PLAYGROUNDS



DISPERSED **700+** GRANTS



SUPPORTED **97** PARA SPORT PROGRAMS



SUPPORTED **65** UNIQUE ACTIVITIES



“ IT’S ABOUT BEING ABLE TO MAINTAIN FRIENDSHIPS AND BEING ABLE TO STAY CONNECTED. ”

- TAMMY LYLE-GRAYLEY, ALL ABILITIES PROGRAM

“ THERE ARE VERY FEW PEOPLE OF COLOUR PLAYING HOCKEY NOW. HOPEFULLY THROUGH THIS PROGRAM, WE CAN CHANGE SOME OF THAT. ”

**- WILFRED JACKSON,
BLACK ICE HOCKEY AND SPORTS HALL OF FAME SOCIETY**

“ IT GIVES KIDS A PLACE WHERE THEY CAN MEET, REGROUP, TALK ABOUT THEIR FEELINGS, TALK ABOUT WHAT’S GOING ON IN THEIR LIVES. ”

- DETECTIVE ANISHA PARHAR, CO-FOUNDER OF HER TIME

“ THE JUMPSTART SPORT RELIEF FUND ENSURES THAT OUR VOLUNTEERS CAN CONTINUE TO FOCUS ON WHAT THEY DO BEST: TEACHING LIFE-SKILLS AND EMPOWERING MARGINALIZED YOUTH THROUGH HOCKEY. ”

KEVIN HODGSON, EXECUTIVE DIRECTOR OF HEROS HOCKEY

JUMPSTART: PLAY FROM HOME

When the pandemic hit, Jumpstart pivoted from something we knew well—supporting recreational activities—to a whole new challenge: helping kids stay active through a lengthy stay-at-home order.

DOING OUR PART, EVEN WHILE APART

At the end of March 2020, Jumpstart launched **The Play from Home Resource Hub**, offering tips from partners and athletic ambassadors for staying fit and healthy from home.



150+ VIDEOS, ARTICLES, AND TIPS HIGHLIGHTING WAYS TO STAY ACTIVE



PARTNERED WITH 70+ ATHLETE COLLABORATORS AND ORGANIZATIONS



DONATED 26,000 JUMPSTART YOUTH FACE MASKS TO BOYS & GIRLS CLUB OF CANADA



TRAINED 4,000+ COACHES AND YOUTH LEADERS VIA THE KEEPING GIRLS IN SPORT INITIATIVE, DEDICATED TO HELPING CULTIVATE A RESPECTFUL ENVIRONMENT FOR FEMALE ATHLETES

Available via Facebook, Instagram, Twitter, and the Jumpstart website, the Play from Home Resource Hub provided kids across Canada with tips for staying active—and for having fun.

SOME OF OUR ESTEEMED PLAY FROM HOME PARTNERS INCLUDED...



JUMPSTART SUMMER CAMP

Summer camp is an integral part of growing up for a number of Canadians. Determined to give kids a safe and memorable camp experience, we launched **Jumpstart Digital Summer Camp** in June 2020, featuring special-guest camp counsellors including some of Canada’s top athletes, along with fun weekly themes.

Campers were encouraged to try daily challenges and share their attempts on Facebook, Instagram, and Twitter to cultivate a digital community camp atmosphere. Activities were designed for limited equipment and ease of understanding.

SOME OF OUR PROUD DIGITAL CAMP COUNSELLORS INCLUDED...



ROSIE MACLENNAN
TWO-TIME OLYMPIC GOLD MEDALLIST, TRAMPOLINE



STEPHANIE DIXON
19-TIME PARALYMPIC MEDALLIST, SWIMMING



HAYLEY WICKENHEISER
FIVE-TIME OLYMPIC MEDALLIST, ICE HOCKEY



JAMA MAHLALELA
HEAD COACH, RAPTORS 905 BASKETBALL TEAM



BENOÎT HUOT
20-TIME PARALYMPIC MEDALLIST, SWIMMING

BY THE COMMUNITY. FOR THE COMMUNITY.

Beyond our efforts at the corporate level, CTC is made up of a network of passionate Associate Dealers who are always looking for ways to support their communities in meaningful ways. Every Canadian Tire store location is owned, operated, and staffed by the very communities we serve. When we support our communities at the retail level, we’re able to make a real difference in the lives of Canadians.



SUPPORTING LOCAL

This is just a sample of the meaningful efforts and generous contributions made by our Associate Dealers across the country.

LONDON, ONTARIO

Our Associate Dealer network across London came together to help keep frontline workers safe, contributing \$30,000 to support their local hospital.

CALGARY, ALBERTA

Our Associate Dealer network helped celebrate Mother's Day by helping to raise over \$66,000 at the SportChek Mother's Day Run.

BANCROFT, ONTARIO

After a terrible fire ravaged his award-winning maple syrup farm in Madawaska, Ontario, proprietor Tom Taylor didn't know who to turn to. Marilyn Rubin, Associate Dealer of the Canadian Tire on Hastings Street North in Bancroft, Ontario, answered the call by donating tools and a Canadian Tire gift card to help Tom get back up and running.



BANCROFT, ONTARIO



KAMLOOPS, BRITISH COLUMBIA

KAMLOOPS, BRITISH COLUMBIA

With our annual Canadian Tire Heart & Stroke fundraiser, our Associate Dealer network raised over \$10,000 through community giving and outreach. Our Canadian Tire Kamloops team also donated 45 boxes of chocolates to Liam Peck and Domenic Guido, local boys who initiated a community outreach program to deliver chocolates to retirement communities during the holidays.

FLIN FLON, MANITOBA

During the frightening uncertainty of 2020, our Canadian Tire team in Flin Flon came together to help stay healthy and safe by donating 440 litres of sanitizer to schools, including First Nations communities in remote locations of Manitoba and Saskatchewan.

ABBOTSFORD, BRITISH COLUMBIA

Having generously donated to Jumpstart for years, store hot dog vendor Andrew "Skully" White went above and beyond in 2020: Skully bravely and selflessly became a kidney donor to one of our valued customers.

KITCHENER & WATERLOO, ONTARIO

As the pandemic forced many out of work, a great strain was placed on Canadian families. Five of our Associate Dealers across Kitchener and Waterloo answered the call, pooling resources to donate \$75,000 to The Food Bank of Waterloo Region. This generous donation amounted to 225,000 meals for those in need.

BRANDON, MANITOBA

As long-time supporters of the Brandon Regional Health Centre Foundation and the Western Manitoba Cancer Centre, Jim and Karen Crighton, Canadian Tire Dealers in Brandon, were moved in 2020 to do even more. They generously donated \$200,000 to the BRHC, helping the foundation purchase life-saving medical equipment.

YELLOWKNIFE, NORTHWEST TERRITORIES

Jason and Karen Butorac, Dealers in Yellowknife, set out to do everything they could for those in need in 2020. Their generous donations included the Yellowknife Food Bank, Yellowknife Women’s Society, the Salvation Army, the YWCA, AVENS Senior Home, the Northwest Territories Disabilities Council—and more.



KITCHENER & WATERLOO, ONTARIO



NORTH YORK, ONTARIO

NORTH YORK, ONTARIO

Canadian Tire joined forces with other local businesses to create and donate 1,000 #BrighterDaysAhead doormats to North York General Hospital (NYGH). These custom-made doormats salute and show our appreciation for the tireless efforts of healthcare staff throughout the pandemic.

EDMONTON, ALBERTA

When the pandemic forced Girl Guides of Alberta to stop selling fundraising cookies door-to-door, Canadian Tire sold the cookies for them. Canadian Tire customers were offered the opportunity to purchase Girl Guides cookies at the checkout, with 100 per cent of the proceeds going to Girl Guides of Alberta.

COCHRANE, ALBERTA

Each year, the Canadian Tire store in Cochrane donates 100 per cent of the proceeds from skate sharpening sales to the Cochrane Minor Hockey Association. In 2020, they made their largest donation to date, helping 38 families take part in youth hockey.

MISSISSAUGA, ONTARIO

Our Associate Dealer network came together to provide hats, gloves, and scarves for over 40 residents in the Peel Youth Village, transitional housing & support services for Canadian youth.

QUEBEC’S 100 STORES INITIATIVE

As a show of solidarity and community support across the province, Dealers from 100 Quebec Canadian Tire locations launched the “100 stores, more than 150 donations” initiative to help improve the quality of life of children and families in their communities. This grassroots initiative has already raised over \$325,000 and counting.

PRINCE ALBERT, SASKATCHEWAN

Associate Dealer Malcolm Jenkins, of Prince Albert, marked his 30th year of owning a Canadian Tire store by providing funding to assist in the upgrade and expansion of a new, inclusive playground at the Alfred Jenkins Field House—including an indoor batting cage in the gymnasium.

We are incredibly proud of the efforts of our Associate Dealers across the country.





WE ARE HERE TO MAKE LIFE IN CANADA BETTER—FOR EVERYONE.

At CTC, we are on a journey to create a culture where belonging thrives, and diversity, inclusion, and equity are infused into everything we do. We’re committed to creating an equitable and inclusive culture that represents all of our people, customers, and communities we serve.

CREATING AN EQUITABLE, INCLUSIVE CULTURE

Over the past year, we’ve taken some important steps on the road to inclusivity and belonging, and we’re just getting started.

CTC has formed a **Diversity, Inclusion, and Belonging (DIB) Committee** led by Senior Leaders and a dedicated Vice-President, DIB. This committee was formed to oversee the strategic and day-to-day operational leadership of all diversity, inclusion, and belonging practices, ensuring we transform good intentions into meaningful action throughout the organization.

TRAINING SESSIONS

We’ve launched a series of ongoing diversity, inclusion, and belonging education and training sessions across the Company to help increase knowledge and understanding of key social equity issues facing Canadians.

To facilitate learning and meaningful discussion on these important topics, we’ve launched the “Courageous Conversations” series between Senior Leaders and team members, fostering a dedicated space to share feedback and allow our leadership to learn from the lived experience of our incredible team.

DIVERSITY, INCLUSION AND BELONGING

REPRESENTATION MATTERS

CTC is committed to ensuring everyone on our team feels seen, feels heard, and feels that they belong.

We're grateful to our various Employee Resource Groups, listed below, for speaking up, supporting our team, and making sure that representation remains a key priority for our entire organization.

THE ASIAN CANADIAN PACIFIC ISLANDER NETWORK (ACPI)

The ACPI Network is a community for raising awareness and celebrating ACPI culture, fostering a sense of belonging for our ACPI employees, and allowing every aspect of their identity to be seen, heard, and welcomed.



THE BLACK EMPLOYEE NETWORK (BEN)

The BEN is a grassroots initiative focused on creating a safe space for the equitable advancement of Black employees of all identities across the enterprise.



FAMILIES @ THE TIRE

Families @ the Tire is a safe space for working parents throughout CTC, from different backgrounds and family structures. The group aims to provide fun and educational support and resources for diverse family experiences.



PRISM

PRISM was enacted to educate CTC on the 2SLGBTQ+ community and celebrate those throughout the Company that are making a difference in promoting the queer community.



SOUTH ASIANS AT THE TIRE (SAAT)

SAAT is a community of South Asian employees that was created to celebrate diversity, promote growth and development, and provide mentorship to all South Asian employees with the intent to make a powerful difference at CTC.



THE WOMEN'S LEADERSHIP NETWORK (WLN)

The WLN aims to provide an open, informal network where women feel they are supported and engaged throughout their careers with CTC. The WLN focuses on creating and fostering strong female leadership within the Company and uses mentorship to drive engagement.



Canadian Tire Corporation is built on the strength and support of Canadian communities, and we're proud to support our communities in return.

Thank you to our Associate Dealers across the country, to every employee throughout CTC, and to all of the wonderful volunteers and customers that make up our community.

THANK YOU FOR HELPING US MAKE A DIFFERENCE.

