

PRAIRIE NORTH CO-OP COMMUNITY GIVING STRATEGY

Co-op = Community



drafted January 2023

Prairie North Co-op Community Giving Strategy

GUIDING PRINCIPLES

The Prairie North Co-op Community Giving Strategy was developed in alignment with the Prairie North Co-op Board Donation Policy, MR 01-19, and with Federated Co-op Limited's Community Fundamentals strategy.

OUR VALUES

Service – exceeding expectations

Integrity – honest and trustworthy

Unity – we are better together

OUR VISION

To be the trusted first choice in our community.

OUR MISSION

Our team is committed to excellence at every opportunity to serve our guests and our community.



OUR GOAL

At Prairie North Co-op, our goal is to give with purpose, to strengthen support to local community initiatives and charities through initiating strategies that guide financial giving and volunteerism.


Sustainability means looking through the lens of the social, economic, and environmental aspects of our business as we plan and make decisions to ensure viable operations while having a positive impact on the people and communities we serve. We recognize that the success of our Co-op and health of our communities are mutually dependent. Understanding how community giving can support our business goals, while enhancing the quality of life for the people in the communities and surrounding region that make up the Prairie North Co-op trading area – Archerwill, Brooksby, Kelvington, Melfort, Naicam, Spalding, and St. Brieux – is at the heart of this strategy.

ANTICIPATED OUTCOMES

Attract top talent
Member engagement
Drive sales among commodities
Increase brand loyalty and recognition

FOCUS AREAS

Our Co-op was built to serve, grow and invest in our community. That's why we return our profits to local members through equity and cashback, and we have made a commitment to support the causes that matter to our members. Outlined below are the three pillars of our community giving:

 Community Support Fund, a fund through which community groups and organizations can request donations and sponsorship throughout the year

 Sustainable Communities Fund, established in 2021, the Sustainable Communities fund is an annual Board allocation which accepts applications for capital projects and new program development funding from September 1 to September 30

 Fundraising Support, through charity barbeques and our gift card program*

*Gift card fundraising limited to 5 charities/calendar year, applications accepted March 1 to 31



PRIORITY WILL BE GIVEN TO

Not-for-profit and charity groups and events within our trading area





Groups and events with a plan to recognize Prairie North Co-op's support

The first application that a group or organization submits each calendar year

Requests for support which align with Prairie North Co-op's values and reflect positively on our co-operative, providing the most exposure possible while maintaining Prairie North Co-op's respected image

POLICY

For the purposes of guiding Prairie North Co-op in its decisions and deliberations, this policy is understood to include a commitment on the part of the co-operative to:

-  Conduct the affairs of the Co-operative in a manner that shows respect for the environment
-  Support and encourage sustainable development practices in Co-op operations
-  Provide leadership in the community through participation in community development opportunities
-  Build partnerships where possible with organizations which share values and principals of the Prairie North Co-op and the co-operative movement

Prairie North Co-op, as a responsible corporate citizen, recognizes a responsibility to being a meaningful contributor in bettering the lives of our members, staff and community at large.

LIMITATIONS

Due to limited financial resources, Prairie North Co-op will limit support to those groups which best match our goals and objectives. The following are not normally supported:

- Annual operating costs and debt
- Groups that support political or religious organizations
- Groups promoting racial or social intolerance
- Advocacy organizations whose causes are publicly controversial
- Federal, provincial, or municipal government agencies and school boards
- Individuals or profit-based organizations
- Third-party fundraising campaigns
- Privately owned ventures and/or private clubs
- Professional or technical associations
- Fraternal organizations
- Competitive sports travel and accommodation costs
- Projects outside of Prairie North Co-op's trading area
- Conferences
- Endowments

PROCESS

All applications for support must be completed online through the DO SOME GOOD portal which is linked to Prairie North Co-op's Community Investment webpage:

www.prairienorthco-op.crs/sites/prairienorth/membership/detail/community-investment-

Please allow two weeks for application processing.

CHECKLIST FOR COMMUNITY GIVING

- Does this application fall within one of our focus areas?
 - Does this application help us achieve our business goals?
 - Does this application add value to the community, and can we measure its impact?
 - Does this application add value to our members and employees - can we engage members and employees through this program?
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About Prairie North Co-op

Prairie North Co-op operates out of 21 locations – from St. Brieux, Spalding and Naicam in the west; to Melfort and Brooksby in the north; and Archerwill and Kelvington in the east. We serve our members with products and services that help build, feed, fuel and grow the communities in which we live and do business.

As a co-operative, we are a different kind of business; we are not only working for our communities, but we are also owned by our community. Co-ops embed sustainability in their business by planning and investing for the long term, with the community and environment in mind; they work to create jobs; and they partner with other organizations and local businesses.

Prairie North Co-op profits do not leave the community, they go back into it – and back to our members. We take pride in our community involvement and our commitment to providing quality products and services. Prairie North Co-op employs 312 and serves 12,426 members. We continue the tradition of giving back, not only in patronage refunds to our members, but also through financial support to several local organizations. In 2021, sponsorship and donations totaled \$126,200 to 154 different organizations in our trading area. Locally invested.

Locally invested | Community-minded | Lifetime membership benefits | We are Co-op