



Maple Leaf Foods

COMPANY POLICY

Function: Sustainability and Public Affairs	Last Reviewed: October 2015
Policy Title: Community Involvement Policy	Next Review: October 2017
Policy Owner (VP/SVP): SVP, Sustainability and Public Affairs	Effective Date: <i>If different than Last Reviewed date</i>
Review Frequency: Biennial Review	Version: <i>Optional</i>

Community Involvement at Maple Leaf

Food security is a significant issue in Canada and globally. Nationally, one in every eight households experiences some level of food insecurity, affecting one in every six children. For Canada's indigenous people, food insecurity is 2.5 times the national average. Globally, the leading risk to health is hunger and malnutrition.

The strategic focus of our Community Outreach program is to support holistic community-based approaches that advance food insecurity and help people to lead healthier lives.

Four goals guide our Community Involvement Program:

1. To make a meaningful social impact and improve people's lives
2. To deeply engage our people
3. To be an important part of our culture and identity
4. To support our business goals

Our Principles of Community Involvement

We will support initiatives that promote dignity and build individual and community capacity to enhance food security.

- We will seek out partners that seek to achieve sustainable solutions to food insecurity as part of integrated and holistic interventions that focus on longer term solutions.
- We will work closely with community partners to identify needs and solutions that reflect local and cultural priorities.
- We will actively support and facilitate our people's involvement in community outreach.
- We will build partnerships with governments, academia, social profit organizations and industry to increase our collective impact.
- We will implement a fact-based approach to understand needs and measuring social return on investment for both our community partners and ourselves.

In 2015, Maple Leaf significantly increased its Community Outreach budget to support the implementation of a focused and high impact Community Outreach Strategy. The program and funding is managed centrally under Sustainability and Public Affairs, which is responsible for implementation of the strategy and managing and monitoring all financial and gifts-in-kind disbursements. Maple Leaf is in the process of identifying national strategic partnerships and programs.

All requests for financial and in-kind support are to be directed to jill.cummer@mapleleaf.com.

Program Elements

Financial and In-Kind (Product Donations) Support

Maple Leaf is following Imagine Canada's guideline for community giving by allocating a minimum of 1% of pre-tax earnings annually to community outreach, in addition to product donations and other sources of funding.

The majority of Maple Leaf's financial support will be directed to supporting initiatives and partnerships that reflect our strategic focus on advancing food security in Canada. Maple Leaf will seek to distribute these funds equitably on a geographic basis. Remaining funds will be directed to support international programs, employee engagement/volunteerism, and customer and other requests. In addition, Maple Leaf will donate in product and in-kind donations. These product donations are directed to pre-identified food security organizations that have the capacity to manage weekly collection of refrigerated products.

Company Volunteerism and Fundraising

Supporting and engaging our people in community outreach is a key component of our program. While Maple Leaf recognizes that philanthropy is driven by personal choice and values, as a company we seek to maximize our impact by engaging our people in important causes that support our focus on food insecurity. These include, but are not limited to:

- School breakfast/lunch/after school programs
- Nutrition and fitness programs
- Nutrition/food safety/meal planning that support healthy diets
- Food components of programs for high-risk groups including new immigrants, aboriginal Canadians, people on social assistance and seniors
- Social enterprises that support food security
- Community gardens
- Capacity building in social profit enterprises that focus on food security including training programs for unemployed, at-risk youth and single parents.
- Community-led multi-stakeholder initiatives to develop integrated approaches to improve food security

Employee Short-term Volunteering: Salaried employees may take up to two volunteer days (or four half days) annually with pay. Employees are required to complete a Volunteer Paid Time-off Application Form (included at the end of this policy) and obtain prior approval from their supervisor and Human Resources representative at least two weeks prior to the volunteer activity. Approved paid time off for volunteer activity must be taken during the calendar year in which it is approved, and may not be carried over to the next year. Employees must send the Volunteer Paid Time-off Form to their Human Resources representative. Facilities are also encouraged to engage non-salaried employees in community outreach through organized events and seek to support individual volunteerism where possible.

Maple Leaf's Volunteer Paid Time-Off does not apply to political or religious causes.

Employee Longer-term volunteering: In exceptional circumstances, Maple Leaf may support a paid or unpaid leave of absence for up to three months to allow an employee to be engaged in a volunteer program that supports our community involvement objectives. The experience must be demonstrably important to the employee's personal or professional development and provide a tangible benefit for the employee, the organization and the Company. Eligibility for consideration will be strongly linked to the level of performance and contribution the individual has made to the Company, and must be approved by the employee's manager, HR lead and the senior executive responsible for the function. Up to three individuals may be considered annually. People considered must be employed by the Company for a minimum of five years before they may be considered for this program. The employee will be required to provide a report to their manager and HR at the end of their assignment. This should be completed with the support of the non-profit organization, and detail the nature of the volunteer experience, the impact on the charity as well as on the employee's own professional/personal development, and recommendations for strengthening this program for future employees.

Sponsorships: Only sponsorships that specifically support organizations with a mandate to advance food security will be considered under the Community Involvement program.

Maple Leaf Foods does not provide donations to:

- Organizations that are not registered charities (gifts in kind may be considered)
- Political campaigns and candidates
- Religious organizations
- Individual or for-profit businesses
- Lobbying or advocacy groups

Maple Leaf Foods Volunteer Request Application



Name and contact information of not-for-profit organization:

Purpose of organization:

Your involvement with the organization:

Type of volunteer work you are doing:

Date and time required:

Your contact information (name, email and cell phone #):