



Two of our Sustainability Pillars provide the framework to drive positive change for the people who are impacted by Grand & Toy's business. We empower our Associates to be their best through training and community involvement, and we encourage our communities to take steps to care for their citizens and the environment.

Helping communities to be better requires more than just money. Grand & Toy donates time, products, solutions and tools for building better community programs to support those in need and to protect the community's natural environment so that it can sustain future generations. We use opportunities in our retail locations to encourage other community members to become involved, and we demonstrate the power of positive change to motivate others to make a difference.

Working hand-in-hand with local customers, Grand & Toy helps make sustainability a community goal, and we are proud to share the successes with the friends, partners and Associates that help bring it to life.

Progress on some of our 2010 social indicators can be found in the table below.

KEY PERFORMANCE INDICATOR DETAILS	2008 DATA	2009 DATA	2010 DATA	GRI INDICATOR
# of Associates <sup>1</sup>	2,011	1,721	1,691	LA1
% of Associates with tenure of 5 or more years	50.8%	54.6%	56.7%	NA
% of Associates with tenure of 10 or more years	34.3%	40.6%	42.5%	NA
% of Associates covered under collective bargaining agreements	21.5%	21%	19.2%	LA4
Total # of hours of training per Associate	2.124	1,056	5,066	LA10/LA8
Average # of hours of training per sales associate	5.93	3.44	9.53	NA
% of Associates who received regular performance reviews	70.2%	72%	82.9%	LA12
\$ Monetary value of ad hoc donations given in support of charitable organizations	239,757	217,382	237,120	EC8

Additional GRI social indicators and internal social Key Performance Indicators (KPIs) can be found in the [GRI Indicators, Performance Chart](#).

<sup>1</sup> Efforts to increase efficiency and productivity, combined with the use of technology that supports continuous improvement resulted in a reduction in the total number of Associates.

In early 2010, Grand & Toy refined its approach to social outreach to direct more focus and impact to the groups in need that align most closely with our business, company values and CSR strategy. We identified education for underprivileged children and the protection of our natural environment as our primary areas of focus. As a result, we supported fewer organizations than in 2009, but we made a bigger difference by furnishing them with more resources. The total value of donations made to charitable organizations in the year was \$237,120.





The new social outreach program allowed us to invest more time and resources in one of our favourite corporate charities [START2FINISH](#) (formerly KidsFest) and their annual backpack program, which provides underprivileged children with a backpack filled with school supplies. Last year, Grand & Toy Associates volunteered their time to fill and deliver over 7,000 backpacks to prepare young students for their first day of school. This represents a 40% increase over 2009.

For the environment, Grand & Toy teamed up with one of its strategic partners, Boise Inc., a leading manufacturer of paper and packaging products, to launch the Quarter per Carton Campaign. For the month of June, every carton of recycled Boise paper sold by Grand & Toy resulted in a 25-cent donation to [Learning for a Sustainable Future \(LSF\)](#), an organization that promotes sustainable education programs in the Canadian education system. Smart and sustainable paper choices made by Grand & Toy customers raised \$15,000 for LSF, strengthened our partnership with Boise and helped to raise consumer awareness of the benefits of choosing recycled paper.

Empowering our Associates to be community leaders starts by providing them with the tools and knowledge they need to make good choices. In 2010, we made an important investment in training for our Associates, to help them work safely and improve their skills. The total hours of training for all Grand & Toy Associates increased by 79% over 2009. These included new sales training and the introduction of new online training tools and guides to help all of our Associates understand our business strategy and how we all play a part in Grand & Toy's success.





A Day Made Better is a program originally introduced by our parent company, OfficeMax, in response to research showing that today's teachers spend a significant amount of their personal money on buying essential supplies for their classrooms and students. In Canada, teachers spend about **\$453** every year doing just that. Teachers play an important role in every community, providing the encouragement and motivation that young people need to be their best, so **A Day Made Better** was created to end "teacher-funded classrooms" and recognize those teachers who go above and beyond.

In our second year with the program, Grand & Toy received 42 **applications** from students, parents and colleagues, which is an 83% increase over 2009. Every one of them described an exceptional teacher who has made the lives of students better through his or her contributions in the classroom.

Grand & Toy was proud to give back to teachers through the donation and surprise delivery of a new chair and office supplies valued at about \$2,000 to 12 winning teachers in 2010.







One special group of Grand & Toy Associates even travelled the ocean on a mission to deliver the prize to a deserving teacher!

Rising at 5:00 a.m. one morning, the Victoria Grand & Toy Sales Office employees chartered a boat for a two-hour trip across British Columbia's Georgia Strait that took them to a small, remote school with limited access on Lasqueti Island. Determined to make the award presentation in person, the Associates invested their own time (and a few hours of regular sleep!) in order to visit with teachers and students and share in their excitement.

Reid Wilson of False Bay School couldn't believe his eyes when he saw a group of strangers pushing an office chair up the steep and rocky hill towards his classroom. With a total population of only 350 residents, the students of False Bay School aren't used to seeing many visitors, let alone receiving unexpected supplies like markers, paper, tape, glue sticks, staplers, and a new "boom box" for recess!

The impact made by our Associates was evident in the correspondence received by some of the students:

*"What I liked most about your visit was how kind you all were. We were very happy that you came so far just to give us all of that stuff. You were very chill when you got here instead of complaining about the big hill you had to push your cart up!*

*I also wanted to thank you for coming here from Victoria. I heard that you had to get up at 5:00 in the morning to get here at 10:00. You were very nice to do that for all of us. We really appreciate it because we don't get to have that many visitors on this island of ours."*

**Your friend,  
A student in Grade 5**



The gratitude of the children and the teacher definitely resulted in A Day Made Better for everyone!





Grand & Toy Associates are leaders in our communities. We connect with hundreds of small business owners and community members each week in our Business Centres across the country. These connections give Grand & Toy the opportunity to educate, engage and partner with local community members in outreach efforts and causes that we are proud to support.

Following the devastating earthquake in Haiti in 2010, our Business Centre Associates decided to reach out to community members and their customers by asking for in-store donations to help in the relief efforts. More than \$18,000 was collected for CARE Canada and the [Humanitarian Coalition](#) working on the ground to improve living conditions for thousands of displaced Haitians.

Each year, Business Centres also raise funds for the START2FINISH (formerly KidsFest) [backpack program](#) in their local communities, and each region has identified local organizations to receive donations of discontinued products. This ensures that we are minimizing the waste stream from our retail locations while contributing to those in need. Community is a foundation of our [SPARK value proposition for small businesses](#).

Grand & Toy supported communities, both globally and locally, to build a better sense of community.

