

# SUSTAINABILITY REPORT 2020



**WE ARE : FUELLING UP**  
**WE ARE : GIVING BACK**  
**WE ARE : CO-OP**

## about us

Peninsula Co-op is a Vancouver Island based co-operative with our core business in grocery, petroleum and convenience stores employing more than 340 full and part-time employees and serving 108,000 members.

As a co-operative, we are a different kind of business. Peninsula Co-op was founded by a small group of Saanich Peninsula residents with a vision and a strong belief in the principles upon which all Co-ops are based. The founding members went door to door back in the mid 1970's recruiting members and promoting the new Co-op. The Peninsula Co-op Food Centre opened its doors in May 1977 on Keating X Road in Saanichton.

Peninsula Co-op ventured into the petroleum business in the early 1980's and began a partnership with Save-On Gas Ltd. in 1985. In 2016, Peninsula Co-op amalgamated with Comox Valley Co-op and in 2018 with North Island Co-op. The amalgamations brought in nearly 10,000 new member-owners, two new gas centres and a cardlock location. Peninsula Co-op now has one grocery store, heating oil for homes and businesses, and 18 gas locations located between Victoria, and Duncan, and in Comox and Campbell River. It also has a partnership with Save-On Gas locations in the Greater Victoria and Malahat to Duncan areas.

Peninsula Co-op remains 100% locally owned and operated and as a co-operative, we share our profits with our members and with our community. Through our Community Fund, we donate a half a million dollars every year to local charities, organizations, youth groups, student scholarships and community projects.

We truly are 'moving ahead by giving back'.



**\$190M**  
SALES

**\$7M**  
NET PROFITS  
ALLOCATED IN  
REBATES TO  
MEMBER OWNERS



**\$500,000**  
COMMUNITY  
DONATIONS

# message from the CEO



As Peninsula Co-op has grown and evolved including amalgamations with other Co-ops, our collective roots now date back nearly 60 years, yet we remain a locally-focused Co-op with more than 108,000 members. We are tremendously proud to celebrate our successes and share our profits with member-owners and the communities we serve.

In December 2020, Peninsula Co-op allocated nearly \$7 million of net profits back to member-owners. Our sales reached over \$190 million last year. That is an amazing track record of success for your Co-op which started as one small grocery store and continues to grow sales and annual membership rebates.

We are especially proud that we were able to donate nearly half a million dollars to charities and community events in fiscal 2021. We truly are “Moving Ahead, by Giving Back”.

Like every successful business, your Co-op challenges itself to identify and act on good opportunities. Our membership structure and good governance gives us a strong foundation and ensures Peninsula Co-op stays healthy for the long term.

This means running the Co-op in a socially, environmentally and economically responsible way, aligned with the interests of our member-owners, staff and communities. Even in these times of uncertainty, your Co-op remains financially strong and able to weather this storm as a result of the strategic governance of your Board of Directors.

The accomplishments of your Co-op are a direct result of the loyalty of all of our member-owners and customers, the direction and commitment from the Board and the strong work ethic and great customer service from our employees. Our employees and members will always be the heart of our company and their health and safety is of the utmost importance to us. Although some of our service offerings have temporarily changed as a result of the pandemic, we thank you for your patience and understanding and look forward to fully serving you again soon.

We wish you health and wellness and thank you for your continued support.

~ Dave Hoy, CEO

# locally invested community minded



As a locally-grown company, Peninsula Co-op remains committed to supporting the community that helped to build the Co-op to what it is today. Through the strong leadership of our Board of Directors and operational management teams, we've remained financially strong, which became especially important upon facing this worldwide pandemic.

We are committed to making our communities better places to live, work and play through sponsorship and donations.

Last year, Peninsula Co-op donated nearly half a million dollars to over 100 community organizations and non-profit groups.

In the face of the pandemic, many community events that had typically been supported in past years, were canceled. School programming, graduations and sports team were also negatively impacted; however, from the onset of COVID-19 we made an effort to reach out and partner with those organizations providing services to the individuals and families hardest hit by the pandemic.

Last year, we contributed to our five local hospital foundations to help bring needed resources to our front line workers who continue to work tirelessly. Another area that has been heavily impacted as a result of the pandemic is mental health.



**\$500,000**  
COMMUNITY  
DONATIONS

**\$20,000**



Over **100**  
INITIATIVES  
SUPPORTED

**\$150,000**  
TO SUPPORT  
COVID  
RELIEF



**\$20,000**  
SCHOLARSHIPS

# community minded



Mental health has been a concern in our community for a long time, and this last year of the pandemic has simply exacerbated the issue. 50% of Canadians reported worsening mental health since the pandemic began. Many of our family, friends and neighbours are struggling – silently or not – and there simply aren't enough resources to provide them with the help they need.

Not all hearts are red; some are black and blue from years of trauma or from events that can change a person's life. A global pandemic is a shared, world-wide trauma – and one that has turned many hearts blue. Leading this campaign with a \$100,000 donation will help reach the goal of bringing new resources to help between 9,000-15,000 adults, families, children or youth facing mental health challenges.



HERE ARE JUST SOME OF THE COMMUNITY BASED ORGANIZATIONS TO HAVE RECEIVED OUR SUPPORT OVER THE LAST YEAR:

- Belfry Theatre Society
- Big Brothers Big Sisters
- Boys and Girls Club
- Campbell River Hospital Foundation
- Canadian Cancer Society
- Canadian Mental Health Association
- Cancer DriveLine Society
- Comox Valley Transition Society
- Cowichan Valley Youth Services
- FED Urban Agriculture Society
- HeroWork
- Island Kids Cancer Association
- KidSport
- Lush Valley Food Action Society
- Mill Bay Marine Rescue Society
- Our Place Society
- Power to Be Adventure Therapy Society Saanich Inlet
- Lifeboat Society
- Soap for Hope Canada
- St. John Ambulance
- Stigma-Free Society
- United Way
- Victoria Conservatory of Music
- Victoria Cool Aid Society
- Victoria Hospice
- Victoria Women's Transition House
- YANA (You Are Not Alone)

# environmentally conscious

One of the effects of social distancing during the pandemic is that greenhouse gas (GHG) emissions have decreased around the world - there are fewer personal vehicles on the road as people work from home, and fewer planes in the air as countries close their borders to non-essential travel.

Sourcing food from local producers reduces the distance from farm to table. Supporting local producers can give consumers peace of mind when they know where their food comes from, and that it was picked at the peak of freshness.

Peninsula Co-op is proud to feature many local, Vancouver Island producers in both our grocery and convenience stores - from meat and fresh produce, to bakery and confectionery treats.

Unsellable products from our grocery store are regularly donated to the Saanich Peninsula Lions Food Bank which not only helps to feed our neighbours, but also keeps products out of the landfill. In areas where we don't offer a grocery store, we also support organizations that help with food sustainability including Cowichan Green Community in Duncan, LUSH Valley Food Action Society in Comox, and Food Eco District in Victoria, as well as supporting various farmers markets.

Peninsula Co-op tries to incorporate several environmentally-friendly elements and processes into our operations. We have three locations outfitted with solar panels, providing each site with about one month's worth of solar energy every year; we also have some car wash bays with water recycling systems in place allowing the water to be cleaned and re-used again and again. We've implemented LED lighting in our convenience stores through renovations, and use closed-faced cooler doors to reduce our energy consumption.

We've also integrated free water bottle refill stations at 11 of our gas centres, allowing guests to refill their reusable water bottle, thereby reducing the amount of single use bottles that may end up in the landfill.

While we're slowly moving to more digital channels (including online Directors Election voting), paper is still part of our daily operations so we print on FSC certified, acid-free and recyclable paper meaning forests are harvested in a responsibly managed, socially beneficial, environmentally conscious and economically viable way.



I ♥ Local.



# team member engagement



By living our values every day, Peninsula Co-op is proud of the entire team for working together and supporting each other throughout the COVID-19 pandemic. This level of support enabled our business to respond quickly to changing circumstances, including temporarily closing our convenience stores in the Spring, to managing a spike in grocery volume. 'People First' is a key corporate value, and the health and safety of our staff and our members has remained a top priority during this time.

Just as the pandemic has been wearing on all of us, it has been difficult on our staff as well. Front-line staff have added continuous cleaning into their regular daily responsibilities, and are adapting to frequently changing government health regulations. For the benefit of all of us, they continue to persevere and we are proud to have such incredible people on our team, helping to keep our essential services going.



Although we haven't been able to connect as a group, we continue to find ways to engage our staff including webinars and virtual learning opportunities; adaptations of our fitness benefit to include broader wellness; and continuing to get feedback through our staff survey. We recognize staff with long-service awards, support them with tuition assistance, and despite not being able to gather together in person this past year, our senior leadership has made it a point to visit every site to personally thank and reward our staff with their profit share.



We are fortunate to have incredible people working with us. Despite our employment opportunities being heavily filled by students, 16% of our staff have been with us for over 10 years. And six of our staff have been with us for over 30 years - not bad for a company that started only 44 years ago!

**CO-OP** PENINSULA  
**CO-OP**



Campbell River

Comox

Duncan  
Cowichan  
Mill Bay

Greater Victoria

**WE ARE VANCOUVER ISLAND**  
**WE ARE MEMBER OWNERS**  
**WE ARE CO-OP**