

CO-OP SOCIAL RESPONSIBILITY REPORT

— 2023 —



about us

Peninsula Co-op is a Vancouver Island based co-operative with our core business in grocery, liquor, petroleum and convenience stores employing more than 400 full and part-time employees and serving 116,000 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, 2 liquor stores, 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 half a million dollars every year to local charities, organizations, youth groups, student scholarships and community projects.



400
FULL TIME & PART TIME
EMPLOYEES

116,000+
**MEMBER
OWNERS**



\$300M
SALES

\$8M
NET PROFITS
ALLOCATED IN
**REBATES TO
MEMBER
OWNERS**



\$500,000+
**COMMUNITY
DONATIONS**

**WE TRULY ARE
'MOVING AHEAD BY
GIVING BACK'.**

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 116,000 members. We are tremendously proud to celebrate our successes and share our profits with our member-owners and the communities we serve.

In December 2022, Peninsula Co-op allocated \$8 million of net profits back to member-owners. Our sales reached over \$300 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 half a million dollars to charities and community events in fiscal 2023. 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 times of uncertainty, your Co-op remains financially strong 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 we thank you for your continued support of our local Co-op.

~ Corey Gillon, CEO

locally invested



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

Last year, Peninsula Co-op donated half a million dollars across nearly 200 charitable organizations, schools, non-profit groups and community initiatives.

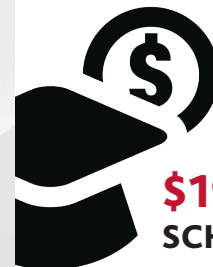
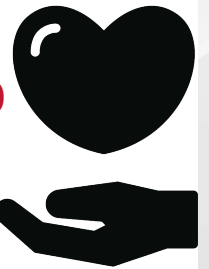


\$500,000
COMMUNITY
DONATIONS



**FUEL
GOOD
DAY**
\$20,000

Nearly 200
INITIATIVES
SUPPORTED



\$19,500
SCHOLARSHIPS

community minded

Here are just some of the community based organizations that received our support over the last year...

- BC Cancer Foundation
- Big Brothers Big Sisters of Greater Victoria
- Broadmead Care Society
- Campbell River Hospice Society
- Canadian Cancer Society
- Comox Valley Healthcare Foundation
- Comox Valley Transition Society
- Cowichan District Hospital Foundation
- Easter Seals
- Farmland Trust Society
- Filberg Heritage Lodge & Park Assn
- Habitat for Humanity North Island
- KidSport
- K'omoks Elders Appreciation Society
- Lifecycles Project
- Pacific Salmon Foundation
- Peninsula Celebrations Society
- Ronald McDonald House
- RunSport Victoria Society
- Saanich Fair
- Saanich Peninsula Hospital and Healthcare Foundation
- Scouts Canada
- St. Johns Ambulance
- Victoria Cool Aid Society
- Victoria Hospice
- Victoria Hospital Foundation
- Wear2Start Society
- YANA (You Are Not Alone)
- Youth Excellence Society Camp
- YMCA-YWCA of Greater Victoria



Throughout the year, we support community groups and initiatives across a variety of areas: youth programs, arts & culture, education, social services, environment & agriculture, food security, sports & recreation, and healthcare. Last year, a notable donation included a \$100,000 matching campaign with the Victoria Hospital Foundation, where they were able to raise over \$340,000 towards critical care.

We were thrilled to have been able to bring back and present the 40th annual Santa Light Parade this past Winter – a well attended and loved community event allowing kids and kids at heart an opportunity to engage with something fun and memorable. Despite the rain, the turnout was amazing and smiles and laughter were in abundance. We're excited to be bringing this historic event back to the community again this year and hope you'll join us!



environmentally conscious

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.

Four electric vehicle (EV) chargers are in place near our Food Centre in the Keating Mall in Saanichton, and two have been added next to our Canada Ave location in Duncan.

Our social consciousness extends throughout our business, including our Food Store operations. 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, as well as supporting various farmers markets.

We're slowly moving to more digital channels including online Directors Election voting. We have also transitioned our food flyer to digital, and recently installed digital shelf labels. 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.



team member engagement



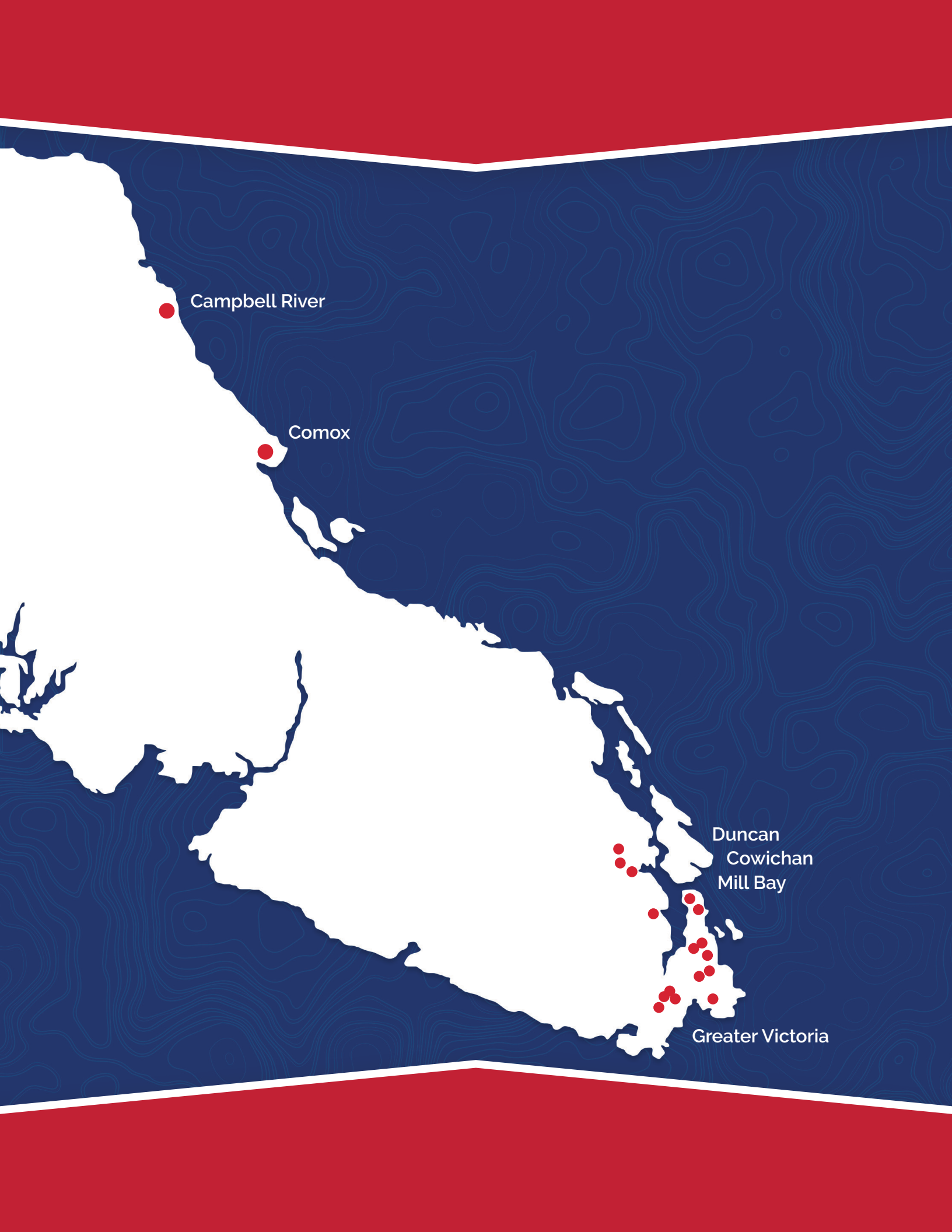
By living our values every day, Peninsula Co-op is proud of the entire team for working together and supporting each other throughout the COVID-19 pandemic. This level of support enabled our business to respond quickly to changing circumstances, including on-going supply issues, and mandated fuel rationing. '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.



Many of our positions provide entry-level employment for young people embarking on careers, several of whom have little or no previous work experience. We value helping these individuals learn not only their specific job duties, but the basics about the world of work; reliability, professionalism and appropriate interactions with customers and co-workers. We know they may move on to other careers in life, but it's important for us to help provide them with comprehensive opportunities for growth and development whether it be leadership skills on the job or through student awards and tuition assistance.



Part of our growth opportunities include promoting from within. Overall, 93% of our current Shift Supervisors were promoted internally. Similarly, 80% of our current Assistant Managers were promoted internally, and 9 of our 23 current department managers began in entry level, customer service representative positions. We are fortunate to have incredible people working with us and despite our employment opportunities being heavily filled by students, and with unemployment levels so low, we're humbled to share that 43% of our staff have been with us for 10 years or more. Not to mention a handful having been with us for more than 25 years - not bad for a company that started only 45 years ago!



Campbell River

Comox

Duncan
Cowichan
Mill Bay

Greater Victoria