

# Corporate Donation Policy

## Social responsibility

For more than 58 years, St-Hubert has been an enduring favourite among Quebec consumers of all ages and has become an integral part of our culture. The Company is keenly aware of its responsibility to look beyond corporate interests and contribute to the sustainable development of the society in which it operates. St-Hubert is committed to fulfilling an important philanthropic role by helping to improve the quality of life in communities where it maintains a presence. Through involvement in economic, cultural and social development initiatives, St-Hubert gives back to communities and to the families and children living in them.

## Philosophy

St-Hubert devotes at least 1% of its before-tax profits to social and community projects. The Company focuses its efforts and resources on empowering partner organizations in their charitable work. St-Hubert is also involved in innovative projects that shares its core values of respect, passion, integrity, pleasure, authenticity, creativity, team spirit and a customer-centric approach.

## Community commitment

1. Assist organizations and foundations whose causes touch various communities in Quebec.
2. Prioritize assistance for non-profit organizations and charities.
3. Direct financial contributions toward the areas of:
  - Health / Welfare
  - Education / Arts and culture
  - Environment

## Areas of interest

### *Health/Welfare*

Since the very beginning, St-Hubert has always made health a priority by serving superior-quality chicken (grain-fed and air-chilled), developing a variety of menu options (alternatives, moderate-sized portions and healthy choices), improving ingredients (reduction of trans fats and sodium, elimination of MSG) and providing nutritional information (with special attention to allergens).

Eligible projects:

- Programs to improve public health
- Hospital foundations, organizations and associations conducting medical research or providing public health education, as well as private foundations.

Marketing campaign encouraging artists to donate their fee to a charity of their choice.

Eligible projects:

- Programs to improve living conditions
- Organizations doing charitable work and encouraging mutual assistance.

### *Education/Arts and culture*

The Company invests in the social, intellectual and cultural development of communities by providing financial support for programs enabling young people and adults to learn and acquire new skills.

Eligible projects:

- Programs encouraging young people and adults to continue their education or receive further training
- Mentorship and stay-in-school programs
- Support for artistic and cultural pursuits (museums, theatres and music)
- Projects fostering cultural education and promoting the arts
- Support for cultural integration.

### ***Environment***

In the interests of protecting its employees and customers, St-Hubert was the first restaurant chain in Quebec to adopt a smoke-free environment a full year before this was required by provincial legislation. The Company has also demonstrated a commitment to innovation through the selection of environmentally friendly products. For example, St-Hubert was the first company to adopt the use of BIOXO containers from Cascades. BIOXO is a Styrofoam product that decomposes in three years, compared to 300 years for other materials.

Other new products are in development, including packaging products.

Eligible projects:

- Programs to raise awareness and educate the public about the need to protect the environment and the importance of sustainable development.

### **Ineligibility criteria:**

**(Please note that the following are automatically excluded from the selection process)**

- Individuals
- Political and religious associations
- Organizations already financed by Centraide/United Way.

## **Employees**

Groupe St-Hubert also contributes to causes supported by its employees, who are the foundation of the Company's success. The corporate donation policy therefore extends to all employees in every division and includes a scholarship program arising from a joint project between St-Hubert management and the Company's business partners, franchises and executives. This program is designed to create educational opportunities for employees, as well as to develop their sense of belonging and pride in being a member of the extended St-Hubert family.

Through this program, St-Hubert hopes to encourage employees to continue their education because, ultimately, the Company's growth depends on the training and skills of its people.

The program also recognizes the determination and perseverance that employees demonstrate as they learn and develop qualities espoused by the Company.

## **Application procedure**

To be considered for a corporate donation, a project must meet eligibility requirements intended to ensure that it reflects Company objectives, namely:

- Charity registered with the Canada Revenue Agency
- Services delivered directly to the community
- Tax receipts issued for charitable donations
- Non-profit status
- A unique service offering for communities in need.

If your project meets these criteria, we invite you to submit a written application. Requests by telephone will not be accepted.

### **Mailing address:**

Corporate Donations Committee  
Groupe St-Hubert Inc.  
2500 Daniel-Johnson Blvd., Suite 700  
Laval, Quebec H7T 2P6

### **E-mail address:**

dons@st-hubert.qc.ca

Your application must include:

- The charitable registration number of the organization
- A brief description of the organization's mission and objectives
- A description of the project and the amount requested
- Contact information if the application is accepted
- Please note that applicants are contacted only if their project is approved.