



## 2023 Community Engagement Highlights

**Sponsorships** In 2023, CNF provided sponsorships to diverse organizations across Alberta. These sponsorships encompassed both financial contributions and product donations, often facilitated through the generosity of our vendors. These initiatives were instrumental in bolstering a range of local organizations, furthering their endeavours to aid individuals and causes within our communities. These organizations included:

The Mustard Seed (Calgary & Edmonton Chapters)

Ovarian Cancer Walk for Hope

Enviros Charity Event – Jann Arden

Skipping Stone Foundation

YESS Foundation

Western Apicultural Society Conference

2023 Alberta Beekeepers Conference & Trade Show

Organic Alberta

Canadian Holistic Nutrition Conference

16 organizations with our Change for the Earth program

River Dogs Disc Golf Tournament

Calgary & Edmonton Pride

Edmonton Fringe Festival

Calgary & Edmonton Folk Festival

Alberta Institute of Wildlife Conservation

Alvéole the Urban Beekeeping Company

Nature Alberta

Fairtrade Calgary

Celiac Association (Calgary & Edmonton Chapters)

Meals on Wheels/YC Hot Chocolate Fest

**Donations** By supporting local organizations and initiatives in 2023, we built stronger ties within our community. Our donations led to better relationships with organizations in Alberta, increased trust and improved business opportunities and awareness. The impact of CNF's efforts was felt in reducing food waste and providing crucial support to local initiatives, amplifying our commitment to fostering a thriving community.

**Change for the Earth** Making a difference! CNF, with the support of our customers, contributed **\$5,179.02 to 16 Alberta-based charities and non-profit organizations** in 2023. These donations played a vital role in bolstering local communities and advancing sustainability initiatives.

**In-Store Charitable Giving** The collective effort of our four stores resulted in a **donation of \$1575 worth of CNF gift certificates**. These contributions offered crucial support to local organizations deeply ingrained within our communities.

**Edmonton Food Bank** Our Old Strathcona market contributed **\$325 in monetary donations** through the Community Cafe's special drink initiative, allocating \$1 from each specialty café drink sold to aid the Edmonton Food Bank.

**Calgary Food Bank** With each sale of a Community Café specialty drink, \$1 was contributed to the Calgary Food Bank. Through this initiative, we were able to **donate a total of \$942.00**, providing direct support to programs aiding the most vulnerable individuals in Calgary.

**Meals on Wheels** Our Calgary Community Cafes participated in the 2023 YYC Hot Chocolate Festival for the month of February. This annual community-driven event aims to bolster the Meals on Wheels organization. Our participation allowed us to **donate \$459** towards supporting this program.

**Food Rescue** At Community Natural Foods, it's ingrained in our corporate spirit to stand by individuals experiencing food insecurity in both Calgary and Edmonton. Throughout 2023, we concentrated our efforts on aiding food assistance organizations in our communities, aiming to reduce food waste and repurpose surplus food towards those most in need.

In Alberta, each pound of rescued food holds an approximate value of \$3.52. Considering this estimation, **our efforts diverted more than \$118,000 worth of rescued food** to support the most vulnerable communities in Calgary and Edmonton.

**Edmonton Food Bank** Our Old Strathcona market successfully redirected 25,748 lbs of reclaimed food (estimated worth = \$90,632) to support Edmonton's most food-insecure communities.

**Leftovers Foundation** (Calgary & Edmonton) Our 4 stores collectively redirected 7,756 lbs of reclaimed food (estimated worth = \$27,301) to vulnerable members of our community.

**In the Community** Community Natural Foods made a concerted effort to be an active part of our community, showing up at festivals and backing our partners in conferences and events while fostering connections, sharing knowledge, and supporting local initiatives. Our distinctive sunflower might have caught your eye at some of these locations. Here's a snapshot on where you might have seen us:

**Calgary Folk Fest** – elevated booth presence with a juice bar and stage 6 sponsor

**Edmonton Pride Festival** – promotional tent sampling fresh juices from the Community Café

**Calgary Pride** – a group of CNF representatives marched in the parade and distributed vendor-donated product

**Calgary Co-op Pancake Breakfast** - promotional tent highlighting our BYOC and Bulk Sundays program

**Calgary Co-op Charity Golf Classic** - promotional tent distributing vendor-donated product

**Canadian Holistic Nutrition Conference** - gifted 200 swag bags for all attendees with support from our vendor community

**Calgary Celiac Association Kid's Camp & Family Holiday Zoolights Event** - gifted 75 holiday bags of vendor-donated products to gluten-free families

**Calgary Celiac Association Kid's Camp** - organized vendor product donations to feed 60 attendees

**Referral Partners** Throughout 2023, our dedication was centered on fortifying our ties with businesses and partners who share our values. Our efforts focused not only on establishing but also nurturing these relationships. This commitment not only enhanced our reputation and brand image but also contributed to the expansion of our member base. Our collaboration with partners spans various avenues—social media, newsletters, word-of-mouth recommendations, in-store presentations, and extending exclusive offers to our partners' clientele.

**Our partners include:**

**Lumira Wellness**

**Inside Out Total Wellness**

**Living Wellness Dental**

**Neurvana**

**Trico Centre**

**Jessica Pecush Nutrition**

**YYC & YEG Spin Cycle Studio**

**Longevity Lab**

**Bow Cycle**

**Rumble Boxing**

**COEO Healing**

**The Way Holistic Collective**

**Bike Edmonton**

**Metta Yoga YYC & YEG**

**CSNN**

**Orange Theory**

**Chef Tasmina – Holistic Effect**

**Tri It Multisport/RnR Premiere Events/Wild Rose Event**

**Coupon Redemptions** During 2023, we teamed up with our referral partners to provide a special offer to their clients, aiming to gain dedicated CNF members and customers. Our partners' distributed offers led to **155 redeemed coupons** throughout the year—a fantastic

outcome! Living Wellness Dental had the most redemptions, followed by Bow Cycle and our external event bag stuffers.

**Empowering Health and Wellness Through Education** We are thrilled to share the remarkable journey of collaboration and education that Community Natural Foods has embarked upon in the past year. Our commitment to fostering health and wellness within our community has been fortified through a series of impactful collaborations with esteemed health and wellness experts. Throughout the year, we have had the honour of hosting approximately **60 in-store and online events** that served as vibrant platforms for sharing invaluable knowledge and insights. These events were not merely gatherings; they were opportunities to connect, learn, and grow together.

**Corporate Discounts** Throughout the year we collaborated with our referral partners to offer CNF staff members a special corporate discount on their services. These discounts are a testament to our commitment to fostering a supportive and rewarding environment.

COEO Healing Collective

Rumble Boxing

Living Wellness Dental

Goodlife Fitness

The Way Holistic Collective

Trico Centre Family Wellness

YEG & YYC Cycle Spin Studio

Orange Theory Fitness Edmonton

**Continued Growth in 2024** In 2024, Community Natural Foods is poised to elevate its community engagement efforts to new heights, fostering growth and development in unprecedented ways. CNF is set to deepen its ties within the community by expanding educational initiatives, offering diverse wellness programs, and cultivating partnerships with local businesses and organizations. With an unwavering dedication to enhancing communal well-being, we are primed to be a beacon of prosperity in 2024.