

COMMUNITY INVOLVEMENT

Performance Overview

- Distributed \$10 million in total donations in key areas in 2010-11
- Key 2010 donations included support for children's health, cancer care, child literacy, ski hill upgrades and a new aquatic centre in Fort McMurray
- Key 2011 donations included support for science learning programs, a new Science and Technology Centre at a Fort McMurray high school, cancer care for women, and an engineering university transfer program
- Corporate campaign in 2011 recognized employee volunteers and engaged employees in voting a total of \$50,000 in donations for their charities of choice

Corporate Giving Policy

In order to enrich the lives of our employees and improve the well-being of the communities where our people live and we do business, Syncrude provides funds to support community activities meeting specific criteria. Our corporate giving is designed to help us continue to earn our social license to operate and enhance our corporate reputation as well as our ability to attract and retain qualified employees.

Complete details on our policy and program guidelines are available at www.syncrude.com/community.

Focus Areas for Giving

Syncrude's giving in the Wood Buffalo region focuses on participating in community initiatives that help build our reputation and enhance employee retention. In Edmonton, our giving focuses on initiatives which serve that community and also benefit people living in northern Alberta communities, for example, health care services. Investments are made in both markets that help build training and education capacity to support long-term recruitment needs.

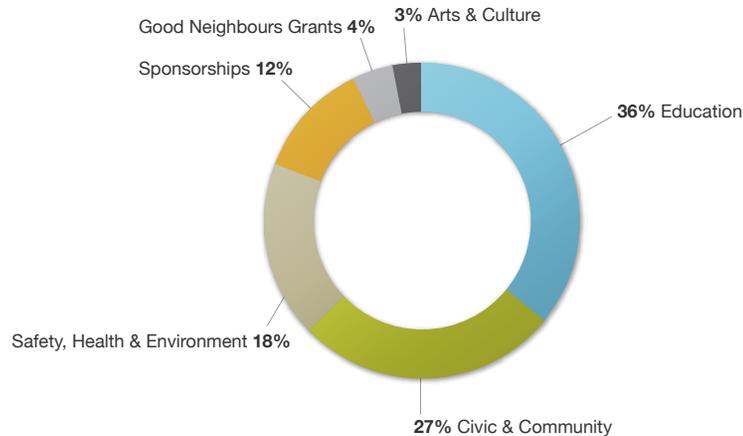
In 2010, the programs and projects we supported helped enhance quality of life and education in Wood Buffalo. Programs and projects supported in 2011 helped build capacity for science, engineering and technology education.

Corporate Donations

	2007	2008	2009	2010	2011	2012 Target
Corporate giving ¹ (\$ millions)	4.2	3.2	4.3	5.0	5.0	6.0

¹ Includes donations made under the Community Investment Program, Aboriginal Community Investment Program, sponsorships and gifts-in-kind.

Community Investment by Category



Investing in Education, Training and Future Careers

- **\$1 million over four years to help establish a new Science and Technology Centre at Fort McMurray's Father Patrick Mercredi High School.** The project is valued at \$4 million and aims to help local students develop technology skills needed by local employers. Two new labs focused on engineering technologies and industrial trades will provide hands-on learning opportunities that will give students a competitive advantage when applying for post-secondary training and apprenticeships.
- **\$80,000 over three years to support six literacy programs at the Fort McMurray Public Library.** The programs focus on improving the literacy skills of toddlers and young children.

- **\$500,000 to the University of Alberta to support delivery in the Wood Buffalo region of the DiscoverE and WISEST (Women in Scholarship, Engineering, Science and Technology) programs.** DiscoverE introduces students to engineering, science and technology, while WISEST is a summer program that places students in research lab roles that are not typical for their gender.



Syncrude president and CEO Scott Sullivan talks with students about their marble maze at a DiscoverE camp.

- **\$250,000 to MacEwan University to support the Bachelor of Science in Engineering Transfer Program.** This program enables the first year of a Bachelor of Science in Engineering degree to be taken at MacEwan. Upon successfully completing the first year, students are guaranteed entrance to the second year program at the University of Alberta.

Our Support for Health Programs and Initiatives

- **\$2 million over five years to the Northern Lights Health Foundation** for programs and equipment that support women's health.
- **\$250,000 over five years to the Stollery Children's Hospital Foundation** to expand the emergency room, which will help increase capacity and access to services, including for patients from the Wood Buffalo region needing specialized care.
- **\$150,000 over three years to the Alberta Cancer Foundation** to establish a Fort McMurray-based nurse navigator to guide cancer patients through their treatment.
- **\$30,000 over three years to the Alberta Council of Women's Shelters** for its new Family-Business Connect Program. The program encourages local businesses to become partners in confronting the challenges of domestic violence.
- **\$250,000 over five years to the Compassion House Foundation** to expand its Edmonton-based facility that provides accommodation and supports to northern Alberta women who must travel to the city for breast cancer treatments.
- **\$110,000 to Ronald McDonald House Northern Alberta** to aid in the provision of accommodation and supports to northern Alberta children and their families who must travel to Edmonton for medical treatments.



Ronald McDonald House Quilt Room, supported by Syncrude.

Helping to Build Local Sports and Recreation Opportunities

- **\$1,000,000 over four years to MacDonald Island Park for programs at the Syncrude Aquatic Centre**. The centre includes a 10-lane, 50-metre pool, waterslides and a spray park.
- **\$500,000 over five years to Vista Ridge All Seasons Park** to support its ski hill expansion project. Syncrude's support enabled the construction of a new chair lift and three new runs.



Billboard promoting new chairlift at Vista Ridge ski hill.

- **\$450,000 over three years to sponsor the Syncrude Boreal Open Canadian professional golf tour event in Fort McMurray, in 2011, 2012 and 2013**. The tour event brings world-class golf to the community and also raises funds for KidSport, a local charity that provides financial support to children so they can participate in organized sports.



Enhancing Quality of Life Through Arts and Culture

- **\$300,000 over three years to Events Wood Buffalo to enhance the WinterPlay Festival** and enable its expansion to all Wood Buffalo communities. Some of the funds will support the organization's other events, including InterPlay, Canada Day celebrations, and the Santa Parade.



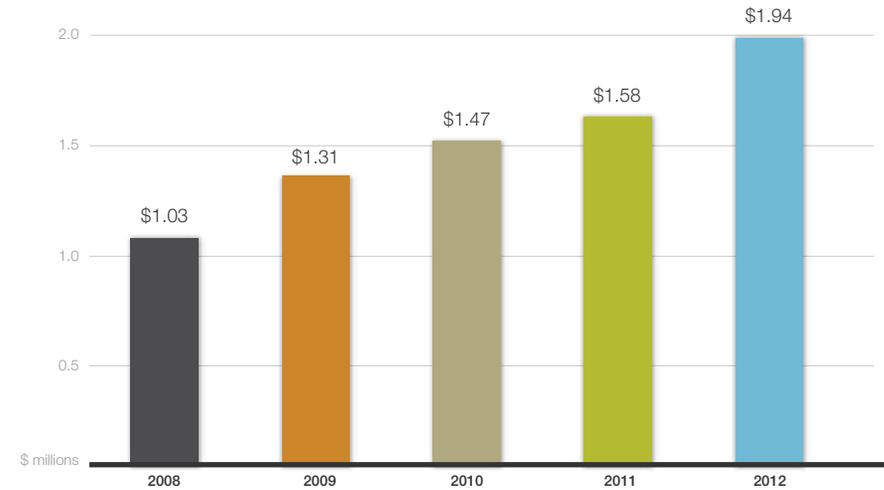
Mushers in the WinterPlay Three Forts Sled Dog Race endured a 176-mile journey, following an old mail delivery route from Fort McMurray to Fort Chipewyan. Credit: WinterPlay

- **\$200,000 over three years to Keyano College to renew Syncrude's presenting sponsorship of Syncrude Arts Alive**, a series of live theatre and music experiences at Keyano Theatre, in Fort McMurray.

Employees Respond to United Way Campaign

Syncrude employees once again responded generously to Fort McMurray's annual United Way campaigns in 2010 and 2011, helping the city retain its status as Canada's most giving United Way community on a per capita basis for six consecutive years. Syncrude's 2010 workplace campaign raised a record \$1.58 million while \$1.94 million was raised in 2011.

Corporate and Employee Contributions to the United Way



Syncrude's 2011 United Way campaign raised \$1.94 million for local charities and community services groups.

Campaign Salutes Community Volunteers and Engages Employees in Corporate Giving

A 2011 campaign to recognize and promote employee volunteerism also succeeded in its secondary goal of engaging employees in learning about the work of community not-for-profit agencies through a \$50,000 choose-your-charity give-away contest. Nearly 1,600 employees participated in the on-line campaign, selecting [KidsForever](#) as the \$25,000 winner, and five other agencies as recipients of \$5,000 each; they are [Big Brothers Big Sisters of Wood Buffalo](#), the [Centre of Hope](#), the [Fort McMurray Chinese-Canadian Cultural Society](#), [Sanatan Mandir Cultural Society](#) and the [Fort McMurray SPCA](#).



Good Neighbours Program Benefits Local Charities

Syncrude's Good Neighbours employee volunteerism grant program enjoyed expanded participation in 2010-11. The program recognizes and incents employees to engage in community volunteerism by awarding \$500 grants to the organizations for which they volunteer. A total of \$205,000 was awarded in 389 individual grants during the two reporting years, as compared to \$180,000 in 359 grants in 2008-09. Many of the same organizations also shared in a total of \$170,000 in Good Neighbours busing grants (\$2,000 each), which help offset the cost of travel to out-of-town events, such as sports tournaments. Click [here](#) for more information on this program.

Hitting the Right Notes

His son's involvement in a school band program prompted Syncrude employee Lance Ferriss to make the program more accessible to students facing financial barriers. Lance spearheaded an effort to collect, repair and donate used instruments to students in need. Thus far, more than twenty refurbished instruments have been donated to budding young musicians.



Program Helps Develop Community Leaders

In 2011, Willis Doiron became the latest Syncrude employee to graduate from [Leadership Wood Buffalo](#), a development program that aims to create a new generation of community builders. Doiron went on to serve as co-chair of Syncrude's 2011 United Way workplace campaign. Two other employees, Sana Elach and Lynn Joyce, currently serve on Leadership Wood Buffalo's Board of Directors.

Marlene Lane (left) and Willis Doiron are both graduates of Leadership Wood Buffalo. Sana Elach (centre) chairs the program.



Forester Stewards Natural Places

Moving to Fort McMurray in 2005, Syncrude forester Eric Girard and his wife, Sophie, have enjoyed the boreal forest that surrounds the community. So much so, that they formed the Wood Buffalo Adventure Club, which now boasts 100 members. The group participates in many outdoor activities and takes care of the local Birchwood Trail System. It also provides input to local and provincial plans for parks and recreation spaces.

