

OUR COMMUNITIES

Contributing to causes that make a difference in our communities

At Sofina Foods, we are proud to support the communities where we live and work by sharing our time and our resources with those in need. The vast majority of our charitable efforts in our communities are managed through The Sofina Foundation.



“My vision for The Sofina Foundation started with the humble dream of making a difference in the lives of children and families in need. Today’s children are tomorrow’s artists, manufacturers, peacekeepers, change-makers, leaders, and humanitarians. Over the years we have seen how our support directly impacts the lives of so many. The testimonials we receive each year from our partners are truly touching and continue to be our motivation.”

Michael Latifi, Founder, Chairman and CEO,
Sofina Foods Inc.

SOFINA
foundation

THE SOFINA FOUNDATION

The Sofina Foundation is the charitable arm of Sofina Foods Inc. Initially established in 2007, The Sofina Foundation received its formal charitable status at the beginning of 2014, and proudly partners with various charities across Canada focusing on improving the health and wellbeing of Canadian children. From product donations to sponsorships, along with numerous third-party partnerships, The Sofina Foundation continuously seeks to expand its impact and make a difference.

Since its inception, the Foundation has raised over \$7.8M for children’s causes across Canada. We can only do this through the generous support of our employees, suppliers, vendors, and business partners.

SOFINA
Amici

SOFINA & AMICI GOLF CLASSIC

The Sofina & Amici (Sofina & Friends) Inaugural Golf Classic started in 2008 and raised \$221,000 (more than 5 times the anticipated fundraising goal!) with the support from suppliers, business partners, and Sofina family and friends. To date, the annual event has raised \$5.2 million towards capital programs at Sunnybrook Health Sciences Centre, and Ronald McDonald Houses (RMH) in both Toronto and Edmonton:

- \$1,889,000 towards NICU Operative Unit & High-Risk Suite + Women & Babies Program at Sunnybrook
- \$2,500,000 investment in Youth Mental Health (Brain Sciences Centre at Sunnybrook)
- \$550,000 to RMH Toronto School
- Kitchen Renovation at RMH Edmonton



DID YOU KNOW?

To date, the Dream Builders' Campaign has:

- granted 139 wishes,
- provided 344 days of camp for children living or affected by childhood cancer,
- donated \$645,000 to children's hospitals (child life, NICU or child/youth mental health programs), and
- donated \$315,000 to RMH in Calgary and Toronto.



We pride ourselves on spreading our support to as many organizations as possible. Last year alone, the Dream Builders' Campaign supported 25 charities, positively impacting the lives of hundreds of thousands of children and their families across the country. Sofina Foods matches every dollar donated by our employees, as well as supplier donations, doubling the impact. To date, the Dream Builders' Campaign has raised over \$3 million.

139 (and counting!) wishes granted through charitable organizations: Make-A-Wish Canada, Sunshine Foundation of Canada and Canuck Place Children's Hospice in Abbotsford:

★ = number of wishes granted



DREAM BUILDERS' CAMPAIGN



The Dream Builders' Campaign was launched in 2014 to bring employees together to fundraise for a common cause – to grant the most heartfelt wish of five critically ill children. Since then, through this national initiative, we have supported 44 Canadian charities that each provide unique programs, support, and critical help for children and families. Included in these charities are children's hospitals in each of the provinces where we operate.

Funds raised from the employee-driven campaign have supported all different types of children and programs – from sick, critically ill, or disabled children, to supporting children from low-income families and those living with lifelong illnesses, both physical and mental.

Last year, we proudly celebrated the 10th anniversary of the Dream Builders' Campaign. From humble beginnings filled with bake sales, dunk tanks and selling stars to make children's dreams come true, we embarked on a journey that would forever impact the lives of countless children across the country. To celebrate this milestone, each month we revealed a new \$50,000 donation to a Canadian children's charity, totaling \$500,000. These donations ranged from building inclusive and accessible parks, NICU programs and equipment, urgently needed child and youth mental health programs and more.

Over and above this commitment, The Sofina Foundation committed an additional \$450,000 to children's charities across Canada, bringing the total number of charities supported to 25! A few of these charities include Make-A-Wish Canada, Sunshine Foundation of Canada, Ronald McDonald House Charities, CNIB Foundation, and many of the children's hospitals located in the provinces where we operate.

We also had an ambitious goal to exceed the \$3 million dollar mark of total funds raised. Thanks to the passion and hard work of our dedicated Dream Team volunteers, spearheading fundraising events such as raffles, Step Challenges, and employee product sales at each of our sites, we reached our goal!

MAKE-A-WISH CANADA PARTNERSHIP/EVENT SPOTLIGHT

"What an incredible opportunity to be able to see firsthand what our hard work and donation can accomplish. To witness the smiles and enthusiasm of the kids and their families as they embarked on a break from their day to day lives. The struggles of juggling work, caregiving for their ill child as well their other children's needs, treatments, all types of testing, specialist and doctor's appointments as can be an overwhelming task. The granted wishes give the families time to enjoy the little time they have left together and create memories, for others to heal and continue to live and for some to give back.

I struggled with so many mixed emotions during this experience as I observed the children play and be carefree, amazed at their surroundings and the accessibility available to all regardless of their physical conditions was incredible. Listening to the journey of adults that had their wishes granted and how it has changed their lives was overwhelming and brought tears to so many of us. For the kids, parents, siblings and even grandparents to come up and hug and thank us for all we have done. Even complete strangers assisting us during our shopping spree would help find the items on the kid's wish list and thank us, was humbling.

As for the incredible team: Umeeda, Lauren, Amber, Barbara, Jody, Julie and Lori. We made Sofina "PROUD". We cheered the loudest, worked the hardest and made sure the kids and their families enjoyed the events planned. Our enthusiasm was contagious and drew so many other volunteers to our group and we embraced them and worked tirelessly together. Our passion was so evident in every task we were given.

I am forever grateful to you for making this one of my most treasured memories thus far!"

Toula Girmenia,
Dream Team Member since 2014

In 2023, The Sofina Foundation made the largest commitment in Dream Builders' Campaign history: donating \$150,000 to Make-A-Wish Canada in support of their 40th Anniversary Wish Trip, which sent 44 wish families to Disney.

Our employees were able to be part of the magic. Seven Dream Team members delivered wish boxes to families attending the trip in Markham, Brampton, and Edmonton. Eight Dream Team members also attended the trip, volunteering and being able to interact with the families.

The trip was a once-in-a-lifetime experience, being able to positively impact the lives of so many children and their families simultaneously.





Source: Canadian Income Survey (CIS) 2021. Data on food insecurity for CIS 2021 were collected in Jan-Jun 2022. Source: Second Harvest

DOLLARS FOR DREAMS

Dollars for Dreams is our payroll deduction program where employees can sign up to have a certain amount deducted per pay cheque. Since 2019, employees have contributed over \$250,000 towards children's causes. In 2023, over \$86,000 was raised from this program and distributed to local charities across Canada. Our employees are proud to come together with their colleagues and peers across Canada to make a difference in our communities.

FOOD SECURITY

6.9M 

\$50K  /5 yrs

 2.2M requests

6.9 million Canadians experienced food insecurity this past year, including almost 1.8 million children living in food-insecure households*. Being one of Canada's leading food manufacturers, we are committed to avoiding any and all food waste.

In 2023, Sofina Foods donated 149,194 lbs. of protein to Second Harvest, Canada's largest food rescue agency. Protein is the category most in demand and the hardest to find. This food was distributed to over 2,103 front-line social service organizations across Ontario, including food banks, soup kitchens, homeless shelters, women's shelters, student nutrition programs, and many more. On average, their agency partners are serving 72% more clients than they were pre-pandemic, and 88% need more food to meet demand*.

Sofina Foods has committed \$50,000 over 5 years (2019-2024) in partnership with Food Banks of Quebec (FBQ) to support their Supermarket Recovery Program (SRP). The SRP is the first of its kind in Canada, uniting a solid network of societal and corporate organizations to fund a win-win solution that eliminates losses in supermarkets by feeding those in need. It's a solution that greatly improves the quantity and variety of recovered foods, including fresh produce and meat.

Each month, the FBQ network responds to more than 2.2 million urgent food-aid requests. 500,000 people across Quebec receive food aid every month thanks to a network-affiliated organization. Since 2013, the distribution of meals for children has risen by 48.5%! Thanks to our contributions in 2023 alone, 30,000 meals will be served to Quebecers experiencing food insecurity. 32 service partners serve more than 1,200 affiliated local community organizations which meet the growing demand of requests each month.

To minimize food waste, we have partnerships with local food banks in each of the cities and/or provinces where we operate, ensuring that no edible food ends up in a landfill.



Since 2020, Sofina Builders have volunteered their time each year to support Second Harvest's Feeding our Future program by preparing sandwiches and snacks that go out to summer camps across Toronto. These meals help feed children and youth that experience summer hunger and food security.

EMPLOYEE VOLUNTEERISM

In addition to providing financial contributions to charities, our employees volunteer their time at various fundraising events in partnership with our charity partners. In 2023, our employees volunteered with:

- Wish Box Deliveries with Make-A-Wish Canada
- Wish Trip Volunteers with Make-A-Wish Canada
- Feeding Our Future with Second Harvest
- Parks Foundation Calgary

WHAT'S NEXT

The Sofina Foundation will continue its efforts to make a difference in the lives of children and families in need, thanks to the passion and support from Sofina Builders. In 2024, The Sofina Foundation has a goal to support 26 charities.

