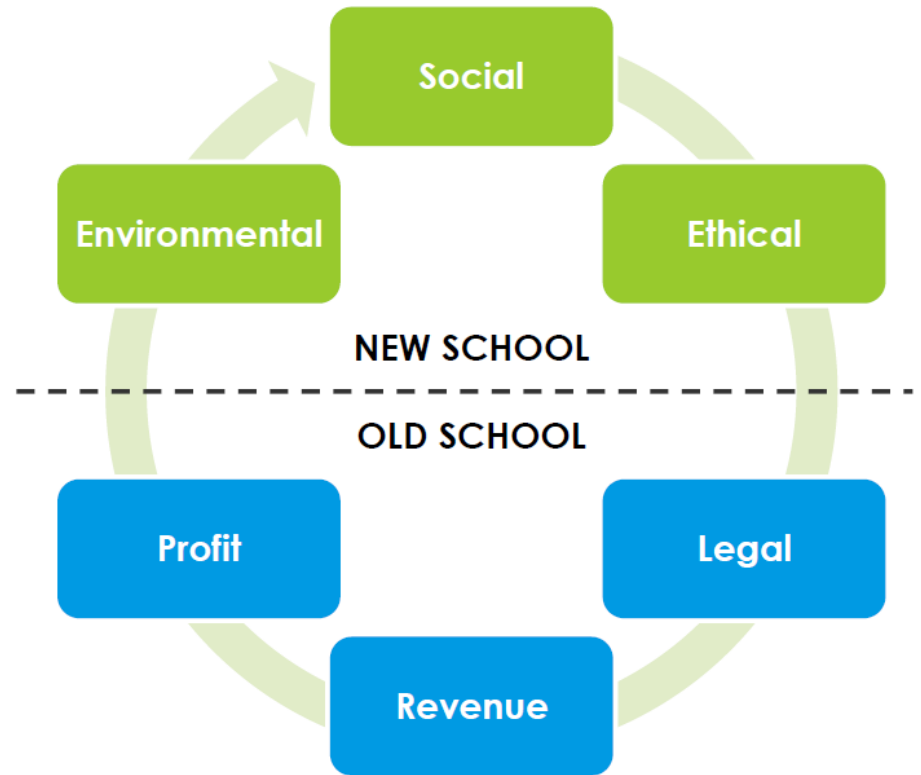


Corporate Social Responsibility

What is Corporate Social Responsibility?

- *A voluntary* approach that a business takes to meet or exceed stakeholder expectations
- *Doing Well by Doing Good*



What are the Trends?

- Modern corporations have developed new trends:
 - To deliver **the good**, and not just **the goods**
 - To pursue **values**, not just **value**
 - To **help** make the world a better place
- What does this mean?
 - ‘Good deeds’ are built into business plans
 - Corporations give back to the community
 - not just shareholders



Triple Bottom Line

- Companies are setting standards where the bottom line is about more than just money



Why bother?

- CSR can help your company
 - Customers like it – sales and loyalty increase
 - Employees like it – more engaged
 - CSR helps
 - the environment,
 - the community,
 - and saves money.



Examples

- Tim Horton's:
 - Involved in fair trade
 - Sponsors sports and other community initiatives

COFFEE PARTNERSHIP



Helping to build sustainable coffee communities by supporting farmers in key areas that will improve their coffee business and their lives.

COMMUNITY INITIATIVES



Tim Hortons proudly supports local community initiatives where we do business.

Examples

- TOMS Shoes
 - One for One
 - With every product purchased, the customer is helping one person in need



Examples

- TenTree
 - partnered with non-profits to provide a long-term solution by restoring the ecosystem and offering long-term employment to local communities

