



2020

Report on Corporate Social Responsibility

at Extend Communications Inc.



OUR SOCIAL RESPONSIBILITY INITIATIVES FOR 2020

The year 2020 presented many challenges for businesses and individuals alike, as the world navigated through the ever changing COVID-19 environment. In response to the lockdown order in March 2020, 98% of our team were working remotely within a couple of weeks, without any interruption to the services we provide.

Our priority for the duration of 2020 was to focus on initiatives directed at the health, safety, and wellbeing of our employees, supporting local businesses and charities in our communities, and providing an excellent level of service and care for our clients. In keeping with this commitment, Extend made a monetary donation to support the PPE needs of the Brantford and Windsor hospitals within the first months of the pandemic. At the same time, we continued to support the diverse needs of the charities important to our team and our communities.

In the summer of 2020, and again in December, we implemented a 'Shop Local' program, gifting each of our team members with \$100 on the condition that it be spent only at independent local merchants. This initiative simultaneously supported the wellbeing of our team, and the struggling small business sector in our communities, and was a great success.

Environmentally, COVID-19 accelerated Extend's goal of reducing paper, as it was necessary to establish sustainable electronic processes while working remotely. It was an unprecedented year, and we couldn't be more proud of all our team members who continued to support each other, our clients, and our communities, while overcoming the changes and challenges of working from home and coping with a pandemic.

Extend is committed to contributing a minimum of 1% of total revenue each year to the following areas of Corporate Social Responsibility:

Our People

- Promote health and wellness initiatives
- Support both personal and professional growth and development
- Encourage volunteering
- Measure employee satisfaction

Our Clients

- Offer new services promoting sustainability and enhanced efficiencies
- Align our values of ethical and transparent business practices with our clients
- Donate services and expertise to charitable clients
- Measure client satisfaction

OUR SOCIAL RESPONSIBILITY FRAMEWORK

Extend measures and reports not only on profit, but on our social and environmental impact while promoting responsible and transparent business practices. Social Responsibility initiatives are aligned with our Core Values of Integrity, Innovation, Initiative, and Individuals.



Our Community

- Support local charities monetarily with donations & sponsorships
- Participate in charitable events with teams and fundraising
- Encourage volunteer initiatives where hands-on resources are needed

Our Environment

- Reduce waste and conserve energy
- Encourage sustainable initiatives
- Reduce our carbon footprint by encouraging sustainable commuting

HOW WE MEASURED OUR PROGRESS

	2020	2019	2018
% of Revenue Contributed to CSR	1.33%	1.53%	1.24%
PEOPLE			
% Participating in Wellness	49%	56%	56%
% Participating in Shop Local	53%		
% Volunteering	33%	44%	20%
Participation in Professional Development	30%	27%	27%
Participation in Personal Development	3%	35%	70%
Internal Promotions	1	9	4
Employee Turnover	15%	23%	16%
Employee Net Promoter Score	56	51	59
CLIENTS			
Client Net Promoter Score	60	54	49
Clients receiving donated service	3	2	2
Donations to client's CSR initiatives	0	5	2

	2020	2019	2018
COMMUNITIES			
Charities supported monetarily	28	32	21
Items donated	55	662	656
Participation in local events –Extend teams	8	7	4
Community & Prof board/committee positions	14	17	15
Positions held by Team Members			
ENVIRONMENT			
% of invoices emailed	98%	96%	98%
% of Client payments processed electronically	75%	63%	58%
% of Vendor payments processed electronically	66%	58%	60%
Reduction of Carbon footprint –train travel	-62%	9%	-5%