



GOOD News

OUR SOCIAL IMPACT THIS QUARTER

This spring we raised and donated \$2.8M towards charitable organizations across Ontario – thanks to the generosity of our customers and suppliers, along with the commitment of our LCBO employees.

\$2.8M

Total donated from **April to June 2024**

LOVE PAIRS WITH EVERYTHING CAMPAIGN	\$1.7M
TREE CANADA	\$875K
BLACK OPPORTUNITY FUND	\$125K
BLACKNORTH INITIATIVE	\$50K
CENTENNIAL COLLEGE	\$50K
PRIDE TORONTO	\$35K
PRIDE OTTAWA	\$7K
PRIDE LONDON	\$2.5K
PRIDE NORTH BAY	\$2.5K

HONOURING NATIONAL INDIGENOUS HISTORY MONTH

June is recognized as **National Indigenous History Month**, a time when we honour the rich traditions of Indigenous communities and celebrate their vibrant culture. All year round, we invite all Ontarians to join in supporting the work of these valuable organizations.

OUR ONGOING SUPPORT

\$50K donated to Habitat for Humanity Canada, including \$40K for the **Indigenous Housing Partnership**

\$75K to **Indspire's Building Brighter Futures:** Bursaries and Scholarship Award

\$5K bursary to Indigenous nursing students at **SickKids**

It's Giving Real Change

LOVE PAIRS WITH EVERYTHING

LCBO has been a longtime supporter of Pride celebrations in Ontario. Since we began fundraising through our in-store Pride campaigns in 2021, we've raised over \$6M for 2SLGBTQI+ communities across the province. We are proud to share that this year's Love Pairs with Everything campaign raised **\$1.7M** for five charitable partners: Casey House, The 519, Rainbow Railroad, and two new partners, CANFAR and Egale.



Egale

CANFAR (Canadian Foundation for AIDS Research) promotes HIV testing, provides patient care, and funds AIDS research in Canada.

Egale has been working for over 35 years to foster 2SLGBTQI+ belonging and inclusion in Canada through research, education, awareness, and advocacy for basic human rights and equality.

\$1.7M raised in 2024 through the Love Pairs with Everything campaign

\$6M+ raised since 2021 for 2SLGBTQI+ communities across Ontario



TOTES FABULOUS

Our limited-edition Pride tote bags were available for purchase across 160 LCBO stores and online – with 100% of proceeds going to our charitable partner, **2-Spirited People of the 1st Nations**.

TO LEARN MORE, PLEASE VISIT OUR [SPIRIT OF SUSTAINABILITY WEBSITE](#)



Q&A With Keith McCrady, Executive Director of 2-Spirited People of the 1st Nations

HOW DID THE ORGANIZATION START?

2-Spirited People of the 1st Nations came into existence in the 1980s in response to the AIDS crisis. Today we are a holistic health and wellness agency, supporting a strong and self-determining 2-Spirited community in Ontario.

HOW DO YOU PROVIDE SUPPORT IN ONTARIO?

We offer a wide variety of services, including support for food, education, employment, and mental health, such as a 24/7 phone line. We also host our annual Powwow and Pride events.

HOW WILL LCBO'S SUPPORT ENHANCE YOUR EFFORTS?

The LCBO donation will support the expansion of our programs to Kenora, Ottawa, Sudbury, Thunder Bay, and Windsor. Having the support of a trusted institution like LCBO increases our visibility and starts conversations about the resiliency of our communities and the work that we do.

GROWING BETTER PLACES TO LIVE

Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments across the country. At LCBO, we are proud to share that this year's campaign raised:

\$875K in April 2024

\$2.3M since 2022



Resulted in **245K** trees planted across Ontario to date