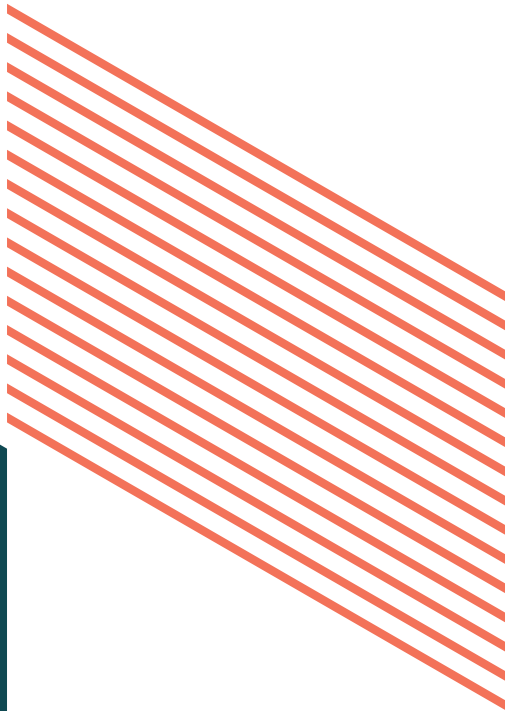


COMMUNITY REPORT 2021



# A LETTER FROM FOUR20

April marks our birthday month, and this year we celebrated four years as FOUR20. During annual points of celebration, it's always a time to take pause and reflect on all that has taken place over the last year.

For us, we became rooted in our values and built an internal community that is stronger than ever.

Our company grew from 14 stores to 30, and we expanded the FOUR20 family to nearly 200 people.

The past year was all about refocusing, refining our strategy and returning to our community roots after a tough pandemic that affected so many people and businesses. We developed a new Core Purpose and aligned on updated Core Values that really reflect where we started and where we want to go.

So far, 2022 has been full of hope as we transition back into a world where in-person connection exists, we can support our communities in more meaningful and mindful ways and create more opportunities to give back and build.

*We look forward to seeing you in the community.*

## ○ FOUR20 CORE PURPOSE

*Improve our communities and make every experience remarkable.*

## ○ FOUR20 VALUES

### *Accountability*

Do the right thing and follow-through.

### *Community*

Foster a caring and inclusive environment.

### *Innovation*

Share ideas and be creative problem-solvers.

### *Service*

Elevate customer satisfaction through education and experience.



# GIVING BACK

## PRIDE

We support Pride Month annually as a company, and for Pride Month 2021, we launched a special charity lighter in support of Calgary Pride and Edmonton Pride. However, 365 days a year you can see FOUR20 pride and trans flags posted outside our stores to indicate we are a safe and inclusive place to shop.

## VETERANS

We always have a veterans discount in our stores, but on Remembrance Day 2021, we doubled the discount to give veterans 20% off. A very small way for us to show our gratitude for their service.

## VOTING SUPPORT

We encouraged citizens to execute their right to vote by offering a discount for anyone who could show us a picture of them at our polling station.



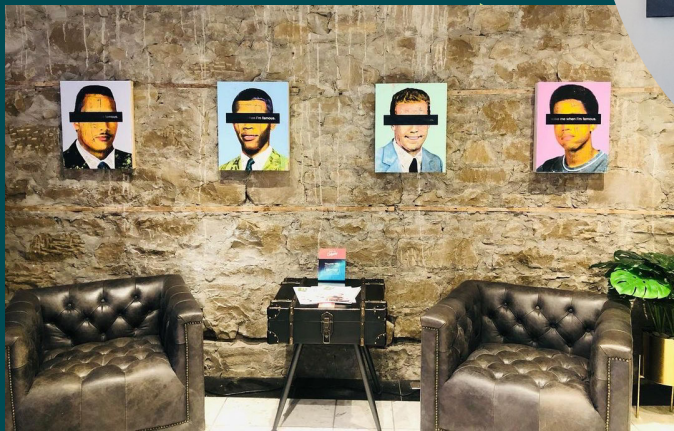
# LOCAL ART

We love an opportunity to support local and during a time when many in-person events took a backseat, we were able to find creative ways to build a community and give back to local artists.

## LOCAL ART INSTALLATIONS

Last year, we opened our retail stores to local artists to give them a space to showcase their work. Our store walls were transformed into galleries as we invited 8 artists from across Alberta to display their creations to our customers and communities.

- Michelle Ku
- Raegan H
- Ginette Ouimet
- Lara Pintaric
- Courtney Dahoy
- "Stock Paper Scissors"
- Cory Nespor
- Cameron Kitchen



## BUMP FESTIVAL

We were honoured to be part of the Beltline Urban Murals Project (BUMP) Festival in 2021, having our Beltline location in Calgary home to some beautiful new art by graffiti artist Moe Dawg.





# HOLIDAY SUPPORT

Our Hub collected clothing and household donations during the month of December 2021 for the Calgary Drop-In Centre and we were able to drop-off a carload of items to the charity in time for Christmas.