



FirstService

Social Purpose
FirstService Corporation
October 2018
'Walk' Phase Roadmap

Situation

1. Recruitment and employee retention continue to be among our largest challenges
2. Employees want to work for a company that shares their values, is a good corporate citizen and encourages them to be “part of something bigger”
3. Our people demonstrate a commitment to service every day and these efforts should be celebrated

Why Social Purpose

- Participation in Social Purpose activities will support an increase in employee recruitment and retention
- Employee experience metrics will improve and we will continue our evolution toward being an employer of choice/great place to work
- An increase in employee engagement will lead to continuous business growth

Our Social Purpose is our collective commitment to our 3 pillars:

- Our People
- Our Community
- Our Environment



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The Three Pillars of Social Purpose

Our People



The reputation we have as a great place to work/employer of choice

The programs we provide to support each other

The shared commitment to support diversity and inclusion

Our Community



The areas where we provide services

The places where our people live

The causes we support in our communities

Our Environment



The focus on running sustainable operations

The guidance and education we provide

The products we sell



Social Purpose Framework

The Three Pillars of Social Purpose



Our People

- Inventory of our team member programs
- Diversity and inclusion metrics/initiatives
- Relief Fund payroll deduction participation rate



Our Community

- Involvement in community events, including leadership
- Participate and collaborate in sister company events



Our Environment

- Inventory of environmental programs, practices and initiatives
- Quantify environmental impact
- Provide thought leadership

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Crawl Phase: Jan 2018 – Dec 2018

- ✓ Launched Social Purpose Statement
- ✓ Launched Social Purpose web content
- ✓ Developed events calendar
- ✓ Launched Relief Fund
- ✓ Created stories to build awareness and inspire action
- ✓ Established tool library
- ✓ Launched Spotlight newsletter
- ✓ Launched Compass communications
- ✓ Conduct Monthly champions call
- ✓ Quarterly FirstService Relief Fund report
- ✓ Launched #FirstServeOthers across all companies

Walk Phase: Jan 2019 – Dec 2020

Continuous delivery and refinement of Crawl Phase initiatives

- Launch and communicate the three pillars of Social Purpose
- Support annual Social Purpose planning at the brand/company level
- Develop and launch Social Media strategy
- Create turn-key Social Purpose campaigns/contests with supporting materials
- Further develop the #FirstServeOthers brand, introduce branding guidelines and create collateral to support
- Define and optimize comprehensive communications strategy for internal and external audiences
- Create annual Social Purpose self-assessment for utilization at the brand level
- Create internal Social Purpose three year summary

Company/Brand

Crawl Phase: Jan 2018 – Dec 2018

- CEO launch of Social Purpose
- Develop Social Purpose web presence & integrate events calendar
- Introduce Relief Fund, build a payroll deduction process and generate awareness
- Use #FirstServeOthers in all Social Purpose social media posts
- Post events to FSV calendar
- Ongoing Social Purpose message reinforcement
- Share Social Purpose materials and ideas

Walk Phase: Jan 2019 – Dec 2020

Continuous refinement of Crawl Phase initiatives

- Complete Social Purpose self-assessment
- Form cross-functional Social Purpose team tasked with developing plan aligned with the three pillars of Social Purpose
- Develop and launch a Social Purpose Marketing strategy that includes web, social media and public relations, including distribution of the FirstService generated content (i.e. Spotlight newsletter)
- Embed Social Purpose messaging in company communications
- Support the capture of agreed upon key metrics
- Ongoing engagement with Social Purpose champions throughout the organization