



**WITH EVERY FILL,  
CO-OP MAKES A  
DONATION TO  
YOUR LOCAL COMMUNITY**

## RECIPIENT OVERVIEW

Co-op has a long history of serving Western Canada. In 2017, we launched another way of giving back – Fuel Good Day.

During this one-day event, Co-op donates a minimum of five cents for every litre of fuel sold at participating Co-op Gas Bars to a local charity or non-profit organization. Fuel Good Day takes place in September at more than 400 CO-OP® Gas Bars throughout British Columbia, Alberta, Saskatchewan, Manitoba and northwest Ontario.

Since 2017, Co-op's Fuel Good Day has raised nearly \$2.4 million for more than 600 recipient organizations. In 2020, more than 185 organizations received \$566,000 in donations on behalf of local Co-ops across Western Canada. We'll continue to engage our customers and members this year on Sept. 21, investing in our communities and fuelling good.

## HOW YOUR ORGANIZATION CAN PARTICIPATE

Fuel Good Day has become a signature event in a short time. In the lead-up to the day, Co-op will promote Fuel Good Day at our locations as well as radio and social media advertising.

We'd appreciate your help sharing the event through your channels, whether this is on your social media platforms or an email out to your network of donors and volunteers. We will be preparing some social media resources that you'll be able to use.

In the past, local co-ops have worked with the recipient organizations on their roles the day of the event. Although celebrations this year may need to happen on a smaller scale in accordance with guidelines from local health authorities, we encourage you to take and share photos throughout the day. Please speak to your local co-op to determine what role you can play the day of the event.

After the event has finished, we'd appreciate your help sharing the results with our community. This may include a cheque presentation photo to share with media, a post on your social media channels and note in newsletters, reports or other communications. Again, please speak with your local co-op.

We're excited for this year's Fuel Good Day and look forward to seeing how it benefits our community through the work you do.