

2011 ACTIVITIES REPORT

TRAINING THAT BUILDS LIVES

Serving youth
from coast
to coast

RONA
Foundation



HOPE | APPRENTICESHIP | DETERMINATION

DREAMS | SELF-SUFFICIENCY | RESPECT



“Existence is not what happened,
there is the field of human possibilities, everything
that man can become, everything he is capable.”

Milan Kundera



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Mission

OUR MISSION : HELPING OUR YOUTH



PROJECTS | COMMITMENT | SUSTAINABILITY

RONA

Foundation

Created in 1998, the RONA Foundation provides assistance to young people aged 12 to 30. It supports organizations and programs that combat the school dropout problem and illiteracy or that provide training to allow young people to learn a trade or profession.

The RONA Foundation is committed to helping troubled youth or those from underprivileged backgrounds believe in themselves and in life, both for their benefit and for that of their community.

As an institution dedicated to fundraising, the RONA Foundation donates the proceeds of its activities to registered charitable organizations that share its vision of youth development and personal accomplishment.

“If you want to build a ship,
don’t drum up people together to collect wood and don’t assign
them tasks and work, but rather teach them to long for the endless
immensity of the sea.”

Antoine de Saint-Exupéry



Christian Proulx, Jean Émond, Karim Salabi, Robert Dutton, Francine Gendron, Claude Bernier, Philippe Krivicky

A message from our Board of Directors

RONA FONDATION

Recently, I was reminded of how RONA came to be when I read “Time For Outrage!”, an essay by French diplomat and writer Stéphane Hessel.* In 1939, RONA was born out of the outrage of a group of hardware store owners. This creative outrage led to a commitment to form a cooperative buying group. The great project we call the RONA Foundation is another example of the creative outrage that is part of the very fibre of our organization. We are outraged by poverty among our young people, indignant about their under-education and high dropout rates, and frustrated by the systemic failures they experience inside and outside the home. We expressed this indignation by creating the RONA Foundation nearly 15 years ago. Today, our creative outrage finds expression in our commitment to establish a RONA Fabrication Shop network across the country.

These fabrication shops are inspired by the facility RONA sponsored in 2008 where over 8,000 items were built for the Vancouver 2010 Olympic and Paralympic Winter Games. In collaboration with the Vancouver Organizing Committee, the RONA Fab Shop offered each of the program’s 64 graduates the carpentry skills and on-the-job experience to help them become gainfully employed and engaged citizens. The program’s students – youth and women at risk, Aboriginal peoples and new immigrants – also experienced an unforgettable sense of pride after seeing the podiums, ramps, signage and fencing they had built showcased worldwide during the Games.

The development of RONA Fab Shops is driven by our belief that every young person has potential that can be developed if they are supported and encouraged. We also believe that young people have the strength and the will to take charge of their destiny if we provide them some of the essential tools. We believe that the creative outrage of our youth can be an instrument for personal and social change, and we pledge to support them through our RONA Fab Shops.

I hope you will continue to support the RONA Foundation and join us in this great adventure that will see the establishment of a RONA Fab Shop network across Canada. We need the creative outrage of each and every one of you to help our at-risk youth take charge of their future and, by doing so, help build a better world.

I would like to sincerely thank all the people who played a role in the accomplishments highlighted in this year's report. Without your involvement, these achievements would not have been possible. Finally, in 2011 we welcomed the RONA Foundation's first full-time director, Francine Gendron, whose dedication, leadership and own creative outrage will ensure that the RONA Foundation remains focused on unlocking the potential of our at-risk youth.

Robert Dutton
CEO and President

**"Time for Outrage!" is the English translation of Hessel's 2010 bestselling essay "Indignez-vous!"

BOARD OF DIRECTORS

- ROBERT DUTTON, President
President and CEO, RONA
- CHRISTIAN PROULX, Director
Senior Vice President, People and Culture, RONA.
- JEAN ÉMOND, Director
Director Coach, Camiré et associés Inc.
- KARIM SALABI, Director
Executive Vice President, Marketing, Image and Sponsorships, RONA
- CLAUDE BERNIER, Director
Executive Vice President, Marketing and Customer Innovations, RONA
- PHILIPPE KRIVICKY, Director
Vice president, Emerging Business Strategies, RONA
- FRANCINE GENDRON, ex-officio member
General Manager, RONA Foundation



The RONA Foundation

BUILDING A BETTER WORLD

In an effort to harmonize and optimize RONA's social commitment, the company's senior management decided in 2011 that all of its charitable donations would be managed by the RONA Foundation beginning in 2012. This centralization is intended to ensure that all donations are closely tied to the RONA Foundation's mission. In the wake of this harmonization exercise, the RONA Foundation has redefined its scope. From now on, it will focus its efforts on solely helping troubled youth by means of social inclusion programs. This approach is based on our intrinsic desire to build a better world by helping young people integrate into the workforce and encouraging them to shape the society of tomorrow.

THE RONA FOUNDATION IS DRIVEN BY A DESIRE TO HELP YOUNG PEOPLE REALIZE THEIR FULL POTENTIAL WHILE LEAVING THEM AN ENVIRONMENT THAT DOES NOT MORTGAGE FUTURE GENERATIONS. CONSEQUENTLY, THE RONA FOUNDATION SEEKS TO SUPPORT ORGANIZATIONS THAT SHARE THESE SAME VALUES AND GOALS.

In 2011, the RONA Foundation primarily supported programs to combat high-school dropout rates as well as training programs, internships and employment programs for underprivileged youth. It also provided scholarship funding to help those from disadvantaged backgrounds complete their studies or learn a trade.

Following a redefinition of its scope in 2011, the RONA Foundation will establish a network of fabrication shops across Canada that use the teaching of carpentry skills as a means for social inclusion. These shops are managed by organizations that are well established in their communities. Each partner organization uses a development model promoting skills on five essential levels: personal, social, basic, technical and environmental.

One of those organizations involved is the Vancouver-based RONA Fab Shop by Tradeworks. The training centre is a springboard that allows young people to overcome personal difficulties, build self-confidence and take their place in the job market. To offer this opportunity to at-risk youth elsewhere in Canada, the RONA Foundation plans to establish two more RONA Fab Shops in Canada in 2012.





RONA FAB SHOP

The RONA Fab Shop in brief

DISCOVER | EXPERIMENT | SUCCEED

WHAT IS THE RONA FAB SHOP?

It's an organization that provides a carpentry skills training program to young people so they can ultimately find a job in this field. In addition, organizations working in partnership with the RONA Fab Shop aim to develop young people's personal, social, basic, technical and environmental skills. The goal is to properly equip students to successfully enter the workplace and reintegrate into society.

WHO PARTICIPATES IN THE PROGRAM?

It reaches out to those aged 18 to 30 who come from underprivileged backgrounds and have problems getting or keeping a stable job. The causes of these problems are varied: homelessness, addiction, financial difficulties, among others. Despite these problems, we strongly believe that these young people have the potential to become accomplished citizens, and we want to offer them the opportunity to prove to themselves that they can thrive professionally and personally.



Objects made by participants at the Tradeworks RONA Fab Shop in Vancouver.

Organizations we supported in 2011



BOIS URBAIN

This social inclusion program provides work experience to people with employability problems in order to help them re-enter the job market.

VERMILION ENERGY / YWCA SKILLS TRAINING CENTRE

This organization offers women training in carpentry and home renovation to help them build their self-esteem and find a job in the construction industry.

CHILDREN'S AID FOUNDATION

The Children's Aid Foundation is dedicated to improving the lives of abused, neglected and at-risk children and teens, focusing on prevention, enrichment and education.

“Tell me and I forget.

Teach me and I remember. Involve me and I learn.”

Benjamin Franklin

THE RONA FAB SHOP BY TRADEWORKS

The very first RONA Fab Shop was born out of a collaboration between the RONA Foundation and the Tradeworks Training Society. The RONA Fab Shop by Tradeworks is somewhat of a legacy of the Vancouver Winter Olympics, and consists of a program whose participants develop life skills by learning carpentry. The program aims to support at-risk youth who have been unable to find and keep a job, enabling them to acquire the personal and professional skills to succeed in the workplace.

FONDATION JEUNES-PROJET

This organization’s mission is to provide financial support for projects initiated and carried out by Quebec elementary and high school students. It also works to combat the school dropout problem.



Ambassador School in Toronto:

A LIFELINE FOR TROUBLED YOUTH

Imagine a 17-year-old who's been kicked out of six different high schools, always received failing grades, lost all confidence and given up hope of finishing school, until the Ambassador School in Toronto, a place where hope endures, welcomes him.

With its unique approach, this school's alternative educational program gives guidance to at-risk youth who have lost their way because of personal, family or social problems. Ambassador School teaches them that education is a gift within their reach and that happier days are possible if they look beyond their past. They're supervised by a team of counsellors who give them the opportunity to study and earn school credits.



STAFF AT THE SCHOOL TAKES EACH STUDENT'S SUCCESS TO HEART. THEY HELP STUDENTS DISPEL THE PREJUDICES AND MYTHS REGARDING THEIR PERSONAL ABILITIES AND ENCOURAGE THEM TO TAKE CHARGE OF THEIR EDUCATION.

Students are also encouraged to take part in the Speak Out program. Speaking to Grade 7 and 8 students from at-risk communities, Ambassador students share their life experiences and emphasize the importance of staying in school. The program also allows them to work on their skills as communicators. Over the last 12 months, these students have met with more than 3,200 young people in the Greater Toronto Area. In addition to delivering its message on the importance of school, the Speak Out program serves as a healing process for the speakers, allowing them to see their lives are changing for the better thanks to the Ambassador School.

How does the school get students to take charge of their lives? By helping them realize that academic success is possible and that alcoholism and drug addiction are obstacles that can be overcome. When this happens, it's referred to as a "moment of clarity."

The RONA Foundation is committed to building the self-confidence of these students. This commitment reflects our belief in the importance of giving the citizens of tomorrow the tools and skills they need today to lead meaningful and productive lives.



Organizations supported in 2011

THE RONA FOUNDATION DONATED MORE THAN \$447,000 IN 2011. IT DISTRIBUTED THIS SUM AMONG 44 ORGANIZATIONS THAT SHARE THE FOUNDATION'S VISION OF YOUTH DEVELOPMENT AND PERSONAL ACHIEVEMENT.

- ▶ AMFY (BBBS of Calgary and Area) (Calgary, AB)
- ▶ Bois Urbain (Montreal, QC)
- ▶ Breakfast Clubs of Canada (Canada)
- ▶ Carrefour jeunesse-emploi L'Assomption (L'Assomption, QC)
- ▶ Carrefour jeunesse-emploi Vaudreuil-Soulanges (Vaudreuil, QC)
- ▶ Centre jeunesse de Montréal (Montreal, QC)
- ▶ Centre Jacques-Cartier (Quebec City, QC)
- ▶ Children's Aid Foundation (Toronto, ON)
- ▶ Choices For Youth (St. John's, NL)
- ▶ La Colonie Sainte-Jeanne D'Arc (Contrecoeur, QC)
- ▶ Emily Carr University of Art + Design (Vancouver, BC)
- ▶ Fondation du Centre jeunesse de Montréal (Montreal, QC)
- ▶ Fondation CFER (Quebec City, QC)
- ▶ Fondation du Collège de Bois-de-Boulogne (Montreal, QC)
- ▶ Fondation CSSS Jeanne-Mance (Montreal, QC)
- ▶ Fonds de développement du Collège Édouard-Montpetit (Montreal, QC)
- ▶ The Montreal Children's Hospital Foundation (Montreal, QC)
- ▶ Fondation Jeunes-PROJET (Longueuil, QC)
- ▶ La Fondation Madeli-Aide (Montréal, QC)
- ▶ Fondation Ressources-Jeunesse (Montreal, QC)
- ▶ Fondation Tel-jeunes (Montreal, QC)
- ▶ Toujours ensemble Foundation (Verdun, QC)
- ▶ Fondation Wilfrid-Pelletier (Quebec City, QC)
- ▶ Hébergement Maison de la Paix (Longueuil, QC)
- ▶ Humber Institute of Technology and Advanced Learning (Toronto, ON)
- ▶ Intégration Jeunesse du Québec (Montreal, QC)
- ▶ Junior Achievement of Newfoundland and Labrador (St. John's, NL)
- ▶ Le Boulot vers... (Montreal, QC)
- ▶ Club optimiste de l'Université de Montréal (Montreal, QC)
- ▶ Envol et Macadam (Quebec City, QC)
- ▶ Maison Dauphine (Quebec City, QC)
- ▶ Maison des jeunes de Saint-Sauveur/Piedmont (Saint-Sauveur-des-Monts, QC)
- ▶ ManCap Foundation (Edmonton, AB)

- ▶ Murdoch MacKay Collegiate (Winnipeg, MB)
- ▶ REVDEC (Montreal, QC)
- ▶ River East Transcona School Division (Winnipeg, MB)
- ▶ RJMQ (Montreal, QC)
- ▶ Surrey School District No. 36 (Surrey, BC)
- ▶ Tradeworks Training Society (Vancouver, BC)
- ▶ Les YMCA du Québec (Montreal, QC)
- ▶ Vermillon Energy/YWCA Skills Training Center (Calgary, AB)
- ▶ Youth in Motion (Toronto, ON)
- ▶ YWCA Program Centre (Vancouver, BC)

PROVIDING SUPPORT FROM COAST TO COAST:

- ▶ **ATLANTIC CANADA: 2 %**
- ▶ **QUEBEC: 52 %**
- ▶ **ONTARIO: 16 %**
- ▶ **WEST: 30 %**





Generosity and high spirits at the 19th hole

RONA FONDATION 15TH ANNUAL GOLF TOURNAMENT



From left to right:
Judy Tobe (Ambassador School) Francine Gendron, Geoffrey Newland, Alex (Ambassador School), Alexandre (Bois Urbain),
Christian Proulx and Robert Dutton.

The 15th annual golf tournament in benefit of the RONA Foundation, held under the benevolent eyes of Mother Nature, was a day filled with smiles, good humour and abound with generosity.

Who came out the winner? The RONA Foundation and Canadian youth: the tournament raised a record \$535,000!

The day was marked by memorable moments, but none more memorable than the testimonials shared by Alex and Alexandre, two young people who benefitted from the RONA Foundation's support of the Ambassador School in Toronto and Bois Urbain in Montreal. Speaking to a packed room following the tournament, they described how the RONA Foundation was an unwavering ally in helping them improve their lives, realize their dreams and establish their place in society as productive citizens.

We would like to extend our heartfelt thanks to the volunteers who, like the cogs in a well oiled machine, kept everything running smoothly:

RONA

Christian Proulx (master of ceremonies)

Jacynthe Marcotte

Ginette Gaumont

Brigitte Hamel

Chantale Caron

Line Galarneau

Monique Carrière

Mélanie Lefort

Caroline Houde

José Caron

Marie-Josée Beaudry

Julie Mallette

Josée Vachon

Danielle Savard

Centre Jeunesse de Montréal

James Crowley

THE 2011 GOLF TOURNAMENT SCORE CARD:

- ▶ 468 PLAYERS
- ▶ 117 FOURSOMES
- ▶ 512 ATTENDEES



Thank you!

Generosity, teamwork and commitment — these are the building blocks required to help us reach our goals. Like links in a chain, our stakeholders' combined efforts help us achieve a common goal. This is why they deserve our praise and why we wish to thank all the people who have contributed to the Foundation's success, with a special mention to the following:

- ▶ Our suppliers and partners
- ▶ RONA employees and dealers who donated through source deductions
- ▶ RONA store managers
- ▶ Golf tournament volunteers
- ▶ Customers who contribute to our fundraising activities yearlong

Thanks to these generous donors, the Foundation is able to support a variety of programs in communities across Canada year after year.

Our eyes are cast firmly on the future. Since we believe that the future is built one choice at a time, the organizations supported by the RONA Foundation are also ambassadors of this vision.

On behalf of all the organizations who share our vision, we are extremely grateful for your support.

How you can help

TO RAISE THE FUNDS VITAL TO THE ORGANIZATIONS SUPPORTED BY THE THE RONA FOUNDATION, THE FOLLOWING PRINCIPAL FUNDRAISING ACTIVITIES ARE USED:

ANNUAL GOLF TOURNAMENT

Unquestionably the main source of funding for the RONA Foundation. The golf tournament's registration fees, sponsorships and donations account for 80% of the funds raised each year.

EMPLOYEE DONATIONS

Many employees opt for deductions at source. It's one of the simplest ways to show their support for the Foundation.

CHOCOLATE SALES

All proceeds from the sale of chocolate bars in stores are donated to the Foundation.

VARIOUS FUNDRAISING DRIVES

RONA employees from its network of stores across Canada organize local fundraising drives. All money raised goes to the RONA Foundation.

GENERAL DONATIONS

The Foundation is grateful to receive donations from companies, individuals or organizations. Donors can send a cheque, payable to the RONA Foundation, to:

RONA Foundation
220 Du Tremblay Road
Boucherville, Quebec J4B 8H7

We look forward to reporting on new fundraising initiatives presently being planned for 2012.

We believe!

COMPANIES THAT HAVE DONATED TO THE RONA FOUNDATION IN 2011

- ▶ A. Richard
- ▶ AbitibiBowater
- ▶ AGT Products
- ▶ AkzoNobel Canada
- ▶ All Weather Windows
- ▶ Aon Canada
- ▶ Aon Parizeau
- ▶ APPS Transport Group
- ▶ Arch Chemicals
- ▶ Bailey Metal Products
- ▶ CIBC
- ▶ Royal Bank of Canada / RBC Capital Markets
- ▶ Bazz
- ▶ Belanger Laminates
- ▶ Bell Canada
- ▶ BMO Nesbitt Burns / BMO Capital Markets
- ▶ Bos
- ▶ Boscus
- ▶ Brunet, Réal, conseil d'administration
- ▶ Ben-Mor
- ▶ Caisse centrale Desjardins
- ▶ Canarm
- ▶ Carat
- ▶ Caya, Louise
- ▶ Mono Serra Floors
- ▶ CertainTeed, BPB Canada
- ▶ CGI
- ▶ CHEP
- ▶ Building Products of Canada Corp.
- ▶ ClosetMaid
- ▶ Colonial Elegance
- ▶ Columbia Frame
- ▶ Combi Marketing, Thomas & Betts
- ▶ Compugen
- ▶ Concept Aménagement 2000
- ▶ Dakeryn Industries
- ▶ DAP Products
- ▶ Daubois
- ▶ Desjardins Card Services
- ▶ Dow Chemical Canada
- ▶ Duchesne et Fils
- ▶ EACOM Timber Corporation
- ▶ EM Plastic
- ▶ Équipement Boni
- ▶ Johnston Equipment
- ▶ Exchange-A-Blade
- ▶ FHP
- ▶ Fabritec
- ▶ National Bank Financial
- ▶ Sun Life Financial
- ▶ Finloc
- ▶ Foremost Groups
- ▶ Garant
- ▶ Globe
- ▶ Goodfellow
- ▶ Atis Group
- ▶ Groupe BBH
- ▶ Groupe Boutin
- ▶ Cascades
- ▶ Permacon Group (Oldcastle)
- ▶ H. Paulin & Co.
- ▶ Henkel
- ▶ Hewitt Equipment
- ▶ Hitachi
- ▶ Honeywell
- ▶ Husqvarna
- ▶ IBM
- ▶ Imperial Manufacturing Group
- ▶ Quebecor
- ▶ Ingersoll Rand (Schlage)
- ▶ The Innovak Group
- ▶ IPEX HomeRite Products
- ▶ Irwin Tools (Newell)
- ▶ ITW Construction Products
- ▶ Jean-Paul Colpron (Norton Rose OR)
- ▶ Kaycan
- ▶ Kidde Canada
- ▶ KORHANI

- ▶ Korn/Ferry International
- ▶ KPMG
- ▶ Krylon Purdy (Sherwin-Williams)
- ▶ The Deloitte Foundation
- ▶ Lafarge
- ▶ Les Ébénisteries Samson Samuel
- ▶ LoyaltyOne
- ▶ MAAX
- ▶ Makita Canada
- ▶ Mapéi
- ▶ Maple Leaf Sports and Entertainment
- ▶ Masco Canada
- ▶ Masonite
- ▶ MasterBrand Cabinets
- ▶ TC Media
- ▶ Metro Canada Logistics
- ▶ The Mibro Group
- ▶ Midea
- ▶ Moen
- ▶ Momentive Performance Materials
- ▶ Moulding & Millwork (division of Sauder Industries)
- ▶ MTD
- ▶ Levelor (division of Newell Rubbermaid)
- ▶ NOVIPRO
- ▶ OSRAM SYLVANIA
- ▶ The Panalpina Group
- ▶ Paré, Robert
- ▶ Standard Doors
- ▶ PRGX
- ▶ Direct Forest Products
- ▶ Temrex Forest Products
- ▶ Quad/Graphics Canada
- ▶ Quickstyle Industries
- ▶ Richelieu Hardware
- ▶ Raymond Chabot Grant Thornton
- ▶ RCR International
- ▶ RDTS
- ▶ Recochem
- ▶ RESISTO (division of SOPREMA)
- ▶ Rideau Recognition Solutions
- ▶ Bosch Canada
- ▶ Roland Boulanger & Co.
- ▶ Royal International
- ▶ Rust-Oleum Corporation
- ▶ Saint-Jacques Vallée Y&R Brands
- ▶ Scotiabank Global Banking and Markets
- ▶ Scotts Canada
- ▶ Sherwin-Williams
- ▶ Sika Canada
- ▶ Simard Transport
- ▶ Société Laurentide
- ▶ Sodexo
- ▶ Sojag-DCN
- ▶ Spëka International (through RDTS)
- ▶ STA-RITE (a Pentair company)
- ▶ Stanley Black & Decker
- ▶ Stanley Black & Decker Canada
- ▶ Supplierpipeline Group
- ▶ T.S. Simms & Co.
- ▶ Taiga Building Products
- ▶ Talon Systems
- ▶ Techniseal
- ▶ Tembec
- ▶ Timber Specialties Co.
- ▶ USD Group (IPL)
- ▶ Venmar
- ▶ Viance
- ▶ Vicwest
- ▶ Walkiri Marketing
- ▶ Watters Environmental Group

“Do your little bit of good where you are;
it’s those little bits of good put together that overwhelm the world.”

Desmond Tutu

Testimonials from employees





BOB ULRICH

“Some people want to retire. I wanted something to do”. This is the thought that prompted Bob Ulrich to end his retirement and join the commercial sales team at RONA’s Calgary office in 1997. Once there, he learned about the RONA Foundation’s support of the Vermillion Energy/YWCA Skills Training Centre. He was thrilled to discover that his skills fit perfectly with the organization’s needs. In early 2010, he began to get involved at the Centre.

The Vermillion Energy/YWCA Skills Training Centre gives women the opportunity to learn skills that will help them build rewarding careers in the construction industry. Many participants in the program come from underprivileged backgrounds and face an unpromising future. The Centre gives them the chance to fulfill the dream of having a career.

Bob feels strongly about the work being done at the Centre and he acts as the Centre’s main RONA Foundation contact. Among his numerous responsibilities, he helps the Centre acquire products, which are nearing the end of their useful life, for use in the training program. As well, he helps the Centre get preferred pricing on essential building materials. Bob’s commitment to the Centre makes him a vital part of the Vermillion team.

What’s the most rewarding aspect of his work? Attending the graduation ceremony and hearing a graduate say: “I’ve never had a diploma in anything in my life.”

Bob praises the work of the RONA Foundation for the support it provides to regional organizations such as the Vermillion Energy/YWCA Skills Training Centre. “In life, we all need to feel good about something,” he said. “Working at the Centre makes me feel good.”



MIKE PALMER

Mike Palmer has been with RONA for nine years and works as a supervisor in RONA's transport and logistics unit in Surrey, British Columbia. His involvement with the RONA Fab Shop began in the years leading up to the Vancouver 2010 Winter Olympics, when his group supplied the Shop with wood to build podiums, ceilings, floors and signage for the Games. It was then he met Russ Jones, then RONA's Marketing coordinator working with the 2010 Winter Games and a member of the RONA Fab Shop's board of directors. Russ and Mike worked closely together and forged a tight bond during the preparations leading up to the Games. When Russ went on to become the owner of a RONA Home Centre, he asked Mike to replace him on the Shop's board.

Of all the tasks Mike performs for the RONA Fab Shop, nothing compares to the satisfaction he feels when he attends the graduation ceremonies. The emotion is palpable as families applaud the students proudly making their way to the stage to receive their diplomas, everyone knowing that, for many, regular class attendance was a major accomplishment.

Today, the RONA Fab Shop recently moved to new premises and Mike is eager to get to work to prepare for the next group of students.

When Mike talks about volunteering, he exclaims: "Get involved! It can be so gratifying and help you put things in perspective in your own life." Mike's desire to help others echoes the RONA Foundation's commitment to help those who have lost hope in a bright future.



NORMAND DUMONT

Normand Dumont, Executive Vice President, Merchandising, has been with RONA since 1989 and is responsible for purchasing and merchandizing for all RONA stores. Normand has been instrumental in the success of RONA's annual golf tournament since its early days, tasked with soliciting the support of our suppliers and business partners. The money raised during this key summer event remains the chief source of funding for the RONA Foundation.

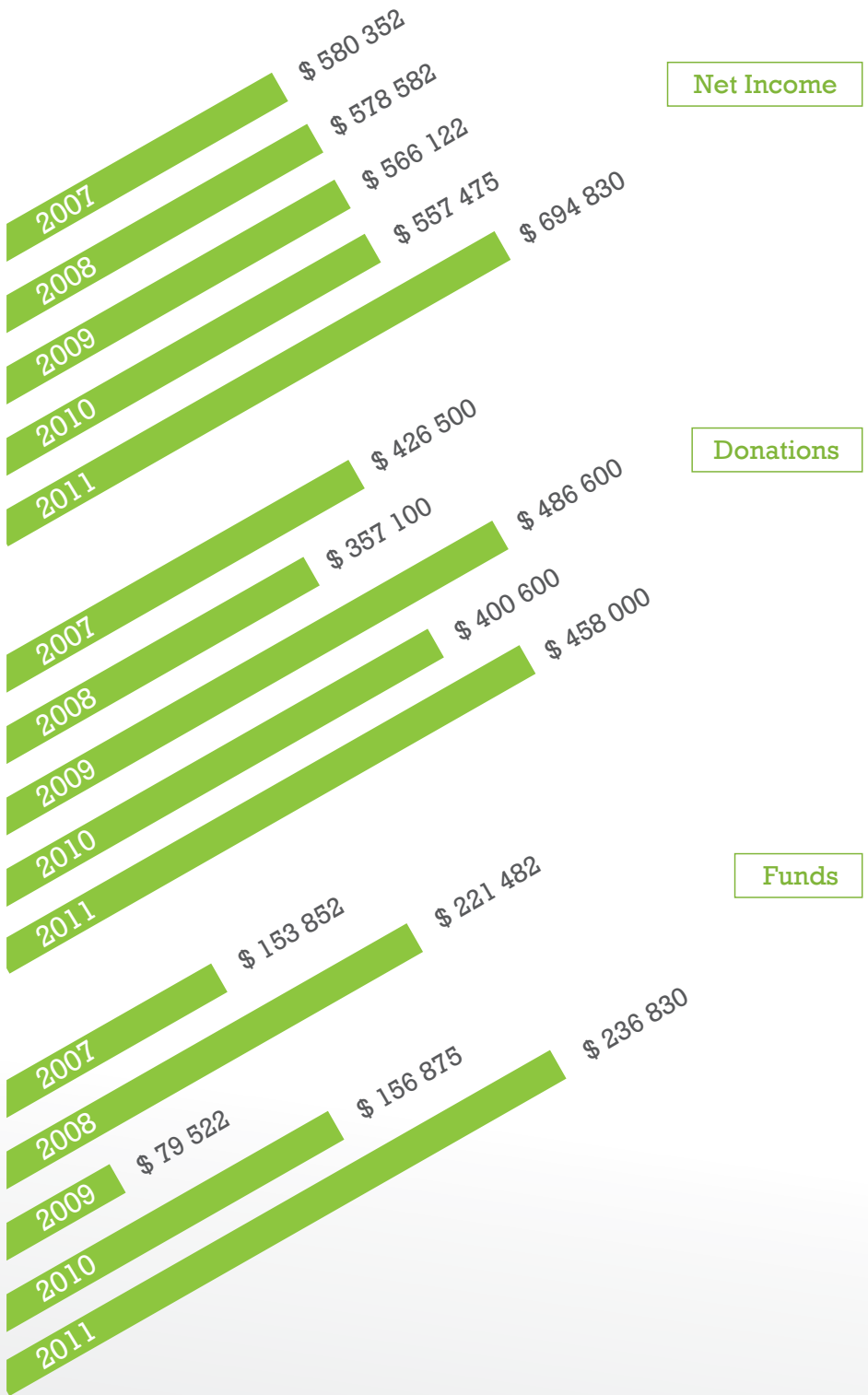
Since RONA is hoping to build a future rich in opportunity for our communities, particularly for young people, the company has implemented social responsibility policies. Some of these policies directly affect suppliers. Several RONA suppliers have even changed their business model in order to comply with these policies. They have shown their support for the values espoused by RONA, and in doing so, have adopted its mission. This is how many of RONA's suppliers became allies in helping build a better tomorrow for future generations.

Normand derives a great deal of satisfaction from his involvement with the RONA Foundation's fundraising drive. "Our collective efforts are focused on the creation of a just society," says Normand. "Combining our efforts allows us to maximize the financial support we can offer to organizations backed by the RONA Foundation."

"It is every man's obligation to put back into the world at least the equivalent of what he takes out of it."

Albert Einstein

Financial position



FOR MORE INFORMATION

On request, you can obtain a copy of the RONA Foundation's audited annual financial statements.

RIGOROUS MANAGEMENT OF FUNDS

The RONA Foundation prudently manages the funds entrusted to it:

- ▶ It optimizes their use by pursuing a clear mission and observing specific criteria for the distribution of donations.
- ▶ It invests unrestricted net assets (i.e., funds that have not yet been donated to registered charitable organizations) responsibly.



Apply for financial assistance

SOW THE SEEDS OF HOPE. . . AND HELP YOUNG PEOPLE
ACHIEVE THEIR POTENTIAL

The RONA Foundation provides financial support to registered charitable organizations whose missions match its own. If your organization helps young people from underprivileged backgrounds take their place in the job market, we look forward to hearing from you.

Go to www.FondationRona.com, complete the form and send it directly to the RONA Foundation.



Serving youth
from coast
to coast

RONA
Foundation

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