

# staying ahead for the community

At TELUS, we are committed to making a positive difference to the social, economic and environmental well-being of the communities where we live, work and serve. That's what corporate social responsibility means to us.



## communities

We are dedicated to setting a standard of excellence in good corporate citizenship. With a focus on young Canadians, we look for opportunities to use our technology and expertise in ways that positively influence our communities. To ensure our support has the greatest impact possible, our community investment efforts are focused in three areas – arts and culture, education and sport, and health and wellness. Below are just a few examples of 2005 initiatives.

### Community Boards

Becoming Canada's premier corporate citizen is a national goal, but it must be owned and executed locally, in partnership with community leaders and citizens. To this end, in 2005, we established seven TELUS Community Boards across Canada. Located in Vancouver, Edmonton, Calgary, Toronto, Ottawa, Montreal, and Rimouski, the boards meet quarterly to discuss local giving opportunities and strategically allocate approximately \$3.5 million each year to local charities. In so doing, the boards help TELUS determine where and how we can invest our resources so that we optimize the benefits that accrue to the community.

### Life long learning

In 2005, TELUS formed partnerships with five science centres across Canada to help promote technological innovation and learning in science and technology. Over the next 20 years, we are investing more than \$43 million in the TELUS World of Science in Vancouver, Calgary and Edmonton, and the Ontario and Montreal Science Centres. These partnerships will help foster educational opportunities for young Canadians through the innovative use of technology and ensure these facilities remain leading edge for future generations.

### Arts and culture

We believe the arts inspire creativity, and nurture the spirit, intellect and diverse expression of Canadians from coast to coast. Through our funding of arts programs and cultural projects, we help young Canadians get their creative juices flowing, thus setting in place a foundation of skills that will help foster their success in today's highly competitive knowledge-based economy.

**National Arts Centre** – TELUS is the founding partner of the National Youth and Education Trust, which is the primary resource for youth and education funding at the National Arts Centre located in Ottawa. With our support, new programs can be developed that nurture the creative talent and expressiveness of young people in the National Capital Region and across Canada. From the development of emerging new artists to the building of next generation arts audiences, the trust helps ensure that the arts are top of mind for young Canadians.

**Lorraine Kimsa Theatre for Young People** – TELUS is a Seasonal Education Partner of the Lorraine Kimsa Theatre for Young People, the largest non-profit theatre company for young audiences in Canada. Since 1966, its mission has been to empower, educate and entertain young people through year round presentations of new Canadian plays, innovative works and classics from children's literature.

**Science Alberta Foundation** – In Alberta, TELUS helped young Canadians celebrate a centennial birthday in 2005. As a company that has operated in Alberta for more than 100 years, TELUS joined in the Alberta Centennial celebrations by supporting centennial educational programs through leading organizations such as the Science Alberta Foundation. As well, we brought together young Canadians for the official September 1st celebration on the grounds of the legislature in Edmonton.

“The Community Board strategy that TELUS has pioneered across Canada makes a real difference by including the community in decisions on the provision of financial assistance to local agencies. TELUS recognizes that it is community leaders and local service providers who best understand the issues, see the needs most clearly and deliver front-line service to those who need help the most.”

Rita Burak, chair, TELUS Toronto Community Board

“The generous support from TELUS toward school programming and the TELUS World of Science Calgary has given teachers and students at Langevin School the opportunity to engage in a number of innovative learning projects. The students have benefited through this connection to real world scientists and scientific work, which could not be provided without TELUS’ financial help.”

Sandy Last, principal, Langevin Community School



### Education and sport

Our vision is to fund innovative educational and sports programs that will enable Canadian youth to excel and succeed in today's competitive environment. As part of our ongoing commitment to education and amateur sports programs in Canada, TELUS continued to grow its partnerships with leading national and regional sport and education organizations.

**Canadian Disabled Alpine Ski Team** – TELUS is inspired by Alpine Canada Alpin's ski teams, which include the Canadian Disabled Alpine Ski Team (CDAST). Through our three-year commitment to CDAST, TELUS helps young Canadians reach a world-class level of competing. In 2005, our support helped bring the TELUS International Paralympic Committee (IPC) World Cup to Kimberley, British Columbia, where one of Canada's young athletes, Chris Williamson, and his guide, Bobby Taylor, won the World Cup title in Super G skiing. This win, along with the team's accomplishment of nine World Cup top three finishes and 28 top 10 World Cup finishes, shows how our support can make dreams come true.

**Kidsport** – TELUS believes that all kids should have the opportunity to play organized sport. Our partnership with Kidsport assists in removing the financial obstacles that prevent children from participating in sport. Kidsport was the charity of choice for the 2005 TELUS Skins Game, where a total of \$133,435 was raised. These funds were distributed to more than 120 communities and regional chapters across Canada to provide a season of sport to more than 1,300 children. TELUS is committed to support young Canadians in their pursuit of sport and excellence.



## communities



“The support from corporate leaders like TELUS for Bloorview’s EADL (Electronic Aids to Daily Living) program has had an incredible impact on our son Kevin’s life.

They’ve allowed him to speak and to write and to have dreams like any other kid. We are so grateful for their generosity.”

John & Helen Hall

### Health and wellness

TELUS is committed to continuing its support of innovative projects in health and wellness. Through our participation in this area, we are helping Canadians access new technologies and enhanced programs that improve lives and build stronger communities.

**Mazankowski Heart Institute** – Building on our partnership with leading health institutions across Canada, we partnered with the Mazankowski Heart Institute in Edmonton in 2005. Opening in 2007, this centre of excellence will become one of North America’s leading heart institutes, and will play a prominent role in the prevention and treatment of heart disease for community members across Canada, including paediatric patients through a collaboration with the Stollery Children’s Hospital. This partnership allows TELUS to help fund and solve challenging issues and continue to promote excellence in health care.

**Bloorview Kids Rehab** – The Bloorview Kids Rehab, located in Toronto, is Canada’s largest children’s rehabilitation hospital.

It focuses on care, research and education to give children with disabilities the tools to get where they want to go. In 2002, Bloorview Kids Rehab partnered with the University of Toronto to become Canada’s first teaching hospital in children’s rehabilitation. TELUS supported this leading children’s rehabilitation hospital in Toronto by funding its Electronic Aids to Daily Living program, which provides the customized tools and cutting-edge technology needed to enable young Canadians to lead richer, independent lives.

**Share the Warmth Foundation** – In Montreal, TELUS partnered with the Share the Warmth Foundation, an organization that helps Canadians reach their dreams by overcoming obstacles such as hunger and poverty. For the past four years, TELUS has hosted the Build the Future of our Children Gala which raises funds in support of the Share the Warmth Foundation to deliver more food, better educational programming and a variety of recreational programs to impoverished youth in the community.

“Poverty and hunger are no longer the plight of a minority of the population, but rather a growing social reality for which we are all responsible. Thanks to your generosity impoverished youth can continue to dream... and believe in a better life. Thank you for giving them hope.”

Judy Stevens, executive director, Share the Warmth Foundation





In 2005, TELUS became a Founding Member of LBG Canada, a group of Canadian companies committed to working toward a higher standard in the management, valuation and performance measurement of community investment and truly understanding the impact of corporate community involvement.

**TELUS Tour for the Cure** – In British Columbia, TELUS partnered with Canadian Breast Cancer Foundation to bring the TELUS Tour for the Cure to the community. This provincial program traveled to 26 communities and was viewed by more than 200,000 people. Through interactive education and prevention awareness programs, information was presented to the community with the hopes of increasing mammography rates and saving lives.

### Making a difference through giving

In support of our vision to become Canada's premier corporate citizen, we are committed to building a corporate culture of giving, and engaging the hearts and minds of our team members and retirees to improve the quality of life in our communities.

Since 1995, TELUS has been an Imagine Caring Company, a designation by the Canadian Centre for Philanthropy that means we donate more than one per cent of our pre-tax profits to charitable organizations each year. Over the past five years, TELUS has contributed more than \$52 million of financial and in-kind support to charitable organizations across Canada. In 2005, TELUS contributed almost \$11 million of financial and in-kind assistance to charitable organizations across Canada.

Each fall, TELUS runs the Employee Charitable Giving Campaign, where TELUS matches team members' charitable donations dollar for dollar. In 2005, this program was not offered due to the labour disruption. Recognizing the importance of the program to both our team members and Canadian charitable organizations, TELUS donated 100 per cent of the funding, \$2 million, in lieu of the 2005 campaign.

As well, through the TELUS Volunteer Involvement Fund, TELUS donated \$160,200 to Canadian charitable organizations in recognition of the 801 team members who each volunteered a minimum of 60 hours of their personal time in 2005.

**TELUS Kits for Kids** – In 2005, for the fifth consecutive year, team members showed their support for kids in need through the TELUS Kits for Kids program. The goal of this program is to help children who cannot afford the necessary school supplies for the new school year. The TELUS team raises funds and collects supplies to fill new backpacks. In 2005, 7,500 Kits for Kids were distributed across Canada. Since 2000, we have allocated 25,000 backpacks across the country, ensuring we do our part in helping young Canadians be prepared for learning.

<b>TELUS financial and in-kind assistance</b>					
(\$ in millions)	2005	2004	2003	2002	2001
Amount	<b>A \$10.9</b>	<b>A \$10.0</b>	\$10.5	\$10.2	\$11.0
<b>TELUS Employee Charitable Giving Program<sup>1</sup></b>					
Team member pledges	<b>\$0.0<sup>2</sup></b>	\$1.0	\$2.7	\$2.3	\$2.4
TELUS matching funds	<b>\$2.0</b>	\$1.0	\$2.7	\$2.3	\$2.4
Total contributions pledged	<b>\$2.0</b>	\$2.0	\$5.4	\$4.6	\$4.8

1 Campaign year is defined as the year in which money is pledged during the fall campaign of that year for the TELUS Employee Charitable Giving Program. Total contributions pledged are then distributed to charities the following year.

2 There were no team member pledges in 2005 because the campaign was cancelled due to the labour disruption. TELUS contributed the full amount, based on total contributions from the previous year.