



Remarks by Darren Entwistle | President and CEO, TELUS

2013 Vancouver Celebration of Giving speaking remarks

Wednesday, September 18, 2013



Thank you, Jill.

It is indeed a tremendous honour to be introduced by such a remarkable leader as Jill, who over the past four years, has enabled a community investment strategy that has earned national and international acclaim.

Jill's visionary leadership and incredible dedication have inspired not just our TELUS team members and retirees, but also our customers and young Canadians to embrace community giving and volunteerism as a way of life.

Jill has been the deserving recipient of numerous honours, and was most recently recognised by Business in Vancouver with the prestigious Influential Women in Business Award.

I am confident that everyone here this morning shares my deep appreciation and gratitude for all that you have done, and continue to do, to make such a powerful difference in communities across Canada.

Thank you.

This is indeed a special morning as we celebrate the extraordinary work of our TELUS Vancouver Community Board and our remarkable community partners, who are making such a positive difference in our communities.

I would like to thank CEO Jeff Alexander, Maestro Tovey and our friends at the Vancouver Symphony Orchestra for graciously hosting our annual Celebration of Giving and for your steadfast partnership over the past 64 years.

Indeed, TELUS has been a long-time supporter of the VSO's commitment to deliver world-leading music and community programming to more than 50,000 children across the province.

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By year-end, TELUS, our team members and our retirees will have contributed \$340 million to charitable organisations across Canada, and perhaps more importantly, volunteered with our hearts and our hands, 5.2 million hours of service since 2000.

These efforts are truly inspirational and we could not do it without you, our remarkable partners in the community who are on the frontlines, helping our fellow citizens in need...day-in and day-out.

From the bottom of my heart, thank you for your passion...your dedication...and your commitment to work with the TELUS team to create healthy, strong and sustainable communities.

At TELUS, we recognise that charitable giving decisions should be owned and executed locally.

This is why we have established 11 TELUS Community Boards from coast-to-coast, and three international Boards, comprised of luminaries who are committed to answering the distinct societal needs of their community.

Together, our Community Boards have contributed more than \$40 million to over 3,200 innovative programmes that have improved and enhanced the lives of more than 2 million children and youth.

Our TELUS Vancouver Community Board, under the inspirational leadership of Nini Baird, has allocated \$6.2 million to over 500 innovative and life-changing projects since 2005.

I extend my heartfelt appreciation to each of our Board members for your leadership and dedication to creating opportunities for our youth to realise their full potential.

At TELUS, we know that no one person... no one organisation... and no one company can make the holistic changes necessary, on their own, to improve the lives of our most vulnerable citizens.

The TELUS team recently asked fellow Canadians to share with us some examples of how they serve their community.

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We received more than 200 heart-warming posts, including one from Surrey resident Michelle Rynen who is here with us this morning.

As you will see in our video, Michelle is an extraordinary champion of the values we all embrace, and indeed, are here today to celebrate.

[\[Video plays\]](#)

What a truly heartwarming story.

Michelle, congratulations and thank you for making a difference in your community.

When it comes to addressing social challenges in our communities, the TELUS team is passionate about the fusion of technology, innovation and giving back.

This is why we have created the TELUS Wise Internet and Smartphone Education programme, which we are launching next month in conjunction with National Cyber Security Awareness Month.

TELUS WISE is helping create safer communities across Canada by educating families about the potential risks associated with their online activity.

Through interactive workshops with TELUS WISE ambassadors, we are providing educators and parents with online tools and resources to teach children how to protect their privacy and security when using social media.

The TELUS team is also empowering Canadian youth to become the next leaders in community giving through our Give Where You Live speaking tours and workshops.

Working in partnership with Free The Children, we are empowering high school students across British Columbia to identify social issues of concern to them, then giving them the tools and funding to create positive change.

I am proud to share that Give Where You Live will expand to 65 schools across Alberta, Quebec and Atlantic Canada later this year.

Additionally, we are sponsoring Free The Children's We Day, which takes place each fall across Canada, including Vancouver.

Furthermore, I am excited to share that the TELUS team is creating an innovative social media platform and mobile app that will further engage youth as leaders in community giving.

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We365 is an interactive online community that will invite youth to:

- Connect with others on causes they are passionate about;
- Track their volunteer hours; and
- Participate in volunteer challenges for a chance to win scholarships or grants for their favourite charity.

Indeed, we are combining the power of technology with the popularity of social media to educate, empower and inspire a new network of leaders in philanthropy.

I now have the tremendous pleasure of introducing the Chair of our TELUS Vancouver Community Board, the remarkable and tireless Nini Baird.

Nini is an invaluable member of TELUS' extended family whose innumerable contributions to build and strengthen communities continue to make a lasting and meaningful difference.

Indeed, Nini's selfless dedication and passionate commitment to her country have made a tremendously positive impact on the lives of so many Canadians.

Please join me in welcoming Nini.

[Nini speaks]

Thank you, Nini.

The TELUS Innovation Award was created to recognise projects and initiatives that challenge the status quo and leverage technology to support children and youth in powerful and sustainable ways.

In making their decision, Nini and her fellow Board members reviewed all projects funded in 2012 and 2013.

Every project was outstanding and I thank each of our extraordinary community board partners for their passion for social innovation.

Nini, I would be grateful if you would carry out the honour of announcing the winner of the 2013 TELUS Award for Social Innovation.

[Nini announces award]

Thank you, Nini.

Now, it is my great privilege to announce TELUS' total charitable giving in the Lower Mainland and the Fraser Valley for 2013 : an outstanding \$8.8 million.





Now, it is my great privilege to announce TELUS' total charitable giving in the Lower Mainland and the Fraser Valley for 2013.

This year's total, which includes charitable donations and sponsorships is...an outstanding \$8.8 million.

Without a doubt, the funding we are able to provide originates with our valued customers, and I would like to thank each and every one of them for their loyal patronage.

Once again, I extend my heartfelt gratitude and appreciation to our community partners as well as our outstanding TELUS Vancouver Community Board members for your unwavering commitment to answering the profound needs of our local communities.

On behalf of our 40,000 team members at TELUS, including the 7,000 team members who live, work and serve right here in the Lower Mainland...thank you for tremendous efforts to give where you live.

Thank you.

