



randstad canada

# 2018 social responsibility report.



# randstad with heart.

At Randstad, we have a deep-rooted sense of our corporate social responsibility. As signatories to the United Nations Global Compact, we've set clear goals and are making contributions to build a more sustainable world. Our global ambition is to touch the work lives of 500 million people by 2030. To achieve this, we must all do our part.

In 2018, we increased our emphasis on corporate social responsibility, embedding it into our corporate governance and strategic plans. We took concrete actions, as well, launching a global employee volunteer engagement platform and hosting two record-breaking employee-led fundraisers. We're getting involved in our local communities in a variety of ways, and bringing Randstad's core values to life.



# the randstad canada charitable foundation.

Celebrating its 10-year anniversary, the Foundation was created to partner with and provide funding to non-profit organizations that help individuals reach their potential.

## the power of the collective

In 2018, the Foundation awarded \$130K to education and skill building partners, and \$213K to cancer research and support.

With a total of \$342,414 in donations received, 2018 saw an increase of 39% over the previous fiscal year.

## forward thinking

Looking ahead to 2019 and beyond, the Randstad Canada Charitable Foundation will better align its strategic direction with Randstad Canada. The Foundation has adopted a new mission: to make work meaningful and accessible for people in our communities.

Moreover, Randstad Canada is committed to implementing an annual direct financial contribution to the Foundation. This funding will be reflected in the 2019 Annual Report and in future audited financial statements.

## leadership



chair of the board  
arturo ayala  
randstad canada



marc-étienne julien  
randstad canada



matthew kindree  
pallett valo llp



steve mackinnon  
randstad canada



gabe mazzarolo  
randstad canada



lara speirs  
randstad canada



uma venkataramaiah  
united way/centraide





# giving back is who we are.

2,929

hours spent by employees  
volunteering

\$342K

raised through employee-led  
fundraising initiatives

\$175K

financial and in-kind support  
from Randstad Canada

\$58K

financial and in-kind support from  
external sponsors and contributors

## the give it forward challenge

To mark the launch of our Randstad with Heart strategy, Randstad Canada created the “Give It Forward Challenge”. Starting with groups that included members of our senior leadership team, we challenged employees to spend some time volunteering to their communities. They responded with an incredible number of initiatives across the country!







a global partnership

## cuso international.

Randstad is proud of our long-standing partnership with non-profit development agency Cuso International. Cuso offers employees the chance to spend up to six months making a difference in the lives of others around the world.

Our partnership with Cuso is a key way we honour our commitment to the Sustainable Development Goals (SDGs), specifically SDG 10: to reduce inequality within and among countries.

With our vision to create a world where all people are able to realize their potential, develop their skills and participate fully in society, we have been able to cultivate a strong and lasting partnership that benefits not only the individuals who participate but the organization as a whole.

In 2018, Randstad and Cuso launched an extended partnership with HEART Trust, Jamaica's leading training and youth employment agency. Two employees participated in the partnership spending a cumulative 1,820 hours in 2018 working on the ground developing recruitment strategies and programs. Employees participating in these, as well as the Cuso Challenge to Machu Picchu raised \$8,645 for Cuso International through their involvement, making them the top fundraisers in the country!

# national charitable partnerships

## helping youth reach their potential.



We know that good eating habits and academic success go together. Studies have shown that children who have a balanced meal in the mornings do better in school and perform at a higher level, including in STEM subjects. 1 in 5 children is at risk of starting the school day on an empty stomach. Working with the Breakfast Club allows us to nurture potential and support healthy students, giving all children an equal chance at success, one breakfast at a time.

The benefits of the program are clear: not only do they contribute to the physical, emotional and intellectual well-being of students, they also build more dynamic and resilient school communities. Together, we're taking meaningful steps toward our objective of helping every child reach their full potential.

In 2018, the Foundation contributed \$82,168 to the Breakfast Club and provided weekly volunteers through our Saint-Leonard and Quebec City branches, amounting in more than 400 hours of volunteering time.





The world of work is shifting, and having the right skills makes all the difference for future career prospects. To enjoy career success in the years to come, Canadian workers need technical skills. Automation and technology are impacting the skills that organizations are looking for when hiring. It's critical that everyone has equal access to the resources and tools to gain the skills that employers are seeking most.

Sky's the Limit ensures that youth have an equal playing field when accessing and understanding technology. Throughout our partnership with Sky's the Limit, we've helped more than 600 under-resourced youths obtain their own laptops, as well as provide them with training and tools to improve their digital literacy.





# benefiting first-class cancer

## research and care.



The Princess  
Margaret Cancer  
Foundation UHN

Nearly 50% of Canadians will be diagnosed with cancer in their lifetime. It is a staggering statistic that's all too real for many of our employees, their families, and their friends. That's why Randstad has committed supporting the Princess Margaret Cancer Foundation in their vision to conquer cancer in our lifetime. Partnering with one of the top five cancer research centres in the world, we know we're making a meaningful difference in reaching this critical goal.



For 11 years and counting, Randstad has supported the Jennifer Ashleigh Children's Charity in their mission to provide funding to families with children in need of critical care. With Randstad's support, the JACC has provided over 600 children and their families with funding for hospital and household costs, specialized care, medical treatments and therapies. These funds have allowed families to concentrate on what matters - helping their children thrive.

# employee giving.



## randstad canada charity auction

The 2018 charity auction adopted a more local approach with simultaneous live auctions across the country. Complemented by a national online auction, this event fostered a sense of local pride, while raising funds for children's charities.

With the event sponsored by Randstad Canada, 100% of the funds raised by 910 donors were allocated to our 2019 charitable partners. Altogether over \$253,000 was raised, making the 2018 edition of the auction one of our biggest to date!

## ride for myriam

The annual Ride for Myriam honours the memory of one of our own, who lost her battle with leukemia. Through the efforts of an international team of riders, funds raised support cancer research through the Princess Margaret Cancer Foundation and the American Cancer Society.

2018 marked the 5th anniversary of the Ride. The number of participants doubled to 62, making it the largest Ride to date. Travelling 730 km from Montreal, QC to New York City, USA, the group raised a record-breaking \$191,000!



# diversity & inclusion.

## rise committee

The rise committee began as a way for employees to have a voice in the diversity and inclusion conversation at Randstad. The goal of the committee is to foster a diverse, supportive and inclusive environment that breaks down barriers in the workplace, particularly for underrepresented groups. Through initiatives and events, such as 2018 Pride Month activities, the committee shares knowledge and cross-cultural understanding within the Randstad community.

## alliance partnership

As part of our commitment to make work accessible for all people in our communities, we're building relationships with organizations that help us develop a stronger understanding of how to support people with disabilities in their journey to find meaningful employment. It's also important to increase awareness and understanding about how to respectfully work with people with disabilities, as well as how we can help our clients hire and integrate diverse groups within their organizations.



Our first alliance partner, the Canadian National Institute for the Blind Foundation, combines an awareness strategy to shine a light on the myths and misconceptions about vision loss with a clear recruitment strategy for visually impaired individuals and Randstad clients.







# women transforming the workplace.

With the introduction of our Human Forward brand promise, we saw an opportunity to revamp our Women Shaping Business program to reflect the technological, social, and cultural realities that are currently transforming the world of work. Now renamed women transforming the workplace, the program addresses key issues related to the future of work for women.

There's no denying that disruptive technology, automation, and digital transformation will impact jobs and careers in the near future. There's a crucial need for women to be active participants in what experts are calling the 'fourth industrial revolution'.

The program aims to hear and share the voices of women across the country. In 2018, we launched a nationwide survey, a podcast series featuring inspiring women, and hosted solution-focused think tank sessions with female leaders. Through each of these activities, we explored challenges and opportunities for women to reinvent and transform workplaces, taking into account their own unique perspectives.



<https://www.randstad.ca/about/social-responsibility>

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