

WE MOVE WITH PURPOSE

Corporate Social Responsibility Report

2019-2020



CREATIVE FIRE

A PURPOSE-DRIVEN AGENCY.

Creative Fire moves with purpose.
And we are moved by a purpose.



For 20 years, we have delivered communications strategies and creative solutions for many of Canada's largest and most successful companies. And as a 100-percent Indigenous-owned firm, we are driven to introduce Indigenous insights, people and partnerships to our business and our clients.

We are a purpose-driven company. Creative Fire is owned by Des Nedhe Group, the economic development arm of English River First Nation. Our goals are to create prosperity, employment and opportunity for the community of English River; to support Indigenous people and companies connected to our industry; and to have a positive impact in our communities.

We are a value-driven company. As the agency of choice for a number of Canada's corporate, institutional, association and community leaders, we deliver high-quality work efficiently, effectively and safely. We have built longstanding relationships with clients who challenge us to deliver results in a competitive global industry.

Delivering Results. Creative Fire delivers communication strategies and media plans. We develop creative concepts – ideas in words, pictures and video that tell a story. We put you in front of audiences online and in print; at events and through community engagements. Most importantly, we deliver results.

Established in 2000, we have supported the ambitions of global leaders in mining, nuclear, energy and resources, as well as not-for-profit and community organizations from across Canada.

In 2015, Des Nedhe invested in Creative Fire and expanded that to full ownership in 2019. Ours is a story of reconciliation in action, as we continue to serve industry leaders while creating new opportunities for Indigenous people, communities and organizations.



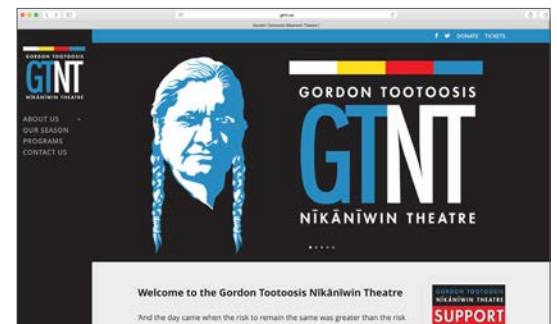
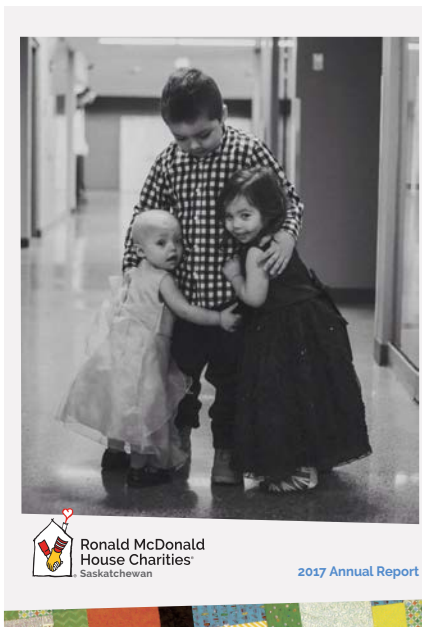
GIVING BACK TO THE COMMUNITY

At the heart of Creative Fire is, well, a heart. As a purpose-driven company, we believe we can contribute to a more progressive, inclusive – and creative – Canada. As part of helping our clients, we also strive to help our communities.

Our priority areas include fostering the development and inclusion of Indigenous people and businesses and encouraging the growth of creative talent in our communities. We do this through pro bono work, direct support, internships and volunteer work. Simply, we do it by showing up where we can make a difference.



CHARLESTON HUGHES
AND AN ALL-STAR LINE-UP
**DUNK OUT
BULLYING**
SASKATCHEWAN
RATTLERS



Dunk Out Bullying

We partnered with the Saskatchewan Rattlers and Charleston Hughes of the Saskatchewan Roughriders to bring the "Dunk Out Bullying" tour to schools across Saskatchewan. Our efforts helped bring an anti-bullying message to more than 5,000 young people across Saskatchewan – including the community school at English River First Nation.

Gordon Tootoosis Nikanawin Theatre Company (GTNT)

Telling stories is what we do. So does the former Saskatchewan Native Theatre Company. When the theatre company wanted to rebrand to better reflect its Indigenous history and leadership, we worked as partners and mentors to assist their internal team in creating branding that represented their proud history.

Ronald McDonald House

We have been working with Ronald McDonald House for many years creating communications materials that tell their story and the stories of the people that come to stay there.

Food Banks of Saskatchewan

This year, our team decided to support local food banks instead of having a staff Christmas party. Creative Fire matched cash donations from staff and, thanks to Nutrien's Double Your Donation campaign, were able to double those donations a second time – feeding more families through the holiday season.

Office of the Treaty Commissioner

As Canada began to seriously reflect on the importance of reconciliation with Indigenous people, we provided in-kind support to create the "Reconciliation" logo used by community organizations across Saskatchewan.






be a Bob

After a lifetime of volunteering and donating to charitable causes, the late **Robert 'Bob' Steane** gave one last transformational gift through his estate to improve the lives of his neighbours and community.

Bob's gift in excess of \$10 million will support the arts, tackle homelessness, accelerate trauma care, advance mental health and medical imaging and provide end of life hospice care.

Bob believed in the power of philanthropy and giving back whenever he could. In this season of giving, Be a Bob and make a donation, volunteer or consider including a charity in your estate plans.

Thank you Bob.





beaBob.ca



Saskatoon Community Foundation Cultural Gala

Over the past three years, the Gala has raised more than \$300,000 for the Community Fund for Reconciliation.

As community leaders, we participated in the planning and recruitment of sponsors, as well as providing communications materials and support for the execution of the Gala.

Wanuskewin Heritage Park

We provided \$100,000 in pro bono creative and communications support for Wanuskewin Heritage Park's \$40 million capital campaign. With improvements made possible by the campaign, Wanuskewin is now in the process of pursuing UNESCO World Heritage designation and has re-introduced a herd of bison to the park.

Be a Bob

Bob Steane's legacy is much greater than his multi-million-dollar gift to the community. It's his belief that we can all make a difference in our own way. Our "Be A Bob" campaign raised funds for Saskatoon Community Foundation, Royal University Hospital and St. Paul's Hospital Foundation.

Rock Your Roots: Walk for Reconciliation

To enhance internal understanding and support for reconciliation, we have made it an annual tradition to have our entire staff participate in the "Rock Your Roots: Walk for Reconciliation" on National Indigenous Peoples Day. We follow the walk with a lunch and discussion about our own commitments to reconciliation.

Orange Shirt Day

Every year, our team wears orange to raise awareness and honour the Indigenous children who were sent away to residential schools in Canada.



TAKING AN ACTIVE ROLE

Building long-term success in business and building a healthy community go hand in hand. Our team has deep roots and long-term commitments to supporting healthy, growing communities through volunteer efforts, sponsorships and pro bono work.

We encourage community involvement and a number of team members serve personally and professionally on the boards of community and business organizations.

ASSOCIATIONS

— A proud member of —



BOARD ROLES





IMPACTS

At Creative Fire, we are passionate about making a difference in our own communities and the communities where our clients operate their businesses. This goes beyond a philosophical commitment. We are driven to create meaningful and measurable change and continuously track our engagement and involvement with an eye to having greater impact.

As a 100 percent Indigenous-owned agency, we are exploring new ways to leverage our success into greater successes for the people of English River First Nation and other Indigenous communities.

COMMUNITY INVESTMENT

REACHED
>5,000
youth in messaging
about anti-bullying through
Dunk Out Bullying

INVESTED
>\$100k
through in-kind or
financial donations to
community-based agencies

VOLUNTEERED
>200
hours in local
communities

5
leaders at Creative Fire
sit on National and
Community Boards

MEMBERSHIPS

with various national, provincial
and regional associations

*“At the heart of Creative Fire is our inspiring team
– dedicated to making a positive difference in
communities, embracing diversity and inclusion
and leading with a sense of purpose.”*

Leanne Hall – CEO, Creative Fire



IMPACTS

As part of our long-term plan, Creative Fire is investing in people, organizations and opportunities that encourage greater participation for members of English River First Nation and other Indigenous communities.

Over the past five years, we have created a number of internship positions to provide Indigenous students an opportunity to gain experience in the communications industry while earning income to support their studies. We have cultivated a network of Indigenous partners as part of our supply chain – creating opportunities for writers, designers, photographers as well as supporting entities including printers and office cleaners.

Our ambition is to open doors for more Indigenous people and companies to engage with our company and our clients.

DIVERSITY & INCLUSION

**52% WOMEN /
48% MEN**

2

Indigenous student
internships

20%

Indigenous employees





CREATIVE FIRE