

## Canada

Mazda Canada Inc. (MCI) undertakes a wide variety of social contribution initiatives, with the aim of meeting the needs of the communities in which Mazda operates. In addition to monetary donations, MCI contributes in a manner that capitalizes on its unique capabilities.

### Various Charitable Activities Environment Human resources Community

**Objective:** To support charitable organizations

**Initiatives:** MCI has supported charitable activities related to social welfare.

#### FY March 2017 Results:

- **Toronto Wild Life**  
From April to August, MCI employees collected funds to support the mission of Toronto Wildlife Centre\*<sup>1</sup>, through a variety of events including a virtual animal adoption, garage sales, and a pancake breakfast.
- **Sporting Life 10K Run in support of Camp Oochigeas**  
In May, 24 MCI employees and 13 family and friends participated for the fifth consecutive year in the Sporting Life 10K Toronto for the kids with cancer. Enough funds to send two children affected by childhood cancer to Camp Oochigeas were collected through a variety of fundraising activities. The camp provides kids affected by childhood cancer with unique opportunity for growth through challenging, fun, enriching and magical experiences. **a**
- **Oak Ridges Trail Relay Race**  
In June, MCI employees participated in this event. Six of them took part in the actual stages of the race that covered 160km including canoeing, hiking, running and biking through Ontario's Oak Ridges Trail to promote knowledge of this unique environment and educate all to the protection and maintenance of the trail. And, three employees participated to organize and provide support through the event. The funds raised through this event will be used for supporting the Oak Ridges Trail Association (ORTA)\*<sup>2</sup>. **b**
- **360°kids**  
From September to December, all MCI employees participated in fundraising programs of 360°kids\*<sup>3</sup>, through a variety of events including a giving tree around the December holidays, raffles and auctions. The funds were used to provide the equivalent of a meal to 20 homeless children within the local community and their care givers.
- **Sick Kids Volleyball Tournament**  
MCI provided funds for semi-annual Sick Kids Volleyball Tournament in support of raising funds for Sick Kids Hospital.

### Support for Canadian National Sport Teams Community

**Objective:** To support the development of world-class athletes and coaches

**Initiatives:** MCI has been a corporate sponsor of the Canadian National Canoe/Kayak Team since 1995, entering its 22nd anniversary of sponsorship, as part of national team athlete development activities, which makes it the longest-standing corporate sports sponsorship in Canada. Also, MCI has been a corporate sponsor of the Canadian Snowboard Team since 2012, as part of national team athlete development activities.

#### FY March 2017 Results:

MCI provided the teams with financial support and the loan of Mazda vehicles to be used for athlete development activities.

#### Person in charge of promoting social contributions at MCI



Ingrid Villatoro  
Specialist, Human Resources

#### a Sporting Life 10K Run



#### b Oak Ridges Trail Relay Race



\*1 Toronto Wildlife Centre promotes the peaceful coexistence of people and wildlife by providing education and expert advice about wildlife situations, and providing medical care to sick, injured and orphaned wild animals with the ultimate goal of releasing healthy animals back to the wild.

\*2 ORTA is a volunteer based organization that aims at preserving, educating and maintaining the Oak Ridge Moraine's unique environment that expands through the most populated area in Ontario.

\*3 360°kids serves over 1,300 families, and over 2,800 youth, each year from every corner of the world. Their mission is to help isolated and vulnerable children, youth and families in the community, to overcome adversity and crisis and to move to a state of safety, stability and well-being.