

FOUR20

2019



COMMUNITY REPORT



OUR NOTE TO THE COMMUNITY

Another year has come and gone, and another year we are grateful we get to interact with amazing people in our community. Not only have we built some fantastic connections, but our staff have championed our causes to truly enhance and embody our organization's community-minded ethos.

We find strength in our organization when we come together to support community as a whole, and we're so proud of the little family we've built that wants to educate and advocate.

This year was a busy one, as we expanded from four stores to 13 in the span of just 12 months. As we write this, we are in the throes of a global pandemic, and a sense of connection and community-building is needed now more than ever. As we look back on the past year, we are so proud of what we were able to accomplish, but knowing what the world needs now, we're even more excited to put community first in the coming year. As we've expanded across the province, we're keen to engage new communities and learn how we can support resiliency and connectedness across Alberta in 2020.

We want to extend our most sincere thanks to the communities who welcomed us this past year, the businesses who supported us and opened their arms to our cause, and to our wonderful staff who put connection first.

Your Community Cannabis Retailer, FOUR20.

MISSION

HOW WE LIVE IT

By being responsible stewards of cannabis in the community, fostering strong relationships and sharing knowledge.

By curating a diverse, inclusive and supportive environment. We recognize passion, expertise and a willingness to take on new challenges.

By going above and beyond to deliver an unparalleled in-store experience through exceptional care and expertise.

VISION

To be known as the absolute best place to work and the most valuable and recognized cannabis brand with a cult-like following. We will set the worldwide standard for cannabis customer experience and employee satisfaction.

IGNITE COMMUNITY. SPARK A NEW CULTURE. ELEVATE THE STANDARD.

VALUES

COMMITTED

We are committed to our vision, our mission and each other – our customers, our community and the organization

COURAGEOUS

We are trailblazers, and because of this we have the courage to do what's right, to speak up for what we believe in and a willingness to lean into adversity.

CARING

We care deeply about our people, the communities in which we work, our customers and our product. We always want to ensure we're fostering a safe and inclusive environment for our peers and customers.

COMMUNITY

We believe in mutually beneficial relationships, and we action this by giving back to, and building up the communities which we serve. Being community-minded, both internally and externally, is the foundation on which all of our core values rest.

COMMUNICATION

We encourage questions, progressive conversations and reflection. Open, authentic and respectful conversation is our compass that propels us forward and keeps us on track.



Cook ribs and give back? You can count us in, always. This past year, we participated in the Cowboys Annual Rib Cook-Off, which was hosted by none other than the Mayor of Flavourtown, Guy Fieri.

The Cook-off was a charitable endeavour, rooted in bringing Albertans together in order to showcase our farming industry to the world. What better stage than the “greatest outdoor show in the world”. The annual event promotes and supports the sustainable development of Alberta’s agricultural industry, with proceeds going to Alberta agriculture, local farmers and tomorrow’s youth through organizations like the Calgary Stampede Foundation and One Health.

And in a shocking twist, we took home the title for Best Pork Ribs and Best Overall, a good cause really inspires us to show up!

RIB COOK OFF

Market Collective is the best place to be over the holidays. It brings together the local community through art, culture, music and food. With over 250 vendors being showcased over three weekends, it's a great way to support local over the holiday season.

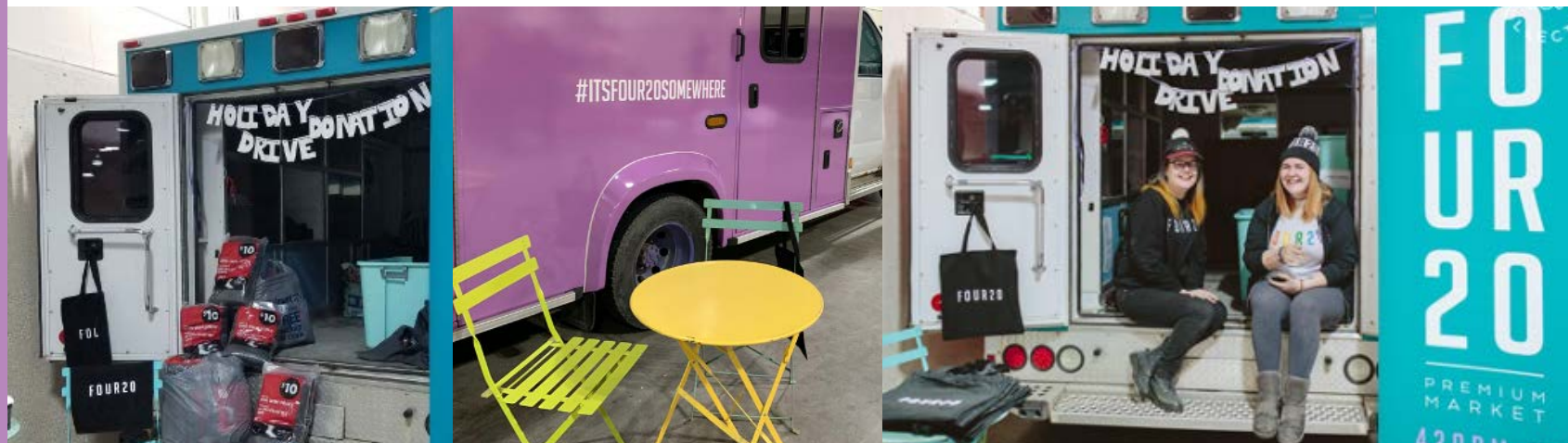
Their cause is something that is near and dear to us, so we wanted to host a charitable drive at the 2019 market.

We were lucky enough to participate in all three weekends, where we set up our ambulance and asked Calgarians to help us fill it for the Calgary Drop-in Centre (DI)! The holidays can be hard for vulnerable Calgarians and we wanted to help the DI with access to additional high-need items.

We're happy to say that everyone came out in a big way. We had companies like Allegory Chai and Mr. Nice Socks rally for the cause, and all-in-all we were able to donate 36 large bags, 5 boxes and 3 large totes full of clothing, medical and hygiene supplies. Those who didn't have donations chipped in with some surprise cash donations as well.

It was such a wonderful, inspirational space to be a part of and to directly interact with so many amazing Calgarians looking to support the DI, we were humbled. Thank you, Calgary!

MARKET COLLECTIVE HOLIDAY DONATION DRIVE





WEAVING THE THREAD OF COMMUNITY WITHIN OUR OWN TEAM

For our second year, we participated as a team in raising funds for Movember. We encouraged all staff to stand as allies for men's health and raise awareness for a worthy cause. While some opted to grow moustaches, some also pledged to "Move for Movember" as a call to action.

Those who didn't participate in kind, generously gave monetarily. We even had customers jump in to support the cause. Additionally, our Foothills team took it upon themselves to collect their bottles for a month and use the funds to donate!

Another opportunity in which our team jumped in whole-heartedly to support a great cause and have some fun while doing so.

MOVEMBER



KUDOS CARDS



An internal initiative we took on this year was simply titled "Kudos Cards". We gave our employees an opportunity to purchase thank you cards for their coworkers and we would distribute them out to the entire organization. Each card could be purchased for a minimal donation, and all proceeds went to a charitable organization of our choice. This year we donated to Calgary Wildlife Rehab Society. The Calgary Wildlife Rehabilitation Society (Calgary Wildlife) is dedicated to providing professional veterinary treatment of injured and orphaned wildlife, valuable outreach and education services to the community and engaging all volunteers in motivational work and skill building experience.

It was a small way for us to show our employees how much they are appreciated within our organization, as well as connecting us to a worthy external cause.



COMMUNITY ENGAGEMENT WITHIN OUR OPERATIONS

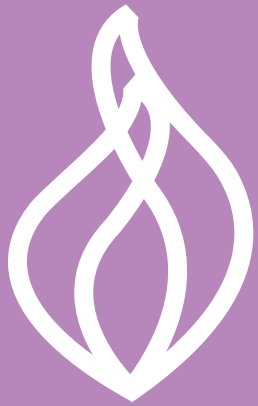
One of our main focuses of 2019 was ensuring we built an inclusive and approachable space for all – our customers and our employees. We integrated this ethos externally in 2019 over Pride week, by proudly displaying our pride in all of our locations. We empowered employees to take this on, so they could display their pride in a way that was true and authentic to themselves. We plan to expand this in 2020 to put a larger focus on the transgender community as well.

INCLUSIVE SPACES

Additional In-store engagement initiatives

- Voting discounts
- Veterans discounts
- Frontline worker discounts





2019 marked some exciting new firsts for us. With our progressive friends at Calgary Folk Music Festival and Circle the Wagons, we hosted Calgary's first legal, supervised consumption sites.

We applaud the socially responsible actions of the festival organizers and their teams. Our staff was on hand for the entirety of both festivals to ensure a safe space, but also to answer cannabis questions. Our goal is to always promote a safe and comfortable cannabis experience, and we love being able to apply this principle in community activations.

Both consumption sites were incredibly well received, as it gave cannabis users a space they felt comfortable in. Beer gardens are widely accepted and promote a space for fun, shared experience and we're here for the movement that cannabis consumers deserve the same!

CONSUMPTION SITES





In addition to the many local vendors we have sourced to provide our products and accessories, we also leaned on local businesses this year to help spread our message, and of course give us an opportunity to share theirs! Wherever we can, we look to support local, and there is NO shortage of small businesses out there to choose from.

We wanted to showcase some local businesses for our Kensington and Stephen Avenue store openings, so we sourced some delicious goodies to giveaway to our first patrons. We highlighted good from the following businesses to much excitement and sticky fingers.

- Crave Cupcakes
- Higher Ground
- Hoopla

Additionally, we worked continually with the wonderful Robin from Blaze Apparel, a local vendor, who works with our friends at Local Laundry to source some made in Canada uniform options!

We already scheming with some other local businesses about goodies for merchandise and fun collabs with in 2020, but we'll give you a little taste of who we're working with!

- Local Laundry
- Skwiik
- True Buch

Interested in working with us on a community or charitable initiative? Please get in touch! Email: amber@420corp.ca

COMMUNITY CONNECTIONS

