

FOUR20

COMMUNITY REPORT 2020



A LETTER FROM FOUR20

Well, 2020 was a year — and support for the community was needed more than ever.

Our in-person community engagement wasn't what we anticipated, our busiest summer of events was rightfully put on hiatus, but we still tried to show up in any way we could, with a large focus on our internal community this year.

Our company grew from nine stores to 14, and our passionate community grew as well.

Our focus this year was capacity building, fostering our internal support systems during unbelievable times, so we could better support those who visit FOUR20.

For cannabis to go from illegal to an essential service is something we have still yet to fully grasp. Our staff showed up in such a big way to continue to serve the FOUR20 community in uncertain times, continued to provide exemplary education and grew the cannabis community by sharing new product formats and innovations.

It was a year we all truly, deeply, came to understand the powerful benefits of CBD and adopted regimented self-care routines, where cannabis most certainly played a supporting role.

But to our external community, we cannot wait to connect more personally again in the future. We miss hosting historic firsts with you and bonding over a powerful plant — hearing your stories and what FOUR20 means to you.

This year, we were once again voted Best of Calgary 2020 for Top Cannabis Retailer, an honour we owe to you all and something we are once again so humbled and grateful for.

We are longing for the days we can better connect in person and we can't wait to light it up and elevate the standard with you as soon as it's safe to do so.

In 2021, we will be launching employee volunteer days to better enable our employees to get out and support the communities, while also launching a more formal charitable strategy to create a bigger contribution, backed by our entire organization. These initiatives are championed by our new CEO, Scott Morrow, who leads us values first into this new year, so stay tuned!

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YOUR COMMUNITY CANNABIS RETAILER

CAPACITY BUILDING WITHIN FOUR20

While we were stuck inside, what better time than do some internal capacity building with our staff, to strengthen our corporate culture and support mechanisms. Our little community is connected by a passion to do good and elevate others, and we all needed a little helping hand this year.

MENTAL HEALTH AND CULTURE COMMITTEES

These employee engagement committees aimed to amplify the voices of our entire staff in these crucial areas. We all felt the COVID fatigue, our mental health suffered. And what better way to improve than to listen to the voices of the many to best support all staff?

HAZARD PAY

Our staff put themselves on the frontline every day, and continue to do so as the pandemic lingers on. Their contributions to continue to serve the community and show up for the industry that was once illegal and now deemed essential, is something we are grateful for daily. We introduced hazard pay as a thank you to our staff for working through uncharted territory during COVID lockdowns when many businesses were closed.

EDUCATION SESSIONS WITH THE DOC

The benefit of having an encyclopedia of cannabis knowledge on our staff is that we can leverage science first, ensuring our staff concerns are answered by credible medical information. We hosted regular COVID awareness sessions, in addition to open forum cannabis Q&A sessions to create avenues for education and connection for our internal FOUR20 communities.

SUPPORT DISCOUNTS FOR FRONTLINE WORKERS, VETERANS AND STUDENTS

There was no shortage of communities affected by the pandemic, and while we wish we could have extended more support benefit, we chose to extend several support discounts to targeted communities feeling the effect of job loss, decline in charitable support and those who continually showed up to support their community in times of great uncertainty.

SUPPORT THROUGH CONNECTION AND EDUCATION

We pivoted our external communication strategy and outreach to provide resources and support to our external FOUR20 community – leveraging our newsletter, social channels and once again, leaning into our internal community.

Through a series of email campaigns, we communicated resources, product education, playlists, virtual education sessions, recipes – anything to create conversation and a community where we still connected – digitally and bounded by a common love of the good green.

We opened up our MVP – Dr. Ife Abiola, to the public so he could answer any of your burning cannabis questions and give people a space to connect. We held these live sessions for all of our municipalities, so all across Alberta we could provide a service to our community.

As the world switched to digital, we did as well. We saw our community looking for ways to connect when in-person contact was limited, and we wanted to be there.



IN-STORE SAFETY

In order to protect our community, we took in-store safety extremely seriously, and again leveraged online functionality to improve our in-store safety measures.

We upped our in-store cleaning and added in disinfecting foggers that will be regularly used to sanitize the air and all surfaces in our stores to prevent the presence and spread of any infectious disease. These machines aerosolize disinfecting solution that pull any particles, bacteria, or viruses from the air in an environmentally conscious manner. The machines use safe, odorless compounds that leave no residue or risk to our staff and have been approved by Health Canada as being the highest standard in disinfecting indoor spaces.

To increase access to product information online, and enable customers to shop online, we launched an online click and collect service. This allowed our customers to shop from the safety and convenience of their home and pick-up at FOUR20, effectively reducing the amount of time our patrons were spending in-store. It was a small step to streamline in-store interactions, while ensuring customers could still enjoy the FOUR20 experience.





LOCAL LOVE

The nice thing about federally legalized cannabis means all the cannabis we source is made in Canada! Even better, there are tons of great producers in Alberta. But beyond the actual cannabis products, we always look for opportunities to support local business wherever we can. Here are some like-minded companies we collaborated with in 2020!

Skwiik: we teased at this collaboration in last year's community report, but we finally got to launch it this Spring! Made by the amazing team at Skwiik, we launched a collaboration for lip balms - a must-have for any cannabis enthusiast, in our humble opinions. Branded in the components of our company mission, these balms are a beautiful nod to who FOUR20 is, while giving you a little moment of luxurious lip quenching.

We collaborated with Skwiik because the brand is rooted in ethical values and cranking out amazing products. Skwiik is a handcrafted skincare company that prides itself on ethical products with a mindful curation of ingredients. They have a passion for curating ingredients that are not only good for your skin, but are also good for the communities in which they come from, and since mid-2020, 15% of all Skwiik's digital sales go to the BLM movement.

As our team grew, we of course needed to get them kitted out with some comfy FOUR20 swag, we again sourced from the lovely Robin at Blaze Apparel! Small, female-owned business and the products are always top-tier.

As masks were enforced and we continued to look to ways we could support our staff, we sourced FOUR20 face masks from Plainsbreaker Apparel, a local supplier who provides made-in-Canada goods to some of our favourite brands (hello, Mr. Nice Socks).

Fun fact: Plainsbreaker is the only cotton fashion sock manufacturer in Canada (that they know of), and are now in full control of the manufacturing process. What does that mean for you?

That means you can always count on your socks containing 100% organic cotton that meets the strictest environmental law in the world. In fact, they are upcycling most of our waste, taking the flawed socks and cut yarns and making dog beds and pillows – now that's the kind of local innovation we love to see! Simple, but making big changes.

We also launched our own FOUR20 branded isopropyl to keep your pipes sparking and sessions fresh, which was locally made by Burwood Distillery. We love a good isopropyl, we love it even more when we know it's coming from one of our favourite makers!





HOLIDAY SUPPORT

Selected by our employees, we chose to support multiple charities within Alberta this Holiday season to support as many vulnerable Albertans within our means. In our South stores, we supported the Veterans Food Bank, and in the North stores, we supported the Edmonton Food Bank, Red Deer Food Bank, Leduc and District Food Bank, and the Brooks Food Bank.

To create the most impact, we ran our donation collection from the entire month of December, with many of our locations coordinating multiple donation pick-ups throughout the month from the recipient charities!

