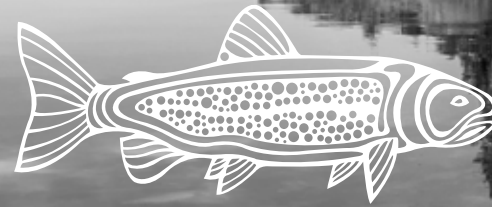




Indigenous Inclusion at Rogers



Rogers **celebrates**
and honours Indigenous
culture, in our family
and across Canada.

Inclusion and Diversity

As part of our commitment to inclusion and diversity at Rogers, we are dedicated to supporting Indigenous Peoples' on our team and from coast to coast and promoting awareness and understanding of Indigenous rights and culture, experiences and the systemic bias that still exists.

As part of our approach, Rogers formed our Indigenous Peoples' Network to help engage, inspire and support Indigenous team members and allies, while sharing

knowledge and experience to help up build strong partnerships, meaningful ways of working, and respectful relationships with customers and communities we serve. While we have a long way to go on our journey, Rogers has started to take a number of steps to increase our support for Indigenous Peoples within our team and across Canada - with our commitment to doing more.

We believe that when we come together, we're greater than the sum of our individual experiences, and that when we bring our whole selves to work, we also bring new perspectives, new ideas and new solutions. We all bring something different, but together, we make more possible.



Honouring History and Culture



Fostering inclusion and Indigenous representation in Rogers people and culture, and external communities.



Through a number of internal and external initiatives, and partnerships with Indigenous artists and community leaders, we have brought our team and members of the public together to celebrate and honour the culture, art and history of Indigenous Peoples, while acknowledging the steps we must continue to take to build a more inclusive culture.

Legacy Space

Last year, Rogers opened the *Downie-Wenjack Legacy Space* at its head office in downtown Toronto, creating a space to raise awareness and understanding of Indigenous art, history, and culture, with employees and community members. A second Legacy Space is now open at the Rogers Solution Centre in Kelowna, BC.

“Oka” Painted Guitar by Tom Wilson



Orange Shirt Day

Rogers has commissioned Ojibwe Artist Patrick Hunter to design a special orange t-shirt in honour of National Indigenous Peoples' Day. It is available for purchase to raise funds for Indigenous communities and in honour of Orange Shirt Day in September, to raise awareness of the impacts of residential schools and supports reconciliation activities.



Land Acknowledgement

Rogers has opened large events with Land Acknowledgements to respect indigenous employees and clients and recognize their enduring relationship to the land. This encouraged practice helps raise awareness about the important histories of the land we reside on and the community that embodies it. For the grand opening of Rogers 302, Rogers partnered with Elder Duke Redbird to create the first land acknowledgement plaque in our retail spaces. Also, we were joined by Mississaugas of the Credit First Nation to mark the occasion with an Indigenous blessing, smudge and drum song. Rogers was also joined by Krystal Lezard to perform Opening Song and Westbank First Nation's Chief Derickson for the opening of the new Kelowna Solution Centre.

The Aazhibik Singers Representing: The Mississaugas of the Credit First Nation, and The Three Fires Nishinaabek.

Advancing the journey toward reconciliation. Empowering our employees through education and training.



Learning Opportunities for Employees

Last year we hosted a joint learning journey and discussion honouring Two-Spirited peoples through an engaging and passionate panel. We continue to host cultural sensitivity training across our organization, facilitated by Bear Standing Tall & Associates to ensure company-wide understanding of Indigenous cultures and respect of the journey towards reconciliation. The training has now been completed by hundreds of Rogers employees across Canada.

Creating employment and educational opportunities for Indigenous Peoples.



Rogers has taken steps to invest in Indigenous Peoples' careers and futures, offering access to scholarships, grants and recruitment through our Corporate Social Responsibility efforts and our Inclusion and Diversity strategy.

Learn more about Inclusion & Diversity at Rogers



Ted Rogers Scholarships

Twenty talented Indigenous youth have received \$75,000 in Ted Rogers Scholarships annually since 2018, nominated by Indspire, a partner organization that provides educational supports and resources to First Nations, Inuit and Métis students across the country.

Indigenous Recruitment

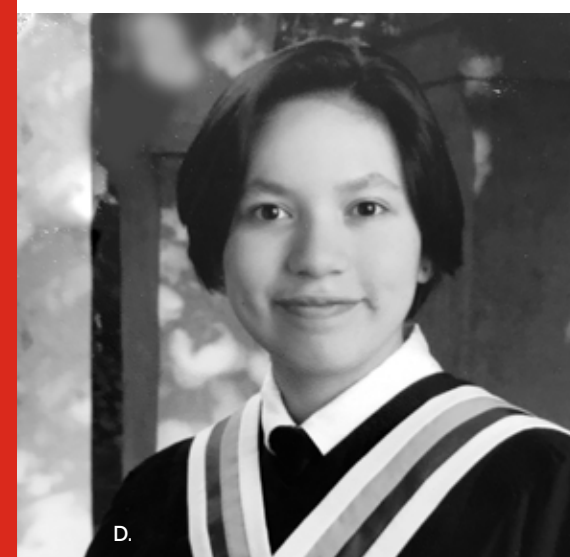
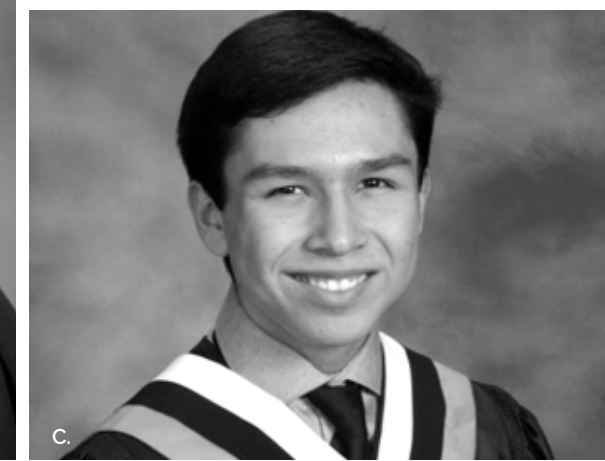
We have reached out to local Indigenous communities such as Westbank First Nation for recruitment for 350 jobs at Rogers new call centre in Kelowna, BC, and Rogers is an ongoing sponsor of IPAC (Indigenous Professional Association of Canada) for success in Indigenous recruiting.

Ted Rogers Community Grants

Actua's InStem: Indigenous Youth in STEM program has reached 48,000 Indigenous youth in 213 communities with the support of \$150,000 in Ted Rogers Community Grants since 2018. The program links modern Science, Technology, Engineering, and Math (STEM) with traditional knowledge shared by local Elders and leaders.

Youth Science Canada's regional educational fairs in Science, Technology, Engineering, and Math (STEM) for youth across Canada has reached five Indigenous communities with the support from \$100,000 in Ted Rogers Community Grants since 2018.

Over the last few years, Rogers has provided grants to regional organizations that support Indigenous youth including *Urban Native Youth Association* in Vancouver, *Connections Community Services* in Richmond, *Westbank First Nation Youth Centre* in Kelowna and *West Bank, Fraser Valley Aboriginal Children and Family Services Society*, *Enoch Cree Nation Youth Centre* and *Okotoks Family Resource Centre*, both in Alberta, *Wii Chiiwaakanak Learning Centre* at the University of Winnipeg and *Peguis First Nations School* in Peguis, Manitoba.



A. Kanton Cardinal St. Brides B. Kenzie Auger C. Antoine Ivanco D. Kyle George E. Tegan Ledoux

Supporting Indigenous initiatives across Canada.



Rogers recognizes the UN Declaration on the Rights of Indigenous Peoples and the Truth and Reconciliation Call to Action 92. As a publicly listed corporation in Canada, Rogers is fully committed to building authentic relationships with Indigenous communities and organizations to create opportunity and support the processes of decolonization and reconciliation. To support this, we are a partner member of CCAB (Canadian Council for Aboriginal Business) and enrolled in the Progressive Aboriginal Relations (PAR) Program.

In addition, Rogers Sports & Media has been a leader in supporting Indigenous initiatives that celebrate Indigenous culture and history, while bringing awareness to large audiences through leveraging a diverse set of assets.



Amanda Rheume,
Métis Singer-Songwriter

Radio

Our radio station 680 NEWS in Toronto celebrated 2019 Indigenous Peoples Day with a live stream performance by Amanda Rheume, a Juno-nominated Métis Canadian artist. Host Momin Qureshi and Amanda chatted after the performance about her experience as an Indigenous artist, and how we can work together to promote reconciliation.



Sportsnet

Celebrating the contributions and traditions of Canada's Indigenous peoples, Sportsnet and Rogers Hometown Hockey have worked to unite communities through the power of sport. Beginning each broadcast with a formal land acknowledgement, the Rogers Hometown Hockey tour has also hosted festivals in Enoch Cree Nation and Peguis First Nation over the past two seasons. Sportsnet's celebration of Indigenous communities also includes milestone NHL broadcasts in Plains Cree in partnership with APTN. Signed in 2019, APTN and Rogers Sportsnet also agreed to three-year deal to broadcast NHL games in Plains Cree language to promote preservation of first languages.





Nisga'a Nation President Eva Clayton and Rick Sellers, President of the BC Region, Rogers Communications

Connecting Indigenous Peoples and communities to more possibilities.



Rogers aims to support national, provincial, local and Indigenous governments in resolving the inequity of the digital divide for rural, remote and Indigenous communities. The digital divide is a challenge in a vast landscape like Canada, however, we believe that it can be solved through private sector and government investment coupled with strategic financial, regulatory and community support.

Investment in leading-edge, resilient networks are required to connect rural, remote and Indigenous communities. And once connected, it is important that these communities are leveraging these network investments towards their vision of prosperity and well-being. Through our partnerships with UBC and the University of Waterloo, Rogers is helping to build the BC innovation ecosystem and considering how this benefits not only urban centres but also rural, remote and Indigenous communities.

Network Connectivity



Recognizing the importance of connectivity in Indigenous communities, Rogers has worked with partners like the B.C. government, Nisga'a Nation, Witsset First Nation and northern carrier SSI Canada to bring wireless coverage to communities across northern Canada.



Access to Technology

Rogers has provided phones and free wireless plans to women's shelters who support Indigenous women and children in crisis, including Helping Spirit Lodge Society in Vancouver, Atlohsa Family Healing Services in London, Ikwe Widdjitiwin Inc. in Winnipeg, Oshki Kizis Lodge (Minwaashin Lodge) in Ottawa, and Anduhyaun Inc. in Toronto

Canada's Remote & Rural Broadband Conference (CRRBC)

Rogers sponsored CRRBC in 2020. The conference featured community, government and industry stakeholders addressing the challenges of rural broadband and options to address the gaps.



“We are committed to expanding wireless connectivity to rural, remote and northern parts of Canada. We are proud to partner with all levels of government and Indigenous communities to find the right solutions to connect more B.C. communities to help increase economic opportunities for local residents and businesses as well as improve public safety.”

RICK SELLERS

PRESIDENT FOR BRITISH COLUMBIA, ROGERS COMMUNICATIONS



[Rogers.com](https://www.rogers.com)

For more information on Indigenous
inclusion initiatives at Rogers, contact:

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Illustrations throughout by Patrick Hunter Art