

Conexus Kindness Capital Fund

Care for the community is a principle we wholeheartedly believe in and when the pandemic hit, we knew we wanted to do something. Using the administration revenue generated from delivering the Canada Emergency Business Account (CEBA) federal loan program, we created the Conexus Kindness Capital Fund (Kindness Capital) to celebrate and re-invest in the kindness that was improving the well-being of our communities.

Through Kindness Capital, we recognized 42 individuals and businesses across Saskatchewan with \$5,000 each, a total of \$210,000, who were going above and beyond during these challenging times.

In Saskatchewan, we have this great way of coming together when we need to. COVID-19 inspired stories of kindness across our province, creating moments that connect us. Throughout this initiative, we received over 200



nominations from communities and treaty territories across Saskatchewan. We heard stories from across the province including the story of Kathleen Ritchie from Harris, Saskatchewan, who delivered 120 handmade greeting cards to every household in her community. Regina's Stacey Laing created kits providing healthy meals, mental health activities, and hygiene products for families living in poverty; and Natalie Guimond from Prince Albert was leading the effort to feed hundreds of children, elders, and vulnerable populations through the Community Cares Kitchen initiative in collaboration with various other organizations and non-profits.

This campaign recognized those who championed and are leading our province to recovery. For us, investing in basic human needs to improve the well-being of our members and communities is guided by our purpose. Kindness Capital invested in food security, health services, mental health and keeping people connected. In total, over 38,000 meals were served or donated, and over \$380,000 was fundraised to support 33 non-profits and charities across Saskatchewan.

COVID-19 disrupted our lives in many ways and during a time when so many felt uncertainty, Saskatchewan residents' first instinct was to help others. This truly showcases what it means to be a community and we're sincerely grateful to have been a part of it. Well done Saskatchewan!

