

SGI IN THE COMMUNITY

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At SGI, we know it is important to give back to the communities in which we do business.

Through sponsorships, volunteerism and donations-in-kind, SGI is proud to give back to the people of Saskatchewan.

SGI AND THE VANIER CUP

This year's Vanier Cup was held November 25 at Saskatoon's Griffiths Stadium and SGI was there as the Official Safety Sponsor.

Vanier Fest, a three-day event leading to the Vanier Cup, featured continuous entertainment, big-screen TVs, a bar and live entertainment from The Road Hammers and Great Big Sea. As the Vanier Cup's Official Safety Sponsor, SGI provided a complimentary safe ride bus service from Vanier Fest to key locations throughout the city.

SGI was also on campus in 2006 at all of Saskatchewan's post secondary institutions reminding young people how important it is to plan ahead for a designated driver. It continues to be a great opportunity for us to reach our target audience each and every day.

SGI was in thousands of book bags with a safety message in the student agenda. SGI also has a presence at various campus sporting events, promoting our drinking and driving messages.

SGI values higher education and recognizes that post-secondary education is important and often essential for today's youth. That's why SGI provides various scholarship programs for Saskatchewan students who are studying in a field related to SGI business.

2006 TIM HORTONS BRIER

SGI was a proud sponsor of the 2006 Tim Hortons Brier. SGI had the opportunity to promote drinking and not driving at the event through both the Brier Patch and Purple Heart Lounge, where staff volunteers encouraged patrons to "Always Plan a Safe Ride Home."

SGI and the Brier Host Committee also took part in a program that gave Grades 6 to 8 elementary school students and high school curling teams in the Regina Public School Division, Regina Catholic Separate School Division and the Prairie Valley School Division, a chance to learn more about the official sport of Saskatchewan and the Brier.

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SGI and the host committee invited Grades 6 to 8 elementary school students in the three school divisions to create a mural depicting “Curling in Saskatchewan” or a safety focused mural displaying “Parti Gras – Keep it Safe.”

Murals were judged and six classes were offered the opportunity to attend the Brier. All murals submitted were being displayed at the Brier venue and viewed by curling fans from all over Canada.

High school students in these three school divisions were also offered an opportunity to learn more about the sport of curling during Brier week. SGI and the host committee invited approximately 200 high school students and their curling coaches to on-ice curling clinics on at the Caledonian Curling Club.

SGI SIGNAGE AT REGINA EXHIBITION PARK AND CREDIT UNION CENTRE

SGI signed up with Regina Exhibition Park and Saskatoon’s Credit Union Centre to promote drinking and not driving.

Thousands flock to these venues for concerts and sporting events and alcohol is often served. By placing back-lit sponsor boards in both venues, SGI reminded patrons to “Always Plan a Safe Ride Home.” SGI’s sponsorship of Regina Exhibition Park also allows us to promote drinking and not driving messages at three major events: Taste of Spring, Taste of Regina and Buffalo Days.

SAFE RIDE TO THE STONES

SGI made the Rolling Stones experience even sweeter by funding the “Safe Ride to the Stones” free shuttle service when the band visited Regina in October.

SGI invested \$25,000, in partnership with Regina Transit, to provide free bus service in order to encourage concert-goers to plan a safe ride home. It is estimated that over 20,000 people used the service – almost one quarter of the people attending the two shows.

OTHER INITIATIVES

CUSTOMER COUNCILS

SGI piloted a new tool in 2006 to collect input directly from our customers. Three Customer Councils were established – one representing customers from the general public, one representing commercial customers and the third made up of SGI employees who work directly with our customers. By the end of September, each of the three Customer Council groups had met twice to share their ideas on how SGI can improve its products and services.

MPI PARTNERSHIP

In the fall of 2006, SGI began producing the photo card portion of the Manitoba driver’s licence. The resulting economies of scale will reduce the cost of printing a photo ID card in each province to \$1.62, leading to a 19 per cent reduction in cost for Saskatchewan and a saving of nearly 50 per cent per card for Manitoba.

Entering into this partnership with Manitoba saves money now and is the first step toward working together in the future. There is potential savings of \$350,000 to \$400,000 over the agreement’s life span through sharing fixed costs associated with potential future system upgrades in the production of photo ID cards.

SGI introduced the use of a digitized photo card as part of the Saskatchewan driver’s licence in 2001.