

Recent Campaign *Successes*

On these pages we celebrate the work of our fine employees and generous customers for jumping to the cause whenever asked. By working together, we've contributed to the success of these campaigns and many others over the years. The Philanthropy award belongs to us all!

Triple the Impact for East Africa Famine Relief

On August 15th, Pioneer launched the Pioneer East Africa Famine Relief campaign and offered to match the first \$25,000 raised in customer donations. Together, with matching funds from the Canadian Government, Pioneer Energy, our employees and customers raised \$75,000 to help those suffering in the Horn of Africa.

"The images coming out of east Africa were stark, and the suffering unimaginable," said Geoff Hogarth, Pioneer's Director of Marketing. "We knew that Pioneer Energy had to act and that our employees and customers would want to help as well."

The funds donated by customers and matched by Pioneer were forwarded to the Canadian Red Cross. The customer portion was then matched by the Canadian Government. This means that every one of our customers who donated to the Pioneer East Africa Famine Relief campaign had their impact tripled and three times more money was raised for urgent relief work in the Horn of Africa.

Honouring our Fallen Soldiers

Pioneer sites throughout the Quinte region held Operation Monument campaign from August 15 to September 11, 2011. Operation Monument was a very special campaign to help build a permanent memorial— The Afghanistan Repatriation Monument – to honour the 158 Canadian soldiers who gave their lives in the Afghanistan conflict.

The monument will be located in a park on the Bay of Quinte, alongside the Canadian Forces Base Trenton and not far from where the repatriation services took place. The total cost is \$1.5 million, and help is needed to raise it. The monument is solely funded by Canadians who wish to honour the men and women of the Canadian forces who gave their lives in Afghanistan. It is not a government initiative.

During the four week campaign Operation Monument collected \$6,131.52 from customers at the 10 area sites. "Pioneer Energy is pleased to announce that we will not only match the \$6,131.52 in customer donations but will top up the total funds raised and give full matching funds, for a total of \$20,000," said Tim Hogarth, President and CEO of Pioneer Energy. As Honorary Lieutenant-Colonel of the Royal Hamilton Light Infantry and a Member of Canada Company, Tim also serves as an advocate and link between the community and the Canadian Forces.

To learn more about the Afghanistan Repatriation Monument or to get involved in honouring Canada's repatriated Afghanistan soldiers please visit afghanistanmemorial.ca.

Photo: Pioneer President and CEO Tim Hogarth and the staff at Site 638 in Trenton present a cheque to representatives for the Afghanistan Repatriation Memorial Fund.

