

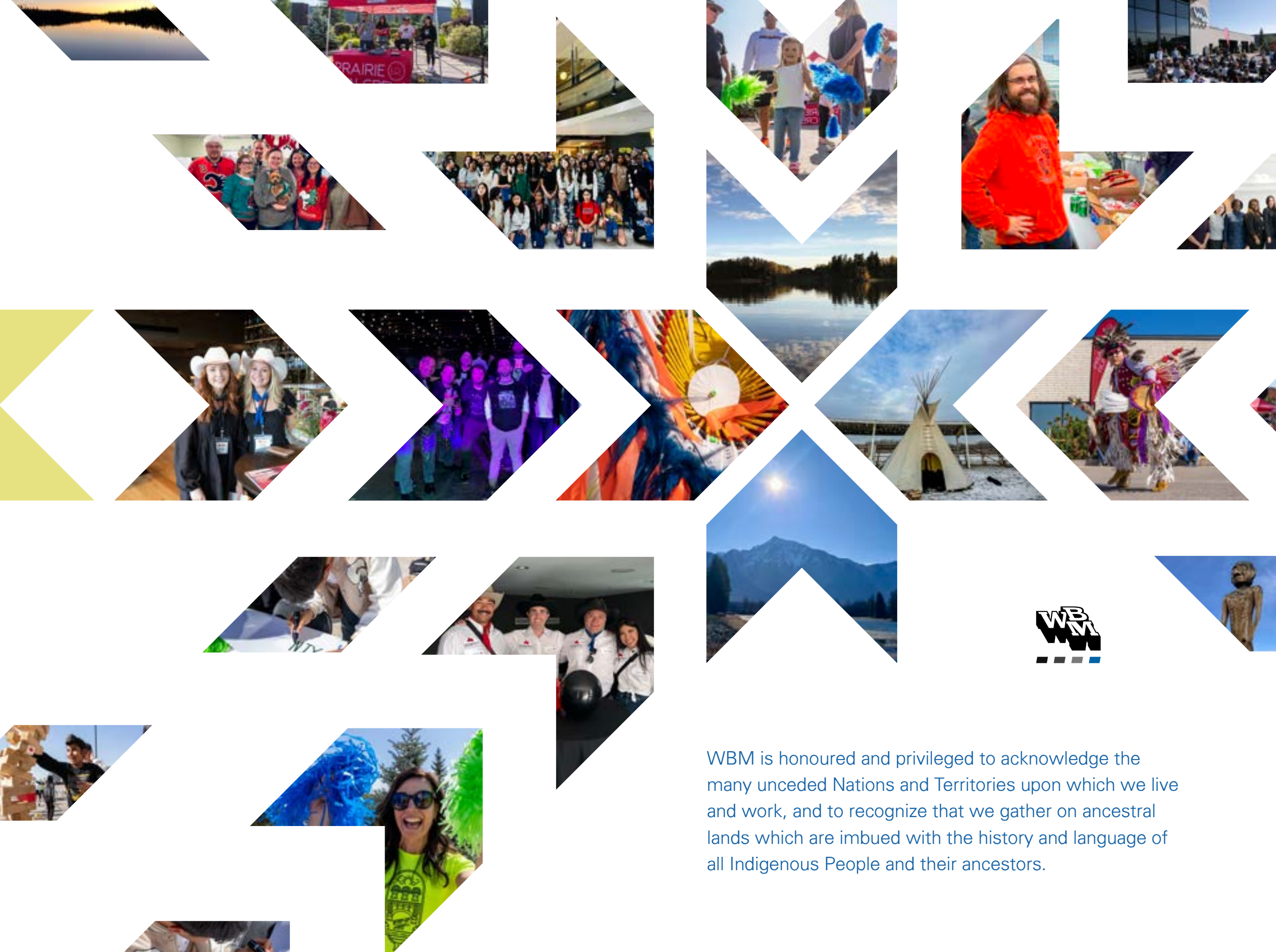
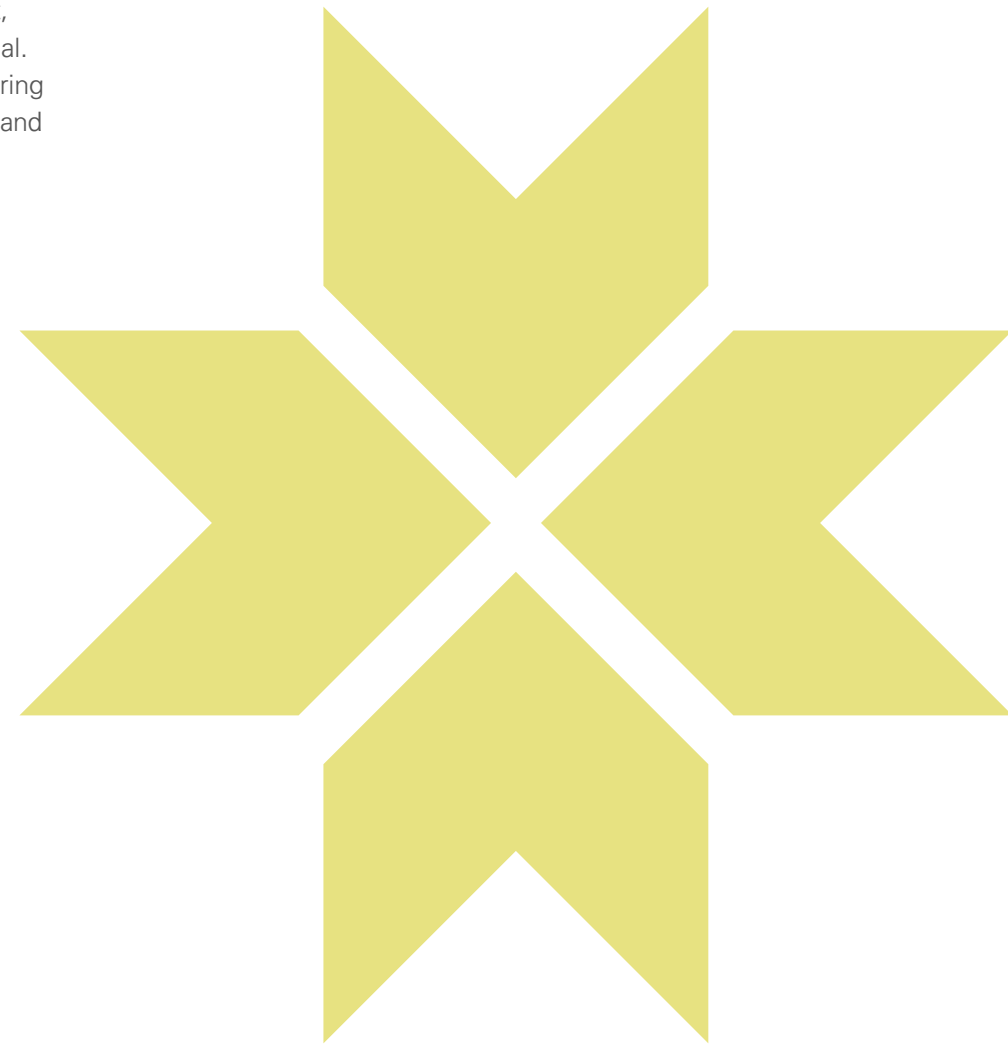


2024

Community Impact

Clear and Honest Reporting of our
Environmental, Social, and Governance Results at
WBM Technologies

WBM's 2024 Community Impact Report was inspired by the intricate details of a star blanket. The star blanket is used to honour, protect, and celebrate the individual. Receiving one is said to bring good dreams, prosperity, and protection.



WBM is honoured and privileged to acknowledge the many unceded Nations and Territories upon which we live and work, and to recognize that we gather on ancestral lands which are imbued with the history and language of all Indigenous People and their ancestors.

WBM's LAND ACKNOWLEDGEMENT

In Vancouver, we acknowledge the unceded traditional territories of the *xʷməθkʷəy̓əm* (Musqueam), *Sḵwx̱wú7mesh* (Squamish), and *səlilwətał* (Tsleil-Waututh) Nations.

Our partners at Seabird Island allow us the opportunity to also recognize and acknowledge the unceded land of the River People of the Stó:lō Nation.

In Calgary, we are gathered on the traditional territories of the Blackfoot Confederacy, including the Siksika, Piikani and Kainai Nations; the Stoney-Nakoda, including the Chiniki, Bearspaw and Goodstoney First Nations; and the Tsuut'ina Nation.

Our partners at Chief Jacob Bearspaw Community School allow us the opportunity to also recognize and acknowledge the Stoney Nakoda First Nation, comprising the Bearspaw, Chiniki, and Wesley First Nations.

In Saskatoon we are on Treaty 6 Territory and the Homeland of the Métis. We pay our respect to the First Nations and Métis ancestors of this place and reaffirm our relationship with one another.

Regina is situated on Treaty 4 lands with a presence in Treaty 6. These are the territories of the *nēhiyawak*, Anih *ināpēk*, Dakota, Lakota, and Nakoda, and the homeland of the Métis/Michif Nation.

In Winnipeg, we gather on Treaty 1 Territory and that Manitoba is located on the Treaty Territories and ancestral lands of the Anishinaabeg, Anishininewuk, Dakota Oyate, Denesuline and Nehethowuk Nations. We acknowledge Manitoba is located on the Homeland of the Red River Métis.



We are very humbled to inhabit these lands. We recognize the immense struggle endured and the incredible resilience of all Indigenous peoples, and we are grateful for the opportunity to welcome people of all cultures to WBM.



On behalf of our teams across Western Canada and beyond, we are truly honoured to present the 2024 WBM Technologies Community Impact Report.

Our Commitment



On behalf of over 600 families who now make up our teams across Western Canada and beyond, we are truly honoured to present the 2023 WBM Technologies Community Impact Report.

Our commitment to serve the communities we live and work in has led us to some very meaningful moments, and connections. Sharing our passion for the difference we believe technology can make in the lives of people and organizations is often where we begin – but where we end up is working side by side with some truly inspiring people.

All across these pages are the stories that unfold when we discover and become connected to these special opportunities where we can have an impact, where we can be a part of something important, and where we bring meaning and emotion to what it feels like to be a part of WBM as a workplace, and as a family.



As an Indigenous Engagement Charter signatory, a key commitment we have made is to provide honest reporting of our efforts. We are learning that by reporting on our actions, we are doing more than celebrating achievements from the year that was – we are building accountability for ourselves to be better, and an energy to continue forward in embracing those exciting new opportunities that will be part of our future reports.

We've set a big goal to contribute \$1,000,000 in support to our communities, and this year we are closer than ever. As these pages showcase so vibrantly, with each step we take towards our goal, we are being connected to more and more amazing people and opportunities together.

Thank you for being part of our community. Thank you for your support and partnership, and most of all for the impact that each of you make in the work you do and the work we are honoured to do together.

With gratitude,

JoeAnne Hardy
President

Brett Bailey
Vice President

WBM At a Glance



WBM's Step Up for Mental Health Pep Rally 2023



At WBM, we remain committed to fostering growth and creating rewarding careers within our organization. Over the past year, our dedicated efforts have led to a 27.6% increase in our employee count, accompanied by 26 well-deserved promotions.

601

Employees

175

New Employees

7

Western Canadian Locations

13

Indigenous & Métis Employees

115

Women Employees

52

Recent to Canada Employees

Welcome to the WBM family!

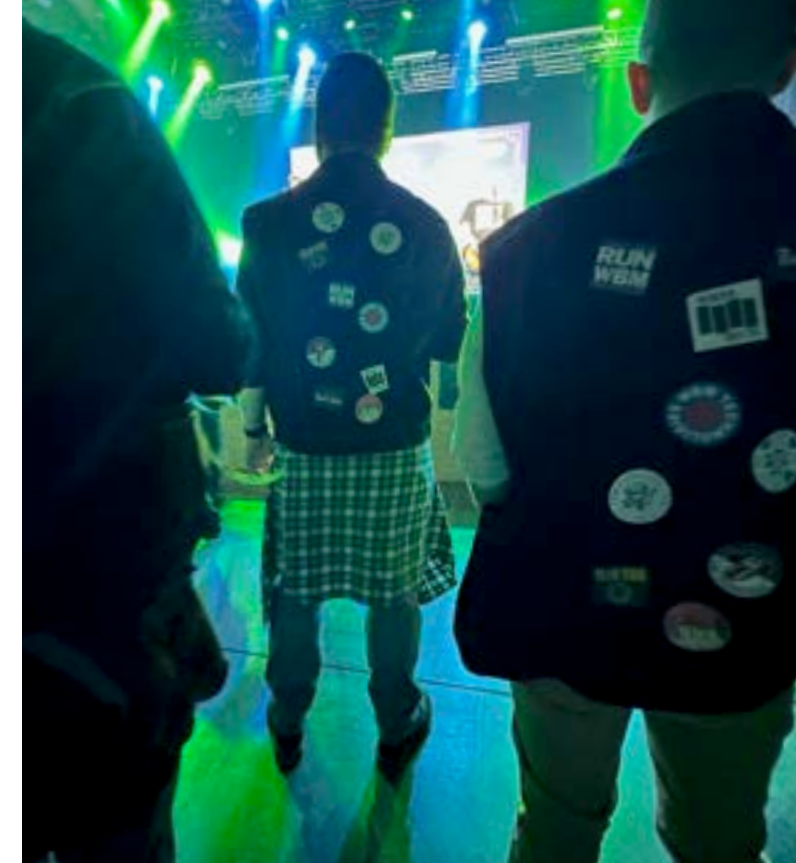
As our team continues to grow, we proudly welcome Carlyle & PrinterWorks West Powered by WBM Technologies



This company-wide growth extends beyond numbers; it reflects our expanding presence in both Calgary and Winnipeg, marked by the welcomed additions of PrinterWorks West and Carlyle Printers to our team. Their inclusion brings a combined workforce of 130 talented individuals into the WBM family.

In 2024, WBM is taking proactive steps to create even more opportunities for Indigenous, Immigrant, and women employees. We recognize the importance of diversity and inclusion, and to achieve this goal, we are actively seeking strategic partnerships that foster and accelerate the representation of underrepresented groups in the technology sector.

Our commitment materializes through impactful collaborations, such as our recent partnership with Making Changes Association and their Women in Technology Program. This partnership has paved the way for a new recruitment path dedicated to supporting immigrant women building careers in the technology sector in Canada. Through these meaningful partnerships, we aim to enhance our hiring practices, promote sustainable growth, and actively contribute to the career development of underrepresented groups within our organization.



WBM Team enjoying an incredible charity show at Techpalooza 2024

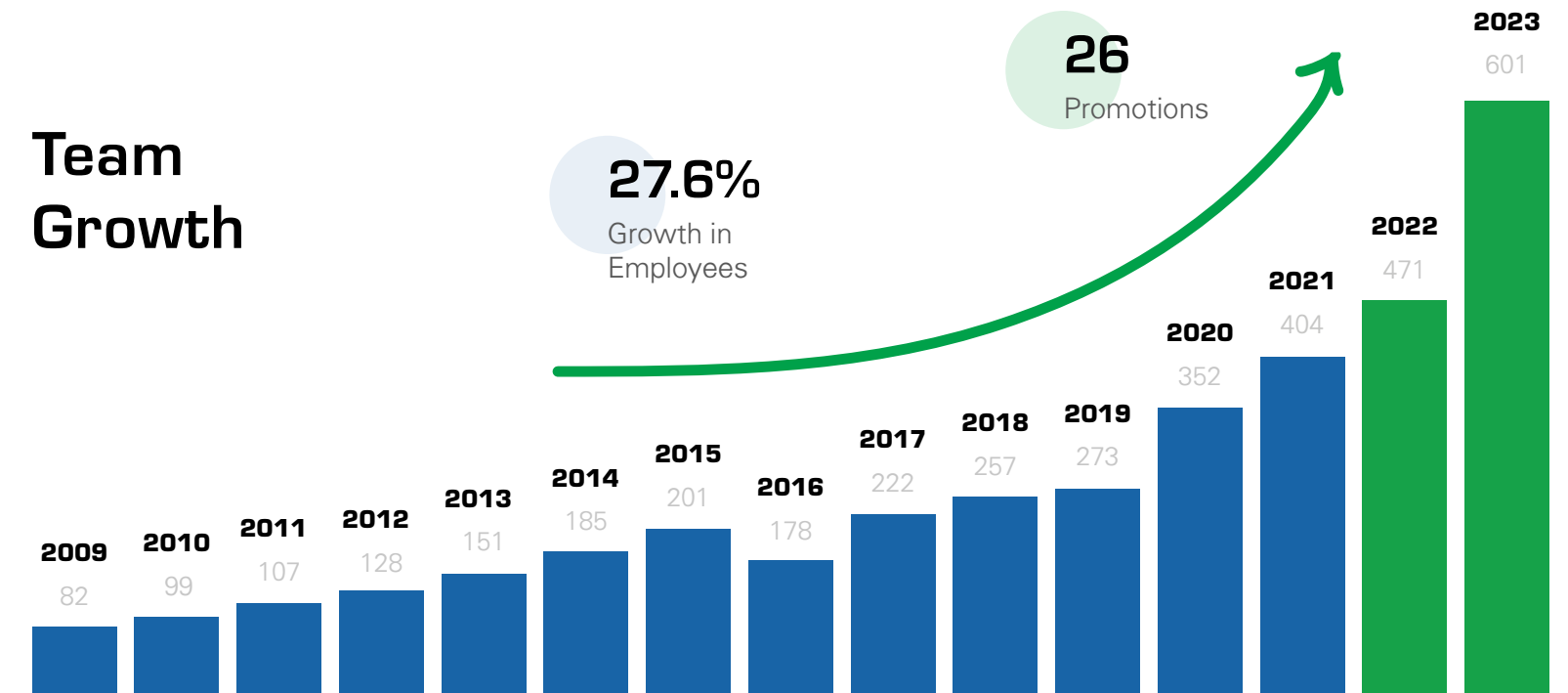
Team Growth

27.6%

Growth in Employees

26

Promotions





Stakeholder Commitment



Core to WBM's values is a fundamental belief in bringing communities together.

Connected, we can accomplish more, achieve greater things, and make meaningful impacts together.



Our Community

We are fostering our current community relationships, while actively looking for new opportunities to support our ESG commitments in Western Canada. Our focus is on providing access to technology for people who cannot otherwise access it.



Our Environment

We are committed to pursuing and promoting greener technology solutions for a more sustainable future, both for WBM and with our clients. This includes environmentally responsible recycling practices, reforestation initiatives, and reducing carbon footprint and energy consumption through our technology solutions.



Our Customers

We are committed to supporting our client community through sharing insights, overcoming challenges, and achieving business outcomes together, all while driving innovation and creating wow-factor results with them.



Our IT Partners

We are accelerating our partners by ensuring that we are a leader in technical expertise, client understanding, and executive alignment, in order to advocate for our clients and deliver outcomes with technology partners for our client community.



Our Team

We are focused on offering volunteer opportunities for employees to engage with the community, strengthen diversity, and empower underrepresented people entering the technology sector.

WBM's March to a Million

Our Five Year Community Commitment

Our March to a Million Goal aims to provide our community partners with world-class managed IT services. Through in-kind IT support, our partners are enabled to have greater community impacts and the ability to redirect funds to create more significant outcomes in the communities we live and work in.

In 2022, WBM established the March to a Million Goal, which aims to donate a projected \$1,000,000 to our current and prospective community partners across Western Canada.

OUR NEWEST COMMUNITY PARTNERS



Client Onboarding Event at Edmonton Community Foundation

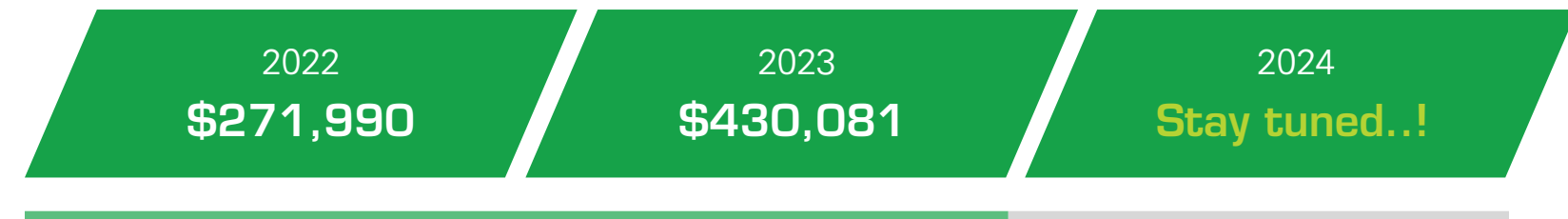


Edmonton Community Foundation

Our newest community partnership is with Edmonton Community Foundation (ECF), and we are excited to be supporting them with their managed meeting room technology. At Edmonton Community Foundation, they are committed to fostering a vibrant community by promoting innovation, visionary thinking, and leadership. Through extensive collaboration with donors, charities, volunteers, and community leaders, ECF identifies trends and priority needs, facilitating the right resources to the right people, projects, and places that contribute to the overall strengthening of Edmonton's community. At ECF, connecting people is what they do best. With the help of supported meeting room technology, they can connect seamlessly with the right people, fully supported by our team at WBM.

Prior to our March to a Million goal, WBM's largest annual community partnership was \$96,921. In our first year, our team was able to donate \$272,000. In 2023, we set out with a goal of \$300,000. We are pleased to share that we have exceeded that goal for a total of \$430,081 donated in 2023. As we move into 2024, we have set a goal of \$450,000 in-kind donations. With this goal, we are eager to see what exciting new community partnerships and expanded support we can offer these organizations making considerable impacts in communities across Western Canada.

OUR MARCH TO A MILLION PROGRESS



66% complete



WBM is extremely proud of our close partnership with the Roughriders and of our ongoing work in communities across Saskatchewan.

ONGOING COMMUNITY PARTNERSHIPS



“

I wanted to share my sincere thanks to your team for providing such an excellent “welcome”. I have worked for 25+ years in three very different industries and I have never had a vendor take so much time to help make an organization feel so supported. I love how you introduced WBM and your team so that it's clear we're all working with real people. It's a great start to helping us feel like you are a partner in our success and that the service will be personalized.”

Tina Thomas
Chief Executive Officer,
Edmonton Community
Foundation

Indigenous Engagement



WBM aims to uphold our leadership responsibility in the communities where we operate, in accordance with the Charter and the Truth and Reconciliation Commission's Calls to Action:

- Developing an internal Indigenous engagement strategy
- Educating our workplace on Indigenous history and culture through training
- Enhancing HR practices to attract, hire, and retain more Indigenous workers
- Implementing Indigenous procurement practices, actions and partnerships
- Reinforcing relationships through community involvement
- Providing clear annual reporting on actions undertaken in the Indigenous Engagement Charter Program

13
Indigenous Employees

9
Indigenous Vendors



Indigenous Engagement Charter Signatory

National Day of Truth and Reconciliation

2023

This year, our team at WBM took the time to listen and learn during the week leading up to the National Day of Truth and Reconciliation. Throughout the week, WBMers from across Western Canada were encouraged to participate in Lunch and Learns offered by the National Center for Truth and Reconciliation (NCTR).

600
SoupBowl Sunday hot meals served



Our team in Regina was able to make a meaningful community impact through a volunteer opportunity with The Comeback Society. Our team worked their SoupBowl Sunday on the day following the National Day of Truth and Reconciliation.

This SoupBowl Sunday was served at both Victoria Park and Pepsi Park in Regina. Despite the cold and rainy conditions, our dedicated team of volunteers served hot meals to over 600 individuals in the Regina area.

We are grateful for the trust and opportunity from our friends at The Comeback Society as they served a very important and significant Truth and Reconciliation BBQ.



Carlyle & PrinterWorks West

In 2023, WBM gained two incredible teams, PrinterWorks West in Calgary, and Carlyle Printers in Winnipeg. With the addition of these organizations, comes new and unique community partnership opportunities.

In a collective effort to support the organizations making a big impact in our communities, we launched our first Community Impact Auction.



PrinterWorks West

PrinterWorks West Inc, powered by WBM, supports many organizations making an impact in the Calgary area. PWW's partnership with the Heart Home Network began during the pandemic, when the need for domestic violence supports were most critical.

The Brenda Stafford Foundation Heart Home Network serves people at risk of family violence by providing domestic abuse support, education, shelter, and basic needs to women and children leaving abuse and violence. In 2023, PWW made it a priority to find new and exciting ways to support their partners at the Home Heart Network, including their Stampede Party Silent Auction which raised a total of \$3,244, sponsoring the Heart Home Charity Golf Tournament, and supporting their Christmas Toy Drive, where PWW volunteers decorated over 200 cookies.

Carlyle Printers

Carlyle Printers, powered by WBM, has operated on the idea that employees should be the voice of where their community impact goes. Each year, employees are empowered to donate to an organization of their choosing with an optional matching of program, allowing up to a \$750 donation on behalf of each of their 36 employees. In 2023, over \$9,000 was donated to a variety of charities making significant impacts in the Winnipeg and area community. Many of these donations went to local organizations like Child Alive, Harvest Manitoba, Winnipeg Humane Society, and CancerCare Manitoba.

As we head into 2024, we look forward to the new and exciting partnerships that these teams bring to our organization, along with the increasing impact we can have in our communities of Calgary and Winnipeg.

Community Impact Auction

In a combined effort to support the charities in our communities and the generous donations of our employees at WBM, PWW and Carlyle, we were able to raise \$8,512. This money will be used to support the Heart Home Network, Harvest Manitoba, Seabird Island First Nation, The Comeback Society, and Vincent Massey Community School.

In our first year with these new teams, we are amazed at what we can accomplish together and the significant impacts we can make together.



Environmental Commitment

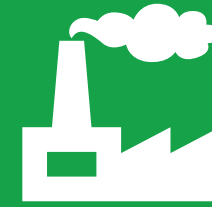
WBM’s commitment to sustainable technology solutions has generated incredible carbon footprint reductions across our client community and throughout our own organization. These solutions are not only delivering huge increases in user efficiency and security, but are making a significant positive impact on the environment. Most of our long-term clients and partners have been utilizing these environmentally focused solutions for years, and virtually all our new partners list environmental reductions as a primary focus of their future plans and projects.

We are fortunate to have a strong foundation in the print industry, and we regularly govern all our projects and clients looking for opportunities to decrease the amount of printed pages and print devices. The environmental savings generated by our Managed Print Solutions are staggering and the reduction equivalencies tell that story very clearly.

In order to accomplish these reductions, we must also work closely with our client and manufacturer partners to craft bespoke awareness campaigns intended to help everyone understand the positive impact and leadership role we all must take.

We are assisting the University of Saskatchewan’s Office of Sustainability on one such campaign right now, and along with their IT Services Team and the Students Union are providing compelling evidence in support of a drastic reduction in the number of print devices on campus and the amount of printing asked of students.

We are excited to be an industry leader in sustainability and are always searching for innovative and impactful solutions which will offer the most environmentally responsible path for our client community and the industry as a whole.



246,000

kilograms of Carbon Dioxide (CO₂) equivalent

IMPACT STATS 2023

THIS IS EQUIVALENT TO GREENHOUSE GAS EMISSIONS FROM:



54.7

gasoline-powered passenger vehicles driven for one year



630,633

miles driven by an average gasoline-powered passenger vehicle

THIS IS EQUIVALENT TO CO₂ EMISSIONS FROM:



27,681

gallons of gasoline consumed



47.9

homes’ electricity use for one year



275,558

pounds of coal burned



569

barrels of oil consumed



1.4

railcars’ worth of coal burned



29,924,091

number of smartphones charged



11,301

propane cylinders used for home barbeques

THIS IS EQUIVALENT TO GREENHOUSE GAS EMISSIONS AVOIDED BY:



85.1

tons of waste recycled instead of landfilled



This year, we were inspired by an individual's commitment and spirit. Liam, a student from Vincent Massey, shares his story on connecting with his culture in a resourceful and unique way.

Read Liam's story on page 39.



Stories

WBM has always had a focus on community engagement, regardless of our size or position in the IT industry, and we have continued that focus throughout our incredible journey of growth and development. As our business expands into new regions, so does our commitment to impactful community engagement.

For nearly 15 years I have been trying to engage WBM's resources as effectively as possible in each of the regions where we work. My goal is to provide a better life and more opportunities for those who are struggling and in need of support, and to show the importance of understanding, acceptance, and inclusiveness to the future of humanity and the environment that nurtures us. Every year, this part of my life and career gets more exciting and rewarding as I meet new people across Western Canada and have the privilege of working with them.

I hope this report is something that everyone at WBM, our families, and our clients can look to and be proud of, because it shows that if we truly listen and learn from each other, we actually *can* make a difference.

COMMUNITY STORIES BY



Cory Bailey

Community Engagement Lead

The Comeback Society

The impact and influence of The Comeback Society is spreading rapidly through Regina and the surrounding area. This past year, they served “over 30,000 meals to those in need and conducted six educational workshops on land acknowledgements, empowering individuals with knowledge and understanding.”



30,000

Lunches served last year



They delivered beading and ribbon skirt workshops, powwow dance and drumming lessons, organized a 7-Day Culture Camp, and established The Comeback Street Team which will increase their ability to reach those in need. For our part, WBM provides sponsorship for their events and is donating in-kind IT support that will help The Comeback Society manage their growth and their network of dedicated volunteers.

To be partnered with such an active and important organization is an incredible privilege for WBM, and we were honored to both sponsor and attend the 2nd Annual Buffalo Harvest which was held on the Peepeekisis First Nation.

During the opening Pipe Ceremony, we were taught how Indigenous peoples and the buffalo have a relationship that has existed for millennia, and that both understand how their existences are inextricably intertwined. They told us how they visit the herd every week, but it’s different when they come to take a sacrifice. The buffalo know why they have come. They understand that the sacrifice must be made to



ensure the survival of both the herd and the people. The elders told us that they do not choose which animal will be taken. The herd chooses. The hunters take their positions and wait until one animal steps away from the herd to give itself. After the shot, the herd allow the hunters to approach and take the body. To see one of these massive animals standing away from its family was a heartbreakingly powerful demonstration of the relationship Indigenous people have with the natural world.

This is the kind of experience that leads to a better understanding of each other and the world in which we live; and these are the kind of experiences we want to share with everyone at WBM. It’s only by experiencing the beauty of other cultures, that we can truly appreciate the beauty in our own.



“ It has been incredibly rewarding to have the opportunity to be a part of The Comeback Society’s amazing team and their continued efforts to support their community. I am truly honoured to have been invited to their buffalo harvest ceremony, alongside members of WBM, to share in rich storytelling and fascinating traditions that I will remember forever.”

Brian Beutel

Customer Experience Associate Print Service, Community Service Award Recipient



Heart Linked

The partnership with HeartLinked is one for which we should be extra proud. HeartLinked is an organization dedicated to providing outreach to girls in northern communities who are contemplating suicide.



Thousands
of Girls Reached

The partnership with HeartLinked is one for which we should be extra proud. HeartLinked is an organization dedicated to providing outreach to girls in northern communities who are contemplating suicide, and they have reached thousands of girls in the North. Sonal Kavia and Shelley Kavia, and the team at Heartlinked are working with girls as young as 9 and 10 years old who are joining suicide pacts.

The suicide rate among girls in Saskatchewan's northern communities is 26% higher than in the south.

In 2022, there were 2 funded child and youth psychiatric positions for Prince Albert, which serves the entire north.

As of 2023, there is only one child and adolescent psychiatrist for the North.

There is a 300+ person wait-list just for child-youth care in the region.

These girls must navigate heartbreaking situations and overwhelming odds, often on their own, and they struggle to see their own value to such a devastating degree that they are considering ending their lives.

A lot of people and organizations are failing these girls.

HeartLinked is saving them.



Sonal Kavia
Education Director,
Heart Linked

“

We are beyond grateful to partner with the team at WBM and combine our shared commitments to build meaningful and empowering relationships. Our work at Heart Linked aims to foster supportive connections with girls living in remote northern Saskatchewan communities where the need for mental health and wellness support is high and resources are limited. The Technology Connection Kits generously supplied by WBM promise to amplify the quality and depth of our virtual programs with youth in the communities of Pinehouse and La Ronge.

Thank you so much to Cory and the WBM team for seeing this through, and a special thank you to Ethan who has gone above and beyond in his care and dedication to every detail of getting this empowering equipment for accessibility out to these two communities!”

Step Up for Mental Health

Since 2019, our partners at Cameco Corporation have been operating the annual Step Up for Mental Health Run/Walk in Saskatoon, SK and Cobourg, ON. Of the 6,700 participants in 2023, 3,000 of those participated virtually.

With the help of our WBM Warehouse & Logistics team and volunteers from our Saskatoon office, race day packages for virtual racers were assembled, labelled, and shipped across North America.

This year's race raised \$700,000 for mental health organizations in Saskatchewan and Ontario. This significant total was raised 100% through registration fees and donations of the 6,700 racers, which were matched by Cameco. In September of 2023, over 70 WBMers from the West Coast to the Prairies participated in Cameco's Step Up for Mental Health Run & Walk. Our team at WBM is grateful to be supporting our partners at Cameco, who are actively changing the landscape of mental health in Saskatchewan and Ontario.



“

Step Up for Mental Health is a community event and we were pleased to have WBM join us as a partner in 2023. WBM's support went beyond financial; the company dedicated resources and hours of staff time in preparation for the event, as well as on race day. We are proud to have partners like WBM who understand the impact of this event and jump in wholeheartedly to make it a success for our community.”

Tim Gitzel

President and CEO, Cameco Corporation



Step Up for Mental Health Pep Rally

Saskatoon IOC

Before Race Day, our Saskatoon IOC hosted a Pep Rally to support racers within our organization. Students from Vincent Massey joined WBMers and their families for an outdoor barbecue which included games, live performances from the students, and a motivational speech from our friend, Tarrant Cross Child.

Tarrant shared his inspirational story of overcoming his battle with addiction through running, and the positive outcomes it has created for his journey as a father, husband, and friend. Tarrant's story and the energizing dances from the students left our team motivated, refreshed, and ready for the upcoming race day.



Watch highlights of race day!



Seabird Island

This will be an exciting year for WBM and Seabird Island – our new Digital Learning Center has been installed at the school and we have some very talented students/artists who will be painting a 30ft mural in the room to celebrate the occasion.

We have been working with a national charitable organization called Let's Talk Science to deliver STEM programs using the new Learning Center, and are very excited to begin those programs in May/June, 2024.

We're dedicated to bringing a variety of STEM opportunities to the students of Seabird Island for many years to come, and now that we've accomplished that first goal for Seabird we're equally excited for the upcoming challenges.

We will be sending their Grade 7 Class to ScienceWorld, sponsoring the Summer Learning Program that provides educational activities for the students during the summer months, and assisting with a very cool project that will place QR codes around the community to share the traditional Sto:lo language.



220

Kids



St. Augustine

465

Kids



Another reference from a WBM staff member leads to another incredible community partnership, and represents yet ANOTHER massive contribution from the amazing group of co-op students we are so fortunate to have working with us - we could make an entirely separate document celebrating the contributions of our incredible co-op students. In this case, it was Sylvie Maher who came to me with an idea...her mother, Rolande, is the Principal of St. Augustine Community School in Regina and they were looking for some help over the holidays. I travelled to Regina, met with Rolande and toured the school.

We all know the story I'm about to tell: 465 students, an entire wing of classrooms for physically and mentally challenged children, huge classes with innumerable student challenges, exhausted and under-supported teachers. It was a very sad and very familiar story lying beneath the most positive, welcoming and happy environment.

Our first engagement was simply to help them reach their goal of finding 200 games/puzzles to distribute to their school families for Christmas, which we did through donations and with the help of WBMers who went out and purchased games. The next step in our partnership will be to answer their request for a Reading Assistance Program, which will have WBMers spending an hour at the school each week for one-on-one reading sessions. This partnership is very similar to the one we have in Saskatoon with Vincent Massey School and will be equally rewarding for many years to come.

“

So you're just going to send us to ScienceWorld? That would be the highlight of our year.”

Shane Douglas

7th Grade Teacher



Chief Jacob Bearspaw School



164
Kids

The Eden Valley, where Chief Jacob Bearspaw School (CJBS) is located, is an absolutely beautiful part of Alberta's southern foothills, and one of the most welcoming places I've visited. Both the staff and students were friendly and engaging in a way that felt so genuine and natural that it clearly wasn't a show they put on for visitors, it's simply how they treat each other. Their positivity was evident everywhere and they were full of ideas about how we can work together to provide new learning opportunities for both their students and our staff at WBM.



Attendance program poster

The first step is the renewal of our overwhelmingly successful Attendance Program – this year we will be doing a Price is Right inspired, 'Bank-it or Spend-It Attendance Program'!

This program was essentially generated by the students themselves, as they conducted their own survey and data-collection exercise to determine what they all wanted most from the Attendance Program.

In the coming year, we will be revamping the computer room we previously installed, to accommodate the changing landscape of the school and to deliver STEM programs as part of our partnership with Let's Talk Science. And in the spring, several WBMers will be attending the school to take part in a drum-making workshop.



Watch Chief Jacob Bearspaw School video

Vincent Massey Community School



280

Kids



Our longest community partner, Vincent Massey Community School, is a constant source of inspiration and opportunity for us at WBM.

Among the many field trips, lunches, Round Dances and PowWow's we sponsor and attend with the school, we also have the privilege of learning from them every time we engage. During the StepUp for Mental Health Pep Rally, the VMCS Dance and Drum Group performed and educated us on the meaning behind each Dancer's regalia, and how the drums and dancers work together to pass on Indigenous knowledge and traditions. We learn so much more when we take the time to understand each other and listen to our collective stories.

In speaking with the kids in the Dance Group, I discovered that they each assisted in the making of their own regalia. And incredibly, Liam Wolf, who was the lead dancer and was adorned in an intricate mix of ceremonial feathers and beads, actually learned how to make his outfit by talking with his Kookum's and Mushum's and watching YouTube videos - then produced the regalia by himself.

Liam's Story

Liam's level of patience, dedication and skill is rare in anyone, especially a grade 7 student. It took him a month working on it every day, and this isn't even the only regalia Liam has made this year! He has completed a second eagle, a bear, and is working on a chicken right now. He gets his materials through donations and online giveaways, and any money he makes is spent on materials from Amazon and eBay.

For his 13th birthday, Liam asked for fabric.

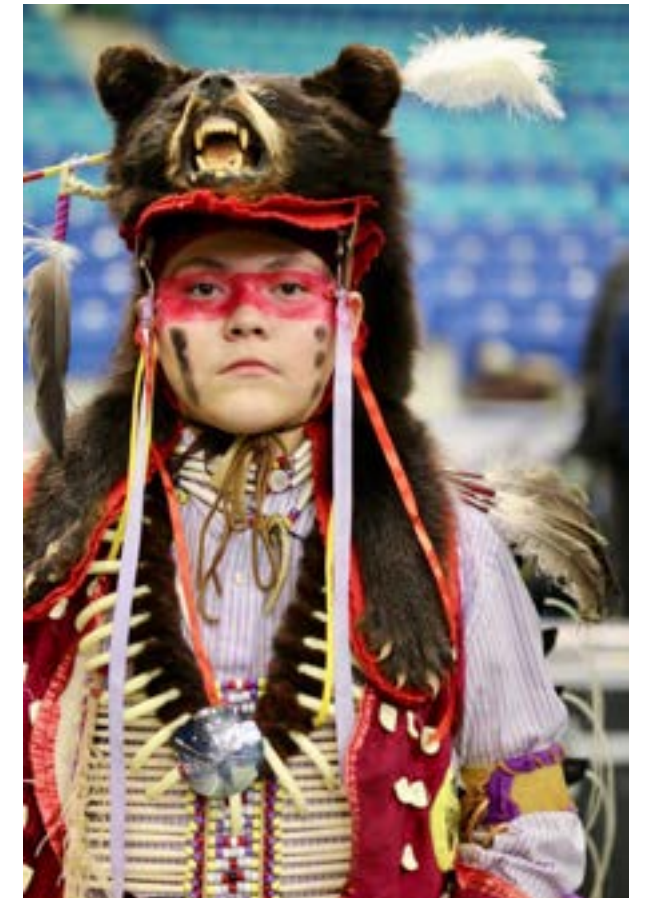
The teachings passed down through his family have connected him to his culture in a way that inspires everyone he meets. He is a leader in his school and will grow to be a leader in the community, and at 13 years old he already carries a great deal of cultural knowledge and experience with him. Something as simple as fabric and a sewing machine can have a huge impact on a young person's ability to connect with their family and their culture.

“

I talked to my Kookum's and Mushum's and they helped me. My mushum showed me how to put it together and gave me ideas for the decorations, and I went on YouTube to learn some of the stitching. I always wanted to make a bear because my spirit name is Keeper of Many Bears, and then I finally found one for free online and so excited. I also want to make a chicken outfit but I need more fabric and the bobbin on my sewing is broken right now.”

Liam Wolf

*Kanawaahiimat Makwak
(keeper of many bears)*



Liam wearing his bear regalia



Making Changes



Our partnership with Making Changes began in 2023 when we participated in their mock interview sessions. Making Changes is a non-profit organization that supports advancing the careers of women.

Their Women in Technology (WIT) is focused on empowering Immigrant and Indigenous women to gain the confidence, skills, and networks to launch their professional careers in the technology sector.

In 2023, we celebrated International Women's Day with our WBM team from across Western Canada, our client community at Pembina Pipeline, and the Women in Technology students from Making Changes. Together, we spent the day at Pembina's Head Office in Calgary sharing insights into career development, pivoting industries, mentorship, and the day-to-day operations of the industry.

As a result of our partnership, we are excited to share that three graduates from the Women in Technology program have joined our PowerBar and End User Computing teams. These accomplished women bring diverse perspectives, skills, and enthusiasm, to our teams at WBM. Through this new recruitment stream and partnership, we aim to support Making Changes' vision of breaking barriers, empowering women, and inspire lasting change in the industry.



Sharing insights at Pembina's Head Office



Watch highlights of our 2023 International Women's Day!



Chell Zhang
Digital Transformation
Consultant

3 Women in Tech Students Hired



Iryna Bilostotska
IMAC



Samin Jafarpour
Digital Transformation
Consultant

“Working for WBM has been an incredibly enriching experience, as it has exposed me to numerous opportunities to leverage the technical skills I acquired at WIT, and I have had the chance to collaborate with wonderful people from diverse backgrounds. The commitment of WBM to support programs dedicated to empowering women in IT not only fosters a more diverse workplace, but also champions the vital role women play in driving innovation and growth within the sector. Being part of this initiative has been truly inspiring, as it not only aids in breaking down barriers for women but also highlights how companies like WBM are pivotal in shaping a more inclusive future for the tech industry.”

NAIT

Having extended our partnership commitment for another \$25K over 5 years, this year will see the presentation of both the Network Management and Information Systems Major Scholarships, as well as the International Student Bursary and the WBM Diversity Grant.



Girls IT Bootcamp

We are also very excited to have allocated \$5K to supporting the Girls IT Bootcamp hosted by NAIT last summer. WBM's own Fiya Sebastine attended as a mentor and was overwhelmed by the impact the program had on the 50 girls who attended, and how inspiring it was for the mentors.

The strength of our partnership led to another opportunity at NAIT late last summer, when the Program Chair of the Graphic Communications Program approached Cory for urgent help with their production printer. The previous sponsor refused to continue supporting their device and the students/faculty were faced with the possibility that they would not be able to print as they went into the 2023/24 semester. I took the problem to the WBM Print Team and they stepped forward to donate a world-class production print solution that not only kept the Graphic Communication Program running for the year, but increased the capabilities of the program and provided a solution that will support the program for several years.



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Being given the incredible honour to mentor, guide, and connect with young women at the NAIT Women in IT summer camp was truly an unforgettable experience. It was rewarding to see the enthusiasm and curiosity displayed by these young women as they explored the world of technology. It is exciting to see what organizations like NAIT and WBM are doing to change the landscape of the industry for women."

Fiya Sebastine

Adoption Framework Strategist, WBM



Watch
Thank You
video



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NAIT and WBM Technologies have enjoyed a long-standing partnership, working together to support the next generation of IT graduates since 2018. Through their commitment to youth engagement, student awards, and direct program support, WBM has made a lasting impact on several NAIT applied sciences and technology programs and close to 100 students including 15 student award recipients thus far. We can't thank them enough for their generous support. We are so incredibly grateful for a community partner like WBM for helping to ensure NAIT students receive the transformative education they need to lead in their chosen careers for years to come."

Dennis Sheppard

Dean, NAIT School of Applied Sciences and Technology



Techapalooza



WBM representing at Techapalooza in Winnipeg, MB

At the 12th annual Techapalooza fundraising event in Winnipeg, MB, WBMers from across Western Canada participated, supporting long-time friend Napoleon Sansregret and his band, Bill & Dave's Rockin' IT Girls, in raising funds for the CancerCare Manitoba Foundation.

This event, which brings together bands comprising talented IT sector professionals, not only puts on an amazing show, but also contributes to a great cause. For over a decade, Techapalooza has contributed to CancerCare Manitoba, with donations facilitated through Techapalooza's Groupie Fund website.

Through our Community Impact Auction WBMers made a significant contribution to the band's fundraising efforts, helping them amass a total of \$17,000, contributing to the overall event total of, \$87,000. Napoleon and his band have been actively engaged in this event, and have helped to make a real impact in the Manitoba community, and we are grateful to have been in attendance at this incredible event. These proceeds directly benefit cancer research, education, and patient support programs in Manitoba.



University of Saskatchewan



3

Bursaries
Granted

WBM and the UofS have been partnered through Print Management for 5 years and counting, but 2023 was the most exciting year to-date.

We worked incredibly hard to strengthen and extend the business partnership which was a huge 'win' on its own, and we also established a Bursary that is new to the UofS and WBM, and will be awarded for the next 3 years.

The Bursary for Indigenous Business Students is a \$2K award that will be open to Indigenous students in their 2nd, 3rd, or 4th year of undergraduate studies at the Edwards School of Business. The goal is to provide assistance for students who are thriving academically but struggling financially.

Thank you!

The goal of this report is to celebrate the positive impact we are making in the communities where we work, to reinforce the importance of our relationship to one another and the environment, and to thank our partners and clients for making this all possible.

WBM is incredibly grateful to be in a position where we can help others, and we recognize that each of our ESG Reports is built upon a foundation of great people and great relationships.

We have already begun work on next year's report and have several extraordinary projects planned across Western Canada. New Community partners are constantly reaching out to join our Community network, and we're always looking for innovative organizations with whom to partner.

It's exciting and overwhelming to think about what we've accomplished so far and what the future holds. All our clients, everyone in our manufacturer and partner networks, and the amazing staff and families in each of our offices should feel a connection to the stories and outcomes in this report.

None of this is possible without you, and for that we want to say a very humble, Thank You.



Awards

In 2023, WBM Technologies was recognized as both recipients and finalists for three incredible awards.

Our team was recognized by the Great Place to Work Institute as both a Great Place to Work, and as one of the Best Workplaces for Women in 2024. The Great Place to Work Certification recognizes employers who create an outstanding employee experience and facilitate an amazing workplace culture. The 2024 list of Best Workplaces for Women recognizes organizations that provide an outstanding and inclusive workplace environment for women. The Great Place to Work and Best Workplaces for Women certifications are based on direct contributions and feedback from employees, derived as part of an extensive and anonymous survey about their workplace experience. We are grateful to see our commitments and initiatives to creating a more diverse and supportive workplace being commemorated.

We are honoured to have been recognized as a finalist for the Women in Tech Employer of the Year Award. This award recognizes a partner or vendor who has demonstrated industry-leading initiatives in which a diverse workforce can thrive and succeed, building an environment that promotes the talents of women. This consideration as a finalist is based largely on WBM's commitment to gender equity through employee opportunities and community partnerships that support mentorship and breaking down barriers for women in the technology sector. This includes internal programs, as well as external partnerships to uplift and empower women with organizations such as the Making Changes Association, Heart Linked, and the Northern Alberta Institute of Technology (NAIT).

These recognitions would not be possible without the continued support of our employees in creating a workplace that values diversity, equity, and inclusion. Our employees remain a top priority of our organization, with a focus on continuing to create enriching and engaging career and volunteer opportunities for employees. Increasing diversity, equity, and inclusivity across our teams in meaningful ways continues to be an important consideration as we look for new and unique practices that promote our values in the recruitment and retention process. These practices enrich our teams, and in turn, help us create and deliver world-class services to our client community.



*Best Workplaces
for Women in 2024*



Community PARTNERSHIPS



WOMEN ENTREPRENEURS OF SASKATCHEWAN (WESK)



SASKATCHEWAN ROUGHRIDERS FOOTBALL CLUB



REGINA HUMANE SOCIETY



STARS AIR AMBULANCE



CALGARY CHAMBER OF COMMERCE



CALGARY FOUNDATION



EARLY CHILDHOOD INTERVENTION PROGRAM (ECIP)



SASKATCHEWAN CHAMBER OF COMMERCE



NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY (NAIT)



UNIVERSITY OF SASKATCHEWAN

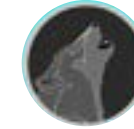


EDMONTON COMMUNITY FOUNDATION

Indigenous VENDORS



WANUSKEWIN HERITAGE PARK



SILVER WOLF TRADING POST



BANNOCK EXPRESS



THE MOOSE AND BANNOCK



DAKOTA DUNES RESORT



FEAST CAFÉ BISTRO



FIREWEED ARTISAN BOXES



SASKATOON FASTPRINT LP



LAND OF DAUGHTERS



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