



Addendum to Enbridge's 2013 Corporate Social Responsibility Report (with a focus on 2013 data)

Community Investment Performance Data Sheet

This performance data sheet relates to the following Global Reporting Initiative (GRI G3.1) Social Performance Indicator:

- SO1 – Percentage of operations with implemented local community engagement, impact assessments and development programs

Context

By investing our dollars, partnerships and human capital in charitable, non-profit and community organizations that have the skills and expertise to affect change, we are able to contribute to the economic and social development of communities near our operations. We believe these investments are essential to us being a good neighbour, and that they contribute to our ability to earn and maintain our social license to operate.

2013 Key Performance Areas

#1. Invest approximately one per cent of Enbridge Inc.'s Canadian pre-tax profits

In 2013, we invested approximately \$14 million in 750 organizations. This amounts to approximately 1.1 per cent of Enbridge Inc.'s pre-tax profits based on a rolling average of the last three years.

As part of our investment, we responded to the urgent needs of the communities in which we operate. In response to the June flooding in Southern Alberta, we contributed \$200,000 to the Canadian Red Cross Alberta Floods Relief Fund and organized employee volunteer efforts. In September 2013, we partnered with the City of Minot and the North Dakota Petroleum Council to organize the Minot River Valley Cleanup to help restore Minot's river valley to its former beauty following flooding in 2011.

Management Approach and Background

Community Investment Program Criteria and Guidelines

Our approach to community investment is governed by our Board of Directors and by our Community Investment Program Criteria and Guidelines, which specify that we invest in charitable, non-profit and community organizations that:

- Are located in communities within a 20-kilometre (10-mile) radius of our pipeline rights-of-way or near our operations
- Are important to our communities, as determined by best-practice comparisons, community-based research and information we gather through our stakeholder relationships
- Benefit the greatest possible number of people
- Create significant long-term benefits for our communities
- Align with at least one of our three focus areas

Under our criteria and guidelines, we invest in organizations involved with medical research and infrastructure, community-based emergency services, health, education, social services, environmental and safety initiatives, and arts and culture (professional and amateur).

We structure our community investments around three focus areas:

- Everyone's Community
- Everyone's Wellbeing
- Everyone's Environment

Following is a description of each focus area, as well as a few highlights from our 2013 community investments:

Everyone's Community

This focus area centres around social, educational and cultural enrichment and is based on our belief that thriving communities offer enrichment opportunities to everyone.

We champion organizations that target social issues and that are committed to making a positive, lasting impact on their communities.

Recognizing that education is one of the most powerful gifts, we invest in lifelong learning to help students in all stages of life get ahead. Our support of education is central to our relationships with Aboriginal and Native American organizations in Canada and the U.S. and, in addition to supporting school programs for youth in grades K through 12 through our School Plus program (for more information please see the Aboriginal and Native American Rights and Engagement section of our [2013 CSR Report](#)), we provide scholarships, skills-development training, and leadership and management training.

Believing that theatre, dance, music, the visual arts and all forms of expression help give our communities a unique identity and serve as sources of inspiration and beauty, we help create vibrant communities by investing in the visual and performing arts.

Highlights from our 2013 investments in Everyone's Community include:

- Investments in Arts and Culture: We invested over \$800,000 in arts and cultural organizations ranging from Houston's Alley Theatre to the Alberta Ballet to Canada's Power of the Arts National Forum. Our investments in these organizations help stimulate the cultural sector which, in Canada, accounts for about 7.1 per cent of the country's total employment and about 1.1 million jobs, generates about \$25 billion in taxes for all levels of government, and creates the communities we want to live in.
- Volunteers in Partnership (VIP) Program: We encourage our employees to actively participate in their communities and, through our Volunteers in Partnership (VIP) program, recognize their contributions of time and dollars to charitable organizations by providing paid volunteer time and top-up financial contributions. Specifically, we support employee volunteer opportunities by:
 - Providing grants of \$500 to non-profit organizations where employees have donated at least 40 hours or more of volunteer service per year outside of business hours in countries where we have operations; or providing grants to match an employee's individual fundraising efforts for one event per year up to a maximum of \$500
 - Providing the opportunity for employees to take one paid day or eight hours off per year to volunteer at a non-profit organization of their choice in countries where we have operations
 - Providing one paid day (or eight hours) off per year for supervisor-led team-building volunteer activities in countries where Enbridge has operations

Through this support, we gain a better understanding of the communities in which we operate, the challenges they face and the ways we can best contribute.

In 2013, our VIP program engaged over 1,370 employees who donated over 4,000 work hours and nearly \$360,000 to their communities. Also in 2013, the VIP program, then in its third year, reached a milestone. It engaged over 3,900 employees who donated over \$1 million and nearly 8,600 work hours to their communities in Canada and the U.S.

- **energy4everyone (e4e) Foundation:** People in developing countries don't always have access to affordable energy, a situation that has a negative impact on the quality and length of their lives. Through the **e4e Foundation**, which Enbridge founded in 2009, we tackle energy poverty by working with the North American energy industry and third-party project delivery partners to improve access to affordable, sustainable and reliable energy for those who need it.

As a result of e4e's work, in 2013, over 2,500 people directly benefited from improved lighting and cooking. In addition, 22 Enbridge employees volunteered to install solar panels in homes in rural Peru. In 2013, e4e also supported the first-ever **Enablis Entrepreneurial Network Business Plan Competition** in Dar es Salaam, Tanzania. Our involvement in this competition involved funding training and education for over 300 entrepreneurs. Four Enbridge volunteers facilitated the training sessions, which also involved one-on-one coaching sessions.

energy4everyone Foundation

More than 58,000 people have benefited since the e4e Foundation started in 2009:



Everyone's Wellbeing

This focus area centres around safety, physical health and disaster relief. We live and work in our communities and, like all residents, worry about illness, safety and how we'll cope in an emergency. We feel better knowing that we're safe and protected, and that we have access to emergency aid and services to support our health and wellness.

At Enbridge, safety, both within our company and in our communities, is our highest priority. As such we invest in local safety initiatives and the organizations that keep our communities healthy and secure.

Our health care support focuses on supporting cancer research and other initiatives. And we support organizations such as the Red Cross.

Highlights from our 2013 investments in Everyone's Wellbeing include:

- The Enbridge Ride to Conquer Cancer: The 2013 Enbridge Ride to Conquer Cancer proved itself again to be Canada's premier and most successful cycling event, bringing 8,463 cyclists together to raise over \$32.9 million to fight cancer across Canada. Since its inception in 2008, The Ride has raised over \$220 million to support world-renowned local beneficiaries across Canada.

In addition to our role as sponsor, our employees were active participants, and over 300 employees, family members and friends raised over \$1 million in support of cancer research. Over 160 of our employees, family members and friends also participated as volunteers.

- Southern Alberta Flood Relief: In response to flooding in Southern Alberta, we contributed \$200,000 to the Canadian Red Cross Alberta Floods Relief Fund. In 2013, 202 of our employees donated \$54,827 to the fund, with Enbridge matching all donations up to \$1,000 per person. Additionally, we were a Gold Sponsor for the sold-out Halo High Water Benefit Concert and telethon, which was organized by Canadian actor and singer Tom Jackson. We invited 100 employees who were affected by the flood and/or volunteered in the cleanup and 100 first responders and their families to the event, which included members of the Calgary Fire Department, Calgary Police Department and community partners who were impacted by the flood. The benefit concert raised \$130,000 in tickets sales and \$72,540 through online donations.

Everyone's Environment

This focus area centres around environmental stewardship and awareness, and energy conservation.

Highlights from our 2013 investments in Everyone's Environment include:

- Citizens' Projects Quebec: In collaboration with Citizens' Projects Quebec and Quebec municipalities, we initiated an ambitious urban reforestation project called the Enbridge Green Corridor in 2013. Under the project, unused lands located in several municipalities around Montreal (Rigaud, Mirabel and Sainte-Anne-des-Plaines) will provide those communities along our Line 9B with benefits such as green public spaces, an improved local biodiversity and improved quality of life for generations to come.
- River Valley Clean Up: The City of Minot, Enbridge, and the North Dakota Petroleum Council organized the Minot River Valley Cleanup in September 2013, to help restore the North Dakota city's river valley to its former beauty following flooding in 2011. During the two-day volunteer event, crews removed grass, weeds, and debris from more than 80 lots of abandoned homes that had been acquired by the city since 2011, as well as from publicly owned property along the riverbank. In mid-November, the cleanup effort earned an Above and Beyond Award from the Minot Area Chamber of Commerce.

Investments in communities near our 2010 Michigan spill site

In addition to investing in Everyone's Community, Everyone's Wellbeing and Everyone's Environment, we continued investing in the communities of Marshall and Battle Creek, Michigan, and in areas along the Kalamazoo River, where our 2010 oil spill took place.

Our continued commitment to those communities extends beyond simply cleaning up the spill. We have committed to supporting programs that will provide a long-lasting benefit to the community.

The Kalamazoo River is a recreational hub for fishing, kayaking, canoeing and enjoying the beauty of the river. After consulting with residents, community leaders and recreation groups, we worked with them to create five river access sites to encourage recreation. We also donated \$400,000 toward connecting the trails along the Kalamazoo River that will eventually cross the state from Lake Michigan to Lake Huron.

And we contributed approximately US\$600,000 to organizations including the [Marshall Historical Society](#), the [Wilder Creek Conservation Club](#), the [United Way of the Battle Creek and Kalamazoo Region](#), the [Marshall United Way](#), the [American Red Cross South Central Michigan Chapter](#), the [Food Bank of South Central Michigan](#), and the [Michigan Envirothon](#).

For More Information

Please see the [Community Investment section on enbridge.com](#).