What is Tim Hortons Inc?
An Iconic Canadian coffee and doughnut chain that has
4,546 franchises across Canada and US which are supplied by 5 warehouses across Canada (including one in Guelph)⁶
And employs over 2,148 corporate employees across Canada and the USA⁵

Part of Wendy’s International from 1995-2006. Currently a publicly traded company⁴. Now undergoing a merger with Burger King⁵

Tim Hortons has been called a “leader in sustainability” by the Toronto Sustainability Speaker Series⁸. They release an annual sustainability responsibility report on their website and believe in having transparent communication.

Smile Cookies (and other community initiatives)¹¹
- Profits from each cookie sold go to local charity
- Special cookies sold certain times each year

Other initiatives include:
- Free Skate
- Free swim
- Timbits Minor Sports
- Earn a Bike Program
- Food Drive
- Litter Awareness

Sustainability Actions¹⁰:
- Individuals
  - They claim to be: helping customers through improving the nutrition of their products (i.e. sodium reduction) and supporting food safety

- Communities
  - They claim to be: partnering with Aboriginal communities
  - Involved in initiatives with the communities they are located in
  - Active in corporate giving

- Planet
  - They claim to be: creating a “culture that is fair and provides opportunities” for their employees
  - Encouraging each franchise owner to add sustainable features to their restaurant

Tim Hortons’ annual report focuses on their efforts to improve

Other Objectives & Guiding Principles¹⁰:
- Establish a leadership position reflecting their commitment to doing the right thing
- Make a positive impact on communities, individuals, the planet and their business
- Minimize their negative impacts
- Have honest communication
- Be a part of communities
- Make a true difference

Company CSR Policies

The Less Good¹¹
- "$2 billion lawsuit between franchisees and Tim Hortons over frozen doughnuts in 2012"
- "Early 2000's Tim Hortons switched from making doughnuts in store to having them pre made, frozen and then reheated in the restaurant"
- "Some franchisees thought the pre made “always fresh” doughnuts costed too much more"
- "They claimed they had to stop donating to charity because of the smaller profit margin"
- "Some franchisees thought the pre made “always fresh” doughnuts costed too much more"
- "Making fleet more fuel efficient (6.7% in one year)"

The Numbers:
- $7 million investment in the program, starting in 2005
- Since then, 3,400 farmers in Guatemala, Honduras, Brazil and Columbia have been partnered with.
- Over 17,000 people have been positively impacted
- Started selling Partnership Blend in 2013, where $1 from every sale is contributed to these farmers³.

Tim Hortons Children’s Foundation¹⁰
- Charity started by Tim Hortons
- 5 camps in Canada, one in the US
- Camp experience for kids who can’t afford it
- Leadership and outdoor experience
- 17,000 kids in 2013
- First camp opened in 1971
- Funded by coin collection and other fundraisers/donors
- Biggest fundraiser is “Camp Day” where all proceeds from coffee sale go to camp
- This raised 11.5 million in 2013

Canada’s No.1 Recognizable Litter¹³
- "Tim Hortons coffee cups have been called Canada’s most easily recognized litter item"
- "Since 2011 they have been recycling them into their takeout trays"
- "Tim Hortons also has their own recycling units"
- "They also offer a ten cent discount for those who bring a travel mug"
- "Washable china is provided in the restaurant"

Male to Female Employee Report¹⁰:
- In the basic salary comparison for men to women, women in Canada were paid three cents more than males, while in the US, women were paid 9 cents less.
- In most corporate positions, men made slightly more than women, although there were a few cases where women made more than men (Administration and Management)
- The positions where females earned more than males are generally more “traditional” female roles

Going Green¹³
- Litter Awareness education and community cleanup
- Building with ecological principles in mind (heat exchange and recovery units
- 6 test restaurants for new ideas
- Reducing water in corporate office (9% reduction in one year)
- Making fleet more fuel efficient (6.7% in one year)

Specific information about where funds for each sustainability initiative are acquired is not provided. It is assumed it is some portion of the company’s annual profit.

Where is my coffee coming from?
- Tim Hortons does not sell fair trade certified coffee
- Certified coffee is not guaranteed to be produced in the most ethical/environmentally friendly manner.
- Instead, they have their own coffee partnership program, run through the Hanns R. Neumann Foundation
- Work directly with small scale farmers in Central America
- Help them improve their operations in a sustainable manner
- Also have an Ethical Tea program

Where is my doughnut coming from?
- They may be pre made in stores, or made “always fresh” in stores
- Some franchisees think the pre made “always fresh” doughnuts costed too much more
- They claimed they had to stop donating to charity because of the smaller profit margin