



Community Investment Fund Fact Sheet

Essar Steel Algoma has a direct interest in advancing and preserving the quality of life in the community. The Essar Steel Algoma Community Investment Fund is a dedicated fund established for the purpose of administering financial contributions to causes that align with Essar's core values and community needs. The Community Investment Fund enables the Company to contribute where warranted, ensuring a valuable return on every dollar invested, with the end goal of furthering the economic vitality and social fabric of the community in which we live, work and raise our families.

The Community Investment Fund has a five year term, expiring March 31, 2016. The Fund will administer both cash donations and in-kind contributions of product or service.

Areas of Focus

This \$5 million fund will seek to address community needs that align with corporate priorities in the following areas of focus:

Health, Safety and Environment

At Essar Steel Algoma, we take our environmental responsibilities seriously. Our proven progress and continued investment in emission control initiatives demonstrate our commitment to responsible environmental performance. As a founding partner of the Roberta Bondar Foundation, we support the Foundation's positive approach to environmental change and regularly seek other opportunities to further understanding through environmental stewardship.

Essar is also a strong advocate for a safe and healthy lifestyle – at work and at home. Our joint health and safety philosophy, corporate wellness program and active participation in the Safe Communities Partnership aid in our pursuit of this goal. We support initiatives that promote healthy living.

Education

The Essar Group understands the value that people deliver in the making of a great company. Essar Steel Algoma's robust apprenticeship program in concert with our Scholarships of Excellence program, and dedicated scholarships at Algoma University, Sault College and the Northern Ontario School of Medicine exemplify our strong belief in education. We support initiatives that serve to develop a sustained supply of skilled labour, grow future community leaders, promote academic excellence and facilitate life long learning for our employees and their families.

Social Services

As a founding partner of the Sault Ste. Marie United Way, Essar Steel Algoma has a long tradition of giving. We proudly support programs that address root causes; have a meaningful impact on the lives of those in greatest need; and help build a strong social fabric.

Recreation and Culture

The importance of a balanced, active lifestyle cannot be underestimated. Indeed programs that foster cultural diversity, promote creative expression and the arts, and enhance access to sporting opportunities, greatly improve the quality of life in a community and in turn, assist in the attraction, engagement and retention of our employees. Essar Steel Algoma is a longtime supporter of events that build community such as the Algoma Fall Festival and RotaryFest, and our support for the ESSAR Centre, a premier sports and entertainment complex aids in community efforts to attract and host special sports and recreation events.

Eligibility Criteria

Requests must meet the following selection criteria:

1. Provides sustainable benefit to Essar Steel Algoma, its employees and the citizens of Sault Ste. Marie, adding measurable value to community life.
2. Addresses a community need in one of the identified areas of focus. There must be demonstrated community support for the program/initiative. Requests from individuals will not be entertained.
3. Applicant must be a registered charity or non-profit entity that is both non-sectarian and non-discriminatory. Under this program, Essar Steel Algoma will not provide loans or support for ongoing operating costs.
4. Applicant must successfully solicit other community partners and funding sources.
5. All requests must be submitted in writing. Applicants may be required to provide a more comprehensive presentation to members of the executive committee.

6. Preference will be given to causes in Sault Ste. Marie and the surrounding area.

We regret that we are unable to support the following types of programs or initiatives:

- Requests that benefit an individual person or family
- Sports teams
- Charitable fundraisers
- Travel expenses
- Political candidates or organizations
- Religious organizations or groups sectarian in purpose

Unfortunately, the number of funding requests that Essar Steel Algoma receives far exceeds the level that we can support. As a result, we must often decline worthy causes, even if they do meet our selection criteria. The timing of a program and the availability of internal resources may also be limiting factors in the approvals process.

Solicitations for advertising opportunities, corporate team participation and minor event sponsorship will be administered separately. Please contact the Manager of Corporate Communications to discuss further.

Application Process:

Applicants are invited to submit their proposals in writing to the:

Corporate Communications Office
Essar Steel Algoma Inc.
105 West Street, Sault Ste. Marie, Ontario P6A 7B4

Your application should include:

1. Comprehensive description of the program or initiative
2. Demonstrated fit with one or more Essar Steel Algoma Community Investment Fund areas of focus
3. Summary report of the demonstrated community need and measurable, sustainable benefits expected
4. Confirmation of charitable or non-profit status
5. Expressed support from other community partners

6. Breakdown of program finances and evidence that demonstrates the need for a contribution from Essar Steel Algoma
7. Description of the applicant organization outlining the governance structure and track record with programs or initiatives of similar scale or scope.

Deadlines:

Applications will be evaluated twice a year. Fiscal 2012 (April 1, 2011 – March 31, 2012) allocations have been identified.

For consideration in the 2013 fiscal year, applications must be received by January 31, 2012. A second review window will open mid-year, with a deadline for applications of July 31, 2012.

Due to the volume of requests received, we cannot process incomplete or late applications. The evaluation process may take up to eight weeks from the application deadline.