



Smart decisions. Lasting value.

Corporate Social Responsibility 2022 Highlights



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LETTER FROM OUR CEO

Reflecting on a successful year full of growth, I am proud of our impact across Canada and around the world. Over the past two decades, I have witnessed our growth as a firm, and it has proven how impactful people can be when they are aligned and working together.

From two partners to now 61, one city to eight, Crowe MacKay continues to transcend borders, cultivate relationships, and create leaders. This report highlights our success in 2022 and shares the stories of our people and their passions. It is through our commitment to living our core values: **We Care. We Share. We Invest. We Grow.** that we are creating lasting value for our people, communities, and clients.

Our teams continue to rise to the challenges presented, whether identifying innovative solutions for clients or prioritizing kindness when giving back to our communities. We are a diverse firm, and our power to make a positive impact lies in our people.



▶ **Stefan Ferris, CPA, CA**
Chief Executive Officer



CORPORATE SOCIAL RESPONSIBILITY PILLARS



Organizational Health

We take a holistic approach to our people's well-being, creating opportunities for optimal health both in and outside of work by living our core values, inspiring innovation, encouraging growth and promoting excellence.



Environmental Stewardship

We are building a mindful culture that understands environmental impacts and commits itself to conservation and sustainable practices.



Community & Global Enrichment

We are committed to empowering our staff to actively participate in improving communities on a local and global scale, with a philanthropic goal of building opportunities for members to enhance the communities they live and work in.



Economic Responsibility

We operate responsibly through ethical practice and by adhering to professional standards.



Organizational Health



INVESTING IN POSITIVE WORKPLACE EXPERIENCES

Our People

We build our culture on maximizing our team's potential because we know we are our best when we invest in our people. Always striving to make a difference, we show we care through our actions toward our colleagues, clients, and communities. Through meaningful connections, we create teams where our employees can bring their authentic selves to work.

61

PARTNERS

375

TEAM MEMBERS

8

CITIES



▶ **\$23,000+**
IN EMPLOYEE RECOGNITION

▶ **\$35,000+**
IN GROWING DIVERSITY, EQUITY & INCLUSION

▶ **\$280,000+**
IN PROFESSIONAL TRAINING & DEVELOPMENT

▶ **\$600,000+**
IN EMPLOYEE HEALTH AND WELLNESS

Staying Connected with Crowe-Ileagues

Ensuring our team members take time to connect with each other is important to us. Our offices regularly host activities, providing opportunities to develop meaningful relationships with colleagues, both professionally and personally.



Employee Service Awards

We value our people and the time they dedicate to being trusted advisors to both our clients and their colleagues.

Whether a seasoned professional or new hire, we recognize the hard work and dedication each individual gives and celebrate their efforts with our Service Awards.

340

TEAM MEMBERS RECOGNIZED IN 2022

\$22,000+

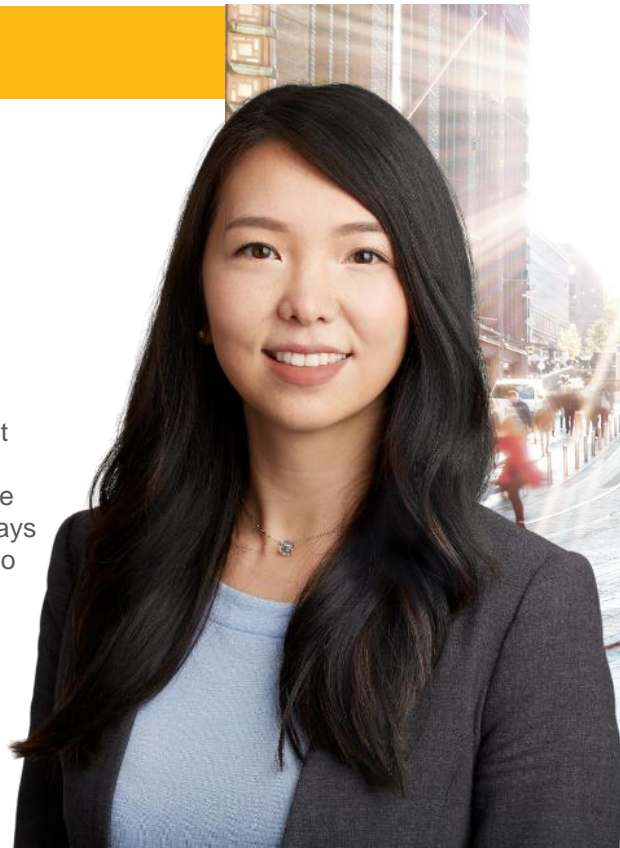
INVESTED IN EMPLOYEE SERVICE AWARDS

SHOUT OUT!

Empowering employees to recognize each other for going the extra mile!

Daniela Oshikawa, CPA Vancouver

Daniela is the best people manager I could ask for. Checking up on me on not just work-related items but health and well-being too. No matter how heavy her workload gets, she ensures I'm learning and helps me with any difficulties I run into on my files – and is always patient, kind, and encouraging. Daniela contributed to making my co-op such a positive experience.”



BUILDING AN INCLUSIVE ENVIRONMENT

Diversity, Equity & Inclusion

It's not enough to say we believe in creating an equitable work environment, that's why we are actively working to create a culture where everyone has equal opportunities and staff can bring their authentic selves to work. As part of our diversity, equity, and inclusion (DEI) journey, we created a Council to support the firm's strategic objectives and operationalize DEI efforts into the day-to-day responsibilities of the organization, supporting the creation of an inclusive corporate culture.

The DEI Council acts as advisors to the firm's leaders and departments in identifying opportunities to enhance DEI in practices, processes, and procedures. As we continue to invest in DEI initiatives, we are seeing positive change across our firm resulting in a more diverse workforce.

Our belief is education is ongoing. In our DEI journey, perfection is not the goal, rather it's our commitment to create an inclusive culture where through learning we become empathetic leaders.

In 2022, we continued to invite expert speakers from our communities to share their personal experiences, allowing our people to learn and feel safe in getting uncomfortable in the discovery phase of DEI concepts. Through educational workshops, lunch and learns, and fireside chats, we provided learning opportunities for all Crowe employees.

Recognize. Educate. Celebrate.

“ We are proud of our people for their dedication to creating safe spaces and empowering each other to be their authentic selves. Our culture is centered on inclusion and creating opportunities for growth by building diverse teams.”

▶ **Brittany Pitruniak**
Director, Marketing & Communications
Chair, Diversity, Equity & Inclusion Council

\$35,000+

INVESTED IN DIVERSITY,
EQUITY & INCLUSION



New Initiatives Built from the *Book Up*

What started as an opportunity to learn more about LGBTQ2S+ history and culture evolved into something much bigger.

The **Crowe Book Club**, led by employees, began to recognize PRIDE and grew into an opportunity to expand our knowledge on DEI concepts and celebrate culture, all while connecting our people. The group now selects books based on monthly DEI themes and celebrations including Black history, Asian heritage, and Indigenous history and culture.



The Crowe Book Club encourages participants to read books and themes they may not normally, helping readers step out of their comfort zones. Our conversations allow us to broaden our views and see things from other perspectives.”

▶ **Suzanne Williams, CPA**
Manager, Kelowna & Book Club Champion

Pink Shirt Day

At Crowe MacKay, we know we can achieve more when we uplift each other and work together. To raise awareness of the impacts of bullying, we spread kindness and recognized colleagues for their hard work, great attitude, and willingness to go the extra mile on **Pink Shirt Day**, growing the Crowe Kindness Day.

[Watch](#) our **Kindness Tree Grow**

From cultural holidays to advocacy and awareness, we found ways to **educate** while **celebrating our diversity**.



COMMITMENT TO PERSONAL & PROFESSIONAL GROWTH

Training & Development

Invested in our team's professional and personal development, we offer a suite of training opportunities to all staff. In creating an environment built for learning, we prioritize the growth and development of our people, enabling them to expand their skills and pursue their passions. From our students to our partners, you will continue to **grow with Crowe**.



50+ hours of personal and professional development opportunities for employees.

\$280,000+ invested in building the leaders of tomorrow.



The Crowe Professionals' Conference

Our teams gathered in Calgary for two days of workshops welcoming globally recognized speakers, industry experts, and our own Crowe leaders at the firm's annual Professionals' Conference. From sessions covering leadership and mindfulness to industry trends and firm updates, our people left inspired and empowered.



SUCCESS STORIES START HERE

Students

Each year we have an average of 60 students selected to grow with Crowe. Dedicated to investing in young professionals, we provide students with hands-on training, helping them build the necessary skills required to obtain their CPA.

From technical training, mentorship, a student-centric conference, and preparing for the CFE - including the renowned Densmore program - Crowe creates the perfect environment for learning and developing the leaders of tomorrow.

Take Flight with our Mentorship Program

All Crowe students receive a mentor when they join the firm who will stay with them on their journey to writing the CFE.

Whether it's discussing technical topics, sharing tips and tricks on how to ace the CFE, or giving encouragement, we are dedicated to providing students with the support and tools to achieve a healthy well-being.

▶ **20+**
HOURS OF MENTORING

▶ **15+**
MENTORS

▶ **100+**
HOURS OF
TECHNICAL TRAINING

#GrowWithCrowe

“

Our firm's culture only further encouraged me to become a mentor as I am often reminded the importance of caring for others as I move along in my career.”

▶ **Gavin Dhami, CPA**
Senior Manager, Surrey





Over 50% of our partners are what we call **Crowe Grown**, building their careers with us from a student.

▶ **Lynn Wong, CPA, CA**
Partner, Kelowna



▶ **Bill Gill, CPA, CA**
Chief Operating Officer
Partner, Surrey

Stories from our team

Riza Ponce shares her Crowe experience growing from a student to a mentor. Success is a team effort, and through the support of her colleagues, Riza's stepped outside of her comfort zone, took new opportunities, and built her confidence growing as a CPA – all contributing to her success as a talented emerging leader in our industry.



From my experience, the mentorship opportunities available at Crowe are one of the best ways our firm helps students and professionals grow.”

▶ **Riza Ponce, CPA**
Manager, Calgary

[Learn more](#) about Riza's journey with Crowe



PHYSICAL, MENTAL & EMOTIONAL SUPPORT FOR EVERYONE

Health & Wellness

We care about the health and well-being of our teams and offer opportunities and support that help our people achieve their wellness goals throughout their career with us.

To help everyone **live happier and healthier lives**, we are focused on offering resources our team can lean into when they (or their families) need extra support.

▶ **\$600,000+**
SUPPORTING OUR TEAM'S
MENTAL AND PHYSICAL HEALTH

▶ **\$1,500+**
IN PRIZES ENCOURAGING
HEALTHY HABITS

▶ **2,500+**
KILOMETRES MOVED IN
FITNESS CHALLENGES



Mental & Physical Wealth

We know optimal performance (in and out of the office) requires strong mental and physical well-being.

That is why we invest in various programs and opportunities so our people can choose what best suits their needs.

From firm-friendly competitions encouraging physical activity and healthy habits, to creating safe spaces and getting vulnerable talking about our mental well-being; we want our team to feel their best from the inside out.

Optimizing Balance

No two people are the same; we understand this applies to how we work.

Our flexibility program gives employees a choice to create their working schedules. With core working hours and remote capabilities, we let our people tell us how we can best support them in being successful.

And remember to rest and recharge - our paid vacation time ensures you take the time you need to feel your best.

Family is First

We know the importance of time – especially when you have a family.

To support our flexibility program, we also offer employees our parental top-up program, providing staff 80% of their wage for the first 15 weeks of their Parental Leave EI Benefits.

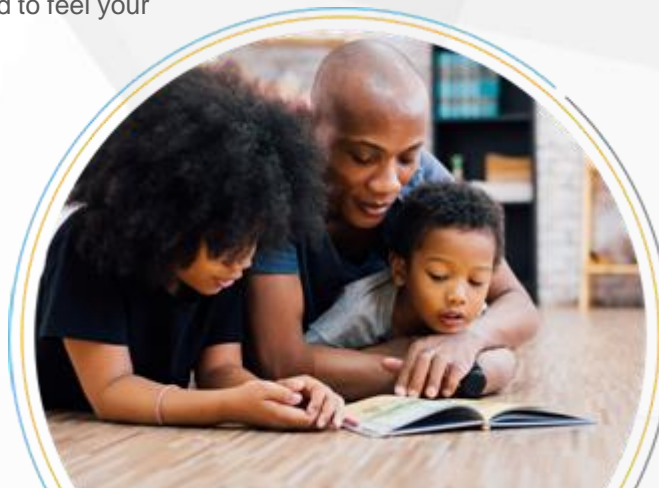
So, enjoy the little moments because they grow so fast - we will be here waiting for you.

Health Care that Cares

Care means something different to everyone, so we have our Employee Assistant Program (EAP).

In addition to our comprehensive benefits, our EAP provides 24/7 assistance to our employees and their families, supporting your diverse needs.

Whether it is finding a medical professional, mental health services, lifestyle coaching, or even legal counsel, let our EAP do the heavy lifting and connect you to the support you need.





Community & Global Enrichment



CARING FOR OUR COMMUNITIES

Crowe MacKay invests in the communities we live in and serve. Across our eight cities in northern and western Canada, we have donated over **\$261,500**, supporting more than **118 organizations and charities**.

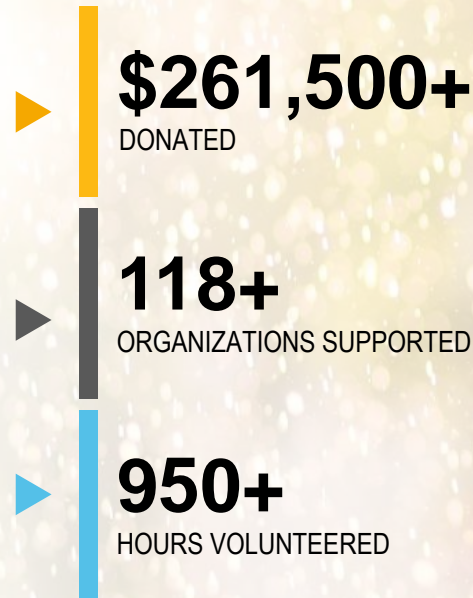
Our teams have volunteered over **950 hours** impacting our local and global communities, living our core values:

We Care. We Share. We Invest. We Grow.

“

We are firm believers in supporting our clients and local businesses whenever we can and always strive to give back to our community in a variety of meaningful ways.”

▶ **Moe Rynard**
Human Resources Manager, Kelowna





Serving Meals on Wheels

Our Edmonton office served up their time and energy in the kitchen preparing meals for those who need assistance, volunteering **80 hours** at the local nonprofit **Meals on Wheels**.

Giving Children an EvenStart

As a long-standing supporter of **EvenStart for Children's Foundation**, our Calgary team made a difference this year, showing they care by volunteering **80 hours** and donating over **\$4,700**.

Banking Time to Help Feed the Community

Busy packaging food, assembling hampers, and stocking shelves, our Kelowna team spent **45 hours** at the **Central Okanagan Food Bank**, donating **\$6,150** to support their programs and initiatives.

Helpful Holiday Hands

Our Surrey office has supported the **Surrey Christmas Bureau's Adopt a Family** program for over ten years. In 2022, they donated over **\$1,200** in gifts, clothing, and perishable goods to families in need, spreading joy over the holiday season.

Warming Hands & Hearts

When the weather got cold, our Vancouver & Sunshine Coast offices came together to spread the warmth to low-income community members during the winter months, donating **17 bags** of new and gently used items to the **Lookout Housing and Health Society**.

Better Healthcare for the North

To support the quality of healthcare for Yukoners, our Whitehorse team donated **\$6,200** and volunteered **20 hours** to various fundraising events hosted by the **Yukon Hospital Foundation**.

Gaming for Life

ExtraLife takes gaming to a new level, fundraising for Children's Miracle Network Hospitals. Participants play games- from cards and board games to video games – for 24 hours, raising funds for life-saving treatments and health care services for children.

This year our Yellowknife and Vancouver offices came together and raised over **\$1,200**, adding to the **firm's five-year total of over \$10,000**.



The feeling of giving back to the community and creating connections with others is what makes volunteering so great!"

▶ **Laura Hackett**
Administrative Professional, Vancouver



Working Together for Better

Supporting Relief in Ukraine

As the tragedy in Ukraine unfolded in February of 2022, our teams were eager to support Ukrainians in need. Through various fundraising initiatives across our regions, we raised over **\$15,000**. We donated these funds to Ukraine relief efforts through the **UN Refugee Agency (UNHCR)** and the **Red Cross**.

▶ **\$15,253**
TOTAL RAISED



“

Me and my daughter successfully reached Vienna. Big-big thanks to everybody who supported us all that long way. I have no words to express our gratitude and explain how important it is to feel the support of the Crowe family all over the world!”

▶ **Tatiana Knyazeva**
Manager, Crowe Ukraine

‘Staching Cash for Movember

We are proud supporters of Movember, a cause dedicated to making a difference by raising awareness and advocating for men's physical and mental health. This year we ‘stached our cash, raising nearly **\$9,000** and moving over **300 kilometres** in November.

Running for the Cure

CIBC’s Run for the Cure and their fight against breast cancer is a cause many of our people hold close to their hearts. Together, Crowe teams across our regions raised over **\$9,000**, running more than **10,500 kilometres** in 2022.

Carrying MO-mentum

Movember is one of Crowe MacKay’s chosen charities, proudly supporting the organization for six years. To date, **Crowe’s Mo Bros and Mo Sisters have raised over \$45,000** supporting advocacy and research for men’s health including testicular and prostate cancer and mental health and suicide prevention.

Champion of Change

Jennifer Mendes, Senior Manager in Kelowna, is the firm’s Run for the Cure champion. She has been coordinating the Run for the Cure team in Kelowna since 2016, and with the support of the office, she’s raised nearly **\$25,000** for breast cancer research.



SUPPORTING CHANGEMAKERS

We do not just state our core values; we live them – and this is exactly what our people do. By living our core values, Crowe employees are making a difference in their communities, and we are proud to support them in their journey to be better by doing better. From investing in their professional and personal growth to prioritizing time to give back, we want our people to know they are cared for so they can extend care to others.

Employee Volunteer Program

In 2022, Crowe MacKay introduced the Employee Volunteer Program. This program encourages staff to give their time to causes they are passionate about and provides **8 hours** of paid time to volunteer each year.

A Lasting First Impression

We know the value of a first impression. That is why we give all new employees **\$100 to donate** to a local charity - **aligning our values with yours.**

▶ **\$19,000**
DONATED

▶ **11**
ORGANIZATIONS
IMPACTED



INVESTED IN THE LEADERS OF TOMORROW

Our firm is proud to be a teaching centre, mentoring professionals throughout their careers. Invested in the profession's future, we maximize the success of our people and communities by creating opportunities to grow through sharing knowledge and building skills.

Scholarships, Awards & Bursaries

Providing students with opportunities that set them up for success is important to us, which is why we offer scholarships and bursaries to students in all our regions. [Learn more](#) about Crowe scholarships in high schools and post-secondary institutions.

▶ **17**
SCHOLARSHIPS,
AWARDS & BURSARIES

▶ **\$26,000+**
DISTRIBUTED
TO STUDENTS

“ I had the opportunity to work at Crowe MacKay as a co-op student. During my term, the managers and partners set an enjoyable work culture, and team members were friendly and welcoming. With such a great work environment, I returned to Crowe after graduation.”

▶ **Gurmehar Baweja**
Staff Accountant, Vancouver
UBCO Award Recipient



Supporting the Continuing Education of Bearspaw First Nation

Established in 2022, the **Ozija Thiha Education Trust**, created by the Bearspaw First Nation's Chief and Council, encourages Bearspaw Nation members' educational development.

The Trust supports youth and young adults who complete their education at any level, creating successful futures for individuals, families, and the Nation.

“ We support and invest in our clients beyond the annuity and advisory work. It is an honour and great pleasure to have the opportunity to support the young people of Bearspaw Nation in continuing their education.”

▶ **Conven Tang, CPA, CA**
Partner, Edmonton



SKILL-BUILDING OPPORTUNITIES FOR OUR CLIENTS & COMMUNITIES

Making Sense of Your Dollars

We believe financial literacy should be accessible to everyone. To support this, we partnered with **Launch Okanagan** to sponsor their **Dollars and Sense program** – a free, eight-week condensed money management course for anyone wanting to understand everyday financial matters better.

Experienced professionals teach the course, including certified financial planners, providing participants with the tools to build financial stability.

“

I have learned a lot over the past few weeks. I am so motivated and inspired that I have opened a long-term investment account. I am also working hard on my budgeting. Thanks to Launch Okanagan, I am gaining more confidence in managing my finances.”

► **Dollars & Sense Program Graduate**

SHOUT OUT!

Brandon took on a senior role in a highly challenging audit. He demonstrated technical knowledge, critical thinking and file management skills far beyond his expected level. Although the work was stressful, Brandon maintained a positive attitude and a high degree of professionalism. We appreciate Brandon taking the lead on this client file and look forward to seeing the success his hard work, skills and dedication will bring him.

► **Brandon Murphy**
Staff Accountant, Calgary



Board Governance Training

Crowe's trusted advisors from Yellowknife hosted the community favourite, Board Governance Training. Over **40 participants** attended this two-and-a-half-day training receiving **18 hours** of technical skill development, including:

- Preparing and hosting board meetings
- Board member roles and responsibilities
- Financial literacy
- Change management
- Fiduciary responsibilities

Professional Development Conference

As trusted advisors, we understand the importance of continuing education and its ties to providing exceptional service. In 2022, we expanded this philosophy to our clients, allowing them to grow their knowledge and skillsets by hosting a Professional Development Conference. **We welcomed over 350 professionals, investing in their professional growth.**



Environmental Stewardship

CREATING GREENER HABITS & SMALLER FOOTPRINTS

Shifting the Commute

We continue to encourage our teams to shift their commuting habits. Whether utilizing public transit more frequently, walking, biking, or carpooling - reducing our carbon footprint is the goal.

50+

LITRES OF FUEL SAVED

90+

KILOGRAMS OF GREENHOUSE GAS EMISSIONS AVOIDED

600+

KILOMETRES TRAVELLED VIA ECO-FRIENDLY TRANSPORTATION

Working to be Plastic-Free

Over **60%** of our offices proudly maintained **plastic-free kitchens** this year, providing only reusable or compostable dishware in their lunchrooms. Inspired by the global movement **Plastic-Free July**, we continue to explore waste reduction strategies to incorporate into our operations.

Tide to Clean Water

Clean drinking water is essential to building and maintaining healthy communities. Since 2019, we have invested **\$14,000** in support of **Water for People**, giving communities in need access to clean water and sanitation solutions worldwide. In 2022, we **provided 35 days of water** to communities needing safe and accessible water. Working with **Guusto** and their partnership with the **One Drop Foundation**, we are part of a movement connecting households and communities to water, sanitation, and hygiene solutions.

Crowe Environment Day

In 2022, Crowe MacKay launched Crowe Environment Day. This initiative allows our teams to go into their communities and see first-hand what they can do to help their local habitats. From sustainable farming to cleaning shorelines, we continue to work to leave the community better than we found it.



▶ **\$4,500+**
INVESTED IN ECO-CONSCIOUS ACTIVITIES

▶ **56+**
HOURS VOLUNTEERED WITH GREEN ORGANIZATIONS

Did you know? ▼

Throughout the year, we focus on **supporting local businesses** when purchasing gifts for clients and employees. From refill stores and farmer's markets to Indigenous, Black, and Queer-owned businesses, **we take the time to invest in our communities.**

CLIENT SPOTLIGHT

Fresh Green Farms

Fresh Green Farms is a new sustainable indoor vertical farm producer of leafy greens, disrupting traditional agriculture. Brothers, **Shahram** and **Bahram Rashti**, understood the challenges the agriculture industry faced, both in British Columbia and around the world. With warming temperatures, erratic weather, and increasing natural disasters food security is becoming unpredictable. This posed the question how will we feed a growing global population using traditional farming methods? Together, with their combined passion and unique skillsets, **they decided to revolutionize the industry and put people and the planet first.**

The brothers spent two years dedicated to research and development prior to officially setting up their company. **“After a couple of years of investigation and detailed market research, we decided that with my science and healthcare training and Shahram’s IT and business background, we have the necessary experience, know-how, tools, and capabilities to tackle this multi-faceted endeavor,”** says Bahram.

The time invested in research and development paid off, allowing them to implement their own customized design of **Deep Water Culture (DWC)** technology and fully automate the integrated seeding, harvesting, and packaging lines in their facility.

The Rashti brothers’ system is hands-free, high density, and technology-driven, allowing them to supply leafy greens to the market in less time and with a significantly smaller footprint than that of traditional farming or other vertical farms.



99%
LESS LAND



99%
LESS WATER



95%
LESS PLASTIC*



100%
LOCALLY GROWN

**Compared to clamshell packaging*





“Our goal was to create and optimize our ecosystem for high-density indoor vertical farming of leafy greens, we studied the market to identify best practices which we improved by developing specific processes and designs catered around our systems and equipment. By working with the best consultants and partners, we were able to continuously streamline and refine our processes putting us a step ahead of the market” says Shahram.

Fresh Green Farms’ flagship location is now the most advanced, cost-effective hydroponic vertical farm for baby leaf greens and is anticipated to be profitable from its first crop in late 2022.

The company’s supply chain and proximity to distribution networks ensures that leafy greens will move from growing beds to local grocery store shelves within 24 to 48 hours.

“By growing our produce indoors in a controlled environment, we can implement more robust safeguards from outdoor pests and contaminants, therefore providing very safe, clean, ready-to-eat, and sustainably grown produce for consumers to enjoy without the need for pesticides and herbicides” Bahram shares.

With the mission of providing fresh produce to consumers in a sustainable manner, Fresh Green Farms hopes to establish itself in agriculture procurement as a *reliable*, year-round supplier.

“Our growing methods reduce unnecessary bruising of the products in harvesting and packaging,” says Shahram “which leads to **reduced food waste, better food security,** and a **longer shelf life**, giving retail stores and food services more time to sell our product.”

With their eyes set on growth, the Rashti brothers have planted the seeds to be one of the largest, most sustainable indoor vertical farming producers of baby leafy greens by 2023, producing the safest, most nutritious, and best tasting salad greens.

Partnering with North America’s leader of fresh produce distribution and marketing, the Oppenheimer Group, their leafy greens will be marketed, distributed, and sold at well-known retail chains and food services across North America under the vibrant brand [UP Vertical Farms](#).

▶ What is Indoor Vertical Farming?

Indoor Vertical farming uses stacked vertical surfaces inside an enclosed space with Controlled Environment Agriculture (CEA) rather than the traditional, spread out, land-constrained farming method.

By using vertically stacked layers, farmers can produce significantly more food on the same amount of land.

Combining artificial light and innovative growing methods instead of soil, vertical farms maintain the ideal environment for efficiently growing crops using aeroponic, hydroponic, or aquaponic systems.



Economic Responsibility



SMART DECISIONS. LASTING VALUE.

Learn how we remain resilient, flexible, and transformative. Read the [Crowe Global 2022 Transparency Report](#)

Collaborating Across Borders

As a member of Crowe Global, we join more than 200 independent accounting and advisory services firms in over 145 countries, making us one of the top 10 accounting networks in the world.

For nearly 100 years, Crowe has made smart decisions for multinational clients working across borders.

We are leaders in helping our clients succeed in whichever market they operate in, providing global reach on a personal scale.

Our exceptional knowledge of business, local laws, and customs provide lasting value to clients undertaking international projects.



We are dedicated to adhering to the highest professional standards and ethics and continue to build our teams to support the services we provide to clients.

Our people are invested in our communities and committed to showing they care through their work and actions.

“

Our clients trust us. From identifying growth opportunities, monitoring market trends, and advising on emerging technologies, the expertise spanning our Global Network equates to success for our clients.”

▶ **Pejman Mahlooji, CPA, CA**
Partner, Vancouver
International Liaison Partner

About Crowe Global

▶ **200+**
MEMBER FIRMS

▶ **145+**
COUNTRIES

▶ **100+**
YEARS OF
EXPERTISE



Quality: The Pinnacle of Excellence

Quality is a constant focus for our firm, and our teams remain committed to adhering to professional standards while leading their practices with the highest of ethics.

In 2022, the profession's **Quality Management Standards** underwent revisions, raising the bar of quality by creating proactive and adaptable systems. In response to the evolution of the accountant's role and the increasing complexity of work, these new standards incorporate the following key principles in the operation of our firm:

- Increased responsibility and accountability of firm leadership, improving the firm's governance
- Implementation of a risk-based approach to achieving quality objectives
- Modernization of standards to address technology and digital transformation in operations and business relations
- Increased communication and transparency both internally and externally
- Proactive monitoring of the quality management system and the remediation of deficiencies
- Clarification and strengthening of engagement quality review

With over a decade of experience, joining Crowe just made sense for Niels Jensen.

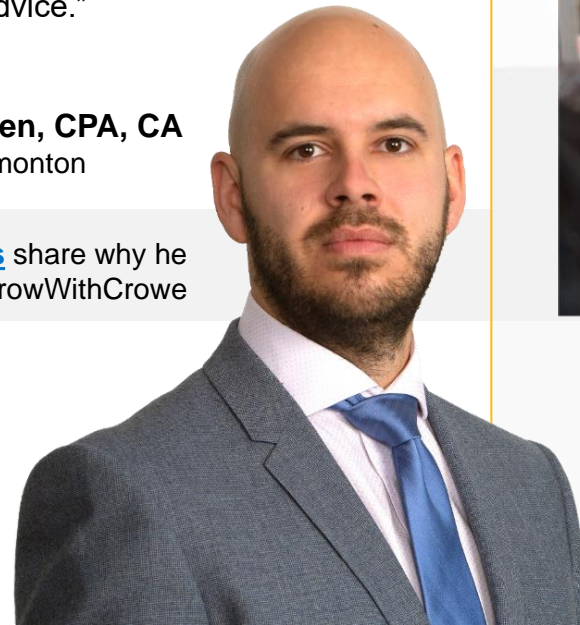
Not only can he continue to give excellent service to his clients, but he gets to do it within a collaborative culture that supports his drive to build a career he is passionate about.

“

Working within the Crowe network offers me access to different service and industry experts, something that I value as it allows me to better serve my clients and provide them with trusted advice.”

► **Niels Jensen, CPA, CA**
Partner, Edmonton

[Watch Niels](#) share why he chose to #GrowWithCrowe



Awards and Recognition

Our people continued to be recognized by the profession and our communities, a testament to their excellence. In Yellowknife, Partner **Gillian Lee** and Senior Manager **Zakar Hovhannisyan** received the distinction of Fellow, the highest honour of the profession, awarded to those who have rendered exceptional service in their career serving colleagues, clients, and their community. **Fred Deschenes**, Yellowknife Partner, was awarded the CPA Distinguished Service Award, recognized for his dedication, commitment, and outstanding service to the profession and community.

“It’s an honour to be recognized with the FCPA award. I’m thankful I’ve had the opportunity to be impactful enough on others that they consider me deserving.”

▶ **Gillian Lee, FCPA, FCA, CFP**
Partner, Yellowknife

For the second consecutive year, **KelownaNow** named **Crowe MacKay as the Best Accounting Firm in Kelowna**. Leading by our core values: We Care. We Share. We Invest. We Grow. we are proud to be recognized for the lasting value we provide our people, clients, and communities. In addition, Partner, **Lynn Wong**, was also awarded **Best Accountant**, recognizing her long-standing expertise and care.

“Whether within our firm or our community, we are proud our core values are at the forefront of everything we do.”

▶ **Lynn Wong, CPA, CA**
Partner, Kelowna

Trusted Professionals Who Care



Gillian Lee, FCPA, FCA, CFP

Partner, Yellowknife
2022 FCPA Recipient



Zakar Hovhannisyan, FCPA, CGA

Senior Manager, Yellowknife
2022 FCPA Recipient



Fred Deschenes, CPA, CA

Partner, Yellowknife
2022 CPA Distinguished Service Award



Lynn Wong, CPA, CA

Partner, Kelowna
2022 Best Accountant in Kelowna

THE POWER OF PEOPLE

Caring for our people. Investing in our clients. Sharing with our communities. People are the pinnacle of our growth, and we are proud of the positive change we are building in and outside of our firm.

We progress daily and continue to prove to ourselves that we are better when we work together. Each year our actions have a greater impact, a testament to our people living our core values.

As we look ahead, I am confident in our ability to continue to make smart decisions, creating lasting value for our people, clients, and communities.



▶ **Stefan Ferris, CPA, CA**

Chief Executive Officer
Office Managing Partner, West Coast Offices

2022 Corporate Social Responsibility Committee

- Alena Christie
- Alexandra Martinson
- Alexis Troup
- Chris Galon
- Gillian Lee
- Jennifer Sushetski
- Laura Hackett
- Lisa Kennedy
- Mabel Wu
- Mark Pike
- Michelle Fitzpatrick
- Moe Rynard
- Nicole Kirubi
- Peter Woodruff
- Riza Ponce
- Thys Hoeve

2022 Diversity, Equity & Inclusion Council

- Alena Christie
- Alexis Troup
- Bill Gill
- Brianne Formosa
- Brianne Wilson
- Brittany Pitruniak
- Emily Richmond
- Emma Whipple
- Jonathan Luc
- Kathy Chin
- Peter Woodruff
- Priscilla Yip
- Virginia Lackey



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