

THE New Model: Corporate-Cause Collaborations!

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Vice President, Marketing and Community Engagement

*Stand for something and
people will stand with you!*

Today's Agenda

1. The changing landscape: Imagine Canada Research
 - Growth of nonprofit sector, mainstreaming of business-community collaborations
2. Why collaboration is inevitable
 - Blurring of the lines, similarities and synergies
 - Drivers, good for business, good for community
3. The new collaboration framework
 - 7 C's Framework for success
 - Case study – Canadian Women's Fdn., Winners, BMO, Rogers
4. Trends in business-community collaborations
 - More, deeper, longer partnerships, outcomes focused

OVERVIEW

IMAGINE CANADA



National charitable leadership organization dedicated to building strong and sustainable charitable and nonprofit sector

Research and Knowledge



Research that defines the sector and timely information and tools to build capacity

Public Policy and Regulatory



Championing on behalf of Canada's charities and nonprofits, providing Standards frameworks

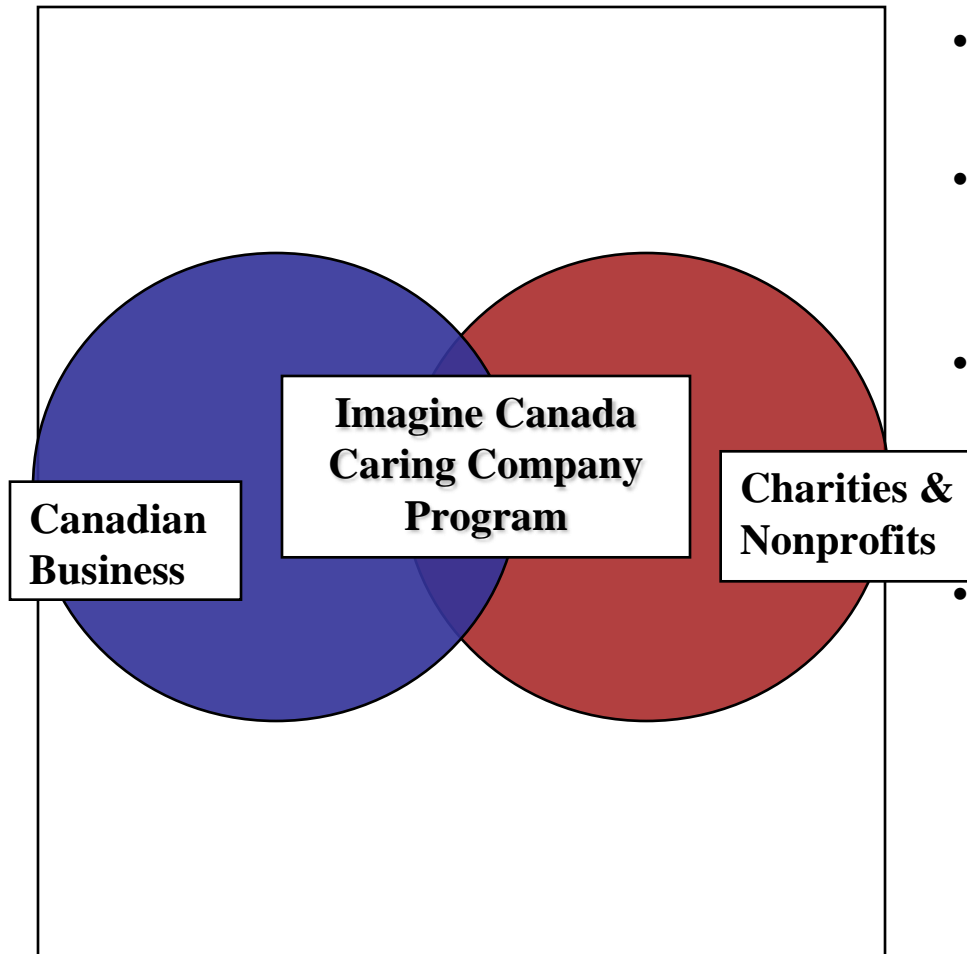
Engagement



Engaging other to support, understand and enhance the work of Canada's charities and nonprofits.

Imagine Canada's Unique Role

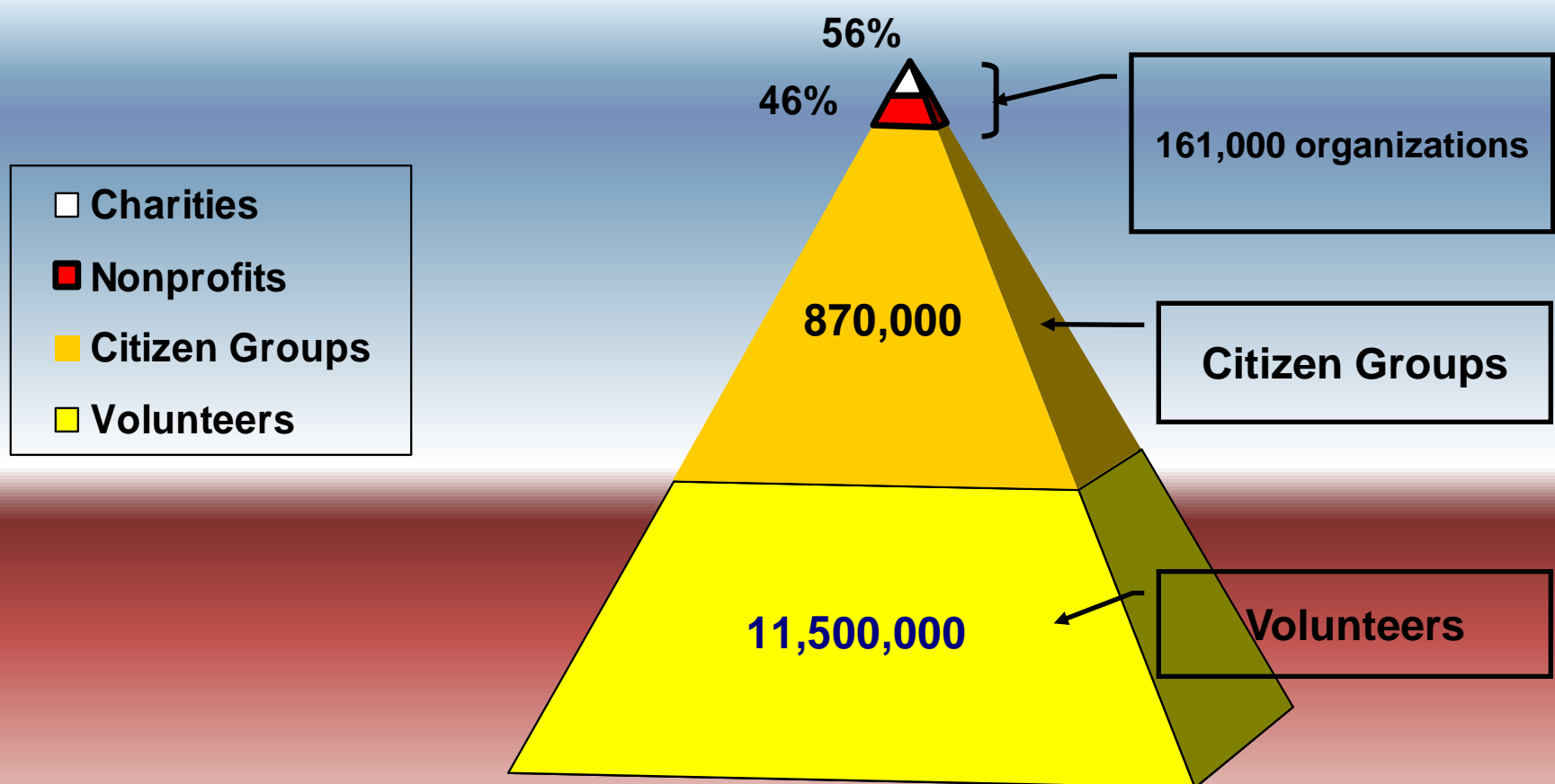
Caring Company Program



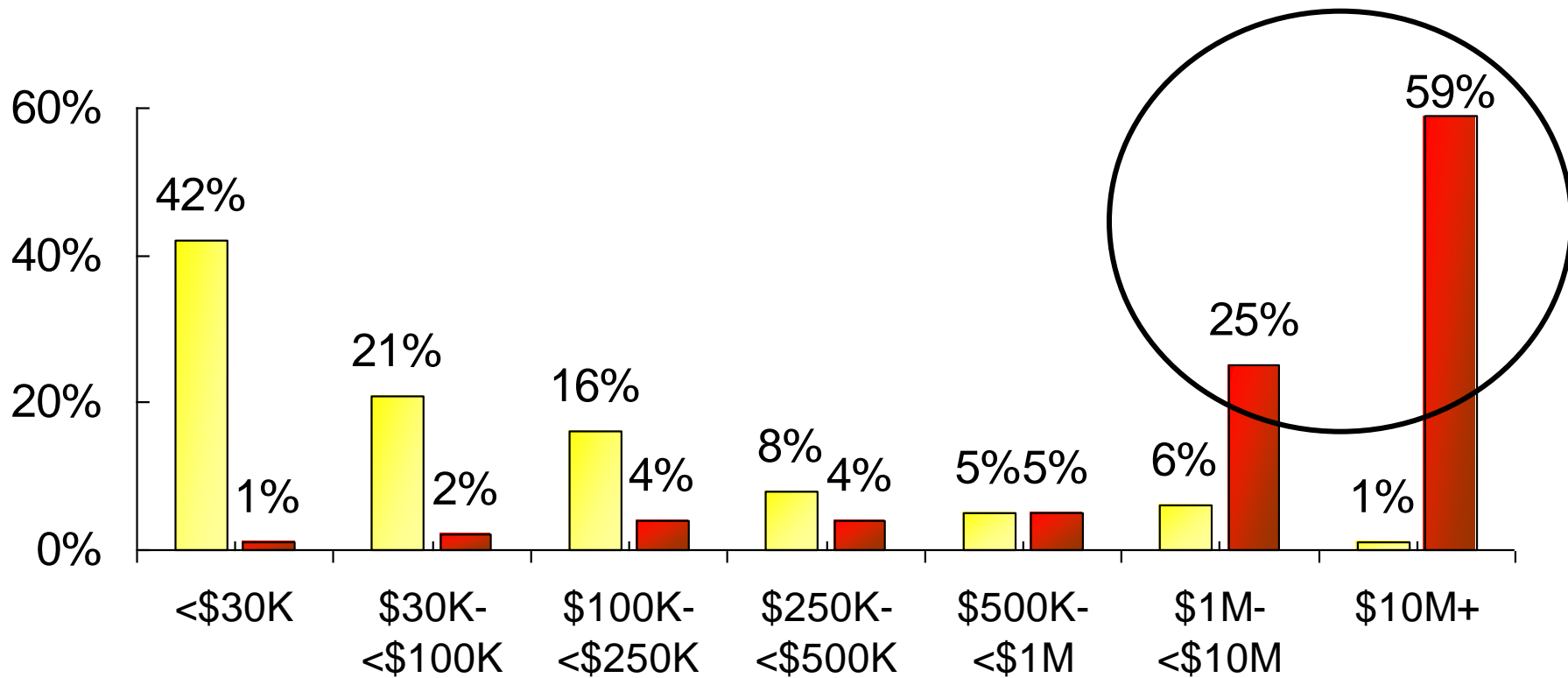
- 1% benchmark gold standard in business giving in Canada
- Program, 1988, 20 years of leadership in encouraging corporate community investment
- Act as a bridge between business and community organizations, encourage and recognize business-community partnerships
- Ground breaking research to support and encourage corporate citizenship – just released!

THE BIG PICTURE

Canada's Charity and Nonprofit Community



Distribution of Revenues by Size of Organization

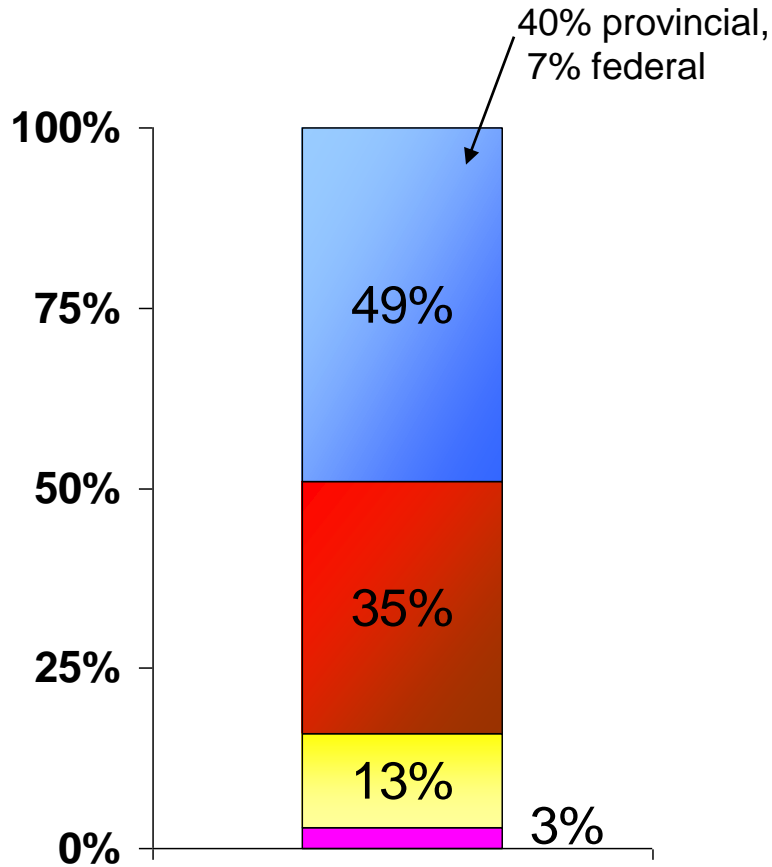


Size of Organization (Total Annual Revenues)

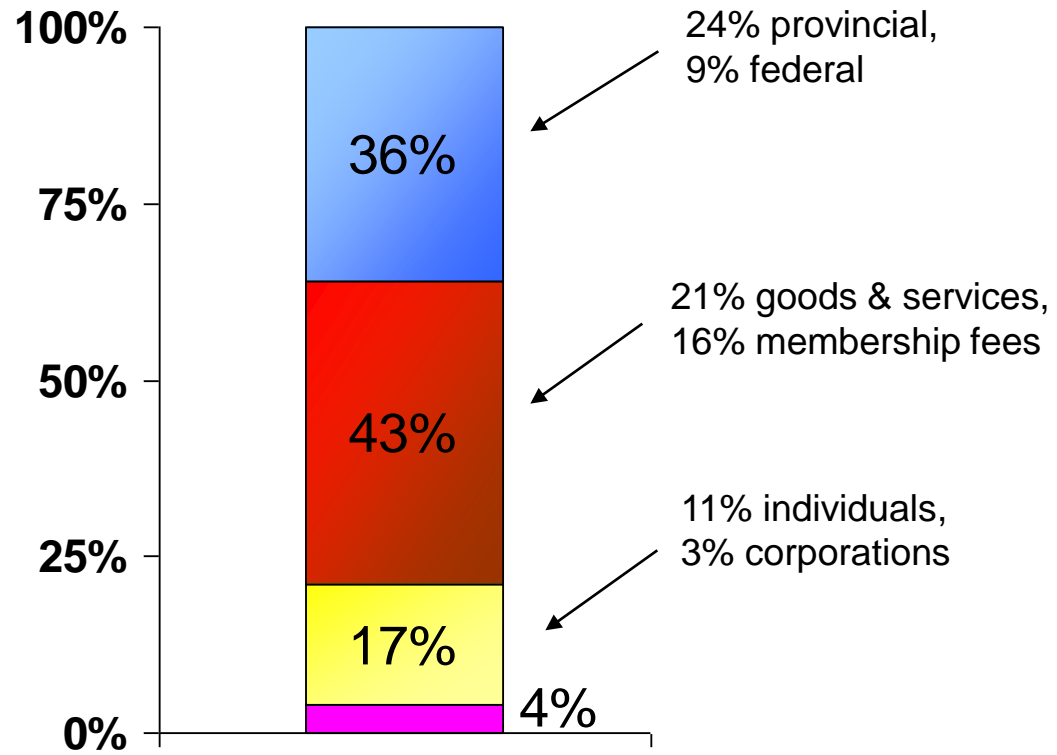
■ % Organizations ■ % Total Revenues

Sources of Revenue

All Organizations



Excluding Hospitals, Colleges & Universities



■ Government
 ■ Earned Income
 ■ Donations and Grants
 ■ Other

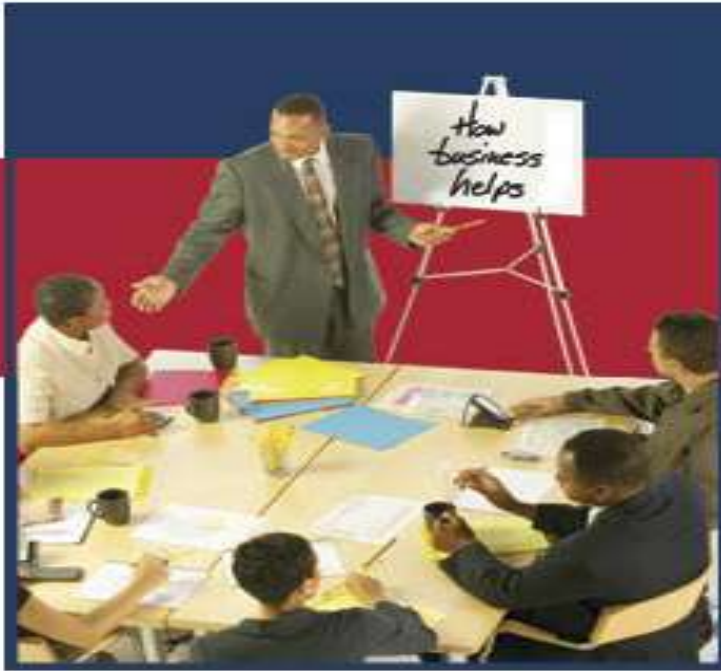
The Changing Landscape

1940 – 1980

- Small no. of nonprofits
- Largely social sector
- 12,000 in US in 1940
- 39,000 in Canada in 1980
- More reliance on government to provide services,
- People engaged in the political process
- Volunteer driven organizations

1980 – today

- The era of the dot.orgs!
- Growth in no., scope, impact
- Over 1.5 million in US and 161,000 in Canada in 2004
- Rapid growth driven by changes in gov't, increase in wealth, people living longer, elimination of taboos, low barriers to entry
- Thousands of ordinary people increasingly stepping in to solve the problems where governments and bureaucracies have failed
- Professionalization, increased demand for services and recognition of potential for significant impact



RESEARCH

Business Contributions to Canadian Communities: Findings from a National Survey

Michael Hall

Fataneh Zarinpoush

David Lasby

The New Model: Corporate- Cause Partnerships!

*Stand together and
people will stand with you!*

***“Great businesses create great economies.
Great nonprofits create great communities.
When business and nonprofits work
collaboratively on solutions to social
issues they create great societies.”***

Jim Collins, " Good to Great for the Social Sector"

The Landscape



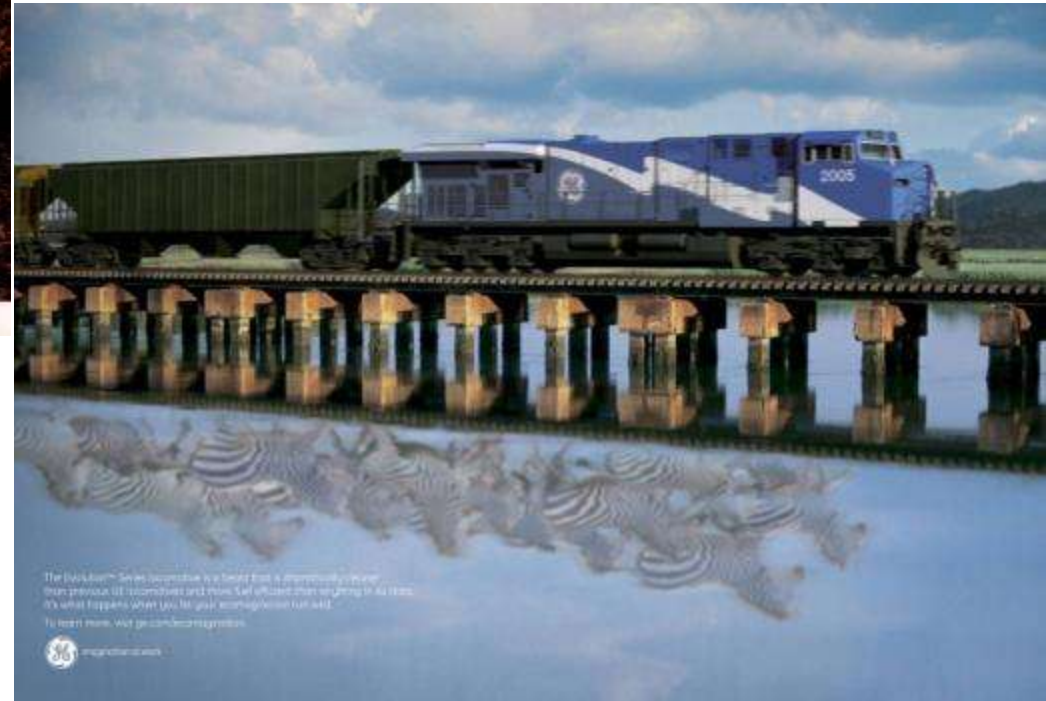
"The world's changed. Businesses today aren't admired. Size is not expected. There's a bigger gulf today between haves and have-nots than ever before. It's up to us to use our platform to be a good citizen...it's a business imperative."

- Jeff Immelt, Chairman/CEO, General Electric

Blurring of the lines



Who does what?
Businesses role in social
Issues; nonprofits as
businesses.



Drivers for Business-Community Collaborations

Internal and External Issues

Public expectation of businesses involvement in community



Recruiting & Retaining Top Talent



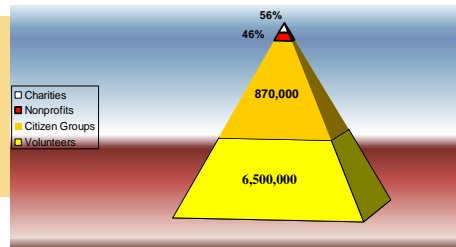
Recognition can do Good and do well



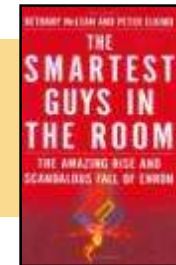
Businesses have significant assets to support nonprofit – TIME, TALENT, TREASURE



Social needs, changing role and demands on nonprofit sector



Corporate Reputation



Differentiation in Marketplace and workplace



Power of the Internet

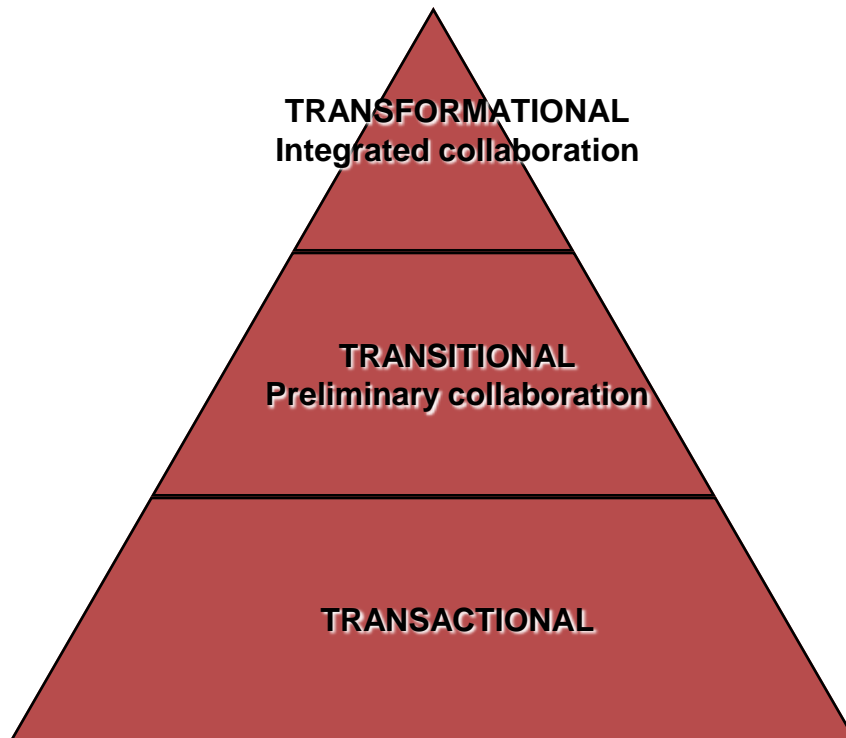


Canadian Stats: Expectations of Companies

- 92% said the more socially and environmentally responsible more likely to purchase their products/ services
- 40% punished companies by not purchasing their products or speaking critically about them
- 93% felt that CSR should be as important to companies as profit and shareholder value!
- 91% said they would prefer to work for a company with those characteristics. Attracting and retaining the best talent is critical to the success of any company

Globescan Report, 2005

Hierarchy of Business-Community Engagement



Transformational

- Fewer, deeper relationships
- Greatest opportunity for impact for both
- Applies all assets – employees, suppliers, customers, marketing, brand, products
- Culturally integrated, long time, engaged support, business objectives combined with philanthropy

Transitional

- First steps in collaborative partnerships that is win-win-win – ROI for both
- Mid-level support where provide more than just financial contribution – leverages company assets
- Connect to employees, customers, marketing and business objectives

Transactional

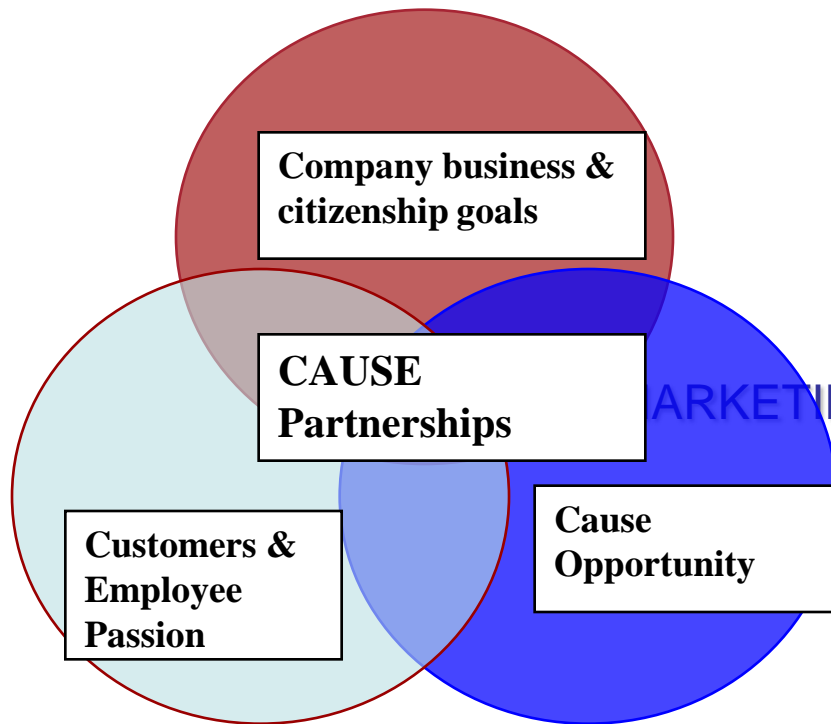
- Most common form of support – donation of cash or in-kind support
- More and more strategically focused

Business Collaborates with Community

- Deploy wide range of assets to support nonprofit causes and tie to business objectives
 - Marketing – products, promotions
 - Brand – advertising, association
 - People (customers, employees, suppliers, stakeholders)
- Put the power of their **MARKETING, BRAND AND PEOPLE** behind a cause
 - Employee volunteering
 - Community sponsorships
 - Cause marketing
- Mutually beneficial relationship – philanthropy with ROI



Community Sponsorships and Cause Marketing Collaborations



- Aligns a company's assets - marketing, brand, products and people to a cause
- Creates shareholder and social value -
- Publicly communicates in the workplace and marketplace corporate values and non-profit messages

The 4 P's of Cause Collaborations

Partner: Mutually beneficial partnership

- Work together for mutual benefit to – both bring assets to relationships, expectation of ROI for both

Purpose: Business + philanthropy

- Use of business assets of time, talent and treasure for impact

Passion: Making a difference

- Engaging and communicating to employees, consumers, stakeholders and appeal to their desire to make a difference

Profit: Creating shareholder and social value

- Tangible benefits for both

7 C'S GETTING IT RIGHT FRAMEWORK - CHECKLIST

- ✓ **Cause** – Define cause to align with core capabilities and company business and citizenship goals, focus and prepare internally
- ✓ **Collaboration** – Find the right partner(s)
- ✓ **Combine assets** – Synergize and synchronize time, talent, treasure
- ✓ **Create value** – Determine joint outcomes and impact ‘What does success look like?’
- ✓ **ExeCute** – Work together to implement program and delivery
- ✓ **Communicate** – Communicate at every turn – internally and externally
- ✓ **Celebrate outcomes** – Evaluate, celebrate

Case Study




**Shelter from
the Storm**
Shelter. Safety. Hope.



- **Half of women in Canada have experienced violence and nearly 100,000 women and children sought refuge in a shelter last year.**



WINNERS

HOMESENSE

BMO  **Financial Group**

 **ROGERS**



- **Cause:** Focus on women and violence –core capabilities and interest
- **Collaboration:** Winners/Home Sense, BMO, Rogers, CWF, local shelters
- **Combine Assets:** Print, radio, in-store and in-bank, employees, customers, suppliers, volunteers, local shelters
- **Create Value:** Target \$1.5 m for local shelters, employee, supplier, customer engagement, increasing sales, positioning tied to women's issues
- **ExeCute:** National campaign, local execution
- **Communicate:** Internal: stores, employees, External: Radio, print, in store,
- **Celebrate:** Outcomes – support for shelters, women and violence programs, positioning for partners

Campaign: April 20 – May 11

From April 20 until May 11th

- Visit Winners or HomeSense and purchase a limited-edition Shelter from the Storm t-shirt or teddy bear
- When you're checking out with your purchases, make a \$2 donation and have your name posted in store.
- Donate at any BMO Bank of Montreal branch, buy decals one day only
- Donate online at www.shelterfromthestorm.ca



On May 8th

- Tune in to the Shelter from the Storm radio-thon on participating radio stations
- “Shop ‘til it Stops” at Winners and HomeSense: a percentage of all sales will go to the campaign.
- Make a \$2 donation at any BMO Bank of Montreal branch and have your name posted in branch.

Funds raised through Shelter from the Storm campaign will support shelters for abused women (and their children) across Canada and community prevention programs that are breaking the cycle of violence.

Wow, and we thought we were the only celebrities here!

SickKids
HOSPITAL

Join over 200 celebrities from the world of entertainment, sports and media in support of SICKKids Foundation. See you on November 17th for the 13th annual Bob Cadeby Gala at the Metro Toronto Convention Centre.

Purchase tickets or tickets: cedb@gala.ca or 416-606-8111.

The Surf & Turf menu has arrived!

Between now and December 15th, you can enjoy the mouth-watering taste of prime STEAK in our signature 8oz. Mustang steak with:

- BLACK TIEB PRIMA - CHIPOTLE SHRIMP
- CITRUS SCALLOPS
- CRABMEAT with THREE MUSHROOM SAUCE

Help kids with every Surf & Turf helping. For every special you order, \$2.50 will be donated to youth charities through The Right Fundraiser™.

THE KEG
STEAKHOUSE & BAR
www.kegsteakhouse.com

We're open 25 locations across Canada. Please contact us at 1-800-363-6363 or visit our website.

Parent's Choice children's charity

2 from your purchase goes to help kids like Jaden.

Meet Jaden - 10 years old, he's a really nice kid who likes to play soccer and read. He's also a really smart kid who likes to help others. He's also a really nice kid who likes to play soccer and read. He's also a really smart kid who likes to help others.

\$9.99 NEW!

We'll double your donation

with your purchase of 2 or more items.

=\$4!

Superstore Extra Foods

PRICES EFFECTIVE 7 WEEKS (SATURDAY, NOVEMBER 12 THROUGH SUNDAY, DECEMBER 11, 2011)

On December 6,
we work for a
different boss.



CBC World Markets Miracle Day

This year, December 6 is for you when CBC World Markets and CBC World Funds investment advisors, along with local and national staff across Canada, will join the world's biggest financial news and information network to help you achieve your financial goals. We'll be spending some special time for all of you.

As your CBC World Markets representative in your CBC World Funds investment advisory office, please contact the Investment or Staff at www.thecbcworld.com.



**BECEL
INVITES YOU
TO WEAR
THE
RED DRESS**

This year, more women will die from heart disease and stroke than any other disease in Canada.

Wear the red dress to show the world you're making heart-healthy choices to love your one and only heart.

Get informed. Get involved.

Free BRACELET
on specially marked packs of Becel

Founding Sponsor of
HEART & STROKE FOUNDATION
ON HEART TRUTH

Bece! LOVE YOUR HEART

Find out more at loveyourheart.ca

wrinkled?
 wonderful?

When life beauty concerns including age?
Wrinkles, fine lines, red skin, dry skin, skin aging?
Look for the signs... and the solution is here!
Visit www.fine.com

ALDO FIGHTS AIDS

YOUTH AIDS

HEAR NO EVIL?
AIDS KILLS ONE CHILD EVERY MINUTE
WHEN TRUTH SPREADS, AIDS WON'T

SEE THE DIFFERENCE? SEE THIS IMAGE IN YOUR MIND'S EYE. ALL MY PREVIOUS WILL REMAIN POSTERS.

WWW.YOUTH AIDS.ORG

Lattes for Literacy

Thursday, January 13th
Purchase Lattes, now \$1.49 at a time.

Starbucks is proud to partner with the National Literacy Foundation to help support literacy programs across Canada. For every latte purchased, Starbucks will donate \$0.25 to the National Literacy Foundation. This is a great way to support literacy and help improve the lives of children and adults alike.

Fresh Springs Support

Canadian Cancer Society Société canadienne du cancer

BRITISH COLUMBIA AND YUKON REGION

From March 2 - 15, 2005

Buy daffodils!

Brighten your home and help support a great cause too! Purchase daffodils and \$1 from every sale goes towards the Canadian Cancer Society.

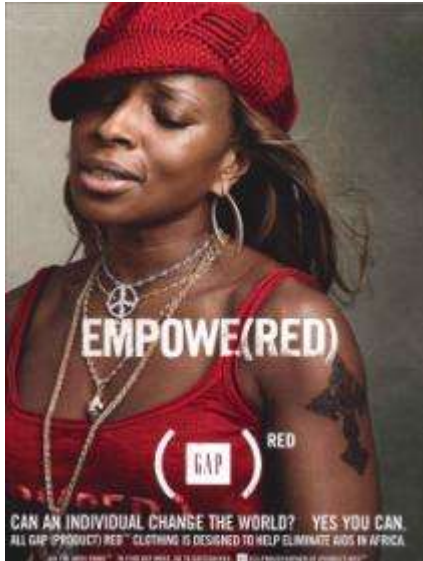
You can also donate at the till. It's easy! Just tell the cashier the amount you'd like to contribute and we'll add your donation straight to your grocery order.

THRIFTY FOODS
Fresh is what we're known for!

What are the BEST PRACTISES trends?

*Top North American trends
to inspire our thinking and discussion*

Public Face of Corporate Citizenship



- Business/marketing growing form of corporate-cause engagement
-#7 top 2007 philanthropy stories
- New corporate marketing and public face of corporate citizenship discipline
- Part of culture of company



Stand for something and people will stand with you!



- Stand for something employees/customers care about, recognize and believe in and they will stand with you
- Make a difference is what people want to do – even in the workplace and marketplace

*“The secret of happiness is to find something more important than you are, then dedicate your life to it” -
Philosopher Daniel Dennett*

Power of internet: Engagement, dialogue, support!



CIBC Run for the Cure
CANADIAN BREAST CANCER FOUNDATION

Cast your VOTE!

You're invited to vote on the designs for the 2007 Canadian Breast Cancer Foundation CIBC Run for the Cure t-shirts!

Vote online for your favourite t-shirt design at www.cbccf.org/tshirt
Hurry! Voting closes at midnight on June 17th.

The Run is an extraordinary single-day experience that unites Canadians across the country. This year's event takes place in over 50 communities on **SUNDAY, SEPTEMBER 30TH**
WALK OR RUN, 5K OR 1K.

Register for the Run today to be eligible for great incentive prizes at www.cbccf.org

ENTER TO WIN A YEAR'S SUPPLY OF GANONG CHOCOLATE.
www.cbccf.org/tshirt

Canadian Breast Cancer Foundation
FONDATION CANADIENNE DU CANCER DU SEIN

Logos: CIBC, Nestlé, SPORIBELL, WOL, CANADIAN BREAST CANCER FOUNDATION, REVLOX, Canpar

- Internet – can spread good and bad news quickly
- Can't talk to, have to talk with and engage!
- Create two way interactive dialogue and involvement
- On-line, off-line integration
- Virtual and viral fundraising



Small and Medium Enterprise Engaged in Community



Move from support of Organization → Cause → Outcomes

- Focus on outcomes and impact
- Work with multi-partners – other nonprofits, government, businesses
- Accountability driver

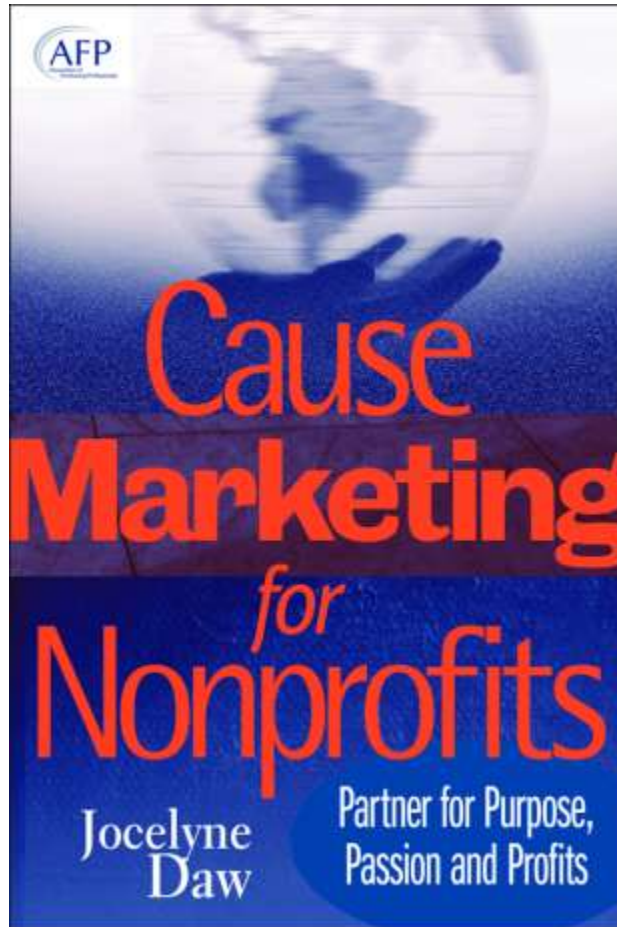




“The performance of Nike and every other global company in the 21st century will be measured as much by their impact on quality of life, as it is by revenue growth and profit margins.”

- Phil Knight, Chairman, Nike

just do it.



- Thank you
- **DISCUSSION**
- For more information visit:
www.causemarketing.ca
www.imaginecanada.ca