

Imagine Canada first to map business investment in community, with support of EnCana Corporation

First-of-its-kind research will identify leading industries, measure levels of corporate giving.

Calgary, November 14, 2006. The levels of support provided by Canadian businesses to charities and nonprofits will be measured for the first time in Canadian history, as part of a unique partnership between Imagine Canada and EnCana Corporation.

Evidence suggests that levels of corporate donations and grants are higher than tax filings of businesses indicate. "This research will address the large gap in information that is currently available, such as the true value of employee volunteer programs, and the impact of corporate sponsorships and in-kind support on the sector," according to Calgary-based Jocelyne Daw, vice president, marketing and social engagement at Imagine Canada. "EnCana's support gives us an opportunity to start tracking corporate giving, and to finally get a complete and accurate picture of how charities and nonprofits benefit from corporate support," said Daw.

EnCana has a proud history of supporting charitable causes. In 2006, EnCana invested over \$23 million in programmes and initiatives in local communities. Randy Eresman, president and CEO of EnCana, knows the impact of this new research will be significant. "We encourage Canadian companies to participate in this pivotal research – research that will raise the bar on community investment," said Eresman.

Imagine Canada's *Business Contributions to Community* project will be conducted over three years. Focus groups with businesses are currently being held across the country, and initial findings will be released in early 2007.

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