



NEW RESEARCH ON CORPORATE CITIZENSHIP

Corporate Community Investment Practices, Motivations and Challenges: Findings from the Canada Survey of Business Contributions to Community

Michael H. Hall, Steven Ayer, Fataneh Zarinpoush & David M. Lasby, 2008
 (100 page bilingual report. 50 pages English and 50 pages French with graphs, tables, appendices.)

This ground-breaking report provides highlights of the first-ever survey on the community contributions of 93 of Canada's largest corporations, with annual revenues of over \$25 million, compared to a representative sample of over 1,500 corporations. Our findings reveal that these companies are leading the way in terms of the range and depth of their community investment efforts. The report will help Canadian businesses assess and improve their business contribution practices and strengthen their support to Canadian nonprofit and charitable organizations. The survey will help to:

- measure the overall level of giving by businesses in Canada
- identify emerging trends, practices and issues in business contributions to community
- facilitate the management of community investment programs
- engage key stakeholders
- develop strategies for your community investment program
- understand key drivers for business engagement

The Canada Survey of Business Contributions to Canadian Communities is made possible with the support of EnCana Corporation.



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Imagine Canada is a national charitable organization that looks into and out for Canada's charities and nonprofit organizations. We deliver research that puts the sector on the map and raises its profile in the minds of Canadians. We influence public policy and build support, encourage collaboration and engagement from businesses, government and individuals. And we deliver tools, resources and networking opportunities directly to nonprofits and charities to build and strengthen the sector one organization at a time. Together, they contribute to social progress and vibrant communities. For more information visit www.imaginecanada.ca.