



# INTRODUCING THE IMAGINE CANADA CARING COMPANY AFFILIATE PROGRAM

CANADA'S LEADING CORPORATE CITIZENSHIP PROGRAM AND YOUR BRIDGE TO THE CHARITABLE SECTOR

## 20 YEARS OF CORPORATE CITIZENSHIP IN CANADA

Imagine Canada is pleased to announce the Caring Company Affiliate program.

The Caring Company program was founded by visionary corporate leaders who recognized that creating a better country required enlightened partnership between business and community. They worked hard to bring together a community of companies – Caring Companies, with shared values and a shared commitment to raising the bar and establishing a new standard for corporate citizenship.

Now you too can benefit from the corporate citizenship resources, data, knowledge base, training and networking opportunities of Imagine Canada. Having a dedicated and stated commitment to community are all that's needed to benefit from this new program.

For over 20 years the Caring Company program has been Canada's benchmark for leadership in corporate citizenship and has provided a bridge of knowledge and access to our nation's charitable and nonprofit sector. The Caring Company program is Canada's foremost corporate citizenship initiative. Members recognize that doing good not only strengthens community, it also builds brand identity, enhances employee retention and recruitment and improves public reputation.

### Caring Company Affiliate Membership can help you give better!

We have seen the relationship between the corporate and voluntary sectors evolve from chequebook philanthropy to one of broader engagement and partnership development. As these sectors come closer together so too does the need for companies to gain greater understanding of the issues facing nonprofits and the operational context in which they operate. The Caring Company Affiliate program represents an opportunity for your company to learn first hand of these issues, how they affect your community investment program and the steps you can take to engage community most effectively and for maximum impact.

**LEAD > BY EXAMPLE**

## JOIN US!

You are invited to join Canada's leading network of practitioners and corporations dedicated exclusively to advancing the practice of community investment. Imagine Canada's Caring Company Affiliate program is for you if,

- You are looking for contacts, ideas, resources and professional development in community investment
- You want to participate in networking events designed exclusively to strengthen and support your community investment program
- You need to learn more about the scope reach and impact of Canada's charitable and not for profit sector in order to advance support your community investment program

Developing a better understanding of the non-profit sector and the communities you work with strengthens your citizenship program by giving you access to the resources, knowledge and contacts you need. This in turn will help you;

- Raise company profile
- Become recognized for your community investments
- Elevate brand awareness
- Attract and retain motivated employees
- Enhance customer loyalty
- Attract new customers

## MEMBERSHIP CRITERIA

You can become a Caring Company Affiliate if your company:

- 1 Has a structured and published** program of support for charitable and nonprofit organizations
- 2 Encourages and facilitates** the personal giving and volunteer engagement of your employees
- 3 Champions and supports** at least one community investment project annually that is supported by senior management and demonstrably leverages the skills and competencies of your company to make a difference in the community

<b>Membership Fees</b>	Up to 49 employees:	\$500
	50 –100 Employees:	\$1,000
	Over 100 Employees:	\$2,000

Join Today! For more information contact:  
**Michael Meadows**, Senior Manager Corporate Citizenship  
Imagine Canada 416-597-2293 x 254  
mmeadows@imaginecanada.ca

## BENEFITS OF CARING COMPANY AFFILIATE MEMBERSHIP

Your membership in the Caring Company Affiliate program is one of the best investment values you can make for your company, for your partners and for your community. The top 10 business reasons for your Caring Company Affiliate membership are

- 1 Network** Canada's largest and longest standing network of community investment practitioners are at your finger tips. We make it easy for you to meet and work with colleagues from across the country that are ready to share experiences and resources when you need them.
- 2 Partnership Forum** We offer the only venue where you and your colleagues can gather to learn about advancements in the field of community investment. Maintain your company's competitive advantage.
- 3 SectorCasts** This web/audio conferencing program allows you to hear from leading speakers on specialized topics of interest to you – all from the comfort of your office.
- 4 Best Practices** Our program collects, profiles and recognizes the best in community investment work. We share case studies and tell your story.
- 5 Recognition** The Canadian Business & Community Partnership Awards have been recognizing leading partnerships since 1996.
- 6 Strategic Partnerships** Engagement and awareness programs like Thanks & Giving provide a platform for your company to be recognized for leadership in enhancing personal giving while offering turnkey solutions for employee contribution programs. Through Maclean's magazine we take your message to a broader public audience.
- 7 Research Bulletins** Research, public policy, corporate citizenship, the Nonprofit sector, we work hard to keep you informed with our dedicated communication bulletins.
- 8 The Library** At [www.nonprofitscan.ca](http://www.nonprofitscan.ca) we house the largest collection of nonprofit sector resources in Canada. Our Corporate Citizenship Collection offers you credible data and tools from Canada and around the world – all just clicks away.
- 9 Alignment** Through Imagine Canada you can demonstrate your support for the nonprofit sector on issues that matter to your company, your employees and your community.
- 10 Service and Counsel** We offer practical advice and support to assist you in developing or enhancing your program.

# YES! I WANT TO BE A CARING COMPANY AFFILIATE!

## Convenient Options

- 1 Phone – call 1-800-263-1178 / (416) 597-2293 ext. 221
- 2 Fax – fill out this form and fax back to (416) 597-2294
- 3 Online – visit Imagine Canada’s online store at <http://www.imaginecanada.ca/store>
- 4 Mail – fill out this form and send with payment to: Imagine Canada, 2 Carlton Street, Suite 600, Toronto, ON M5B 1J3

Organization Information:		
Organization		
Address		
City	Province	Postal Code
Phone		Fax
Email		Website
Language Preference: <input type="checkbox"/> English <input type="checkbox"/> French		
What is your gross annual revenue?		How many employees do you have?
Primary Contact Information: The primary contact of your organization receives renewal notices, print publications and e-communications.		
Name		Title
Phone		Email
Additional Contact Information: Your membership allows your organization to have up to 4 additional contacts (that's 5 in total including the primary contact) to receive Imagine Canada e-communications.		
Name 1	Name 2	Name 3
Title	Title	Title
Phone	Phone	Phone
Email	Email	Email
Imagine Canada collects personal information for the purposes of communicating with members. We do not sell, exchange or rent member, Directory subscriber or donor information to any other organization or business.		

Number of Employees	Membership Fee
<input type="checkbox"/> Up to 49 employees	<b>\$500</b>
<input type="checkbox"/> 50 – 100 Employees	<b>\$1,000</b>
<input type="checkbox"/> Over 100 Employees	<b>\$2,000</b>

Payment Method:	
<input type="checkbox"/> American Express	<input type="checkbox"/> MasterCard
<input type="checkbox"/> VISA	<input type="checkbox"/> Cheque (payable to Imagine Canada)
Cardholder Name	
Card Number	
Expiry Date	Amount
Cardholder Signature	

TOTAL ORDER :
\$



LOOKING INTO AND OUT FOR  
CANADA'S CHARITIES AND NONPROFITS