

# An Imagine Canada Caring Company Special Presentation

## Maximize the Impact of your Corporate Partnerships

Featuring Leslie Crutchfield, coauthor of *Forces for Good- The Six Practices of High-Impact Nonprofits*

May 27, 2008

3:00 – 5:00pm - Toronto Convention Centre Room 713

### Why You Should Attend

Corporate leaders who want to improve their social performance and want to do well, while doing good will learn how to work with the best nonprofit organizations. High impact nonprofits build social movements; they transform business, governments, other nonprofits and individuals. They change the world around them and in doing so can add tremendous value to your brand, reputation and image. In the end six practices that high impact nonprofits use to achieve extraordinary results can help to shape your program and improve the effectiveness of your grantmaking and partnerships.

### What You'll Learn

Seek maximum impact of your community investments using these six practices as a screen to predict your partner's potential for significant impact and to improve your own granting practices. Learn how these nonprofits:

- Work with government and advocate for policy change
- Harness market forces and see business as a powerful partner
- Convert individual supporters into evangelists for the cause
- Build and nurture nonprofit networks, treating other groups as allies
- Adapt to the changing environment
- Share leadership, empowering others to be forces for good

Apply this research and methodology to your community investment program to maximize reach, leverage greater results and increase impact. **Learn to pick your strategic partners with confidence!**

### Register Today!

#### About Leslie

**Leslie Crutchfield** is co-author of *Forces for Good The Six Practices of High-Impact Nonprofits*, recognized by *The Economist* as one of its 2007 Best Books of the Year. *Forces for Good* recently won the AFP Skystone Ryan Prize for research on fundraising and philanthropy. She is managing director of Ashoka, a research grantee of The Aspen Institute's Nonprofit Sector and Philanthropy Program, and a philanthropic advisor to foundations and high net worth individuals. She has lectured at Harvard and Stanford's business schools, and has presented at numerous industry conferences on social entrepreneurship, international development, high-impact philanthropy, and women's leadership. She has been featured as one of America's top leaders under 40 by *Newsweek* and *Self*, has appeared in the *Wall Street Journal* and the *New York Times* as well as on NPR, PBS and other media.

For more information or to inquire about Caring Company membership please contact:  
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Charitable Registration Number: 119218790RR0001



May 27, 2008

## Forces for Good

# Maximize the Impact of your Corporate Partnerships

With Leslie Crutchfield

3:00pm - Toronto Convention Centre Room 713

### Registration Form

Payable online, by mail or by fax

|   |                                  |                                    |
|---|----------------------------------|------------------------------------|
|   | Caring Company/Affiliate Members | <input type="checkbox"/> \$75      |
|   | Non-members                      | <input type="checkbox"/> \$100     |
|   | Two participants                 | <input type="checkbox"/> \$140/185 |
| Three or more participants from the same company \$60/\$85 each |                                  | <input type="checkbox"/> \$ _____  |

#### Primary Contact Information

The primary contact of your organization receives Caring Company event updates

|              |          |             |
|--------------|----------|-------------|
| Name         |          |             |
| Title        |          |             |
| Organization |          |             |
| Address      |          |             |
| City         | Province | Postal Code |
| Phone        | Fax      |             |
| Email        |          |             |

#### 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                      |                                     |                               |   |

#### Additional Registrants:

|        |
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| Name 1 |
| Title  |
| Phone  |
| Email  |
|        |
| Name 2 |
| Title  |
| Phone  |
| Email  |
|        |
| Name 3 |
| Title  |
| Phone  |
| Email  |
|        |
| Name 4 |
| Title  |
| Phone  |
| Email  |
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