



2009 Canadian Business & Community Partnership Forum and Partnership Awards



EVENT PROGRAM

March 4 & 5, 2009 VANCOUVER BC

NEW APPROACHES FOR NEW ECONOMIC TIMES

Creating High Impact Business & Community Partnerships



**SEE YOU
IN VANCOUVER
March 4 & 5!**

Join us March 4 and 5, 2009 in Vancouver for breakthrough thinking, networking and dialogue on the future of business-community partnerships. Join Canadian leaders from both the charitable sector and business in sharing new approaches for new economic times under the Forum theme, **“Creating High Impact Business & Community Partnerships.”**

“Doing well by doing good” has matured from cheque book philanthropy to partnerships to an evolving emphasis on impact and tangible social and business outcomes. As the world of business & community partnerships grows in opportunity and complexity, Imagine Canada’s Business & Community Partnership Forum is changing with it. Maintain your organization’s competitive advantage with Canada’s only national forum in which charity and business come together to learn, network, and celebrate.

Celebrate presentation of the 12th annual Canadian Business & Community Partnership Awards with your friends and colleagues from across the country.

Elevate your program to a new level of excellence. Don’t miss this exclusive opportunity to hear leading Canadian and international speakers. Be at the epicentre of business & community partnerships in 2009.

MARCH 4: Pre-Forum Workshops

Pre-Forum Workshops

Presented by



9:00 – NOON

Tap the Power of Business & Community Partnerships for Your Organization!

Want to “get in the game” or increase your success at building alliances? This three-hour workshop provides the solid foundation you need. Rich with examples, this powerful program covers such critical issues as: setting goals and expectations, achieving organizational buy-in, combining assets, creating communications strategies and executing for success.

Whether you’re a business or a nonprofit, this workshop will provide you with valuable tools for launching and improving your business & community partnership programs.

Your Facilitator: Vince Power, Associate Vice-President, Corporate Communications, Sears Canada.

Mr. Power is responsible for the Company’s external communication activities including community investment. Mr. Power has a long history of building innovative charitable partnerships and Sears is well known for its values based approach to community investment.

NOON – 1:00

Networking Luncheon hosted by BC Hydro

1:00 – 4:00PM

Measurement and Evaluation Workshop

“So what are the biggest challenges facing business & community partnerships...?”

Every year nonprofits and businesses spend millions of dollars working together to solve some of our country’s most complex community problems. We all want to believe our work is making a difference. But someday, someone, somewhere is going to ask...“can you prove it?”

Learn how you can identify the right outcomes, define the right measures, capture results, roll out data to demonstrate impact and tell your story in a persuasive and credible way. Then, use this information to set strategy, inform spending, and design programs.

Your Facilitator: Jason Saul, Managing Director, Mission Measurement LLC.

Jason Saul is a leading expert in the field of performance measurement and benchmarking. Saul is the founder and Managing Director of Mission Measurement, which helps corporations, nonprofits and foundations measure and improve their social impact.

4:30 – 6:00PM

Site visit: Vancouver High Impact Business & Community Partnerships

Open to **all** participants in Pre-forum and Forum Sessions
Please register online so we can plan accordingly

6:30 – 9:30PM

Networking dinner at various Vancouver restaurants

Open to **all** participants in Pre-forum and Forum Sessions

MARCH 5: Creating High Impact Business & Community Partnerships Business and Community Partnership Forum

	Corporate Forum	Nonprofit Forum
	Presented by 	Presented by 
8:00 – 8:30	Continental Breakfast Sponsored by 	
8:30 – 9:45	Opening Keynotes: Setting the Stage: Trends, Practices and Principles, Building Innovative Partnerships; Measurement and Evaluation; The Canadian Context <i>Bradley Googins, Jason Saul, Michael Hall</i>	
9:45 – 10:45	Measurement and Evaluation <i>Moderator: Jason Saul</i> Case Studies from Manulife Financial and Envision Financial Learn about key performance indicators, the internal and external metrics that support partnership and employee engagement programs. Define what really matters and how best to measure it.	Business/Community Partnerships <i>Moderator: Bradley Googins</i> Case studies from the Pacific Salmon Foundation, Royal BC Museum Learn about and share your innovative, leading edge partnership, what makes it work, what are key learning and the way forward.
10:45 – 11:15	Networking Break Sponsored by 	
11:15 – 12:15	Employee Engagement <i>Moderator: Michael Hall</i> Case Studies: Telus and RBC See how corporate partnerships go beyond dollars and provide value-added support to charitable partners. Learn about best practices for employee engagement, strategies for outreach, motivation, and communication.	Evaluation and Accountability <i>Moderator: Jason Saul</i> Case studies: The Heart & Stroke Foundation, World Vision Canada Hear about how leading nonprofits are working with corporate partners to evaluate joint programs and ensure transparency, accountability and impact.
12:30 – 2:00	Luncheon Speaker: Mary Gordon, Founder, Roots of Empathy Mary Gordon is recognized internationally as an educator, best-selling author, child advocate and parenting expert who has created award-winning programs informed by the power of empathy. In 1996, she founded Roots of Empathy and in 2005, Ms Gordon founded the Seeds of Empathy program. She is a Member of the Order of Canada and an Ashoka Fellow.	
2:15 – 3:15	Building Signature Programs <i>Moderator: Bradley Googins</i> Case Studies: SaskEnergy, tbc Hear about the key elements of leading partnerships and the critical factors that contribute to their impact and sustainability. What are the “best practices” in corporate community investment? See how it’s done in large and small companies.	Integrated Human Resources Support <i>Moderator: Michael Hall</i> Case Studies: Volunteer Toronto, Volunteer Vancouver Provide examples and insights as to how your corporate partnerships go beyond dollars and provide you with support that includes addressing your administrative and human resource challenges while supporting their business objectives.


CONTINUED →

MARCH 5: Creating High Impact Business & Community Partnerships Business and Community Partnership Forum (continued)

Corporate Forum

Presented by  coastcapital
SMITHS

Nonprofit Forum

Presented by  vancoouver
foundation

3:15 – 3:45

Networking Break Sponsored by AFP Vancouver & Volunteer Vancouver

3:45 – 5:00

Closing Plenary Session: Report and dialogue on key learnings from Corporate and Nonprofit Sessions with a focus on the following questions:

- What's working?
- What are our challenges?
- Where do we need to go in the future?

5:00 – 5:30

Book Signings

Bradley Googins – Beyond Good Company,
Mary Gordon – Roots of Empathy,
Jason Saul – Benchmarking for Nonprofits: How to Manage, Measure and Improve Performance
Dr. Michael Hall – Findings from the Canada Survey of Business Contributions to Community

5:15 – 7:15

12th Annual Canadian Business & Community Partnership Awards

Presented by  ENCANA[™] Supported by  envision
FINANCIAL

Established in 1996, these Awards recognize and celebrate outstanding partnerships between businesses and nonprofit organizations that are finding innovative ways to support and strengthen Canadian communities.

MORE INFO

Location:

Simon Fraser University at Harbour Centre
580 West Hastings St, Vancouver, BC, V6B 1L6

Forum Rates:

Pre-Forum Event (March 4): Corporate: \$300 / Community: \$150
Corporate Forum (March 5): \$795, Members: \$595
Community Forum (March 5): \$150

Registration Information:

Please visit the Events Section of the Imagine Canada website www.imaginecanada.ca

Accommodations:

Delta Vancouver Suites
550 West Hastings Street, Vancouver, BC
1-888-633-4043

Imagine Canada Special Rate: \$169/night

Official Airline Sponsor:



Helping Hands –
Financial Assistance for
charitable organizations:



RBC Foundation[®]

REGISTRATION FORM



NEW APPROACHES FOR NEW ECONOMIC TIMES

Creating High Impact Business & Community Partnerships

March 4 & 5, 2009
VANCOUVER BC

- TO REGISTER:**
- **FAX** completed Form with payment details to 416-597-2294, or
 - **MAIL** completed Form and payment to:
Imagine Canada, 2 Carlton Street, Suite 600, Toronto, ON M5B 1J3, or
 - **ONLINE** at www.imaginecanada.ca

Name 1:	Title:
Phone:	E-mail:
Name 2:	Title:
Phone:	E-mail:
Name 3:	Title:
Phone:	E-mail:

ORGANIZATION/COMPANY NAME: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

EVENTS:	# of Delegates		
Pre-Forum March 4, 2009	_____	x Corporate \$300.00 =	_____
	_____	x Community \$150.00 =	_____
Forum March 5, 2009	_____	x Corporate Forum \$595.00 =	_____
	_____	x Corporate Forum \$795.00 =	_____
	_____	x Community Forum \$150.00 =	_____
TOTAL PAYMENT			_____

Yes, I (we) will attend the Canadian Business & Community Partnership Awards reception and presentation

PAYMENT METHOD:

Visa Mastercard AmEx

Cheque (Payable to Imagine Canada)

Cardholder Name

Card Number

Expiry Date

Cardholder Signature