



Collaboration for Mutual Gain and Collective Impact - Business Partners with Charities and Nonprofits!

Imagine Canada and Volunteer Canada Announce Winners of the 2011 Canadian Business & Community Partnership Awards

MONTEBELLO, QC, Wednesday, June 8, 2011 8:00pm EST – Tonight Imagine Canada and Volunteer Canada celebrated the year's most outstanding partnerships between Canadian businesses and nonprofit organizations. The Canadian Business & Community Partnership Awards recognize innovative collaborations between leading businesses and their nonprofit partners. These partnerships, which involve more than financial-only support, demonstrate the leadership and commitment of everyone involved. Both parties engage in project design, oversight and implementation.

*"We are thrilled to recognize these winning partnerships at this Awards ceremony tonight," says **Marcel Lauzière, President & CEO of Imagine Canada.** "In the dynamic and evolving landscape of business and community partnerships, it is crucial that we encourage and uphold those who provide us with examples of innovation and success. In leading by example, we hope that these partnerships will inspire others to collaborate for mutual gain and collective impact."*

To be eligible for a partnership award, projects must be sustainable and include active involvement and resources from both parties. The result is best-practices that exemplify how to strengthen the communities in which we work and live. Entries are reviewed by a jury of Canadian community investment professionals and nonprofit leaders.

*"Congratulations to tonight's award winners, all of whom demonstrate a strong commitment to collaboration and community involvement," offers **Ruth MacKenzie, President & CEO of Volunteer Canada.** "These cross-sector partnerships are crucial in building and sustaining healthy communities across Canada. It is important to recognize and celebrate the success of these partnerships, and encourage others to join in the spirit of collaboration."*

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This year's winners are:

Manulife Community Collaboration in Support of Capacity Building for St. James Town, Toronto – Large Business Award

Partners: Manulife Financial and St. James Town: Rose Avenue Public School, Inner City Angels, Community Matters Toronto, Evergreen, Toronto Public Library, CityHope, 200 Wellesley Project, Chess Institute of Canada, Dress for Success Toronto/Dress Your Best, Frontier College, Breakfast for Learning, Junior Achievement

About the Partnership: Together, Manulife and St. James Town nonprofit partner organizations took a collaborative approach to providing support for community programs that are sustainable, impactful and long-term. The program is aimed at addressing the need for services for youth, seniors, newcomers/immigrants as well as people who are low income, unemployed or underemployed in St. James Town. Since the launch of the program in 2005, Manulife has provided funding and executive leadership for each of the multiple projects that are part of this program, and has committed to providing resources, space, technical/professional expertise and employee volunteers.

Re-Maxing Our Potential – Small Business Award

Partners: Remax Harbourside and Boys and Girls Club of Summerside

About the Partnership Re-maxing Our Potential is the product of a strong partnership that has developed over the past 14 years between local real estate business Remax Harbourside and the Boys and Girls Club of Summerside, PEI. During this time, Remax has demonstrated how small business can produce big results by donating over \$100,000 and providing countless hours of support to various club programs and initiatives. The Community Breakfast program alone has provided over 80,000 free breakfasts, and thanks to Remax, no child will have to miss out on the outstanding, life-changing experience of membership at the Boys and Girls Club.

Employees In Action – Corporate Community Involvement Award

Corporation: Investors Group

About the Program: The Employees in Action (EIA) initiative helps to raise awareness of various community needs, gives employees the opportunity to volunteer and donate, and recognizes employees who are active in their community. Since the inception of the EIA program, Investors Group, through the volunteer efforts of its employees, has touched the lives of thousands of Winnipeggers in need. The hands-on leadership of CEO Murray Taylor and the senior executive team has helped the EIA program continue to evolve and grow to be more extensive and inclusive each year.

Investing in Youth Initiative – Honourable Mention

Partners: TD Waterhouse and The Duke of Edinburgh's Award

About the Partnership: Since 2005, The Duke of Edinburgh's Award programme has partnered with TD Waterhouse to make a difference in the lives of young people. The Duke of Edinburgh's Award is a self-directed development programme for young Canadians age 14 to 25 where participants set and achieve personal goals in the four areas of the programme: Community Service, Skills, Physical Recreation and Adventurous Journey. To date, the Investing in Youth Initiative has been able to bring the Award to 5,610 inner-city youth and youth with disabilities.

Imagine Canada and Volunteer Canada wish to extend congratulations to the award winners and to acknowledge the efforts of those who submitted their partnerships for consideration. We also wish to thank Cenovus Corporation for their sponsorship of this event and media sponsor Maclean's magazine.

The Canadian Business & Community Partnership Awards in an initiative of Imagine Canada and Volunteer Canada. Imagine Canada is a national charitable organization whose cause is Canada's charities and nonprofits. We support and strengthen charities and nonprofits so they can, in turn, support the Canadians and communities they serve. Volunteer Canada is a national charitable organization whose mission is to provide leadership in strengthening citizen engagement and to serve as a catalyst for voluntary action.

Winning Partnership Videos can be viewed on Imagine Canada's website at <http://www.imaginecanada.ca/node/27> or YouTube channel at <http://www.youtube.com/ImagineCanada>

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Imagine Canada is a national charitable organization whose cause is Canada's charities and nonprofits. We strengthen the sector's collective voice, serve as a forum and meeting place, and provide a supportive environment for organizations to build stronger communities. www.imaginecanada.ca

Volunteer Canada is a national organization engaged in the promotion of volunteerism across Canada. As a national leader, it strives to ensure that volunteer efforts are promoted, recognized, supported and safeguarded. www.volunteer.ca

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