

## **Imagine Canada: New organization to support those who work for stronger, more vibrant communities**

***Will work with charitable and nonprofit organizations and socially conscious corporations***

**Toronto, January 17, 2005.** A unique organization launched today will focus on supporting the organizations and businesses that have a stake in building stronger Canadian communities. Imagine Canada grows out of an alliance of the two leading voices of Canada's charitable and nonprofit sector: the Canadian Centre for Philanthropy (CCP) and the Coalition of National Voluntary Organizations (NVO).

"For the past year and a half, we have been working to build this new organization," says Georgina Steinsky-Schwartz, president and CEO. "Imagine Canada will help charities and nonprofit organizations fulfill their missions, encourage businesses to become better corporate citizens, and help Canadians and their governments understand how important this work is to our country and to its future."

The launch of Imagine Canada has its roots in 2003, when CCP and NVO signed an agreement that committed both organizations to working together to found a new organization. Throughout 2004, they undertook one of the most inclusive and wide-ranging consultative exercises ever conducted by a national charity. This process included detailed research, focus groups, online surveys and meetings held in cities across the country with members and stakeholders.

In addition to providing services to more than 1,200 members, Imagine Canada will continue the important research and public advocacy work begun by CCP and NVO. It also expects to play a more public role in championing the concerns of Canada's 161,000 charities and nonprofit organizations and the community-minded businesses that work with them to support community causes.

"We look forward to helping those organizations and businesses that work to make our communities better places to live," says Ted Garrard, chair of Imagine Canada's inaugural board of directors.

For more information about Imagine Canada, please visit [www.imaginecanada.ca](http://www.imaginecanada.ca).

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