



BEST PRACTICES

FOR LEVERAGING THE CARING COMPANY CERTIFICATION & TRUSTMARK

ImagineCanada.ca



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Imagine Canada's Caring Company Certification is the only designation which recognizes corporate community investment in Canada.

Launched in 1988, the Imagine Canada Caring Company Certification was created by visionary corporate leaders who recognized that creating a better country required enlightened partnership between business and community. It is **Canada's premier public expression of excellence** and **leadership in community investment** and **social responsibility**.

The Caring Company Certification recognizes **outstanding contribution** in community investment and encourages Canadian businesses to build “giving back” into their corporate DNA.

Caring Companies are **corporate philanthropy leaders** that commit to giving at least 1% of their pre-tax profit in support of their communities. Certified companies **set the standards for social responsibility** and corporate community investment in Canada.

Why 1%?

The Caring Company Certification is aligned with the [LBG International framework](#), recognized as the global standard for community investment, as recognized by the Dow Jones Sustainability Index and other global requirements. 1% is a benchmark, meant to be exceeded. This framework enables consistent management and measurement of community investment and allows for effective benchmarking across all industries and regions. Initiated in Britain in 1986, the standard is internationally recognized and has been adopted in numerous other countries. It remains the only articulated and quantified community investment standard in Canada. Beyond Imagine Canada research, several other notable sources show the 1% as a standard to exceed for leaders in corporate philanthropy.

Since the inception of the Caring Company Certification in 1988, the 1% benchmark has been adopted by a number of sub-sectors in Canada. Among other examples, Salesforce's '[Pledge 1%](#)' campaign encourages entrepreneurs to commit 1% of their resources to support integrating philanthropy into their business. Similarly, '[1% for the Planet](#)' promotes giving to environmental causes at the 1% level.

To achieve the 1% norm, community investments can take various forms: cash donations, in-kind contributions, time off granted to employees for volunteering during paid work hours, and management costs associated with charitable programs. As leaders in this field, Caring Companies are celebrated for achieving and going above and beyond the 1% benchmark.

Corporate Community Investment Is About...

Creating Social Value...

Contributing to the betterment of society is definitely the ‘place to be’ - people want to be part of the movement to improve the social fabric of society. Customers, employees, and stakeholders alike value corporations that are committed to having a positive impact in the world. They are more informed than ever and able to make conscious decisions about which companies they want to buy from, support, or work for. They look for companies which share their values, and genuinely care about creating social good.

While Generating Business Benefits

Being a leader in community investment builds brand identity and differentiates your company in the workplace and the marketplace. The long-term business benefits of corporate citizenship go far beyond branding, however. Community investment is an important way of doing business: contributing to building stronger communities helps create favorable conditions for business success, whether by creating markets for products and services, or improving the ability of companies to attract and retain employees. Imagine Canada’s 2019 Corporate Community Investment Report, entitled [Profit, Purpose and Talent: Trends and Motivations in Corporate Giving and Volunteering](#), shows that high levels of community engagement gives corporations an edge in the talent war.

Among the key findings of this study, **50% of employees surveyed said they considered their employer’s reputation for charitable and community work before accepting their position** while 28% said they would be willing to take a pay decrease to work for a company more strongly committed to community service.

“Talent, which is key to the success of any business in any sector, has never been more mobile than it is today. That’s why Canadian companies are doing more to invest in their communities and the organizations that make them flourish.”

- Susan Scotti

Executive Vice- President, Business Council of Canada

Community Investment Is About More Than Donations

At the heart of community investment is the desire to give back and better society. Community investment is best situated as a long-term commitment, integrated into a corporation's overall business strategy, and embedded into its mission, purpose, and operations. It is more strategic than donations, and often involves a partnership with an organization, as businesses and nonprofit organizations can mutually benefit from collaborative relationships. As defined by [LBG Corporate Citizen](#), corporate community investment involves businesses' voluntary engagement with charitable organizations or activities that extend beyond -- though often leverage -- their core business activities.

Authenticity Is Key

When the commitment to creating social value is authentic and deeply embedded in a corporation's DNA, both the companies themselves, and the communities they are helping, reap the benefits. The Caring Company Certification empowers businesses to establish a goal which helps them ensure that their community investments are set up in a meaningful and sustainable way.

Your Company is Certified. Let the World Know!

Pledging to contribute 1% of your pre-tax profit towards social good year after year is a **strong commitment which speaks volumes about your company's culture and values**. Follow the best practices outlined in this guide to help you leverage this outstanding achievement with the Caring Company Trustmark, a prestigious **symbol of excellence and leadership**.

Why Become Certified. And Why External Validation Matters

Caring Companies are socially conscious businesses; as such, giving back is aligned with their core values. For certified companies, community investment is part of their business and growth strategy. They become certified because it helps them achieve their objectives, but also because it provides external validation.

Caring Companies can communicate their commitment to philanthropy in a tangible way with the Trustmark – a long-established, publicly recognized stamp of approval from an independent third party.

The prestige associated with the certification is a powerful ally in lifting a company's brand and building connections with communities, customers, and stakeholders.

In summary, corporations join because the certification:

- demonstrates leadership & innovation
- helps attract and retain the best employees
- sends a powerfully positive message to potential customers and others
- guides in measuring community contributions and assessing impact
- allows companies to be part of a group of leaders in corporate giving
- provides the latest research and trends on corporate philanthropy

Introducing the Caring Company Trustmark

The Imagine Canada Caring Company Trustmark is widely recognized and respected. Our Trustmark is seen by millions of Canadians every year, certifying your commitment to the community.

In 2020, Imagine Canada introduced a new version of the Trustmark logo. This design was created after consulting with companies to ensure the Trustmark achieves its goal: helping Caring Companies promote their certification in a powerful way by making a lasting impression. In the coming sections, you'll learn more about the various ways you can leverage the Caring Company Trustmark.

**A note about the previous version of the Trustmark: older versions are being phased out; if your company is already certified and not using the new version, be sure to download the new logo from our [Media Centre](#) and update your website and other materials.*



Announce Your Certification

The Caring Company Certification is about celebrating innovative, generous and socially responsible corporate brands. Sending a media release to announce this recognition is a must to promote your company's culture and core values. Our team will help you coordinate your announcement, and will amplify the impact by sharing on Imagine Canada's social media channels.

These excellent media releases from [Cogeco](#) and [Clearway](#), which became certified in 2020, are great examples.



Cogeco Receives Recognition for its Philanthropic Leadership from Imagine Canada

Français

NEWS PROVIDED BY
[Cogeco Communications Inc.](#) →
 Jul 02, 2020, 15:09 ET

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MONTREAL, July 2, 2020 /CNW Telbec/ - Cogeco Communications Inc. (TSX: CCA) is proud to announce it has received the Caring Company Certification from Imagine Canada. Imagine Canada's Caring Company recognizes outstanding leadership in community investment and social responsibility in Canada.

"We are honoured to receive this certification, which recognizes our philanthropic work and social commitment," said Philippe Jetté, President and Chief Executive Officer of Cogeco Communications Inc. "We have always strived to support our communities and are proud to join a network of leaders who are setting the standard for corporate

Publishing an **announcement on your website** is also a cost-effective way to help build on the prestige and recognition of leadership associated with your certification. Keep the article permanently featured on your site so that every visitor can read it, even years after your company became certified. [Innovation Credit Union](#) published a great article to announce their certification

YOUR COMPANY IS CERTIFIED: LET THE WORLD KNOW



1.866.446.7001

DOWNLOAD OUR APP | Search for Innovation Credit Union

Responsible Banking™ Personal Business Agriculture Wealth Insurance Rates

About Us | Community

Caring Company
by Imagine Canada

Committed to community programs making a difference

Innovation Credit Union is thrilled to announce it has been recognized as a Caring Company by Imagine Canada. It's the only Saskatchewan credit union to earn this designation.

This designation is given to companies who lead by example and set the standard for corporate giving in Canada. Caring Companies contribute a minimum of 1% of their pre-tax profit to initiatives that support the communities where their employees work and live. In 2018, Innovation Credit Union contributed over 2% of our pre-tax profits to activities that support our local communities.

This honor highlights Innovation's commitment to various community programs that truly make a difference, such as:

- Battlefords Boys & Girls Club - Innovation Credit Union Grub Club

Login to Online Banking

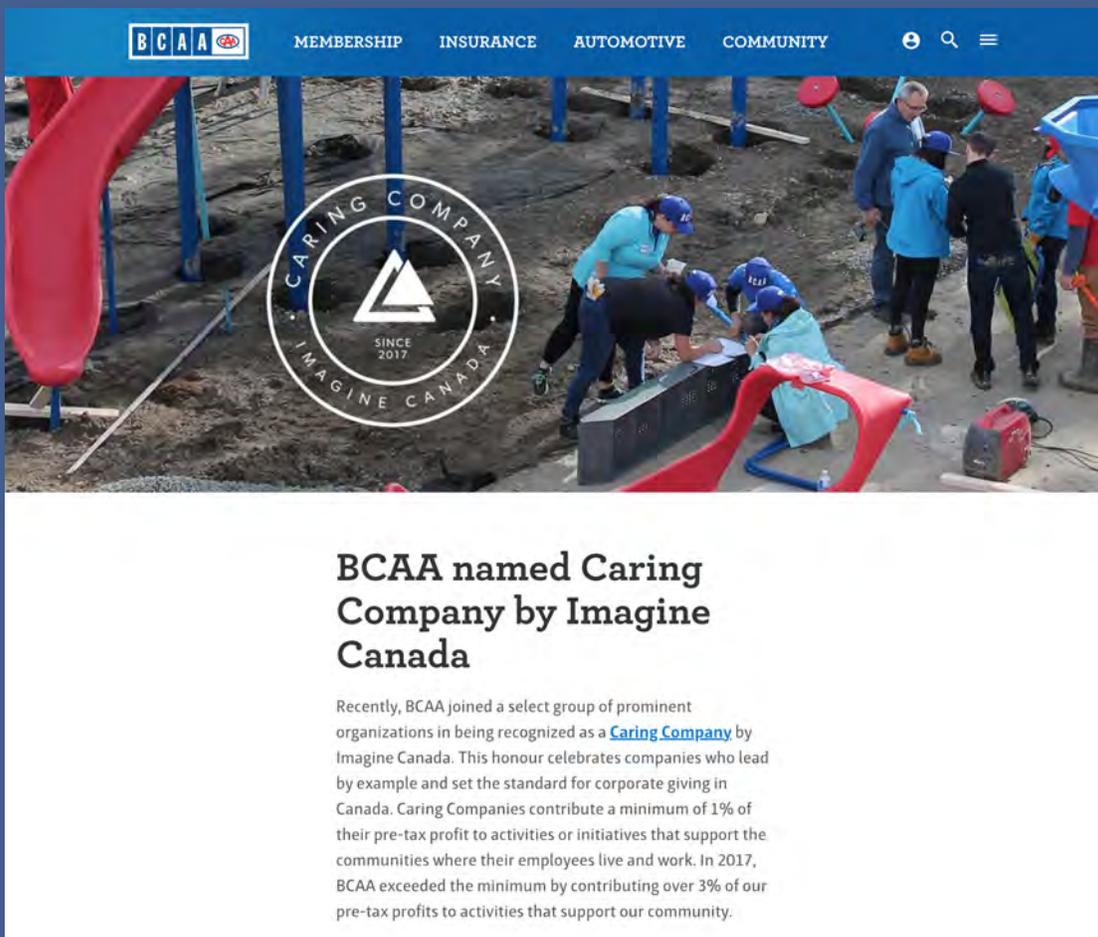
Other accounts

- Qtrade Investor
- Visa® My Card Info

Apply Now

Navigate to...

Additional examples: [BCAA](#)



BCAA MEMBERSHIP INSURANCE AUTOMOTIVE COMMUNITY

Caring Company
by Imagine Canada

BCAA named Caring Company by Imagine Canada

Recently, BCAA joined a select group of prominent organizations in being recognized as a [Caring Company](#) by Imagine Canada. This honour celebrates companies who lead by example and set the standard for corporate giving in Canada. Caring Companies contribute a minimum of 1% of their pre-tax profit to activities or initiatives that support the communities where their employees live and work. In 2017, BCAA exceeded the minimum by contributing over 3% of our pre-tax profits to activities that support our community.

Echidna

At Echidna, we've earned [the Caring Companies designation through Imagine Canada](#). We believe in working with causes and lending our support to issues in which we have a personal interest. And that aligns nicely with my personal beliefs. We also strongly believe that we shouldn't be the focus of anything, rather it should be the organization or the cause that gets all the attention. Again, that's right in line with what I believe.

But then there's the other side of the argument that states that any promotion is good for the cause. There's the idea that we should use



Raymond James

Raymond James Ltd. Is a Caring Company

May 7, 2018



Raymond James Ltd. is proud of our Caring Company status for our leadership and excellence in community investment since 2014.

The status reflects the importance that Raymond James employees place on giving back to the communities in which we live and work.

The Imagine Canada Caring Company movement was started in 1988 to encourage more businesses to give back. 1% of their profit in donations and volunteer time. Collectively, Caring Companies donate more than \$450 million to Canadian communities each year.



Raymond James Ltée est une Entreprise généreuse

May 7, 2018



Raymond James Ltée est fière de son statut d'Entreprise généreuse décerné pour son leadership et excellence dans le domaine de l'investissement dans la collectivité depuis 2014.

Cela reflète l'importance que les employés de Raymond James donnent au fait de redonner aux collectivités où ils vivent et travaillent.

Le mouvement des Entreprises généreuses d'Imagine Canada a démarré en 1988 pour motiver un plus grand nombre d'entreprises à donner 1% de leurs bénéfices sous forme de dons et de temps consacré au bénévolat. Ensemble, les entreprises généreuses donnent chaque année environ plus de 450 millions de dollars aux collectivités canadiennes.



Talking Points

Integrate these talking points about Caring Companies when you promote your certification.

- Caring Companies are leaders in community investment and set the standard for corporate philanthropy in Canada
- Imagine Canada's certified Caring Companies invest 1% of their pre-tax profit in building stronger communities
- There are over 65 Caring Companies in Canada, from a wide range of industries, each of them committed to giving back
- Imagine Canada's Caring Company Certification is a prestigious designation granted to corporations following a thorough review process. To remain certified, companies must demonstrate that they have achieved the 1% investment benchmark every year.

Use these Statement Templates or create your own

- “(YOUR COMPANY) is certified as an Imagine Canada Caring Company for leadership and excellence in community investment.”
- “(YOUR COMPANY) is proud to be a Certified Caring Company.”
- “As a Caring Company, (YOUR COMPANY) gives 1% of pre-tax profits to the communities where our employees live and work.”
- “As a Certified Caring Company, (YOUR COMPANY) achieves the 1% community investment benchmark set by Imagine Canada.”



Boilerplates for Media Releases

The Caring Company Certification

The Caring Company Certification is Canada's premier public expression of excellence and leadership in community investment and corporate social responsibility. Caring Companies commit to giving at least 1% of their pre-tax profit in support of corporate philanthropy in Canada.

About Imagine Canada

[Imagine Canada](#) is a national, bilingual charitable organization whose cause is Canada's charities. Through our advocacy efforts, research and social enterprises, we help strengthen charities, nonprofits and social entrepreneurs so they can better fulfill their missions. Corporate community investments are an integral part of Imagine Canada's vision for a vibrant and strong charitable sector. Imagine Canada's Caring Company Certification encourages companies to adopt a leadership role as investors of 1% of pre-tax profit into stronger communities.

Integrate your certification into to your long-term marketing and branding initiatives

The Caring Company Certification is a prestigious designation which can help your company set itself apart from the competition. Investing 1% of pre-tax profit towards the community is a remarkable achievement many corporations aspire to. Let your customers and stakeholders know about your certification, and your charitable programs.

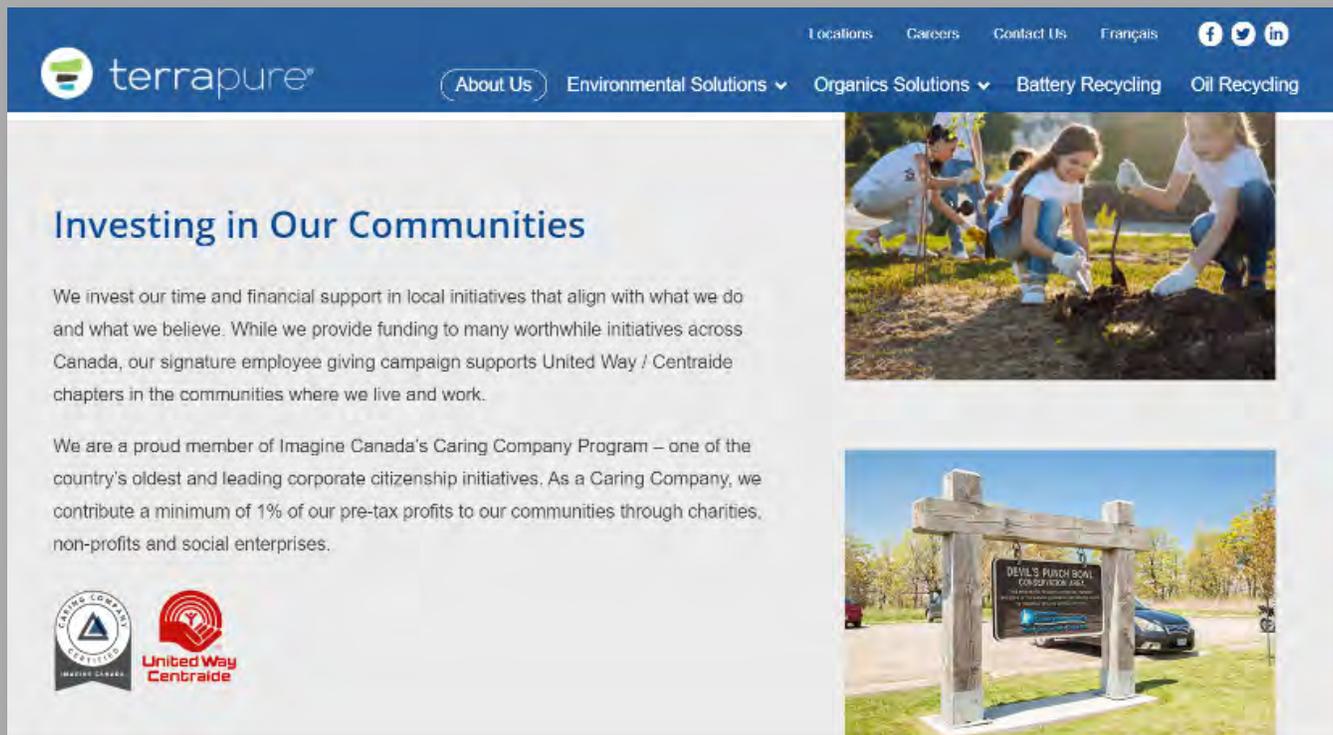
Using your Caring Company Certification as a long-term branding strategy will help you have a lasting impact. Promoting your designation doesn't end when you complete the certification process: to make the most of the prestige associated with your certification, we encourage you to reference your Caring Company status in your on-going promotional, branding and marketing activities.



Feature the Caring Company Trustmark on your Website

Adding the Trustmark to your home page and About section is a simple yet very effective way to promote your certification, as illustrated by these Caring Companies' websites:

Terrapure Environment



The screenshot shows the Terrapure Environment website. The header includes the Terrapure logo, navigation links for 'Locations', 'Careers', 'Contact Us', and 'Français', and social media icons for Facebook, Twitter, and LinkedIn. Below the header, there are links for 'About Us', 'Environmental Solutions', 'Organics Solutions', 'Battery Recycling', and 'Oil Recycling'. The main content area features the heading 'Investing in Our Communities' and two paragraphs of text. The first paragraph discusses funding local initiatives and the United Way / Centraide campaign. The second paragraph mentions membership in the Imagine Canada's Caring Company Program. Below the text are logos for 'Caring Company Certified' and 'United Way Centraide'. To the right of the text are two images: one showing a group of people planting trees in a park, and another showing a wooden sign for 'DEVIL'S PLUNCH BOWL' in a park setting.

Access Communications

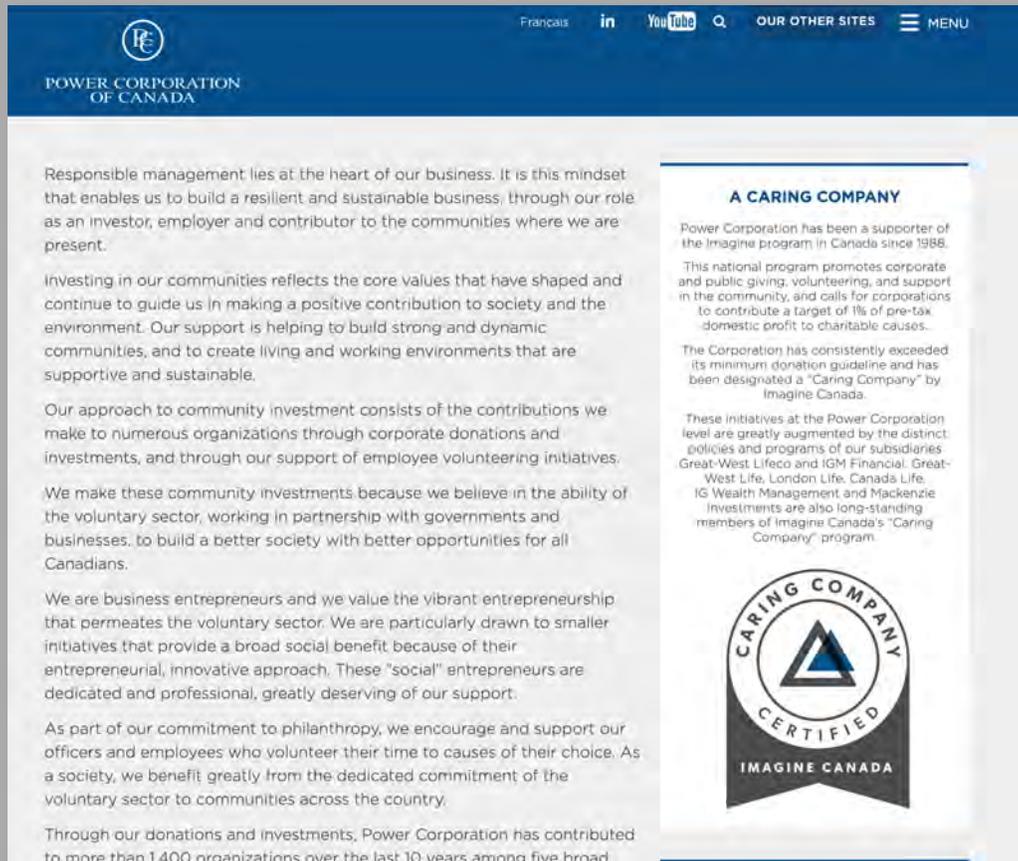


The screenshot shows the Access Communications website. The main heading is 'A 100% Saskatchewan-owned co-operative.' Below this is a paragraph of text: 'When people get together, what they can accomplish is truly amazing: adversity is overcome, charities are supported and communities are built. Access Communications Co-operative has been privileged to work with the people of Saskatchewan to make those things happen in the communities we serve. We're proud to work with the people of Saskatchewan to make great things happen.' Below the text are four logos: '2020 SASKATCHEWAN'S TOP EMPLOYERS', '2019 CANADA'S BEST DIVERSITY EMPLOYERS', 'TOP 100 SASKATCHEWAN', and 'Caring Company Certified'.

Your Community Involvement Page

If you don't already have one, we encourage you to dedicate a page or a section of your website to your community investment and social initiatives.

Power Corporation of Canada



Responsible management lies at the heart of our business. It is this mindset that enables us to build a resilient and sustainable business, through our role as an investor, employer and contributor to the communities where we are present.

Investing in our communities reflects the core values that have shaped and continue to guide us in making a positive contribution to society and the environment. Our support is helping to build strong and dynamic communities, and to create living and working environments that are supportive and sustainable.

Our approach to community investment consists of the contributions we make to numerous organizations through corporate donations and investments, and through our support of employee volunteering initiatives.

We make these community investments because we believe in the ability of the voluntary sector, working in partnership with governments and businesses, to build a better society with better opportunities for all Canadians.

We are business entrepreneurs and we value the vibrant entrepreneurship that permeates the voluntary sector. We are particularly drawn to smaller initiatives that provide a broad social benefit because of their entrepreneurial, innovative approach. These "social" entrepreneurs are dedicated and professional, greatly deserving of our support.

As part of our commitment to philanthropy, we encourage and support our officers and employees who volunteer their time to causes of their choice. As a society, we benefit greatly from the dedicated commitment of the voluntary sector to communities across the country.

Through our donations and investments, Power Corporation has contributed to more than 1,400 organizations over the last 10 years among five broad

A CARING COMPANY

Power Corporation has been a supporter of the Imagine program in Canada since 1988.

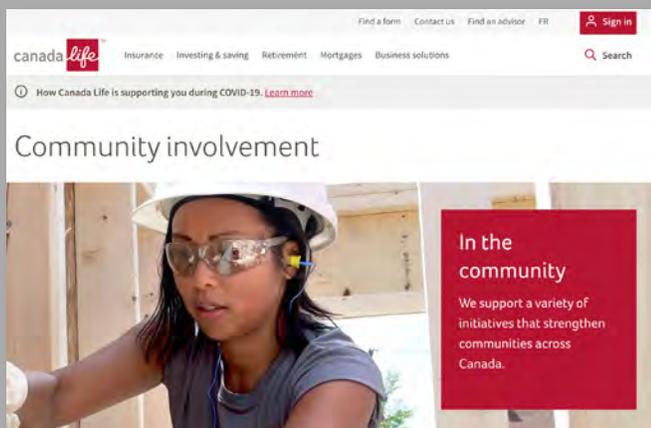
This national program promotes corporate and public giving, volunteering, and support in the community, and calls for corporations to contribute a target of 1% of pre-tax domestic profit to charitable causes.

The Corporation has consistently exceeded its minimum donation guideline and has been designated a "Caring Company" by Imagine Canada.

These initiatives at the Power Corporation level are greatly augmented by the distinct policies and programs of our subsidiaries: Great-West Lifeco and IGM Financial, Great-West Life, London Life, Canada Life, IG Wealth Management and Mackenzie Investments are also long-standing members of Imagine Canada's "Caring Company" program.



Canada Life



canada life Insurance Investing & saving Retirement Mortgages Business solutions

How Canada Life is supporting you during COVID-19. [Learn more](#)

Community involvement



In the community

We support a variety of initiatives that strengthen communities across Canada.



Imagine Canada

We support the principles of corporate citizenship and the benchmarks for community investment established by Imagine Canada – contributing a minimum one per cent of average pre-tax profits in support of non-profit, charitable and community organizations each year.

As an Imagine Caring Company for more than 30 years, we have contributed over \$200 million to Canadian communities.

[Visit the Imagine Canada website >](#)

INTEGRATE YOUR CERTIFICATION INTO YOUR BRANDING STRATEGY

Woodbine Entertainment

Recognized as an **Imagine Canada Caring Company** since 1997, Woodbine Entertainment is a proud member of this national program that fosters excellence and leadership in corporate citizenship.

Caring companies donate at least 1% of pre-tax profits to supporting communities.

Woodbine Entertainment is also certified as a **Great Place to Work**.



bcaa.com

 A screenshot of the BCAA website's "Community" page. The page has a blue header with the BCAA logo and navigation tabs for MEMBERSHIP, INSURANCE, AUTOMOTIVE, and COMMUNITY. Below the header is a secondary navigation bar with links like "Overview", "BCAA Play Here", "School Zone Safety", "Slow Down Kids Playing", "Child Car Seat Safety", "Disaster Preparedness", "Cannable & Driving", "Meet Blue", "Community Report Card", and "#BCAASaveTheDay". The main content area features the heading "Community" with a red underline, followed by the sub-heading "Safety and community is at the heart of BCAA." and a paragraph of text explaining the organization's commitment to safety and community support. At the bottom of the text block is the Imagine Canada Caring Company logo.

Community

Safety and community is at the heart of BCAA.

This is our home. And just like any neighbourhood, we're committed to keeping everyone safe in the community. Thanks to our Members' support, we can make a significant difference in the lives of kids across BC. This is especially true by creating and delivering kids' safety programs such as School Zone Safety, BCAA Play Here and Child Passenger Safety. Outside of these programs, our employees also volunteer within our communities and contribute to the United Way, earning us the honour of being recognized by Imagine Canada's Caring Company program as a leader in community impact in Canada. Take a look at our [Community Report Card](#) to see how we've helped communities across BC.

Mackenzie Investments

Mackenzie's Volunteerism

Our employees are encouraged to volunteer in their communities and give back with their time, energy and enthusiasm. Mackenzie Investments provides every employee with one paid volunteer day annually to support the Foundation's volunteer program. Also, our Committed Volunteer Program links financial assistance with volunteerism. Employees who volunteer at least 40 hours with one or more charities in a calendar year are eligible to designate a grant of \$500 from Mackenzie Investments to a registered Canadian charity of their choice.



A Caring Company

Mackenzie Investments is proud to be recognized as a Caring Company by Imagine Canada. [The Caring Company Program](#) recognizes corporate citizens that are role models in community investment.



Canadian Red Cross

Mackenzie Investments is a proud supporter of the [Canadian Red Cross](#). Since 2005 our employees have stepped up to raise money whenever a crisis occurs. Their generosity is matched by a corporate donation from Mackenzie Investments.

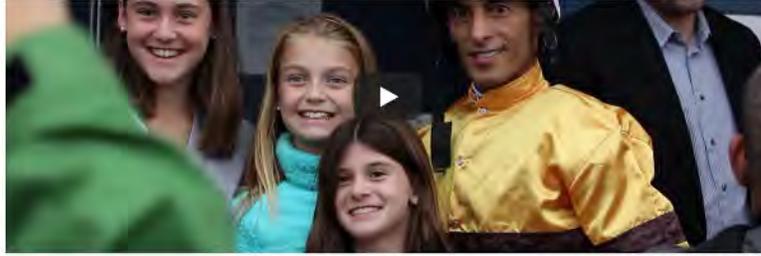
Mountain Equipment Coop

The screenshot shows the MEC website's social responsibility page. At the top, there is a navigation bar with the MEC logo, a search bar, and links for 'My store', 'Account', 'Wishlist', 'Help', 'Cart', and 'Menu'. Below the navigation bar, the page features two main sections:

- IMAGINE CANADA CARING COMPANY:** This section includes the Imagine Canada logo and text stating: "Your purchases help conserve the places where we play and support ways to get all of Canada active outside. As a proud member of the [Imagine Canada Caring Company Program](#), MEC donates more than 1% of our pre-tax profits each year to the communities where we live and get outdoors."
- LONDON BENCHMARKING GROUP CANADA:** This section includes the LBG Canada logo and text stating: "We're a member of the [London Benchmarking Group Canada](#) to make sure we manage, measure and report on our social impact in the best way possible."

INTEGRATE YOUR CERTIFICATION INTO YOUR BRANDING STRATEGY

Woodbine Entertainment



Recognized as an **Imagine Canada Caring Company** since 1997, Woodbine Entertainment is a proud member of this national program that fosters excellence and leadership in corporate citizenship.

Caring companies donate at least 1% of pre-tax profits to supporting communities.

Woodbine Entertainment is also certified as a **Great Place to Work**.



Staff Relief

Staff Relief Healthcare Services Inc.

We are here for you 24/7

905-709-1767 | info@staffrelief.ca

Servicing all of Ontario for over 25 years



Tundra Solutions



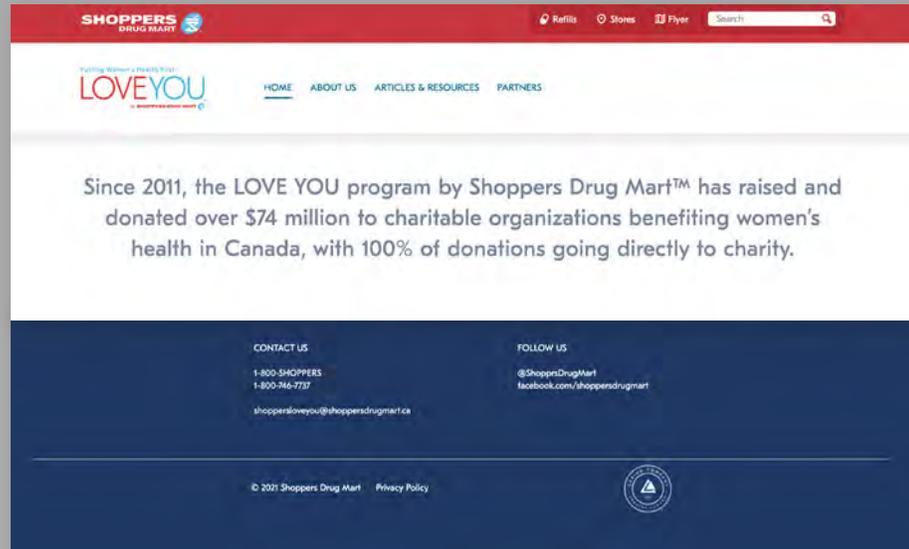
IMAGINE CANADA

Tundra Process Solutions is an 'Imagine Caring Company'. Imagine Canada recognizes Canadian companies that have a strong presence within the community. Caring Companies commit to giving at least 1% of their pre-tax profit in support of their communities.

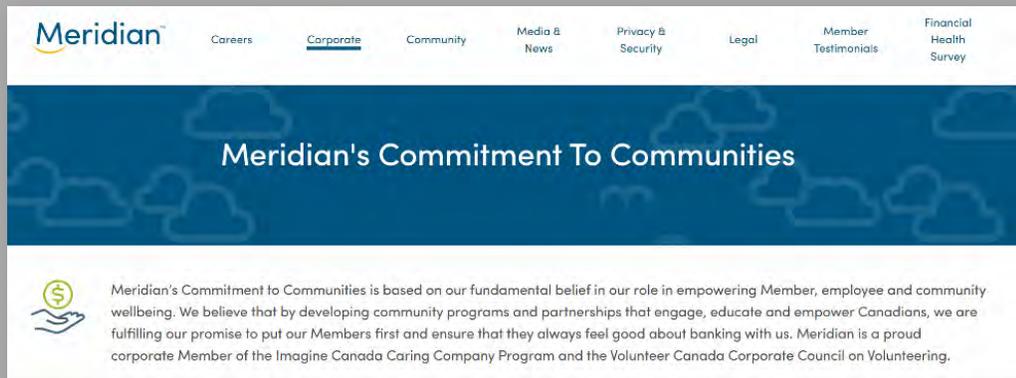
Whether it's Tundra's Annual Stampede Fundraiser in Support of the Kids Cancer Foundation, participating in the Enbridge Ride to Conquer Cancer or the hundreds of hours of staff time donated to various local charities, we are always looking for fun ways to engage our clients, staff, family, and friends to give back within an atypical corporate environment.

INTEGRATE YOUR CERTIFICATION INTO YOUR BRANDING STRATEGY

Shoppers Drug Mart



Meridian



Imagine Canada Caring Company

Imagine Canada has recognized Raymond James Ltd. for our leadership and excellence in community investment since 2014. We are proud of our Caring Company status.



Community in Action



Leverage Your Caring Company Status to Attract the Best Candidates

In any given industry, the competition to attract and retain highly qualified employees is fierce. A recent Imagine Canada study shows that community investment gives corporations a decisive edge in the talent war.

Among employees surveyed for this study:

- 50% said they considered their employer's reputation for charitable and community work before accepting their position
- 86% of employees who are convinced their company is highly committed to community said they are 'extremely or very likely' to stay in their job for the next two years
- 28% said they would be willing to take a pay decrease to work for a company more strongly committed to community service



Moreover, among employees who believe their company is highly committed to community:

- 84% are extremely or very satisfied with their job compared to 46% among the other employees
- 59% say they are very likely to recommend their company versus 23% among the other employees

Highlighting your Caring Company Certification, as well as promoting your commitment to community programs on your LinkedIn page and on job postings is a significant advantage in helping you attract the best candidates. The certification is a powerful asset to show candidates who are interested in working for a more socially responsible company your commitment to giving back.

Clearway Group of Companies
2,023 followers
3w • Edited •

Clearway is excited and proud to announce that it has been named a Caring Company by Imagine Canada. Clearway has long been committed to the well-being of the communities in which we live and work and this recognition of that contribution is very special to us. Even more special is the fact that we are the only construction company in Ontario or BC to carry the certification, and only the second in all of Canada. [#leadership](#) [#community](#) [#charity](#) [#infrastructureprojects](#) [#toronto](#) [#vancouver](#) [#construction](#)

Clearway Group of Companies
2,023 followers
[View full profile](#)

Job Posting

Sales T&E Analyst

Fidelity Investments ★★★★★ 3,528 reviews

[Apply On Company Site](#)

Why Work at Fidelity?

We are proud to be recipients of the following:

Awards

- Canada's Top 100 Employers (2019)
- Greater Toronto's Top Employers for 2019
- Canada's Top Family Friendly Employers (2019)
- 2018 National HR Awards - Queen's University IRC Professional Development Award

Designations

- A Canadian Compassionate Company
- An Imagine Canada Caring Company

Fidelity Investments - 30+ days ago - [save job](#) - [report job](#)

- original job

Annual & Corporate Responsibility Report

Let your stakeholders know about your Caring Company Certification in your annual reports and related communications material such as media releases.



[CIBC - Sustainability Report](#)

INTEGRATE YOUR CERTIFICATION INTO YOUR BRANDING STRATEGY

Woodbine Entertainment, 2019/2020 report



Woodbine Entertainment, 2018/2019 report



NAV Canada - Corporate Social Responsibility Highlights Report

NAV Canada - 2018 Corporate Social Responsibility Highlights Report





Go the Extra Mile....

Create an awareness campaign about your community investment & certification.

Other ways you can integrate the trustmark & promote your certification

- On external event & meeting material
- In your corporate publications, letterhead, email signature, social media profile
- In your employee or volunteer recruitment, training and orientation material

Add to your company media releases

[Sun Life](#)

CSION Send a Release

Sun Life in the community

At Sun Life, we are committed to building sustainable, healthier communities for life and we're proud to hold the Caring Company designation from Imagine Canada. Community wellness is an important part of our sustainability commitment and we believe that by actively supporting the communities in which we live and work, we can help build a positive environment for our Clients, Employees, advisors and shareholders. Our philanthropic support focuses on two key areas: health, with an emphasis on diabetes awareness, prevention, care and research initiatives through our Team Up Against Diabetes™ platform; and arts and culture, through our award-winning Making the Arts More Accessible™ program. Since 2012, Sun Life has committed \$31 million globally to support diabetes awareness, prevention, care and research initiatives. In Quebec our sponsorship and donation initiatives also focus on [home economics and financial education](#).

We also partner with sports properties in key markets to further our commitment to healthy and active living. Our Employees and advisors take great pride in volunteering over 29,000 hours each year and contribute to making life brighter for individuals and families across Canada.

[CIBC](#)

Other recent recognitions for CIBC include:

- Among the Top 5 Safest Banks in North America by Global Finance magazine
- Highest overall score for functionality and user experience among Canadian mobile banking apps in The Forrester Banking Wave™; Canadian Mobile Apps Q2 2019 Report
- One of Canada's 50 Most Engaged Workplaces by Achievers
- One of Canada's Top 100 Ideal Employers by Universum
- Among the Top 10 in LinkedIn's Top Companies in Canada
- Selected for Best Contribution to Student Career Development by TalentEgg
- Among the Best 50 Corporate Citizens in Canada by Corporate Knights
- An Imagine Caring Company

To learn more about careers at CIBC, visit the website [here](#).

About CIBC

CIBC is a leading North American financial institution with 10 million personal banking, business, public sector and institutional clients. Across Personal and Business Banking

[Coast Capital Savings](#)

About Coast Capital Savings

Coast Capital Savings is Canada's largest credit union by membership and BC's first credit union to become a federal credit union. Owned by its 572,000 members, Coast Capital offers banking and investment services digitally and through its 52 branches in the Metro Vancouver, Fraser Valley, Okanagan and Vancouver Island regions of British Columbia. An Imagine Canada Caring Company and a Certified B Corporation in recognition of its social performance, Coast Capital invests 10 per cent of its bottom line in youth-focused community organizations, programs, partnerships and events. The credit union has been recognized as one of Canada's Most Admired Corporate Cultures™ and holds a Best Managed Companies Platinum Club designation. Coast Capital has a history of introducing innovative products to help their members achieve financial wellbeing including Canada's first free chequing account from a full-service financial institution and Help Extras®, enabling members to invest in their future. To learn more, visit coastcapitalsavings.com.

Helping Caring Companies Help Others

Imagine Canada's mission is social good.

Imagine Canada is a knowledge leader in the field of philanthropy. Our work focuses on all organizations contributing to improving society: charities, nonprofits, and businesses that are committed to helping their communities through charitable investment programs. Imagine Canada is the only national organization with established representation from the business and nonprofit communities - as the umbrella organization for the charitable sector and a recognized leader in research on corporate community investment, our brand is well-known to Canadians, and synonymous with trust.

We believe in a stronger Canada where charities work together, alongside corporations and governments, to build vibrant and prosperous communities. Corporate community investments are an integral part of our vision. The Caring Company Certification is the only national initiative that sets a benchmark and framework for good corporate citizenship in Canada. The 30-year history of the certification program, and the long standing reputation of Imagine Canada provide the credibility and support you need to build and profile your community investment.

Imagine Canada's Role

Imagine Canada is committed to:

- supporting and recognizing Canadian corporate leaders that have adopted the 1% Caring Company benchmark as the standard of excellence in their corporate community investment.
- supporting the development of mutually beneficial partnerships between business and community through informed exchange, knowledge development, consultations and promotion of best practices.
- building capacity in business-community partnerships in Canada by leveraging Imagine Canada's unique position as a bridge to Canada's charitable and nonprofit community.
- informing members about corporate community investment issues facing Canadian companies.
- assisting corporations in understanding the context in which charities and nonprofits operate and the major issues affecting the sector.
- through research, uncovering and disseminating market insights to promote the value of community investment and the innovative practices of the leaders in the field.



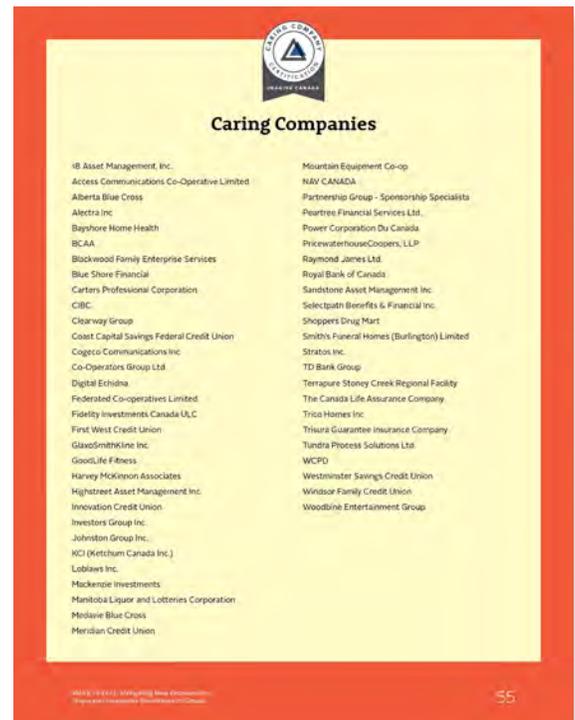
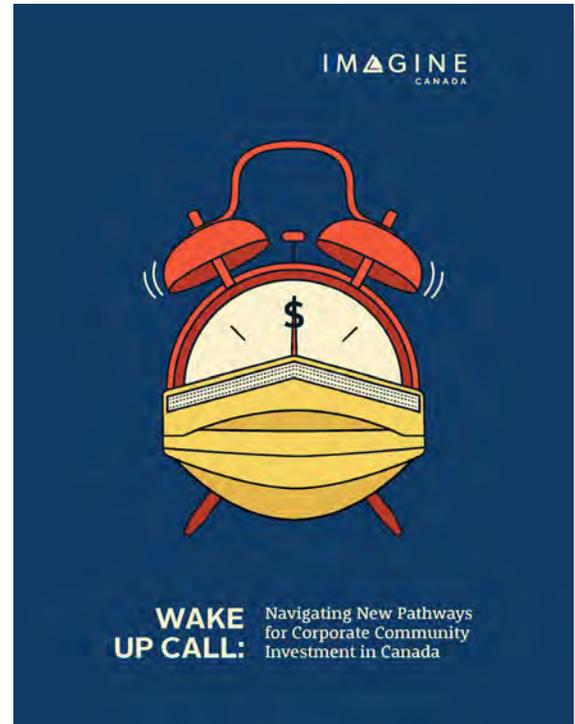
About Our Research

The field of community investment is evolving thanks to technology-driven shifts in consumer demands, the workplace, and the global environment. A call for evidence-based decision making is changing the nature of giving, replacing impassioned choices with strategic partnerships that also support business goals. Through its corporate community investment research, Imagine Canada aims to provide corporate leaders, and other stakeholders with a new understanding of the opportunities for partnership and the characteristics of successful community investment.

Corporate Community Investment Report

Caring Companies are often recognized in Imagine Canada's Corporate Community Investment Reports, read by community investment professionals, community organizations, academics in the field of CSR, and government officials.

Being featured as a Caring Company in such reporting is a great opportunity to showcase your leadership in the community investment field and to also influence the future of social good as a community investment leader.



[2020 Report: Wake Up Call: Navigating New Pathways for Corporate Community Investment in Canada](#)



Trustmark Guidelines

Logo Usage

Visit our [Media Centre](#) to download the Trustmark, or email us at media@imaginecanada.ca

When used electronically, the Carling Company Trustmark must contain an embedded link to the [Carling Company website](#).

Versions

The blue & grey version is our main logo, but you may use the simplified version for contrast black and white display or the reverse white version on dark backgrounds.

English



French



Sizes

The Trustmark must be at least 1.5" or 144 px in height, for legibility of the smallest text.



Minimum Height
2.54 cm/1.5"
or 144 px

IMAGINE CANADA'S COMMITMENT TO CARING COMPANIES

Logo exclusion zone

To make sure our logo is legible, the space around it must not be broken by any other graphical element. The exclusion zone is displayed automatically on all applicable versions of the logo.



Superimposing the Trustmark

The most common exception to this rule is when the logo is superimposed directly on top of an image such as a photograph (in which case the logo should be placed in a neutral area and away from the main focus of the picture).



Improper Usage



Do not type out the letters to recreate the trademark elements



Do not separate any part of the trustmark



Do not add graphic elements to the trustmark



Do not alter its colours



Do not "stretch" or alter the aspect ratio of the trustmark

Who Can Use the Trustmark?

Only Certified Caring Companies in good standing are allowed to use the Trustmark.

Special cases:

Foundations. We recognize that some corporations have foundations which administer their community investments. If your company's foundation manages most of your community programs and leverages the same corporation brand, the Trustmark can be displayed on your foundation's website and other properties.

Franchises. If your company is a franchise model, your main office is allowed to use the Trustmark on its website and materials. Franchisees may use material featuring the Trustmark if it was provided by the main office. Any material created by individual franchisees may not include the Trustmark.

If you have any questions regarding the guidelines or the use of the logo, please contact us at media@imaginecanada.ca.

Questions about the Caring Company Certification?

Have any questions about the certification? Contact us at caringcompany@imaginecanada.ca.

