



CORPORATE COMMUNITY INVESTMENT PRACTICES, MOTIVATIONS AND CHALLENGES:

Findings from the Canada
Survey of Business
Contributions to Community



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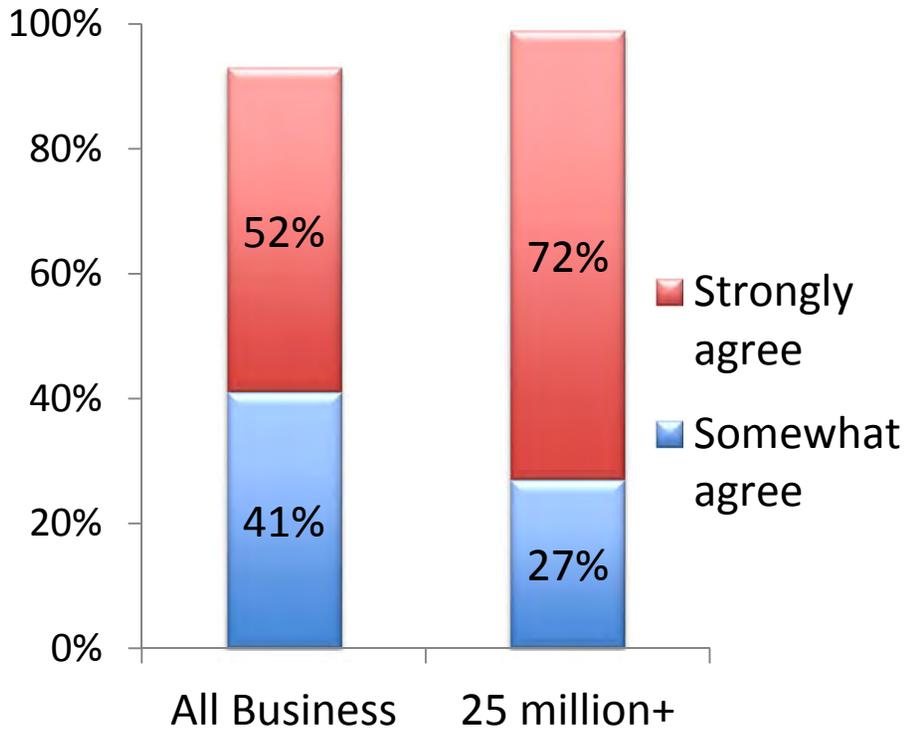
If you're a nonprofit interested in finding funding, you may be interested in Imagine Canada's Canadian Directory to Foundations & Corporations!

- Since 1986 the Canadian Directory to Foundations & Corporations has been a valued resource connecting nonprofit organizations to funders interested in supporting their work.
- Provides indispensable information on:
 - The more than 3,100 foundations in Canada that accept grant solicitations from nonprofit organizations,
 - American Foundations that provide grants in Canada,
 - And more than 300 of the best Corporate prospects including information on every Corporate foundation in the country.
- Within the Canadian Directory to Foundations & Corporations you can:
 - View contact information and application procedures provided by funders,
 - Find funders specifically interested in your cause, from youth theatre to multiple sclerosis to wildlife,
 - Instantly see which foundations accept solicitations and which do not,
 - Find funders that give grants in a particular geographical region,
 - Use any of dozens of tools to identify the best prospects for your organization!
- For more information please visit www.imaginecanada.ca/node22/ or for questions or to receive a free guided tour, email directory@imaginecanada.ca.

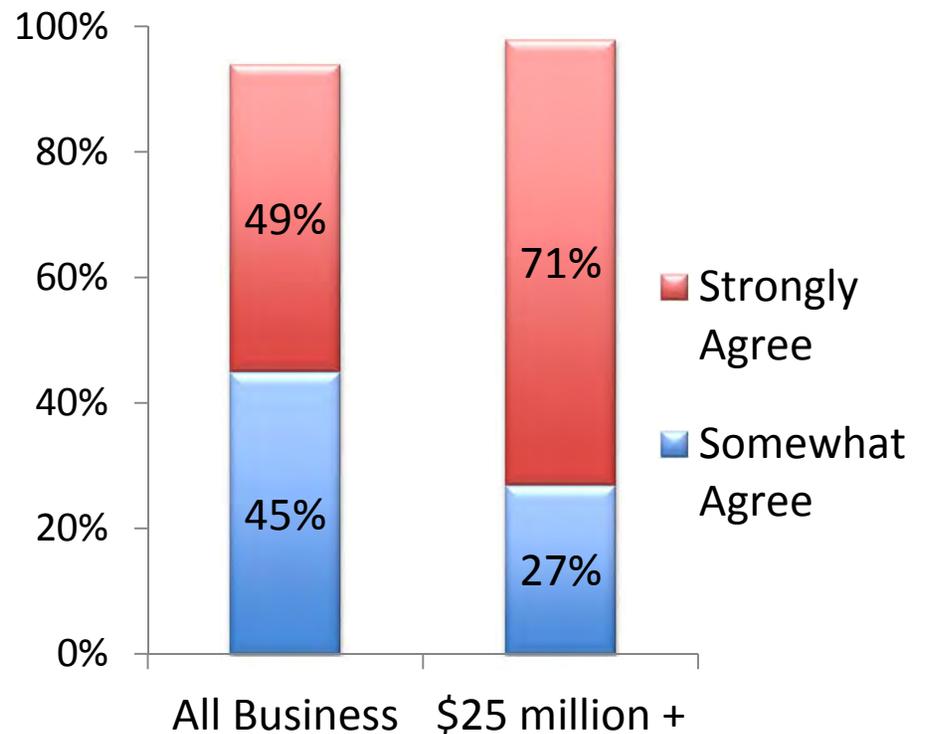
The Business Contributions to Community Study

- **Funded** through the generous support of EnCana corporation
- **First phase:** Roundtable consultations with 47 business representatives (2006 and 2007)
- **Second Phase:** Benchmarking representative survey of 1,500 businesses and a targeted sample of 93 of Canada's largest businesses (2007 and 2008)

Views About Charities and Nonprofit Organizations

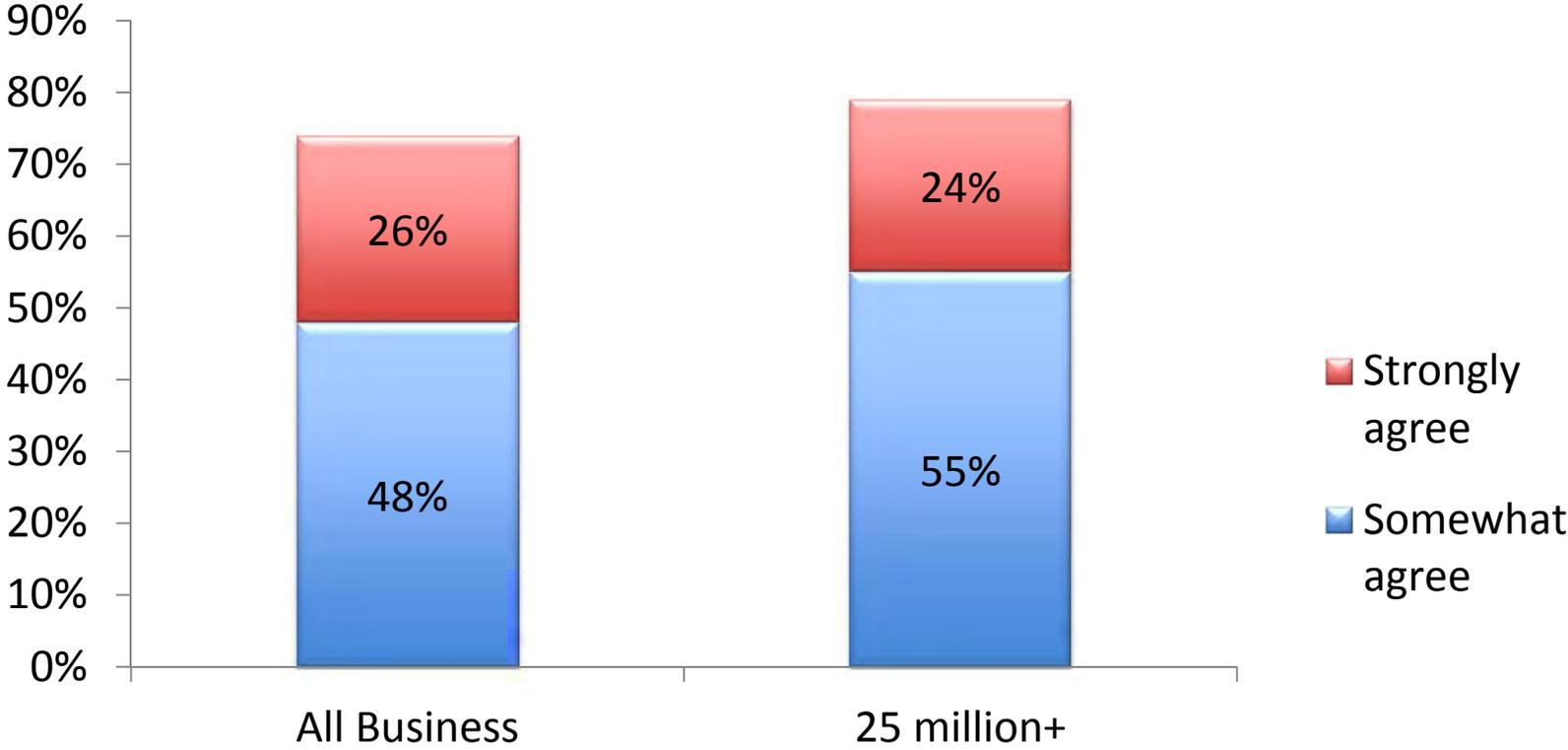


Charities and nonprofits generally improve the quality of life in Canada



Businesses and nonprofits can mutually benefit from a collaborative relationship

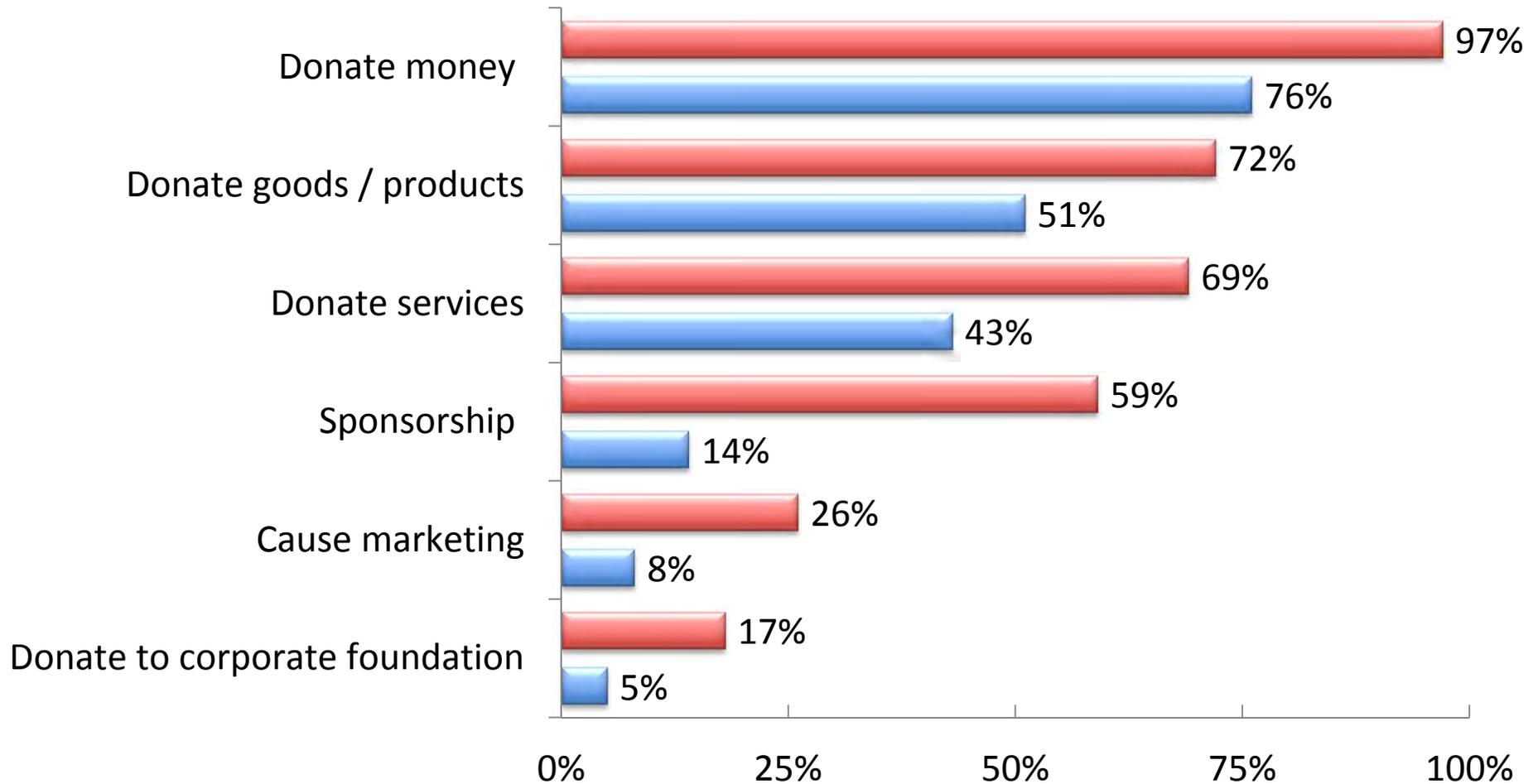
Views About Charities and Nonprofit Organizations



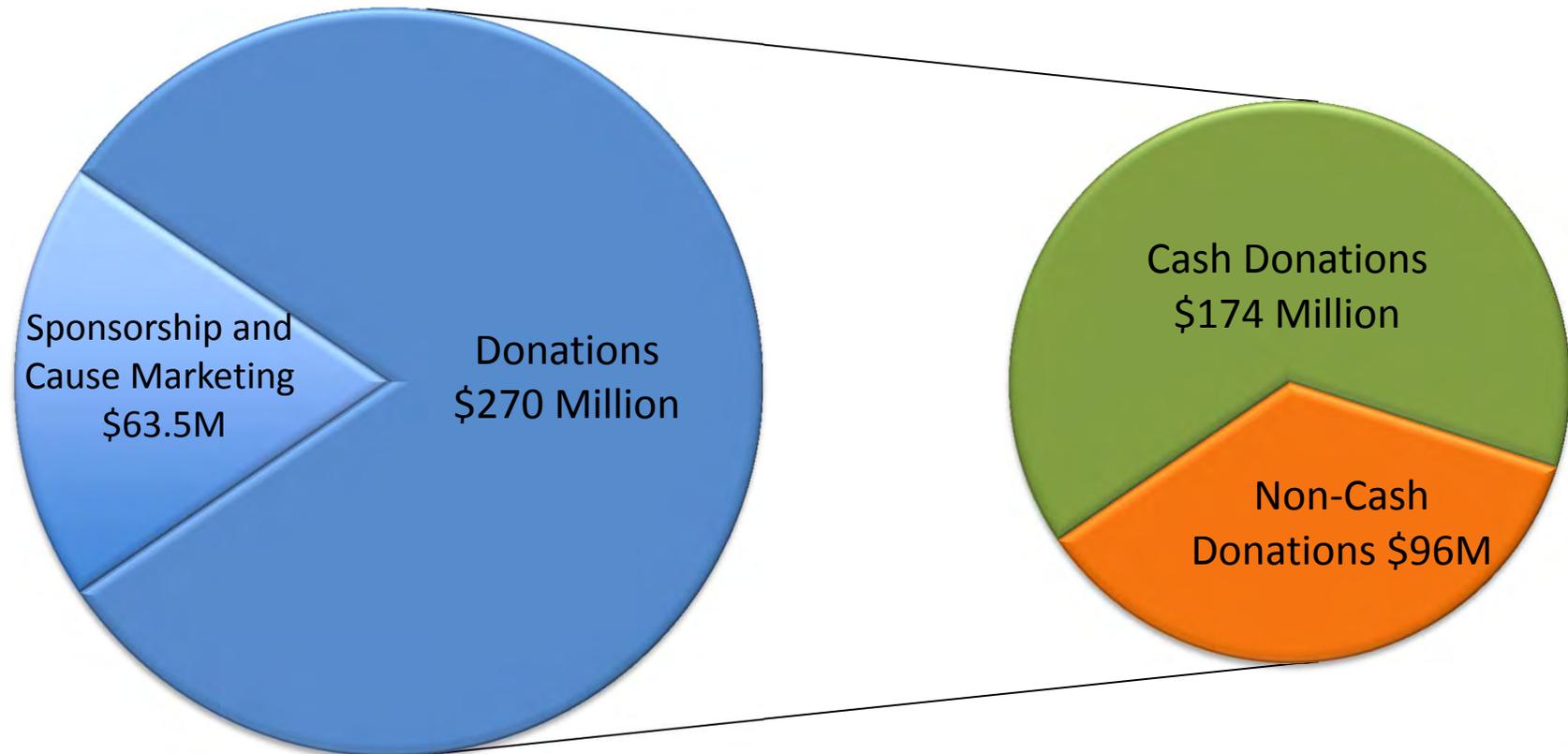
Most businesses that donate to charity would do so even if they did not get any business benefits in return



Types of Direct Contributions



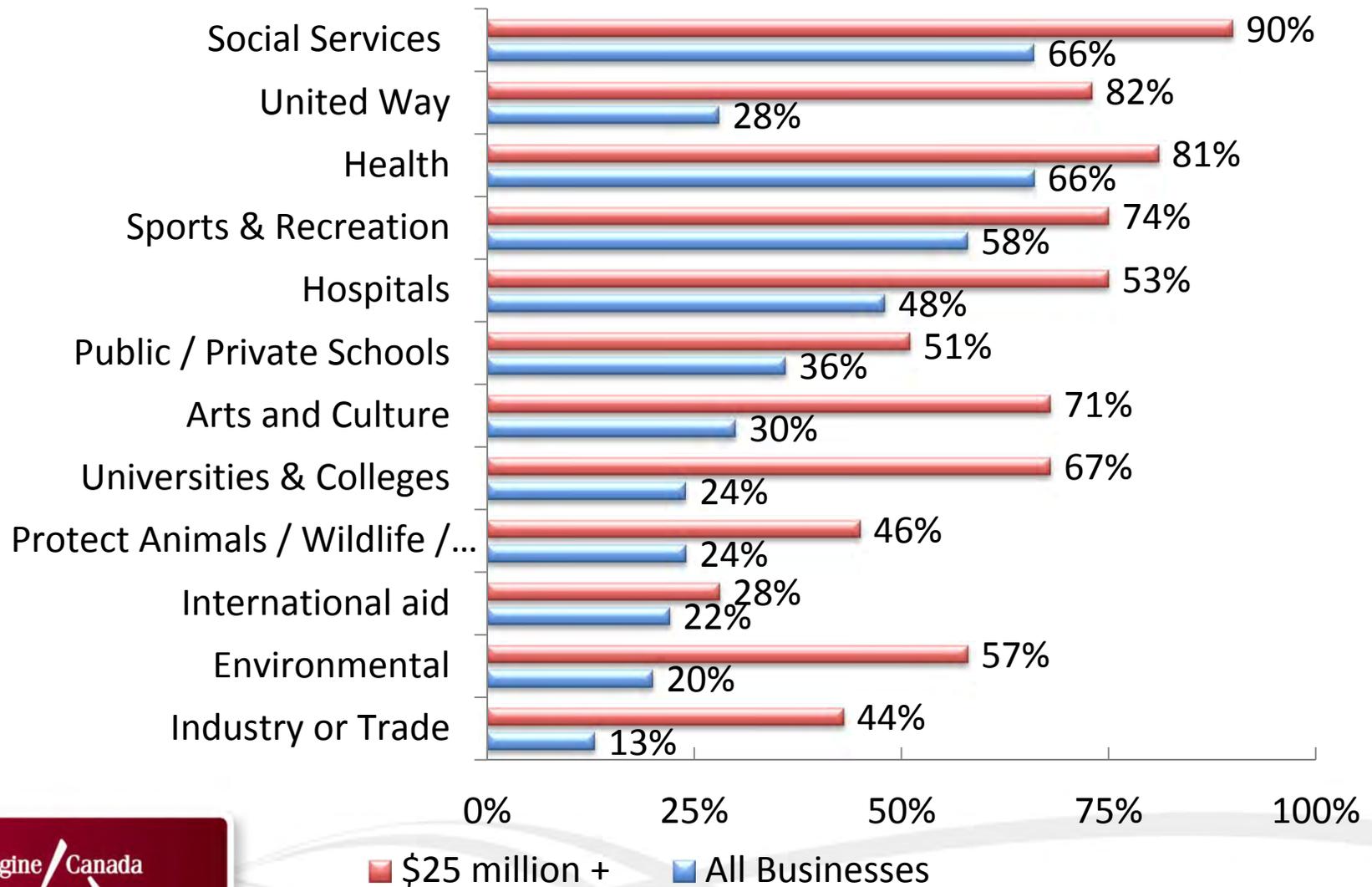
Value of Direct Contributions by Large Corporations (\$25 million +)



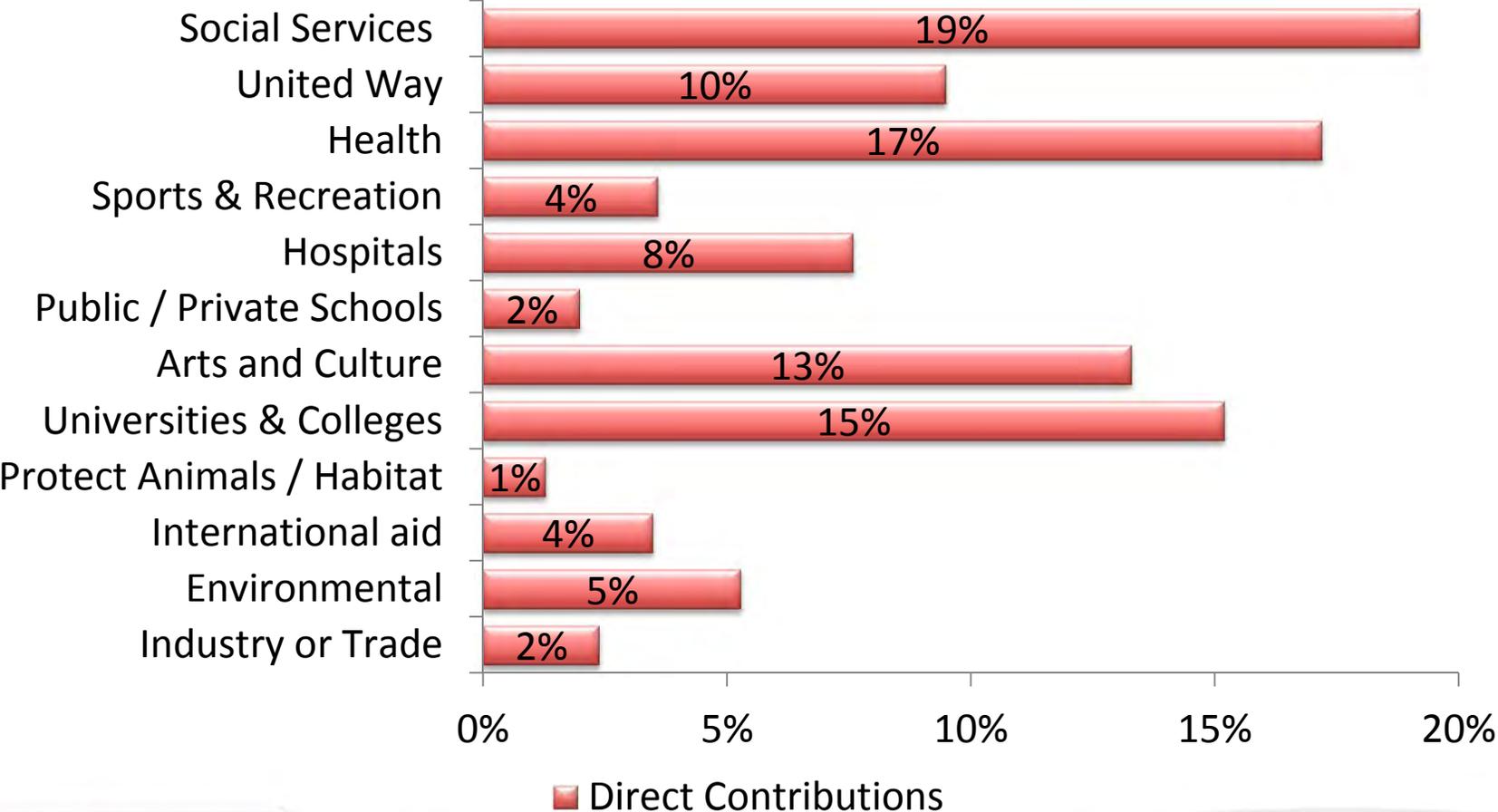
Value of Direct Contributions: Large Corporations vs. All Businesses

	All Businesses	Large Corporations
Median Total Contribution	\$3,000	\$275,000
Median Cash Donation	\$2,000	\$190,000
Median Contribution as % of Pre-Tax Profit	1.25%	1.00%
Amount Contributed by 25% of Companies	0%	.06%

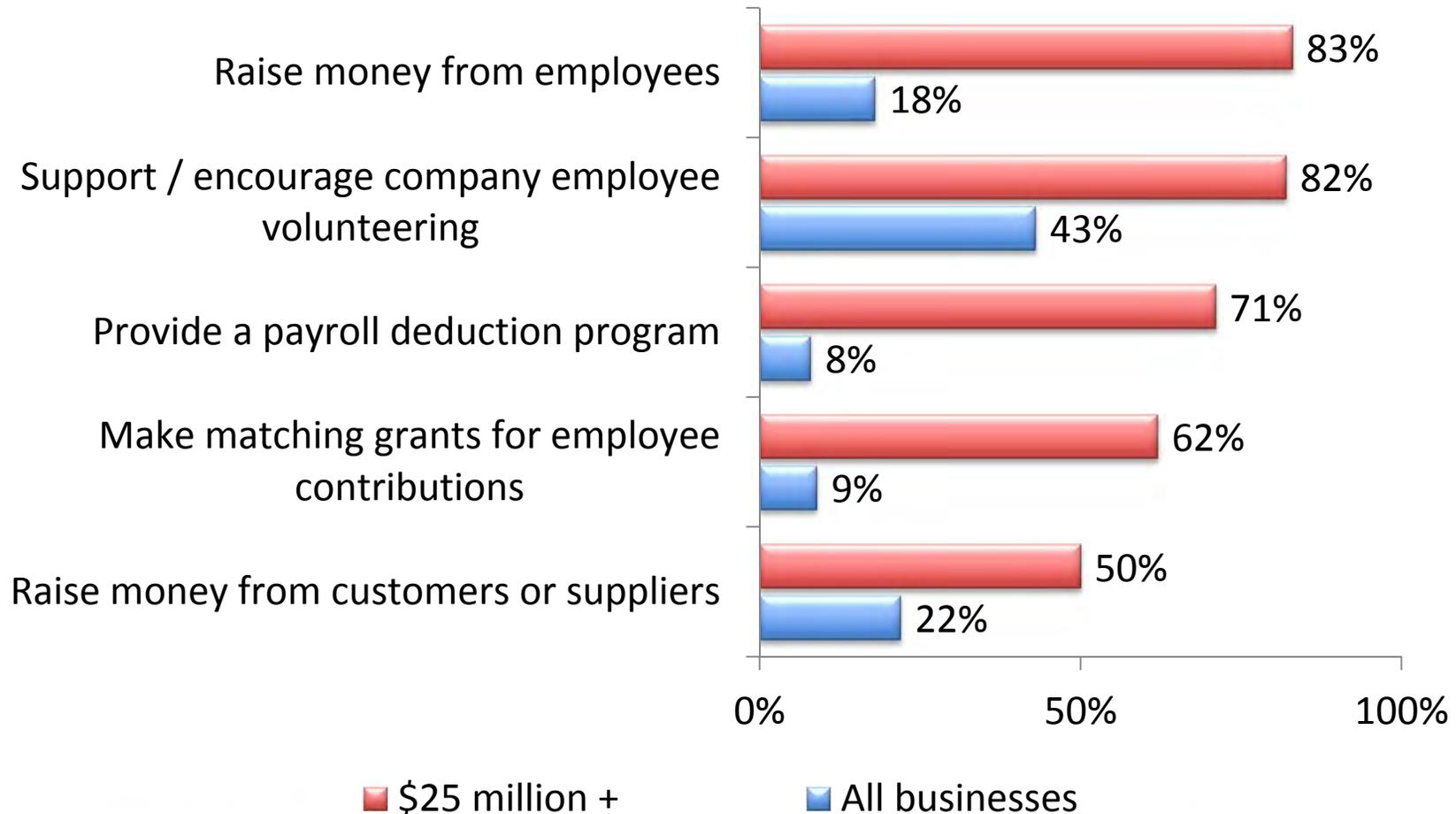
Beneficiaries of Direct Contributions



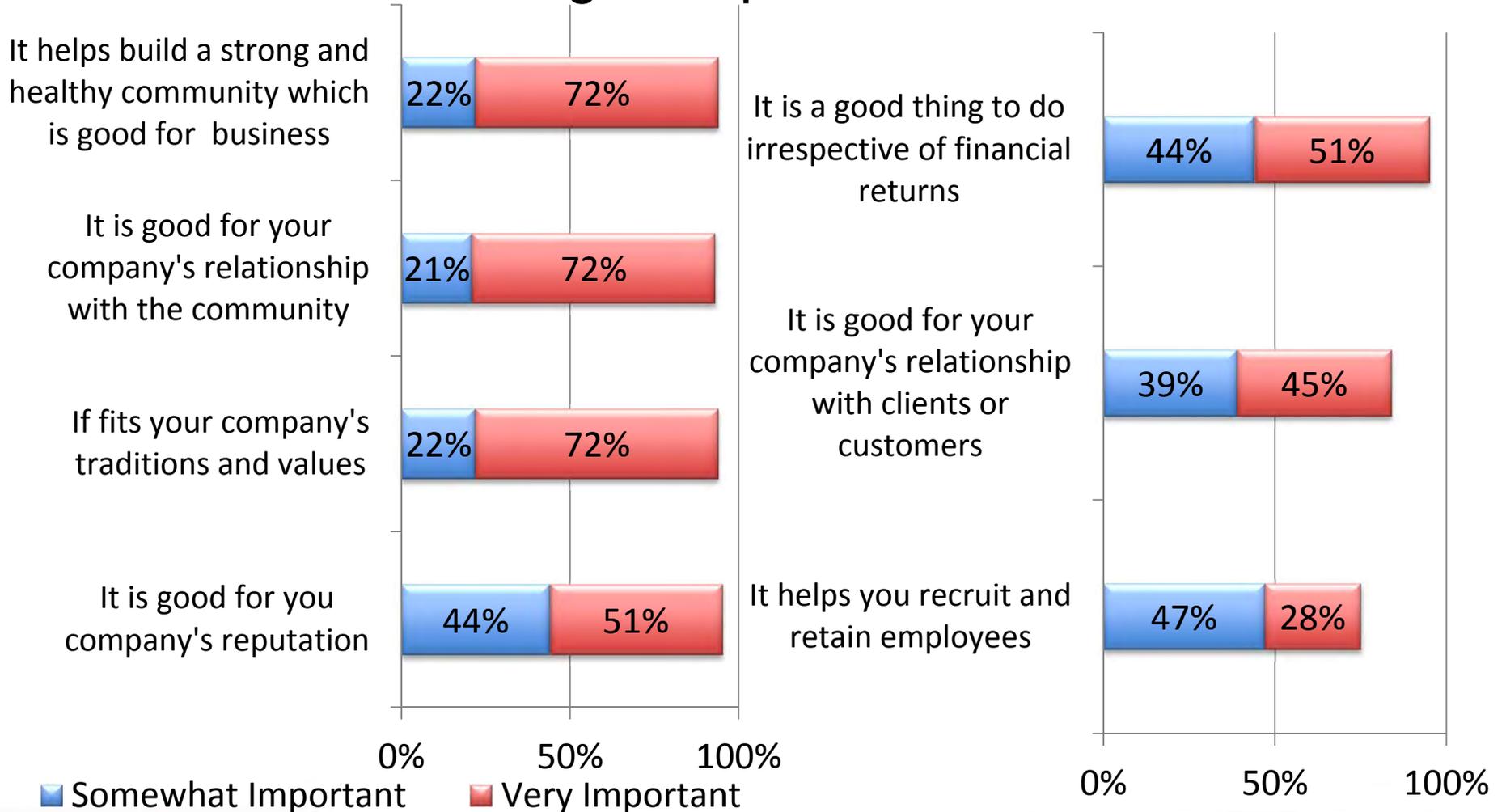
Distribution of Direct Contributions By Type of Organization



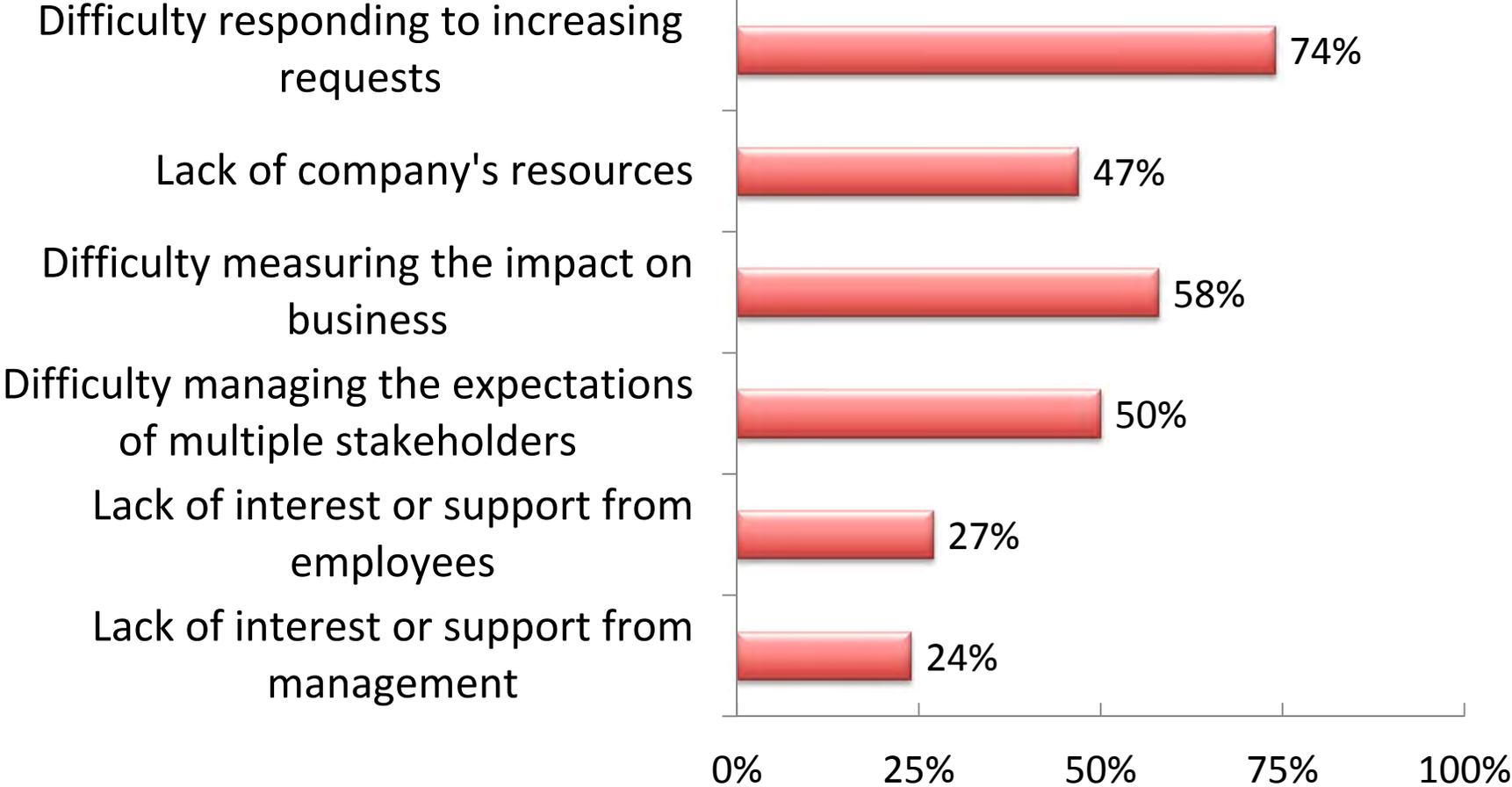
Other Types of Contributions: Mobilizing Stakeholders



Reasons for Making Contributions for Large Corporations



Perceived Challenges to Contribution Efforts Among Large Corporations



■ \$25 million +



How Organized is Business Support?

All Businesses

- 22% have regular ongoing programs for contributions
- 46% have senior management team or board leadership
- 13% measure the benefits of their community contributions
- 8% have a written policy

Large Corporations

- 79% have regular ongoing programs for contributions
- 64% have senior management team or board leadership
- 27% measure the benefits of their community contributions
- 39% have a written policy

Conclusion

- Most businesses support charities and nonprofits
- Large corporations lead the way:
 - ✓ Seek benefits in addition to doing good
 - ✓ More contributions of all kinds
 - ✓ Mobilize clients, customers and employees in fundraising
 - ✓ Organized and strategic
- Challenges of meeting demand and measuring benefit

Creating Greater Impact

- Develop strategies to maximize impact for business and for community
- Deploy all available assets
- Find new niches for investment
- Get organized
- Communicate strategy
- Measure impact to better target efforts

“... our future depends on the success and the vibrancy and the health of this community as a whole so we recognize that we need to step up and support that in a meaningful way. “

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