



# Volunteers at Work

*How Canadian Businesses Encourage and Support Volunteerism*

Written by Keith Seel, MA, and Hollie Zuorro

© Volunteer Canada and IMAGINE, 2001

ISBN 0-9688866-1-2



**Imagine**   
A New Spirit of Community  
Un nouvel esprit communautaire

**Canada**

IMAGINE is Canada's national program to promote public and corporate giving, volunteering and support for communities. Founded in 1988 as an initiative of the Canadian Centre for Philanthropy, IMAGINE encourages collaboration between the corporate and voluntary sectors to meet community needs. Through IMAGINE's Caring Company program, over 550 Canadian companies have committed to give at least one per cent of their pre-tax profits to voluntary and charitable organizations, and to encourage employee giving and volunteering. IMAGINE also has over 1300 non-profit charity and community partners committed to building and sustaining communities across Canada.

Volunteer Canada is a national leader promoting volunteerism in Canada. Volunteer Canada works closely with three provincial centres (including the federation of 110 volunteer centres in Quebec) and over 80 local volunteer centres throughout the country. Members include national charities, associations, non-governmental organizations, corporations and individuals. Volunteer Canada promotes the role of volunteers, provides leadership to the volunteer centre movement, enhances the capacity of organizations to involve volunteers, and furthers the national dialogue on citizen engagement and civil society.

Our thanks to the many people in the participating companies who took the time and effort to help us prepare this document. From filling out the initial surveys to editing the drafts of their profiles, each corporation has made a significant contribution to this resource.



# Table of contents

Foreword .....	2	The Home Depot .....	37
Introduction .....	3	IBM Canada Ltd. ....	40
Air Canada .....	5	Investors Group Inc. ....	43
BP Canada Energy Company .....	7	Manulife Financial Corporation .....	45
The Body Shop Canada .....	9	Nortel Networks Corporation .....	48
Canada Post Corporation .....	12	Petro-Canada .....	51
Canada Post Heritage Club .....	15	RBC Dominion Securities .....	54
Canadian Pacific Charitable Foundation .....	18	Rogers Cable Inc. ....	57
Compaq Canada Corporation .....	21	Royal Bank Financial Group .....	60
Enbridge Inc. ....	23	Royal LePage .....	63
First Calgary Savings & Credit Union Ltd. ....	27	Suncor Energy Inc. ....	66
Four Seasons Hotels Inc. ....	30	Surrey Metro Savings Credit Union .....	69
General Electric Canada .....	32	Telephone Pioneers of America .....	72
Great-West Life and London Life .....	35		



# Foreword

Canadian companies are increasingly involved in their local community by supporting their employees' volunteer efforts in the community. By combining social action with good community relations and employee development, corporate Canada provides solutions to social problems, strengthens local economies, builds goodwill, and achieves business goals.

Although this is a relatively new area of corporate community investment, companies are increasingly convinced that by supporting employee volunteer efforts they:

- make a positive contribution to their community.
- improve the way they are perceived by the public at large and stakeholders in government, the voluntary sector, and the media.
- improve morale and team spirit within the organization.
- increase their ability to attract and retain high-quality employees by giving employees an opportunity to develop and test new skills that also enhance job performance and satisfaction.

- contribute to the vibrancy of the economy by supporting Canada's social environment and overall quality of life.

The following case studies of employer-supported volunteer programs offer a new perspective on many different ways that volunteerism can be made a part of company culture.

This resource was written to encourage more employers to promote and support their employees to volunteer. We trust these examples of employer-supported volunteer programs will offer useful guidance to companies seeking to initiate or expand their volunteer programs.

*The value of one. The power of many.*

Paddy Bowen  
Executive Director  
Volunteer Canada

Chris Pinney  
Director, IMAGINE  
Vice President, Corporate Citizenship,  
Canadian Centre for Philanthropy



# Introduction

The business environment has changed dramatically over the past two decades. Today, companies face continuous technological developments, pressures to globalize, new employment patterns, shifting organizational structure, environmental concerns, reduced employee loyalty, and skepticism from customers and the community. The effects of these changes have forced businesses to address their performance criteria in ways that go beyond only the financial. New criteria are emerging and growing in importance, including reputation, sustainability, and corporate social responsibility. It is predicted that as we move into the 21<sup>st</sup> century, the key to sustainable business success will be people and relationships.

Successful companies now think strategically about stakeholder groups that include, but extend beyond, shareholders. Companies want to attract and retain employees who create intellectual capital. Companies also see value in investing time and money in community partnerships. Today's companies are finding unique and resourceful ways of linking employees and community groups.

A keystone in linking stakeholder groups is employee volunteerism – the simple but direct way of enabling employees to engage with community as volunteers and corporate ambassadors. Of Canada's more than 6.5 million volunteers, 67 per cent are employed. Data from the 2000 National Survey of Giving, Volunteering and Participating shows that more than one-quarter (27 per cent) of these employees were allowed to modify their hours of work in order to take part in volunteer activities. The survey also revealed that Canadian business supports 28 per cent of these employees' volunteer efforts by allowing them to use corporate facilities and equipment for volunteer activities.

Employee volunteer programs are as unique as the companies themselves. Some programs are driven by employee initiatives, others by company mandate, and there are those that fall somewhere in-between. Throughout this resource you will be introduced to a variety of support mechanisms that businesses provide to their employees and communities to enable and promote volunteerism.

From volunteer time off policies, “dollars-for-doers” donation programs, company events and individual volunteer initiatives, companies across Canada are encouraging volunteerism more and more.

In 2001, the International Year of Volunteers, 6.5 million Canadians will volunteer for community initiatives. The businesses in this resource have recognized this and have responded. Readers will find each corporate profile to be different. The reports represent initiatives that are just beginning and those that have been established for some time. No one approach is better than another. Each company must decide how it will proceed. It is hoped that *Volunteers at Work* will provide guidance and encourage other businesses to support employee volunteerism.

For further reading on how to develop an employee volunteer program we encourage you to read: **Engaging Employees in the Community: How to Establish Employer Supported Volunteerism in Your Company**. Written in partnership with *Volunteer Calgary* and the *IMAGINE* program of the Canadian Centre for Philanthropy, this guide provides help to companies that are establishing or improving a corporate employee volunteer program.

*Business leaders have become role models. Their decisions set a moral benchmark for the nation.*

Norman Lear



# Air Canada

## Company Overview Imagine A Caring Company

Air Canada has been in operation for more than half a century. With the recent merger of Canadian Airlines, it is Canada's largest airline providing scheduled and charter air transportation for passengers and cargo. The company and their regional airline subsidiaries serve 118 destinations directly with a fleet of more than 230 aircraft. Air Canada employs approximately 22,900 people.

Upon completion of the Canadian Airlines merger, the company broadened its support through a new Employee Charitable Foundation. Employee volunteerism is a significant part of the Foundation's philosophy.

## Employee Volunteer Program

Employees initiated the Air Canada employee volunteer program, Dreams Take Flight, in 1993. The program works with various

charitable, community organizations to identify and select socially disadvantaged and physically or mentally challenged children to receive a Disney dream day. The children are flown to a Disney park for an all-expense-paid day of entertainment. Employees donate their time, energy, and talents to the cause. Air Canada provides the aircraft and promotional assistance.

The Dreams Take Flight program is divided into 10 regions in Canada and is managed by an executive committee of 15 members and five core national members. These volunteers run the organizational operations and implement the actual program. There are approximately 300 to 400 employee volunteers who provide fundraising, piloting, flight support and other needed services.

The Air Canada Community Investment program provides direction and resources to support Dreams Take Flight.



## Examples of Activities

With the merger of Canadian Airlines, Air Canada supports Canadian initiatives such as:

- **Spirit of Christmas Flights:** Based in Edmonton, Alberta, this program gives underprivileged children in the community the opportunity to fly in an airplane at Christmas. Businesses sponsor a number of seats on the airplane and donate them to the children. Often this flight coincides with Santa's test flight allowing the jolly old elf to stop by with presents for the children.
- **CIBC Run for the Cure:** Employee volunteers run or operate water stations at the CIBC Run for the Cure across Canada. On average 50 to 60 employees and retirees are involved from early-morning setup to end-of-event cleanup.
- **Tree Canada Day:** Approximately 250 employee volunteers in 19 cities across Canada took part in the inaugural Canadian Airlines Tree Canada Day. Hundreds of mature trees and shrubs were planted on, or near, airport sites in each city. The purpose of the project was to improve the appearance and the air quality around airports.
- **Clean Calgary:** Calgary's riverbanks received a clean sweep in May 2000 thanks in part to the volunteer efforts of 30 employees and their families from Canadian Airlines and Canadian Regional. The effort, spearheaded by the Community Investment groups at Canadian Airlines, saw 77 bags of garbage collected from the river's edge.

## Special Projects

- **PROPS (Proud Retirees Offer Positive Support):** A formalized retiree program in Vancouver and Toronto that began in 1995. Members are involved in many projects including:
  - Recycling Canadian Airlines magazines,
  - Distributing outdated blankets to the homeless and various other not-for-profit organizations,
  - Collecting and distributing toiletry items to women's shelters,
  - Delivering Meals on Wheels,
  - Providing transportation to the Canadian Cancer Society, and
  - Serving hot meals and a bit of cozy comfort to seniors' homes in Richmond through The Diner's Club.

## Contact

Ms. Grace Rankowicz  
Manager, Regulatory Affairs  
Provincial and Community Relations  
Air Canada Centre 235  
P.O. Box 14,000, Station Airport  
Dorval, QC H4Y 1H4

Phone: (514) 422-4483

Fax: (514) 422-5059

Email: [grankowicz@aircanada.ca](mailto:grankowicz@aircanada.ca)

Web site: [www.aircanada.ca](http://www.aircanada.ca)



# BP Canada Energy Company

## Company Overview Imagine A Caring Company

BP Canada Energy (formerly Amoco Canada Petroleum Company) is a private company and a wholly owned subsidiary of BP Amoco plc. of London, England. BP Canada is Canada's largest natural gas producer, processing more than one billion cubic feet per day. It also produces and markets crude oil and natural gas liquids. The company employs approximately 1,850 people.

## Employee Volunteer Program

BP Canada Energy has encouraged employee volunteerism for over 10 years as a way to involve employees in the community. The employee program is managed through the public relations department with some assistance from the social club. BP Canada

Energy also encourages its retirees to volunteer and supports their efforts with office space, administrative support, and a small operating budget.

The company, through its retirees and employees, assists organizations like Junior Achievement, United Way, and women's and homeless shelters. For many years BP Canada Energy has also partnered with a school located in a low-income area of Calgary. The volunteers provide mentoring, coaching, and tutoring along with some coordination of special events. BP Canada Energy supports its employee efforts by donating to organizations where employees volunteer. Employee volunteers are supported with a limited amount of paid time away from their work to complete special events volunteering.

BP Canada Energy's goal is to enable an employee-led and managed volunteer program with strong endorsement and support from the company.

## Examples of Activities

- **Wetland Interpretative Centre:** Working with an outdoor stream and wetland interpretative centre near Calgary, Alberta, volunteers raised money and involved students in harvesting plants.
- **Junior Achievement:** Calgary employees volunteer with Junior Achievement and coach students in basic business projects.
- **Women's shelter:** Working with a women's shelter, employee volunteers organize a Christmas carol performance to raise money for shelter needs.

## Special Projects

- **Classic Corporate Olympics:** Over 100 employee volunteers are involved in this very popular business and city-wide event in which they compete in 12 to 15 different sports. Retiree volunteers help with the staging of the competitions. The Calgary Corporate Olympics raises money for local charitable causes.
- **Mustard Seed Shelter:** The Mustard Seed is a homeless shelter where BP Canada Energy employees serve dinner once a month. Teams of 12 to 20 volunteers buy food, cook, serve dinners, and clean up after meals. In addition to the team effort, individuals volunteer their time on an ongoing basis, and the company contributes food, furniture, and supplies.

## Contact

Ms. Annie Smith  
Vice President, Public and Government Affairs  
Manager of Government Affairs  
P.O. Box 200, Station M  
240 – 4<sup>th</sup> Avenue SW  
Calgary, AB T2P 4H4

Phone: (403) 233-1414  
Fax: (404) 233-1476  
Email: [smithe4@bp.com](mailto:smithe4@bp.com)  
Web site: [www.bp.com](http://www.bp.com)



# The Body Shop Canada

**President and Partner, Margot Franssen states:**

*“As employers, it is up to us to offer our employees the chance to have a meaningful job. A job that will not only support their families and themselves, but a job that will support their soul and their spirit.*

*Volunteer participation, supported by a company for their employees, is the path we have chosen to support our collective spirits.”*

## **Company Overview** Imagine A Caring Company

Anita Roddick opened the first The Body Shop in 1976 in Brighton, England. In 1980, The Body Shop Canada began operations in Toronto retailing naturally-based skin and hair care products, cosmetics, and fragrances. Today, The Body Shop Canada has grown to 126 shops located from coast to coast and employs more than 1,000 people.

Community service is inseparable from the day-to-day operation of The Body Shop. The company strongly believes that community service enables it to give something back to the communities that support its shops. It also knows that its efforts help build enduring friendships, and bring a constant flow of energy and new ideas to its organization.

## Employee Volunteer Program

The Body Shop believes in volunteering because:

1. It helps the community.
2. It helps staff learn how to provide good service.
3. It makes work life more fulfilling.
4. It demonstrates to staff how the work they are doing makes a difference.
5. It builds bonds within the community.

The Body Shop performs community service as an integral part of conducting business regardless of the economic environment. The company feels strongly about social responsibility and does not use its good works for marketing its name or selling its products.

Every shop in Canada donates between 12 and 16 hours of staff time per month to a local community project that works toward helping to STOP Violence Against Women. Employees in each shop select their own community partner. Staff volunteers are paid their regular wages for the time they spend participating and are expected to share their knowledge with their community partner. Collectively, The Body Shop Canada donates approximately 17,000 hours of paid employee time a year. More than 85 per cent of employees participate annually.

Each shop has a volunteer coordinator, who has volunteered to take on this job. The volunteer coordinator ensures that a project is undertaken, and is responsible for matching the charitable organization's needs with the shop's abilities and services. The program is successful because it is flexible. Regardless of the size of the shop or the city, there is always something the employees can do – even if it is within the shop. Employees can fund-raise by giving hand massages for two dollars or educate the community by talking to customers about the issues surrounding violence against women.

Many shop staff work with women's shelters and second-stage housing groups. Others work with teens in schools or community centres by helping them understand and identify healthy relationships. The Body Shop staff also work with older women to help address elder abuse.

## Examples of Activities

- **Women's Shelters:** Toronto staff members partner with a local women's shelter to help run their food bank and donations program. Staff members also visit the shelter once a month to bake treats for the 30 women and children who temporarily call the shelter their home.

- **Hospital For Sick Children and AIDS Toronto:** Home office staff members regularly get involved with local fund-raising events such as charity volleyball tournaments for the Hospital For Sick Children and AIDS Committee of Toronto. These opportunities are promoted internally on the Community Action Bulletin Board.
- **Outward Bound:** The Body Shop collaborates with the Outward Bound program, Women of Courage.
- **Children on the Edge:** In 1995, a member of The Body Shop Canada staff rode his bicycle from Vancouver, British Columbia to Calgary, Alberta, to raise awareness and funds for orphans living in the Romanian Children's Model Home. The \$50,000 raised was used to buy medical supplies, renovate the orphanage, buy play equipment and to pay for educational costs (see Special Projects: Children on the Edge).
- **Volunteer Association:** In 1998, the shops in Quebec partnered with the Fédération des centres d'action bénévole to encourage people to pledge personal volunteer hours. The shops raised a total of 2,752 hours, or 268 hours per shop.

## Special Projects

- **Children on the Edge:** In 1990, The Body Shop International started Children on the Edge to renovate orphanages in Romania and provide relief to abandoned children. Every year staff members from Canadian shops participate in the Summer Play Scheme by going to the orphanages to provide caring support to these disadvantaged children.

## Contact

Ms. Shannon Burke

Values/Marketing

The Body Shop

33 Kern Rd,

Don Mills, ON M3B 1S9

Phone: (416) 386-4196

Fax: (416) 445-2763

Email: [sburke@thebodyshop.ca](mailto:sburke@thebodyshop.ca)

Web site: [www.thebodyshop.ca](http://www.thebodyshop.ca)



# Canada Post Corporation

**André Ouellet, President and CEO, Canada Post states:**

*“The gift of time that so many employees generously give to the Santa Letter Writing Program helps bring joy to the hearts of thousands of children each holiday season. Thanks to the efforts of these people, this program continues to be our most enduring and successful initiative in support of literacy.”*

## Company Overview

Imagine  A Caring Company

Canada Post Corporation serves more than 28 million people, 900,000 businesses, and public institutions in Canada. The company is a federal government crown corporation employing approximately 63,529 people. In addition to delivering mail, the company operates communications, advertising, and distribution businesses.

## Employee Volunteer Program

Canada Post is committed to contributing to the communities in which they do business and to teaching Canadian children how to use the mail system. The initiative they have created to demonstrate their commitment is the national Santa Letter Writing Program that is driven by employee volunteers.

## Special Projects

- **The Santa Letter Writing Program:** This employee volunteer program at Canada Post began in Quebec and Ontario 25 years ago as an employee idea. It was so successful in the initial years that the corporation decided to launch the program nationally. Through the program, children are encouraged to write to Santa Claus at the North Pole, Canada HOH OHO.

The Manager, Public Relations manages the Santa Letter Writing Program with the assistance of two staff members. This team is responsible for:

- creating and distributing the promotional materials (public service announcements, bookmarks to stores, signage on trucks, letters to schools and newspaper advertisements) and stationery;
- recruiting and supporting regional coordinators (one each for Quebec, Ontario, British Columbia, Maritimes, Prairies, Territories);
- managing a network of 16,000 employee volunteers;
- coordinating the annual launch of the program including ongoing public service announcements;
- tracking and consolidating weekly volume statistics; and
- coordinating and managing the volunteer recognition program.

A budget is established at the national level to provide support materials. The recruitment of regional coordinators (employees or retirees) begins in early July and, once selected, coordinators add these responsibilities to their work assignments and continue for the duration of the campaign, taking time as required from their day. Occasionally, coordination work will be done on the coordinator's own time. Each coordinator manages and organizes the volunteers in his/her region. Each regional site receives a package of information including generic Santa stationery, and standard text that volunteers can choose to use for their responses.

Employee volunteers are carefully selected to ensure quality replies to the children. With letter volumes (from Canada and around the world) regularly exceeding one million per season, volunteers sometimes find themselves receiving letters into January. Each year the final count of letters is completed at the end of January, after all letters have been processed. It generally takes a volunteer approximately five minutes to respond to each letter and volunteers donate five hours of personal time to ensure each child receives a reply from Santa. In 2000, volunteers contributed 33,000 hours and replied to 1,054,919 letters, an increase of three per cent over 1999 figures.



Each October volunteers or Santa's Elves are introduced to the program and trained by volunteer coordinators on how to respond to each letter received. Volunteers write in the same language as the child's letter. In the past, letters have been written in a variety of languages including English, French, Chinese, Inuktituk, and German. Letters have also been written in Braille. Volunteers reply to each letter within two days of Santa receiving it and often add creative responses that relate to specific questions individuals have asked. In addition, if any letter seems sad or distressed, volunteers bring them to the attention of health professionals through the employee assistance program for replies that are more suitable.

The Santa Letter Writing Program is an employee developed and endorsed program. Employee volunteers have a great deal of input into the program planning and are consulted about reviews or changes. Once the annual program is complete, each volunteer receives a thank you letter from the President of Canada Post.

## Contact

Alexandre Reeves  
Manager of Public Relations  
Canada Post Corporation  
2701 Riverside Drive, Suite N0680  
Ottawa, ON K1A 0B1

Phone: (613) 734-3491  
Fax: (613) 734-8814  
Email: [alexandre.reeves@canadapost.ca](mailto:alexandre.reeves@canadapost.ca)  
Web site: [www.canadapost.ca](http://www.canadapost.ca)



# Canada Post Heritage Club

**Canada Post Senior Vice-President of Human Resources,  
Anne Joynt states:**

*“It is impossible to put a price tag on the efforts of the Heritage Club, but it is worth highlighting that members have contributed a total of 459,250 hours since 1993/94, a total economic contribution of \$7.2 million. These are impressive accomplishments.”*

## **Program Overview** Imagine A Caring Company

The Canada Post Heritage Club is made up of long-service employees, who are either retired (70 per cent of members) or who have been employed at Canada Post for more than 25 years (30 per cent of members). The Club allows the 27,000 members to stay connected to co-workers.

The Heritage Club was established in 1989 to recognize the vital contribution of employees to Canada Post’s continued success. A national corporate task force recommended the creation of 31 chapters across Canada, tailored to fit the corporation’s own administrative network. The task force also selected chapter presidents who, in turn, chose executive officers. These leaders selected the chapter name and nominated candidates as founding members for each chapter. The founding members were nominated by their peers.

## Employee Volunteer Program

The mission of the Heritage Club is to promote literacy, though not all volunteer initiatives that are undertaken are solely for this purpose. Although the 31 chapters of Canada Post's Heritage Club are united by a shared commitment to "people helping people," the way they go about achieving that goal is as diverse and unique as the chapters themselves. Next to volunteering for literacy and shut-in programs, the most popular community service activities involve helping local food banks and canvassing for different charities.

The Heritage Club operates with central administration, a budget, and a business plan for each of the 31 Heritage Clubs. In addition, each club raises money for its community and social activities through income generating activities such as membership dues, lotteries, fund-raising, and social activities. Today each of the Clubs across Canada is responsible for its own volunteer activities. Either the president of each chapter is approached by an organization requiring help for a program, or a member of the Heritage Club comes forward with an interest of his/her own. The president then makes this information available to all members, and those interested in getting involved do so.

In recognition of the volunteers' commitment to their community, two awards (the Community Service Award and the Camaraderie Award) are presented during Canada Post's annual meeting.

## Examples of Activities

- **Shut-In Program:** Thousands of Canadians count on the kindness and caring of Heritage Club members as their lifeline to the outside world. Whether delivering nutritious meals, performing light housekeeping duties, or taking care of general repairs, these caring volunteers allow many disabled and elderly people the dignity and freedom of remaining in their own homes. Thousands of volunteer hours are spent brightening the lives of those living in nursing and senior citizen homes. Activities include reading, helping with correspondence and taking residents out to cultural and social events. Three chapters recorded a total of 6,075 visits to those living in senior residences or at home.
- **Heritage Tax Aid Program:** For the past seven years, Heritage Club members have helped take the fear out of doing income taxes by participating in the voluntary training program offered by Revenue Canada. Armed with this knowledge, members then assist shut-ins, residents of nursing homes or fellow members fill out their income tax forms.

## Special Projects

- **National Heritage Literacy Program:** In 1993, the Heritage Club developed a strategic focus to its community service mandate, adopting literacy as its cause of choice. In 1999, members devoted more than 10,550 hours to literacy initiatives in Canada. Some members are classroom grandparents who read to and listen to children read, others are tutors trained to teach adults. Members transport people and materials to places where they are needed, raise funds for local and national literacy organizations, and assist these organizations with mailings. One chapter of the Heritage Club has become well known for its unique tutoring program at the Guelph Corrections Centre, a medium-security prison in Ontario. Here, inmates are matched with volunteers who spend two hours a week helping them improve their reading and writing skills. Recognizing that 80 to 90 per cent of the inmate population is functionally illiterate, club member Douglas Fortune initiated the program to help inmates successfully integrate back into society.

## Contact

Mr. Bernie Dixon  
National President, Heritage Club  
Canada Post Corporation  
2701 Riverside Dr., Suite E0351  
Ottawa, ON K1A 0B1

Phone: (613) 271-0251  
Fax: (613) 734-6073  
Web site: [www.canadapost.ca](http://www.canadapost.ca)



# Canadian Pacific Charitable Foundation

**The Canadian Pacific Charitable Foundation President  
Mr. R. K. Gamey states:**

*“We believe that by supporting the activities of Canadian Pacific employees we can help show that every Canadian has an important role to play in improving the quality of life in their community. Each one of us can make a difference.”*

## **Company Overview** Imagine A Caring Company

Canadian Pacific Limited is a diversified operating company active in transportation, energy, and hotels. The Canadian Pacific group of companies includes Canadian Pacific Railway, CP Ships, PanCanadian Petroleum, Fording and Canadian Pacific Hotels.

## **Foundation Overview**

The Canadian Pacific Charitable Foundation was established in 1994 to:

- promote corporate social responsibility within Canadian Pacific Limited and its family of companies; and
- promote corporate social responsibility in communities where Canadian Pacific and its member companies operate.

The national community support program of the Foundation represents all of the Canadian Pacific businesses except for PanCanadian Petroleum. The foundation provides funding to CP subsidiaries, each of which is encouraged to initiate and develop programs that add value to the communities where they work.

In 1997, the Foundation contributed more than \$4.5 million to charitable groups across Canada. Employee involvement is one of the criteria used for determining where funds are allocated. The Canadian Pacific Charitable Foundation Employee Volunteer Grant Program will contribute \$500 each year to a not-for-profit organization where an employee volunteers 50 hours or more in a year. The annual budget is approximately \$100,000.

NOTE: In February 2001 Canadian Pacific Limited announced its intention to divide the company into five separate public companies. Whereas donations from their wholly-owned subsidiaries were previously centralized with the Foundation, a separate charitable program will be carried out by each of the companies in the future.

## Examples of Activities

- **Canadian Pacific Foundation:** Canadian Pacific is funding the building of a playground at the Alberta Children's Hospital in Calgary. This playground, located in a central courtyard, will be equipped with special equipment to allow all children, even

those with IVs, wheelchairs and bed restrictions to participate. Approximately 40 employee volunteers from several Canadian Pacific companies will build the playground.

- **Canadian Pacific Railway:** One employee proposed building a house for Habitat for Humanity. The foundation was asked to fund the house, and employees from several Canadian Pacific companies volunteered their time to help build the house. The volunteer team handled project organization, including work scheduling. Many other employees volunteered on weekends and evenings over a period of approximately three months in order to complete the project.
- **The Canadian Pacific Hotels:** Employee volunteers from the Empress Hotel in Victoria, British Columbia, held a giant garage sale that raised more than \$8,000 for the Victoria Women's Transition House. As well, corporate office employees volunteer their time to offer career counseling seminars and personal budget training to women in transition. The maintenance departments volunteer for ongoing repairs at the shelters and some second-stage housing programs.

## Special Projects

- **Canadian Pacific Railway:** The annual holiday train is a 1,200-foot train adorned with 5,000 lights. Each year it travels across Canada stopping in over 30 cities to collect food for the

Canadian Association of Food Banks. Employees of the railway, union organizations and business partners volunteer together to equip, decorate, and arrange community events at every stop. Throughout the national trip, employee volunteers look after hundreds of donations delivered to the train by companies, organizations, and individuals. In 1999, the holiday train collected seven tons of food.

- **Canadian Pacific Hotels:** In 1997, the organization introduced the Adopt-a-Shelter Program which encouraged each of their 26 Canadian properties to partner with one or more women's shelters. Working with the Canadian Women's Foundation (CWF), criteria for partnership selections were established and prescreening for locations was accomplished. CWF also provided education about domestic violence and shelter programs to company staff. Canadian Pacific Hotels agreed that for a minimum of three years, they would provide materials such as sheets, towels, lamps, beds, dressers, dishes or curtains that were no longer needed in guestrooms. In addition, the Canadian Pacific Charitable Foundation donated \$165,000 over three years to CWF to support violence prevention, counseling and educational programs. Employee volunteers from across Canada are now involved with the program. Opportunities for interaction with each adopted shelter are limited only by the imagination of the employee volunteers involved and that of the shelters with whom they partner.

## Contact

Ms. Debbie Lyne Guring  
Canadian Pacific Railway  
(403) 319-6359

Ms. Laura Fairweather  
Fairmont Hotels (formerly  
Canadian Pacific Hotels)  
(416) 874-2404



# Compaq Canada Corporation

## Company Overview Imagine A Caring Company

Compaq Canada Corporation is the country's second largest provider of information technology products, solutions, and services. In 15 years, Compaq has become Canada's leading personal computer technology supplier and its second largest information technology services provider.

Through innovation and acquisition, Compaq has expanded its offerings well beyond the industry's first portable PC to include hardware, software solutions, and services. These include enterprise computing solutions, fault-tolerant, business-critical solutions, enterprise and network storage solutions, commercial desktop products, consumer PCs, and handheld devices.

## Employee Volunteer Support

Compaq Canada Corporation believes that business goals and social goals are compatible and inseparable. It states that being a responsible corporate citizen is good business. The company is motivated by a sense of obligation and a desire to advance the interests of the employees, shareholders, customers and the public. It looks for opportunities where the company can have an impact.

Compaq Canada does not have a formal employee volunteer program but does encourage community involvement through their human resource department. Often volunteer opportunities are promoted through the internal Web site. Volunteerism is also supported by formal and comprehensive charitable contributions, as well as by corporate sponsorship programs managed by corporate and public relations. The company recognizes their employee volunteers and provides Compaq items as a way to reward their efforts.



Compaq is encouraged by its success to date, with 40 per cent of employees involved in the community. The company has plans to advance its promotion of employee volunteerism and community partnership in the future.

## Examples of Activities

- **United Way:** Approximately 60 per cent of Compaq employees contribute to their local United Way organization.
- **Junior Achievement:** The company is very involved with Junior Achievement and coordinates a Canada-wide mentoring program with about 50 employees participating.

## Contact

Manager, Corporate and Public Relations  
Compaq Canada  
45 Vogell Road  
Richmond Hill, ON L4B 3P6

Phone: (416) 229-8936

Fax: (416) 229-8898

Web site: [www.compaq.ca](http://www.compaq.ca)

# Enbridge Inc.



**Enbridge Inc. Manager Community Investment,  
Daniel O'Grady states:**

*"We're Enbridge. In partnership with our communities, we deliver more than energy; we deliver on our commitment to enhance the quality of life in our communities by supporting programs in health, education, social services, and the environment. Together with our employees – we have the energy to make a difference."*

## **Company Overview** Imagine A Caring Company

Enbridge Inc. is a national leader in energy transportation, distribution, and service. The company operates the world's longest crude oil and liquids pipeline system in Canada and the United States.

This pipeline system has operated for 50 years and now has approximately 14,000 kilometers of pipeline, delivering more than two million barrels per day of crude oil and liquids. Enbridge Inc. is also involved in liquids marketing and international energy projects, and has a growing involvement in the natural gas transmission and midstream businesses.

As a distributor of energy, Enbridge Inc. owns and operates Canada's largest natural gas distribution company, Enbridge Consumer Gas, which has provided gas to industrial, commercial and residential customers in Ontario, Quebec, and New York State for over 150 years. Enbridge distributes gas to 1.5 million customers. It is developing a gas distribution network in New Brunswick and is involved in the distribution of electricity.

The company employs approximately 5,500 people in Canada, the United States, and South America.

## Employee Volunteer Program

Enbridge is committed to employee volunteerism in communities where company employees live. The company supports a grassroots, employee-driven program called Volunteers In Partnership. This community outreach program engages employees and their families in supporting charitable organizations as volunteers with a wide range of community-building programs. The Volunteers In Partnership Program is coordinated through the company's community investment and public affairs departments. New volunteer opportunities are advertised through the internal community investment Web site. Approximately 25 per cent of employees participate in the program. At present, a national strategy is being created and a database for tracking the program is being developed.

An Employee Volunteer Fund also makes donations on behalf of employees who volunteer at least 40 hours per year in the areas of health, education, environment and social services. The maximum donation is \$1000 per year. In addition, the Volunteer of the Year Award recognizes an employee who has made an extraordinary contribution to the community. A donation of \$1000 is made to the designated charity on behalf of the successful recipient.

## Examples of Activities

- **Enbridge Community Event Service Team:** Operating in Eastern Canada, this employee volunteer team provides barbecue services, a popular hot air balloon program and

special event services for a variety of community functions. In 1999, more than one million people attended over 800 community events.

- **Share the Warmth:** Enbridge is a founding partner of Share the Warmth, a charity that purchases heat and energy on behalf of families, seniors, chronically ill and disabled persons living at or near the poverty level. Over the past two years, the partnership has expanded to invite customers to make donations. In 2001, 20 employee volunteers ran an internal fund-raising campaign to support the charity.
- **Leadership Calgary, Leadership Edmonton, Leadership Regina and Leadership Ottawa:** Enbridge encourages others to become volunteer leaders by creating a unique program which recruits and nurtures rising leaders from all sectors of the community. The program provides training and practical experience.
- **United Way:** Through a combined corporate and employee led program, Enbridge raised approximately \$1.6 million in Canada for the United Way.

## Special Projects

In 1999, Enbridge employees participated in a series of focus groups and surveys to explore ways to re-align the employee volunteer component of the community investment program. Employees collectively agreed that a volunteer initiative focused on one particular

community issue would result in a more meaningful contribution to the community. The survey and focus group sessions identified that the vast majority of employees placed family homelessness as their number one community priority. In February 2000, Enbridge employees launched their new Volunteers in Partnership (VIP) program and selected Families in Transition as a perfect FIT.

Enbridge has a FIT Advisory Group made up of six employees. This group meets monthly to oversee the volunteer activities, manage employee communication, and review the overall success of the program. On a rotating basis, one representative from this Advisory Group attends each FIT Steering Committee meeting that includes multiple community groups to advise on policy and direction of the program. Enbridge has an active voice at this table and has assisted greatly in pursuing funding alternatives for the program through the Calgary Homeless Foundation, provincial government departments, and the federal government.

- **Families in Transition (FIT):** Enbridge Inc. Calgary launched their sponsorship of this program in early 2000. The two-fold purpose of the program is: (1) to help homeless families from the street to subsidized housing where an intensive support program is offered to stabilize and return these families to sustainable community living; and (2) to assist families that are close to eviction from public housing with support in specific areas of need so as to prevent them from losing their homes. Currently there are 15 families in the program but the organization is looking to expand its assistance to 30 families.

Activities within the FIT program include:

- **Welcome Baskets:** Employee volunteers deliver welcome baskets with food and practical household items including a cheque to cover children's school fees to new families moving into the program.
- **Spring Fling:** This community-wide event builds community awareness and encourages children to enroll in summer events and programs. Enbridge employees built and painted a fishing booth and purchased over one thousand small prizes that children could fish for at this booth. In addition, Enbridge employees staffed the booth and distributed balloons for the duration of the event.
- **Cannon's Baseball Game:** FIT families, FIT staff, and Enbridge volunteers took in a Cannon's baseball game.
- **Back-to-School Backpacks:** At the start of the school year, each child in the program was provided with a backpack filled with relevant materials and supplies (new and used items donated by employees). Gift certificates from a local shoe store were included so that the children could go back to school with new running shoes.
- **Computer Equipment and Other Resource Donations:** Enbridge supplied the Oakhill Centre with three computers complete with software, so that FIT families could develop computer skills and learn how to research on the Internet. Enbridge volunteers assist with onsite training in résumé writing, cash flow budgeting and income tax preparation. In addition, Enbridge

donated a fax machine to the Oakhill Centre so that clients could fax résumés. Enbridge is now looking at supplying pagers for families without telephones. They have approached a corporate supplier to donate time and resources for the development of a FIT Web site. Enbridge also leveraged their in-house graphics and printing experts in Edmonton to design and print Families in Transition brochures.

- **United Way Day of Caring:** Gardening/Thanksgiving Dinner: This event was the highlight of the year. Enbridge volunteers spent the day onsite with each FIT family, planting flower bulbs and bushes around each living unit. Enbridge arranged for local donations of plants, flowers, shrubs, and topsoil, along with the services of a professional landscaper. Another team of Enbridge employee volunteers spent the day cooking and preparing a Thanksgiving turkey dinner for the families. Using C.N. Gunn School facilities, the families were treated to a tremendous meal and the children ran off energy in the gymnasium with basketball and organized craft activities. The FIT families were involved in both the daytime events and the evening meal planning and preparation. Enbridge purchased their ingredients and the FIT families prepared dishes in their homes to contribute to the overall success of the meal.
- **United Way Campaign:** Each year, Enbridge employees select a theme and a community agency to receive proceeds from their annual United Way campaign activities. In 2000, this theme was

Helping Families Help Themselves, and Families In Transition was selected. Proceeds totalled \$21,968 and were used to benefit the families directly by assisting with subsidies for rent and other debt reduction plans in their budgeting process.

- **Kids' Birthday Gifts:** Each child in the Families In Transition program receives a gift, cake and goodies on his/her birthday.
- **Second Time Around In-kind Donations:** This is an ongoing program that gives Enbridge staff the opportunity to donate good quality furniture and other specific items for the Families In Transition program. Enbridge organized a drive for bedding, furniture, appliances, and winter clothing and delivered the items in December before Christmas.

## Contact

Mr. Daniel P. O'Grady  
Manager, Community Investment Enbridge Inc.  
2900, Canada Trust Tower  
421-7<sup>th</sup> Avenue SW, Calgary, AB T2P 4K9

Phone: (403) 231-3908

Fax: (403) 231-5989

Email: [daniel.ogradey@corp.enbridge.com](mailto:daniel.ogradey@corp.enbridge.com)

Web site: [www.enbridge.com](http://www.enbridge.com)



# First Calgary Savings & Credit Union Ltd.

**First Calgary Savings President and  
CEO Dave Gregory states:**

*“First Calgary Savings believes our community involvement grows out of who we are and helps guide us to who we will become.”*

## **Company Overview** Imagine A Caring Company

First Calgary Savings & Credit Union Ltd. serves over 85,000 members/owners at 12 branch locations in Calgary. The company offers a wide range of financial services, including savings and chequing accounts, commercial accounts, RRSPs, mutual funds, mortgages, debit cards, credit cards, and computer credit banking. First Calgary Savings employs 320 people.

First Calgary Savings sees the Calgary community as an important partner in their success. They believe a healthy community makes for healthy organizations. Through long-term partnerships, sponsorships, targeted donations and strong staff involvement in community, First Calgary Savings strives to have an impact in areas of importance to Calgarians.

## Employee Volunteer Program

The First Calgary volunteer involvement program is developed and driven by staff. The organization is called CREW (Community & Recreation Employee Winners). This team has a flat and simple organizational structure and divides the coordinating responsibilities between a number of volunteers, encouraging everyone working for the company to participate in his/her chosen community activities. CREW divides its work into social events, sports, volunteer/fund-raising efforts, finance, and marketing. Each area has a Navigator to act as spokesperson, information resource, and cheerleader. Each project has a CREW Captain to take the lead in organizing an event and putting together the volunteer CREW Mates. In one year, First Calgary's CREW of 320 employees donated over 450 hours, \$17,145 and 4,188 items to the Calgary community.

## Examples of Activities

- **First Calgary Cookbook:** Created by employee volunteers, this fund-raising cookbook took 77 hours to produce and it raised \$3,200 for local agencies.
- **Terry Fox Run:** 60 volunteers participated in the run and raised \$4,400.
- **Paint the Town:** This Calgary Workplace Volunteer Council project was created to assist seniors and those with disabilities

who can not afford, or are physically unable, to maintain their homes. The project organization is managed through the Council. Council members, like First Calgary, are matched with a home and are coached and supervised to complete the volunteer activity. The First Calgary team involved 22 people donating 84 hours to help a person with cancer and heart troubles paint her fence and house trim. This maintenance work was a fun team effort and helped the homeowner remain in her own home.

- **Washday Wednesday:** Employees gathered and sorted through used clothing donated by friends and neighbors. It took six hours of volunteer time to collect 4,175 donated items for the Mustard Seed homeless shelter.
- **Ronald McDonald House:** Ronald McDonald House is a home-away-from-home for families of seriously ill children receiving medical care at local hospitals. Ronald McDonald Houses have been established in twelve major centres across Canada. Each is independently owned and operated by a community-based organization. Nine First Calgary Savings employees donated a total of 20 hours to decorate the Calgary facility for the holidays.
- **Random Acts of Kindness:** Many staff members from across the company volunteered their time to collect a variety of goods to donate to Ronald McDonald House

## Special Projects

- **Partnership in Education:** This program matches the company's 12 branches with schools in the business area and is aimed at developing unique ways to help the school enhance student learning opportunities. Some examples are Christmas tree decorating, Stampede breakfasts, a toothpaste fund for the homeless, career days, school carnivals, and seminars for high school students on the uses and dangers of credit. Through volunteer work, each branch seeks to develop a deeper understanding and mutually beneficial relationship with its school and community.
- **Reading Makes Cents:** This program encourages reading at home while teaching the basics of banking and saving. A First Calgary Savings volunteer visits a school classroom and gives a brief description on the importance of saving money. After the presentation, each student is given a credit union book to record his or her reading minutes at home. At the end of the program, students add up the minutes they have saved in their credit union book and visit their branch to withdraw a special item based on the number of reading minutes saved. Students can spend their learning and earning money on items like pencils, pencil cases, McDonald's gift certificates, stickers, and cloth lunch bags. While at First Calgary Savings, students get a tour of the branch.

## Contact

Janice Iverson  
Manager Communications  
and Community Investment  
First Calgary Savings & Credit Union  
200, 510 -16<sup>th</sup> Ave. NE  
Calgary, AB T2E 1K4

Phone: (403) 520-6813  
Fax: (403) 230-2970  
Email: [jiverson@1stcalgary.com](mailto:jiverson@1stcalgary.com)  
Web site: [www.firstcalgary.com](http://www.firstcalgary.com)





# Four Seasons Hotels Inc.

## Company Overview

Imagine  A Caring Company

Four Seasons Hotels and Resorts is one of the world's leading operators of luxury hotels and resorts. The company currently owns and manages 51 luxury properties in 22 countries with an additional 24 properties under development. Four Seasons Canadian operations are located in Toronto and Vancouver.

Founded in 1960 by Chairman and Chief Executive Officer Isadore Sharp, and headquartered in Toronto, Ontario, Four Seasons Hotels and Resorts serves the needs of both business and leisure travelers. Over the past four decades Four Seasons Hotels and Resorts has been a major innovator in the hospitality industry, setting new service standards on a global level. The company's objective is to operate the finest urban hotel or resort property in each destination represented. There are approximately 26,700 people employed by the Four Seasons.

## Employee Volunteer Program

The employee volunteer program involves participation from current employees, retirees and their families, friends and relatives. The participants use non-work hours but have the option of arranging release time for special projects. The program is coordinated through the office services department. Employee volunteerism at the Four Seasons has the endorsement of the chief executive officer and the support of senior management. Employees receive information about program activities from an internal newsletter.

## Special Projects

- **Terry Fox Run:** The Four Seasons is very involved in the annual Terry Fox Run that raises money for cancer research. On September 2, 1980, Mr. Isadore Sharp, President of Four

Seasons Hotels, sent a telegram to the Fox family with a commitment to organize a fund-raising run that would be held every year in Terry's name. On September 13, 1981, the first Terry Fox Run was held at 760 sites in Canada and around the world. This first run attracted 300,000 participants and raised \$3.2 million. Today the Run attracts approximately 1.6 million participants in 58 countries and raised \$21.4 million last year. Terry's mother Betty says there would be no Terry Fox Run if not for Isadore Sharp.

The Four Seasons employee volunteers help organize and implement the Terry Fox Run in approximately 40 communities around the world. Between 10 and 20 employees volunteer a few hours each week from May until September, working with other community volunteers organizing and planning the event.

## Contact

Ms. Cathrine Demeter  
Corporate Donations Officer  
Four Seasons Hotels Inc.  
1165 Leslie Street  
Toronto, ON M3C 2K8

Phone: (416) 441-4406  
Fax: (416) 441-4409  
E-mail: [cdemeter@fourseasons.com](mailto:cdemeter@fourseasons.com)  
Web site: [www.fourseasons.com](http://www.fourseasons.com)



# General Electric Canada

**Employee volunteer program Elfun's President, Patricia Crans states:**

*"As I have travelled to chapters around the world, I am overwhelmed by the good things our members are doing: improving children's literacy in England; helping refugees in the Netherlands; helping orphans in Mexico; building libraries in Malaysia; being mentors, tutors and friends for schoolchildren throughout the United States and Canada; and so much more. The breadth of these projects demonstrates the strength, diversity, and ability of Elfun's around the world. It is a triumphant story."*

## Company Overview

General Electric Canada (GE) is a diversified technology, manufacturing, and service company located in more than 100 countries around the world. The company has 250 manufacturing plants operating in 26 different nations. In Canada, GE has more than 150 sales and service locations, 12 major manufacturing plants, and employs 10,000 people.

## Employee Volunteer Program

The global employee volunteer program is called Elfun (a contraction of the words Electrical Fund). Elfun was founded in 1928. For the first 50 years, membership in Elfun was restricted to senior management and focused its attention on financial investments and fraternal activities. In the 1980s, Elfun began to expand its membership. The focus shifted to volunteerism in hundreds of

communities where GE had plants or offices. Elfun's purpose today is to promote the interests of GE and its affiliates, serve the communities in which employees live and work, promote the welfare of members, and encourage cooperation, fraternity and good fellowship.

Elfun has 43,000 members – both GE employees and GE retirees – in more than 117 chapters and 3 subchapters in 23 countries. Each chapter has its own organization and bylaws and is responsible for providing its members the opportunity to participate in activities that accomplish the purposes of Elfun. Chapters, in turn, are organized into geographic areas – each with a selected area director.

Each chapter annually elects a chairman and executive officers. The international governing body is the annually elected board of directors. Area directors also serve on the board. Elfun Headquarters is based at GE corporate headquarters in Fairfield, Connecticut, and is managed by three full-time people.

Elfun has two Canadian chapters. One chapter has 128 members representing Eastern Canada, and is located in Lachine, Quebec. The second chapter office, representing Central and Western Canada with 405 members, is located in Mississauga, Ontario.

## Examples of Activities

- **Earth Day:** Central and Western Chapter Elfuns participated in this event by working with Streetsville Secondary School in Mississauga, Ontario, on restoring habitats, land clean-up and beautification, and vegetation planting.
- **E.C. Drury Elementary:** Elfun members in Milton, Ontario provided assistance to the school's academic fair and presented book prizes to students for outstanding effort.
- **Canadian National Institute for the Blind (CNIB) talking book machines:** These machines enable people who cannot read print to listen to audio books. When a machine is not working, CNIB calls the GE Exchange Team (volunteers). Elfun volunteers also make weekly visits to people with visual impairments to assist with reading their mail or other activities.
- **Accueil Bonneau:** Elfun volunteers organized an afternoon of games, activities and a meal for 250 of Montreal's less fortunate people.
- **Junior Achievement:** Elfun volunteers worked in pairs to present the Economics of Staying in School program to grade eight students.

- **Habitat for Humanity:** Habitat for Humanity built ten houses in Windsor, Ontario involving 60 Elfun volunteers from five different GE business locations. As most of the volunteers came from Mississauga, Elfun organized transportation to the building site in Windsor. Volunteers were housed at the University of Windsor overnight and worked all the next day building houses. In 2001, Elfun will participate in six house-building projects located in the Toronto area.
- **Camp Papillon:** Members of the Eastern Chapter were among the 400 volunteers who came together to help at a major spring cleanup for the Quebec Society of Disabled Children's Camp Papillon. The camp is located at Saint-Alphonse-de-Rodriguez near Joliette north of Montreal. Each year, approximately 1200 children with disabilities attend this 80-building facility. The volunteers performed minor repairs, carpentry work, painting, branch removal, planting, and laying of asphalt for wheelchair paths.
- Other volunteer activities include CIBC Run for the Cure, Lung Association Festival of Trees, reading and mentoring at schools, and food bank donations.

## Contact

Ms. Lynn Fergusson  
 Manager, Corporate Initiatives  
 GE Canada  
 2300 Meadowvale Blvd.  
 Mississauga, ON L5N 5P9

Phone: (905) 858-5668

Fax: (905) 858-5218

Email: [lynn.fergusson@corporate.ge.com](mailto:lynn.fergusson@corporate.ge.com)

Web site [www.ge.com](http://www.ge.com)



# Great-West Life and London Life

## Company Overview

Imagine  A Caring Company

Great-West Life is a leading insurer in Canada, offering a broad portfolio of financial and benefit plan solutions for individual, families, businesses and organizations. Together with its subsidiary, London Life Insurance Company, Great-West serves the financial security needs of more than nine million Canadians through a network of Great-West and Freedom 55 Financial™ security advisors, and through brokers and marketing partnerships with other financial institutions. Great-West and London Life are members of the Power Financial Corporation group of companies.

## Recognizing Community Involvement

Great-West and London Life are strong supporters of communities across Canada through the Key to Giving program. Financial support is centrally managed and focused on long-term, sustainable

initiatives in the areas of education, health and wellness, arts and culture, social services, and community programs.

Great-West and London Life recognize that its people are the personal face of the company, and encourage and support the community-minded volunteer efforts of staff and sales representatives. Through the Community Builders component of their program, Great-West and London Life provide financial support to eligible initiatives and organizations where employees volunteer as individuals or corporate teams. Direct corporate financial support is also provided for regional initiatives involving field offices through Community Partners.

## Examples of Activities

- **Disaster Relief:** During the 1997 Manitoba flood, more than 200 Great-West employees came together to help with the sand-bagging efforts. The company provided transportation, food, and

tools to the emergency response crews. Employees brought donations of clothing, footwear, bedding, toys and other goods to Great-West facilities where volunteer crews helped sort and deliver items to the Salvation Army for families in need.

- **Manitoba Marathon:** Each year more than 100 volunteers from Great-West's head office in Winnipeg, along with many other family members, help with this community-based event for the Association of Community Living.
- **Junior Achievement:** In London, Ontario, company volunteers help deliver the Economics of Staying in School program. Trained volunteers work with eighth-grade students to present a curriculum centered on the importance and benefits of education.
- **Community Events:** Held in Winnipeg in 1999, many employees volunteered to help make the international Pan Am Games a success. Many London Life employees are involved in planning and volunteering for the 2001 Canada Summer Games to be held in London, Ontario.
- **Children's Wish Foundation:** Each year Great-West Life Dragonhearts train as a team of 20 paddlers, a drummer and a steer person to hone their skills combining power and rhythm in a 500-metre Dragon Boat race. While having a great deal of fun, the team works very hard to encourage pledge support and

attendance at the race from fellow employees. Additional corporate donations, made on the employees' behalf, augment pledge totals.

- **Cerebral Palsy:** Each year a team of Great-West employees commits to "pedal with a purpose." Teams of 14 riders cycle on a wind-trainer stationary bike for 25 minutes and compete for overall title and the greatest pledge. Over the past decade, the team has raised more than \$50,000.
- **United Way:** Together Great-West and London Life have received the Thanks A Million Award from the United Way in recognition of more than \$1 million annually in corporate and workplace contributions.

## Contact

Community Relations  
Great-West Life and London Life  
60 Osborne Street North  
P.O. Box 6000  
Winnipeg, MB R3C 3A5

Phone: (204) 946-7146  
Fax: (204) 946-8829  
Email: [community.relations@gwl.ca](mailto:community.relations@gwl.ca)  
Web site: [www.gwl.ca](http://www.gwl.ca)



# The Home Depot

**The Home Depot founder and CEO, Arthur Blank, states:**

*“As a company we know that leadership comes from within, but can only happen if we ‘walk the talk’. We also know that as the world’s largest home improvement retailer, we have a social responsibility to move the needle. And, because of our size, we have an enormous ability to effect change by doing the right thing.”*

## Company Overview

Imagine  A Caring Company

The Home Depot was founded in 1978 and is the world’s largest home improvement retailer and the third largest retailer in the United States. The company employs approximately 201,000 employees. In 1999, the company made strong commitments to:

- A new environmental policy that phases out wood products from environmentally sensitive areas over the next three years; and
- Acceptance of diversity as a company-wide standard.

In fiscal year 2000, the company will allocate \$25 million to contributions and community programs. Some of this will be channeled to communities through a Matching Gift Program offered to employees.



## Employee Volunteer Program

The company's employee volunteer program is called Team Depot and was formed in 1992 as a way to link company priorities, employees, and community needs. Team Depot has four focus areas:

1. Youth – empowering young people to realize their dreams;
2. Housing – helping to build and rehabilitate affordable housing;
3. Environment – preserving and protecting our world; and
4. Disasters – preparing communities for emergencies and assisting in responding and rebuilding.

Each of the 53 stores in Canada has a Team Depot representative who can spend up to two hours per week organizing and coordinating the volunteer program within that store. The Team Depot representative receives training on how to process donations, how to select and become involved in volunteer projects, how to engage and involve employees as volunteers, and how to promote the company within the volunteer project.

Employees volunteer on their own time and by volunteering alongside customers, neighbors, and not-for-profit groups. Employee volunteers teach important leadership and do-it-yourself skills.

## Examples of Activities

- **Habitat for Humanity:** Employee volunteers have been involved in many Habitat building projects across Canada. For example, in Brantford, Ontario, Home Depot volunteers painted a house while the company provided donations including carpeting, shingles, siding and dry wall.
- **Barn Building:** Employee volunteers helped build a barn for a child's donkey given to him by the Make-a-Wish Foundation.
- **Mary's House:** Employees helped renovate Mary's House, a shelter for the homeless.
- **Safety Village:** Employee volunteers provided materials and labor for a fire safety and prevention program at a children's safety village.
- **Salvation Army:** In Richmond, British Columbia, employees helped build a barbeque patio for a Salvation Army community luncheon program.
- **Bilingual Do-It-Yourself Programs:** Employee volunteers in Richmond, British Columbia, provided do-it-yourself home improvement training programs in English and Cantonese through a local library.

## Special Projects

- **Kids Workshops:** Free how-to clinics are offered at every Home Depot store to children between 6 and 12 and their parents. The clinics help children learn do-it-yourself skills, tool safety, feel a sense of accomplishment, and spend quality time with their parent. Since its start, 2.1 million children have participated in the Kids Workshop.

## Contact

Ms. Mary-Alison Pejskar  
Divisional Manager of Community Affairs  
and Wellness  
The Home Depot  
426 Ellesmere Road  
Scarborough ON M1R 4E7  
Phone: (416) 412-6771  
Fax: (416) 412-6796  
Email: [mary-alison\\_pejskar@homedepot.com](mailto:mary-alison_pejskar@homedepot.com)  
Web site: [www.homedepot.com](http://www.homedepot.com)



# IBM Canada Ltd.

**Manager of Corporate Community Relations, Catherine Wellesley states:**

*“At IBM, our approach to giving to the community is to combine our people and our technology to make a positive, lasting influence on society. Through selected programs, we support those employees and retirees who contribute their time to the communities where they live and work. We feel our community-level grant making and volunteer recognition programs encourage our employees to become personally involved in community projects.*

*IBM’s corporate philanthropic strategy combines its technology and its people in effective partnerships to bring solutions to the systemic problems that impact society, business and quality of life.”*

## Company Overview

Headquartered in Markham, Ontario, IBM Canada has nationwide responsibilities for marketing and service of IBM products and services. IBM Canada also has responsibility for sales and support of IBM products in the islands of the Caribbean North District. Its manufacturing and development operations include a semiconductor packaging plant in Bromont, Quebec; a software solutions laboratory in Toronto, Ontario; and an e-business solutions laboratory in Burnaby, British Columbia. IBM Canada and its wholly-owned subsidiaries employ 18,953 people in Canada.

## Employee Volunteer Support

IBM Canada has a long-standing commitment to good corporate citizenship. Wherever IBM does business, it endeavors to form connections to communities and support a range of civic and not-for-profit activities that help those in need.

Through its 2000 Corporate Community Relations programs, IBM Canada contributed technology and cash valued at more than \$2.5 million to Canadian communities. In addition, through its annual Employees' Charitable Fund campaign in 2000, IBM employees and retirees pledged \$2.4 million in personal donations to over 1,000 charitable organizations across Canada, and reported over 392,000 volunteer hours.

As part of its philanthropic initiatives, IBM encourages its employees to volunteer with organizations they care about in the communities where they live and work. The IBM Fund for Community Service (FCS) program recognizes the volunteerism of IBM employees and retirees who have at least one year of service with IBM and volunteer a minimum of eight hours per month with an eligible charitable organization. The recipient organization of a Fund for Community Service (FCS) grant must be a Canadian not-for-profit or registered charity and must perform community service that could be classified as education, human health, or wellness. IBM volunteers can apply for a grant once they have worked with the organization for at least six months.

Through the FCS program, IBM either donates a small cash grant to pay for all or part of a specific item or activity, or provides an IBM computer system grant. The computer must be used to enable the organization to provide its services, or be used by the clients of the organization itself. Equipment grants cannot be used as gifts to individuals, or for raffle, auction, or fund-raising initiatives.

The annual IBM Employee Charitable Fund Campaign provides employees with an opportunity to contribute to more than 1,000 health and human service agencies in Canada. During this employee-driven campaign, IBM employees volunteer their time to organize a series of creative fund-raising events at the various IBM locations.

## Examples of Activities

- **Young Explorer KidSmart Early Learning Programs:** IBM donates special hardware, software, and educational materials to selected United Way preschool agencies across Canada. This program helps to enhance the academic and social development of preschool children (ages 3-5) of diverse backgrounds and gives these children a jump-start in their education through fun and interactive technology.

- **Corporate Kiosk Solutions Offerings Program:** IBM donates leading edge software and interactive solutions to cultural institutions. Using Web-based technology, this initiative provides local communities with access to culture, science and education opportunities around the world.

## Special Project

- **Women in Technology:** IBM's Women in Technology program involves female employee volunteers who speak to young girls in Canadian schools about the opportunities available to them by continuing courses in math and science throughout high school. Today, over 300 volunteers deliver Women In Technology Workshops in high schools across Canada. In another program called e-Mentoring, female IBM volunteers mentor Grade 7 and 8 girls through on-line discussions to encourage their interest in technology and teach them about IT as a career choice. In addition, many IBM employees are involved in Junior Achievement school programs in their local communities.

## Contact

Ms. Catherine Wellesley  
Manager, Corporate Community Relations  
IBM Canada LTD.

3600 Steeles Avenue East  
A4/U05  
Markham, ON L3R 9Z7

Phone: (905) 316-3773  
Fax: (905) 316-2150 / (905) 316-2535  
Email: [donation@ca.ibm.com](mailto:donation@ca.ibm.com)  
Web site: [www.ibm.com](http://www.ibm.com)



# Investors Group Inc.

**President and Chief Executive Officer  
R. Jeffrey Orr states:**

*“There is no greater personal reward than to give freely of one’s time and effort towards a cause you truly believe in. Volunteers are an integral part of the success of so many worthy charitable endeavors, and serve as the tireless engines that help these organizations continue to run. Giving back to our communities through the spirit of volunteerism is among the greatest reward a person can achieve.”*

## Company Overview

Imagine  A Caring Company

For 75 years, Investors Group has been advising Canadians on the benefits of long-term financial planning. As one of Canada’s leading wealth creation and management companies, we build personal financial solutions for more than one million Canadians through a network of more than 3,400 Consultants.

Investors Group offers clients a unique package of financial planning services and a full complement of financial, investment and wealth management options for every stage of life. With close to 140 mutual funds and managed asset funds, a variety of mortgage options, insurance and securities services, GICs, and full banking and brokerage services in 2001, we are well equipped to build effective financial solutions for Canadians.

Our Consultants, who live and work in virtually every community in Canada, enjoy the support of 102 Financial Planning Centres across the country.

## Employee Volunteer Support

Investors Group Inc. is committed to promote, encourage and recognize volunteerism. The Investors Group Community Service Support Program was created to provide financial assistance to not-for-profit groups and organizations in which employees, consultants, retirees and/or their immediate families are involved. Applicants to the program must have at least six months service with the company and have volunteered with an eligible organization for at least six months before applying for the grant.

A single grant can range from \$100 to \$3,500 for a single volunteer or a group of volunteers working with a single registered Canadian charitable organization. Since its introduction in 1993, the program has awarded nearly \$600,000 in grants.

Consultants and employees volunteer for a diverse range of organizations across Canada providing community support in areas of social service, education and health as well as many youth organizations such as Junior Achievement, Big Brothers and Big Sisters, and Boys and Girls Clubs.

## Contact

Ms. Patricia Herd  
Manager, Program Administration,  
Community Affairs  
Investors Group Inc.  
One Canada Centre  
447 Portage Avenue  
Winnipeg, MB R3C 3B6

Phone: (204) 956-8053

Fax: (204) 942-5350

Email: [patricia.herd@investorsgroup.com](mailto:patricia.herd@investorsgroup.com)

Web site: [www.investorsgroup.com](http://www.investorsgroup.com)



# Manulife Financial Corporation

**Manulife Financial Senior Executive Vice President,  
John Richardson states:**

*“For more than 100 years, Manulife Financial has been a part of Canadian communities where our customers and employees live and work.*

*We appreciate the importance of contributing to those communities through a variety of programs, initiatives, and with the help of our own employees. Through their commitments of time and enthusiasm, they’ve shared in Manulife’s desire to make a difference in the lives of others – and we’re proud of them.”*

## **Company Overview**

Imagine  A Caring Company

Manulife Financial Corporation is a Canadian-based global provider of financial protection and wealth management products, including life insurance, pensions, annuities, and group benefits. Manulife offers insurance and financial services to individuals, families, businesses, groups, and associations across 15 countries and territories worldwide.

## **Employee Volunteer Program**

Manulife Financial Corporation supports employee involvement initiatives in their own communities. The company believes in their employees, and in the value they can add to their communities. Manulife Financial conducted a national survey of Manulife’s 7,000 Canadian-based employees and found that almost two-thirds of those who responded are active in some type of voluntary organization.



The Manulife Financial Helping Hands program supports and recognizes employee volunteer efforts. As a part of the Helping Hands program, Manulife Financial has created the Employee Involvement Fund. The program has an annual budget to support full and part-time permanent employees with a minimum of six months service to the company. The Employee Involvement Fund contributes cash grants of \$500 to charitable organizations where employees volunteer. In order to be eligible, employees must be active volunteers, contributing a minimum of 40 hours per year and with one or more years of service.

## Examples of Activities

Manulife Financial encourages volunteerism through Helping Hands sponsored activities.

- **Manulife Ride for Heart:** This fundraising event is organized by Manulife Financial's Kitchener-Waterloo offices to raise money for the prevention of heart and stroke disease. The ride in 2000 raised \$125,000 for St. Mary's Regional Cardiac Care Centre. Over the past seven years, the Ride has raised more than \$700,000 for heart and stroke research. The majority of Ride volunteers are Manulife employees.
- **The Manulife Homework Club:** This tutoring program matches employee volunteers with inner-city students to provide encouragement and mentoring. The students come to Manulife Financial's offices one afternoon per week after school to meet with their employee volunteer tutor to review in-class work, homework and to practice reading and writing skills. Several times during the school year, more than 80 tutors and students participate in group learning experiences such as a trip to the museum or a computer training session.
- **Junior Achievement Economics of Staying in School:** More than 100 employee volunteers work with Junior Achievement and local schools to teach financial living skills in the classroom.
- **United Way Fundraising:** Each year more than 300 Manulife volunteers canvas and coordinate special events to raise money for United Way.
- **Canadian Blood Services:** Volunteer committees organize blood collection drives four times a year.
- **National Volunteer Week:** During Canada's National Volunteer Week, the Toronto-based Manulife office hosts over 40 Volunteer Centre member agencies in a one-day volunteer fair.

## Special Projects

Manulife has had a long history of volunteer community involvement and appreciates the importance of contributing to communities through a variety of company and employee-driven programs and initiatives. For many years the company has had a close partnership with Volunteer Canada and has supported several initiatives to encourage volunteerism including:

- **Volunteer Opportunities Exchange (VOE):** Manulife employees can link to Volunteer Canada's VOE Web site through the company's customized volunteer Intranet site. This program gives users easy access to a database of volunteer positions, specific information about volunteerism, and examples of corporate success stories. The VOE is an exciting tool that helps connect agencies looking for volunteers with people seeking volunteer opportunities.

## Contact

Ms. Sharon Cobban  
Manager, Corporate Donations  
Manulife Financial Corporation  
200 Bloor St. E., North Tower  
Corporate Communications Dept., 2<sup>nd</sup> floor  
Toronto, ON M4W 1E5

Phone: (416) 926-6151  
Fax: (416) 926-5410  
Email: [sharon\\_cobban@manulife.com](mailto:sharon_cobban@manulife.com)  
Web site: [www.manulife.ca](http://www.manulife.ca)



# Nortel Networks Corporation

**Nortel Networks Chief Executive Officer  
John Roth states:**

*“The Internet is about being connected in today’s world and because Nortel Networks is leading the Internet revolution, we are well positioned to enable community services and programs to connect locally and globally. Corporate citizenship is about the power of connecting; doing what each of us does best so that we can make a difference together.”*

## **Company Overview** Imagine A Caring Company

Nortel Networks is a global Internet and communications company with capabilities spanning Optical, Wireless, Local and Personal Internet and eBusiness. Nortel Networks has locations across Canada and around the world. The company employs approximately 17,000 people in Canada.

Nortel Networks has a strong commitment to the communities where they do business. The company strives to enable Internet solutions and create opportunities in areas like science and technology education, healthcare and science and technology centres. By concentrating on these areas, Nortel Networks can leverage its corporate and employee strengths in networking and high-performance Internet.

## Employee Volunteer Program

Nortel Networks supports and encourages employee volunteerism. The company believes that, as our world changes and is influenced by the Internet, corporate citizenship is changing too. For Nortel Networks, this means using their expertise to create networks that let people share ideas, as well as to work, learn, and play in radically new ways. Nortel Networks' corporate citizenship program goal is to connect with community challenges, help improve lives, and help organizations to make a real impact.

Nortel Networks corporate citizenship team works both globally and regionally to support communities and employee volunteer efforts. A common global strategy to address community challenges by harnessing the power of the Internet acts as both a baseline for global initiatives and a guideline for more regionally focused programs. Local volunteer efforts are channeled to support this strategy, but may be handled differently around the globe. For example, in Brampton, Ontario, at Nortel Networks' head office, an interactive Web site is available to employees to search for and track volunteer opportunities. In other locations, volunteer opportunities are promoted through various forms of internal communication.

## Examples of Activities

- **Take Our Kids to Work Day:** This project is organized by The Learning Partnership to give grade nine students across Canada real-life experience in a work environment. Nortel Networks employees volunteer to host students and focus the day's learning on the Internet including discussions on the potential of Internet business.
- **Way to Go:** This project was initiated by the Dufferin Peel Catholic School Board and funded by Human Resources Development Canada. Its mission is to partner business and the education system. At Nortel Networks Brampton, 13 employees volunteered to complete career path information identifying skills and traits that are essential for high performers in telecommunications. The outcome of this project is to provide career direction to youth.
- **INROADS:** Nortel Networks is working with INROADS, a North American organization that develops innovative programs for visible minority and aboriginal high school graduates and university students. The organization places the students in business and industry and prepares them for corporate and community leadership. Working with INROADS, Nortel Networks sponsors students, provides them with year-round coaching, training and academic support.

- **United Way:** Employee volunteers fund-raise for the United Way across North America.
- **Web Sites:** Nortel Networks employee volunteers are teaching students in many Canadian communities how to help charitable organizations build fund-raising Web sites.

## Special Projects

- **Computer Training for Teachers:** Teachers who have little experience with computers and technology are given the opportunity to attend training sessions at Nortel Networks. Teachers and staff in grades K-12 are eligible to participate and receive hands-on experience in using the Internet for education. In 1999, more than 9,000 teachers from across Canada participated, learning advanced skills and gaining renewed enthusiasm and confidence. Employee volunteers give their evenings and Saturdays to teach classes.
- **UNICEF:** By forming an alliance with UNICEF, Nortel Networks and its employees were able to respond quickly to the needs of victims of the tragic Gujarat, India earthquake that took place in January 2001. The company provided online donations that funded urgently needed medical and emergency supplies. The total donation from the Nortel Networks Foundation and employees was over \$660,000.

## Contact

Ms. Lynne Hudson  
Director, Nortel Networks Foundation  
100-8200 Dixie Road  
Brampton, ON L6T 5P6

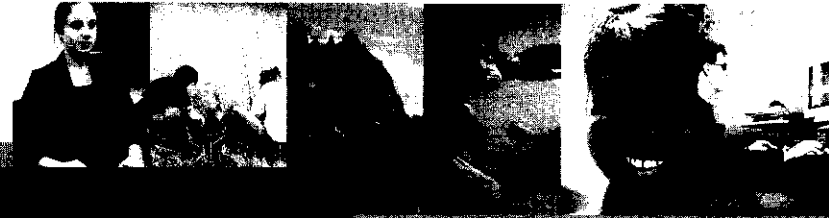
Phone: (905) 863-5306

Fax: (905) 863-8427

Email: [ldhudson@nortelnetworks.com](mailto:ldhudson@nortelnetworks.com)

Web site: [www.nortelnetworks.com](http://www.nortelnetworks.com)

# Petro-Canada



**Petro-Canada President & Chief Executive Officer, Ron Brenneman states:**

*“Getting involved in the community is just good business sense. It helps the community, the company and our employees.”*

## Company Overview

Imagine  A Caring Company

Petro-Canada is a major Canadian oil and gas company with a business presence across the country. It has approximately 4000 employees and 1700 retail sites. Its four core businesses are: East Coast offshore oil and gas exploration and development; Northern Alberta oilsands production and development; Western Canada natural gas exploration and production; and refining and marketing of petroleum products.

## Employee Volunteer Program

Believing that employees energize the community, the company has adopted the motto “Volunteer Energy” for its employee/retiree volunteer program. Petro-Canada has a comprehensive social vision that guides its community investment program and fuels its community involvement activities. The theme of this social vision

is “investing in the development of Canadian talent, innovation, and expertise through education.” Petro-Canada combines financial resources with specific technical expertise and employee volunteer participation to build community capacity. This approach is valued by the community and generates new knowledge and skills for the company.

Recognizing the value of the contributions its employees and retirees make to the community, the company, through the National Community Investment Program, launched its National Volunteer Grant Program in 1992 to reward those individuals who, of their own personal choice, are helping in the community. The rules are deliberately simple — any employee/retiree who contributes a minimum of four hours per month to a registered not-for-profit society or charitable organization can apply for one grant per year. In recognition of Petro-Canada’s 25th anniversary in 2000 and as a lead into International Year of Volunteers 2001, the company increased the grant from \$300 to \$500, which led to an increased number of grants in 2000, totaling 373. Employees/retirees also get involved, as teams, in community funding initiatives. Funding for the coordination and implementation of regional volunteer activities is provided through both the Community Investment and regional operations budgets.

Petro-Canada values its employee/retiree volunteers and takes every opportunity to pay tribute to their work by profiling initiatives in the employee newsletter and featuring unique stories of individual volunteer efforts in the Community Investment Annual Report.

## Examples of Activities

- **United Way:** United Way/Centraide is the biggest single volunteer activity at Petro-Canada. Hundreds of employees volunteer their time every year to plan and run the employee campaigns and to participate in Days of Caring. Students from Petro-Canada’s partner high school have also been involved with employee volunteers painting for charity, cleaning up roadsides and participating in other special events.
- **Relay for Life:** Six teams of Petro-Canada employees and associates participated in the third annual Canadian Cancer Society Relay for Life in Ottawa in June 2001. All six teams gave their time, energy, and enthusiasm to participate in the 12-hour overnight fundraiser. They collected more than \$10,000 in pledges to support the fight against cancer. In addition, employee volunteers worked through the night at the Petro-Canada Pit Stop offering refreshments, snacks, and encouragement to relay runners and walkers and at the Petro-Points for Cancer tent.

- **Junior Achievement:** More than 50 employees participate each year in the Economics of Staying in School program while others volunteer their business expertise to JA's Company Program.
- **Other Team Events:** A number of employees join forces to enter community team events. The company often supports these team activities which include: the bike ride for Heart and Stroke, the Corporate Challenge, the CIBC Run for the Cure, and Dragon Boat Races.

## Special Projects

- **Volunteerism:** Through Petro-Canada's Community Investment Program, funding is given to groups like Volunteer Calgary, the National Volunteer Corps, and the Calgary Centre for Nonprofit Management to promote volunteerism.
- **Requests for Volunteers:** Petro-Canada often receives requests from charities for potential Board or committee representatives with specific skills, or volunteers at large. The company endeavors to broker these requests to find interested employees who meet the organization's needs.

## Contact

Ms. Hazel Gillespie  
National Community Investment Manager  
Petro-Canada  
P.O. Box 2844  
Calgary, AB T2P 3E3

Phone: (403) 296-8476  
Fax: (403) 296-3921  
Email: [hazelg@petro-canada.ca](mailto:hazelg@petro-canada.ca)  
Web site: [www.petro-canada.ca](http://www.petro-canada.ca)





# RBC Dominion Securities

## Company Overview

Imagine  A Caring Company

RBC Dominion Securities (RBC DS) is a business unit of the Royal Bank Financial Group. The company specializes in investment securities and, through the part of the company now with RBC Investments, brokerage services. RBC DS funds its independent community support programs through the Royal Bank Financial Group Foundation.

## Employee Volunteer Support

RBC DS supports community not-for-profit and charitable organizations where employees are involved. RBC DS strongly believes in helping its employees in their individual choices of community involvement. In doing so, it also recognizes employees who proactively seek new learning experiences that will ultimately assist

them in their careers. Since 1998, the company has committed to partnership assistance of the following national not-for-profit partners: Habitat for Humanity, Raising the Roof, and the Canadian Centre for Philanthropy.

RBC DS responds with financial support to requests from organizations in which employees volunteer, donate or are linked through clients. Donations to these organizations run from \$500 to \$250,000 per project, depending on the needs of the organization, its role in the community, and the involvement of the employee.

While corporate donations are made on a centralized basis, volunteerism and community involvement are activities coordinated within five separate geographic regions. These areas cater predominately to current employees but also support retirees and RBC Dominion families.

## Examples of Activities

- **Raising the Roof:** Raising the Roof is the only charitable organization that uses a Canada-wide approach to fund and partner with local initiatives that involve homeless people. RBC DS has selected homelessness as an important issue and partners with Raising the Roof for Toque Tuesday. Once each year, Royal Bank Financial Group and RBC DS employee volunteers are involved in raising money for homelessness by selling toques for a minimum donation of \$5 each. Some employee volunteers involve their churches while others encourage client companies to become involved on a challenge basis. Many employees buy and send toques as Christmas gifts to clients and ask for donations for the cause. In 1999, one investment advisor raised over \$5,000 in donations from this method. Other employee volunteers hold “toque lunches” selling BBQ hot dogs, cold drinks and a toque for \$10. Employee volunteers in Halifax and Vancouver helped set up first-time fundraising gala comedy evenings. In 2001, 70,000 toques were sold by Royal Bank Financial Group volunteers for a total support of over \$650,000 towards long-term solutions for the homeless.
- **Salvation Army Christmas Fund:** Toronto volunteers give out “gift guides” to employees marked with a child’s gender and age. Employees buy appropriate gifts and bring them to the office where they are collected by the Salvation Army to be distributed to families in need.

- **United Way Golf Tournaments:** Both the Collingwood and Kelowna branches have organized community golf tournaments to support local United Way initiatives, each raising over \$40,000 for the local United Way.
- **Tom Baker Cancer Centre:** In honour of a colleague diagnosed with cancer, the staff of the Calgary offices sponsored a concert fund-raiser. The employees themselves donated \$15,000 and arranged for clients to attend and support; at their request, the firm donated an additional \$25,000.

## Special Projects

**Habitat for Humanity:** The firm provides challenge grants for home builds across Canada, and employees are involved with Habitat for Humanity in 18 different locations, including:

- Toronto, over 30 employees and their families volunteered at the building site. One investment advisor’s team of three staff was represented every day at the building site. Employee volunteers also took turns at the home show, selling raffle tickets for a children’s playground set. One employee volunteer is on the board of Habitat for Humanity and others volunteer at the Re-Store.
- Windsor, at least four staff from the branch were onsite every day during the six day building blitz. Six staff members from other branches took holiday time to participate for one to five days each.

- Montreal, four employee volunteers were involved in translating information, two staff helped set up the press days and greet VIPs, and one branch employee volunteer is on the board of Habitat for Humanity.
- St. Catherines, four employee volunteers were involved in building homes.
- Calgary and Brooks, at least eight staff volunteers were involved on an ongoing basis in a building program.
- Vancouver, six people were involved on an ongoing basis in a home building project.
- Professional staff guest speak at Habitat affiliate conferences to provide guidance in expanding corporate support.

## Contact

Ms. Annette Duksza  
Donations Officer  
RBC Dominion Securities  
Royal Trust Tower, 5<sup>th</sup> Floor  
77 King St. W. P.O. Box 7500, Station A  
Toronto, ON M5W 1P9

Phone: (416) 955-8858  
Fax: (416) 955-8454  
Email: [annette.duksza@rbcds.com](mailto:annette.duksza@rbcds.com)  
Web site: [www.rbcds.com](http://www.rbcds.com)



# Rogers Cable Inc.

**Rogers Cable Inc. President and Chief Executive Officer  
John H. Tory states:**

*“Kids will see us patrolling on the streets in their neighbourhoods. It is a pretty amazing sight to see the caravan of trucks hit the road at dusk on Halloween night. Our employees enjoy giving back to the communities in which they live and work.”*

## **Company Overview** Imagine A Caring Company

Rogers Cable Inc. is a wholly owned subsidiary of Rogers Communications Inc. Rogers hybrid fibre-coaxial network is the most advanced in North America, delivering high quality entertainment, information and communication services to 2.3 million customers in Ontario, New Brunswick and Newfoundland. As Canada’s largest cable operator, the company also owns and operates over 240 Rogers Video stores.

## **Employee Volunteer Support**

Rogers Cable Inc. believes in giving back to the communities in which they operate. The company participates both as a corporate entity providing funding, in-kind resources and creative applications of technology, as well as encouraging the individual volunteer efforts of their employees.

The employee volunteer program is centrally coordinated on a part-time basis through the community relations department. The community relations manager spends approximately five per cent of his/her time on project strategy, planning and coordination with local operations.

## Examples of Support Activities

- **Cable in the Classroom:** Launched in 1995, Cable in the Classroom (CITC) was conceived and designed to provide Canadian teachers with an additional teaching tool to enhance their curriculum. Cable in the Classroom is a partnership of cable companies, networks, and educators. Rogers has spent over \$3 million dollars connecting more than 2,500 schools – over 88 per cent of all publicly-funded elementary and secondary schools in Rogers service areas. In addition to connection, each school receives complimentary cable service valued at \$480 annually. Through Cable in the Classroom, Rogers brings 37 networks and over 360 hours of copyright-cleared, commercial-free, educational cable television programming to educators for use in the classroom every month.
- **Child Find:** As part of Rogers' commitment to children and education, a photograph of a missing child is printed on our cable envelopes each month. During 1999, seven of the children featured on the envelopes were recovered. As well, Rogers Television broadcasts photographs of missing children during station breaks and posts these photographs on the Rogers Web site. Rogers Television has produced a public service announcement for Child Find to support the organization's Green Ribbon campaign.
- **Minor league sports:** Rogers Cable provides sponsorship support to local minor league teams in its service areas.

## Special Projects

- **Pumpkin Patrol:** Halloween safety has been a major project for the company for over 17 years. To address this safety concern, employees started the Rogers Pumpkin Patrol program. The Pumpkin Patrol works in partnership with local police and community groups to ensure young children and the community have a safe and happy Halloween night. Throughout areas served by the cable company, Rogers red vans, staffed by over 680 trained employee volunteers, work with police and other emergency services to watch for and report incidents of vandalism or trick-or-treaters in need of help.

In preparation for the big night, Rogers Pumpkin Patrol distributes approximately 175,000 safety loot packs to local schools. The packs include a card with seven safety tips, a reflective armband, face tattoos, and other goodies. Rogers' employees and local police officers have begun making safety presentations in grade 2 and 3 classrooms.

Rogers Cable produced a 15-second video Pumpkin Patrol Public Service Announcement. This video has been recognized as a Bronze Award Winner of Excellence in Video Achievement (presented by ITVA Canada) in the Corporate Image Category.

## Contact

Ms. Nancy Cottenden  
Manager, Public Relations  
Rogers Cable Inc.  
333 Bloor St. East  
Toronto, ON M4W 1G9

Phone: (416) 935-4726

Fax: (416) 935-4740

Email: [ncottend@rci.rogers.com](mailto:ncottend@rci.rogers.com)

Web site: [www.rogerscable.com](http://www.rogerscable.com)



# Royal Bank Financial Group

**Chairman and Chief Executive Officer,  
John E. Cleghorn states:**

*“At Royal Bank Financial Group, we believe that by contributing our funds, our network, our leadership and, most importantly, by encouraging and celebrating the involvement of our people, we can make a difference in helping our communities get their dreams off the ground.”*

## **Company Overview**

Imagine  A Caring Company

Royal Bank Financial Group (Royal Bank) is a diversified financial services company. It provides personal and commercial banking, wealth management services, insurance, corporate and investment banking, online banking and transaction processing on a global basis. The company employs 54,000 people who serve 10 million personal, business and public sector customers in North America and in some 30 countries around the world.

Royal Bank has a history of commitment to projects and organizations that improve the quality of life in communities. Their objective is to provide individuals with a chance to make the most of their dreams. As one of Canada’s largest corporate donors the bank believes it can play a role in strengthening the economic and social conditions of the communities in which it operates. In 2000,

Royal Bank invested more than \$26 million in over 3,200 charities in hundreds of communities across Canada. In the year 2000 and for the fifth year in a row, Report on Business Magazine named Royal Bank the top corporation in Canada in the category of corporate social responsibility.

## Employee Volunteer Grants Program

The cornerstone of Royal Bank's Employee Volunteer Grants Program is financial support for the volunteer work done by employees. The aim of the Dollars for Doers program is to demonstrate appreciation for staff efforts and to encourage volunteerism.

Royal Bank says that it is impossible to calculate the number of hours its employees and pensioners contribute to charitable organizations. However, employees and pensioners who donate more than 40 hours of their personal time per year to a charitable organization can apply for funding of up to \$500 for their organization.

All employee volunteer initiatives are led by the employees themselves, with Royal Bank providing support. In 2001, the International Year of Volunteers, Royal Bank will continue to celebrate the difference its employees and pensioners make in their communities by sharing their knowledge and compassion.

## Examples of Activities

- **United Way Day of Caring:** Employee volunteers in Nanaimo, British Columbia, coordinated a community-wide project to pitch in where the community needed some help. Businesses donated materials and services, and Royal Bank employees did the rest: cleaning up yards, stuffing envelopes, doing repairs, and painting.
- **Climb for United Way:** Hundreds of Royal Bank employees took part in fund-raisers like climbing the CN Tower in Toronto and stair climbing in Montreal.
- **Food Banks:** A team of 45 employee volunteers from Corner Brook, Stephenville, Goose Bay and Grand Falls helped support food banks. Volunteers took part in the St. John's Santa Claus Parade, collecting food along the way.
- **Opportunities 2000:** Along with a sizeable cash donation, Royal Bank provided leadership to find market-based solutions to help 2,000 Waterloo area families escape poverty.
- **Nova Scotia Hospital:** With one evening's burst of energy, Woodside branch employee volunteers planted a wandering garden for people with Alzheimer's. Without Royal Bank volunteers, the work would have taken two to three weeks to complete.



- **Community Sports:** Hundreds of Royal Bank employee volunteers from all across Canada get involved in community sport as coordinators, coaches, team managers and referees.
- **Meals on Wheels:** 140 Edmonton employee volunteers deliver meals to the frail, elderly, disabled or convalescing.
- **Kosovo Refugees:** Many Toronto employee volunteers pitched in to help sort 12 tractor-trailer loads of clothing collected for those in need.

## Special Projects

- **Raising the Roof's Toque Tuesday:** Royal Bank Financial Group, through RBC Dominion Securities, is a major supporter of Raising the Roof's annual Toque Tuesday campaign.

## Contact

Royal Bank Financial Group Foundation

Web site: [www.royalbank.com/community/donations](http://www.royalbank.com/community/donations)



# Royal LePage

**Royal LePage Real Estate Ltd.  
President Simon P. Dean states:**

*“Royal LePage has always believed in giving back to the communities where we operate. It is part of our social responsibility as a company. In 1998, we turned what had previously been a charitable reactivity into a community investment strategy. Our strategy resulted from a survey we conducted with our realtors, brokers, and staff. Our people have since directed their resources and leveraged their networks to the advantage of the cause of shelters, and specifically, shelters for women and children fleeing violence. We credit the success of this initiative largely to the culture of caring in our company, and to the natural affinity between our business and our community investment activity, based on the*

*reality that shelter comes in many forms. We are delighted with the support we have been able to bring to this important social issue, and look forward to continue working on this singular cause across the company in the future.”*

## Company Overview A Caring Company

Royal LePage is Canada's fastest growing real estate company with over 9,000 sales representatives and staff in more than 550 residential and commercial offices from coast to coast. Recognized as a North American industry leader in technology, Royal LePage is committed to providing its sales force with the tools and training they require to meet the changing needs of consumers. Royal LePage is a wholly-owned subsidiary of Trilon Financial Corporation.

## Employee Volunteer Program

In 1998, following a survey of broker/owners, realtors, and staff across the country, Royal LePage Real Estate Services Ltd. formed the Royal LePage Shelter Foundation, a national foundation dedicated to supporting women's shelters across Canada. The Royal LePage Shelter Foundation raises funds, works to increase public awareness of the issues creating the need for shelters for abused women, and assists in the educational process of violence prevention. Royal LePage's president and the former vice-president of channel development and marketing volunteer to sit on the foundation's board. The board also includes representation from outside of the company.

The business strategy and planning of the foundation's efforts are managed centrally through the foundation. Responsibility for coordination and implementation is delegated regionally to volunteers (usually realtors who are independent contractors, rather than employees in the traditional sense) acting as regional chairs, and through them, to volunteers in local offices who take responsibility for activities at the local level. The foundation tracks the financial resources and is putting in place mechanisms to track volunteer hours given to shelters. In an effort to learn from and improve its work in this area, the foundation has also sought feedback from shelters on the effectiveness of its support.

Many Royal LePage offices and sales representatives have partnerships with local women's shelters. Company-initiated volunteer activities relate to the theme of family violence and violence

prevention. Nationally, the company works with the Canadian Women's Foundation and its other corporate partners to support grants for violence prevention and awareness grants across the country.

Volunteers receive information and support on how to approach their work with shelters. It is estimated that Royal LePage volunteers work 20,000 hours annually for this cause. All funds raised by the local Royal LePage offices remain in the community. Local efforts benefit local shelter partnerships.

## Examples of Activities

- **Moncton Women's Shelter:** A shelter needed help to move some women and children to new homes after their stay at the shelter. A Royal LePage group of volunteers got together to move the families to their new homes and, using public service announcements, began a public awareness campaign speaking out against violence.
- **Beaches Branch (Toronto):** Women and their children often arrive at a shelter without personal items required for daily living. Volunteers collected items to put together "comfort bags" which are given to women as they arrive at the shelter. Items such as soaps, shampoos, lipstick, hand lotion, combs, and face cloths were collected while toothbrushes and toothpaste were donated by dentists. Two volunteers made the bags holding the items. For Mother's Day, items like bath oils, perfume and cosmetics were collected and given to the women in the shelter. As

bedding is always needed at the shelter, the Royal LePage volunteers conduct "Blanket Blitzes" at the office as one more way to support the cause.

- **Car Rally:** From The Beaches to Newmarket and from Oakville to Scarborough, enthusiastic Royal LePage volunteers descended on Richmond Green for the '99 Car Rally and Scavenger Hunt. Scavengers scoured the countryside for dentist bibs, purple bean bags, construction signs, dust bunnies, fireman's helmets, chain link fence, airline schedules, etc. Poems were written to include the word "shelter" and at the end of the day \$2,255 was raised for The Royal LePage Shelter Foundation.
- **Garage and Yard Sales:** Clarkson, Scarborough, Regina, Calgary, and many other offices worked tirelessly to raise money for their shelters.
- **Beatles, All You Need is Love All-Star Bank concert:** Belleville, Trenton and Cobourg/Port Hope volunteers planned, rehearsed and coordinated two sold-out concerts raising money for their respective shelters.

## Special Projects

- **Etobicoke:** Recognizing that many women and children leave shelters to start new homes with nothing at all, Royal LePage volunteers worked with clients to raise awareness of the local shelter and suggested that household items that may be super-

fluous in a move could be donated to their shelter partner. A special brochure was created and given to each client.

- **House that Lethbridge built:** With the guidance and instruction of a journey-certified tradesman and the donations of materials from local businesses, Lethbridge realtors built a full-size children's playhouse. The construction site was the Trades Building at the Lethbridge Community College. When construction was complete, the playhouse was entered in the Whoop Up Days parade, and raffle tickets were sold raising \$6,200 to support Shelter Foundation initiatives. In 2001, nine offices are planning to replicate this Children's Playhouse in order to raise funds and awareness in their respective communities.

## Contact

Ms. Sheherazade Hirji  
Executive Director  
Royal LePage Shelter Foundation  
39 Wynford Drive  
Don Mills, ON M3C 3K5

Phone: (416) 510-5750  
Fax: (416) 510-5790  
Email: [shirji@royalpage.ca](mailto:shirji@royalpage.ca)  
Web site: [www.royalpage.com](http://www.royalpage.com)



# Suncor Energy Inc.

**Suncor Energy Inc. Chief Executive Officer  
Rick George states:**

*"We take pride in our employee involvement and continue to look for opportunities to participate in the well-being of our communities."*

## Company Overview

Imagine  A Caring Company

Suncor Energy Inc. is a Canadian company with global business interests. The company is an integrated oil and gas company with interests in oil sand mining, oil and gas exploration, refining, and retail marketing of its products. Subsidiaries include Sunoco Inc., Suncor Resources Group, and Suncor Oil Sands Group. Suncor has just over 3,000 employees.

## Employee Volunteer Program

Suncor is committed to maintaining and improving the quality of life in society, particularly in communities where its employees work and live. This commitment includes investing in communities, encouraging employee volunteerism and building mutually beneficial relationships with stakeholders. In 1999, Suncor

launched a volunteer involvement pilot program in Calgary called the We Care Connection. We Care Connection is an employee driven program that promotes volunteering.

At Suncor, volunteer opportunities come to the We Care Connection through the organizing team. In aligning their vision with Suncor's vision of being a sustainable energy company, the team has selected social, educational and environmental causes as the priority for their program. We Care Connection has also aligned its goals with those of Suncor's Community Investment program and the Suncor Energy Foundation. The company provides financial and communication resources to ensure effective communications in the team, with the community, with the volunteers and other stakeholders.

New employee volunteers are sought on a quarterly basis by the organizing team. Volunteers, hours, and projects are tracked on a volunteer database. New volunteer opportunities are advertised by e-mail to one of the three interest-specific volunteer bases (Social, Education, Environment) and simultaneously posted on the We Care Connection electronic bulletin board.

Recent counts show 112 employees involved in the We Care Connection Calgary program. In seven months, the employees involved contributed 906 hours overall. Most volunteering occurs during off-work hours, though a small percentage of volunteer hours occur during work hours at managerial discretion.

Suncor has also introduced the Community Service Grants program, which is designed to promote volunteerism while supporting local communities in which Suncor does business. Each year, employees and retirees who have volunteered for one or more years with a registered charitable not-for-profit organization may apply for funding of up to \$2,000. Since the program was introduced in 1991, the company has contributed nearly \$500,000 to community projects.

As a part of Suncor's franchising agreement, each retail outlet in Ontario donates 100 hours per year of volunteer time to community projects. There are 300 outlets in Ontario, totaling 30,000 hours of volunteer time.

## Examples of Activities

- **Junior Achievement:** Suncor worked with Junior Achievement in three areas: Economics of Staying in School, Business Basics, and Project Business, and provided six volunteers to help teach the nature of business over a period of approximately 295 hours.
- **Alberta Mentoring Foundation for Youth:** This opportunity allowed employee volunteers to act as mentors to junior and senior high school students from Calgary, Airdrome & Cochrane. Mentors meet with their students once a week for an hour at the school and help motivate students in their academic and personal lives.

- **Drop In Centre:** Volunteers serve lunch once a month at the centre. Suncor maintains a database of volunteers, and coordinates their involvement as required. This program has been running for the past three years. Clothing and toiletries were also collected in drop boxes and have been delivered to the Drop In Centre.
- **Paint the Town:** City Links runs a program that pairs people needing help painting their homes with volunteers. City Links does all the prepping of the house, provides two people to supervise the job and does the clean up. Thirteen Suncor employees contributed 97 hours of volunteer time.

## Special Projects

- **ABC's of Climate Change:** Suncor is a “champion” partner with the federal government’s Climate Change Action Fund along with seven other corporations forming the Action By Canadians (ABC) on Climate Change Project. Employee volunteers attended educational workshops to learn about the program. These employees will then reach out into the community to share what they have learned with local community groups such as churches, schools, youth groups, etc. There are 68 employees involved in this initiative.

## Contact

Ms. Marie Stevens  
Manager  
Suncor Charitable Foundation  
P.O. Box 38, Station M  
112 – 4<sup>th</sup> Avenue SW  
Calgary, AB T2P 2V5

Phone: (403) 205-6806  
Fax: (403) 269-6240  
Email: [mstevens@suncor.com](mailto:mstevens@suncor.com)  
Web site: [www.suncor.com](http://www.suncor.com)



# Surrey Metro Savings Credit Union

**Surrey Metro Savings President and Chief Executive Officer Lloyd M. Craig states:**

*“Surrey Metro Savings has an outstanding reputation as a corporate partner in the communities we serve. We are committed to building relationships with local organizations and providing financial assistance to support their important initiatives.”*

## **Company Overview** Imagine A Caring Company

Surrey Metro Savings is one of the leading credit unions in Canada and the largest financial institution headquartered in the Fraser Valley, British Columbia. It offers a complete line of financial accounts and services, including chequing and savings accounts, RRSPs, term deposits, personal loans, mortgages, lines of credit, commercial mortgages, and mutual funds. In addition to 17 retail branches, Surrey Metro Savings provides convenient banking services through a centralized Call Centre; MetroMachines, automated banking machines; Touch Tone Teller, 24-hour automated telephone banking service; and more recently, MetroDirect, On-line Banking system via the Internet.



## Employee Volunteer Support

Surrey Metro Savings has a long history of supporting the people who live and work in its communities through their Community Partnership Program (charitable donations). They also encourage volunteerism through their Helping Hands program. The program encourages staff to donate their time and expertise to non-profit organizations. For every 50 hours of volunteer time recorded, the Company will give \$100 to the community organization on behalf of the employee volunteer. At the end of the year, the Helping Hands information is compiled and the employees with the most hours are eligible for the Community Achievement Award, presented at the annual employee awards ceremony.

Over the past year, Surrey Metro Savings has contributed more than \$300,000 to community based organizations as part of its Community Partnership Program (this includes Helping Hands grants).

## Examples of Activities

- **Big Brothers/Big Sisters:** Surrey Metro Savings is developing a partnership to encourage employee volunteers to work with a school and mentor a student. The volunteer must commit to one hour each week for the entire school year and be involved with the child for two years. The Credit Union will give the employee release time to allow the mentoring to happen during the work-day. The intention of the program is not tutoring. The school teachers will work with the volunteers to plan the activities of the student and volunteer.
- **Arts Club Theatre:** A Vancouver theatre company was sponsored by Surrey Metro Savings to bring their work to local residents in Langley, British Columbia. Employee volunteers worked with the theatre group to provide support and organization.
- **Spirit of the Sea Festival and Torchlight Parade:** Known as one of the best family festivals, it's a weekend of magic shows, sandcastle competitions and golfing in the sand along White Rock's beautiful beach fronts. Surrey Metro Savings is a proud sponsor of the festival's grand finale – the Torchlight Parade. This dazzler of a parade is coordinated by Surrey Metro Savings staff.
- **Good Samaritan:** Every Christmas, employees raise money for food banks. The administration office and some branches adopt a family; while other branches collect boxes of food.
- **Big Brothers Bowl-a-thon:** Employee volunteers collect pledges and participate in the competition to raise money for Big Brothers.
- **SMS Challenge for Children:** For the last few years, Surrey Metro Savings' staff have volunteered their time and energy to raise funds through bake sales, carnivals, and a car rally for BC Children's Hospital. As well, the employees enter a team in the Annual Slo-Pitch Challenge, an event which is part of the Children's Miracle Network.

## Special Projects

- 5 Hours 4 Life Triathlon: This event raises money for the Langley Memorial Hospital. For ten years Surrey Metro Savings has been a sponsor of this triathlon event (run, bike, and fitness circuit) and enters a team. For five hours, teams of six people rotate through the three activities demonstrating endurance, strength, agility, balance and cardiovascular fitness but concentrating on having fun.

## Contact

Ms. Cyndie Kremyr  
Manager, Corporate Communications and  
Corporate Secretary  
Surrey Metro Savings Credit Union  
Administration Office 4<sup>th</sup> floor  
15117-101 Avenue  
Surrey, BC V3R 8P9

Phone: (604) 517-7403

Fax: (604) 517-7635

Email: [cyndiek@metrosavings.com](mailto:cyndiek@metrosavings.com)

Web site: [www.metrosavings.com](http://www.metrosavings.com)



# Telephone Pioneers of America

**Mr. Tom Myers, Vice President (Canada) states:**

*“When it was apparent to Alexander Graham Bell that his invention was to grow into a major industry, he formed the Telephone Pioneers to give something back to the communities he served. The caring and sharing culture he established has prevailed for 100 years and impacted millions of employees. It is rewarding to see how Telephone Pioneers have transcended the evolution of our industry to unite around a common cause of caring for their communities.”*

## Organization Overview

Operating in Canada, United States, Mexico and Latin America, the Telephone Pioneers of America is the world’s largest industry-related volunteer organization with over 800,000 members. The motto of the Telephone Pioneers is “Answering the call of those in need” and, to this end, members provide a broad base of community service programs that inspire over 20 million volunteer hours each year. Members are current and retired employees of the telecommunications industry.

The Telephone Pioneers in Canada has 50,000 members operating in all provinces and territories across Canada. They are leaders in corporate volunteerism, and with the support of their sponsoring companies (Aliant Inc., Manitoba Telecom Services Inc., and SaskTel), they deliver a variety of educational and e-business programs and are committed to building healthy communities.

Canada’s national office is located at SaskTel in Regina, Saskatchewan.

## Governance

Under the direction of a sponsor company advisory board and the Pioneer Association office in Denver, Colorado, the national office provides direction and support to Pioneer chapters across Canada. The Canadian leadership team consists of the vice president, administrator and an executive committee that includes sponsor-company paid chapter managers and elected chapter presidents. The executive team develops and implements business plans that meet the needs of the community, the members, and the company. Members who are currently employed by a sponsoring company pay \$15 annual dues. Retired employees are members for life and are exempt from paying dues.

In 2000, the Canadian Telephone Pioneers helped hundreds of communities by contributing approximately 300,000 volunteer hours, equivalent to the value of \$5 million. While strongly focused on education and e-business projects, the Canadian Pioneers also volunteer to improve the quality of life for adults and children with disabilities, help homeless people, and aid victims of natural disasters.

## Examples of Local Activities

- **Max Simms Camp:** The Lions Club of Newfoundland operates a camp for children with special needs. Recently the camp was in need of improvements to support the growing demand and medical requirements of the users. The Canadian Telephone Pioneers pitched in with six weeks of full-time labor and fund-raising. In addition to building expansions and improvements to the facility, the Pioneers also purchased a generator for the camp to ensure emergency power for operating medical support equipment.
- **Tall Ships:** When the tall ships visited Halifax in July 2000, many volunteers were needed. The Canadian Telephone Pioneers advertised the volunteer opportunities through the various telecommunications offices and promoted the project through the Internet. Over 400 volunteers stepped forward to help.

## Examples of National Projects

- **Computers for Schools:** Co-founded in 1993 by the Canadian Telephone Pioneers and Industry Canada, this multiple award-winning program is a national, volunteer based initiative that provides Canada's schools and libraries with surplus computers. Canadian Pioneers staff more than 55 workshops across the country. School boards apply for the equipment through provincial allocation committees comprised of educators, parents, and

Pioneers. Since its inception, 250,000 used government and business computers have been reclaimed, refurbished and recycled, and delivered to needy schools and libraries across the country free of charge. Bundled with the computers are 200,000 software packages, bringing the total savings to the education system in Canada to an estimated \$150 million in equipment, labor, software and logistical support. This initiative has benefited more than 18,000 schools and libraries across Canada.

- **“A Book About Me”:** This program uses personalized story-books filled with positive messages to help promote self-esteem in kindergarten and grade one children. Canadian Telephone Pioneers work with schools to order, deliver, and read the books to students. Each book is individualized and features the child’s name, the teacher’s name, and names of friends. The program’s personalized books captivate students, motivate them to read, and help them build positive self-esteem at an early age. The program not only relies on the expertise and caring of the teachers, it is also designed to involve parents. Parents are supplied with a topical guide to complement the program for use outside the classroom.

- **Trans Canada Trail Relay 2000:** The Canadian Telephone Pioneers acted as the national logistics partner providing a mobile merchandising system which offered people opportunities to sponsor Trail meters and/or purchase Relay 2000 merchandise. Canadian Pioneers also staffed sponsored facilities that were in charge of contacting the 5,000 water carriers participating in the Relay.

## Contact

Ms. Judy Ahlsten  
Administrator  
Telephone Pioneers  
2<sup>nd</sup> Floor, 2121 Saskatchewan Drive  
Regina, SK K1R 6A6

Phone: (306) 777-1982

Fax: (306) 777-2831

Email: [judy.ahlsten@sasktel.sk.ca](mailto:judy.ahlsten@sasktel.sk.ca)

Web site: [www.telephone-pioneers.org](http://www.telephone-pioneers.org)