

## Imagine Canada and LBG Canada partner to Strengthen Corporate Impact on Communities

TORONTO, ON. – Imagine Canada, national advocate on behalf of a strong charitable sector, has joined forces with London Benchmarking Group (LBG) Canada, a resource for companies seeking to impact community through community investment, employee volunteering and giving programming. Together, LBG Canada companies and Imagine Canada Caring Companies will set the highest standard in community investment.

Corporate contributions are an integral part of Imagine Canada’s vision for a vibrant and strong nonprofit sector. Imagine Canada’s 1% Caring Company designation encourages companies to adopt a leadership role as investors of 1% of pre-tax profit into stronger communities.

LBG Canada involvement encourages companies to focus on strategy, measurement and reporting to demonstrate the business and value achieved through investment in community. Through the joint efforts of these two organizations, companies will be recognized for leadership in community as a result of increased ability to demonstrate community and business impact.

*“The 1% Caring Company designation is a symbol of companies prepared to make a significant contribution to Canadian communities,”* says Bruce MacDonald, President & CEO of Imagine Canada. *“In partnership with LBG Canada, we will recognize corporate leadership and connect companies to tools and expertise to enable greater impact.”*

### **The LBG Model**

LBG Canada is network of community investment professionals working using the LBG Model to advance the impact of their community investment programs in Canada. The LBG Model is the recognized global standard for measuring, managing and reporting on community investment, including two reporting frameworks Dow Jones Sustainability Index (DJSI) and the Caring Company 1% Standard. LBG Canada involvement leads to greater demonstrable impact through community programming, on the community, on employees and on the business.

*“Across Canada, companies are making significant contributions to community. LBG Canada involvement informs strategy, and connects companies to impact measurement resources, enhancing reporting to key audiences. Imagine Canada recognizes and celebrates their achievements,”* says LBG Canada Facilitator, Stephanie Robertson. *“This partnership will strengthen efforts to bring attention to the impact of corporate community investment in Canada, and around the world.”*

### **About Imagine Canada**

Imagine Canada is a national charitable organization whose cause is Canada's charities. Our three broad goals are to strengthen the sector's collective voice, create opportunities to connect and learn from each other, and build the sector's capacity to succeed.

[imaginecanada.ca](http://imaginecanada.ca) | Twitter: [@ImagineCanada](https://twitter.com/ImagineCanada) | Facebook: [facebook.com/ImagineCanada](https://facebook.com/ImagineCanada)

### **About LBG Canada**

LBG Canada is a network of corporate community investment professionals from many of Canada's leading companies, who work together to apply, develop and enhance the use of the LBG Model and measurement framework in Canada.

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