



TELL A BETTER STORY.

Measure. Community. Impact.

JANUARY NEWSLETTER 2017

**Tell A Better Story.
Measure. Community. Impact.**

The goal of the measurement framework embedded within the LBG Model is to enable you to achieve impact measurement objectives, and then to tell a compelling impact story to key internal and external audiences.

To that end, 2017 will be a year of targeted impact initiatives, starting with a focus on upcoming Canada 150 celebrations! As we discussed at the 2015 LBG Canada Annual Meeting in Toronto, centennial and bi-centennial celebrations are opportunities for local celebrations. Many LBG Canada companies are planning 150 events, with the dual purpose of community and employee engagement through celebrations of a shared past and positive future.

In the coming weeks, we will be asking you to share details on your plans for Canada 150. We look forward to hearing the details, and to joining in on the celebration!

In addition, we are working on a number of exciting initiatives and new partnerships that will expand the reach and impact of the LBG Model in Canada. We look forward to the re-launch of the LBG Canada website, with a fresh look and some front-and-centre space to profile the exciting work happening across the LBG Canada community.

We look forward to sharing more as the year unfolds. And we hope that your 2017 is off to a great start!

Best,

Stephanie and the LBG Canada Team

PSSST - Extended Deadline (Surveys) - March 15th!

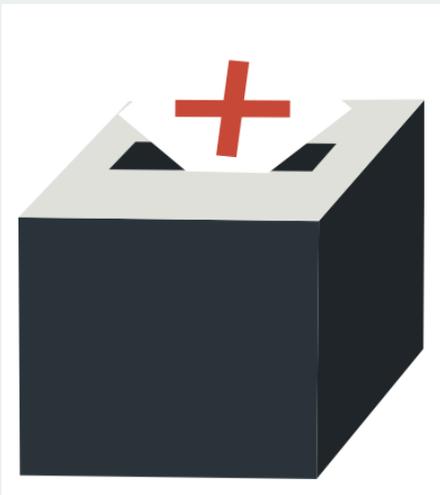
As we jump into 2017, mark these important benchmarking dates in your calendars!

Benchmarking Surveys close - **March 15th, 2017**

Data Reviews Complete - **March 31st, 2017**

Insights & Opportunities Reports - **April 28th, 2017**

Questions about the benchmarking process? Contact Stephanie at stephanie@simpactsg.com, or Bryan at bryan@simpactsg.com.



Defining Community Investment - an Informed, Democratic Process

Since 2005, LBG Canada companies have voted on whether more than 75 types of community activity should be eligible for inclusion as community investment within the boundaries of the annual LBG audit.

Click [here](#) for the results of the 2016 issues for vote.

NEW - Resources & Impact Measurement Workshops

We've witnessed many companies, indeed entire industries, experiencing significant change. More and more senior leaders want evidence that corporate resources have impacted community. Community investment professionals seek to tell a stronger, more compelling story.

As a result, interest in the LBG impact measurement framework (IMF) has grown exponentially. We are really energized by the impact measurement work that is currently underway (that we know of) and look forward to sharing impact examples on the new LBG Canada website.

IMF coaching/workshop sessions designed to progress (or to begin) your measurement work can be booked with Stephanie at stephanie@simpactsg.com.

To learn more, click [here](#).

10 Key Takeaways from SDGs Live

January 17th-19th, representatives from the public and private sectors came together for the World Economic Forum, where significant attention was paid to the SDGs in a live speaker series.

Click [here](#) for our 10 key takeaways from the SDGs Live session.

The Power of Employee Volunteering: Empathy in Motion

Realized Worth Institute (RWI), a program of Global Impact, is pleased to announce

Empathy in Motion: The Power of Employee Volunteering, a massive open online course (MOOC) designed to build the knowledge base of corporate volunteering leaders across the sector, as well as to position sponsoring companies as thought leaders in Corporate Social Responsibility and employee volunteering.

The course will launch very soon (watch the Realized Worth website!), and more than 15,000 participants from more than 150 organizations and workplaces internationally are expected to attend!

To learn more, [click](#) here.



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