

The Calgary Foundation's In Good Company program encourages Calgary businesses to engage in philanthropy, and assists them in doing so. We do this by:

- **Working with you** to develop a corporate investment program that suits your community investment goals, donations budget, cash flow and business practices
- **Lending our expertise** to help your company establish its granting criteria and giving program policies and guidelines
- **Relieving the administrative burden** of your giving program
- **Connecting you** to other business people and organizations—both peers and mentors

A Plan to Give

In the same way that a business plan helps a company stay on course toward its financial goals, a charitable giving plan—however informal—can help a business achieve a number of goals for itself and the community in which it operates. We invite you to request a copy of our publication, **Creating a Giving Program: A Guide for Small and Mid-Sized Companies**. The guide will help your company plan and manage its giving program.



IN Good Company

Do well by doing good

Many businesses give to their community simply because it's the right thing to do. But more and more are giving because they see the link between the wellbeing of their company and the wellbeing of the community.

- **It's good for the community.** Studies show that vibrant, healthy communities have a strong network of charitable organizations. They are supported by the volunteer time and financial contributions of private citizens and businesses.
- **It enhances reputation.** The majority of 25,000 people interviewed in 23 countries want companies to contribute to society beyond making a profit, according to the Millennium Poll on Corporate Social Responsibility.
- **It builds company morale, cohesiveness, and stability.** Research has shown that employer reputation was a key factor in accepting a job offer and that a company's "commitment to causes" was an important consideration in deciding where to work.
- **It feels good.** Making contributions to the community is personally rewarding. Our values are important to us—from keeping kids safe to supporting neighborhood clean-up efforts. Charitable contributions enable us to support these values.
- **It's a sign of leadership.** Great business leaders are also leaders in the community. A business owner who stands up for a cause can inspire others to get involved and can create confidence and optimism. Staff leadership development is enhanced by exposure to community initiatives.

Business Investing in Community

IN Good Company



THE CALGARY
FOUNDATION
FOR CALGARY FOREVER

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When a corporation uses its assets to bring about measurable gains, not only for itself but also for society, that company is acting as a good corporate citizen.

Good corporate citizens make our community stronger.



THE CALGARY
FOUNDATION

The In Good Company Program

In creating the In Good Company program, The Calgary Foundation has made it possible for companies to receive tangible benefits and valuable services when establishing a Fund within the parameters of the program. It means that companies can now learn about a greater variety of charitable projects needing funding in our community. Companies can rely on Foundation staff to let them know about projects that fit within their corporate giving mission and business strategies.

An In Good Company program Fund means that:

- **You write a single cheque to The Calgary Foundation.** This donation to the Foundation represents the company's charitable donations program. We issue a charitable tax receipt for your donation.
- **A Fund is created.** The community benefits from your generosity as grants from your Fund are distributed to charities.
- **Your company selects a name for its Fund.** The Fund name will be how your company is identified to grant recipients and in The Calgary Foundation communications.
- **You decide the policies and criteria that will help determine the types of charities, projects and programs your Fund will support.** Foundation staff are available to work with you to ensure your policies will help achieve the company's giving mission and that your giving is focused and will have the greatest possible impact.
- **We will work with you to set up a process for reviewing funding requests.** You may wish to set up an internal staff committee to review requests. After the company does the initial review and selects the requests that most closely align with its giving program, you may forward a set number of applications to the Foundation. The Foundation's granting staff will:
 - Check the charitable status of the organization
 - Look at the group's organizational soundness and fiscal responsibility

IN Good Company

Setting up an In Good Company Fund

The In Good Company program is designed for companies that have annual charitable giving budgets of at least \$50,000. If your company is donating \$50,000 or more each year it is quite likely facing challenges in administering its program, receiving many more requests than it can fund, and perhaps making gifts that aren't helping achieve its business objectives. An In Good Company Fund can help with all that.

The Calgary Foundation is an efficient and cost-effective grant maker. Participants in the In Good Company program will be encouraged to make granting decisions that will effect change. To that end, grants of at least \$2,500 each will be encouraged.

A fee will be required to set up your company's Fund, and an annual fee may be charged to maintain it. Fees charged will be determined by the size of the Fund and the level of involvement of Foundation staff.

A Fund that Makes Sense for your Business

The Calgary Foundation will work with you to create a Fund that suits your community investment goals, cash flow, and business practices. Some of the questions we'll ask are:

- If the application is for project funding, apply The Calgary Foundation "thinking" to the application. Is the project feasible? Does the organization have the capacity to undertake the project? Is there sufficient funding from other sources?
 - Let you know which project or projects we believe best meet your giving program's criteria and are the best fit with your giving mission.
- A member of The Calgary Foundation's staff will be available to attend meetings with your company's internal grant committee. During the meetings, we will report on our findings from the applications we've reviewed and will work with the committee to select the grant recipients.
- **Your Fund can be used to help increase public awareness of your company.** The Calgary Foundation will recognize the Fund in its publications and grant recipients will be encouraged to recognize the Fund, as appropriate. The company may also promote its Fund and its involvement in the In Good Company program to its stakeholders.
 - **You will have access to our Community Grants Program.** We can let you know about the community projects that fit your giving program's goals. You will also have the opportunity to attend meetings of the Foundation's Community Grants Advisory Committees and attend site visits of applicants.
 - **You can leave all of the grant administration to us.** Once the granting decisions are made, we take care of the details. We issue the cheques and handle all other communications with the charity.

- Does the company wish to decide each year how much it will invest in the community? Or does it have extraordinary or one-time cash it wishes to apply to its community investment program?
- Would the company prefer a Fund that benefits the community for the next year or two? For 15 years? Or forever?
- How important is it to the company that it buffer its community investment program against business ups and downs? Does it want to be able to give in the bad times as well as the good?