

Building Teams and Community Together

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Overview

Many companies today are searching for ways to integrate employee volunteerism into their culture in an effort to engage employees and better reflect the values of their organizations. But connecting with the right volunteer opportunities can be a challenge. This newsletter examines how both companies and non-profit organizations can work together to find group volunteer opportunities that build stronger teams and strengthens community as a whole.

Tips for Effectively Engaging Employee Volunteer Groups

- Develop a clear volunteer opportunity description and be sure to tailor any messaging to a group rather than an individual.
- Know in advance if the dates and times are flexible.
- Inform the group of any associated costs. They may be willing to help. Many groups do not want organizations covering the costs for their volunteer time. (Include the costs of refreshments, tools, or other equipment.)
- The volunteer description should include the following:
 - Required fitness level
 - Time frame (i.e. half day or full day)
 - Age restrictions (Volunteer staff can include people as young as 12 and some groups may want to make this a family event.)
 - Required clothing or equipment (i.e. sturdy shoes, sunscreen, gloves)
 - Minimum and maximum group size.
- Establish a contact person for the employee group prior to and on the day of the event.
- Ensure that you have the capacity to provide supervision for the entire event so that everyone has a safe and positive experience.
- Make sure that the project can be completed in the timeline provided.
- Explain to the group how the volunteer project links to your organization's mission and benefits the community; a little education or fun activity is usually appreciated.
- Develop volunteer projects that enable the group to see a finished project (i.e. painting, packaging, cleaning, fundraising, building etc.).
- Be prepared when the group arrives and ensure volunteers are busy at all times so that everyone is productive.
- Thank the entire group together for their efforts either on the day or following the event.

**Volunteer
Calgary's 2007
Leadership
Awards**
(see back page
for details)

If your organization does not have the capacity to accommodate a group that has contacted you or if you are a group looking for an opportunity, remember Volunteer Calgary is here to help organizations strengthen their volunteer programs and assist volunteers to find opportunities that are the right fit.

To follow are some examples of successful employee volunteer projects that can be helpful for both volunteer managers and companies interested in establishing group volunteer opportunities. >

'Paint the Town' Gets a Makeover

There is no better way to strengthen a corporate team and build community spirit than through team volunteering. Every year more and more Calgary companies are discovering the benefits of employee volunteering programs. However, it can be difficult to pull together a program that coordinates the needs and resources of the company with those of non-profit organizations. That is why Volunteer Calgary has created the Paint The Town Employee Volunteer Program.

This new program builds on the success of the previous Paint the Town program which coordinated large scale employee volunteer opportunities once a year.

"It's by no means ending what we've done with Paint the Town. It's taken Paint the Town from being a way of helping community once a year to helping community in hundreds of ways throughout the year," says Laurel Benson, who is leading Volunteer Calgary's new program.

Though Paint the Town was a very successful program, the new program reaches out even further by increasing awareness of volunteer opportunities and supporting employee volunteer groups through a wide array of opportunities year round. Under the new format, Paint the Town actively works to connect employee groups and non-profit organizations with a focus on working with non-profits to build capacity to foster group volunteer opportunities.

"In the last year we have had over a hundred companies call wanting to volunteer in the community. To me,

that's a strong indication that there's a real desire among companies in Calgary to make an impact on community."

Group volunteer opportunities can be a great way to enhance team building, get involved in the community, build a reputation as a good corporate citizen and provide non-profit organizations with much needed support. Volunteer Calgary helps to educate both sides on what those costs are, how to manage associated risks and ensure that the needs of both partners are met.

"When companies phone a charity directly often that charity struggles to work that group into their volunteer program and sometimes they end up declining reluctantly because they just can't accommodate the specific needs of the group. We are now making it easier for member organizations to engage these groups in a way that is gratifying for everyone," says Benson.

It's not just the size of the group that can be problematic for non-profit organizations. Often companies are looking for specific timing and have a specific type of activity in mind.

Volunteer Calgary works to broaden employee groups' understanding of the wide array of group opportunities and works with over 450 member organizations that have unique and innovative volunteer opportunities.

Not only does Volunteer Calgary help to connect the company with an appropriate volunteer opportunity, it can also manage the project by providing customized training, volunteer recruitment tools and communications support.



"In the last year we have had over a hundred companies call wanting to volunteer in the community. To me, that's a strong indication that there's a real desire among companies in Calgary to make an impact on community."

Laurel Benson
Volunteer Calgary

"This is an example of Volunteer Calgary moving from passive matching to active matching, actually having employee groups let us know what they're looking for and we actively find it for them."

For many employees, company-based volunteer experiences can be their first exposure to volunteering. "It's important to ensure it's a positive experience. If it has a real impact on an employee, it may well lead to a lifetime of volunteering."

Along with the satisfaction of helping others and building a connection to the larger community, volunteering can benefit people in a variety of ways including discovering new skill sets, building experience in various fields,

working in new roles and cultivating important leadership skills.

For most companies, group volunteering is only one aspect of their overall employee volunteer program. Many companies have programs that allow employees to take time to volunteer individually or with their families. Together, these are often the foundational blocks that reflects a company's commitment to community. "It's important for us to ensure that we are helping to streamline a company's volunteer program so that it meets their business goals and community investment strategies while still being sensitive to employee volunteer needs."

"Part of it is finding that correct balance between volunteer engagement being led from the top down versus it being staff driven. If staff have brought forward the ideas and made the suggestions, it is much more readily embraced," says Benson.

Volunteer Calgary offers assistance to any company looking to begin, expand or enhance its volunteer program. The same tools are also available for non-profit organizations looking to enhance capacity or update their programs. Workshops, presentations and consultations can all be tailored to fit various kinds of employee and group volunteer opportunities.

There are also tools available to help companies take their volunteering programs to a national level. Volunteer Canada works with volunteer centres across the country, including Volunteer Calgary, to implement group volunteer opportunities within communities. Recently developed as a pilot project, SAP worked with Volunteer Canada to coordinate a national week of volunteering that engaged SAP employees here in Calgary. Several other companies have already shown interest in this model.

Services are offered to companies for a fee. "In essence it's going to save companies time and money on their end because they're hiring us and our volunteer management expertise to support them with their volunteer programs." says Benson.

Benson says that revenue generated by Volunteer Calgary is directed back into building the capacity of non-profit organizations. By putting funds back into the program, Volunteer Calgary will be able to help build more rewarding volunteer opportunities for Calgary businesses of all sizes.

Future plans for the program include enhancing Volunteer Calgary's existing online searchable database to enable companies to search for opportunities by time of year, size of group and type of group in order to find volunteer opportunities that suits their needs.

If your business is interested in learning more about potential employee volunteer opportunities, please contact Laurel Benson at 231-1448.

**31% of corporations
make employees aware of
volunteer opportunities**



Volunteers Connecting Community

*A quarterly publication
of Volunteer Calgary*

Volunteer Calgary's mission is to engage more people, more effectively, to volunteer in the community. In keeping with our goal, this newsletter serves as an information tool for the many individuals and organizations active within our community's voluntary sector.

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Setting an Example

As an organization that works to promote volunteerism, building an internal employee volunteer program is invaluable.

Aside from their sizable individual work within the community, Volunteer Calgary staff join together twice a year for a large group volunteering opportunity. In the past year these outings have included sorting food at the Calgary Food Bank and cleaning up the riverbank near the Calgary Zoo.

“It’s a really great chance to spend time with co-workers plus you get to see people’s personalities outside the work environment,” says Volunteer and Community Engagement Coordinator, Kristin Dyer. “This past fall when staff volunteered to collect garbage around the Calgary Zoo, it was cold and miserable outside but despite the weather, everyone agreed it was a great opportunity to get to know one another, especially with so many new staff.”

While great for team building, these excursions are doubly important for Volunteer Calgary staff who use their group experiences to inform future project planning.

“Volunteering as a group allows us to speak knowledgeably about the kinds of things you can expect, how to integrate it into your workplace and what the benefits are. That way, we can tell first hand stories,” says Dyer.

Volunteering together also provides a greater understanding of the preparation that is required by non-profits organizations interested in working with volunteer groups as



Volunteer and Community Engagement Coordinator, Kristin Dyer.

well as providing insight into the kinds of volunteer opportunities that will be most rewarding for everyone involved.

As part of its commitment to volunteering, Volunteer Calgary also provides staff with the opportunity to dedicate three full workdays a year to personal volunteering. In total, staff members donate their time to more than thirty different organizations outside regular working hours. These non-profit groups include such diverse organizations as Inn From The Cold, The Alberta Weightlifting Association, Child Find Alberta, The Calgary Zoo, YWCA of Calgary, the Family Leisure Centre, Volunteer Energy and The Calgary Women’s Immigrant Association.

Dyer believes it is important for companies to provide employees with the opportunity to give back to their communities. The added bonus is that it builds team spirit and enables employees to build new skills through enriching experiences.

“Giving employees a chance to spend some time volunteering in the community, whether on their own or in a group is a good move forward for any company. Team volunteering allows people to see their colleagues in a different light and encouraging people to work cooperatively is never a bad thing.”

80% of large corporations in North America have formal employee volunteer programs



Leading the Way

Most people know that Calgary is home to many of the world's largest oil, gas and energy companies, but often they are less aware of how these companies give back to the city.

ConocoPhillips, TransAlta and Enbridge Inc. are all members of Volunteer Calgary's Workplace Volunteer Council (CWVC) program, and though each is dedicated to employee volunteerism, these three companies have different ways of connecting to the communities around them.

One of the keys to ConocoPhillips employee volunteer program is recognition. Each year, ConocoPhillips holds an event to recognize lead volunteers for their efforts.

Along with the Connaught Elementary School and Calgary Drop-In Centre programs, ConocoPhillips is involved in a wide range of both community funding and volunteering programs.

"We look at volunteering as a viable part of business. We live and work in this community and our company is dedicated to giving back to the community. We also look for that in the individuals that we hire, that they also have that same value system of giving back to the community," says Senior Advisor of Community Investment and Volunteerism, Barbara Simic.

Although ConocoPhillips actively encourages employees to participate and continually makes them aware of both internal and external volunteering opportunities, Simic says that it is important not to push them into it.

"I think the reason it works so well is that we allow people, or empower people, to be able to make a commitment to the community and not feel that it is being pushed on them. It's more about letting them take the initiative to come up with innovative ways to give back to the community."

Simic says that there are often teams of ConocoPhillips employees that are interested in volunteer opportunities but that it can be difficult to find the right fit, and being able to direct them to Volunteer Calgary is a great resource.

Another company involved with a number of community programs is TransAlta. One volunteer initiative, called TACT (TransAlta Community Transformers) consists of teams of about 15 volunteers located throughout the province, each trained and funded by TransAlta and given the task of going out into their community and donating time and funds to local organizations. In 2004, the program helped fund more than 70 programs with volunteers contributing more than 1,500 work hours.

In addition to TACT, TransAlta is involved with such diverse organizations as Fringe Theatre Adventures, Hull Child and Family Services and The Calgary Exhibition and Stampede.

"We choose partnerships that are integral to the fabric of the community where we live and work, we are just trying to give back and we like to engage the employees," says Community Relations Coordinator, Pam Cook.

One unique aspect of TransAlta's volunteer program is allowing employees to take sabbaticals of up to six months every four years to pursue full-time volunteer work or training,

Though a large number of TransAlta employees are currently involved in its volunteer program, Cook would like to find ways to expose even more employees to the benefits of volunteering. She believes that one solution is to promote the value of volunteering and engage younger employees as early as possible.

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Serving lunch at Calgary Drop-In Centre.

71% of businesses encourage employees to volunteer

Leading the Way

...continued from previous page

"I find that if you get them when they're young, you tend to get good volunteers, whereas as people get older they're pretty set." Cook sees volunteering as important because it not only connects employees to the community, it also provides them with the opportunity to acquire new skills that they wouldn't learn on the job.

Enbridge Inc. doesn't have the same resources as some of their competitors so instead of using their resources for a number of community projects, they focus on one or two. Stephanie Pollock, Senior Advisor, Community Partnerships and Investment, says that a few years ago, Enbridge employees were surveyed and asked which causes they would like to support. The overwhelming answer was homelessness.

"I think it's absolutely imperative that employees be involved in the process, whatever that process looks like in terms of deciding what they're going to focus on or how that should look, I think you've got to get your employees involved because ultimately at the end of the day they're the ones that are going to be the ambassadors of your program," says Pollock.

With this in mind, Enbridge created a yearly United Way program as well as creating a partnership with Aspen Family and Community Network Society to support its Families In Transition (FIT) program.

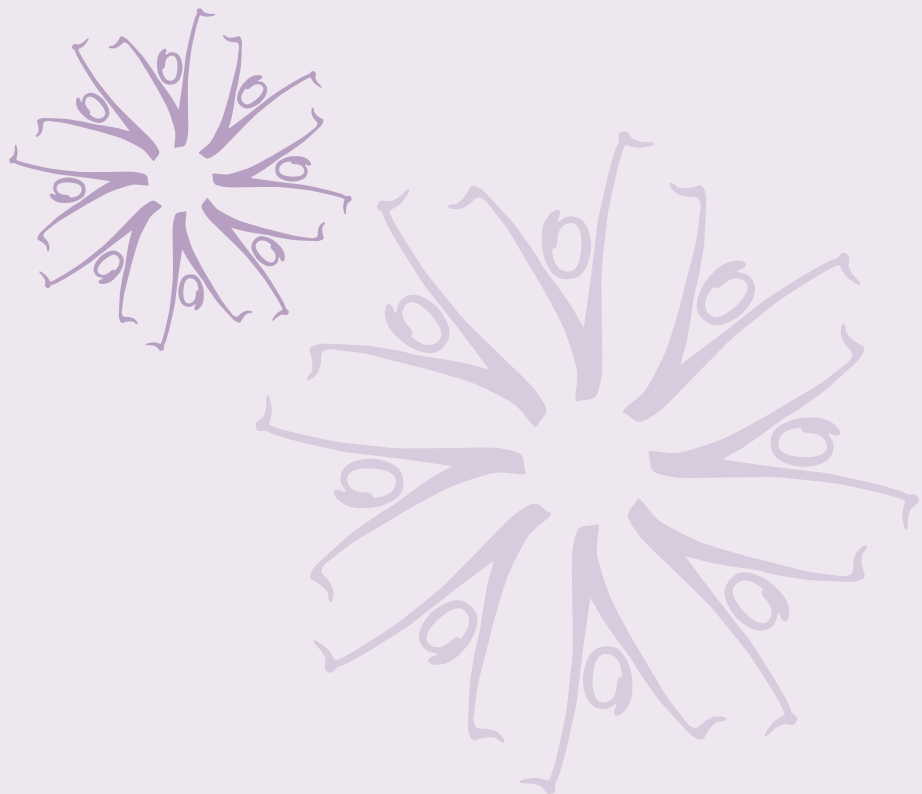
Pollock is quick to point out it's the efforts of Enbridge employees that have created a successful volunteer program and they are the ones who deserve the credit.

"I think any company is going to benefit from employees who are giving back to the community on a few levels. Obviously giving back to the community creates better community capacity as a whole, that means the areas in which we work and operate as a company are strengthened through the support of our employees. It also gives them more skills, which often they can bring back to the workplace," says Pollock.

Pollock believes that Volunteer Calgary's research into volunteering trends and the programs of peer companies has provided insight that will be used in developing future programs.

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Stephanie Pollock
Enbridge



Building Loyalty

In the fall of 2006, managers at Corus Custom Networks were trying to think of a way to retain employees without getting caught in the trap of never-ending salary increases. In today's competitive Calgary job market, employees need a reason to stay so Corus decided to introduce an employee volunteerism program in the hopes that it would encourage employee loyalty.

According to Business Development Manager, Denise Robson, the first problem was finding the right organization to get involved with.

"I knew there were a lot of charities out there but the problem was where to start," says Robson.

She began by connecting with Volunteer Calgary to explain the company's plans and what it hoped to accomplish. Volunteer Calgary then contacted a number of non-profit organizations and came back with a list of a few that might be a good fit for Corus' needs. Robson said that it wasn't just a matter of finding an organization that had the capacity to work with 10 or 15 volunteers, it was important that it be an interesting project that would engage employees.

Their first volunteer project with the Calgary Food Bank last December involved seven volunteers. Robson says that those seven were impressed by the experience and word quickly got out around the office. When it came time to embark on their second volunteer project earlier this year, staff turnout was much higher, high enough in fact that they had to work in shifts to accommodate the demand. The project involved a group of volunteers working together to

repaint the YWCA Child Care facility. For a company with graphic design expertise, painting was a natural fit.

"They loved it. Our graphic designers normally just sit down and create ads all day, so here they got to use their creative capabilities on something different. They all valued it, almost all of them thanked me for the opportunity afterwards," says Robson. "And they're all excited about the next project that we're going to do."

Although each project is important for team building, Robson says she also wants the employees to come away with something valuable from

the experience. This approach has led to a few of the employees finding ways to help the YWCA further. One employee recently organized a clothing drive for women and children in need.

Corus Custom Networks' efforts to engage employees have been so successful that it has now established quarterly team volunteering projects. The next one will be with Habitat for Humanity. Robson believes it is important to find diverse projects that encourage different staff members to become involved.



(Above left and right) Getting down to business at the YWCA Child Care facility. (Below) The employee volunteer team with Corus Custom Networks is all smiles after a day of painting.

Winners of the 2006 Leaders in Business Awards

The following profiles highlight successful volunteer employment programs and illustrate the results of partnering with companies to customize group volunteer opportunities. Volunteer Calgary's three winners in the 'Leaders in Business' Awards Category are examples of how working together strengthens non-profit organizations, companies and community as a whole.

CIBC Wood Gundy

CIBC Wood Gundy is making a difference here in Calgary and on a global scale through its efforts with Operation Eyesight.

As a local organization that works to prevent blindness on a global level, Operation Eyesight focuses most of its efforts in South Asia and Africa. What began as a business relationship with the company providing investment advice has evolved to become a partnership with CIBC Wood Gundy funding and organizing large corporate events for Operation Eyesight.

"It's just part of giving back, I think our clients expect us to be involved in the community and we quite frankly want to be involved in the community," says CIBC Wood Gundy Branch Manager and First Vice President, Grant Mutch. "We are quite happy with the partnership that we have with them and see it as a very worthwhile organization to support."

Pat Ferguson, President and CEO of Operation Eyesight says that without the help of CIBC Wood Gundy, they would have never have been able to hold a major corporate event. The events, which have been held annually since 2003, have been valuable for raising the organization's public profile and for connecting with important investors.

In addition to the local partnership with Operation Eyesight, Mutch says as a subsidiary of CIBC World Markets, the company has been able to also make an impact on a global scale. The company is currently assisting Operation Eyesight with initiatives in India and Africa to help children and mothers with nutrition, medicine and preventative education.

"Children are our future and we feel very strongly that it's important to support initiatives that help children be better people later in life."



Grant Mutch



Investors watch video highlighting Operation Eyesight.

If your organization is partnering with an employee volunteer group, we encourage you to consider nominating them for a future Leadership Award. We also encourage you to attend our 2007 Annual Leadership Awards on April 18th to help celebrate the many volunteers who dedicate their time and energy to working with non-profit organizations. Please see back cover for more details.

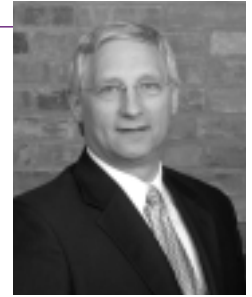
Business Leadership Awards



GWL Realty Advisors Inc.

When GWL Realty Advisors Inc., a subsidiary of Great-West Life, began looking for a cause to support, sponsoring Habitat for Humanity was the obvious choice. As a company that develops and manages property, helping an organization that builds houses for families in need was a good fit.

In the past three years, GWL Realty Advisors has helped Habitat for Humanity construct four houses. In recognition of their commitment to this community cause, GWL Realty Advisors was honored by Volunteer Calgary as a 2006 Leaders in Business Award winner. Peter MacHardy, Vice President, Property Management for Western Canada at GWL Realty Advisors, says that they chose Habitat for Humanity because it gave them an opportunity to work together, and not only build the homes, but also build camaraderie as a team.



Peter MacHardy

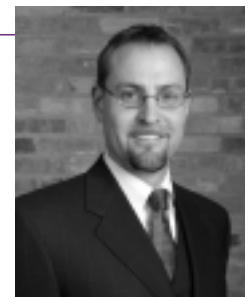
“That’s a huge part of Habitat for Humanity — watching people come together, working together and taking pride in their accomplishment. Because at the end of the day, when you look back and see there’s actually a home there, it’s an amazing feeling,” says MacHardy.

Besides the volunteer labour contribution from staff, GWL Realty Advisors also supports Habitat for Humanity through the Key to Giving™ – the national corporate citizenship program of Great-West Life, London Life and Canada Life. Through the Key to Giving GWL Realty Advisors provided a substantial corporate grant towards the \$90,000 required to build one of the houses. MacHardy is quick to point out that they don’t do it alone. Each project is co-sponsored by a group of roughly a dozen other businesses that GWL Realty Advisors deals with on a regular basis. Together, they provided labour to help build the homes. “It was gratifying to be recognized for giving back to the community, because making a difference is really what it’s all about.”

Southport Dental Care

Most people dread their annual visit to the dentist, but for the many Hull Child and Family Services clients that are treated each year at Southport Dental Care, a trip to the dentist is a valued gift. When they bought Southport Dental Care in 2003, David and Kimberly Cichon knew that they wanted to give back to the community.

In addition to committing dollars to Hull Child and Family Services, a program to help Calgary children and families in need, the Cichons wanted to do something hands-on. Providing free dental care to Hull clients was the perfect way to support the community and provide a necessary service.



David Cichon

“Our family is so blessed and I have everything that I need and not all families have that. It’s important as a mother of young children to know that other mothers know that they can have these things covered,” says Kimberly.

Four times a year, David Cichon and his staff donate materials, time and expertise to help a few of the many Calgarians who cannot afford basic dentistry. The free procedures include everything from check-ups to fillings, root canals, wisdom tooth extractions and partial dentures. “When you sit down on a volunteer day and do some fairly bread and butter basic dentistry and have people be so grateful for our gift of time and talent to them, it really reinforces that we can make a difference in the community,” says David.

“We’re health care providers and our goal is to help people out and to get them healthy and to keep them healthy and when you strip away all the other insurance pressures that dentists are always muddled in, I mean right at the core of what we do is helping other people and it’s nice to be able to do that and be thanked for it.”

Volunteering Provides Energy Boost

For ConocoPhillips, Canada's third largest oil and natural gas production and exploration company, being a responsible corporate citizen is as important as being a successful one. Few people epitomize the company's dedication to the community like employee volunteers Leslie Cooper and Camille Owchar.

Geological technologist, Leslie Cooper heads up the Calgary Drop-In Centre breakfast and lunch program, in which ConocoPhillips employees cook and serve three lunches and one breakfast a month to people at the centre. Cooper says that close to 200 employees take part in the program each year with many of them helping out at least once a month.

"They've got an incredible bunch of people that work here and all these programs get incredible support," says Cooper. "The oil business is such a rich business, and it's nice to kind of filter some of it back into the community like that."

Cooper says that those involved include everyone from senior management to junior employees and when the lunches fall on statutory holidays some volunteers even bring their families.

"I find it extremely rewarding, they're just so appreciative and it's such a small thing for us to do but for these people it's a really big thing," says Cooper.

Cooper is also involved in the company's Connaught School program, which is headed up by Camille Owchar who organizes a group of about 80 ConocoPhillips employees.

About 85 per cent of Connaught Elementary School students speak English as a second language and at any given time the hallways are filled with 39 various languages. Currently in its 11th year, the ConocoPhillips program works towards helping kids with literacy and communication skills by providing mentors.

"To me reading is absolutely fundamental. I was read to as a child and absolutely loved reading and felt that it was a very, very important part especially at such a young age to develop those reading skills," says Owchar.

Since both the working day and school day coincide, most of the employees use their lunch hour to help out, though Owchar says people at ConocoPhillips are very accommodating of program needs and make the time. She says that taking a break from work to go help out at the school is a great way to put aside work stress and lighten things up a little bit.

"Sometimes you do get quite overwhelmed with work and it just sort of brings you back to reality and gives you a little boost of energy." says Owchar.

"They've got an incredible bunch of people that work here and all these programs get incredible support. The oil business is such a rich business, and it's nice to kind of filter some of it back into the community like that."

Leslie Cooper
ConocoPhillips



Employee volunteering at Connaught Elementary School.

"Sometimes you do get quite overwhelmed with work and it just sort of brings you back to reality and gives you a little boost of energy."

Camille Owchar
ConocoPhillips

Volunteer 'POWER'

Retiring from a company, doesn't have to mean retiring from the company's employee volunteer program. Sandra Gilbertson, a retired TransAlta employee is more involved than ever. She is one of many retired TransAlta employees involved in the company's POWER (Projects Organized With Energetic Retirees) program. Through POWER, TransAlta supports a wide variety of projects involving members of the TransAlta Retiree's Association.

"It's a way of giving back to the community. When you're working full-time you don't always get a lot of time to do some of these things and being retired you have the time," says Gilbertson.



Gilbertson has participated in a number of different POWER activities. They include the annual clean up of the Tim Horton's Children's Ranch in Kananaskis and the United Way Campaign which raised over \$117,000 dollars in donations in 2006 and was matched by TransAlta. Gilbertson and the POWER group have also participated in Volunteer Calgary's Paint the Town program which in the past was devoted to painting seniors' homes.

"We'd go out in the morning and get the first coat of paint onto the house or garage or fence and then in the afternoon the TransAlta employees come out and do the second coat. We do the hard part and they do the easy part," jokes Gilbertson.



Sandra Gilbertson is one of many retired TransAlta employees involved in the company's POWER (Projects Organized With Energetic Retirees) program.

"It's a way of giving back to the community. When you're working full-time you don't always get a lot of time to do some of these things and being retired you have the time."

TransAlta's support of POWER is much more than monetary. In addition to covering the budget, it provides an office and access to a wide range of volunteer opportunities. Gilbertson says that retiree volunteering has opened up doors for her that she wouldn't have opened otherwise and has allowed her to stay connected with former co-workers.

"I can tell you from talking to other people at other companies, they are very envious of the POWER group, mainly because we get such strong support financially and physically from TransAlta," says Gilbertson.

TransAlta Community Relations Coordinator, Pam Cook says that the unique program came out of TransAlta's values as a company. Some employees stay with the company for over 40 years so it isn't surprising that many remain involved after retirement.

"The retirees are fabulous, just fabulous, last year the retirees had over 8,000 hours of volunteer time, they really are unbelievable," says Cook.



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