Learning Outcomes:

Learn about the shifting nature of how corporations create partnerships with purpose

Participate in a discussion on various corporate persona’s & the desires of corporations as they look to engage with charity brands

Hear about the development of integrated proposals that are designed not only to bring value to our causes, but also deliver value back to our partners.
CSR IS TABLESTAKES
INTEGRATED PARTNERSHIPS
FEWER PARTNERSHIPS
CANADIAN CHOICE
There is opportunity for growth in corporate giving

1.7 Million companies in Canada*

8,787 are mid-large companies ($25M+ in revenue)

463 (5%) giving to SickKids

$4 Billion contributed by Canadian companies

$400M given to Canadian Children’s Hospitals

$31M (8%) to SickKids
Purpose Driven Brand Partnerships
Cause Marketing
Workplace Giving
Employee Engagement / Volunteerism
Corporate Donation / Matching Sponsorship
Brand Building
Join us in collecting 100,000 bear hugs across Canada.
Employee Engagement
GIVE WHERE YOU LIVE
Purpose Based Marketing
Business Relationship
Drive Sales
BREAK RECORDS. HEAL KIDS.
We're fighting the greatest challenges in child health

SickKids VS Limits
WE ACTIVATE PURPOSE

With our partners we dream, build and implement corporate partnerships that rally teams, create business impact, and inspire action that will lead to Healthier Children. A Better World.
ASK THE BIG QUESTIONS
BREAK DOWN SILOS
BE STRONG & EMOTIVE
Thank you