

A young boy with light brown hair is flexing his biceps. He is wearing a grey t-shirt. His right arm is a prosthetic, with a visible joint and a circular sensor or port on the upper arm. The background is a light blue wall with a large, faint, stylized letter 'B' and some other markings.

# CORPORATE PARTNERSHIPS

Seanna Millar and Adam Starkman

# **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**



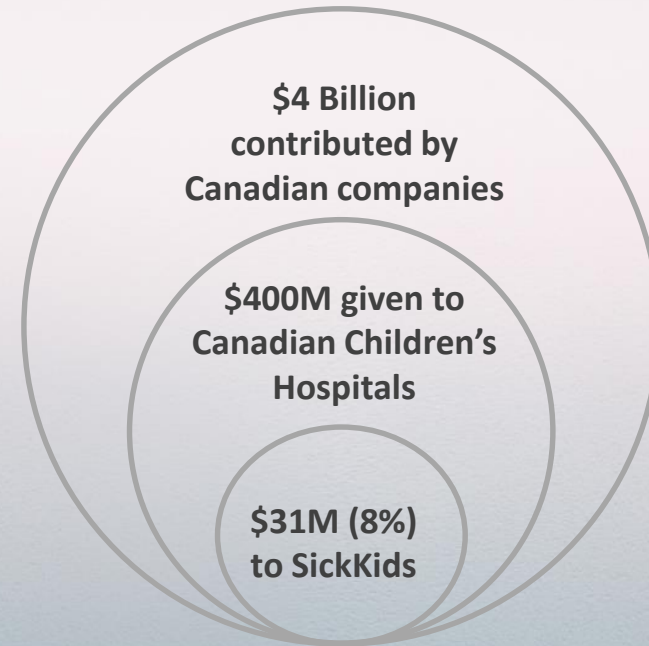
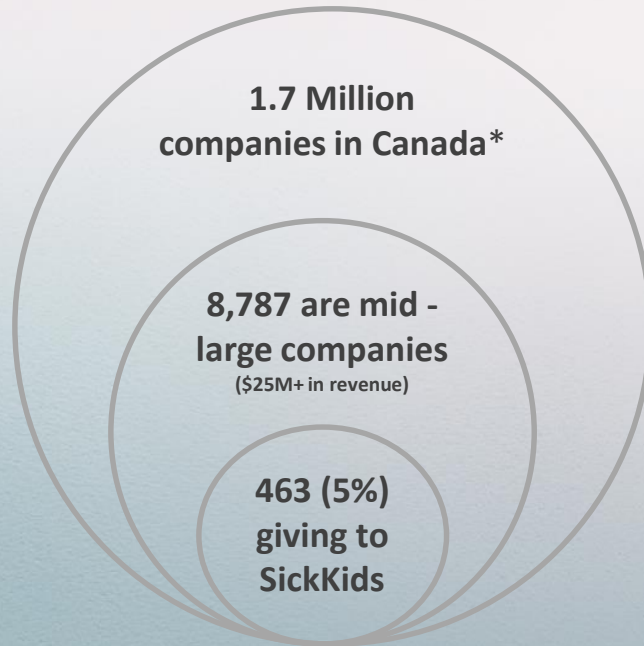
**FEWER PARTNERSHIPS**



A low-angle shot of the Canadian flag waving in front of a modern glass skyscraper. The flag is positioned diagonally across the frame, with its red and white colors and central maple leaf clearly visible. The building's grid-like window structure creates a strong geometric pattern in the background.

**CANADIAN CHOICE**

# There is opportunity for growth in corporate giving



**Purpose Driven Brand Partnerships**  
**Cause Marketing**  
**Workplace Giving**  
**Employee Engagement / Volunteerism**  
**Corporate Donation / Matching**  
**Sponsorship**



# Brand Building

A large, light-brown teddy bear sculpture stands in a city park. The bear has large black eyes, a black nose, and a wide black smile. It is wearing a bright green bow tie. A young girl in a green shirt and orange polka-dot skirt is reaching out to hug the bear's face. A man in a blue and white checkered shirt is also visible, looking up at the bear. The background shows a brick building and trees.

Join us in collecting 100,000 bear hugs across Canada.



# Employee Engagement

**GIVE WHERE  
YOU LIVE**



# Purpose Based Marketing





# Business Relationship



dentalcorp

# Drive Sales



A low-angle shot looking up at a roller coaster track against a blue sky with scattered white clouds. The track is made of brown metal and leads up to a train packed with people. The train is at the very top of the track, about to descend.

**BREAK RECORDS. HEAL KIDS.**



**SickKids**  **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**





**PARTNER FOR IMPACT**



**BE STRONG & EMOTIVE**





**BE BRAVE**

A young boy with a prosthetic arm is shown in a dynamic pose, swinging a baseball bat. He is wearing a red t-shirt and black shorts. In the background, a large, glowing white 'VS' sign is visible against a dark background. The boy is positioned on the left side of the frame, facing right. The bat is a wooden baseball bat with a blue and white handle. The white electronic device is on the right side of the frame, and the boy is swinging the bat towards it. The overall scene suggests a competition or a challenge between the boy and the device.

**FIGHT FOR PURPOSE**

**Thank you**