

ABOUT CWCF

Started in 2009 by 18 Centre Wellington Citizens, CWCF is a focused philanthropic organization committed to building community. Conceived to help donors achieve their giving goals and by helping area non-profits find resources to support their essential work. Since 2011, we have granted locally over \$1,025,642 spread over 231 grants.



Vital Signs leverages local knowledge to measure the vitality of our communities and support action toward improving our collective quality of life.

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CENTRE WELLINGTON
COMMUNITY FOUNDATION




*Effective companies are embedding
COMMUNITY into their Mission &
Purpose**

BECOME A COMMUNITY CHAMPION




Half of Canadians employees reported they considered the reputation of their employer for charitable and community work when they joined**. The generosity of caring businesses like yours can significantly impact our shared future from Belwood to Fergus, Elora and our rural citizens. Our Community Champion Partner Program can help your company embed COMMUNITY into your Mission & Purpose.

The Community Champions Program is an opportunity for businesses to get involved and is overseen by a dedicated team who administer our annual grant programs, pro-actively initiate conversations about philanthropy, and encourage collaborations

CANADIAN EMPLOYEES WHO THOUGHT THEIR EMPLOYERS WERE HIGHLY COMMITTED TO COMMUNITIES WERE...

	2.6 x	As likely to recommend their employer
	1.9 x	As likely to be satisfied with their job
	1.5 x	As likely to believe they will stay at their job for the next two years

MANY CANADIAN EMPLOYEES CARE ABOUT THE COMMUNITY CONTRIBUTIONS OF THEIR EMPLOYERS

	50%	Considered the reputation of the employer for doing charitable work in the community before accepting their current role
	28%	Would take pay decrease to work at a firm that is more highly committed to supporting community
	12%	Is the average pay decrease employees willing to accept a pay cut would accept to work at a more responsible firm

Community Champions support the Three Major Roles in the Community

- 1. Giving Goals** – from companies wanting to give back
- 2. Providing Grants** – to support local charitable organizations to achieve a better Centre Wellington
- 3. Being a Bridge** – between community members and local causes that matter

COMMUNITY CHAMPIONS ARE VITAL SUPPORTERS OF A STRONG LOCAL COMMUNITY.

WE CELEBRATE OUR COMMUNITY CHAMPIONS in the following ways:

- ♥ Wall Plaque for display in your business that states “COMMUNITY CHAMPION” partner
- ♥ An exclusive invitation to an annual event for our Community Foundation investors, a select group of business leaders
- ♥ Invitations to Foundation events such as our annual public reception.
- ♥ Special profile through the Centre Wellington Community Foundation’s print, social media and website
- ♥ Recognition in our annual report to the community.
- ♥ We can provide presentations to your employees on how your business is supporting the Centre Wellington Community Foundation and provide an overview of its work in the community.

Your gift demonstrates your business’ commitment to Centre Wellington and a “proud to invest in our community” message to your staff, clients, customers and suppliers.

Randall Howard, CWCF Chair



COMMUNITY FOUNDATIONS ARE WORLDWIDE

From the original 1921 Winnipeg Community Foundation, which grew to 28 by 1991. There are now over 200 Community Foundation with 90% of Canadians having access to a Community Foundation.

Mobilizing community resources to support those most in need