

# GrantStream Quarterly

*Sharing knowledge, insights and experience*

## Welcome back

IF YOU'RE READING THIS IT MEANS EITHER YOU weren't put off by our lengthy inaugural issue or you're just a sucker for punishment. We did consider using 6 point font to get that last issue onto one page but Richard Pringle, with his usual marketing savvy, suggested we may lose readers! In the future, we will try to keep our verbosity to a minimum.

That being said, we do have some news to share. GrantStream has moved to our new office in beautiful downtown Oakville.



Our new office building  
in downtown Oakville

You can find our new coordinates on our brand new website: [www.grantstream.com](http://www.grantstream.com). The site has been completely redesigned and updated. Take a look and let us know what you think.

We also have a new name for this newsletter. We asked for your ideas and you responded. Special thanks to Jean Ellis of **Talisman Energy** who submitted the winning name: **GrantStream Quarterly**. We will be making a \$50 donation to Big Brothers and Big Sisters of Calgary and Area, the charity of Jean's choice. At last, the proverbial bottle of champagne has been broken over the bow of this newsletter. □

## For the number lovers...

We often hear companies talk about enhancing their employee programs. Here is some data that can help you make the business case for doing it. Statistics Canada has just released the largest study ever done on Canadian giving and volunteering and, among other things, it shows that **employer supported volunteerism does make a difference.**

- Employer supported volunteers contribute about **1/3 more** hours than other volunteers.
- **57%** of employed volunteers receive some form of non-monetary support from their employer.
- In 2004, Canadians donated **\$9 billion** and volunteered **2 billion** hours.

Visit [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca) to download the complete report.

(By the way, we've heard that a Canadian research report on employee supported volunteerism will be published this fall. We'll tell you about it when it comes out!)

## For the cynics...

The Pareto principle is proven once again.

**82%** of that **\$9 billion** came from just **21%** of Canadians.

## this issue

### Signature Programs

What are they and what can they do for your company?



### Measurement & Evaluation with GrantRight®

Do you know if your company is making a difference?



### Kudos for workplace supported volunteerism

New study on Canadian volunteerism proves that employer support makes a difference.

# Measurement & Evaluation with GrantRight®

## Do you know if your company is making a difference?

THIS SUMMER, IN COLLABORATION WITH CLIENTS, we are enhancing the *GrantRight*® Measurement and Evaluation (M&E) module. The M&E module is a practical solution, designed to help you evaluate the impact of your community investment program without increasing your workload. Everything is automated. The system sends surveys to grant and sponsorship recipients as well as internal stakeholders and manages the information gathering process.

Knowing the outcomes of your investments can help you improve what you do in the future. The information can also be used to build and support the business case for your corporate citizenship program.

For more information on the *GrantRight*® M&E Module, contact Matthew Fawcett at (514) 481-5700 or [mfawcett@grantstream.com](mailto:mfawcett@grantstream.com). □

### Tech Q&A: Who you gonna call?

#### GrantStream Client Support

Did you know that we have a telephone line and email address dedicated specifically to client support? In the past, you may have called Monique or Elena directly, but by using our **client support line**, you will have one central way of reaching us when you need to. As we grow, we continue to strive to provide timely and reliable support to our clients. We know you value this and providing **outstanding service** is our ongoing promise to you. So please take this information down. It really is the best way to reach us when you have a question.

**Call** (905) 339-3852 ext. 29 or **e-mail** us at [support@grantstream.com](mailto:support@grantstream.com)

### Green Tips

**Did you know that commercial car washes are more environmentally friendly than washing your car yourself?**

They filter and process dirty water at the proper sewage treatment facilities. They also conserve water. When you wash your car yourself, everything goes down the drain and right into the nearest water system.

So be lazy! Use the car wash!

## GrantRight® VIP feature

**NAME DROPPERS:** IF YOU MANAGE A DONATION budget, you are faced with them on a daily basis. We've developed a **VIP feature** for *GrantRight*® to help. If an applicant submits a request and mentions a name from your **VIP** list (ie. board members, executives, other important

stakeholders), the entry is flagged so you can check up on it. It may be a business relationship you aren't aware of; or perhaps it's a proposal that needs to be treated with diplomacy and care because of its association with your key stakeholders. Better safe than sorry! □

# Signature Programs

## Staking a claim

MORE AND MORE COMPANIES ARE EMBRACING corporate citizenship. The market is flooded with the good work of good companies. Our communities are definitely benefiting. But all this activity has another effect. It's creating a crowded marketplace in which it can be hard to stand out. Finding a way to differentiate your company from the rest of the pack has become important. One way to do this is through a signature program: taking leadership in an issue, staking your claim, and making a long-term and sustainable difference in your community.

A signature program is a unique, custom-designed and highly visible corporate community investment initiative designed to contribute to measurable change on a societal issue or cause.

Ideally, the selected issue should align with a company's brand, vision, mission and values. In making a difference to the issue, the program enhances the company's reputation and relationships with employees, customers and other key internal and external stakeholders by demonstrating commitment to good corporate citizenship.

"You have to be very methodical when developing a signature program," says Richard Pringle of GrantStream. "It's really a new product for your company. You must analyze the market—who is out there and what they are doing; consider your company's strengths and weaknesses; plan carefully and be prepared to make a long term commitment."

**AstraZeneca** has made the commitment.

GrantStream has been working with them to develop a breakthrough signature program, due to launch this fall. We started by looking at their business goals, considering the needs of the community and identifying trends. We interviewed key internal stakeholders and worked with an employee advisory council to find the right issue area. "Signature programs take time to build. They require a lot of communication within a company and with the partners you eventually choose to work with," says Richard.

Through **AstraZeneca's** program, Cathy Bright, Senior Manager, Stakeholder Relations hopes to show that true citizenship is alive and well in the pharmaceutical industry. "It was

important to educate our external program partners so that they understood our motivation and that we were in it for the right reasons," says Cathy. "This is a long term commitment for **AstraZeneca**. We've relied on GrantStream's expertise to guide us through the process and help us develop a program that we are very excited about."

There's no doubt: signature programs are not without risks. "They are highly visible," says Chris Pinney, Director of Executive Education at **The Center for Corporate Citizenship at Boston College**. "And if you don't walk the talk, you will get criticized for it. That's the biggest pitfall.



On the other hand, if you do it well, it can revitalize your company and result in meaningful change in the community. Look at the Dove Campaign for Real Beauty. It's a great example of a highly successful signature program."

Companies are starting to recognize the inherent value of a well developed signature program and are asking for more information. One resource is the Boston College course on building and branding a breakthrough signature program. It's a course developed and taught by Richard in partnership with Eric Young, a social marketing expert who has focused his career on promoting social change. Both Richard and Eric have joined the faculty at Boston College and

bring a Canadian perspective to their courses.

The field of corporate citizenship is always evolving. It's not just about inputs like donations and employees anymore. There's an expectation of companies to demonstrate a real commitment, to become engaged partners in their communities and contribute to sustainable social change. The companies that take the time to stake the right claim, like **AstraZeneca**, will strike gold.

If you would like to learn more about developing a signature program, contact Richard Pringle at (905) 339-3852 ext. 24 or [rpringle@grantstream.com](mailto:rpringle@grantstream.com). Or visit [www.bcccc.net](http://www.bcccc.net) for information on the signature program course. □



Rob  
Starr

## The Inside Scoop

**Rob Starr** is the Director of IT and chief software developer here at GrantStream. He sits across the office from me, behind a potted bamboo plant. When I ask him a question, he will occasionally move the plant over to respond. Rob's a software engineer educated at McMaster University and a self proclaimed geek. He has an uncanny ability to remember and recite upon demand the IP addresses of every system he's ever

worked with. Those of us who are non-technical think this is a bit strange, but it's really just an indication of his attention to detail. Rob manages ongoing and planned projects and is dedicated to making sure our solutions work the way they should. He's organized and methodical and oversees a myriad of tasks with patience and good humour. Designing software that is practical and user-focused is his bailiwick, in keeping with what GrantStream aspires to. Rob also likes biking, golf and long walks on the beach. □



Want to  
get in  
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Here's who  
& how:

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