

## About GrantStream

At GrantStream, we help your company help its communities. In doing so, we strengthen your company's image and reputation.

We are experts in corporate citizenship and community investment. Working with GrantStream, you will:

- ☘ Revitalize your community involvement;
- ☘ Build and reinforce your brand's spirit;
- ☘ Improve employee loyalty; and
- ☘ Enhance stakeholder relationships.

We deliver these powerful results through our practical consulting and innovative technology solutions in corporate citizenship and community investment.

Since 2000, GrantStream has helped top-ranked corporations improve their citizenship programs by:

- ☘ Creating focused community investment strategies;
- ☘ Dramatically improving donation and sponsorship processes and management; and
- ☘ Integrating citizenship and stakeholder initiatives across the company.

Our clients include such respected companies as CN, Pfizer, Sun Life, Manulife Financial and Suncor Energy.

## What We Do

**Consulting** Corporate citizenship is a vital element of your company's reputation. It is also the most tangible demonstration of your company's culture and values.

You need to realize the best ROI possible on your community investment. At GrantStream, we treat corporate citizenship as a strategic competitive advantage, an important investment of your resources into your communities and your reputation.

**Technology** "Do more with less" is today's corporate rallying cry as the drive to improve productivity impacts all parts of the business, even community investment.

You need to reduce your administrative workload while you improve the responsiveness, collaboration and effectiveness of your community investment program. GrantStream delivers innovative, cost-effective solutions that streamline the management of donations and sponsorship requests. By using the power and flexibility of our *GrantRight*™, *MatchRight*™ and *ScholarRight*™ technology, you get better results while you increase productivity.

“

Our experience with GrantStream can be summarized in three words: cooperation, partnership and satisfaction. We are thoroughly impressed with GrantStream's service.

”

**Kim Nordbye**  
**Suncor Energy**



## *Why Choose GrantStream?*

Expertise. Service. Speed. Corporate citizenship is our business – our sole focus – so you get what you need, when you need it.

With GrantStream, you get:

- ☛ **Practical, real-world experience** that software companies, P.R. firms and ad agencies just don't have;
- ☛ **In-depth knowledge** of current trends and best practices;
- ☛ **Technology that works for you** (and not the other way around);
- ☛ **Outstanding client service**; and
- ☛ **Our commitment** to making your corporate citizenship make a difference.

We've been in your shoes and we know what you are facing. Don't waste time and money waiting for P.R. firms, advertising agencies or marketing consultants to get up to speed on issues outside their typical scope. Hire the experts at GrantStream.

*Call us today to learn more about our range of consulting and technology services.*

**GrantStream Inc.**

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“

GrantStream understands our side of the business. It adds value to everything they do.

”

**Sarah Sheehan**  
**Manulife Financial**



“

GrantStream delivered a comprehensive strategic plan that has become our community investment bible. They are very customer focused and have gone to great lengths to understand our business.

”

Gail Dever  
CN



## Consulting Services

*The way to gain a good reputation is to endeavour to be what you desire to appear.*  
– Socrates

Increasingly, people ask companies “What do you stand for?” Your corporate and product brands must demonstrate their brand spirit through meaningful expressions of community engagement.

Leading market research company Environics reports that **83 per cent of Canadians expect large companies to exceed their traditional role** of profit-making in order to build a better society. Yet half of the respondents don’t know if Canadian companies are fulfilling their responsibilities to society. Worse still, **43 per cent of Canadians cannot name a “good” company!**




Statements of corporate values and descriptions of company culture no longer satisfy employees, customers, investors and other key stakeholders. They want to see tangible, meaningful actions – not just words on paper.

Unfortunately, in today’s “lean and mean” business environment, most companies do not have the time or specific skill sets to develop and implement a citizenship program that can deliver on the expectations of its key stakeholders. That’s where GrantStream comes in.

## What We Do

GrantStream delivers expert insight and practical experience that transforms traditional corporate philanthropy into focused, strategically aligned programs.

With GrantStream, you get:

-  **Solutions that meet your needs:** practical, real-world advice based on experience earned in major corporations;
-  **Speed and agility:** we know the latest trends and best practices in corporate citizenship and community investment so you aren’t waiting (and paying) for someone to get up to speed;
-  **Confidence:** we have helped some of the most respected companies (including CN, ING Canada, Maritime Life and AstraZeneca) improve their corporate citizenship programs.

## *Our Approach*

No one knows your business better than you do. And no one knows corporate citizenship better than GrantStream. That combination creates a knowledgeable team with the power to develop a vibrant, compelling program of community and stakeholder engagement for your company.

We work best as members of a focused team. We contribute our skills and tools with the objective of helping our clients achieve their community and business goals.

## *When to Call Us*

Call GrantStream when you need to:

- ☛ **Redesign** your corporate citizenship program;
- ☛ **Invigorate** your existing community investment efforts;
- ☛ **Align** your program with your business, vision or values;
- ☛ **Improve** the ROI on your donations and sponsorships; or
- ☛ **Revitalize** your stakeholder relationships.

*Call today to benefit from GrantStream's corporate citizenship expertise.*

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“

GrantStream is  
one of the  
most  
customer-  
focused teams  
I have ever  
worked with.

”

**Cathy Bright**  
AstraZeneca  
Canada



## GrantRight™ for Managing Donations and Sponsorships

These days, corporations demand that you improve productivity and “do more with less”. This is especially true in community investment because programs are usually under-resourced yet overwhelmed by high volumes of donation, sponsorship and other community-oriented requests.

You need user-friendly technology solutions that deliver real improvements in efficiency and employee productivity at a reasonable cost. Enter *GrantRight™*, the easy-to-use solution for managing donation and sponsorship requests.

### What GrantRight™ Delivers

*GrantRight™* is the best, most cost-effective solution for receiving, managing and tracking donation and sponsorship requests. With *GrantRight™*, you get:

- ☛ **Major reductions** in time-consuming administrative tasks;
- ☛ **Faster responses** to requests with no follow-up calls;
- ☛ **Better decisions** based on the information you need, in one consistent format;
- ☛ **Improved collaboration** and information sharing; and
- ☛ **Measurement and evaluation** of your community investments<sup>1</sup>.

Our technology helps you to “do more with less” while improving your community investment and contributing to your corporate reputation.

### The Benefits of GrantRight™

*GrantRight™*:

- ☛ **Simplifies your request process** by accepting applications for donations and sponsorships through your corporate Web site;
- ☛ **Gets rid of labour-intensive data entry** by having applicants perform the job themselves;
- ☛ **Dramatically reduces follow up calls** from applicants by automatically confirming receipt and sending status updates;
- ☛ **Completely eliminates tedious hours of work** each week by screening out and responding to requests that are outside your funding guidelines;

“

“I love the reports.

In the past we

used to spend

hours, even

days, trying to

get information

that takes one

minute to

compile in

GrantStream.”

”

**Rebecca Bell**  
Aliant



<sup>1</sup> With the optional *GrantRight™* Measurement and Evaluation module.

“

GrantStream's  
on-line  
technology has  
reduced our  
administrative  
workload by 50  
per cent.

”

**Cathy Bright**  
**AstraZeneca**  
**Canada**



## *The Benefits of GrantRight™ (continued)*

- ☛ **Saves you hours every week** by highlighting requests that align with your interest areas;
- ☛ **Accelerates review** by ensuring that requests are complete and in a consistent format, every time;
- ☛ **Actively promotes collaboration and teamwork** by allowing colleagues to easily review and comment on requests online, 24/7, regardless of geography;
- ☛ **Improves request tracking and budget monitoring** by capturing all data and decisions in one place, in real time;
- ☛ **Instantly creates reports** at the click of a button;
- ☛ **Assesses the impact of your giving** by automatically following up with recipients of major gifts with our optional Measurement and Evaluation module.

*Call today to get GrantRight™  
working for you.*

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## MatchRight™ for Managing Gift Matching and Volunteer Grants

“

We appreciate GrantStream's ability to meet our unique needs. They have turned an administrative roadblock into a manageable process.

”

Judith Chopra  
Sun Life Financial



Your employee-oriented community programs deliver tremendous value – to your communities, your workers and your company. However, they also create time-consuming paperwork and add to your already substantial workload.

Is there a way you can reduce the labour-intensive tasks associated with employee gift-matching and volunteer grant programs and still deliver all the benefits? Consider *MatchRight™*, the easy-to-use solution for managing your employee community programs.

### What MatchRight™ Delivers

*MatchRight™* is simply the best available solution for managing employee gift-matching and volunteer grants.

With *MatchRight™*, you:

- 👉 **Eliminate paperwork;**
- 👉 **Speed up** the application and decision-making processes;
- 👉 **Effortlessly inform** employees about the status of their requests;

*MatchRight™* technology allows you to run a “best practice” employee program with a fraction of the time and effort you currently spend.

### The Benefits of MatchRight™

*MatchRight™*:

- 👉 **Simplifies your request process** by accepting applications for employee matching gifts and volunteer grants through your Intranet or Web site;
- 👉 **Empowers employees** to easily apply for matching gifts and volunteer grants and monitor their own accounts;
- 👉 **Gets rid of the labour-intensive data entry** by having employees perform the job themselves;
- 👉 **Ensures only eligible requests** are submitted;
- 👉 **Automatically confirms receipt** and sends status updates to employees;

“

A very positive and rewarding experience. We recommend their services to other corporations.

”

**Kim McVeigh**  
**Suncor Energy**



## *The Benefits of MatchRight™ (continued)*

- ☛ **Accelerates request review** by ensuring that requests are complete and in a consistent format, every time;
- ☛ **Enables applications 24/7**, regardless of geography;
- ☛ **Improves request tracking and budget monitoring** by capturing all data and decisions in one place, in real time;
- ☛ **Instantly creates reports** at the click of a button.

*Call today to enjoy the benefits of*  
**MatchRight™**

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## ScholarRight™ for Managing Corporate Scholarship Programs

“

Outstanding  
customer service  
with minimal  
response time.  
GrantStream has  
made our lives  
easier.

”

Linda Sheehan  
Pfizer Canada



Scholarships are valuable tools for promoting and rewarding educational achievement. Whether targeted at employees, their families or external candidates, scholarship programs require a great deal of data from each applicant, creating significant administrative and management challenges.

*ScholarRight™* is the simple, effective solution for streamlining your corporate scholarship program. Applicants apply through an easy-to-use online form that automatically adjusts to the candidates' responses, creating a "custom" form that guides them through the process. At the same time, *ScholarRight™* eliminates or reduces time-consuming administrative tasks for you and your staff while enhancing the screening, review and assessment procedures.

### What ScholarRight™ Delivers

*ScholarRight™* is simply the best available solution for managing corporate scholarship programs.

With *ScholarRight™*, you:

- ▶ **Dramatically streamline** the candidate application process;
- ▶ **Reduce environmental impact** by eliminating paper-based applications;
- ▶ **Improve collaboration** and information sharing among reviewers;
- ▶ **Effortlessly inform** candidates about the status of their applications;

*ScholarRight™* technology allows you to run an outstanding corporate scholarship program with a fraction of the time and effort you currently spend.

### The Benefits of ScholarRight™

*ScholarRight™*:

- ▶ **Simplifies your application process** by accepting scholarship applications from internal or external candidates through your Intranet or Web site;
- ▶ **Guides candidates** through the application process, quickly and efficiently;
- ▶ **Gets rid of the labour-intensive data entry** by having applicants perform the job themselves;
- ▶ **Ensures only complete applications** are submitted;

## *The Benefits of ScholarRight™ (continued)*

“

GrantStream has saved me, my team and the company a great deal of time.

”

**Sarah Sheehan**  
Manulife Financial



- ☛ **Automatically confirms receipt** and sends status updates to applicants;
- ☛ **Automatically screens candidates** against your qualification criteria;
- ☛ **Speeds candidate review** by ensuring that all applications are complete and in a consistent format;
- ☛ **Enables candidates to apply 24/7**, regardless of geography;
- ☛ **Improves candidate assessment and tracking** by capturing all data and decisions in one place, in real time;
- ☛ **Instantly creates reports** at the click of a button.

*Call us to learn how ScholarRight™ can improve your scholarship program.*

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*Our clients are among Canada's most respected corporations.*

Many of our clients make use of the full range of our services including consulting and *GrantRight™* and *MatchRight™* technology. Others use one or more of our services.

“

My overall experience with GrantStream has been fantastic.

”

Sarah Sheehan  
Manulife Financial





## *What Our Clients are Saying*

“GrantStream is one of the most customer-focused teams I have ever worked with. Their on-line technology has reduced our administrative workload by 50 per cent.”  
- *Cathy Bright, AstraZeneca Canada (Consulting and GrantRight™ technology)*

“I love the reports. In the past, we used to spend hours, even days, trying to get information that takes one minute to compile with GrantStream.”  
- *Rebecca Bell, Aliant (GrantRight™ technology)*

“We appreciate their ability to meet our unique needs. GrantStream has turned an administrative roadblock into a manageable process.”  
- *Judith Chopra, Sun Life (GrantRight™ and MatchRight™ technologies)*

“GrantStream delivered a comprehensive strategic plan that has become our community investment bible. They are very customer focused and have gone to great lengths to understand our business.”  
- *Gail Dever, CN (Consulting and GrantRight™ technology)*

“Outstanding customer service with minimal response time. GrantStream has made our lives easier.”  
- *Linda Sheehan, Pfizer Canada (GrantRight™ technology)*

“Our experience with GrantStream can be summarized in three words: cooperation, partnership and satisfaction. We are thoroughly impressed with GrantStream's service.”  
- *Kim Nordbye, Suncor Energy Foundation (GrantRight™ and MatchRight™ technologies)*

“My overall experience with GrantStream has been fantastic. The best value that GrantStream offers is that the staff understands our side of the business ... it adds value to everything GrantStream does.”  
- *Sarah Sheehan, Manulife Financial (GrantRight™ and MatchRight™ technologies)*

*Call today to learn why leading companies choose GrantStream.*

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“

There is no advertisement as powerful as a positive reputation traveling fast.

”

**Brian Koslow**  
Author

