



# CORPORATE PHILANTHROPY

HELPING YOUR BUSINESS GROW YOUR GLOBAL AND  
LOCAL COMMUNITY IMPACT



SOS CHILDREN'S  
VILLAGES  
CANADA



## Partners in Protecting Vulnerable Children

**An estimated 220 million children worldwide – 1 in 10 – live without parental care or are at risk of losing it.**

**SOS Children’s Villages** understands the critical role that businesses play in creating sustainable change for vulnerable children. We want to move beyond traditional ‘CSR’ relationships and instead embrace transformational and strategic partnerships with progressive businesses that share our values.

We work closely with multi-national corporations, national companies, and small- to medium-sized businesses to build partnerships that leverage the strengths of the corporate sector on behalf of vulnerable children around the world.

The nature of our partnerships varies with each partner, evolving over time to respond to children’s needs and changes in the business environment. Whether it’s through strategic programmatic funding, by leveraging a company’s core expertise and networks, or by working with industries to promote child-rights principles in responsible business practices, we partner with the private sector to make a transformational difference for children.

# High Impact Partnerships

Corporate partnership is one of the most impactful ways your company can support vulnerable children around the world. Your annual commitment ensures that SOS Children's Villages can provide a loving home, quality education, and health care for over 10,000 children and young people in our care. As a corporate partner, your business and employees will enjoy a range of benefits that will deepen your impact and celebrate your philanthropic leadership.

## Benefits of Partnership

### Premier Corporate Partner

Annual commitment \$50,000+

Company logo (and website link) displayed on SOS website & in Annual Report

Annual Impact Report

SOS Partner Plaque

Use of SOS Children's Villages Premier Partner logo

Invitations to exclusive National and Regional events

Ability to align giving with your strategic objectives and values

Employee engagement toolkit, including bespoke Team Raiser pages

Invitations to join SOS Partner Project Visits

Dedicated Corporate Partnership Manager

Invitations to create exclusive SOS Partner Project Visits for employees, suppliers and customers

Ability to create bespoke projects that align with your strategic objectives and values

### Corporate Partner

Annual commitment \$10,000+

Company name displayed on SOS website & in Annual Report

Annual Impact Report

SOS Partner Certificate

Use of SOS Children's Villages Partner logo

Invitations to exclusive National and Regional events

Ability to align giving with your strategic objectives and values

Employee engagement toolkit, including bespoke Team Raiser pages

Invitations to join SOS Partner Project Visits

Dedicated Corporate Partnership Manager

# Creating Stronger Relationships with Employees and Customers



**Socially responsible** companies cultivate positive brand recognition, increase customer loyalty, and attract top-tier employees. Engaging employees in corporate philanthropy can achieve substantial benefits to businesses by boosting workplace morale and productivity. Nearly three-quarters (72 per cent) of North American employees believe it's important that a potential employer has strong CSR practices, according to a recent Upside Foundation survey.

Strong community partnerships are increasingly important for attracting and retaining customers, with many individuals willing to pay a premium for goods, knowing that part of the profits will be channeled towards social causes near and dear to them.

SOS Children's Villages can support your company in engaging employees and customers through meaningful and motivating programs and initiatives.



# Brand and Product Partnerships

SOS Children's Villages welcomes the opportunity to develop cause-related marketing campaigns and products that showcase your company's brand, while helping support vulnerable children and young people.

We work with companies to create new opportunities for customers and the general public to support children through co-branded products, in-store and online promotions, and powerful social media campaigns.



## Team Building for the Modern Workplace

**The global pandemic has challenged** businesses across Canada to quickly adapt to radical changes in how and where we work. Many people now work remotely some or all of the time, and while working away from the office can help to minimize the distractions and increase productivity, it can also lead to employees feeling disconnected and isolated.

SOS Children's Villages can help create fun, engaging, and impactful workplace initiatives to inspire and motivate your employees. Companies can choose to participate in one of our semi-annual corporate challenges or create your own bespoke campaign.

We are delighted to offer Team Raiser, a new digital fundraising and engagement platform, to our corporate and community partners. This intuitive, user-friendly tool allows businesses to create internal teams, share content online, and receive digital badges and rewards for participation in partnership activities. Partners will be able to set overall and team targets, promote online and offline campaign activities, and see donation reports in real-time.





## Giving Back, Giving Hope

SOS Children's Villages could not achieve all we do without leveraging the practical and technical expertise of partners and sponsors.



### Sponsorship

Sponsorship is an effective way for your company to demonstrate your commitment to community investment while increasing your brand visibility with target audiences.

From events and exhibitions to publications, there are many sponsorship opportunities with SOS Children's Villages. Our signature event **The Leadership Luncheon** takes place annually with a variety of sponsorship options and VIP sponsor exclusives.



### Gifts in Kind

A donation of practical or professional support not only directly benefits the children in our care but can also be the catalyst for deeper engagement for companies and staff. SOS Children's Villages welcomes gifts in kind such as event goods and services, media coverage, and volunteering the professional skills of your staff.



### Match Giving

Matching funds for your employees' charitable activities is a great way to increase employee engagement, by showing support for the charities they care about. Recent research has found that matching employees' charitable activities can lead to improved staff productivity and loyalty, as well as boosting an employer's public perception. Whether your employees are fundraising, volunteering, or donating via payroll giving, through matched giving schemes you can match their achievements.

# Global Partnerships – Local Approach

SOS Children’s Villages operates in more than 130 countries and territories, including Canada, making it possible to drive meaningful impact in your key markets.

Our ambition is to leverage the influence, reach, and resources of the Canadian business community to develop and deliver sustainable solutions that transform the lives of vulnerable children.

## SOS and the UN Sustainable Development Goals



As an international federation, SOS Children’s Villages’ programmatic approach aligns with the United Nations’ Sustainable Development Goals. SOS Children’s Villages works with partners to achieve the SDG targets with the greatest impact for disadvantaged children and young people.

We are committed to working for and with children who have lost or risk losing parental care. These children are particularly vulnerable to suffering injustice and often miss out on their basic rights as

children. The quality of childhood sets the stage for the future development of individuals and societies.

With 70 years of expertise in partnering with states to ensure that children’s rights are met, SOS Children’s Villages is committed to taking action to contribute to building a sustainable future for children.

As signatories of the UN Global Compact, we can work to help your business achieve its philanthropic goals and commitments.

## YouthCan! - Global partnership for youth employability

267 million young people worldwide are not in employment, education, or training, according to a recent report by the International Labour Organization. Young people leaving alternative care are disproportionately affected by the global youth employment crisis, because they have fewer opportunities to get training even as they are required to be financially independent at an earlier age than their peers growing up with their parents.

As a response to this challenge, **YouthCan!** – the global partnership for youth employability – was launched in 2017 by SOS Children’s Villages and partners from the private sector to promote decent work for young people who lost or are at risk of losing parental care.

**YouthCan!** combines mentoring, first work experience, and soft and technical skills trainings within one comprehensive approach. The program is locally led, tailored to the local labour market and to the needs of each young person. Employees from our corporate partners share their time, skills, expertise, and own career stories, both online and offline. Volunteers plan workshops, facilitate exposure to professional environments, and act as professional mentors.



# Why SOS is the right partner for your business

We tailor each of our partnerships to support the interests of each partner to create co-operations that tangibly improve the lives of vulnerable children and families.

We form strategic partnerships that contribute to achieving the Sustainable Development Goals, putting children and young people at the centre of all our actions. From education to emergency relief, we offer a range of innovative approaches to providing holistic care to at-risk children and their families.

With our international brand and impact, we help partners deliver impact and support the business's brand, values, goals, and people.

## We cannot do it alone.



Contact an SOS Corporate Philanthropy specialist today to explore how SOS can help your company.

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Toll-free: 1-800-767-5111



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