

PwC Canada in the Community Report 2007

# Stepping up\*

In our communities

\*connectedthinking

PRICEWATERHOUSECOOPERS 

Through the activities of our Foundation and our people, PwC Canada continues to have a positive and lasting impact within our communities. As a firm, we acknowledge and celebrate these ongoing efforts. In our 2007 PwC Canada in the Community Report, we explore the many ways that our people are stepping up, taking action and making a difference.

PricewaterhouseCoopers is committed to environmental stewardship, including sound paper procurement and usage practices that ensure the sustainability of forests and other natural resources.

To reach this goal we are developing and implementing policies and procedures to guide our paper procurement and use, to promote the responsible use of natural resources, and to recognize and support the environmental initiatives of our suppliers.



This report was distributed electronically to all PricewaterhouseCoopers staff and partners.

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## A Message from Chris Clark, Chief Executive Officer

At PwC, we believe that it is important to have a broader view of business—one that looks beyond the bottom line and thoughtfully examines ways we can positively impact the communities in which we live and work. We support our people to get involved in their communities and as a firm we strive to be a responsible and caring business.

Last year over 40% of our people participated in at least one of the programs of our PwC Canada Foundation. I was pleased to be among the nearly 2,000 who participated in a Team Volunteering activity, where I experienced first-hand the enthusiasm and teamwork of our people while planting trees at Downsview Park in Toronto.

I am proud of the relationships and ongoing support that our firm and our people offer to non-profit organizations in communities across the country. Whether through the PwC Canada Foundation, our United Way campaign, Junior Achievement, or the many initiatives driven by our local offices, the spirit of volunteerism is evident throughout PwC. I am constantly amazed by the compassion and commitment of our people and the countless hours they spend volunteering. The work we do in this area is truly distinctive, and is another example of how our people are engaged and motivated to give their best every day.

In the pages that follow, I invite you to read about the many positive community activities in which our people have participated. For those of you who have been involved, thank you for stepping up and making a difference. If you are still looking for the right opportunity, I encourage you to take advantage of the support of the firm and Foundation to find one. You will undoubtedly gain from seeking new experiences and giving of yourself for a greater purpose.



Chris Clark  
Chief Executive Officer





The mission of the PwC Canada Foundation is to make a positive, lasting change in our communities through the sharing of our time, expertise and resources. In this report, you will read how Foundation programs support and encourage the volunteer development of our people.

- Team Volunteering
- Volunteer Grants
- Volunteer Recognition
- Leadership Grants
- Volunteer Education and Engagement



**“This year our Foundation carried forward its strong momentum. We extended our community impact through ever greater people participation, donating more dollars to charities, and introducing new programs and initiatives. We’re delighted with this success, and thank our people—you continue to be the driving force of our Foundation.”**  
Robin Berholz, PwC Canada Foundation Leader

Top: PwC Montreal Team Volunteers

Bottom: Foundation Team, Sonya Sherwood, Andrea Dicks, Robin Berholz

## Team Volunteering

When all 5,200 of our people across the country are given a paid day off to volunteer, amazing things can happen.

Here is a sample of what **223** activities, **1,823** volunteers and **12,649** hours can realize:

- **12,635** hungry people fed;
- **10,895** children's play-kits created;
- **1,070** trees planted; and
- **20** new homes brought closer to completion.



### Highlights from a Team Volunteering Activity

Toronto Youth Development (TYD) helps underprivileged youth succeed through academic, athletic and character development. At a TYD Team Volunteering event, a group of PwC colleagues accompanied girls aged 8 to 13 on an excursion to the Ontario Science Centre and helped them with their homework.

**“I met some young girls who truly touched my heart. They showed me how much we take for granted and how lucky we are.”**

Frances Kriss, Learning and Education, AAG, Toronto



Top: Team Volunteers at Jennifer Ashleigh Children's Charity  
Bottom: Team Volunteers at Toronto Youth Development

## Volunteer Recognition



The Volunteer Recognition program celebrates the hands-on contributions of our people who are making a difference in their communities. This year, over 130 staff were nominated by colleagues for a Volunteer Recognition Award. PwC donated \$43,000 to community organizations in honour of our Volunteers of the Year.

### 2007 Volunteers of the Year

Lori Benson  
 Heather Black  
 Doug Boyce  
 Morgan Elliot  
 Adam Hanson  
 Joanne Heffernan  
 Kerrie Hryniuk  
 Brandon Hui  
 Ben Hurd  
 Diane Ishiguro  
 Hugues Jacques  
 Lorraine Jobin  
 Gloria Kim  
 Seena Koshy  
 Valerie Kropf  
 Aldis Makovskis  
 Angela McMurren  
 Gary Phelps  
 Susan Simpson  
 Susanne Snow

Junior Achievement of Eastern Ontario  
 Girl Guides of Canada  
 Ecumenical Support Committee for Refugees  
 Association for Supported Community Connections  
 The Movement Centre of Manitoba  
 Immaculata Secondary School Council  
 Rushnychok Ukrainian Folk Dance Association Inc.  
 Junior Achievement of Central Ontario  
 Vancouver Hospice Society  
 InterVarsity Christian Fellowship  
 Kabir-Kouba : Corporation du parc de la falaise et de la chute  
 Association des bénévoles du CSSS de Laval  
 Toronto Humane Society  
 St. Matthew's Mar Thoma Church  
 Tavistock Missionary Church  
 Rotary Club of Kitchener  
 Habitat for Humanity Windsor Essex  
 Brain Injury Association of London and Area  
 Calgary Humane Society  
 St. John's Minor Hockey Association



Top: PwC Montreal Managing Partner Guy LeBlanc with Lorraine Jobin  
 Bottom: Susan Simpson with Calgary Humane Society Representatives

## 2007 National Volunteer of the Year

On September 25, Morgan Elliot was named PwC's 2007 National Volunteer of the Year. He was recognized for his work with Edmonton's Association for Supported Community Connections (ASCC).

Three years ago, Morgan and his family founded ASCC—an organization that gives young people with mental or physical disabilities the opportunity to get out and be active in the community. ASCC offers kids supported environments, including two homes and after school and weekend programming. It was established to honour the memory of Morgan's older brother. "For us, it was about keeping Maitland's legacy alive," says Morgan. "We never really thought of it as volunteering, but it's incredible to see how far some of these kids have come."

As a Board Member and Treasurer, Morgan provides financial advice and assistance to the organization and manages fundraising activities. In the past year alone, he has volunteered over 250 hours with ASCC.

As our 2007 National Volunteer of the Year, \$10,000 was donated to ASCC in recognition of Morgan's accomplishments.

**"Morgan's personal drive and dedication has enabled ASCC to achieve excellence in all that we do. His commitment to the leadership of ASCC has been central to its success."**  
Mary Feather, Executive Director



Top: Chris Clark, Morgan Elliot, Mary Feather  
Bottom: 2007 Volunteers of the Year



Adrian Dastur

Our people volunteer countless hours of their own time for worthwhile causes through activities such as granting wishes to sick children, serving meals to the homeless, mentoring students, and building homes for needy families. The Foundation acknowledges these individual contributions to the community with Volunteer Grants to non-profit organizations where our people contribute a minimum of 50 hours. Last year the Foundation distributed 170 grants, totaling \$51,000.

**“It’s great to play a small part in the training of support dogs and to see your efforts improve the quality of life of someone with a disability. I’m proud to work for a company that supports me in my volunteer efforts.”**

Adrian Dastur, volunteer with Pacific Assistance Dogs Society

**“Volunteering helps me recognize my gifts, and then put those gifts to good use. I love that PwC supports me in this!”**

Tessie Lapar, volunteer with St. Rose of Lima Parish

### **Casting a wider net**

In response to feedback from our people, the Foundation has expanded the eligibility criteria for the Volunteer Grants program. In 2008, staff volunteering with community sports organizations or giving 50 hours across two organizations, are also eligible for a Volunteer Grant.

## Leadership Grants

For many charitable leaders, professional development opportunities are not always within their organization's budget. In response, the Foundation established this program in 2006 which annually provides grants to 100 Canadian charity leaders, totaling \$250,000, to support their professional development and, in turn, the sustainability of their organizations.



### Highlights of a Leadership Grant Recipient

Patricia Borges, of our Vancouver office, invited The Minerva Foundation to apply for a Leadership Grant. Denise Coutts, Minerva's Executive Director, received a Grant to enrol in Leadership Vancouver, a six-month program that helps leaders refine their management skills.

When Patricia learned that Denise would be a Leadership Grant recipient she commented: "I am absolutely confident that this grant will make a difference in the lives of many women and children in BC. This is one of those little things that makes me proud to work for PwC."



Top: Rudy Ruttimann, SKETCH ED and Leadership Grant Recipient  
Bottom: Denise Coutts, Patricia Borges

## Volunteer Education and Engagement



Introduced this year, Volunteer Education and Engagement is an initiative that supports the personal development of our people as volunteers. The Foundation created tools and workshops specifically designed to educate our people about the needs that exist in their communities and the organizations that are searching for volunteers. Staff and partners can access these resources online or through attending live sessions.

Board Basics is one of the workshops offered through this initiative, and it arms new and aspiring directors with the key information, skills and confidence they require to join a non-profit board or committee.

**“For the past few years I’ve entertained the idea of joining a non-profit board, but I was intimidated because I had limited knowledge about the process, duties and liabilities. This course has taught me that I can join a board, and it gave me the tools to help me get started.”**

Yola Szubzda, Manager, Tax, Hamilton



Top: PwC Panelists Kenneth Green, Jane Odeny, Calvin Tam  
Bottom: Volunteer Education and Engagement Participants

## PwC Canada Foundation Champions

Champions are the backbone of our Foundation. As a network of over 120 staff and partners, they promote, support and drive its programs and initiatives locally, all while maintaining their busy work schedules. Without their energy, enthusiasm and passion, the Foundation would not be the success it is today.

**“I see first-hand the importance of volunteerism when I work with non-profit clients, many of which could not exist without volunteers. Each year I continue to be impressed with the commitment my fellow staff members make to our community.”**

Craig Ross, Foundation Champion, Kitchener-Waterloo

**“I think the firm recognizes that giving back is an important aspect of daily living—it’s a continuous investment and commitment that we make.”**

Andrea Mailman, Foundation Champion, Maritime Office

The Foundation is also supported by an **Advisory Committee** that helps guide the strategic direction of the Foundation:

Tahir Ayub, Ray Crossley, Mark Elliott, Scott Fitzsimmons, Dave Forster, Gilles Gagnon, Bryan Graham, Chris Hatley, Serena Kraayeveld, Dean Levitt, Faye Mattachione, Jill McAlpine, Israel Mida.



Top: Susan Merlo and Mississauga Foundation Champion Carl Oxholm  
Bottom: Edmonton Team Volunteers including Foundation Champion Sharla Madsen (second from left)



Responsible corporate behaviour is an important aspect of the PwC culture and is central to the values of our Firm—it underpins everything we do. This behaviour is creatively reflected in the activities of our people around the world who give so generously of their time and resources to their communities.

Through our Global Communities program, we bring a collaborative focus to the wide variety of community contributions that PwC and our people are making across our global network. We are now seeing the benefits from such collaboration—many initiatives that were developed in one country are being shared and further enhanced in another, often quite different, environment. The multiplier effect of this engagement around the world is immense and growing. In 2007, our global PwC network contributed an estimated 218,000 hours of volunteer time and donated US\$33 million to charitable organizations.

**“The synergies and positive energy which are being created by the programs of Global Communities are truly inspiring. Through global sharing and engagement, we plan to achieve an even higher level of contribution and benefit to our communities around the world—an aspiration which is clearly within our reach!”**  
Bryan Graham, Global Communities Board Member, Canada



Global Communities Coordinators' Volunteer Day, London, UK

In addition to the activities of our Foundation, there are many other ways that we contribute to the community. PwC is a strong supporter of the United Way, facilitates Junior Achievement programs, supports post-secondary education and much more. In the pages that follow you will read about some of the ways that PwC is making a difference from coast to coast.



Last fall, hundreds of our people participated in local United Way campaigns. By taking part in events such as carnivals, bake sales, coin wars, poker tournaments, and through annual giving, our people rallied to reach a new record in funds raised—over \$1.8 million dollars.

**Last year, PwC donations helped:**

- **290,000** youth increase their chances of success with after-school programs
- **41,000** seniors live independently
- **4,000** new immigrants find employment

**“I am committed to supporting the United Way’s relentless effort to light a new path for social service agencies in our communities—many of which couldn’t survive without their funding. I am proud of the leadership role so many PwC people play in both raising money and supporting agencies through volunteer efforts.”**

John Webster, Vancouver City Leader and Chair of the United Way of Lower Mainland

**Did you know?**

Again this year, PwC sent electronic holiday cards to support our environmental commitment. The cost savings generated from reducing our paper cards were redirected to local charities. These funds included \$15,000 to three GTA United Way member agencies: Ernestine’s Women’s Shelter, Jessie’s Centre for Teenagers, and Downsview Service to Seniors.



Top: PwC Winnipeg’s United Way Breakfast  
Bottom: PwC London’s United Way Stair Climb to the Top Team

## Junior Achievement

Junior Achievement (JA) and PwC share a long history, and every year, dozens of our partners and staff volunteer for a day in schools across the country to support JA's in-class programs. Last year, we facilitated Dollars & Sense and The Economics of Staying in School, and participated in JA's newest in-class program, Dream Big.

PwC is also an active supporter of JA's Company Program, which spans the school year. Through this program our people provide students with hands-on business experience which they can apply to the real world.

In 2007:

- **1,786** hours volunteered by **144** PwC people
- **1,586** students impacted through PwC's participation

In addition to contributing company time, PwC also supports JA in other ways. In 2007, PwC donated more than \$20,000 to JA, and several of our people also volunteer in leadership positions.

**"I volunteer my personal time with JA because it's all about the kids. I am also truly inspired by the passion of JA volunteers and supporters. I am pleased to share in the commitment that PwC and our staff and partner volunteers, including our CEO, have made to the continued development of this organization."**

Michael Godwin, Partner, Greater Toronto Area and Junior Achievement of Central Ontario Board Member



PwC Volunteers with Junior Achievement's Dream Big Program

## Tax Clinics



Again in 2007, nine PwC offices volunteered their time and expertise on evenings and weekends to assist community members in completing their annual personal tax returns. Collectively, our people supported hundreds of seniors, low income families and individuals with disabilities.

In 2007:

- **183** PwC people volunteered at **74** clinics
- **793** hours were volunteered by PwC people



“There are great benefits to being involved with the tax clinics—personally and professionally. I like that I am able to continue volunteering during our busiest season, and the clinics are a practical way that I can contribute my skills and time to the well-being of others.”

Kathleen Ryan, Administrative Assistant, Tax, St. John's

PwC Volunteers

## Environmental Action Plan: PwC Goes Green

As a responsible member of society, PwC has an obligation to conduct itself in a manner that embraces environmental responsibility. In response, PwC developed an Environmental Action Plan (EAP) that provides a holistic framework to our approach.

PwC's EAP was officially launched during Green Week, June 11 - June 15, with activities that included:

- Low Carbon Day: 333 staff and partners pledged to reduce their personal carbon output over the next year by 838.4 tonnes
- Launch of a 'PwC and the Environment' microsite on the Portal
- Green Team Volunteering: Over 230 staff and partners participated in 11 volunteer activities

**"I'm happy that PwC provided me with an opportunity to learn more about the environment and to get out there and do something about it."**

Simone Dynes, Green Team Volunteering participant

Over the next year, as a firm we will aim to reduce our environmental footprint by:

- Redefining our purchasing policies
- Reducing greenhouse gas emissions
- Improving waste and energy practices
- Raising environmental awareness

### Did you know?

In 2008 PwC Team Volunteers, through the Foundation, will plant a tree for every new campus recruit who accepts a full-time offer with our firm. This translates into more than 300 trees being planted across Canada.

**"This opportunity provided me and the rest of my PwC team with a greater appreciation of the role that wetlands play in purifying our water supply and providing a home to wildlife."**

David Miller, Green Team Volunteering participant



PwC Ottawa Green Team Volunteers



PwC Windsor Green Team Volunteers

## Stepping up in Our Cities

Across the country, our people constantly seek out new and inventive ways to support their communities. Organized, supported and celebrated locally, these examples provide a glimpse into how our people are helping build stronger Canadian communities.

### Winnipeg

PwC's dragon-boat team took on the mighty Red River at the Canadian Cancer Society's Dragon Boat Festival and contributed to the over \$300,000 raised.

### Saskatoon

Gift shopping, wrapping and delivery skills are put to the test every winter when this office adopts two families in need. \$1,000 is raised annually to brighten these families' holiday season.

### Edmonton

Ten dedicated PwC rowers raised over \$4,000 for Row For Kids in support of the Stollery Children's Hospital.

### Calgary

PwC supports and participates in the annual Celebrity Waiters Luncheon; this year it raised \$181,000 for Canada's Leukemia & Lymphoma Society.

### Vancouver

At the Pauline Chan Dress-Up Challenge staff raised \$21,419 while vying to shop for a thrift store outfit for Breast Cancer Awareness Day. These funds were raised to honour the memory of PwC's Pauline Chan.



### Kitchener-Waterloo

PwC joined the Partners for Life campaign organized by Canadian Blood Services, and committed to donating one pint of blood for each staff member.

### Ottawa

For three years the OttawaReads program has been embraced by the firm, and throughout 2007 over 40 hours were spent reading to children at a local elementary school.

### Montreal

Twenty dynamic individuals, team spirit, and tremendous passion helped PwC to raise \$50,000 through the Weekend to End Breast Cancer.

### Quebec City

The PwC Alcan corporate volleyball tournament, supporting The Children's Wish Foundation, had a rowdy team compete for the sixth year in a row. The tournament raised \$55,000.

### St. John's

PwC took fundraising to the lanes at the Bowl for Big Brothers Big Sisters and raised nearly \$800.

### Maritime Office

Staff at the Saint John office sported costumes and team spirit for Skate to Care for MindCare New Brunswick, raising several hundred dollars for this worthwhile cause.

### Toronto

Joe's Team, in honour of PwC partner alumnus, Joe Finley, had staff, alumni and family participate and raise \$500,000 for The Princess Margaret Hospital Foundation.

### Mississauga

PwC runners and walkers raised over \$15,000 in the Terry Fox Run to honour their colleague, Olivia Lee, who past away from bone cancer.

### Hamilton

Eleven PwC cyclists raised over \$1,000 and spread awareness while participating in the Hamilton Heart and Stroke Foundation Big Bike Challenge.

### London

Over the past six years, more than 1,000 toys have been contributed by PwC to the Salvation Army Angel Tree—a gift-giving initiative that ensures kids in need have toys for the holidays.

### Windsor

Partnering with the non-profit organization Drouillard Place, PwC raised funds to provide holiday gifts for local underprivileged families.

## Support for Education

PwC supports a number of projects at post-secondary schools across the country, where many of the leaders of tomorrow are growing their knowledge and broadening their education. Our financial support in 2007 was directed to 14 schools across the country and totaled close to \$400,000.

In 2007, PwC's new commitments to Canada's colleges and universities included:

- \$250,000 over five years to St. Francis Xavier University in support of the PricewaterhouseCoopers Case Study Room at the Gerald Schwartz School of Business and Information Systems
- \$250,000 over five years to the University of British Columbia in support of the Opening Worlds Building Campaign at the Sauder School of Business
- \$50,000 over five years towards the PricewaterhouseCoopers Student Services Centre Lounge in the Telfer School of Management at the University of Ottawa



PwC Ottawa Managing Partner Bryan Disher at the Telfer School of Management

## Community Partnerships



Joyce Ito and PwC Volunteers at Volunteer Canada's Corporate Council Volunteer Day

Our community partnerships are extremely important, and this year we partnered with several organizations in support of their philanthropic initiatives.

### **Volunteer Canada Corporate Council on Volunteering**

We are a founding member of this council of 20 companies which promotes corporate volunteerism through networking, volunteer days, and educational seminars.

### **Imagine Canada**

We are a member of the Caring Company Program, and as such we are committed to donating an agreed minimum of our pre-tax income to charity.

### **Framework Foundation**

This organization challenges young professionals to lend their time and skills by volunteering. In 2007, the PwC Canada Foundation sponsored 'Timeraiser' events in Toronto and Calgary, which together raised 15,000 volunteer hours.

### **Social Venture Partners Toronto**

We sponsored the launch of this new organization focused on investing in building the capacity of non-profits through both time and dollars.

## Looking Ahead

In 2008, we are committed to continue investing in our greatest asset—our people and the causes that they believe in.

Here is a glimpse into what staff and partners can look forward to in 2008:

- A new volunteer education series with topics including the role of a non-profit Board Treasurer, volunteering as a mentor, and information about local community needs
- A poll completed by our people to re-establish the top community cause areas that inform our community investment strategy
- The launch of our Environmental Action Network nationally with further focus on decreasing our environmental footprint

To facilitate the increased community engagement of our people, for the first time, we have included a summary of community initiatives supported by PwC in which staff and partners can get involved.

We look forward to another exciting year ahead!



Top: PwC London Team Volunteers  
Bottom: PwC Montreal Weekend to End Breast Cancer Participants

Check it out, get involved, and learn how you can make a difference!

## Volunteering through the PwC Canada Foundation

Program	What is it?	When is it?	Why get involved?
Volunteer Grants	For PwC people volunteering 50 hours, we will make a \$300 donation to their charity or community sports organization	Year-round; apply by FY end	Contribute passion and skills; donate time and expertise to a non-profit Direct Foundation funds to worthwhile organizations
Team Volunteering	Provides a day out of the office to volunteer with a PwC team to complete a community project	Year-round; one day per FY per person	Develop leadership skills as a Team Leader Deepen relationships with colleagues XLoS Learn about community needs
Volunteer Recognition	Acknowledges and celebrates the exceptional volunteer efforts of PwC staff	Spring	Honour a colleague; nominate someone for an award Get inspired by the volunteerism of fellow colleagues
Leadership Grants	Provides up to \$250,000 in grants to charity leaders for professional development opportunities	Fall	Support a charity; invite a charity leader to apply Increase understanding of capacity-building challenges in the non-profit sector
Volunteer Education & Engagement	Supports the personal development of PwC volunteers through tools and workshops	Year-round	Increase personal knowledge of the needs that exist in the community Develop leadership skills and networking opportunities; learn how to be an effective non-profit board member
Foundation Champions Network	Local office ambassadors for the Foundation and its programs; selects Leadership Grant and Volunteer Recognition recipients	Year-round	Take on a leadership role and motivate others Shape the work and direction of the Foundation Broaden knowledge of the non-profit sector

For more information about the Foundation's programs, visit [www.pwcfoundation.ca](http://www.pwcfoundation.ca).<sup>1</sup>

1. This is an internal website for PwC staff and partners. Information about the PwC Canada Foundation is also available through [www.pwc.com/ca/foundation](http://www.pwc.com/ca/foundation).

## Volunteering through other PwC-supported community initiatives

Program	What is it?	When is it?	Why get involved?
Junior Achievement <sup>1</sup>	Volunteers teach students how business and economics work through in-school and after-school programs	Spring and Fall	Share knowledge; deliver interactive classroom programs Mentor a team/company; support high-school students to set up and run their own business
United Way	Volunteers raise funds and awareness to help improve lives and build community	Fall campaign; Donations year-round	Donate; make a difference Develop leadership skills; become a United Way ambassador Join colleagues in organizing local United Way events
Tax Clinics <sup>1</sup>	Volunteers help those in need complete their tax returns	Spring	Share expertise Improve professional and consultative skills Brighten someone's day!
Fundraising Events	Running, walking, biking, and more; volunteers get active in support of local charities across the country	Year-round	Have fun with colleagues outside of the office Get active and contribute to a meaningful cause
PwC Environmental Action Network	Promotes environmental awareness in local PwC offices	Year-round	Take on a leadership role; educate and empower others Think strategically; generate innovative ideas

For more information about these community initiatives, visit [www.pwcfoundation.ca/community](http://www.pwcfoundation.ca/community).<sup>2</sup>

1. Program is not delivered in all offices, check with your local office to determine if offered. Consider initiating it if not!

2. Note: This is an internal website for PwC staff and partners.



PwC Edmonton Row For Kids Water Warriors

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