

## LBG Canada Focus Area Definitions

| FOCUS AREA         | EQUIVALENT SUB-TOPICS  | DEFINITION  |
|--------------------|--|---|
| Aboriginal People  | First Nations, Inuit, Metis  | Contributions that support First Nations Groups and/or Indigenous, Aboriginal or Metis people.  |
| Arts & Culture     |  | Contributions that support any element of the arts (visual arts, literature, performing arts, etc.) or promote local/community/ancestral culture or heritage.   |
| Capacity Building  | Community Development  | Contributions which help an organization build its capacity to fulfill its charitable purpose. Examples include: volunteer program development, research, evaluation methods, leadership development, etc.  |
| Children & Youth   |  | Contributions that support children & youth under the age of eighteen.  |
| Civic Leadership   | Advocacy   | Contributions which support community leadership in moving a social issue forward. Examples include: participation on a non-profit board, advocacy work to support a social issue, contributions to a grant-making organization, large-scale community impact research/assessments/programs, etc.           |
| Disaster Relief    | Disaster Response  | One-off contributions to community or global disasters. May be in the form of in-kind donations, employee gift-matching, fundraising campaigns, etc.  |
| Diversity          | Minorities, Persons with Disabilities, Women's Issues, Gay & Lesbian | Contributions which support the promotion of diversity within the community and/or support the empowerment of a disadvantaged population.   |
| Education          | Post-secondary Support, Adult Education                              | Contributions which support any element of education for children, adults or the community at large. It may include formal education programs, such as post-secondary support, or alternative forms of education, such as hands-on educational programs or educational campaigns addressing a social issue. |
| Employee Programs  | Volunteer Grants   | Contributions, gift-matching, or programs in support of company employee interests. It also includes costs associated with organized employee volunteer programs or activities.   |
| Environment        | Parks & Spaces   | Contributions that address an environmental issue.  |
| Health & Wellness  | Well-Being, Hospitals, Safety, Emergency Services                    | Contributions that relate to health including disease prevention, health education, life-style & well-being programs, and contributions to hospitals, health research, etc. Contributions related to safety and emergency services would also fit within this category.                                     |
| Sport & Recreation |  | Community contributions which related to sports and/or recreation.  |
| Social Services    | United Way, Basic Needs, Affordable Housing, Poverty                 | Contributions that support programs or social services which address basic needs such as housing, food, security, welfare, and sometimes health. Organizations which more generally address poverty and social welfare issues would also fit into this category.  |
| Other              | Agriculture  | Community contributions which do not fit into any other category.   |
| DESCRIPTORS        | SUB-TOPICS   | DEFINITION  |
| Tickets & Tables   | Events, Golf Tournaments, Corporate Passes                           | Contributions for which a company receives some sort of ticket or entry to an event. These contributions are valued at 50% within LBG Canada.   |