



# LBG CANADA OVERVIEW

www.lbg-canada.ca

**LBG Canada** is a network of corporate community investment professionals from many of Canada’s leading companies. We work together to apply, develop and enhance the use of the LBG Model and measurement framework in Canada. The LBG Model is the **recognized global standard** for managing, measuring and reporting community investment.



*“Never before have corporations and companies been under such constant 24/7 spotlight. The expectations of stakeholders have never been higher, the LBG Model has never been so salient.”*

*“LBG Canada has really contributed to our community investment program, by providing us with a framework to calculate our impact in community.”*





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## Program Overview

- 1. Annual program support**—Annual review of community investment activities, to assess how the current approach aligns with objectives.

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- 2. Impact Measurement Framework**—Support and guidance in the use of the impact measurement framework embedded within the LBG Model.

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- 3. Consultancy support**—As part of membership, practical guidance on the use of the LBG Model, customized to the environment. A dedicated account manager and consultancy time in support of program objectives.

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- 4. Communications support**—Achieve the objective: Tell A Better Story. LBG Canada companies are supported in their aim to share compelling information about community, volunteering and giving activities.

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- 5. Events**—Unlimited participation in the annual webinar program focussed upon best practices in management, measurement and external reporting. Annual meeting participation for two colleagues is included.

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- 6. Knowledge Sharing**—Access to audited data in order to support learning from peer, industry and best practice comparison.

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- 7. Use of the LBG Canada logo**—The right to cite membership and include the logo in external reporting.

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- 8. Support in external reporting**—Guidance in using audit results to strengthen DJSI, GRI, and Imagine Canada reporting submissions, among others.

LBG Canada is facilitated by

**SiMPACT.**

**For more information:**

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