



Corporate Partnerships

“Strategic corporate philanthropy is not an exercise in writing checks. It is an exercise in connecting, contributing and making a difference. People are inspired by connection and engagement, which creates a sense of purpose. In the old paradigm reward fuels performance. In the new paradigm purpose fuels performance.” *Peggie Pelosi*

Becoming a partner with Opportunity International is about far more than giving money. A partnership with Opportunity is a partnership with the poor themselves. Opportunity International provides small business loans, savings, insurance and training to over two million people working their way out of poverty in the developing world. Clients in over 20 countries use these financial services to start or expand a business, provide for their families, create jobs for their neighbours and build a safety net for the future.

Partnering with the poor can be a powerful statement to your investors, employees, customers and members that you are globally minded, ethically accountable and personally engaged in making this world a better and more equitable place.

We invite you to make Opportunity International Canada your “Charity of Choice”. Here are several ways that we can work together:

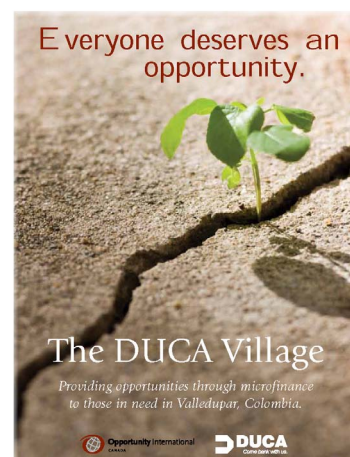
- *Co-brand your giving program*
- *Launch & ongoing corporate events with Opportunity spokesperson*
- *Website presence*
- *Communication materials (posters, blogs, newsletters)*
- *Media advertising opportunities: print, television, radio, web*
- *Sponsorships*
- *Corporate social marketing*
- *Consumer loyalty*
- *Cause days*
- *Payroll deductions, corporate funding*
- *Corporate Insight Trips*

The following inspiring companies have taken the principles of corporate philanthropy and turned the theory into amazing practice.



Over fifty years ago, **DUCA Financial Services Credit Union** began by extending financial services to new Canadians who otherwise would have been unbankable. Today, DUCA is extending the same opportunity to international entrepreneurs by mobilizing funds to expand financial services in Colombia.

- DUCA has partnered with Opportunity on a Village project – pledging to raise \$150,000 to extend microfinance to Valledupar, Colombia.
- DUCA marketing department creatively keeps their members updated on the progress of their Village project (website updates, newsletters, posters).
- DUCA staff and members are encouraged to engage on many levels including an annual “Breakfast with Opportunity”, a payroll deduction option, summer barbeques, and Christmas “Gifts of Hope” cards.
- Executives from DUCA have taken an Insight Trip to experience microfinance first-hand in Colombia.



Legacy Kitchens builds far more than beautiful kitchens; they help build bold futures for under-resourced communities. Living out their mission statement of “investing in people by serving...with fairness, integrity and respect”, Legacy has a long track record of local, national and international involvement. Collaboration with Opportunity has led to cutting-edge microfinance projects overseas, and conveyed the efficacy of microfinance to thousands across Canada.

- Legacy’s seed funding for pilot projects has included Youth Entrepreneurship Training, Roof & Floor housing loans, and a Village of Opportunity partnership.
- An annual corporate breakfast hosted at Legacy’s head office in Calgary has featured keynote speakers from Kenya, Colombia and Ecuador.
- Legacy staff have taken three Insight Trips to visit the entrepreneurs with whom they are partnering.
- Two co-branded storytelling videos about microfinance have been shown around the world and are core communications pieces for Opportunity.
- Legacy Kitchens are conveying their passion for microfinance through social media, including a staff blog.



Decor Cabinet Company was born from an idea in 1977. The idea was to create cabinets that customers would enjoy and recommend to

others. In 2010, Corimpact was birthed as a small company within Decor. It all began with a children’s chair and table set that Decor VP Stan Pauls made for his grandchildren. Growing interest in the children’s sets coincided with Pauls’ discovery of Opportunity International. Eventually, an idea was born that would link Decor’s design and woodworking expertise with their passion for Opportunity and perfectly match the company’s unique mission statement. The concept was this: build the chair and table sets on volunteer time with donated materials and sell them to benefit Opportunity International. The staff volunteer team at Decor Cabinet is organized to produce, promote, and sell furniture. The team at Corimpact has chosen to raise funds specifically for Opportunity’s Banking on Education initiative. Undeniably different...creating furniture to bring life and light into communities around the world.

