



Strong Leadership. Stronger Impact.

WHAT THIS TRUSTMARK MEANS

When you see this Trustmark, this company's commitment to Canadian communities has been independently reviewed. Their donations and employee volunteering are held to a national standard, every year.

\$1 BILLION

Invested annually in Canadian communities by certified companies

1% OF PRE-TAX PROFITS

The minimum to qualify, independently verified

TRUSTED STANDARD

Certified by Imagine Canada, the national voice for the sector



WHAT COUNTS TOWARDS CERTIFICATION

Cash Donations and Grants

Direct financial support to charities and nonprofits

Paid Volunteer Time

Employee time during working hours

In-kind Donations

Goods, services, and other forms of qualified support

Management Costs

Staff and resources dedicated to program delivery

"Caring for the well-being of people and our communities is at the heart of who we are. Working alongside Imagine Canada has helped guide our commitment to giving back in ways that are thoughtful, responsible, and rooted in long-term impact."

David Simmonds,
Chief Marketing & Sustainability Officer,
Canada Life

