

## Who is the Winnipeg Humane Society?

Our mission: To protect animals from suffering and promote their welfare and dignity.

- We are Manitoba's oldest charity – going strong for 125 years!
- We are one of the most successful and progressive adoption centres in Canada.
- We're responsible for finding homes for more than 4,300 animals and reuniting more than 800 dogs and cats with their owners, each year.
- We perform 35 surgeries a day in our state-of-the-art, environmentally friendly shelter.
- We offer adoption, behavior classes, foster programs as well as reading programs and day camps for kids.
- Our animal protection officers respond to over 1,500 cruelty/welfare concerns every year.
- Over 700 volunteers dedicate their talents and skills to achieve everything we do.

# For more info

on how an employee engagement partnership with the Winnipeg Humane Society could work for your company, please contact Donor Relations at 204.988.8811 or [development@winnipeghumanesociety.ca](mailto:development@winnipeghumanesociety.ca)



## Make workplace giving work for you with the Winnipeg Humane Society

An employee engagement partnership with the Winnipeg Humane Society has all the makings of a successful partnership where everyone wins!

- It's good for employees – from tax credits to making an impact.
- It's good for employers – from delivering a CSR program to attracting and retaining employees and customers).
- It's good for Manitoba's animals.



## An engaged workforce is a happy workforce,

empowering employees with the ability to make a difference, create an impact and learn new skills will help you meet the new demands and expectations of your ever-changing workforce.

An employee engagement program with the Winnipeg Humane Society will:

### ATTRACT AND RETAIN TALENT

Corporate social responsibility secures and retains talent – your most important asset. Nine out of ten people aged 27–35 say they expect to move jobs in less than three years unless motivated by an effective corporate responsibility program.

### YOUR BOTTOM LINE

Workplace giving is integral to an effective corporate social responsibility program. In fact, 1/3 of consumers only buy brands based on their social and environmental impact.

### A CULTURE OF PHILANTHROPY

Providing opportunities to impact the community builds a culture of philanthropy that spans the entire organization, from leadership to employees.

### GROWTH AND DEVELOPMENT

Learn new skills and have new experiences. Whether participating in a community impact working group, planning fundraising events, or volunteering, there is a chance to develop personally or professionally.

### INNOVATION

Innovation comes from new ideas on how to make a difference in the community, which can engage an employer's customer base at the same time.



## Ways to get involved

### AUTOMATIC PAYROLL DEDUCTIONS:

One of the easiest ways to regularly contribute to a nonprofit organization.

### MATCH FUNDING

Research shows employees in company matching programs are twice as likely to donate. Promoting your program will encourage more employees to get involved.

### VOLUNTEERING

Translate employee volunteer hours into a dollar donation, or provide employees with time-off to volunteer.

### FUNDRAISERS

Employees can plan and host fundraising events like a BBQ, bake sale, or dog walk. We can help with ideas and provide support.

### SKILLS AND EXPERTISE SHARING

We don't always have access to the resources we need, so the ability to harness a specialized skill from a volunteer can be priceless.

### UNIQUE EXPERIENCES

We will support you in any way we can, whether that's bringing animals to an employee event, lunch n' learns, materials or employee fundraising ideas.

### TEAM WORK

Collaborating for social good can bring together employees who wouldn't normally work together – regardless of their position in the company.

## Why partner with The Winnipeg Humane Society?

We are a trusted, well-respected brand and a progressive leader in the field of animal welfare.

**Employees will connect with us** – 60 percent of Canadians own a pet and 1 in 13 Winnipeggers own a licensed dog (the second highest rate in Canada!). We also have cats, rabbits, hamsters, and advocate for farm animals.

We provide hands on engagement through volunteering, fundraising and participation in annual events. Unique opportunities are also available in the shelter and within the community.

82%

of employees involved in a cause would recommend their company as an employer

74%

say their job is more fulfilling when provided ways to make a positive impact at work

93%

of employees want to work for a company that cares about them as an individual

83%

of Millennials are more likely to stay loyal to a company with a strong corporate responsibility program

64%

of employees feel their work and personal lives are becoming increasingly blended