

NEW for 2018

Brilliant Business Circle Program

BURLINGTON
FOUNDATION

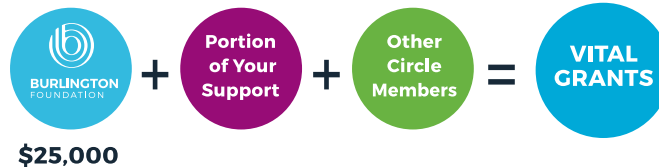


The Power of the Giving Circle

The **Brilliant Business Circle** invites corporate leaders to participate with us in a collective giving experience.

Our business giving circle model creates a simple, yet powerful philanthropic community.

The Brilliant Business Circle is a new way to both support our mission AND be an inspiring part of it!



As a Circle member, a portion of your support will be pooled to award life-changing grants

Combined with a matching contribution of **\$25,000** provided by Burlington Foundation, we will pool a portion of your support under the Brilliant Business Circle granting fund, along with support from other socially-minded businesses.

Giving more life-changing grants to support our community members most in need

We've done great work with our corporate supporters! But there's much more we can do to help change even more lives.

Three levels of giving

Three giving levels mean that businesses can give brilliantly and contribute to a ripple effect of positive change, no matter the size of their gift.

Together we strengthen community giving and build lasting legacies.

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Giving Levels

Your support of our mission-based work is extremely vital. Since 1999, we have partnered with corporate supporters to connect generous gifts to tangible results.

Looking forward, we want to elevate and showcase the impact of our corporate partners' support and our collective giving even more.

Program Membership Level	Giving Level	No. of Members - Goal -	Pooled 20% from Each Member *	Foundation Match	Our Grant Goal
TRAILBLAZER	\$10,000	6	\$12,000	\$12,000	\$24,000
INNOVATOR	\$5,000	9	\$9,000	\$9,000	\$18,000
BUILDER	\$2,500	8	\$4,000	\$4,000	\$8,000
TOTAL TARGETS			\$25,000	\$25,000	\$50,000

* The pooled amount consists of 20% of your support. This grant gift amount is tax receiptable.

Multiplying charitable dollars and magnifying community impact.
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Here's How it Works

1



Join together with Burlington Foundation & other socially-minded businesses

Kick start your collective giving by selecting your level.



2

Join a grants review group

Each member invites an employee to join a grants review group designated for that giving level.



3

Gain deeper connections with causes to support

As a collective, the group determines grant recipients that focus on addressing vital community needs.

Circle members gain in-depth knowledge creating deeper connections with causes they support.

COLLECTIVE GOAL
\$50,000
In NEW Grants Gifted



4

Present grants to charities

You join us for a different kind of celebration, one where the brilliant things we're doing as partners are at the heart of the evening. Brilliant Business Circle grant awards are given to local charities at our new event being held on October 18, 2018.

5

Inspire the Next Generation

Through web presence, media and sharing stories of our Brilliant Business Circle members' support of local charities, we'll inspire the next generation of brilliant businesses.



Celebrating our Partners' collective giving.
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A NEW Kind of Celebration for 2018

Coming off our Share to Care gala last year, we're excited to introduce you to our new style celebration for 2018, **People Power 2018** - where business, charities and community will come together to reveal the incredible power of collective giving!



David Braley &
Nancy Gordon
Rock Garden
Visitor's Centre
at the
Royal Botanical
Gardens

Join in this
celebratory
evening of heartfelt
presentations;
a fun community
mix & mingle
with cash bar

Thursday, October 18

Introducing People Power 2018, where it's all about sharing with the community the life-changing, uplifting giving our Brilliant Business Circle members, donors, charitable agency partners and the Foundation are doing together.

Highlights include:

Be a proud Brilliant Business Member and share in unveiling and presenting the Circles' grants to selected charities

Join Burlington Foundation and Great-West Life, London Life and Canada Life in honouring our 2018 Distinguished Philanthropist

Share in a night of heartwarming stories of donors' giving

As a Brilliant Business Member, you'll be an event sponsor and receive valued community profile

Recognizing our partnership together.
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Brilliant Business Circle program memberships go from **April 2018 - March 2019**

	TRAILBLAZER \$10,000	INNOVATOR \$5,000	BUILDER \$2,500
<p>PROFILE AT PEOPLE POWER 2018 EVENT</p>  <ul style="list-style-type: none"> • Exclusive Trailblazer pre-reception • Reserved seating for you, employees or guests • Grant cheques gifted on stage with photo opportunity. Reveal based on member levels, culminating with Trailblazers • Recognition in event communications, including pre-event eblast and EventBrite page; post-event wrap-up • Recognition on Foundation website People Power event page • Recognition on event materials – signage, PowerPoint 	● 12 Prime reserved seats \$24,000 granting goal Link to logo prime placement Prime logo placement Prime logo placement	● 8 Prominent reserved seats \$18,000 granting goal Link to logo Logo placement Logo placement	● 4 reserved seats \$8,000 granting goal Link to name Name recognition Name recognition
<p>OPPORTUNITIES TO INVOLVE YOUR EMPLOYEES</p> <p>The Brilliant Business Circle is a fantastic opportunity to gain in-depth knowledge of community needs, engage employees in your giving strategy or fuel your employees’ passion for volunteer leadership.</p> <p>Based on your level, your team will experience our Charity Roadshow Tour where you’ll join other members and Foundation fundholders in sharing a few hours with the great charities whose work is being impacted directly through your collective giving.</p>	● ●	● ●	● ●
<p>WE’LL SHARE THE WORD ON YOUR GENEROSITY</p> <p>And you’ll be inspiring the next generation of brilliant businesses!</p> <ul style="list-style-type: none"> • Media release with photo on life-changing grants made possible by Brilliant Business Circle members to address vital community needs • Prominent feature in Burlington Post recognizing your membership support • Social media recognition with People Power event + through the year • Logo on Foundation website with direct click through to your site • Circle member logo recognizing your membership for your use on your website, print and signage • Name recognition in Burlington Foundation annual report • Plaque recognizing your membership - perfect for display in your office 	● Prime logo placement 6 posts text + with your logo Prime logo placement ● ● ●	● Logo placement 3 text posts Logo placement ● ● ●	● Name recognition Name recognition ● ● ●