

EMAGINE



EMAGINE is an initiative of the Imagine program

EMAGINE

Very Big. Very Good. Very Simple.

A movement destined to change
the face of giving in Canada.

“EMAGINE is one of those rare opportunities that just grabs you and says ‘this is an idea whose time has come’. It has the potential to be a huge force for good in Canada because it’s so easy to get behind it and enlist others to the cause.”

David Folk,
Managing
General
Partner,
Jefferson
Partners

As founders of EMAGINE, we are a diverse group. We have different backgrounds, different priorities and different beliefs. But we have one common goal: to promote the fact that there is a world of opportunity just waiting to be unleashed with every new idea, with every successful deal, and with every person willing to believe that he or she can make a difference.

The Founders

(left to right):

Paul Atkinson

CEO
Casero Inc. &
AudienceView
Software Corp.

Joe Canavan

President & CEO
Assante Corporation

John Coady

Carey J. Diamond

President & CEO
Whitecastle Investments

John F. Eckert

Managing Partner
McLean Watson Capital

David Folk

Managing General
Partner
Jefferson Partners

Dean Hopkins

President & CEO
Cyberplex

Greg Kiessling

President
Up Capital Ltd.

David Kinley

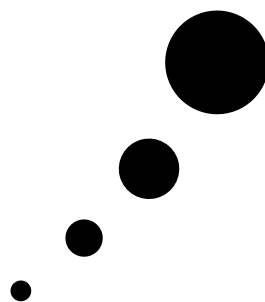
CEO
Kinley & Connelly

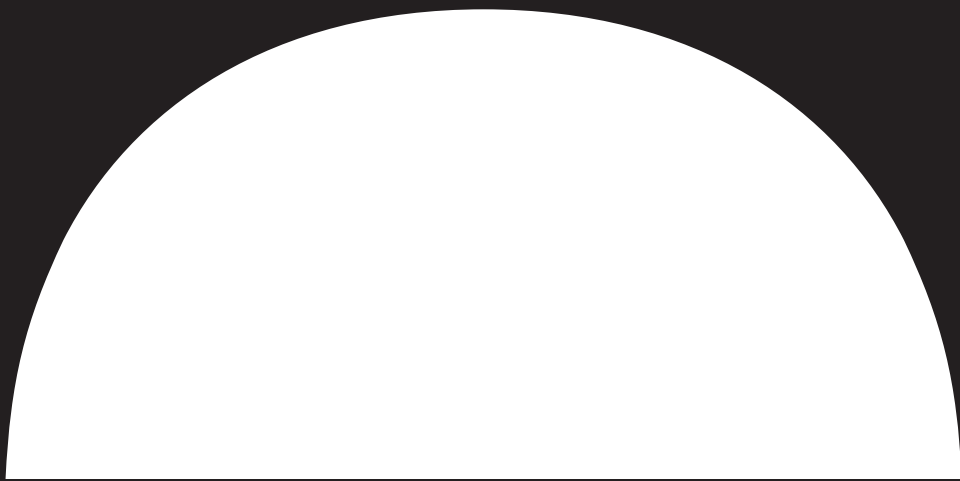
Roger Martin

Dean
Rotman School of
Management

R.Jeffrey Orr

Chairman & CEO
Investors Group





The idea of EMA

GINE was born...

... in the late winter of 2000 at the Silicon Valley Summit. I was listening to visionary entrepreneurs, people like Andy Grove and Marc Andreessen, talk about giving. They spoke about the **things that drive them:** the power of a big idea; the power of innovation to create change. These things were at the root of their success as entrepreneurs. Now they were using them to do good. They were **giving back to the communities** that had supported them in the past. They were encouraging others to do the same.

It gave me an idea. Why not use this leadership to inspire entrepreneurs and investors to think about giving today, long before they make it big. Even if all they have to give is their passion and commitment. Why not harness that **entrepreneurial drive** and energy from the very beginning and use it to change the way **everyone** thinks about giving? Investors and entrepreneurs I know could get excited about a movement like this. They could make it big, maybe even global.

I was charged with turning this idea into something that had substance. I called some friends together. There were **eleven of us** – all investors and entrepreneurs – with different interests and opinions. But we all agreed on one thing: This was a big idea. If we could tap into the resources of this group in even the smallest way, it could do a **world of good**. The challenge was finding the right way to do it.

We looked at what we knew about this community of entrepreneurs and investors. They believe in possibility and success. **They like to think big.** They like to give but don't always have the money, knowledge or time to do it. Our idea was to build a program that was super easy – allowing people to pledge a **percentage of their future profits** today.

We found inspiration in the Imagine program at the Canadian Centre for Philanthropy. **Imagine** had built a program to increase corporate giving using the same kind of basic thinking. The result: corporate giving increased by more than a **billion dollars** in just 10 years. The Imagine formula had momentum and we wanted to use it. We believed that the untapped giving potential of entrepreneurs and investors was **way more than a billion** dollars in Canada alone.

We took our idea to Imagine. They embraced it and thought it was great. Together we built **EMAGINE**, a program to increase giving from the entrepreneur and investor community. The eleven of us who had thrown this idea around became founders. We put in **our money** and our time to get it started. And we became the first members to sign-up, making the pledge to donate a portion of our future profits to the **charities of our choice.**

Very Big.

\$3.3b

For people who like to think big.

The opportunity here isn't millions it's billions. It's a big idea! EMAGINE captures the imagination of people who dream about what could be and then go out and make it happen. And as more and more people join and pledge their future profits it will just get bigger.

Canada's entrepreneur and investment community is an enormous force for innovation and growth – a special breed of individuals who possess a wealth of imagination and drive and can take an idea and make it into something big.

We did the research and the numbers are compelling. Over the past 10 years, hundreds of billions of dollars have changed hands through mergers, acquisitions and venture funding. The EMAGINE concept is to capture a minimum of 1 to 5 percent of those dollars as pledges to charities.

And the potential is huge. If we capture just 1% of these dollars it could represent more than \$3 billion in the next 10 years in Canada alone. What an enormous force EMAGINE would be for Canada's charitable sector.

Billions

Very Good.



Make a killing



How do you define success?

We think that success can be about making a killing AND making a difference. After all, we measure success by the health of our company AND our community.

EMAGINE makes it so easy for us to support the causes we care about most. It doesn't ask for money today. It lets us make a commitment to give when we can. And the potential for doing good is incredible.

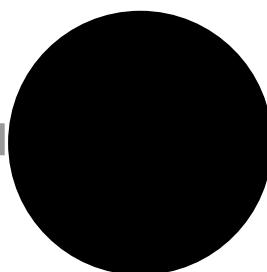
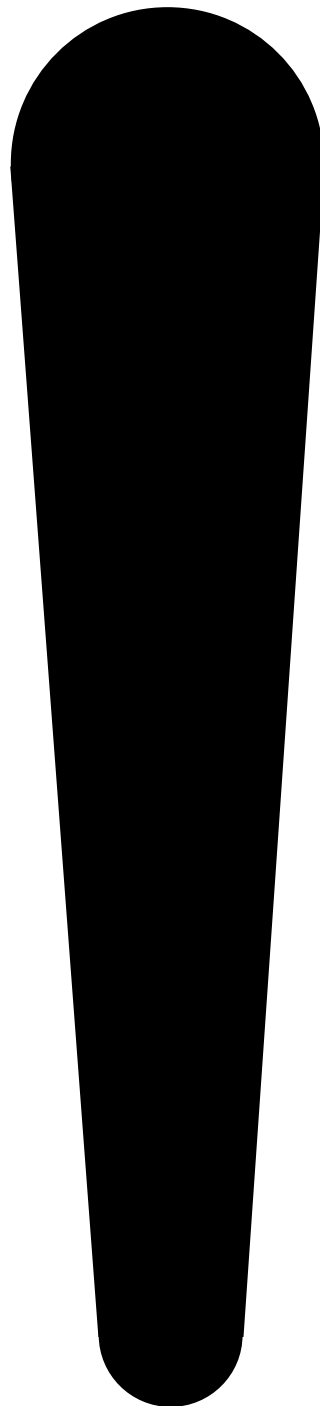
Charities and community organizations help thousands of people every day. They provide food, shelter, education, counseling, research, advocacy and so much more. In some way or another, they touch our lives and they help shape our world. They make our communities strong and better places to live. And they need our support.

Think of the causes that matter to you, the ones that have touched your life. Joining EMAGINE makes it easy for you to give back to these causes and support the organizations that champion them. When you join EMAGINE, you'll be part of a movement of people committed to making a difference. Imagine the impact that could have in our communities. Being part of that force for good is what excites us.



Make a difference

Very Simple.



Anyone willing to make the pledge can join EMAGINE. Whether you make a profit in one year, five years or twenty-five years, it doesn't matter. When you make it, even if it's small, you can do the big thing and give a portion back.



Do the big thing.

Einstein said “make everything as simple as possible”... We think he’s on to something.

EMAGINE is simple. And it’s easy to get behind. All we want is your name and your pledge. That’s it. No small print. No membership fee. No time consuming paperwork.

Just choose what you want to pledge. 1%. 5%. More? It’s up to you. Then sign on the dotted line and join a movement that is destined to be a huge force for good.

We’ve tested this formula and it works. People are signing up. The movement is growing.

Pledge now. Give later. It’s that easy.



Questions



Once I become a member of EMAGINE, will it take up any of my time?

I don't really know what charities I would support today if I had money to give. And it could be a while until I profit from my activities. Do I have to choose a charity when I join EMAGINE?

I'm already a big supporter of charities. How do I fit into EMAGINE?

I'm not an entrepreneur or an investor. Can I still be part of EMAGINE?

Once I join EMAGINE, do I have to make a donation to charity right away?

How can I get more involved with EMAGINE and help it succeed beyond pledging?

Answers



EMAGINE was built for busy people who want to commit to giving back and want to do it quickly and easily. We need 60 seconds of your attention – that’s how long it takes to read and sign the EMAGINE pledge. And if you suddenly find the energy of EMAGINE inspiring and want to do something else, tell your friends about it. Or give us a call and join the other founders and supporters who are driving this program forward.

If you don’t have a charity in mind, that’s okay. Simply leave it out. EMAGINE is for people who are just starting to think about giving as well as for those who give a lot. The important thing is that you know you’re going to give at some point in time. And once you know, you can choose one charity or many charities. We can help if you need it.

If you’re already giving, then you’re leading the way. By joining EMAGINE, you become part of a movement aimed at inspiring others to think like you do. It’s our job to leverage that and turn it into a revolution of new people making the same commitment! In fact, if you’re willing to share your reasons for giving, we’d love to hear about them. Just give us a call.

EMAGINE is about capturing a portion of future profits and directing it to charity. So if you have investments or plan on making investments and you expect to profit from them in one month, one year or 10 years, then join EMAGINE and make the commitment to give back. You don’t have to call yourself an entrepreneur or an investor to be part of a movement that is destined to change the face of giving in Canada.

No, you don’t have to give today. You give when you are able to. That’s the beauty of EMAGINE. All we need from you when you join is your pledge. If you would like to work directly with a charity or charities of your choice at any time, just give us a call. We can put you in touch with the right people to make it as easy and tax efficient as possible.

We’re always looking for people to help us grow EMAGINE across Canada and there are a number of ways you can get involved. It all depends on how you want to help. You can join or lead a regional chapter and help us find ways to get the word out in your area. You could become a founder or champion of EMAGINE and write a cheque or you can just tell your friends and keep the movement going. Give us a call today.

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www.imagine.ca

Imagine  A New Spirit of Community

Imagine is an initiative of the Canadian Centre for Philanthropy.

700-425 University Ave, Toronto, Ontario, Canada M5G 1T6 t: 416.597.2293 ext 229 f: 416.597.2294 e: info@imagine.ca

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