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## **The Little Give Backgrounder**

Karyo Edelman staff will have 48 hours to improve the lives of children and youth in Vancouver. At 9 a.m. on June 20, staff will be randomly assigned to one of four groups. The goal of each group is to identify a non-profit organization and work with them to come up with the best way to help the group advance its cause.

To do this, each team will be given a budget of \$250 to cover basic expenses and \$2500 that will be given to or spent on the non-profit organization. Some groups may choose to invest some of these funds in their activities, or leverage them to raise even more. But, at the end of the 48 hours, there must be \$2500 available to hand over to the organization, and if the group is short, individuals on the team are committing to make up the difference.

On the Sunday morning, the four teams will report back on their accomplishments and some community-minded "judges" will determine how successful the teams were, what they did well, and where they might improve in the future. The team that helps their organization the most will be the winner – and besides bragging rights, the real prize will be knowing they made a difference in Vancouver.

## **Karyo Edelman CSR Backgrounder**

The Little Give is the latest stage in Karyo Edelman's successful CSR commitment. Karyo Edelman's past CSR partner, Quest Food Exchange, was awarded the \$1-million Vancity Award. Months of hard work, heavy campaigning and the implementation of a new identity paid off for Quest, who used the money to purchase a new warehouse with the potential to triple their capacity.

Karyo Edelman partnered with Quest in the winter of 2005, in a move to take a more thoughtful and intentional approach to corporate citizenship. Karyo's comprehensive CSR strategy included providing ongoing pro bono communications consulting and creative services, as well as volunteer work both paid and on employees' own time.