



Community Foundations
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NEWS RELEASE

Community Foundations of Canada announces new partnership with 1% For The Planet, Mountain Equipment Co-op

Foundations will mobilize local businesses across the nation to aid environment

TORONTO (April 3, 2007) – Community Foundations of Canada (CFC) today announced a partnership with *Mountain Equipment Co-op* and *1% for the Planet* and issued a joint call for Canadian business to take a leadership role in protecting the environment.

One Percent For The Planet (1% FTP) is an alliance of 500 companies from more than 20 countries that are committed to a healthier planet. Members of 1% FTP commit at least one per cent of their revenue each year to supporting environmental causes.

Community foundations will actively promote 1% FTP across the country. In partnership with MEC, community foundations will hold informational meetings with business leaders and work one-on-one with businesses that want to have a positive impact on the environment.

Today's announcement of Mountain Equipment Co-op's membership in 1% FTP will dramatically increase the organization's profile in Canada. It also underscores the urgent need for Canada's business sector to play a leadership role in protecting our environment.

Seven community foundations are already participating in the program - Vancouver, Toronto, Acadian Peninsula, Stratford and Perth County, Victoria, Red Deer, and the Sunshine Coast. Additional foundations will be encouraged to join at regional meetings around the country over the next two months.

Nationally, community foundations manage more than \$30 million in endowment funds for businesses and other donors specifically directed to support environmental causes. In the last three years alone, community foundations have granted more than \$17 million to environmental charities.

In addition to building environmental endowment funds, community foundations will play a vital role in connecting participating businesses with the environmental causes that are a good match for their goals. This announcement will result in a significant increase in financial support for environmental causes in Canada.

About Community Foundations

Community Foundations of Canada (CFC) is the national membership organization for the community foundations created by, and for, cities, towns and rural areas across the country.

Community foundations build and manage permanent endowments to support charities in their area. They use their deep knowledge of local organizations and priorities to connect donors to the causes that matter most to them, helping them make a lasting difference in their communities.

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