



CORPORATE PARTNERSHIP

TOOLKIT

WELCOME!

Plan International Canada is a member of a global organization dedicated to advancing children's rights and equality for girls. Plan International has been building powerful partnerships for children for over 80 years and is now active in more than 75 countries

Because I am a Girl is Plan International's initiative that supports the youth-led movement for girls' rights and gender equality.



When you partner with Plan International Canada, your company can help play a vital role in creating social change here at home and abroad.

Together with Plan International Canada, your company or organization **can demonstrate your commitment to your global community, engage and connect your staff, and differentiate your business from competitors.** With the knowledge that employees are likely to be happier and more loyal to organizations whose mission and culture are similar to their own, engaging your organization in fundraising is vital to the success of your business.

This toolkit will help prepare you for advertising and marketing your partnership with Plan International Canada. We have multiple funds to choose from, so you can contribute to a cause that is close to your heart. With multiple tools that make fundraising easy (like our new online fundraising platform), it's simple to integrate our partnerships into your business and marketing plans.

If you are thinking about how to engage your employees and would like further support, contact us at corpinqueries@plancanada.ca.



CORPORATE GIVING



Donate to support Plan International Canada's domestic or global programming. Plan International works for and with children, community members and governments so that all children around the world can exercise their rights. We do this by focusing on eight core areas including child protection, climate change, education, economic empowerment, emergencies, health, water, sanitation and hygiene (WASH) and youth engagement, with gender equality as a foundational objective. Our work seeks to tackle the root causes of gender inequality and remove barriers that keep children, especially girls from reaching their full potential.

CAUSE MARKETING



Did you know **70% of individuals** will choose one brand over another, if it is associated with a cause? An additional **80%** will tell their friends about it.

Let your customers know that your company is socially responsible by marketing a product or service in support of Plan International. This has been proven to differentiate your product, increase your sales and revenue, generate valuable support for Plan International's work, and help enhance your company's image in the process.

WAYS TO PARTNER

EMPLOYEE ENGAGEMENT & PEER-TO-PEER

Encourage employees to rally around a special cause. With team-building exercises or through your very own workplace giving program, help strengthen your staff's sense of corporate pride and commitment. This could include Sports Tournaments, office Olympics, employee cookbook, carnival, casual days or other creative initiatives.



CORPORATE SPONSORSHIP

Partner with us around major public engagement moments, such as **International Day of the Girl**, **International Women's Day**, **Menstrual Hygiene Day** or campaigns in support of Child Sponsorship and Gifts of Hope. We will work with you to align marketing benefits that make sense for your brand.



CHOOSE YOUR PROGRAM OF SUPPORT

Plan International Canada has a multitude of programs that span our eight key areas of focus: child protection, climate change, education, economic empowerment, emergencies, health, water, sanitation and hygiene (WASH) and youth engagement. When choosing to partner with Plan International Canada, you have the option to choose a fund that best aligns with your organization's mission and values.

Below you will find a list of programs that support our work, and key messages that will help you speak about our work to your supporters, customers and clientele. Please utilize these key messages to create any publications, social media posts or web pages that will reference your partnership with Plan International Canada. We ask that you run any materials referencing Plan International Canada and/or your partnership with us by a Plan International Canada representative corpinqueries@plancanada.ca prior to publication, so we can ensure they follow our brand guidelines.

If you would like to start an online fundraising page for any of these funds, please [begin your fundraising journey here](#).

COVID-19 RESPONSE

Plan International is determined to help minimize the devastating impact of COVID-19 on the world's most vulnerable populations and we know what urgently needs to be done. With proven experience in tackling deadly disease outbreaks, like Ebola, Plan International is well-positioned to slow the spread of this pandemic and protect children, girls and their families from the added risks they are facing.

Key Message of Support:

The pandemic is impeding girls from getting an education, pursuing opportunities for economic empowerment, accessing basic sanitation and vital health care, as well as putting girls and women at greater risk of all forms of violence and abuse. It's keeping girls from everything they've worked so hard for. This year, we are working with @PlanCanada to #StoptheSetback that COVID-19 is causing for vulnerable people worldwide. As one of the leading organizations in Canada advocating for children's rights and equality for girls, they know there is a solution within reach. Standing with and investing in girls is a powerful solution and response to this crisis. Together, we can and must stop the setback. For more information on Plan International Canada's response to COVID-19 please visit plancanada.ca/covid-19



CHOOSE YOUR PROGRAM OF SUPPORT

BECAUSE I AM A GIRL

Around the world, girls continue to face unique barriers that violate their rights and keep them from reaching their full potential. Stand with girls and young women as we provide a platform, opportunities and support for them to become leaders and make change happen. You can learn more about our **Because I am a Girl** initiative by visiting [our Because I am a Girl webpage](#).

Key Message of Support:

We are a proud partner of **@PlanCanada's Because I am a Girl** initiative, supporting their mission to ensure that gender equality is achieved in our lifetime. Plan International affirms that gender equality and the empowerment of women and girls is a necessary condition for sustainable development and progress in any thematic area. They work with women and girls, who are powerful leaders of change in tackling the root causes of inequality, reshaping unequal power relationships and addressing negative social norms in their communities and beyond.



ACCESS TO EDUCATION

Through the Access to Education program, you can help the most vulnerable children, especially girls, access education. Your support will include not only literacy and numeracy but also offer wider life skills that empower children to be leaders and change-makers.



Key Message of Support:

We are giving back by supporting **@PlanCanada's** work to remove barriers and create safe learning spaces for all children – especially girls. Education is crucial for development and one of the most powerful tools that helps children reach their full potential. Even though education is a fundamental right, right now over 317 million children, adolescents and youth are out of school around the world.

Plan International Canada is working in partnership with communities to improve access to quality, gender-responsive and inclusive education by removing barriers and creating safe learning spaces for children – especially girls. They make a concerted effort to reach children who are out of school, marginalized and those living in crises due to emergencies or have been displaced by conflict or disaster.

CHOOSE YOUR PROGRAM OF SUPPORT

CHILD SPONSORSHIP



By sponsoring a child in one of our program countries, you can have a first-hand look at how our projects are affecting communities – through the eyes of a child! Not only will you receive annual updates of the projects that have been completed, you will also be able to directly connect with a child in the community through letters, photos and more! You can sign up for a monthly sponsorship by [visiting our website](#).

Key Message of Support:

Exciting news! We have decided to partner with [@PlanCanada](#) to sponsor five children in Ghana! Through these sponsorships, we will be getting a first-hand look at programming in a community in Ghana that will help children have access to education and for families to help challenge gender norms so girls can take exercise their rights and unleash their full potential.

GIFTS OF HOPE

Choosing to purchase ethical gifts from our Gifts of Hope program can allow you, your employees, or your clients to choose a gift that resonates with them. We offer gifts anywhere from \$10 up to \$10,000, with match ratios reaching as high as eight times! You can view our Gifts of Hope by [visiting our online catalogue](#).

Key Message of Support:

Help us reach communities around the world with life-changing gifts that give back! This year, we will be supporting [@PlanCanada's](#) Gifts of Hope program by purchasing ethical gifts to help communities in need. Examples of these gifts include a goat, food baskets and send a girl to school! To learn more please go to [plangifts.com](#).



CHOOSE YOUR PROGRAM OF SUPPORT

STRENGTHEN GLOBAL HEALTH

Your gift will support community-led initiatives that help eradicate diseases like malaria, HIV and TB and offer maternal and newborn care.

Key Message of Support:

In the most remote regions of the world, infant and child mortality rates are staggeringly high – about one in five children don't live to their fifth birthday because of diseases and complications that could be prevented with basic health care. We are partnering with [@PlanCanada](#) to provide comprehensive programming to address this critical need by supporting community-led initiatives like strengthening health facilities with equipment and materials, training institutional and community health workers, improving emergency transportation and reinforcing health knowledge and capacities of vulnerable communities. By supporting this fund, we are helping to put an end to deadly diseases like malaria, HIV and TB by offering testing and treatment to affected communities, so families can lead healthier lives.



CLEAN DRINKING WATER



It's a basic need and a basic right. It's water. And every year, more than 1.5 million children die from illnesses related to drinking unclean water. Help change that. Help communities in developing countries access clean water and help reduce thousands of preventable deaths. Help thousands of people have access to clean, reliable water systems and sanitation facilities and help them access the training and skills needed to protect their water supply and ensure it will be there for future generations.

Key Message of Support:

This year we are supporting [@PlanCanada's](#) work in water and sanitation! Globally, over 2 billion people do not have access to basic toilets while nearly 600 million people rely on unsafe drinking water from sources such as polluted streams, rivers and open wells. Access

to basic drinking water supply and sanitation services, complemented by good hygiene practices is critical for the survival, development and well-being of children.

By supporting our company, you are helping to support Plan International Canada's work in communities, schools and health facilities to improve access to safe drinking water and sanitation year-round and during emergencies.



THANK YOU

Thank you so much for your interest in supporting children's rights and equality for girls. We could not do the important work that we do in over 75 countries without fantastic partners like you.

If your company would like to make a financial contribution, please send any cash and cheques to:

**Attn: Corporate Partnerships
Plan International Canada
245 Eglinton Avenue East, Suite 300
Toronto, ON M4P 0B3**

For any further inquiries, please don't hesitate to reach out to our Corporate Partnerships team at corpinquiries@plancanada.ca.



Learn more and get involved at plancanada.ca



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