



Dorothy Engelman
Executive Producer, **Getinvolved**
Senior Partner, **q media solutions**





 **Getinvolved!**

A PLACE WHERE **THOUSANDS** OF CANADIANS ARE
CONNECTING AND MAKING A **DIFFERENCE...**





Individuals and Organizations like...

Honey S. who needed a big brother for her handicapped son Bill. And **Max who donated** his time and a important relationship developed.

Web designer **Kali R. from Calgary, whose** passion is healthcare. **He** donated his expertise to **MS Climb of Hamilton** and **built them a site** that's helping to raise millions.

CAMH needed 20 volunteers to host a holiday party for **its** clients-- employees from **Direct Energy** answered the call.

Vera watched a video about the charity **Elephant Thoughts** and was so inspired she tracked **the organization** down and donated her time, AND **\$3200.00**

Edelman Canada's 100 employees pledged to complete **4000 hours of volunteer work.**

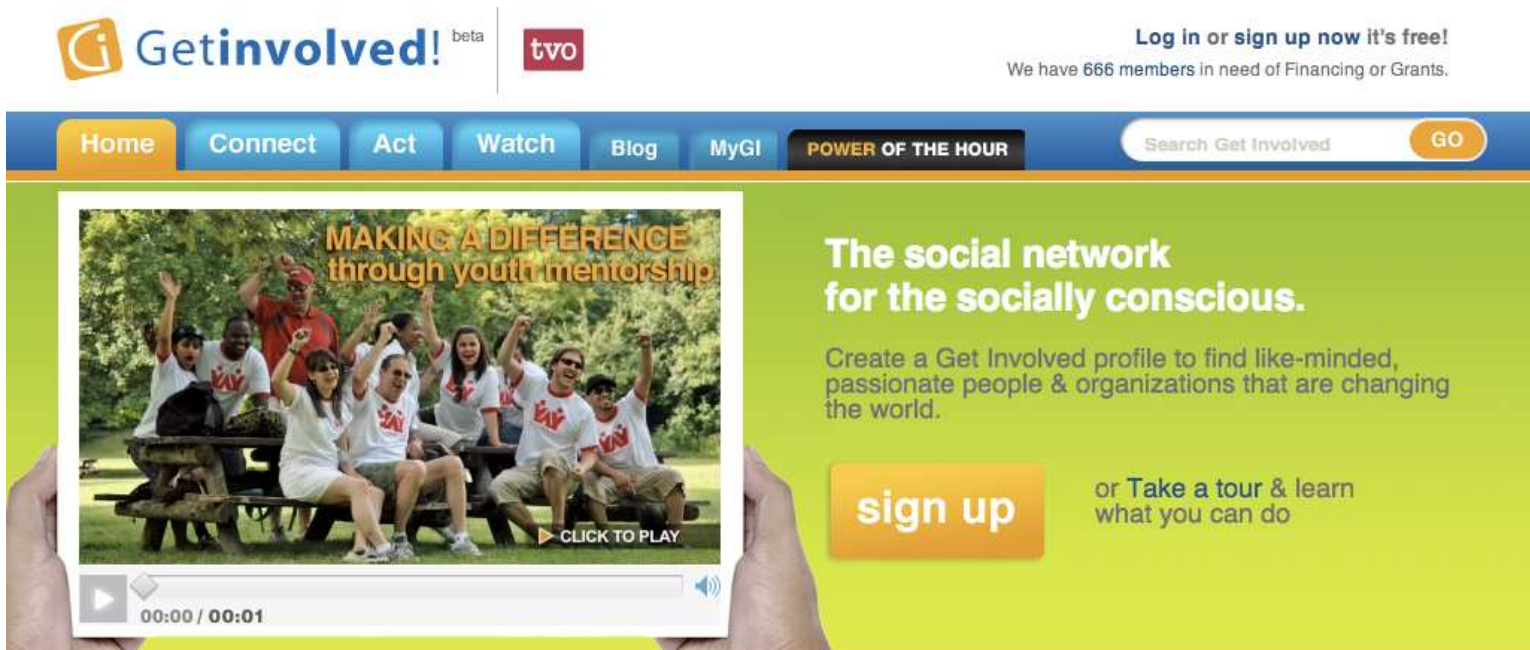
Over **160 businesses** and thousands of Canadians **pledged** to complete over **3,350,000** volunteer hours in 2010.

WHERE did all these CONNECTIONS happen?

At Getinvolved!

An integrated TV and online campaign

Launched in November 2008



The screenshot shows the Getinvolved! website interface. At the top left is the logo "Getinvolved! beta" with a "tvo" logo to its right. On the right side of the top bar, there is a link "Log in or sign up now it's free!" and a note "We have 666 members in need of Financing or Grants." Below the top bar is a navigation menu with buttons for "Home", "Connect", "Act", "Watch", "Blog", and "MyGI". A "POWER OF THE HOUR" banner is also present. A search bar contains the text "Search Get Involved" and a "GO" button. The main content area features a video player on the left with a thumbnail showing a group of people sitting on a bench, with the text "MAKING A DIFFERENCE through youth mentorship" overlaid. Below the video player is a "CLICK TO PLAY" button and a progress bar showing "00:00 / 00:01". To the right of the video player is a green background with the text "The social network for the socially conscious." and a "sign up" button. Below the "sign up" button is the text "or Take a tour & learn what you can do".

Getinvolved! beta | **tvo**

Log in or sign up now it's free!
We have 666 members in need of Financing or Grants.

Home | Connect | Act | Watch | Blog | MyGI | **POWER OF THE HOUR** | Search Get Involved | GO

MAKING A DIFFERENCE
through youth mentorship

The social network for the socially conscious.

Create a Get Involved profile to find like-minded, passionate people & organizations that are changing the world.

sign up | or Take a tour & learn what you can do

00:00 / 00:01

Getinvolved! On

50 inspirational documentary portraits featuring **fascinating Ontarians** from 7 to 78 who are making a difference and changing our world. Featuring...

Activists who serve the less fortunate.

Social entrepreneurs who use their business skill to promote social change.

And **Innovators** who transform organizations.



Getinvolved! Online

Getinvolved.ca is a social network with a social conscious. Our goal is to match like-minded individuals and organizations to make change possible.

It combines the lively social network of a FACEBOOK.

With the classified listings of a CRAIG'S LIST.

A database of talent, with the matching power of eHarmony.

international development

Reach out across Ontario, across Canada or around the world



featured organization



Youth Challenge International

How Youth Challenge International gets involved...

The major goal of all YCI projects is to foster youth development, to involve youth in solutions to the problems that they face and to create an opportunity for young Canadians to be involved in international development.

HOW DOES IT WORK?


INDIVIDUALS and ORGANIZATIONS

Create a profile where they:

i) identify their area of interest—
from arts to international
development, from health to social
issues.

ii) describe what they **NEED** or what
they have to **OFFER – SKILLS,
TIME, EXPERTISE.**

Then Getinvolved sends users
suggestions for potential “**matches**”.





I'm involved with...
working to improve getinvolved! just now (update)

What others like me are doing...

Lisa Campbell Salazar posted a need: 2010 ONTARIO YOUTH VOLUNTEER CHALLENGE Opportunities of the Week.

Charity CHAMPS says "I did it!" in the challenge Get 3 friends to vote for Charity CHAMPS.

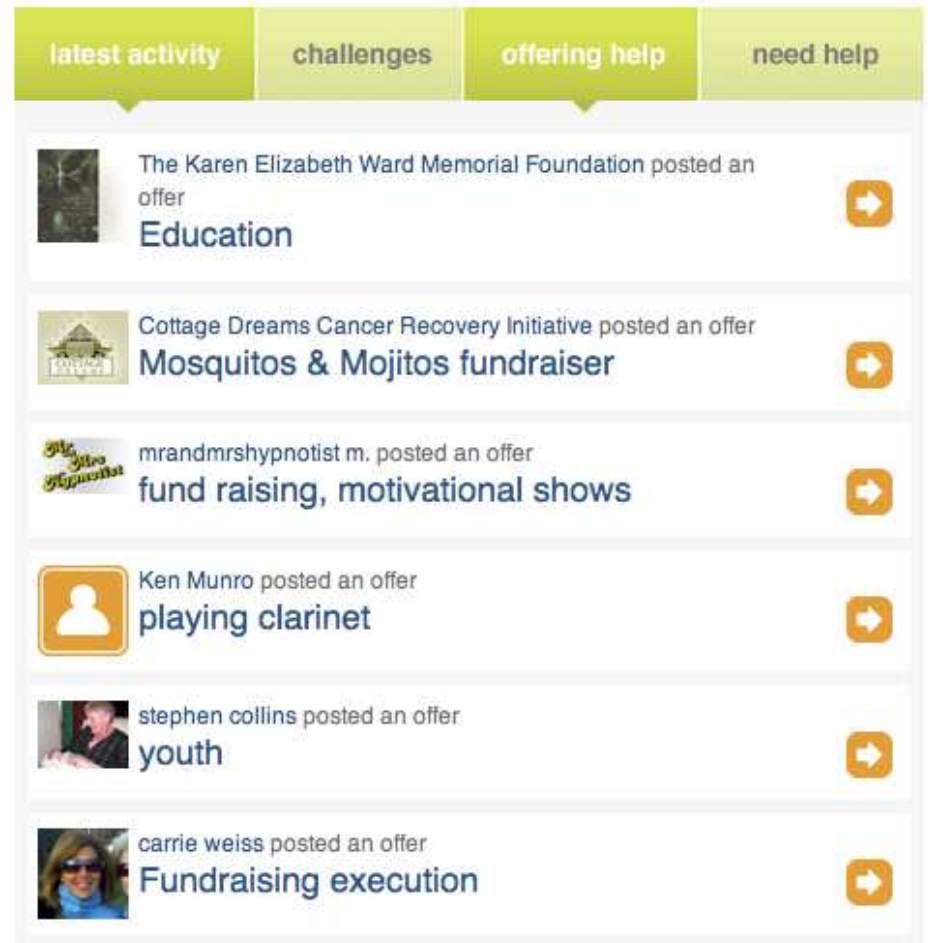
MyMatches

 <p>Celeste Hooper Toronto, ON</p> <p>Offering: Time, Skills or Expertise</p> <p>In need of: Skills or Expertise</p>	 <p>GI Team Toronto, ON</p> <p>Offering: Training or Resources</p> <p>In need of: Volunteers</p>
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HOW DOES IT WORK?

We also have “classified ad” style postings, where individuals and organizations can share their needs and offers in real-time.

Any ads that match your interest/skills or needs are sent to your Getinvolved HOME page, where you’ll see a real-time list of suggestions that might be relevant to their unique needs.



The screenshot displays the 'latest activity' tab of the Getinvolved! website. It features a list of six offers, each with a profile picture, the user's name, the offer title, and a right-pointing arrow icon.

latest activity	challenges	offering help	need help
	The Karen Elizabeth Ward Memorial Foundation posted an offer	Education	
	Cottage Dreams Cancer Recovery Initiative posted an offer	Mosquitos & Mojitos fundraiser	
	mrandmrshypnotist m. posted an offer	fund raising, motivational shows	
	Ken Munro posted an offer	playing clarinet	
	stephen collins posted an offer	youth	
	carrie weiss posted an offer	Fundraising execution	

18 MONTHS AFTER LAUNCH GETINVOLVED.CA HAS OVER **3000 MEMBERS** & **500** RESPECTED & **ACTIVE CONTENT PARTNERS**



QuickTime™ and a decompressor are needed to see this picture.



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Boys & Girls Clubs of Canada
Clubs Garçons & Filles du Canada

QuickTime™ and a decompressor are needed to see this picture.



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YEAR TWO

After a year online we wanted to find a way to include the contribution of the private sector and extend our reach beyond Ontario.

In 2009, we reached out and partnered with Volunteer Canada to develop new tools and a campaign to engage businesses.

Power of the Hour was born.





Power of the Hour was created to promote the power of giving our time – not our money – **and** to provide a tool for counting these volunteer hours and activities. Power of the Hour challenged Canadian businesses, schools, groups and individuals to **pledge 2,000,000 volunteer hours in 2010.**

We secured a **powerful private sector partner, the Corporate Council on Volunteering** - a leadership council of 22 of Canada's largest businesses – **to** raise awareness and challenge other businesses to get on board.





At the **Power of the Hour** launch at **the TSX** on January 13th, we announced that the Council's 22 businesses **had** pledged **814,900** volunteer hours, bringing us to a total of **1,130,000 hours!**





Three months later we reached our goal.

With the help of **thousands** of Canadians and over **130 businesses**.



And **four months after the launch** during National Volunteer Week in April, we announced our new total of **3,350,000 volunteer hours** pledged for 2010!



WHY DID WE CREATE POWER OF THE HOUR?

To create a social movement whose goal is to promote and facilitate community building.

Power of the Hour is a powerful **tool** that allows members to:

Pledge: The number of hours you plan to volunteer - a way to set a goal for you, your company or your organization.

Track: The number of hours completed and the kinds of activities and organizations where you make a contribution.

Challenge: Your friends and colleagues to join you in a specific activity.

Engage: Volunteers, employees, and students.

Promote: The time and commitment of your workplace, school, community and NFP

Connect: With volunteering tools, resources and best practices for NFPs, business and individuals.

Measure: The amount and all the different kinds of activities that make up our collective contribution.

mentoring someone

40 members doing this

[+ ADD TO MY ACTIONS & HOURS](#)

6381



Getinvolved and The Power of the Hour are supported by a National Media Campaign

THE SPOTS

We created **20x 30 second spots** featuring everyday Canadians talking about why they volunteer and how they donate their talent and their time.

Plus **15x 30 second spots featuring 12 CEO's** who talked about their commitment to getting involved and encouraged businesses and individuals to stand up and be counted in their communities.

MEDIA PARTNERS

On TVO there are **50+ promotional spots every month** driving to getinvolved.ca and promoting the Power of the Hour- a \$600,000 media value over the length of the campaign.

On BNN **400x 30 spots** featuring **CEOs** from Microsoft, Home Depot, Manulife, SAP, Direct Energy, Molsons, PWC and Deloitte



In addition to our Corporate Council Partners, over 130 businesses, professional associations and other organizations have pledged hours.





DRIVING CHANGE

- The site now has over **3000 active members** and **500 non-profit organizations**
- **70% of users** have offered their time, skills or expertise
- **1000's** of connections are made through our site, amplified by a social media strategy that delivers over 2000 members on Twitter and Facebook
- We have over **3,550,000 million** hours pledged
- Web traffic has **doubled every 6 months** since launch.

AND BUILDING MOMENTUM

The Power of the Hour has been featured in many different National Media publications, including the **Toronto Star**, **Ottawa Citizen**, **Huffington Post**, CBC Radio, BNN, MORE Magazine and local media outlets throughout North America.

Get Involved **won the Applied Arts Interactive Award** - as an outstanding site in the Social Networking category.





FEEDBACK

Getinvolved.ca & Power of the Hour have received overwhelmingly positive feedback from users, NFPs and business.

"The Power of the Hour Challenge represents a unique and unprecedented opportunity for the corporate community to lead by example." **Sarah Saso, Director of Community Relations, Manulife Financial**

"Get Involved has made a remarkable contribution to the Volunteer Community in Canada. Our organization has benefited greatly by taking part and we are thrilled to be active participants." **Jim Davey, Director of Volunteer Services CAMH**

"We always ask how did you hear about us? The last several months Get Involved has often been the start of the conversation connecting YWS with volunteers from across Canada." **Judy Leroux, Youth Without Shelter**

"I continue to be impressed by getinvolved.ca, and Power of the Hour allows the corporate sector to raise awareness about our contribution in a way that is unique and powerful, combining social media and online messaging with an easy to use platform." **James Temple, Manager, PricewaterhouseCoopers Foundation**



WHAT'S NEXT?

Plans for 2011 focus on four key areas...

A. PRIVATE/PUBLIC PARTNERSHIP

Volunteer Canada has landed a **major financial institution which** has made a **large financial commitment** to building our brand **over three years**. We're looking for **governments** to **partner** and engage their work forces, supporting further development of the campaign.

Additionally, we are working with TVO to partner on the TV and media elements with a **private, national broadcaster**.

B. BUILDING A BETTER MOUSETRAP

Improve the "matching tool" -- create a more open, powerful, easy to use **national database** of individuals offering to donate their **time and their talent**.

Exploit the growth of new **social media tools** to more quickly **build** and **extend** our **audience**.

C. CELEBRATING INTERNATIONAL YEAR OF THE VOLUNTEER +10

Launch a second Power of the Hour campaign with a goal to celebrate the International Year of the Volunteer +10 by raising 10 million hours of volunteer time.

D. MORE SUPPORT FOR THE SECTOR: BETTER POWER TOOLS

Collaborate with our partner Volunteer Canada to support more in-depth research, outreach and tools to better engage volunteer centres and NFPs to:

- i) Build capacity for NFPs to better utilize these new volunteers
- ii) Work with the not-for-profit community to promote the benefits of social media tools like getinvolved.

Power Tools

A resource for change makers and hour counters! Look here for tools and tips from Power of the Hour, Get Involved, and Volunteer Canada.



Become a mentor with kids.now!

If you knew that donating just 1.5 hours of the 168 hours you have available per week, could change 10 kids' lives forever, would you do it? Kids.now provides programs for children in grade 7 and 8.



Water Education 101

"Is water a commercial good like running shoes or Coca-Cola? Or is water a human right like air?" This is the question posed by Maude Barlow in "Water on the Table" (airing Wednesday, March 24 at 10pm on TVO).

WAYS TO GET INVOLVED

- 1. JOIN THE POWER OF THE HOUR: IT'S FREE**
- 2. JOIN THE CORPORATE COUNCIL : CONTACT
VOLUNTEER CANADA**
- 3. WORK WITH GETINVOLVED.CA ON A CUSTOMIZED
CAMPAIGN**

GREAT CAMPAIGNS IN CANADA



Aviva Community Fund
Supporting what's important to you

Langue: français

The 2010 Aviva
Community Fund begins in:

128 13 37
days hours minutes

Welcome to Year Two of the Aviva Community Fund



Aviva Canada is giving away \$1,000,000 to help build better communities.

Starting in the Fall of 2010, submit your idea for community improvement. The most popular ideas, as chosen by Canadians, will have a chance at sharing in the \$1,000,000 Aviva Community Fund.

Let me know when I can get started!

Enter your email address

Submit ▶

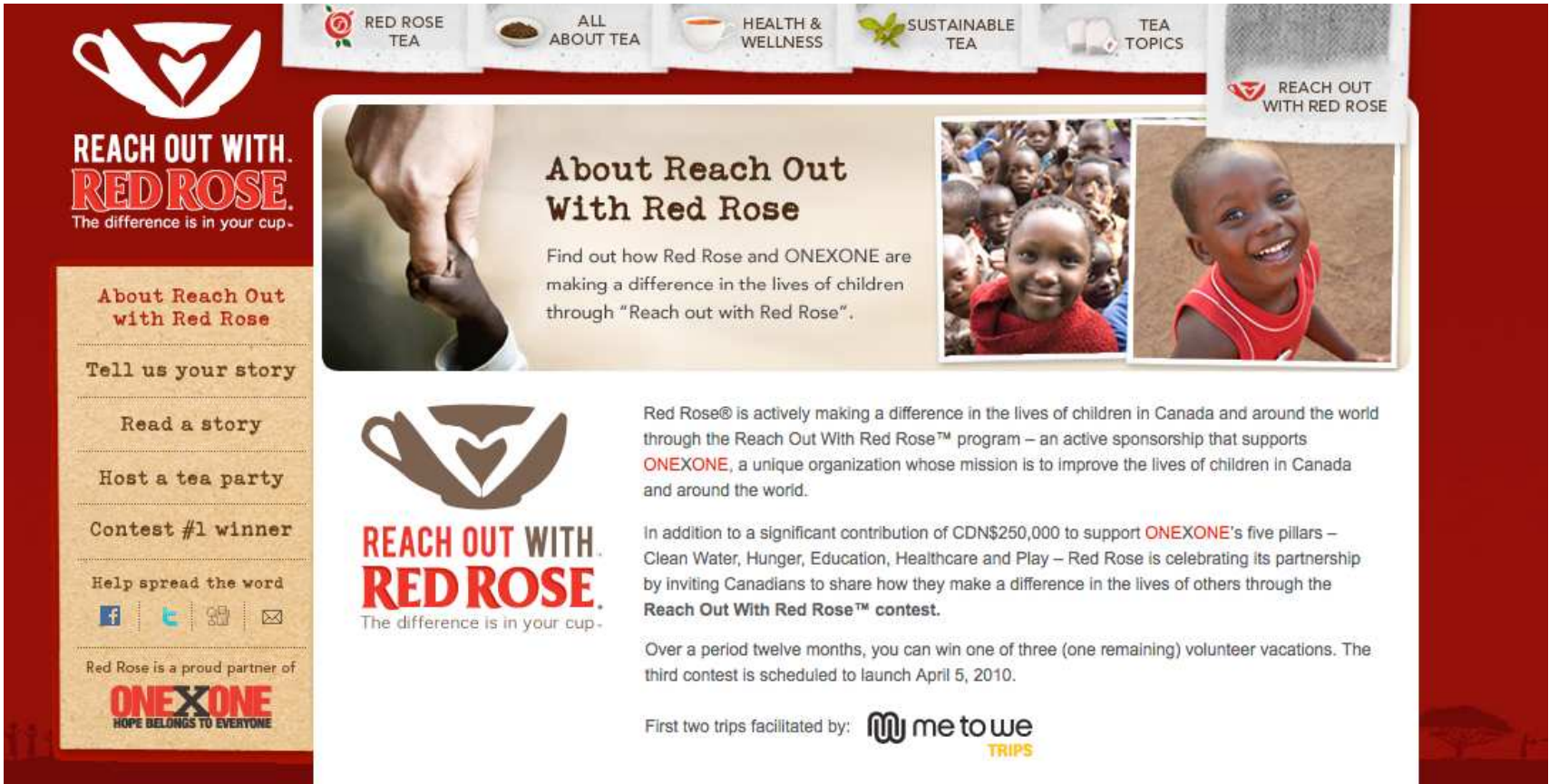
[Privacy Policy](#)

Explore last year's ideas →

Follow us on:



GREAT CAMPAIGNS IN CANADA



The screenshot shows a website page with a dark red background. At the top, there is a navigation bar with icons and text for 'RED ROSE TEA', 'ALL ABOUT TEA', 'HEALTH & WELLNESS', 'SUSTAINABLE TEA', and 'TEA TOPICS'. On the right side of the navigation bar is a 'REACH OUT WITH RED ROSE' logo. The main content area features a large image of a hand holding a small child's hand, with the text 'About Reach Out With Red Rose' and a sub-headline 'Find out how Red Rose and ONEXONE are making a difference in the lives of children through "Reach out with Red Rose".' To the right of this text are two smaller photos of smiling children. Below the main text is a section titled 'REACH OUT WITH RED ROSE' with the tagline 'The difference is in your cup.' and a paragraph explaining the program's mission. To the left of the main content is a vertical sidebar with a list of links: 'About Reach Out with Red Rose', 'Tell us your story', 'Read a story', 'Host a tea party', 'Contest #1 winner', and 'Help spread the word'. At the bottom of the sidebar, it says 'Red Rose is a proud partner of ONEXONE HOPE BELONGS TO EVERYONE'. At the bottom of the main content area, it says 'First two trips facilitated by: me to we TRIPS'.

REACH OUT WITH RED ROSE
The difference is in your cup.


About Reach Out With Red Rose

Find out how Red Rose and ONEXONE are making a difference in the lives of children through "Reach out with Red Rose".

Red Rose® is actively making a difference in the lives of children in Canada and around the world through the Reach Out With Red Rose™ program – an active sponsorship that supports **ONEXONE**, a unique organization whose mission is to improve the lives of children in Canada and around the world.

In addition to a significant contribution of CDN\$250,000 to support **ONEXONE**'s five pillars – Clean Water, Hunger, Education, Healthcare and Play – Red Rose is celebrating its partnership by inviting Canadians to share how they make a difference in the lives of others through the **Reach Out With Red Rose™** contest.

Over a period twelve months, you can win one of three (one remaining) volunteer vacations. The third contest is scheduled to launch April 5, 2010.

First two trips facilitated by:  me to we TRIPS

REACH OUT WITH RED ROSE
The difference is in your cup.

Red Rose is a proud partner of **ONEXONE**
HOPE BELONGS TO EVERYONE

About Reach Out with Red Rose

Tell us your story

Read a story

Host a tea party

Contest #1 winner

Help spread the word

Red Rose is a proud partner of

GREAT CAMPAIGNS IN CANADA



HOME THE STORY WHAT WE'RE DOING WHAT YOU CAN DO THE GIRLS

HOW TO HELP CHANGE SOMEONE'S LIFE

For some girls in Southern Africa, getting their period means missing school for several days each month.

That's because they don't have access to something many of us take for granted: feminine protection.

Helping girls stay in school is critical. An education gives them a future. It helps build better lives - not just for them, but for their families and their communities.

This website will give you more information on what Tampax and Always are doing to help. More importantly, it will show you how you can get involved and truly help make a difference.

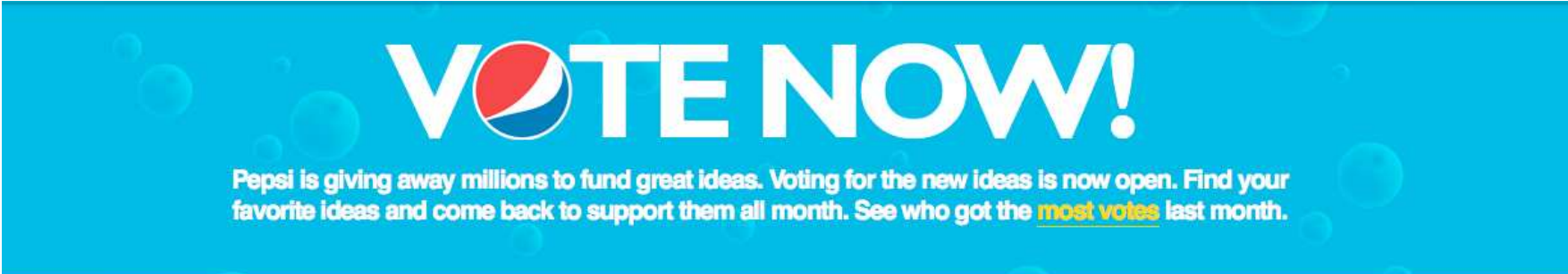
WHAT YOU CAN DO

PROTECTING YOU, PROTECTING FUTURES

always. TAMPAX® BEINGGIRL hero

HERO is a United Nations Association - USA campaign

GREAT CAMPAIGNS IN THE USA



VOTE NOW!

Pepsi is giving away millions to fund great ideas. Voting for the new ideas is now open. Find your favorite ideas and come back to support them all month. See who got the **most votes** last month.

ALL CATEGORIES

- HEALTH
- ARTS & CULTURE
- FOOD & SHELTER
- THE PLANET
- NEIGHBORHOODS
- EDUCATION

VOTE FOR Shuffled Ideas

\$5,000 \$25,000 \$50,000 \$250,000

CURRENT GRANT CYCLE

Days left to vote **21**

Ideas in the running **1340**

Finalists announced **Jun 1st**

Funding available **\$1,300,000**

- 152 RANKED #152 for \$5K - Arts and Culture
Give girls with financial troubles the chance to attend their prom
Phi Delta Chi [Vote for this idea](#)
- 78 RANKED #78 for \$5K - Education
Start a bookstore that will give new textbooks to students in need
CAUSE BOUND [Vote for this idea](#)
- 159 RANKED #159 for \$5K - The Planet
Host an environmental education summer camp [Vote for this idea](#)



ABOUT THE PROJECT



every Pepsi refreshes the world

PROJECT NEWS IN COLLABORATION WITH **GOOD**

GREAT CAMPAIGNS IN THE USA


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Company
Purpose
Brands
Investors
Media
Careers
Contacts
Global Sites

PepsiCo Corporate Citizenship Report 2008


Performance with Purpose

Creating a Better Tomorrow
for Future Generations


[READ THE REPORT](#)




Letter from Indra
A letter from PepsiCo Chairman and CEO, Indra Nooyi



Human Sustainability
We Recognize Our Responsibility to Address Employee Concerns



Talent Sustainability
We Recognize Our Responsibility to Take Care of Our People



Environmental Sustainability
We Recognize Our Responsibility to Minimize Our Environmental Footprint

0.62

Home > Media > Pepsi Refresh Project Opens First Voting Session to Public With More Than \$1 Million To Be Awarded in February for Ideas That Move World Forward

Pepsi Refresh Project Opens First Voting Session to Public With More Than \$1 Million To Be Awarded in February for Ideas That Move World Forward

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PURCHASE, N.Y., Feb. 1 /PRNewswire/ – Starting today, America can cast their votes at www.refresheverything.com for the refreshing consumer-generated ideas that they believe will make a positive impact on their communities. This is the first of eleven opportunities for the public to win grants from \$5,000 up to \$250,000 throughout the year. The first voting session ends on February 28 and the ideas that receive the top votes will be announced on Monday, March 1, 2010.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/pepsirefreshproject/41854/>

The Pepsi Refresh Project, a groundbreaking effort to foster innovation in social good, will award more than \$20 million this year to fund great ideas that refresh the world. The program launched on January 13 and has already exceeded expectations by receiving the monthly limit of 1,000 submissions in less than seven days with at least one from each state in the U.S.


OUR LEADERSHIP

Indra Nooyi
Chairman & CEO




[MORE >](#)

John Compton
CEO PepsiCo
Americas Foods




[MORE >](#)

Massimo d'Amore
CEO PepsiCo
Americas
Beverages



[MORE >](#)

Zein Abdalla
CEO PepsiCo



GREAT CAMPAIGNS IN THE USA



More than 1 million  TREES PLANTED [LEARN MORE](#)

On a mission? So are we! Find it fast here. [SEARCH](#)

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[MEET HEROES](#)

[DOING OUR PART](#)

[ABOUT THE GEAR](#)

[SHOP FOR GEAR](#)

CORPORATE SOCIAL RESPONSIBILITY

- * [Our Impact](#)
- * [Voices of Challenge](#)
 - * [Energy](#)
 - * [Product](#)
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- * [Stakeholder Engagement Calls](#)
- * [Reporting + Downloads](#)
- * [What We're Doing](#)

Find Earthkeepers @



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[Home](#) > [Corporate Social Responsibility](#) > [Voices of Challenge](#)

Voices of Challenge

Timberland's Voices of Challenge puts thought leaders, issue experts, practitioners and everyday consumers at the heart of an online dialogue designed to present ideas for future innovation - for Timberland, for our industry, and for others in the social and environmental arenas. We aim for this dialogue to help create more sustainable working and physical environments – and we're looking for you to engage with us.

We'll be incorporating your feedback as we develop Timberland's CSR strategy. We'll begin by asking a question that corresponds with one of our four CSR pillars: **energy**, **product**, **workplaces**, and **service**. We hope you'll join the conversation by posing questions and comments and providing suggestions for how to approach opportunities and challenges. Let your voice be heard – join the conversation by clicking on the buttons below.

Energy

Question: How do we incent consumers to take meaningful, positive action on the issue of climate change?



Wood Turner
Climate Counts

"Conventional corporate wisdom is to ask consumers

to pay more for products and services with green attributes rather than explicitly share the return on investment in climate action. An obvious "climate" discount or rebate could connect climate action to lower costs and change the marketplace."

[ADD YOUR VOICE](#)

Product

Question: What information is most relevant for companies to provide to consumers so they consider the environment in purchasing decisions?



David Labistour
Mountain Equipment Co-op

"In the absence of a universal, consistent labeling protocol it becomes imperative that a company articulate its brand philosophy, including social and environmental values, and how this translates into strategy and transparent reporting of all components of the supply chain."

[ADD YOUR VOICE](#)

LATEST COMMENTS



Ballinger

"Some economists are beginning to realize that we anti-sweat

campaigners got it right 20 years ago in Indonesia. Please see this "Undercover Economist" blog at the Financial Times: <http://blogs.ft.com/undercover/2010/05/undercover-economist-why-anti-sweatshop-campaigns-might-just-do-it-after-all/> Thanks for getting it right on the anti-sweatshop ..."

5/8/2010 | [Comment](#)



Ballinger

"Here's link (below) to the report I was seeking. I do sincerely believe that meaningful change would come MUCH faster if all these companies would state with specificity on their corporate "CSR" web-sites approximately how many supplier factories are employing foreign workers (what percentage of whichever nationalities). Please remember that th ..."

4/29/2010 | [Comment](#)




Ballinger

"The event is limited in numbers and by invitation only..." - this is how Ms.

House's group announced the recent (March 24) roundtable back in January http://www.institutehrb.org/news/2010/roundtable_protecting_migrant_workers

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More than 1 million **TREES PLANTED** [LEARN MORE](#)

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[TAKE STEPS](#)
[MEET HEROES](#)
[DOING OUR PART](#)
[ABOUT THE GEAR](#)
[SHOP FOR GEAR](#)


JOIN THE MOVEMENT


BESIDES SAVING THE EARTH THIS IS WHAT YOU GET

[BECOME AN EARTHKEEPER NOW](#)

- * Auto entry in monthly drawings
- * Special access at Earthkeepers events
- * Plant trees with Earthkeepers
- * Special product offers
- * Exclusive music downloads

LEARN  Get to know us and what we do.


CONNECT  Interact with people who care about the earth too.

ACT  Find ways you can make a difference.

HERE'S WHAT'S NEW: EARTHKEEPERS

2010 Timberland Eco-Love Survey


How Green is Your Love Life?
A new survey by Timberland shows that environmentally friendly products, people and actions play an important role in our everyday lives.
[Learn More](#)



Introducing My Earthkeepers
A place to Earthkeep like you want to—and win gear, get free music, see exclusive podcasts, write on the Earthkeepers chalkboard and more. Create a profile now to start reaping the rewards.
[Sign Up](#)


FROM THE BLOG

[Ceres Sustainability Reporting Awards](#)
[Engaging and Empowering for Positive Change](#)
[Leadership from the Leather Working Group](#)
[View More](#)

 **BEING A RESPONSIBLE COMPANY**

Everyone needs to do their part—including us. We aim to leverage our corporate influence to make a positive contribution to the world. As a company we focus on four strategic pillars.

Energy	Product
Workplaces	Service



THE RESPONSIBILITY REVOLUTION

Read about Timberland's responsible efforts in Jeffrey Hollender and Bill Breen's new book, *The Responsibility Revolution*. It makes a compelling case for how doing good will be the key to doing well for businesses in the evolving "era of responsibility".

GREAT CAMPAIGNS IN THE USA



The screenshot shows the @15 website interface. At the top, there are login fields for USERNAME and PASSWORD, with LOG IN and NOT A MEMBER? JOIN FOR FREE! buttons. Below the login fields is a navigation bar with links for MEMBERS, GAMES & DOWNLOADS, CONTESTS & SCHOLARSHIPS, EVENTS & ACTIVITIES, and ABOUT @15. The main content area features a large yellow banner for 'TEENS VOTE. SCHOOLS WIN.' with a 'VOTE NOW!' button. To the right, there are several featured campaigns: 'The @15 Exchange', 'What is this points stuff all about?', 'Save Your Energy', 'The @15 Scholarship', and '@15 Community Impact Challenge'. At the bottom, there is a section for 'the question of the moment' with a 'VOTE NOW!' button. The footer includes the @BestBuyAt15 logo.



BACKGROUND VIDEOS AND MEDIA COVERAGE

The Story of the Power of The Hour

<http://qmediasolutions.com/qbroadcast/the-story-of-power-of-the-hour>

View Promotional Campaign Spots

<http://qmediasolutions.com/qnews/national-campaign-to-promote-volunteering/>

Interview on CBC with Executive Producer Dorothy Engelman

<http://qmediasolutions.com/cbcdorothyengelman/>

Mike Tierney Chair of the Corporate Council on BNN

http://qmediasolutions.com/bnn_miketierney/

Link to Editorial in the Toronto Star

<http://qmediasolutions.com/qnews/power-of-the-hour-featured-in-toronto-star-column/>

Link to Story in the Huffington Post

<http://qmediasolutions.com/qnews/feature-in-huffington-post/>



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