

## **2007 Caring Company Report**

**For the Fiscal Year September 1, 2006 – August 31, 2007**

### **Charitable Donations**

Every year, the staff at Harvey McKinnon Associates gives away 5 - 7% of the company's profits to deserving nonprofits. We allocate half of the funds to a selection of our clients, and the other half goes to organizations that staff members nominate.

This year, the following clients received gifts from HMA:

- CPAWS (Canadian Parks and Wilderness Society)
- Amnesty International
- Marmot Recovery Foundation
- Canadian Cancer Society BC & Yukon
- UNICEF Canada
- Victoria Women's Transition House

The following nonprofits also received gifts:

- St. James Community Service Society
- Distress Centres of Toronto
- The Crisis Centre
- Nellie's
- UBC Farm
- Greyhaven Exotic Bird Sanctuary
- Vancouver Humane Society
- Toronto Humane Society
- Care Canada
- Gather & Give
- Habitat for Humanity Canada
- Big Sisters and Big Brothers of Canada
- Theatre Passe Muraille

- Asociacion Mangle, El Salvador
- Canadian Down Syndrome Society

## **Corporate Donations**

Above and beyond the annual donations allocated by HMA staff members, our company makes gifts to various organizations and special events throughout the year. Some of the recipients were:

- Greenpeace
- Union Gospel Mission
- Walk for Life
- Harry's Spring Run, UK
- ALS Adventure Challenge
- Oakville Hospital Foundation

These gifts, combined with our annual charitable donations, add up to approximately 12% of HMA's net profits.

## **Environmental Commitment**

HMA promotes sustainability to minimize our carbon footprint. Here are just some of the ways we demonstrate our day-to-day environmental commitment:

- 90 - 95% of the direct mail pieces we create are printed on FSC-certified paper and envelopes. This means that the paper comes from well-managed forests and recycled sources. HMA is responsible for encouraging at least one of our major paper suppliers to make the switch to FSC-certified paper.
- For all our in-office, everyday printing we use Harbour 100 paper which is 100% post-consumer recycled, chlorine free, Green-E, and FSC-certified.
- Through our internal recycling program, we diverted 65 cubic yards of recyclable materials from landfills last year alone.
- All of our old monitors and computers are either donated to charities or picked up for recycling - they never go into the dumpster.
- Every year we participate in the Commuter Challenge organized by BEST (Better Environmentally Sound Transportation).