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Imagine Canada is a national charitable organization whose cause is Canada's charities and non-profits. Their aim is to support the charitable sector so they can, in turn, support Canadians and the communities they serve.

A key element for strengthening this sector is harnessing the support of the corporate community, and Imagine Canada's Caring Company program assures customers, employees, shareholders and the public that a business is interested in the communities in which they operate.

In the Fall of 2010 Cause&Effect was contracted by Imagine Canada to independently manage a member-driven, cross-Canada survey to determine the strengths, perceptions and level of understanding of the Caring Company program. The project was also supported by personal interviews with Caring Company members, a unique opportunity to validate the findings of the on line survey and to seek suggestions and feedback as to what could make the Caring Company program stronger, and increase its relevance in the years ahead.

The outcome of the research project was a number of recommendations made to Imagine Canada in order capitalize on the strengths of the Caring Company program, and assist the management team to increase corporate membership and awareness throughout the next 3 to 5 years.