



Institute for Community Prosperity

COMMUNITY INVESTMENT PROFILE

ATB Financial

Taking Pride in Alberta

Background

Industry: Financial Services

Company founded: 1938

Headquarters: Edmonton

Customer: Business to consumer and business to business

Legal Type: Crown Corporation

Owned: Canadian owned

Years dedicated to Community Investment (C.I.): 75+

Region of Focus: Alberta

Investees/ Partners include:

- Kids Help Phone
- Calgary Homeless Foundation
- Habitat for Humanity
- Calgary Zoo
- Edmonton Pride Awards

Community Investment Strategy:

As a company that has been in Alberta for over 75 years, ATB Financial (ATB) understands what it means to be a good community member. The focuses of its community investment (C.I.) strategy are; arts and culture, sports and wellness, and community and social development. ATB’s broad community investment strategy allows it to invest in a wide variety of initiatives throughout the province. Although it supports many different initiatives, ATB has recently focused its efforts on social investment and conservation.

ATB’s conservation efforts include supporting Ducks Unlimited Canada’s Revolving Land Conservation Program. The Program plans to purchase and protect over 9,000 acres of Albertan wetlands in the next 10 years¹. It also financially supports the Calgary Zoo’s swift fox conservation efforts including researching and educating the public about the threatened species.

ATB encourages team members (employees) to engage in the community through its Helping Hands Program. Team members who volunteer 40 or more hours per year are eligible to apply to Helping Hands for a \$500 donation to the organization where they volunteer². ATB funds this program with rebates from buying bulk, online and environmentally friendly office supplies.

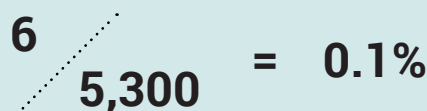
CI Dashboard:

This dashboard is one way to illustrate how companies invest in community, providing a tool to compare across different company CI profiles. It is important to note that no category is privileged over another.

Geographic scope



CI staff ratio (Presented as percentage of total staff)



Granting or sponsorship approach

Responsive

CI responds to existing or emerging needs and opportunities articulated by the community

Strategic

CI approach is intentional, driven by the company’s interests and/or theory of change

Flexible

CI is not tied to the company’s core business

Aligned

CI approach is integrated or in line with the company’s core business

FOCUS Investment: ATB Cares and LGBTQ Support

Issue:

Like any kind of business, charities have overhead costs including administration and transaction fees. When a donation is made to a charity, a percentage of the money is reserved for overhead costs, reducing the funding going directly to the cause. However, overhead costs vary for different charities, making it difficult for the public to know how much of their donation is getting to the cause.

LGBTQ* rights are another issue being addressed by ATB's community investment strategy. Many LGBTQ people face stigma and discrimination throughout their lifetimes. According to Statistics Canada, youth who identify as LGBTQ are three times more likely to experience bullying than heterosexual youth³. LGBTQ youth are also approximately 14 times more likely to commit suicide or have substance abuse issues than heterosexual youth⁴.

Solution:

To encourage charitable donations in Alberta, ATB created ATB Cares, the first program of its kind in North America. ATB Cares covers the administration and transaction fees for donations to 84,000 registered charities across Canada, ensuring that 100% of donations go directly to the cause⁵. The program matches 15% of donations to non-religious, Albertan registered charities up to \$150,000⁶. In 2014, Albertans donated more than \$1 million through the program to charities across the province⁷.

An example of ATB's social investments is its support of Albertan LGBTQ* groups. Since 2008, ATB has been a major supporter of Camp fYrefly, Canada's only national leadership retreat for gender and sexual minority youth. The Camp gives LGBTQ youth a place to build their resiliency and enhance their self-esteem. Part of ATB's contribution to Camp fYrefly is providing financial literacy classes to the campers. The financial literacy workshops help youth become empowered, money savvy adults. In 2014, ATB expanded its support to fYrefly in schools, an anti-bullying program in Edmonton and Calgary to help reduce discrimination for sexual minority youth and increase awareness about the impacts of homophobia and transphobia.

Another aspect of ATB's support for the LGBTQ community is its continual sponsorship and participation in pride parades across Alberta. In September 2015, ATB will be the title sponsor of the 25th annual Calgary Pride Parade⁸. Their sponsorship of the festival goes beyond writing a cheque; for years, ATB and its team members have actively participated in pride parades, and supported LGBTQ events across the province such as the Alberta Rockies Gay Rodeo and Edmonton Pride Awards night.

Impact and Evaluation:

ATB's CSR report score card increases transparency by displaying the various ways it is involved in the community including the total amount spent on community investment. In 2014, it contributed \$6.5 million in sponsorships and \$3.7 million in donations to 644 charities across Alberta⁹. It also fundraised \$1.7 million dollars for the United Way and the Stollery and Calgary Children's Hospitals¹⁰.

*Lesbian, gay, bisexual, trans-identified, two-spirited, queer, and questioning

Endnotes

1. Ducks Unlimited Canada, "ATB Financial Land Legacy Fund" para. 3, Ducks Unlimited Canada, <http://www.ducks.ca/your-province/alberta/programs-projects/atb-financial-land-legacy-fund/>.
2. We Are Alberta, "Helping Hands" Par. 2, ATB Financial, June 22 2015, <http://www.wearealberta.ca/community/helping-hands>.
3. Canadian Institutes of Health Research, "Canadian Bullying Statistics" para. 1, The Government of Canada, September 28 2012, <http://www.cihr-irsc.gc.ca/e/45838.html>.
4. Canadian Mental Health Association Ontario, "Lesbian, Gay, Bisexual & Trans People and Mental Health" para. 5, Canadian Mental Health Association, 2015, <http://ontario.cmha.ca/mental-health/lesbian-gay-bisexual-trans-people-and-mental-health/>.
5. ATB Financial, 2015 Annual Report, p.55.
6. ATB Cares, "How it Works" para. 1, ATB Financial, 2015, <https://www.atbcares.com/how-it-works>.
7. ATB Financial, "Albertans donate over \$1 million through atbCares.com" para. 1, September 15 2014, <http://www.atb.com/community/what-are-we-doing-now/Lists/Posts/Post.aspx?ID=159#sthash.f7g5R7Jq.dpuf>.
8. TB Financial, "Who takes Pride in all Albertans? We do" para. 3, ATB Financial, May 29 2015, <http://www.atb.com/community/what-are-we-doing-now/Lists/Posts/Post.aspx?List=4701527a-6ec4-4317-8fea-4794790d2a3c&ID=184&Web=685e6e6a-e0e2-4687-968b-0490df8897fb>.
9. Huculak, Interview.
10. Ibid.