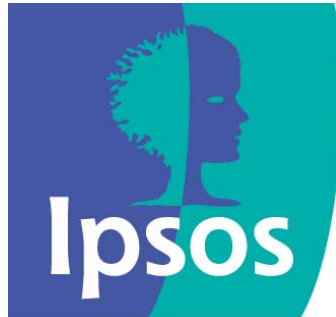


Charity is Part of the Culture at Ipsos

Ipsos in Vancouver Raises \$22,500 for Local Causes

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Vancouver, BC – What does it take to help raise funds for local charities? According to the researchers at Ipsos' office in Vancouver, a lot of pancakes, some burger flipping and a few hockey pucks. These were some of the activities the company's staff undertook to raise funds for a group of four locally-minded charities. And in the past year, that has meant a total of \$22,500.

"It is amazing what you can do with some pancake batter and a handful of good causes," says Steve Mossop, President of Market Research Canada West, and spokesperson for the Vancouver office. "This year, our team continued their tradition of giving and commitment to our charity efforts, and once again the payoff is remarkable. Giving is an integral part of the culture here at Ipsos, and I'm truly appreciative of everyone's contribution to these worthy causes."

Staff activities helped raise \$14,000, coupled with a company donation of \$8,500 to bring the total amount to \$22,500. Funds were raised through a variety of company events held throughout the year – including bake sales, barbeques, and auctions for prizes such as Canucks tickets.

Every two years, Ipsos employees are asked to participate in a process for selecting causes for the following two years. The four charities represent a cross-section of province-wide and



local initiatives, each with a mandate centered on healthy people and healthy communities. All funds raised are distributed equally to the charities.

The four organizations chosen for the 2010 to 2011 period include:

- **Covenant House Vancouver** – a service for young people between the ages of 16 and 24 who have either willingly fled physical, emotional and/or sexual abuse or those who have been forced from their homes.
- **Boys & Girls Clubs of Greater Vancouver** – provider of a wide range of social, health, educational and recreational services to assist young people in their growth and development.
- **British Columbia Society for the Prevention of Cruelty to Animals (BC SPCA)** – a society that aims to protect and enhance the quality of life for domestic, farm and wild animals in British Columbia.
- **WAVAW - Women Against Violence Against Women** – a non-profit organization that provides sexual assault support services to women 14+ years in Greater Vancouver. They are open and accessible to all women survivors of violence.

Cheques are being presented to each of the four charities on February 8 at a special company event. All funds raised are done so through the Ipsos Charity Trust, a charitable giving initiative set up by Ipsos in Canada to fund worthwhile causes in local communities. This year-round fundraising program is supported by the company and employees in each office across the country through a series of activities.



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