

Introducing

# EMAGINE.

If you make it big next year, will you give back to the causes that you care about?

## A movement destined to change the face of giving in Canada

EMAGINE is a new platform that inspires and enables entrepreneurs and investors to give back to their communities through a pledge of future (unrealized) profit. It's a BIG idea! Over 10 years, a mere 1% of profits from M&A transactions by entrepreneurially founded companies can translate to billions of new dollars for Canadian charities.

For people who like to think big and want to make a difference!

### Who is EMAGINE for?

Canada's entrepreneur and investment community is an enormous force for innovation and growth – these individuals possess a wealth of imagination and drive. They take an idea and make it into something big.

Many of these entrepreneurs and investors also have a strong social conscience and a desire to give back to their community, but lack the financial resources, knowledge, time or motivation to give today. On the contrary, their "big thinking" and desire to give back to community is meaningful. EMAGINE mobilizes the energy of entrepreneurs and investors by getting their commitment to give back when they DO make it big!

### How does EMAGINE work?

At the center of EMAGINE is a simple, tax optimized individual pledge of a person's future profits (capital gains on investments or annual earnings) to a charity(ies) of choice. The EMAGINE Pledge enables giving **today** by individuals before they realize a big windfall. It shifts an individual's thinking about when they can commit to giving and this encourages others to do the same, and so on.

EMAGINE aims to enroll large numbers of entrepreneurs and investors across Canada by generating awareness and recruitment through strong connections with recognized national affiliates like the Canadian Venture Capital Association, regional network channels, and community partners like The University of Toronto and The University of Waterloo.

EMAGINE is backed by a shared vision and the support of: 11 founding entrepreneurs and investors; the governance and management of Imagine Canada; and a National Advisory Council.

Keeping it simple!

Leveraging our connections!

Strong support!

Take a leadership role in EMAGINE!

### What's next?

EMAGINE's focus for 2005 will be on generating awareness, recruiting high potential members, and laying the groundwork for a strong member based national program.

We are looking for new EMAGINE members that believe in this program and individuals who are interested in joining this network of leaders as Network Channel Developers, Ambassadors, and Founders. These new individuals will continue to strengthen the leadership and momentum of the program.

EMAGINE is a program of

**Imagine**  **Canada**

Give. Volunteer. Engage.  
Donner. S'engager. Agir.