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SOCIAL FINANCE LEADER SPEAKING IN NIAGARA

Is it realistic for business to make the world a better place at the same time as improving its financial performance? Bill Young thinks so. The federal government thinks so as well, given recent comments on social finance by Minister of Human Resources and Skills Development Diane Finley. Young will be the speaker at the **Niagara Community Foundation's 10th Annual Canadian Business Leaders Breakfast** taking place on **Nov. 15th**, National Philanthropy Day, at the Holiday Inn Parkway Convention Centre on Ontario Street in St. Catharines. Tickets are \$35 and are available by calling 905-684-8688 or visiting the events page of the foundation's website.

Young believes that corporate social responsibility is evolving from the margin of what a company does to being part of its core business. He will use the story of Social Capital Partners to present real life **examples of businesses that have generated better financial and social returns** through implementing community hiring programs and will give his thoughts why this is a trend that is taking off. Young was also a member of the Task Force on Social Finance which released its report in November 2010. The nine recommendations, published in *Mobilizing Private Capital for Public Good*, are being reviewed by public and private foundations as well as the provincial and federal government. The Niagara Community Foundation will be spending the next six months examining how social finance could influence its work with donors and charities across the Region.

Created in 2000, the Foundation has raised more than \$16 million and by the end of this year will have granted in excess of \$4 million to charities working in the arts, heritage, environment, social services, health, education and community development. The Foundation works with individuals wanting to create permanent legacies to support charitable causes important to them. The donations to the endowments are never spent, but held in perpetuity with a portion of the annual earnings given to charities.

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Media contacts: Liz Palmieri, Executive Director, Niagara Community Foundation 905-684-8688
Media note: Bill Young is available for pre-event telephone interviews and will be available after the event for personal interviews.