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## ***Building a Better Future for Corporate Community Investment***

Training the next generation of business students to be more socially responsible and involved in their community is the motivation behind the Niagara Community Foundation's **Young Leaders in Philanthropy Program**. In partnership with Brock University's MBA Association, the foundation is presenting **Building a Better Future for Corporate Community Investment: Making It Right, Once and For All**, on Tuesday, March 15<sup>th</sup> from 6:00 to 9:00 at the Pond Inlet at Brock University. The session will be presented by Pat Kahnert, of PBK & Associates.

Pat Kahnert, is a corporate communication, marketing and sales enhancement consultant who has a special interest in how corporate community involvement can bind an organization's employees with their customers and key influencers. After 16 years of senior marketing and communications contributions at RBC Financial Group, Pat setup PBK & Associates in 1999. His clients include RBC Financial Group, Niagara Credit Union, Clarica and the Conference Board of Canada. **His presentation will focus on putting corporate community investment criteria into action.**

The event is one facet of the Foundation's **Youth in Philanthropy Program [YIPP]**. Started in the fall of 2004, MBA students sit as members of the foundation's Finance, Granting and Marketing Committees. The Foundation brokered consulting projects between groups of MBA students and community agencies. To ensure that the Foundation's mandate of endowment building and grantmaking is fulfilled through YIPP, they are working with ACE Brock students to fund environmental projects and raise funds to create an ACE Brock Endowment Fund.

Established in November 2000, the Niagara Community Foundation is a collection of endowed funds held in perpetuity given by caring citizens who have chosen to make their community a better place to live and work. The earnings on the endowment funds are awarded as grants to charities providing programs and services across Niagara.

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