

Alberta International Year of Co-operatives: Corporate Partnership Proposal

International Year of Co-operatives (IYC) Alberta Business Objective:

To align with selected co-ops, credit unions and affiliated corporations to elevate, leverage and jointly work to enhance the IYC program by deepening existing partnerships and establishing new corporate partnerships that allow IYC Alberta to expand the initiative and better achieve our stated goals.

Strategic imperatives

1. To engage Alberta co-op organizations and members in the International Year of Co-operatives.
2. To build the capacity of the Alberta Co-ops to build a better world through increased collaboration with in the co-op community and through diverse partnerships beyond.

2011 is the International Year of...?

Most Canadians don't know that 2011 is the International Year of Chemistry, the International Year of People of African Descent and the International Year of Forestry.

In 2012 most Albertans will know that it is the International Year of Co-operatives!

How do we know that this will happen? Because it already has! Alberta has been mentioned in international co-operative circles as leading the way!

Over the last six months Alberta co-op organizations, staff, members and directors have accomplished the following:

- The creation of the Alberta Co-op Café, an online gathering place for people, partnerships and possibilities celebrating IYC.
- An effective and active steering committee which has created a plan for IYC In Alberta.
- Working subcommittees for Communication, Grassroots Activities, a "Dragons Den" event and the IYC launch.
- The Co-op Cluster program, supporting neighbor co-ops throughout Alberta in their IYC collaborations.
- The planning for a launch event on January 12, 2012 with Kathy Bardswick, CEO of The Co-operators and Canadian representative in New York at the UN launch of IYC on October 31, 2011.
- Obtaining \$30,000 in IYC funding from The Canadian Co-operative Association upon submitting our IYC plan.



Getting Involved

Your co-operative or business can be an essential partner in this once-in-a-lifetime opportunity to share, strengthen and celebrate co-ops.

We are looking for corporate partners to make the International Year of Co-operatives the success it clearly has the potential to be. We are extending this opportunity both within the co-operative community and to stakeholder and affiliate organizations. Based on their Partnership Designation - Platinum, Gold, Silver or Bronze - organizations will be given corresponding priority in determining the focus and scope of their partnership.

The first deadline for Partnerships commitments is December 31, 2011. Partnership established by this date will be shared and recognized at the Canada and Alberta IYC Launch events on January 12, 2012. The second deadline is March 31, 2012.

The following opportunities are central to the International Year of Co-operatives in Alberta.

1. The Alberta Co-op Cafe: developing a co-op social media presence in Alberta through web sites, Facebook and Twitter and supporting the social media capacity of the Alberta co-op community.
2. A mainstream media plan to coordinate IYC stories throughout the year and connect with media partners.
3. The Co-op Cluster program; supporting grassroots activities throughout Alberta.
4. January 12, 2012 IYC launch and celebration in Calgary.
5. January 12, 2012 IYC launch at 11 other sites throughout Alberta.
6. Alberta-IYC video productions for January 12, 2012 launch and to be shared at AGMs through 2012.
7. Gala event in Edmonton for co-ops and provincial leadership.
8. Co-op "Dragon's Den" event.
9. Co-op Chautauqua, travelling theatre, speakers and conversation sharing the co-op story throughout Alberta.
10. Legacy projects such as co-operative curriculum for use in the Alberta school system.
11. A Co-op Conference at the University of Alberta, November 15 – 17, 2012. Specific partnership invitations will be issued separately for this event.

If there is a particular event which your organizations would like to have as a focus of your partnership contributions, both financial or other (in-kind, committee participation), please convey this information to Sarah Arthurs, Alberta Coordinator, International Year of Co-operatives.



Value for Co-operative Partners

- Expanding and leveraging the co-op brand through facilitating:
 - a. Rural and urban IYC events.
 - b. Province wide IYC advertising.
 - c. Increased media coverage through an IYC media plan, including 12 Launch press conferences on January 12, 2012, media sponsors for 2012 and regular press releases throughout 2012.
 - d. Social media presence through the Alberta Co-op Café website/Facebook page, Twitter and support for the development of social media capacity within the co-op sector.
- Growing the co-op sector through attracting new members and supporting new co-op initiatives.
- Creating networking opportunities for new partnerships both within and beyond the co-op world.
- Strengthened government relations.

Value for Non Co-op Partners

- Promotion of your brand to co-op members throughout rural and urban Alberta through the following networks: Servus Credit Union, United Farmers of Alberta, FedGas, Association of Rural Electrification Associations, Northern Alberta Co-operative Housing Association, Southern Alberta Co-operative Housing Association, The Co-operators, Alberta Community and Cooperative Association, Alberta Central and First Calgary Financial .
- Promotion of your brand to co-operatives and credit unions throughout Alberta.
- Positive partnerships with rural communities and rural leadership throughout Alberta.

Partnership Platform for Co-op Members

Platinum: \$15,000+ - 20,000+

- Unlimited number of partnerships.
- First come, first serve choice of a specific project at which you will be the first among equals.
- Verbal recognition at all events throughout the year.
- Recognition included in monthly newsletters and on the website.
- Banners may be displayed at all IYC events.
- Display booth space will be available at events as appropriate



Gold: \$10,000+ -15,000

- Verbal recognition at specific events.
- Banner may be displayed at specific event.
- Recognition included in monthly newsletters and on the website.
- Display booth space will be available at events as appropriate.

Silver: \$5,000+ -10,000

- Verbal recognition at specific events.
- Recognition included in monthly newsletters and on the website.

Bronze: \$100 - \$5,000 including value in-kind

- Recognition included in monthly newsletters and on the website.

Partnership Platform for Non Co-op Members

Platinum: \$15,000+ - \$20,000+

- Industry exclusivity for three Platinum partners
- Verbal recognition at all events throughout the year.
- Recognition included in monthly newsletters and on the website.
- Banners may be displayed at all IYC events.
- Display booth space will be available at events as appropriate.

Gold: \$10,000+ - \$15,000

- Verbal recognition at specific events.
- Banner may be displayed at specific events.
- Recognition included in monthly newsletters and on the website.
- Display booth space will be available at events as appropriate.

Silver: \$5,000+ -10,000

- Verbal recognition at specific events.
- Recognition included in monthly newsletters and on the website.

Bronze: \$100+ - \$5,000 including value-in-kind

- Recognition included in monthly newsletters and on the website.

To receive further information or to convey your interest in joining us as a Corporate Partner contact Sarah Arthurs, Alberta Coordinator, International Year of Co-operatives at iyc@acca.co-op



Alberta IYC Committees

The Alberta IYC committees, facilitated by the Alberta Community and Co-operatives Association, bring this Corporate Partnership plan to you. Member organizations in these committees include:

- Alberta Federation of Rural Electrification Associations
- Alberta Central
- United Farmers of Alberta
- Thrive
- Servus Credit Union
- First Calgary Financial
- The Co-operators
- Northern Alberta Co-operative Housing Association
- Southern Alberta Co-operative Housing Association
- FedGas

Quick Statistics on Alberta Co-operatives

From the general...

According to 2008 statistics from the Rural and Co-operative Secretariat regarding Non-Financial Co-operatives, there are, in Alberta:

- 697 incorporated co-ops
- 487 reporting co-operatives
- 1,187,709 members from reporting co-operatives

To the specific...

Calgary Co-op:

- 425,000 members
- Locations in Calgary, Airdrie, High River, Okotoks, Strathmore and growing

Servus Credit Union

- 390,000 members
- More than 100 locations in 62 communities
- 2,300 employees
- Alberta's largest credit union and the first province-wide credit union in Canada



First Calgary Financial Credit Union

- 80,000 members
- 16 branch locations; telephone, internet and mobile banking; a Contact Centre and Automated Banking Machines
- Calgary & Region

UFA Co-operative Limited

- 120,000 active members
- 115 Petroleum outlets, 35 Farm and Ranch Supply stores
- Entire province of Alberta, including neighbouring communities in Saskatchewan and BC
- Engages with over 300 Agricultural Societies across rural Alberta

FedGas

- The Federation of Alberta Gas Co-ops Ltd. is the umbrella organization for 82 member Natural Gas Distribution Utilities serving rural Alberta
- Membership consists of 54 gas co-ops, 17 towns and villages, 5 counties, and 6 First Nations

