



## WHAT is the Canadian Compassionate Companies program?



The Canadian Compassionate Companies (CCC) program encourages employers to provide more compassionate care for their employees.

"It is a very stressful and difficult time when a loved one is dying and/or near death. The financial security of an employee's family may be jeopardized while caring for a gravely ill family member."

## WHY?



### POSITION YOUR ORGANIZATION TO SUPPORT EMPLOYEES DURING TIMES OF NEED

**92%** of employees say showing empathy is an important way to advance employee retention. (Businessolver)



### ATTRACT AND RETAIN TOP TALENT

**83%** of employers believe attracting and retaining talent is a growing challenge. (Allegis Group)



### INCREASE YOUR EMPLOYEE SATISFACTION

**21%** of employees would leave their jobs due to lack of support with work-life balance and unsatisfactory compensation and benefits. (Work Institute)



### STRENGTHEN EMPLOYEE ENGAGEMENT THROUGH CHPCA'S AWARENESS CAMPAIGNS

Companies with engaged employees see **233%** greater customer loyalty and a **26%** greater annual increase in revenue. (Aberdeen)



### KICKSTART THE CHANGE IN YOUR ORGANIZATION

**52%** of employees report that the culture of their organization is not as supportive as it could be around the career progression of caregivers. (Harvard Business School)



**BE A LEADER** in work-life balance policies and practices and **ADVERTISE YOURSELF** as a CCC employer.

## HOW?



**1.** You have a HR policy that endorses the Compassionate Care Benefit (CCB).



**2.** Your employees' jobs are protected while they access the CCB.



**3.** You have top-up benefits over and above the CCB.



**4.** You have a flexible and supportive caregiver accommodation policy.



**5.** You promote Advance Care Planning (ACP) using resources and tools available at [advancecareplanning.ca](http://advancecareplanning.ca) or you have your own materials.

**APPLY NOW!**  
get your CCC designation

For more information visit:  
[chpca.ca/CCC](http://chpca.ca/CCC)

To apply:  
[chpca.ca/cccapplnow](http://chpca.ca/cccapplnow)

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