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With a family member who is gravely and terminally ill with a few months to live, what employee could stay focused on their job? Supporting caregivers is important for the employee, their loved one, family, friends, community, and for Canada in general...and it is *the most tangible way to demonstrate that you, as an employer, care.*

Here's the good news: organizations that do an exemplary job of providing that support can now become designated as a Canadian Compassionate Company.

Why should your organization be interested in becoming a Canadian Compassionate Company? Besides being the right thing to do, a proven compassionate company has an edge in attracting and retaining talent and instilling a sense of loyalty to the employer. Engaging your employees is very important to a company from a financial perspective. According to a 2015 Gallup article, companies that double the rate of engaged employees achieve, on average, 147% higher earnings per share than their competition.

Companies need to recognize that employees may occasionally require more time off from work than is strictly accommodated by their regular leave policies. The CHPCA's Champion's Council created the Canadian Compassionate Company program to recognize those corporations that have formal human resource policies in place to accommodate employees who may need to take time off work to care for a loved one.

We invite your organization to apply for this prestigious designation.



You can find the application online at chpca.ca/cccapplynow. If you are interested in applying, send the relevant portions of your Human Resources policy to CHPCA for evaluation. Qualified companies are then able to proudly display the logo as well as receive valuable awareness and educational programs and information from CHPCA that you may distribute to your employees. The CCC designation has a term of three years along with an administration fee upon approval and subsequent renewals.

Sincerely,

Russell Williams
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