



# Achieving the Highest Standard in Community Investment.

LBG CANADA CASE STUDY

## DEMONSTRATING THE BUSINESS VALUE OF A COMMUNITY PARTNERSHIP

***“Once we identified in concrete terms the value of the Petro-Canada Teddy Bear Toss, for both the business and the community, the internal support for this partnership increased exponentially.”***

Judy McVean, Former Senior Advisor, Community Partnerships  
Petro-Canada



### BACKGROUND

Petro-Canada is a long time supporter of the Calgary Teddy Bear Toss held in partnership with the Hitmen Hockey Club. During a December game, Calgary Hitmen fans throw teddy bears onto the ice after the first home team goal. The toys are gathered and donated to underprivileged children. Funds are also raised through the sale of teddy bears.

### THE CHALLENGE

The Teddy Bear Toss was in existence for 14 years and Petro-Canada viewed the initiative as a significant community partnership. The value of continuing the program was being examined by management due to the resources required and a strategic repositioning in community partnerships (CP). Petro-Canada’s CP team set about researching the bottom-line impact of this event.

Petro-Canada’s community partnership (CP) team was challenged to prove the value of the program in more concrete terms than what had previously been available. A strong business case was needed. Could Petro-Canada show that, beyond being a great community project, this was also a partnership that could build sales, guest loyalty, retail brand awareness and recognition?

### LBG CANADA SOLUTION

The LBG Canada Approach gave the CP team a framework to identify the critical questions they needed to answer to clearly demonstrate the value of the program. It allowed them to structure and organize information to get a clear view of the resources being invested, including cash, volunteer time and management costs.

More importantly, the CP team was able to clearly articulate the business benefits achieved through the program. They were able to articulate the ROI to the business and prove that the media coverage, customer, employee and executive engagement were well worth the investment. They were also able to show increased teddy bear sales.

### MAKING THE BUSINESS CASE

By using the LBG Canada Approach the CP team was able to present a convincing business case and garner full support from management to continue the Teddy Bear Toss. Moreover, the business benefits were so clearly evident that the retail business has considered expanding the program to other markets. This process helped the Petro-Canada’s CP team change what was perceived as a “feel-good” program into one that was clearly valued by the business.



### FAST FACTS

**Web site**

[www.petro-canada.ca](http://www.petro-canada.ca)

**Number of employees**

5,600

**Industry**

Oil & Gas

**Headquarters**

Calgary, Alberta

**Program**

Teddy Bear Toss

**Key Outputs:**

- A record of 26,919 bears tossed
- Over \$40,000 in cash raised for charities
- 130% increase in the bears sold at retail locations over the previous year
- Free print articles, one TV interview and numerous radio mentions
- 120 Petro-Canada employees and family members volunteered at the game
- Logo exposure on the LRT, Calgary Herald, Calgary Sun and Calgary Hitmen magazine
- New Petro-Point sign-ups a direct result of bear sales