



## Achieving the Highest Standard in Community Investment.

### LBG CANADA CASE STUDY

## STRENGTHENING STRATEGIC PARTNERSHIPS THROUGH SKILL DEVELOPMENT

***“Using the LBG Canada approach provided me with the skill to clearly identify and influence key components of this partnership. As a result, Enbridge’s ability to help the community partner reach their goals has been strengthened, and the benefits generated for the business have grown.”***

Lorna St. Thomas, Senior Advisor Community Partnerships & Investment  
Enbridge Inc.



Volunteers at the SCHF’s Gala in Blue Jeans event.

### BACKGROUND

A new member of Enbridge’s Community Partnerships & Investment (CPI) team needed to quickly get up to speed on the value of a range of key community partnerships.

This included Enbridge’s relationship with the Stollery Children’s Hospital Foundation (SCHF) in Edmonton. Every year, Enbridge underwrites the costs associated with the recruitment, retention and recognition of the Foundation’s “Miracle Worker” volunteers. As such, this partnership’s ability to generate benefits for the community is closely linked to Enbridge’s business goals regarding employee engagement.

### THE CHALLENGE

New to her role, the Senior Advisor needed a way to quickly identify the key components of this high-priority partnership. Once clearly identified, key project components could be planned and effectively managed throughout the 12-month cycle of the partnership. Without that clarity, it would be difficult to get engaged in the project planning and management details. The 12-month cycle was already underway.

### LBG CANADA SOLUTION

The LBG Canada approach provided Enbridge’s CPI Senior Advisor with a framework to articulate the desired community and business goals for the program. As she identified the specific goals for the community and business, project elements requiring her short, medium and long-term attention became clear. This enabled her to focus on the essential in order to ensure that the goals for the partnership were achieved.

The LBG Canada approach also highlighted the opportunity for Enbridge’s Senior Advisor to link the Stollery Children’s Hospital Foundation’s need to recruit volunteers to Enbridge’s internal goal of increasing employee engagement.

Making this link clearly illustrated the link between the goals shared by both partners. It also enabled greater focus on strategic outreach, which resulted in an increase in active Miracle Worker volunteers, from 1,540 to 2,725 in 2007.



### FAST FACTS

#### Web site

[www.enbridge.com](http://www.enbridge.com)

#### Number of employees

5,000+

#### Industry

Pipeline

#### Headquarters

Calgary, Alberta

#### Program

Stollery Children’s Hospital Foundation

#### Program Highlights

- 2,725 active Miracle Worker volunteers
- 1,185 new volunteers in 2007
- 12 exceptional SCHF volunteers were acknowledged through Enbridge’s gift of tickets to the Edmonton Symphony Orchestra

#### Company Profile:

Enbridge Inc. is a leader in energy transportation and distribution in North America and internationally. Enbridge operates, in Canada and the U.S., the world’s longest crude oil and liquids pipeline system.