

The Akran Foundation pools the charitable efforts and resources of Akran Marketing, Akran employees, customers, the Akran supply chain and of other donors to benefit local and international communities and meet the foundation's objectives. Akran provides grants, technical expertise, products and services through the Foundation to support a wide range of charitable initiatives in various sectors - from health, education and social services to arts and culture and the environment.

Our role is to provide leadership in bringing people together from all sectors to identify and address issues and opportunities. The Akran Foundation is known and respected as an independent resource for addressing social issues, and for the nature and scope of its philanthropy. We have earned the respect and support of communities by being innovative and flexible, and by maintaining the highest standards of ethics, excellence, efficiency and accountability in all our endeavours to make a difference.

### **How can we help you?**

- Direct Financial Donations.
- Akran's Employee Charity Matching Program, the company matches its employees' personal financial contribution to any eligible non-profit organization, allowing it to produce positive social results and support the causes that are most important to its staff.
- Akran's Promotional Product Gift Program donates imprinted promotional products at wholesale prices to non-profit organizations within the community and to charities aligned with its target causes. Under this program, all of its services are delivered either free or at cost and without profit. The promotional product gifts provided by Akran are often used as incentives for special charity fundraising events or as gifts at award ceremonies.
- Overstock Product Donation, Akran donates over stock items to eligible charities at no cost.
- Promotional Products Donations to charities for worthy causes.
- Service, Knowledge and Resource Transfer to help charities market their cause and raise capital to support it. We can help with charity gift cards, gift collections, auctions, awards, special events, challenges, drives and fundraising.

### **Why are we doing this?**

We at Akran Marketing, the main contributor to the Akran foundation, measure our success not by sales or profits, but rather by our contribution to making this world a better place for everyone, irrespective of borders, race, religion or culture.

We want to inspire other corporations and all Canadians, including new comers to Canada, to do all they can to help others and the environment. We live in a best country in the world and recognize our privilege and good fortune. It's something we should never forget. Our advantage brings with it a responsibility to future generations and to the less fortunate. We encourage everyone to participate in making the world a better place.

Remember: Life is to give, not to take.