

# BROKERS FOR GOOD MATCHING PROGRAM

Get ready to apply for matching dollars  
for the charities that matter most to you

## Make sure your submission meets our criteria



### Communities we serve

Waterloo region  
Greater Toronto area  
British Columbia  
Alberta



### Areas of focus

Poverty  
Equity  
Climate change



### Registered charity

The nominated Canadian charity must be a CRA Registered Charity.



### Matching your giving

We match up to \$10,000 of your community investment per year.



### Open call

We accept one application per brokerage or chapter per calendar year. We'll let you know when our application cycle is open in February and August each year.



### Management approval

Your management team has approved your submission



During the submission process, be prepared to provide the charity's CRA Charitable Registration number, the contact details of the charity, and why the charity matters to your brokerage.

## We do not fund

### Events

- Conferences
- Golf tournaments

### Campaigns

- Advertising
- Promotional
- Memorial
- Endowment

### Organizations

- Animal welfare
- Healthcare
- Political
- Private or corporate foundations
- Private (fee-based) elementary or secondary schools
- Trade associations
- Advocacy
- Chambers of commerce
- Professional

### Others

- Capital/building projects
- Individuals
- Organizations with values, purposes, policies or practices in conflict with our values
- Religious or sectarian programs or purposes (unless engaged in a significant project benefiting entire community)
- Sports and recreation teams (unless qualified donee)