



Dear Friends,

I am so excited to share the report on the world's first rating of social purpose companies. I co-authored this report with Corporate Knights, publisher of the Best 50 Canadian Corporate Citizens and 100 Most Sustainable Corporations in the World.

It was released today on the third anniversary of the founding of the [United Way Social Purpose Institute](#), which I helped launch in April 2019.

You can find out who the social purpose stars are here: [The Social Purpose Transition Pathway: Helping Companies Move from “Say” to “Do”](#).

And while you’re at it, here are two more social purpose landmark reports I wrote, published in the last few weeks:

[Propelling the Canadian Purpose Economy: A Framework for Action](#) – read this to learn about the Canadian purpose players and the playbook to mainstream social purpose in business.

[Promoting Purpose in Canadian Public Policy: Options for Governments in Canada to Accelerate Social Purpose in Business](#) – this report sets out the role local, provincial, and federal governments can play to help social purpose businesses start, transition, thrive and grow.

While these are challenging times, I hope you share my optimism about the role social purpose businesses can play to create a better world. Those businesses that truly commit to a societal purpose leverage all their assets, resources, relationships, competencies, influence, reach and scale to help society solve its problems. They rally and mobilize stakeholders to make things better, not just make better things.

Please read and share these materials with your networks so that we can accelerate progress towards a future where nine billion people can live well within nature’s limits. Let’s unleash the promise of spring.

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