



Social impact and philanthropic responsibility

Portrait of the Montreal
Technology Community

Key Insights

Tech organisations are aware of their responsibility to the community

Montréal's tech ecosystem has never been so thriving with investments booming¹ and employees in high demand. Entrepreneurs and employees of tech companies feel their current privilege as a responsibility to give back to the community where they live every day. This awareness of social responsibility is shared by 88% of companies in Québec².

“ We have the opportunity to take our privileges and make them work for others. ”



Hugo Larochelle
Google Brain

No company is too small to have an impact

If the true value does not need the test of time, the small size of a company does not keep it from having a positive social impact. Activities benefiting community organisations are popular with the 1300 startups in Montréal. They find an original and positive way to engage their team in projects that fight social exclusion and poverty.

“ The collective sum of all the organisations that make a small effort has much more impact than a few big players. ”



Nicholas Morel
Moov AI

Creativity is the best tool for success!

The social engagement of technology companies can be very creative. Philanthropic activities include volunteering with community organisations, as well as cash and in-kind donations. We have found that team or group activities are very successful when the funds raised are matched by the organisation.

“ You just have to find the cause that you are passionate about. For sure, everyone has a little injustice that they've experienced in their past that they want to fight for. ”



Sarah Corboliou
Unito

¹ Montreal venture capital: explosive 2020 saw \$1.15 billion in funding, MTL in tech, May 1st, 2021

² The social responsibilities of Quebec companies, Institut du Québec, October 21st, 2021

Philanthropic engagement

Corporate social responsibility (CSR) is the integration of social, economic and environmental concerns by companies in a manner consistent with the public's expectations. In this report, Techaide focuses on the philanthropic initiatives of the tech companies through their support of charities in the communities where they operate.

91% of technology companies organize philanthropic activities

Most popular philanthropic activities in 2021³



Volunteering
(35.6%)



Fundraising
(28.9%)



In-kind donations
(15.6%)

“A company is a member of a society so it must also be engaged with it.”



Louis Chaussé
Auxilio

³ Types of philanthropic initiatives that tech organisations have organized in the past 12 months.

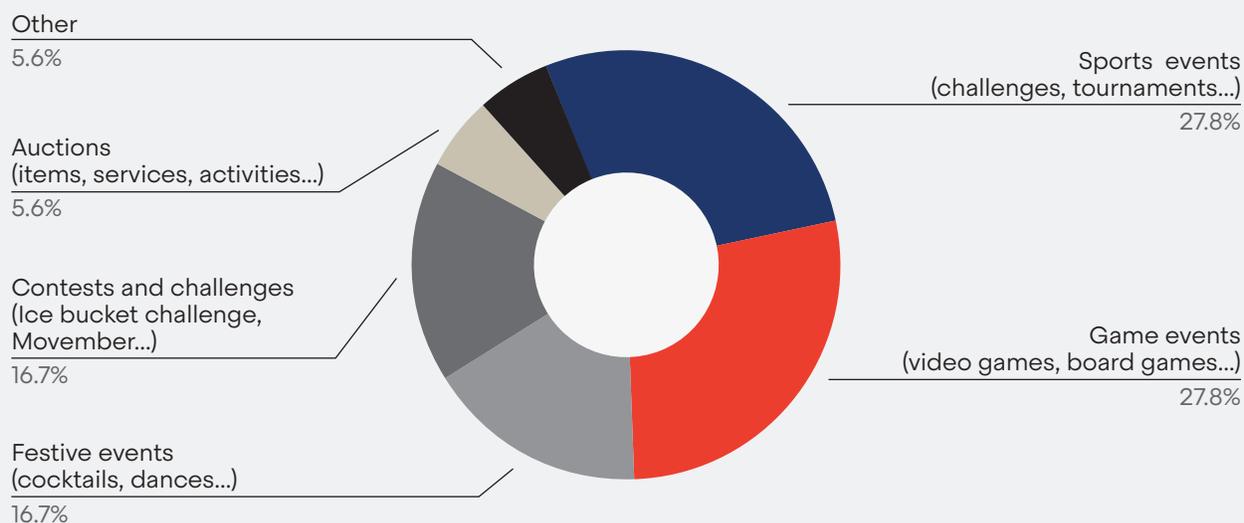
77% of tech companies have raised up to \$5,000 in 2021⁴

“Tech companies are often among the best capitalized, with employees in the most fortunate positions. It’s our duty to be involved in building our communities, and to “give back”.



François de Kerret
Simplyk

Most popular fundraising activities



⁴ Montant des dons récoltés par les organisations lors des 12 derniers mois: < \$1,000 (45%), \$1,000 < \$4,999 (32%), \$5,000 < \$9,999 (9%), > \$100,000 (14%)

76%

of organisations use gift matching to boost their fundraising

“People experiencing poverty and social exclusion have been hit hard by the health crisis. On the ground, the demand for services has reached new heights. I would like to highlight the initiative of the Montreal tech community. It is through this kind of unifying philanthropic action that community organizations can be supported in their daily work.”



Claude Pinard
President and General Director,
Centraide of Greater Montreal

Food (21.7%), toys (13%) and clothing (8.7%) are the most popular in-kind donations among Montréal tech organisations.

In 2021, Richard Cohene organised a Christmas toy drive for the fourth year in a row. He collected **25,000 toys** for children! He tells us that

“every time we do an act of kindness for someone else, we feel a wonderful feeling as human beings.”



Richard Cohene
Lightspeed

Benefits and Impacts

92%
of organisations plan
to develop more
philanthropic initiatives
in 2022

The main benefits of community engagement identified by the tech companies are building **brand awareness and reputation**, increasing **employee engagement and retention**, and helping to **recruit talent**.

77%
of respondents feel
that more should be
done for our community

The data collected shows that despite the general enthusiasm and commitment, few people are satisfied with the current level of engagement of the tech companies. Most feel that their community involvement should be stronger. On the positive side, everyone is motivated to do more in 2022.

Charitable activities are an amazing opportunity to spend quality time with your colleagues for something other than everyday work.

- Nicholas Morel, Moov AI

Idea Bank

The following initiatives of participating organisations can serve as inspiration to organise a volunteer project, event, or charity initiative:

Providing free services to a nonprofit

Health Challenge⁵

Boardgame night with teams⁶

Wine and Cheese evening

Team building fundraising activities

Food banks⁷

Toy Drives⁸

Sport Tournaments⁹

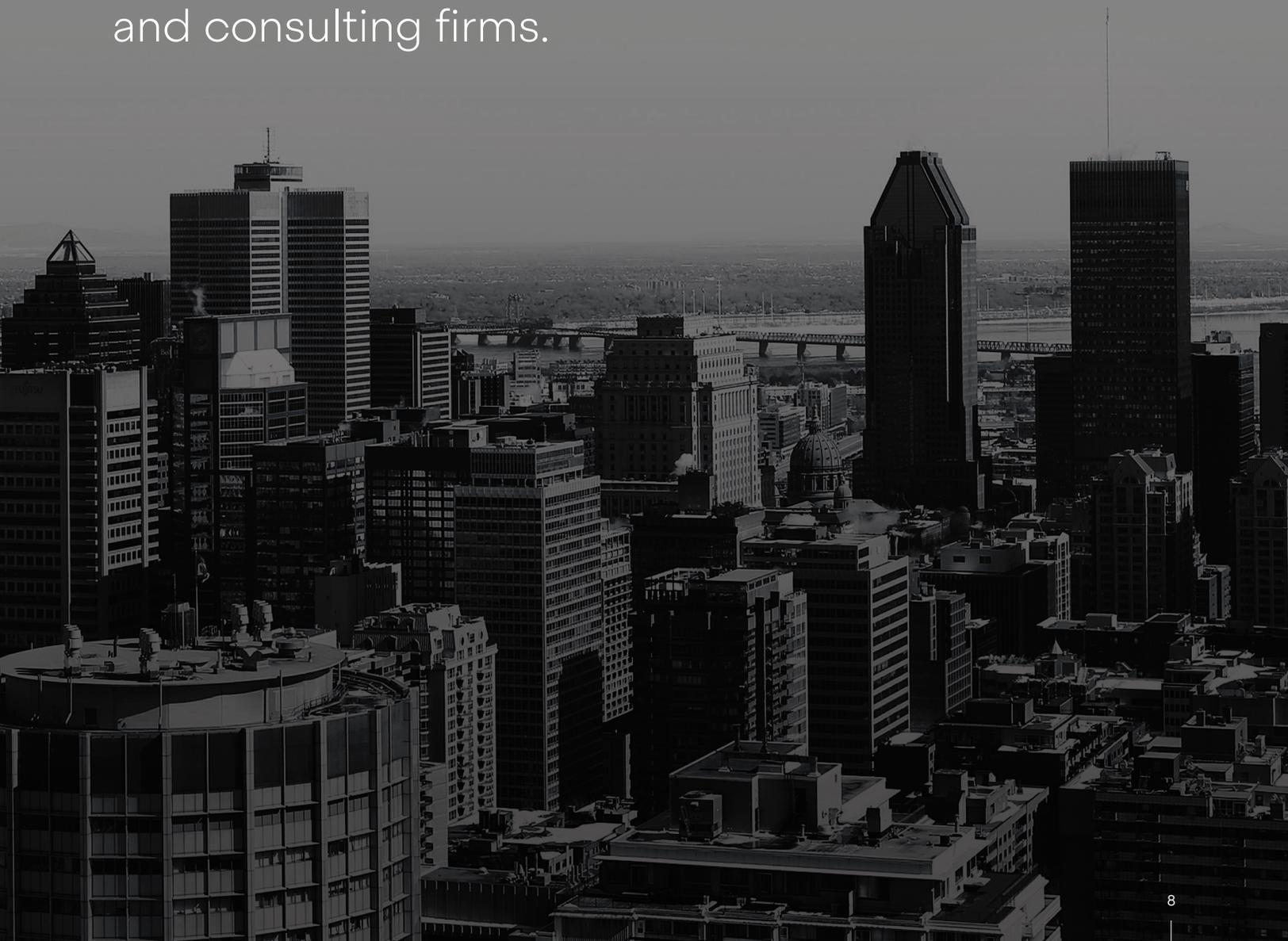
Staff time for volunteering hours during work hours

Group volunteering¹⁰

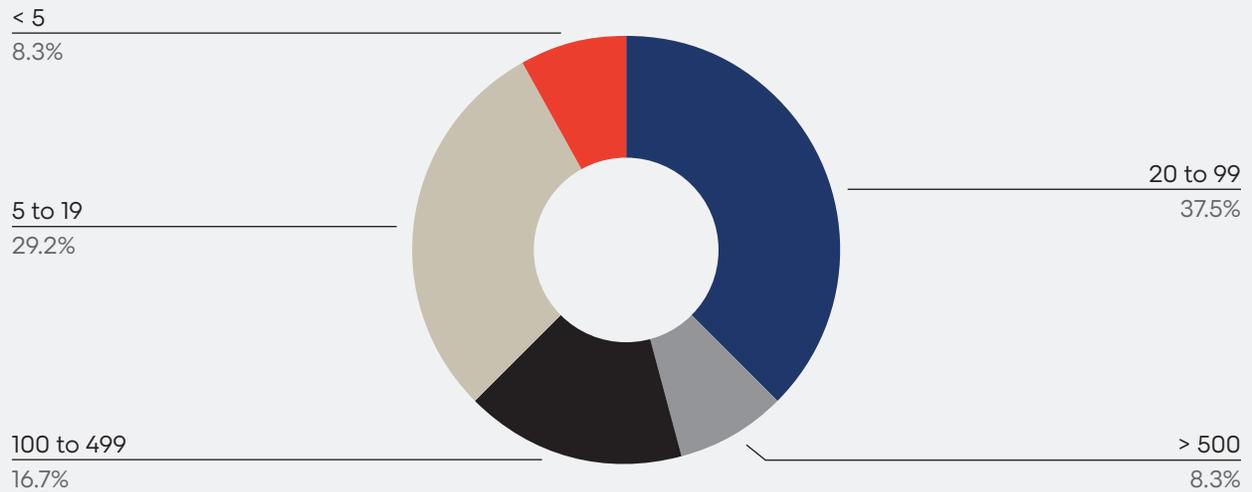
⁵ Anna Chif on the positive impact of employee engagement in a charity culture / ⁶ Game Night a Lightspeed / ⁷ Organize a food drive, Moisson Montreal / ⁸ ToyDrive et Toy Donation: Welcome! Want to Play? / ⁹ Techaide soccer tournament / ¹⁰ Try corporate volunteering, a stimulating collective activity!

Organisation Profile

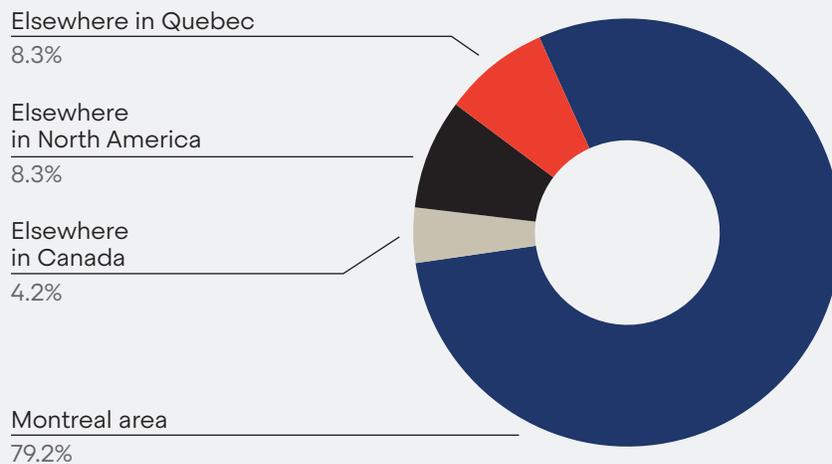
Whereas the survey was aimed at technology organisations in the broadest sense, the standard profile of the respondent is a company with less than 100 employees (75%) headquartered in the Montréal area (79%) and develops software (75%). The remaining respondents are from research institutes, multinationals, venture capital firms and consulting firms.



The number of employees of the participating companies



Location of the head office of the participating companies



Methodology

This report was prepared using the results of a survey and information obtained through interviews. Online data collection took place from December 1 to 31, 2021. Following a call for participation from Techaide's 3,260 contacts, 104 technology organisations in the Montréal area were contacted directly, of which 23.1% participated in the survey. The survey consisted of 27 questions divided into three parts: the structure and distribution of the organisations, the philanthropic involvement of each organisation, and the identified impacts and benefits. To enrich the results, six individual interviews were conducted via teleconference with participants who indicated their interest in the survey.

Approach

As part of its mission to fight social exclusion, poverty, and encourage a culture of generosity, Techaide sought to better understand the social impact of the tech community in Montréal. In December 2021, through a survey, Techaide obtained a wide variety of responses from members of the tech community.

These responses allowed us to get a clearer picture of the companies, startups and organisations that are part of the tech community. The data allows us to analyze their community engagement, measure the beneficial impact on the Montréal community, and identify best practices to inspire a new generation to become a force for good.

Through this report, Techaide wants to help identify the motivations behind this community engagement, while highlighting the inspiring work of members of our technology community in the fight against social exclusion and poverty. The goal is to help members of the tech community answer the question they often ask themselves: What initiatives should I engage in for the well-being of the Montréal community?

Mentions

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Special thanks to the Techaide ambassadors and partners who volunteered their time to participate in the interviews and share the survey, and to each individual who completed the survey.

Through unique and inclusive initiatives, Techaide aims to bring the technology community together around a common goal: give back. All funds raised by Techaide are invested across Centraide's extensive network of agencies that are on the frontlines of combating social issues.

Connect with the people who are shaping Montréal's tech ecosystem.
Bring your ideas. Help people in need.

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Get together. Give back.

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