



Our purpose is to positively **impact a Million lives**,
by helping businesses leverage the power of **philanthropy**.

We believe in putting the **Human ahead of the Hero**,
prioritizing **calm and contentment** over crisis and chaos.

While profit remains essential, our mission is to **leverage impactful giving**
and **improve systems and processes** to foster a culture of profound impact
and sustainable business strategies, **enhancing** the quality of life
for clients, employees, and communities.







SACRED LINE CONSULTING

FOLLOW THE SACRED LINE

“Return things in
better condition
than when they were
given to you.”

-My Dad



SACRED IMPACT™
ACADEMY

On your last day on this Earth, will you think most about...

How much money you made?

How much your car cost?

How big your home was?



Or will you consider...

How many hearts did you hug?



Whether you are planning for Growth or Succession?

How do you stay motivated?

How do you differentiate yourself?

What impact are you really making?



Motivation

Next level growth often demands a new motivator.

The fuel that propelled you to your current heights
isn't always potent enough to launch you to the next level.



Differentiation

What WE do



Why WE do
What we DO



Impact

Whoever sows sparingly
will also reap sparingly,
and whoever sows generously
will also reap generously.



The quote that changed my trajectory

Want to **feel great** about making \$1 Million a year?

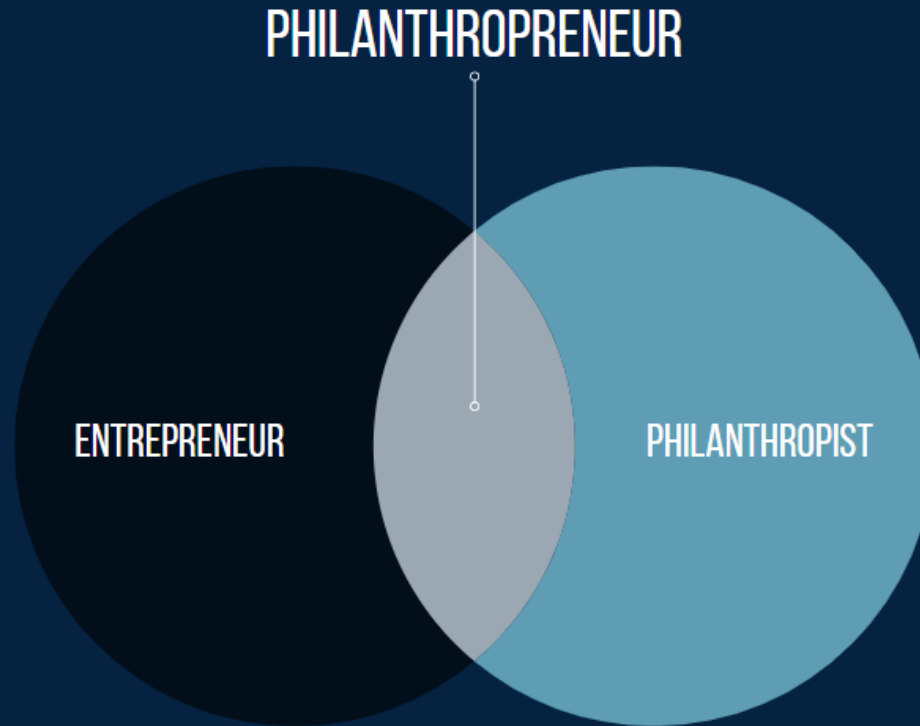
Make \$2 Million a year and **give away half**.

-Randy Molland

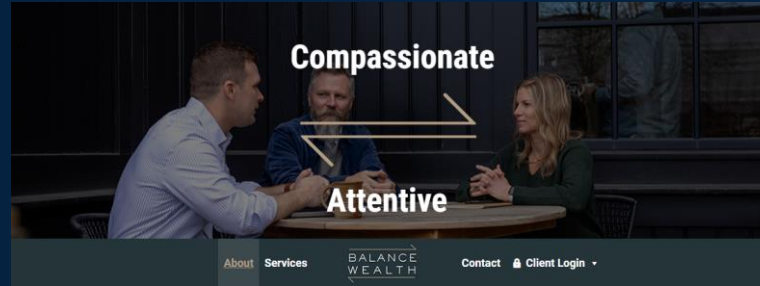
www.gobigtogivebig.com



What is the solution?



Social Proof



Nicola Wealth Gives Back

Nicola Wealth's Shareholders and employees have always been actively engaged in charitable projects both in their local communities and around the world. In 2010, a dedicated group of Nicola Wealth volunteers formed Nicola Wealth Gives Back: a charitable committee that supports and drives charitable initiatives within the firm.

We focus on helping advance social, economic, and health equity for people to live their best possible lives.



How do we do it?

Through creating a **profitable business** that incorporates **impact** as its purpose, **as your sales scale** in revenue, so does your **giving...** Allowing you to scale your **impact** and improve all aspects of your life.



Backing it up with numbers



Consumers Spend More On Brands They Believe In

When a company supports...

Have a more positive
that com...

Would be more
compa...

Would be more loyal to the
company (i.e., continue buying
the company's products/services)

Customers grow more loyal to
a brand when they believe in its
cause, which can increase lifetime
profits by as much as **85%**



87%

2013

2015

2017

Affluent Millennial	Millennial Mom
96%	95%
92%	91%
88%	90%



This doesn't just impact your clients



of employees who believe their company makes a strong positive impact on society plan to stay with their employer.



Is it okay to leverage impact?

Sharing about

Giving

is not a sales pitch

as long as it comes from a place
of Authenticity.



Who has a giving plan?

Is it on your [website](#)?

Do you [share](#) it with your clients?

Is it the [first](#) thing you share or show?



If it's not everywhere, it's nowhere...

THE CUSTOMER IMPACT JOURNEY



SOCIAL MEDIA

Clients will see you posting about your impact on social media and be intrigued by your message more than your product.

WEBSITE

They will then go to your website to validate that you are standing behind your message and learn about your service.

ENGAGEMENT

Engagement strategies like newsletters, client events, and personal notes should all have a tie back to your giving initiative to ensure that your giving initiatives stay front of mind.

PURCHASE

When a purchase is made, clients need to hear that their purchase made an impact. This helps to give them ownership in the impact journey.

CONTINUED IMPACT

Above and beyond the excellent service and product that you deliver, your continued efforts to tell your impact story are a soft way to maintain engagement with your client base.

RAVING FAN

You have now created a following of ideal clients who are proud to be working with you and will become raving fans recommending you to their inner circle.



The Roadmap



Business & Website Structure Model



<https://www.ontario.ca/page/ontario-business-registry>

QFrançais

 Menu

ServiceOntario

[Home](#) > [ServiceOntario](#) > [Business services](#)

Ontario Business Registry

The Ontario Business Registry (OBR) allows businesses and not-for-profit corporations to complete over 90 transactions online, including registering, incorporating, and updating their information.

Log in through My Ontario Account

On this page

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Welcome to the World of Charitable Giving!

[Create Your Charitable Fund HERE](#)

[Deposit to an Account HERE](#)

[The Veritas-500 List of Canada's Fastest Growing Charities](#)

Create Your Own Charitable Foundation

In four simple steps individuals, families, organizations and companies can set up their own Legacy of Giving.



SACRED IMPACT™
ACADEMY

Determine Your Impact Goal



Tell Your Story

Share what you believe.

Explain what you do.

Invite others to join you.



If it's not everywhere, it's nowhere...



Remember..
The bigger you go,
the bigger you can give,
and the more happiness you can share.



Advocis >





Help Cover Shipping to Uganda!



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