

[00:00]

On-screen: All IN 2021 partners
How did you benefit?

All IN partner
Leanne Nicolle
President & CEO,
Big Brothers Big Sisters of Toronto

Leanne: Through this partnership, we were able to launch a campaign that we would never have been able to get out into the market. Many, many Canadians put up their hands to donate and also to become a Big Brother Big Sister.

On Screen: +220% in donations
Big Brothers Big Sisters

+612% unique page views
Big Brothers Big Sisters of Canada

[00:15]

On-screen: All IN partner
Allison Sandmeyer-Graves
CEO,
Canadian Women & Sport

Allison: We've reached over 2 million Canadians with our message, which is unprecedented, unheard of in our 40 year history as an organization.

On-screen: +137% web traffic and views
+276% unique web visitors
Canadian Women & Sport

[00:23]

On-screen: All IN partner
Beckie Scott
Founder & CEO,
Spirit North

Beckie: and really allowed us to share our story, share our work and our impact, and in turn generate awareness and potential support for the organization.

On-screen: +32% brand familiarity
All IN partners

[00:33]

On-screen: All IN partner
Marie-Mireille Kamukuny
Development Officer, Marketing
Friends of Ruby

Marie-Mireille: With the Rogers All IN program, we're also able to grow new donors and new supporters that really helped build the foundation for our pride campaign.

On-screen: +800% in donations
Friends of Ruby

+409% in reach
Blacbiblio.com

[00:41]

On-screen: All IN partner
Dr. Dorothy Williams
President & Founder,
blacbiblio.com

Dr. Williams: They understood the importance of the message that Blacbiblio had been creating to share with the rest of the country. And Rogers is a great vehicle to do that.

On-screen: All IN
Apply now
allinforequity.ca
Rogers Sports & Media