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Recognized as one of Alberta's 50 Top Employers, First Calgary Financial is the province's second largest credit union with over \$2.5 billion in assets under administration.

In August of 2010, Cause&Effect was contracted to assist First Calgary's corporate citizenship team by facilitating a strategic planning session, followed by a first-draft corporate citizenship plan and road map designed to accompany the organization's annual business plan. Independent commentary also provided the management team with recommendations and success factors that could be considered as they embark on a revitalized approach to corporate social responsibility.