

STATEMENT OF PRIVACY, DISCLOSURE AND INFORMED CONSENT FOR PARTICIPANTS IN SOCIAL RESEARCH

**PROJECT TITLE: Small and Medium Enterprises: Current Attitudes and Practices
 in Community Investment**

You have been invited to participate in a research study sponsored by the SME Calgary Coalition* and conducted by Key Concepts Ltd. of Calgary. As a participant in this work, you are entitled to know what the project is about and how your information will be used. You are also entitled to know how you may be identified, and what your privacy rights and protections are. You may also have choices in these matters.

***SME Calgary Coalition members:**

Assn. of Fundraising Professionals (Calgary Chapter)
BorrowMe Inc.
Calgary Chamber of Commerce
Calgary Chamber of Voluntary Organizations
Calgary Foundation

CSR Strategies
E Strategies International
First Calgary Financial
Imagine Canada

Life Bank
Touchworks Communications
United Way of Calgary and Area
U. of Calgary Haskayne School of Business
Volunteer Calgary

DESCRIPTION OF THE WORK:

The SME Calgary Coalition would like to gain an understanding of the attitudes of small and medium-sized enterprises (SMEs) in Calgary about topics relating to community investment, community involvement, and corporate social responsibility. The SME Calgary Coalition is also interested in learning what kind of activities local SMEs engage in.

The SME Calgary Coalition has contracted Key Concepts Ltd. to research these questions as follows:

- To review the literature to establish what has been researched on the subject elsewhere;
- To conduct interviews with 30 to 40 SMEs in Calgary;
- Out of those interviews, to identify 6 to 8 for development as case studies for possible private publication by the SME Calgary Coalition and/or for use in workshops aimed at helping other SMEs develop their community involvement programs.
- On the basis of the information gained through the interviews, **develop a survey to be administered to a random sample of small and medium-sized companies in Calgary.**

YOUR PARTICIPATION

Your company's name was randomly selected by Key Concepts Ltd. from a database of Calgary businesses, and we sent you a letter requesting your participation in the survey research portion of this project. Your participation is voluntary, and you will receive no payment or other

valuable consideration in exchange for your participation or for any information you may freely give.

No one from the SME Calgary Coalition will know you have participated, nor will anyone else know, unless you choose to speak to others about this project and your invitation to participate. You are free to do so as long as you are not concerned about the confidentiality of your participation.

We do want to assure you, however, that no one, not even Key Concepts Ltd., will be able to identify anyone personally or by company affiliation who actually participates in the survey. We will not be able to connect you or your company with any response on the survey.

Key Concepts Ltd. follows standard research industry practices in maintaining primary source documents (such as the survey data files) in its own offices and no other for a period of two years, at which time tapes, notes, and data files are securely destroyed or shredded.

HOW THE INFORMATION WILL BE USED

The survey results will be presented in a final report to the members of the SME Calgary Coalition, along with the results from the other phases of this research. The SME Calgary Coalition members intend to use the report and its recommendations to inform their own decision-making and programming. The SME Calgary Coalition may also produce the report or portions of it as products to be shared or sold, at its sole discretion. Other publishable papers or articles may be developed out of the base research report. You will not receive separate notification if the SME Calgary Coalition proceeds with these projects.

This research is expressly NOT being conducted in order to identify targets for future solicitations by any of the SME Calgary Coalition members or their own member agencies, as the case may be. Any future contact from these organizations or any other agency that may occur will be purely coincidental, and will NOT come as a result of this research or your participation in it.

INFORMED CONSENT

To the best of our ability, Key Concepts Ltd. is conducting this research on behalf of the SME Calgary Coalition in the spirit of informed consent, and with the best of intentions in this regard. Your participation in this research means you believe you understand the project itself, your participation in it, and the uses to which the information obtained will be used, including your rights and choices, to your own satisfaction. You are always welcome to contact Key Concepts Ltd. at 225-2203 at any time if you have questions about this project or the information it produces. Elaine Dixson is company president and project manager for this project.

THANK YOU

Key Concepts Ltd. and the SME Calgary Coalition sincerely thank you for your participation in this project.