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Recruiting company donating 25 cents for every hour worked to SEDI

TORONTO - Head2Head, a Canadian recruiting services company, is kicking off their 'H2H Gives Back' program with the Every Hour Counts initiative: They will donate 25 cents for every hour worked by their contractors in March to Social and Enterprise Development Innovations (SEDI).

"We believe that business success starts with successful communities, and it goes beyond just writing a cheque once a year," explains Paul Dodd, President and co-founder of Head2Head. "The H2H Gives Back program is our way of demonstrating to our employees, clients, and consultants that the private sector can make a real difference."

Of course, it's one thing to raise money, but another to spend those funds where they will have the most impact. Which is why Head2Head chose to partner with SEDI.

"Choosing SEDI as a partner was an easy decision for us," says Dodd, 45. "They have a very entrepreneurial approach, which is a good fit for us as a young, fast-growing company. And their commitment to helping disadvantaged groups enter or re-enter the workforce - and giving them the tools to make the most of their earnings - also makes sense, because our business is all about connecting people with jobs."

SEDI is enthusiastic about the program - but was a little surprised at first. "Corporate donations have always been a key part of our fundraising," says Casey Cosgrove, a Director at SEDI. "But this is one of the most innovative approaches we've ever seen, because it involves the entire organization - which is exciting because it raises awareness across the board."

Dodd anticipates that the Every Hour Counts initiative will raise about \$5000 for SEDI in March, but is quick to stress that this is just the beginning of what he hopes will be a long-term partnership. "SEDI is the kind of organization that inspires people, and Head2Head is no exception," he says. "So we're already thinking about other innovative ways we can help raise both money and awareness on an ongoing basis."

Cosgrove, for one, is looking forward to Head2Head's next creative idea. "This is a great example of entrepreneurial business thinking being applied in a way that benefits everyone," he says.

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