MNP

Communities Forward

Annual Report

For the MNP Fiscal Year 2024

View Report

Annual Report

MNP

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CEO MESSAGE

Our commitment to local impact

At MNP, we have always believed that success is about more than just the bottom line. Making a positive impact in our communities has long been central to our values. Our 2024 Communities Forward report is the latest chapter in the story of how we continue to invest time and resources into the causes that matter most to our communities.

MNP Communities Forward

Jason Tuffs, CPA, CA
Chairman of the Board and Chief Executive Officer

We often talk about being a national firm that is regional in focus. That extends to our Communities Forward approach, with local team members focused on identifying the causes that are most important to their region. We know that when we engage with local priorities, we discover more ways to help strengthen our communities and bring our own team closer together. From coast to coast, our team is proud to work with many different organizations, making meaningful contributions to the towns and cities in which we live and work.

While I was reading this year's report, I saw a common theme emerge in the stories: Taking one small step creates momentum for greater future impact.

For example, team members from our Edmonton office spent a day volunteering at a local food bank. After learning more about the challenges facing their community, the Edmonton partner group stepped up to champion a larger fundraising effort.

Another example comes on the east coast. In Nova Scotia, our teams found ways to support community members impacted by wildfires. That initial effort has now evolved into supporting a range of initiatives that help people experiencing homelessness.

The stories in this year's report are a testament to the power of collective action and the profound impact that even the smallest steps can have. As we look to the future, we remain committed to making a difference. Together, we will continue to champion the causes that matter most to our communities.

Sincerely,

Jason Tuffs, CPA, CA
Chairman of the Board and Chief Executive Officer

By the Numbers

Measuring our commitment to Communities Forward in fiscal 2024

Donations

Value of financial donations and in-kind services by MNP and MNP Partners in calendar year 2023

$27,600,000

Giving back

66 hrs

Average volunteer hours per MNP Partner

based on responses received

Environmental Sustainability

Sustainable business practices at MNP include composting, recycling, waste reduction, and building operations that meet efficiency standards in sustainability

16,414+

Pounds of electronic waste diverted from landfill through repurposing and recycling

Source: Quantum Lifecycle - MNP - June 2023 - May 2024

Diversity, Equity & Inclusion

250+

DE&I grassroots initiatives in Fiscal 24

FRAMEWORK

Communities Forward Vision

MNP has a proud six-decade history of investing in our communities, whether they are defined by people, places, or causes. We contribute to vibrant, thriving, and sustainable communities everywhere we operate.

Communities Forward is our approach to social responsibility, sustainability, diversity, equity, and inclusion. Through Communities Forward, we have established a set of principles and pillars that support building strong communities for the future. These tenets, outlined below, guide us in building on our existing local traditions, developing and executing on firmwide initiatives, and ensuring all our efforts are as cohesive and outcome-oriented as possible.

MNP Communities Forward

Social Responsibility Pillars

Community involvement

Focused charitable giving

Team engagement

Learn More

Environmental Sustainability Pillars

Buildings

Responsible sourcing

Operations

Learn More

Diversity, Equity & Inclusion

Our journey

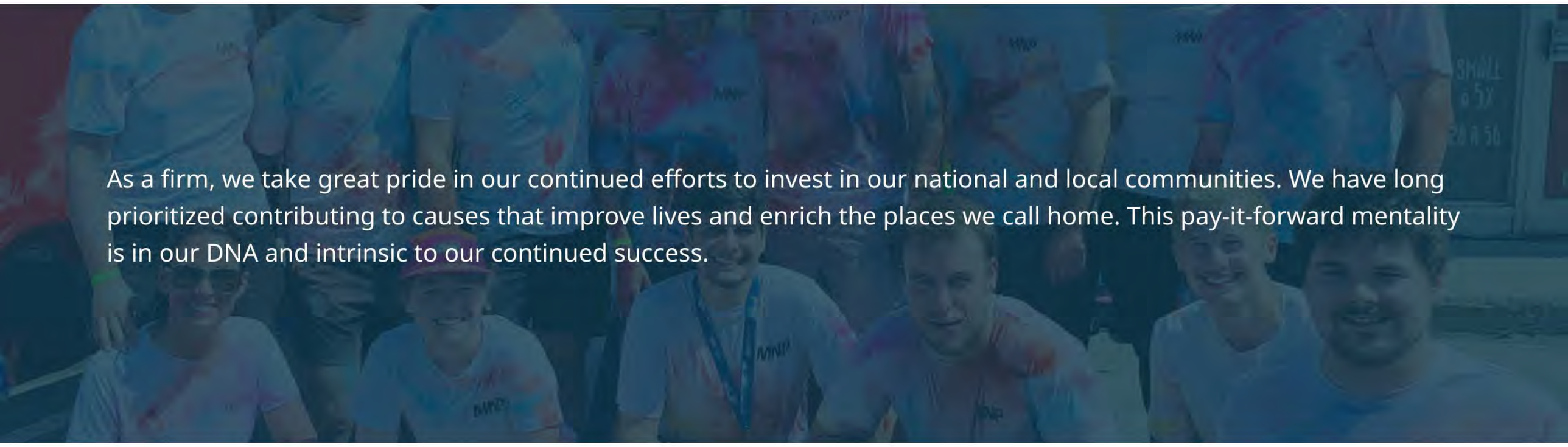
Our values

Our culture

Learn More

VISION FRAMEWORK

Social Responsibility



As a firm, we take great pride in our continued efforts to invest in our national and local communities. We have long prioritized contributing to causes that improve lives and enrich the places we call home. This pay-it-forward mentality is in our DNA and intrinsic to our continued success.

Communities Forward initiatives demonstrate MNP's commitment to causes that matter collectively to our firm and individually to each team member. By focusing on the three foundational pillars described below, the program provides more clarity and ensures every investment we make is as comprehensive, cohesive, and outcome-oriented as possible.

Community investment

Local community investment initiatives are fundamental to our story. Communities Forward guides regional leaders' ability to plan, identify, and act on local giving opportunities.

We offer resources, support, and the structure to better enable our local offices to make a difference to the objectives of the organizations that matter most to the communities where our team members live, work, and play.

Focused charitable giving

Entrepreneurship is a core value that has been instrumental to MNP's continued success.

Our national giving efforts help to shape, influence, and support the growth of the next generation of Canadian entrepreneurs, business disruptors, and innovators by supporting education and mentorship initiatives.

By targeting young business leaders aged 16-30, we provide a platform to change the lives of young entrepreneurs and their communities.

Team engagement

Communities Forward continues our long tradition of team members giving back to the charities and organizations within their communities.

We understand that our team members all have causes that are dear to them, often for deeply personal reasons.

We also know that honouring those causes is instrumental to living a balanced lifestyle.

We encourage and support these efforts with time-off, flexible work schedules, and team events that are important to each region.

SPOTLIGHT

Helping address food insecurity in our communities

Food insecurity is a pressing issue in Alberta, with more than 20% of Albertans struggling to put food on the table. This is the highest rate among all Canadian provinces. In March 2022 alone, 156,690 Albertans accessed food banks, marking a 34% increase from the previous year.

Supporting charitable organizations that significantly contribute to the enrichment of the local community is a top priority for MNP's Edmonton team. Given the food insecurity challenges, Edmonton's Food Bank — a local non-profit that provides food for over 34,000 people each month — made obvious sense to partner with. Through the collective efforts of volunteers and financial contributions, the Food Bank ensures equitable access to a nutritious food supply for community members in need.

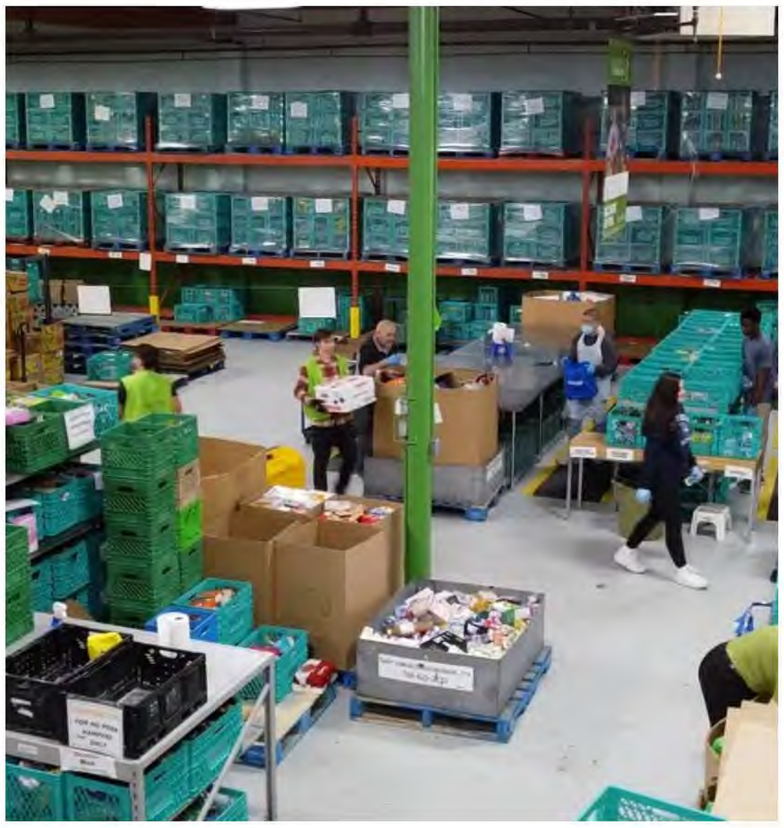
In November 2023, a group of 18 MNP Edmonton region team members generously volunteered their time, dedicating a total of 54 hours to sorting and packing hampers. During this experience, Regional Managing Partner, Dustin Sundby, saw firsthand the increased need for the vital services the food bank provides.

"Learning about the food challenges in our community was very impactful," Sundby says. "Many of us are aware of the problems, but we don't understand the true depths of the issue and Edmonton's Food Bank team really opened my eyes."

Inspired by his experience, he shared his story with the partner group in the Edmonton region, and they rose to the occasion.

In late November, the team raised over $50,000 for food banks in the region. The contributions from the region have helped Edmonton's Food Bank continue its mission of providing essential food supplies to those in need. This support is crucial, especially in light of the increasing demand for food assistance in Alberta.

By volunteering their time and resources, the MNP Edmonton region team has made a significant difference in the lives of many community members, ensuring that they have access to the nutritious food they need to thrive.



SPOTLIGHT

Skiing to raise support for families battling cancer

Social responsibility is a pillar of our Communities Forward strategy. A core component of our approach is empowering our regional teams to support the organizations that matter most in their community.

In Quebec, five offices came together to participate in unique ways to support Leucan. For 45 years, Leucan has been a beacon of hope and support for children with cancer and their families.

Leucan, founded in 1978, supports children with cancer and their families across Quebec. With its head office in Montreal and nine regional offices, Leucan provides a wide range of services, including emotional support, massage therapy, recreational activities, school programs, and summer camps. The organization also invests in childhood cancer research and offers financial assistance to families. Leucan's impact is profound, with 82 percent of children diagnosed with cancer today able to survive and grow, thanks to advancements in clinical research.

In 2006, Leucan started the Leucan Ski Challenge, which now takes place at multiple ski resorts throughout Quebec. The challenge requires teams to raise money and complete a challenging number of runs in a day. Each ski hill has different rules.

Nine team members from our Granby and Cowansville offices took on the course at Ski Bromont. At this challenge, they were required to finish a total of 72 runs. With nearly 700 people in attendance, the event was a heartwarming display of solidarity for children.

For the second consecutive year, MNP's Mauricie and Drummondville teams joined the challenge at Vallée du Parc. Teams were tasked with completing one ski descent per hour. Beyond the fundraising and racing, team members also set up an MNP booth where kids and adults could pick up colouring books and lip balms.

"Participating in the Ski Leucan Challenge is one of the highlights of winter for me," says Charles-André Boudreau, MNP Manager, Québec-Centre. "It's a great opportunity to give back to an important cause, bond with other team members that I might not know that well, and challenge myself with a full day on the hill."

In another heartening effort, our Sherbrooke office participated in Tim Hortons' Smile Cookie campaign. This fun half-day event involved decorating Smile Cookies and preparing boxes for delivery throughout the region by Leucan employees.

"Leucan means a lot to our community. We're proud that we're able to partner with this important organization and make a meaningful, local impact, while having some fun along the way," explains François Doucet, MNP Partner, Québec-Centre.

Since 2011, over $1.4 million has been donated to Leucan through this Ski Challenge campaign, funding numerous services tailored to the needs of families, including social and recreational activities that aim to ease the feelings of isolation that can come with cancer treatments.

These stories highlight the unwavering commitment of Leucan and MNP's focus on investing in meaningful community initiatives.

VISION FRAMEWORK

Environmental Sustainability

As a firm, we know that many of our decisions have an impact on the environment. We understand the environmental consequences of operating a national business and we are committed to taking meaningful steps to reduce our environmental footprint wherever possible.

Sustainable business practices have been a priority at MNP for many years. We have longstanding firmwide commitments to composting, recycling, waste reduction, and to building and leasing buildings that meet efficiency standards in commercial and residential sustainability.

Like many organizations, we're reflecting on the carbon intensity of our business and ways to make reducing our greenhouse gas (GHG) activity part of our regular operational expectations.

As we review our ongoing impact, MNP uses the three pillars of our sustainability framework (described below) to adjust our operations as needed and inform and influence a sustainable future for all our communities.

Buildings

MNP is committed to reducing our footprint per person and improving our environmental approach to construction methods.

Where possible, we build and lease our premises to meet efficiency standards in commercial and residential sustainability. As we re-engineer spaces, we reuse the same components to reduce or eliminate material waste.

For hardware procurement, we work with global organizations that have a strong reputation for sustainability.

Responsible sourcing

MNP recognizes the importance of having strong suppliers with high ethical standards and distinguished reputations.

We are implementing a procurement process to centralize all firmwide purchases and ensure that all purchasing decisions are environmentally responsible.

Where possible, we will purchase in a manner that supports Canadian and local suppliers. Local purchases support relationships in our communities and typically result in reduced environmental impacts due to less shipping and packaging.

Operations

MNP is committed to sustainable business practices in the ways we operate and the premises we occupy. We continuously look for ways to reuse, recycle, and reduce our environmental impact through initiatives such as:

- Paperless transactions
- Office waste reduction and redirection
- Technology recycling
- Telecommuting
- Flexible workspaces
- Building energy management

SPOTLIGHT

Managing our environmental impact

With more than 130 offices from coast to coast, our real estate footprint represents one of the largest environmental impacts we have because of factors like energy consumption, water usage, and in-office waste.

In recent years, we've focused on improving our environmental impact primarily by reducing our footprint, using square footage per full-time team member as a key metric.

Since fiscal year 2016, we've reduced our square footage per full-time team member by 24 percent. This represents a significant reduction in environmental footprint. Two strategies were key to our achievement.

Hotelling and flexible work creates new opportunities

Flexible working arrangements became more widespread at MNP following the COVID-19 pandemic, leading to significant changes in office space requirements. With many team members splitting their time between the office and home, some regional offices no longer needed the same amount of space. This shift allowed us to reassess and optimize our real estate footprint, leading to more efficient use of resources.

Overall, the increased adoption of flexible working arrangements not only transformed how MNP utilized office space, but also contributed to a more sustainable and environmentally-friendly workplace.

Using efficiency standards to support decision-making

When possible, we build and lease our premises to meet efficiency standards in commercial sustainability. Environmental certifications help standardize and measure environmental performance, making it easier to assess and compare the sustainability of different office buildings.

As our firm needs evolve our office footprint will change – but our commitment to environmentally-friendly spaces remains a consistent value.

VISION FRAMEWORK

Diversity, Equity & Inclusion

MNP is a proudly homegrown Canadian firm. Our commitment to diversity, equity, and inclusion spans our entire organization and is woven into our values, culture, and business strategy. We have watched and helped our nation grow and mature — inviting people from all backgrounds to pursue their dreams and create a fulfilling career.

Our approach to diversity, equity, and inclusion is guided by our journey, our values, and our culture. This framework empowers our team members by providing a meaningful and respectful environment for all clients, co-workers, and the community.

As a homegrown firm, our journey has extended to the smallest rural communities and the largest metropolitan centres. Every region we serve and every person we connect with offers valuable perspectives, insights, wisdom, and values that make our business stronger.

With offices from coast to coast, our team members are as diverse as the communities where we live and work. We have made it our business to welcome all who reflect the fabric of our strong cultural mosaic.

Each team member contributes unique gifts and points of view which ensure our clients feel understood, embraced, and represented in the work we facilitate. Diversity, equity, and inclusion are written into our values and help to make MNP as strong and vibrant as the nation we call home.

Our Journey

We believe bringing together people with unique perspectives from diverse backgrounds creates a collaborative, innovative, and diverse workplace that inspires team members to perform at their highest level.

We understand there is no single path toward an inclusive workplace, nor is there a clear destination. The social and cultural makeup of our national and local communities is constantly changing. With new people come new points of view, opportunities to do things differently, and the chance to embrace our differences to develop our business and each other.

Our Values

Regardless of who we are, where we're from, or what we believe, everyone at MNP shares one thing in common: We are an organization of deeply held convictions and uncompromising values — from executive leadership to all team members. These foundational tenets are transcendent and instrumental to our firm's success.

Everyone at MNP is committed to conducting themselves with humility and respect, delivering quality client service, and acting with integrity. Equally, everyone at MNP values diversity. That's non-negotiable. It's embedded in the fabric of who we are.

Our Culture

At MNP, we employ a focus of seeking and finding the right person for every role — actively pursuing team members and clients who represent different ages, cultures, religions, ethnicities, genders, sexual orientations, and lifestyles. And then amplifying the strengths these differences naturally yield to reinforce the core structure of our business.

That doesn't mean merely acknowledging the qualities that make people unique. It means celebrating them, too. By surrounding everyone with an atmosphere of empathy and respect, we empower our team members to contribute the best of their whole selves every day — not just in work but in life.

SPOTLIGHT

Responding to the needs of our communities

Being a strong community partner means stepping up in times of crisis. Over the last year, some of our communities have been significantly impacted by unprecedented and devastating wildfires. People were forced to abandon their homes and businesses, properties were damaged or destroyed, and lives were turned upside down.

In response, our local teams stepped up to help in any way they could.

Nova Scotia rallies to support impacted community members

In 2023, the Halifax/Dartmouth region faced a series of daunting challenges. A devastating wildfire, spanning over 950 hectares, ravaged the area, destroying more than 150 homes. This disaster struck amidst an ongoing housing crisis, exacerbating the difficulties of many residents. However, in the face of adversity, the community showed a spirit of resilience and generosity.

The MNP team in Halifax/Dartmouth quickly mobilized to support those affected by the wildfire. They launched a matching fundraising campaign and organized donations through the United Way, aiming to assist both the victims and the front-line workers tirelessly battling the blaze.

“When disaster struck, our team did not hesitate to step up and provide support for whatever our community needed,” says Robert Dean, MNP's Regional Managing Partner for Atlantic Canada.

The impact was substantial. The United Way Fire Recovery Campaign saw contributions from MNP and its team members totalling over $10,000 in financial and supply donations within just three weeks.

Building on momentum

Our team's efforts went beyond the immediate recovery effort and inspired a renewed focus on community support. After seeing the impact of their work, the team created a holiday season fundraising initiative to support people experiencing homelessness during the cold winter months.

In December 2023, the MNP team organized a Winter Survival Support drive, raising more than $5,000 in financial and supply donations in just one week. This initiative provided crucial support to those without adequate shelter or resources.

The spirit of giving extended well into the winter months. The team hosted a food bank donation drive, ensuring that local food banks were well-stocked to support families in need. Additionally, a team member participated in the Coldest Night of the Year event, raising funds for a youth drop-in space that serves unhoused youth. This participation not only raised much-needed funds, but also brought awareness to the challenges faced by vulnerable youth in the community.

"Finding ways to give back to our community has created a new momentum. These efforts are bringing our team closer together and making a meaningful impact in the region," added Dean.

Supporting the Thompson-Okanagan region during the B.C. wildfires

In 2023, the Thompson-Okanagan Valley region in British Columbia endured one of its most destructive fire seasons on record. Over two intense months, thousands of residents, including MNP team members, were evacuated, and nearly 190 properties were damaged. Amidst this crisis, the MNP team stepped up to support their community.

Our regional partner foundation made a $41,000 donation to the Central Okanagan Food Bank and initiated fundraising efforts. The food bank played a crucial role in wildfire relief, distributing over 600 food hampers daily to evacuees throughout the impacted areas. These hampers provided essential items, ensuring that displaced families had access to nutritious food and necessities.

“It’s difficult to witness and experience the damage that wildfires bring to our community, but our local team of partners recognizes that we have a responsibility to step up in times of need,” says Jennifer Hollis, MNP's Regional Managing Partner, Thompson-Okanagan. MNP Kelowna’s involvement extended beyond financial contributions. Many team members volunteered at the food bank, helping to pack and distribute hampers. Team members organized donation drives to get supplies to those in need, especially supporting more vulnerable groups like young mothers.

In times of crisis, doctors and nurses often work long hours. To provide some relief, our Professionals team visited the local hospital and brought coffees for the hospital staff who had been working around the clock.

“I’m inspired by the unique ways our team comes together to support our community in times of crisis, and we’ll continue to play an active role in our community, whatever comes next,” Hollis says.

The collective hands-on approach demonstrated MNP’s deep commitment to community.

SPOTLIGHT

Working Together

While we are proud of the progress we've made in nurturing a diverse and inclusive workplace over the past six decades, we also acknowledge it is a journey.

Understanding where we are today is integral to our success as a top employer across Canada and in creating an environment where everyone feels respected, embraced, and supported.

As part of our commitment to constantly evolve and improve, we have aligned ourselves with several diverse Canadian organizations (listed below). Our association with these groups helps to expand our thinking and provides the opportunity to refine our approaches. We thank them for their contributions to MNP and all of our communities.

Canadian Council for Indigenous Business PAIR Certification

MNP is proud to hold a Bronze level certification within the Partnership Accreditation in Indigenous Relations (PAIR) program. PAIR-certified companies are good business partners, great places to work, and committed to prosperity in Indigenous communities.

Canadian Armed Forces Reservists

We are proud to be recognized as a certified supporter of the Canadian Forces Liaison Council's initiative, With Glowing Hearts.

Canadian Museum of Human Rights (CMHR)

We are one of the original financial donors of the world's first museum dedicated to human rights. The CMHR is centered around the idea that respect and understanding of human rights serves as a positive force for change in the world. Our donation supports the museum's exciting public programming, educational opportunities, and new exhibitions.

CEO Pledge to Close the Digital Divide

MNP is proud to join the CEO Pledge to Close the Digital Divide. By donating MNP's used computers, we support digital inclusion by providing access to technology for young Canadians, protect the environment by reusing equipment, and remove barriers to gaining important digital skills that support youth employment.

Evenbreak

MNP collaborates with Evenbreak, an international organization run by and for disabled people. Evenbreak connects people with disabilities to inclusive employers. MNP is committed to providing accessibility and employment for people with disabilities in a manner that respects dignity, independence, integration, and equal opportunity. We encourage people with disabilities to apply!

Respect Group

We are pleased to collaborate with Respect Group to make the Respect in the Workplace program available to all MNP team members through our onboarding programs and MNP University.

Pride at Work

MNP collaborates with Pride at Work, an organization committed to sharing best practices and provoking thought on issues facing 2SLGBTQIA+ Canadians in the workplace. Through dialogue, education, and thought leadership, Pride at Work Canada empowers employers to build workplaces that celebrate all employees regardless of gender expression, gender identity, and sexual orientation. At MNP, we believe that each team member contributes unique gifts and by amplifying their potential we make our business stronger.

The Scotiabank Women Initiative

We are a proud partner of The Scotiabank Women Initiative™, a comprehensive program that helps advance women-owned and women-led businesses through three pillars: access to capital, mentorship, and education.

Women Get on Board

We are a member of Women Get on Board, a community of engaged leaders committed to advancing women in the boardroom.

About MNP

National in scope and local in focus, MNP is one of Canada's leading professional services firms — proudly serving individuals, businesses, and organizations since 1958.

Through the development of strong relationships, we provide client-focused accounting, consulting, tax, and digital services. Our clients benefit from personalized strategies with a local perspective to fuel success wherever business takes them.