



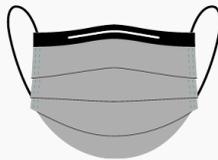
TRUCKING INDUSTRY IN CANADA: FURTHER IMPACTS OF COVID-19

The Canadian trucking industry has been facing significant labour shortages in recent years (according to data from February 2020, it was to the tune of 20,000 jobs). With the ongoing COVID-19 pandemic, it is projected that those figures will more than double by 2024. Finding ways to deal with this staffing challenge requires creative solutions.



Pandemic poses new challenges for truck drivers.

Limited washrooms, food stations, and additional quarantine measures on their return home put truck drivers in an even more difficult position.



Are driverless trucks the future?

This approach has significant potential to solve the labour shortage challenge. Self-driving trucks have been implemented successfully in milder climates. However, time will tell if self-driving trucks are viable in our harsh climate.



Immigration as a source of recruitment

The Government of Canada is addressing the growing labour shortage with the help of immigration programs designed to attract foreign workers. Immigration has been effective at supplementing our worker shortages across industries.



Vaccine mandates projected to add to the labour shortage problem

According to the Canadian Trucking Alliance, one in five cross-border truck drivers will likely be affected by U.S. mandates in January 2022. Due to the existing labour shortage, this is a serious concern.



Source:

BDO Canada, *Labour shortage in the trucking industry: further impacts of COVID-19*, July 02, 2020

Truck World, *Vaccine mandate could see 38,000 truck drivers abandon cross-border work*: CTA, October 21, 2021

GUIDE TO CORPORATE GIVING

"The highest use of capital is not to make more money but to make money to do more for the betterment of life" -- Henry Ford

In Canada, corporate giving has been growing in recent decades, specifically related to large-scale corporations. According to Imagine Canada's 2011 research findings, 97 percent of large companies donate to charities, but that percentage drops to 76 percent when considering businesses of all sizes. This survey revealed that charitable giving often comes from small mom-and-pop or mid-size operators contributing anything from products to employee volunteer time.

Here are some ideas for corporate giving beyond cash donations:

1. Donate products and services
2. Purchase goods and services from charities
3. Organize employee volunteering
4. Set up team fund-raising

Why give back? The reasons for giving back are vast, but we will name the top 4 in our view:

1. Build respect and a positive reputation.

Giving back to the community shows that you care. Not only is it the right thing to do, but it is also the smart thing to do because it can give you free exposure and potentially generate publicity for your organization.

2. Make your community a better place to live.

Giving back has to do with both business and altruism. Large corporations most often dedicate funds to charitable giving to contribute to a community. The idea is that healthy and active communities are good for business, so corporate giving creates win-win scenarios from which everyone involved stands to benefit.

3. Develop connections and engage in networking.

When you connect with others in helping a cause, you might discover a few introductions that can lead you to new clients. Networking is everything in business, and this is no different when it comes to corporate charitable giving.

4. Inspire your employees to join a cause.

Employees who work for organizations that care can also be motivated to do good. People love being part of a socially aware company.

Many businesses give back because it fits their business philosophy and tradition. According to Imagine Canada, 48% of all companies donate for philanthropy, and 45% gave because it is a good thing to do, irrespective of the financial returns for the company.

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