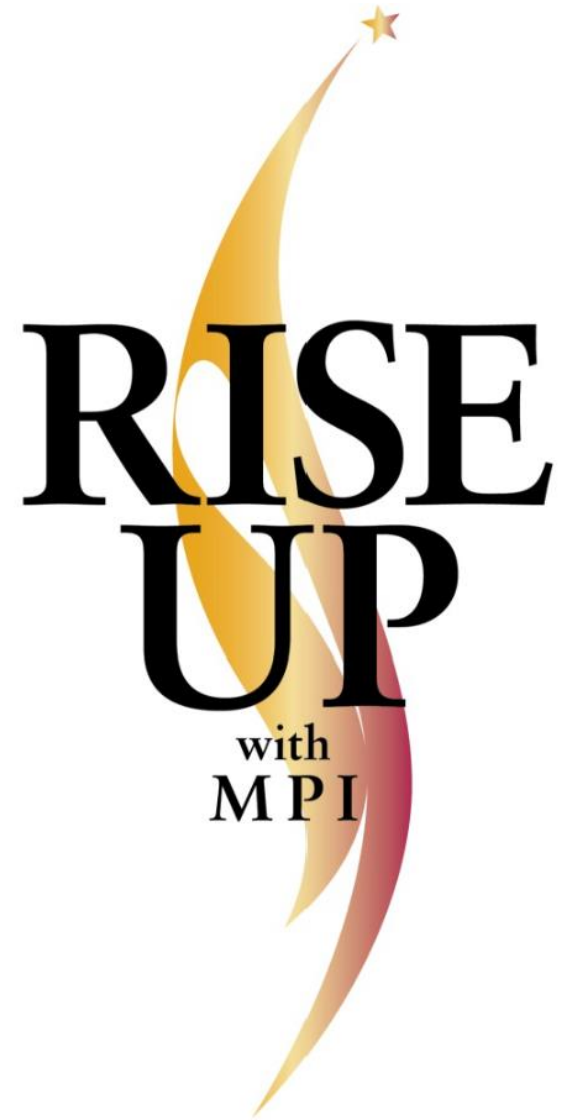


MPI Ottawa Chapter Social Impact Award

2025



MPI Ottawa

Social Impact Award

Overview: The MPI Ottawa Charity Auction & Dinner was created to unite the meetings and events community and supporting local charities. The strategy for achieving these goals is rooted in member engagement, transparency, and inclusivity.

A percentage of proceeds also supports the MPI Foundation, blending local impact with global outreach. This holistic approach empowers professionals in the meetings industry while reinforcing the program's social responsibility ethos. The combination of fundraising, member involvement, and cross-industry collaboration ensures the initiative meets its objectives and sustains its success.

Objective: Raise funds for critical causes, foster awareness of social issues, and create a platform for industry collaboration.



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Social Impact Award

Results:

- Supported charities are selected biennially through a membership-driven process guided by specific criteria: local presence, direct community impact, minimal government support, and alignment with MPI Ottawa's values.
- Key innovations include integrating partnerships with other industry associations.
- An enhancement was the inclusion of a seat selection option in the registration platform. While this leveraged innovative technology, it also addressed specific accessibility needs.
- Educational components further enhance accessibility and engagement.
- By combining innovation, inclusivity, and impactful storytelling, the Charity Auction & Dinner offered a platform for meaningful engagement while setting a standard for social responsibility and community-focused initiatives within the meetings and events industry.
- Prioritized environmentally friendly practices in the event.
- Events has raised over \$300,000 in its history.

MPI Ottawa

Social Impact Award

Help us support these amazing local charities!

2024 Charity Auction & Dinner



When we meet, we can change our communities!

- Hopewell Eating Disorders Support Centre
- Ottawa Food Bank
- Moisson Outaouais
- Ottawa Network for Education
- MPI Foundation

SUBMIT YOUR DONATION TODAY!