

Miratel Solutions Builds on Corporate Social Responsibility Values with Introduction of Workplace Diversity Policy

Miratel Solutions, a Toronto based inbound and outbound call centre, eBusiness and letter shop mail house specializing in professional fundraising services are thrilled to announce the introduction of its company-wide Workplace Diversity Policy.

Toronto, Ontario Since its inception in April 2000, Miratel Solutions (Miratel) has been dedicated to applying the highest standards of ethics and integrity to all of its business directives, decisions and services. That dedication is proudly reflected in the company's Corporate Social Responsibility (CSR) Policies which include extensive green and social justice mandates. Today, Miratel is pleased to be building on its CSR business policies with the introduction of a formal Workplace Diversity Policy effective throughout all of its operations.

In the most basic sense, the Workplace Diversity Policy means Miratel is committed to treating all employees and potential employees the same way regardless of race, colour, nationality, national or ethnic origin, religion or religious belief, sex or marital status, family status, sexual orientation, disability or age. The policy's Mission Statement asserts: *"Our collective goal at Miratel Solutions is to build an inclusive, accessible, responsible and safe work environment welcoming to, and allowing of, all employees to contribute to their full potential by having their diverse strengths and needs recognized and supported."*

Miratel employs over 350 individuals in Toronto which is one of the most diverse cities in North America and having a workforce that reflects the makeup of its community will enable Miratel to be most effective. As such, Miratel's Workplace Diversity Policy will apply to:

- recruitment and selection of employees for hire by the company;
- training;
- conditions of work;
- pay and work role assignment;
- work environment;
- opportunities for advancement; and
- other aspects of employment.

As with all company policies, the success of a Workplace Diversity Policy is dependent upon the people on all levels within the company. As such, Miratel is relying on its staff to be responsible for their part in fostering a culture in the workplace where diversity is valued and supported. As individuals, Miratel employees from top to bottom will be expected to:

- treat each other with courtesy and respect and foster good working relationships;
- listen to the views of others without prejudice;
- ensure that workplace structures, conditions, systems and procedures foster diversity;
- respect different ways of thinking and using different perspectives to improve business outcomes;

- draw on diverse backgrounds, skills and talents to contribute to the working environment;
- develop an understanding and knowledge of diversity;
- enhance the opportunities for employees to participate in the work of Miratel;
- prevent and eliminate harassment and unlawful discrimination;
- use inclusive language in communications;
- resolve workplace issues quickly, sensitively and effectively wherever possible;
- promote awareness of the value of diversity in the workplace; and,
- apply the principles of workplace diversity at work and when dealing with co-workers including applying and upholding the directions provided in Miratel's Workplace Conduct Policy, Company Property & Work Environment Policy, Workplace Violence & Harassment Prevention Policy, AODA Customer Service Policy and Occupational Health & Safety Policy.

When executed properly, a successful Workplace Diversity Policy will:

- optimize the potential of the company's workforce and improve morale;
- identify the unique strengths, skills and talents of the individual employee along with potential opportunities for professional growth and development;
- reduce workplace stress and conflict;
- improve work attendance;
- increase productivity;
- help to instill a greater sense of unity as an organization;
- produce a better company image with improved recruitment outcomes, higher retention rates and reduced training costs; and
- improve relationships with clients and stakeholders among other accomplishments.

Miratel is confident of a successful implementation of this Workplace Diversity Policy with full employee participation and will remain committed to building on its CSR values to solidify its standing as a leading CSR call centre, eBusiness and mail house in Canada. That was the original foundation of the company and shall always remain its hallmark.

About Miratel:

On April 1, 2000, Miratel Solutions (Miratel) officially launched its Toronto operations with a 50 seat inbound call centre that specialized in call centre services that catered to non-profit fundraising. Today, the company's seat capacity has increased to over 300 web-enabled workstations including 40+ workstations at a corporate-owned business continuity plan (BCP)/disaster recovery (DR) site located in Vaughan, Ontario. Miratel's service facilities have also expanded beyond just inbound call centre to include outbound call centre, eBusiness and letter shop mail house solutions. Throughout all this growth, Miratel stayed focused on their core competence and remained committed to building its reputation as an industry leader in the supply of professional fundraising services that cater to the needs of non-profit organizations.

Miratel's client base boasts some of Canada's largest and most reputable non-profit organizations who continue to rely on the company to provide them with telephone fundraising, lottery management, online fundraising, donation processing, donation caging and other donor management services. On their behalf, Miratel has successfully completed more than 45 million donor interactions via phone, web, fax and mail representing over \$1.5 billion in gross fundraising revenue to date.