

The logo for RIIA, featuring the letters 'RIIA' in a bold, blue, sans-serif font. A small, light blue square is positioned above the 'i'.

**Membership  
Guide**

# Testimonials

“The RIA is a leader in promoting the responsible investment industry in Canada as well as providing invaluable education and research on responsible investing issues. RBC Global Asset Management is pleased to be able to actively support the important work of the RIA.”

**Daniel E. Chornous**  
**Chief Investment Officer, RBC Global Asset Management**

“The RIA has provided us with valuable networking and speaking opportunities, and they do a great job of promoting responsible and impact investing in Canada. We are pleased to be a Supporting Member of the RIA!”

**Trish Nixon**  
**Chief Impact Investment Officer, CoPower**

“The RIA is a valuable resource for business-building and information about responsible investment. THANK YOU RIA for all the consistent, excellent correspondence.”

**Janice Sowden**  
**Vice President, Connor Clark & Lunn Private Capital**

“RIA Membership is an important business tool for organizations and individuals who practice and support responsible investment in Canada.”

**Michael Jantzi**  
**Chief Executive Officer, Sustainalytics**

# Table of Contents

<b>A. About the RIA</b>	<b>1</b>
<b>B. Organizational Memberships</b>	
<b>Membership Comparison Chart</b>	<b>5</b>
Comparison chart of membership levels for organizations	
<b>Sustaining Membership</b>	<b>6</b>
Top tier of organizational membership, for industry leaders	
<b>Associate Membership</b>	<b>8</b>
Standard level of membership for organizations	
<b>Supporting Membership</b>	<b>10</b>
For small startups & advisory teams	
<b>Pension Fund Membership</b>	<b>12</b>
For pension funds	
<b>Nonprofit Membership</b>	<b>14</b>
For foundations, charities, and registered nonprofits	
<b>C. Individual Memberships</b>	
<b>Advisor Membership</b>	<b>17</b>
For registered financial advisors	
<b>Professional Membership</b>	<b>19</b>
For sole proprietors, lawyers, and other individuals	

# About the RIA

The Responsible Investment Association (RIA) is Canada's membership association for responsible investment (RI). Members include fund companies, financial institutions, asset management firms, advisors, consultants, research firms, pension funds, foundations, endowments, NGOs and others who support RI.

RIA members believe that the integration of environmental, social and governance (ESG) factors into the selection and management of investments can provide superior risk-adjusted returns while contributing to positive societal change.

## Mandate

The RIA's purpose is to:

- ✓ Promote responsible investing in Canada.
- ✓ Support the responsible investment activities of its members.
- ✓ Promote the integration of ESG factors into investment analysis and decision-making processes.
- ✓ Promote and support an integrated reporting framework in which there is standardized disclosure of material ESG information.

**View a list of RIA Members:** [riacanada.ca/member-list](https://riacanada.ca/member-list)

# What We Do

The RIA runs many programs, projects, events and initiatives to deliver on its mandate of growing RI in Canada.

## Educational & Networking Events

- We host the annual RIA Conference to provide education on the latest issues & trends in the field of responsible investing.
- We also host smaller events such as ESG Afterwork and educational events such as ESG Breakfasts.
- As most of our events are in Toronto, Vancouver and Montreal, we also host webinars to reach our members across Canada.

## Professional Development

- We offer several courses and three financial designations for our members: Responsible Investment Specialist (RIS), Responsible Investment Advisor Certification (RIAC), Responsible Investment Professional Certification (RIPC).
- We also partner with members to support their internal events to educate staff and clients about responsible investing.

## Industry Collaboration

- We act as Secretariat for the Toronto RI Working Group, Vancouver RI Working Group and Policy Stewardship Group to facilitate peer learning and industry collaboration.
- We also host the RIA Network listserv – a communications tool for RIA Members to contact other RIA Members for collaborative opportunities.

## Research

- We conduct research for the biennial Canadian Responsible Investment Trends Report to track the growth and development of responsible investing in Canada.
- We release quarterly reports on the performance of RI funds.
- We also partner with members on ad-hoc research opportunities to provide vital insights for the industry. For example, we have released the RIA Investor Opinion Survey and other research reports on Millennials and Women, Impact Investing and more.

## Digital Communications

- We host the RIA website at [www.riacanada.ca](http://www.riacanada.ca) to promote education about responsible investing.
- We also leverage social media [@riacanada](https://twitter.com/riacanada) to share RI news and enhance outreach to the investing public.
- We are developing an all-new website in 2018 to further strengthen our digital presence.

## Media

- As part of our effort to raise awareness of responsible investing and raise the profile of RIA members, the RIA is regularly quoted by industry and mainstream media outlets.
- In addition to media coverage, the RIA CEO also writes a regular column for Investment Executive and places strategic op-eds in various reputable media outlets.

## Advocacy

- We regularly submit letters to regulators and government to advance the development of responsible investing in Canada.

# **Organizational Memberships**

# Membership Comparison Chart

Summary of Benefits											
Level	Description	Guaranteed seat on RIA board of directors	Top billing on RIA website	1st choice of sponsorship opportunities	Name as Associates for no additional cost	Listing and logo placement on RIA website	Added to national directory of RI products & services	Marketing support for your RI events, news, jobs	Networking and peer collaboration	Member discounts	RI news and insights
<b>Sustaining Membership</b> \$15,000 /yr	Top tier of RIA Membership, for firms seeking a leadership position within the RI industry.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Associate Membership</b> \$5,500 /yr	Standard level of RIA Membership, for all firms that practice and support responsible investing.	-	-	-	-	✓	✓	✓	✓	✓	✓
<b>Supporting Membership</b> \$2,000 /yr	For small companies with less than 10 staff members that practice & support RI.	-	-	-	-	✓	✓	✓	✓	✓	✓
<b>Pension Fund Membership</b> \$1,000 /yr	For pension funds that practice and support responsible investing.	-	-	-	-	✓	-	✓	✓	✓	✓
<b>Nonprofit Membership</b> \$350 /yr	For foundations, charities, and registered nonprofits that support RI.	-	-	-	-	✓	-	✓	✓	✓	✓



# Sustaining Membership

**\$15,000 annually**

Sustaining Membership is the RIA's top tier of membership, distinguishing firms as leaders in Canada's RI industry. Sustaining Members shape the development of the RI agenda in Canada, and project an image of RI industry leadership.

## **Leadership Benefits - Exclusive to Sustaining Members**

- Shape the development of the RI industry with a guaranteed seat on the RIA Board of Directors.
- Top billing logo placement on the RIA website.
- Right to name wholly-owned subsidiaries as Associate Members at no additional cost.
- First choice of sponsorship level for the RIA Conference and other sponsorship opportunities.
- Further enhance organizational influence through participation in RIA committees, such as executive committee, strategic planning committee, board nominations committee, etc.

## **Branding and Marketing Benefits**

- Press-release style announcement upon joining the RIA.
- Listing in the national directory of RI products and services.
- License to use the RIA logo to support your branding efforts.
- Discounts on events, courses, and sponsorship of the annual RIA Conference - Canada's premier conference on RI.
- Marketing support for your RI-related news, events, reports, webinars, and job vacancies via the RIA website, the RIA Network listserv, RIA newsletters and social media channels.

## Education and Market Intelligence

- Call upon RIA staff for consultations, speaking engagements, information requests and in-house RI training.
- Partner with the RIA to deliver educational webinars for internal staff or external stakeholders.
- Participate in Institutional RI Working Groups to help analysts, portfolio managers and others working in institutional asset management to put RI & ESG integration into practice. Working Groups are currently available in Toronto and Vancouver.
- Discounts on RI professional development courses.
- Earn a responsible investment designation.
- Access to RIA research such as the Canadian RI Trends Report.
- Receive monthly RIA newsletters and other periodic messages to stay abreast of RI industry news & insights.
- RIA Sustaining Members receive 50% off individual memberships for staff or advisors interested in RI certification and an individual profile on the RIA website.

## Networking & Collaboration

- Networking opportunities with asset owners, investment managers, sub-advisors, consultants, advisors & other RI industry participants at RIA events and conferences.
- Participation in the RIA Network listserv – a tool for RIA Members to collaborate and share news & ideas.

# Associate Membership

## \$5,500 annually

Associate Membership is the RIA's standard level of membership for all organizations that practice and support responsible investing. This category of membership includes fund companies, asset management firms, research firms, credit unions, financial institutions, brokerages, insurance companies, and consultancies.

### Branding and Marketing Benefits

- Press-release style announcement upon joining the RIA.
- Listing in the national directory of RI products and services.
- Logo placement on the RIA website.
- License to use the RIA logo to support your branding efforts.
- Discounts on events, courses, and sponsorship of the annual RIA Conference - Canada's premier conference on RI.
- Marketing support for your RI-related news, events, reports, webinars, and job vacancies via the RIA website, the RIA Network listserv, RIA newsletters and social media channels.

### Education and Market Intelligence

- Call upon RIA staff for consultations, speaking engagements, information requests and in-house RI training.
- Partner with the RIA to deliver educational webinars for internal staff or external stakeholders.
- Participate in Institutional RI Working Groups to help analysts, portfolio managers and others working in institutional asset management to put RI & ESG integration into practice. Working Groups are currently available in Toronto and Vancouver.

- Discounts on RI professional development courses.
- Earn a responsible investment designation.
- Access to RIA research such as the Canadian RI Trends Report.
- Receive monthly RIA newsletters and other periodic messages to stay abreast of RI industry news & insights.
- RIA Associate Members receive 50% off individual memberships for staff or advisors interested in RI certification and an individual profile on the RIA website.

## **Networking & Collaboration**

- Networking opportunities with asset owners, investment managers, sub-advisors, consultants, advisors & other RI industry participants at RIA events and conferences.
- Participation in the RIA Network listserv - a tool for RIA Members to collaborate and share news & ideas.

# Supporting Membership

## \$2,000 annually

Supporting Membership is for small advisory teams and small companies with 10 or fewer staff. Small fund managers are those with <\$150 million AUM. Advisory teams and organizations with more than 15 staff, and fund managers with more than \$150 million AUM are candidates for Associate Membership.

### Branding and Marketing Benefits

- Press-release style announcement upon joining the RIA.
- Listing in the national directory of RI products and services.
- Logo placement on the RIA website.
- License to use the RIA logo to support your branding efforts.
- Discounts on events, courses, and sponsorship of the annual RIA Conference - Canada's premier conference on RI.
- Marketing support for your RI-related news, events, reports, webinars, and job vacancies via the RIA website, the RIA Network listserv, RIA newsletters and social media channels.

### Education and Market Intelligence

- Call upon RIA staff for consultations, speaking engagements, information requests and in-house RI training.
- Participate in Institutional RI Working Groups to help analysts, portfolio managers and others working in asset management to put RI & ESG integration into practice. Working Groups are currently available in Toronto and Vancouver.
- Discounts on RI professional development courses.

- Partner with the RIA to deliver educational webinars for internal staff or external stakeholders.
- Earn a responsible investment designation.
- Access to RIA research such as the Canadian RI Trends Report.
- Receive monthly RIA newsletters and other periodic messages to stay abreast of RI industry news & insights.

## **Networking & Collaboration**

- Networking opportunities with asset owners, investment managers, sub-advisors, consultants, advisors & other RI industry participants at RIA events and conferences.
- Participation in the RIA Network listserv – a tool for RIA Members to collaborate and share news & ideas.

# Pension Fund Membership

## \$1,000 annually

The RIA's Pension Fund Membership is for Canadian pension plans and public pension plan managers who practice and support responsible investment in Canada.

### Branding and Marketing Benefits

- Press-release style announcement upon joining the RIA.
- Listing and logo placement on the RIA website.
- License to use the RIA logo to support your branding efforts.
- Discounts on events, courses, and sponsorship of the annual RIA Conference - Canada's premier conference on RI.
- Marketing support for your RI-related news, events, reports, webinars, and job vacancies via the RIA website, the RIA Network listserv, RIA newsletters and social media channels.

### Education and Market Intelligence

- Call upon RIA staff for consultations, speaking engagements, information requests and in-house RI training.
- Participate in Responsible Investment Working Groups to help analysts, portfolio managers and others working in asset management to put RI & ESG integration into practice. Working Groups are currently available in Toronto and Vancouver.
- Discounts on RI professional development courses.
- Earn a responsible investment designation.

- Access to RIA research such as the Canadian RI Trends Report.
- Receive monthly RIA newsletters and other periodic messages to stay abreast of RI industry news & insights.

## **Networking & Collaboration**

- Networking opportunities with investment managers, asset owners, consultants, advisors & other RI industry participants at RIA events and conferences.
- Participation in the RIA Network listserv – a tool for RIA Members to collaborate and share news & ideas.



# Nonprofit Membership

## \$350 annually

Nonprofit Membership is for foundations, charities, faith-based organizations and registered nonprofit organizations that practice and support responsible investing.

### Education and Market Intelligence

- Call upon RIA staff for consultations, speaking engagements, and information requests.
- Request information about asset managers and service providers to support your RI & impact investing efforts.
- Participate in institutional Responsible Investment Working Groups to help put RI & ESG integration into practice. Working Groups are currently available in Toronto and Vancouver.
- Discounts on RI professional development courses.
- Earn a responsible investment designation.
- Access to RIA research such as the Canadian RI Trends Report.
- Receive monthly RIA newsletters and other periodic messages to stay abreast of RI industry news & insights.

### Networking & Collaboration

- Networking opportunities with investment managers, asset owners, consultants, advisors & other RI industry participants at RIA events and conferences.
- Participation in the RIA Network listserv – a tool for RIA Members to collaborate and share news & ideas.

## **Branding and Marketing Benefits**

- Listing and logo placement on the RIA website.
- License to use the RIA logo to support your branding efforts.
- Discounts on events, courses, and sponsorship of the annual RIA Conference - Canada's premier conference on RI.
- Marketing support for your RI-related news, events, reports, webinars, and job vacancies via the RIA website, the RIA Network listserv, RIA newsletters and social media channels.

# **Individual Memberships**

# Advisor Membership

## \$350 annually

RIA Advisor Membership is for registered financial advisors who practice and support responsible investing.

### Branding and Marketing Benefits

- Placement in the national directory of Responsible Investment Advisors.
- Profile page on the RIA website to help attract potential clients.
- License to use the RIA logo to support your branding & marketing efforts.



### Education and Market Intelligence

- Call upon RIA staff for consultations and information requests.
- Discounts on events & RI professional development courses.
- Earn a responsible investment designation.
- Access to RIA research such as the Canadian RI Trends Report.
- Receive monthly RIA newsletters and other periodic messages to stay abreast of RI industry news & insights.

## Networking & Collaboration

- Networking opportunities with asset owners, consultants, fund companies, advisors, investment managers & other RI industry participants at RIA events and conferences.
- Participation in the RIA Advisor Members' listserv – a tool for RIA Advisor Members to connect, share ideas and pose questions to like-minded advisors across the country.

“The RIA has provided me with a great network of like-minded professionals along with an abundance of useful information about the responsible investment industry. I am impressed with the organization and pleased to be an RIA Member. Best of all, being certified through the RIA distinguishes me from everyone else in the investment business.”

**Michael Silicz (RIAC)**  
**Investment Advisor, National Bank Financial Wealth Mgmt.**

“My clients want their portfolios to be aligned with their values, and many have moved to me from other advisors because I can help them do that.”

**Sucheta Rajagopal**  
**Certified Financial Planner and Portfolio Manager**  
**Mackie Research Capital**

# Professional Membership

## \$350 annually

RIA Professional Membership is for sole proprietors, lawyers, analysts and other individuals who practice and support responsible investment.

### Branding and Marketing Benefits

- Profile page on the RIA website to help attract potential clients.
- License to use the RIA logo to support your branding & marketing efforts.
- Listing in the national directory of RI products and services.

### Education and Market Intelligence

- Call upon RIA staff for consultations and information requests.
- Discounts on events & RI professional development courses.
- Earn a responsible investment designation.
- Access to RIA research such as the Canadian RI Trends Report.
- Receive monthly RIA newsletters and other periodic messages to stay abreast of RI industry news & insights.

### Networking & Collaboration

- Networking opportunities with asset owners, consultants, fund companies, advisors, investment managers & other RI industry participants at RIA events and conferences.
- Participation in the RIA Network listserv – a tool for RIA Members to connect and collaborate.

# Contact Us

For more information about membership, please send an email to [membership@riacanada.ca](mailto:membership@riacanada.ca)

Responsible Investment Association  
215 Spadina Ave. Suite 300  
Toronto, Ontario, M5T 2C7  
+1 416-461-6042  
[www.riacanada.ca](http://www.riacanada.ca)