

The Canadian Gift Association Partners with CFIB (Canadian Federation of Independent Business)

Toronto (April 21, 2021) – The Canadian Gift Association is proud to announce its incredible new partnership with the country’s largest non-profit organization focused on supporting small and medium-sized businesses, the Canadian Federation of Independent Business (CFIB). Their association has dedicated themselves to increasing the odds of success for businesses by providing amazing benefits for their members.

“We are excited to launch this lucrative new partnership because of the unmatched resources it provides for our members,” explains Anita Schachter, President & CEO of the Canadian Gift Association. “CFIB provides unparalleled support, advocacy and savings that are vital for Canadian businesses today.”

CanGift Gold Members will receive a dual membership with CFIB, including:

- Complimentary, unlimited access to CFIB’s bilingual Business Advisors who can assist you (or your staff) with virtually any business-related issue (HR, compliance, regulation, employment standards, labour laws, COVID-19, etc.)
- A wide selection of CFIB templates for HR and compliance requirements, with CFIB Business Advisors on hand to help adapt and implement these policies.
- Free CFIB webinars including frequent COVID-19 updates for business owners.
- Free Vubiz continuing education courses for members and their staff.
- Exclusive savings on essential business services, including payment processing, payroll, property and casualty insurance (including legal assistance), shipping, employee benefit programs, banking and more, to enhance members’ current CanGift savings programs.

CFIB is also a strong advocate for businesses, giving members a voice to express their concerns in the media and at all levels of government. From lowering taxes to easing the burden of regulation, the policies CFIB fights for – based on their members’ views – make Canada a place where businesses can succeed.

To become a Gold Member with CanGift, please email membership@cangift.org

To learn more about CFIB, visit <https://www.cfib-fcei.ca/en>

About the Canadian Gift Association

CanGift is the voice of Canada’s giftware industry, connecting wholesale companies to retail store buyers at the Toronto and Alberta Gift + Home Markets. These B2B events are regularly attended by a combined 25,000+ annual retail buyers looking to place orders, source the latest trends and learn from industry experts.

About CFIB

The Canadian Federation of Independent Business (CFIB) is Canada's largest association of small and medium-sized businesses with 95,000 members across every industry and region. CFIB is dedicated to increasing business owners' chances of success by driving policy change at all levels of government, providing expert advice and tools, and negotiating exclusive savings. Learn more at cfib.ca.