

Delmarva Power and Light Company who told the Committee about the high level of satisfaction, both for employees who feel that they are doing something useful and for the company who builds a positive corporate image in the community.<sup>67</sup>

These community initiatives have involved a partnership between the public and the private sector. In the United States, the Committee members were told that the Washington State program was "funded federally to be marketed nationally."<sup>68</sup> The primary message for the corporate sector has been that the Gatekeeper program is easy to implement, involving very little input of time or money and no additional staff or resources. In Canada, the Good Neighbors program was initiated by the government of Ontario with corporate advisers taking part. The government of Nova Scotia is now looking at the program with assistance from the Royal Bank.<sup>69</sup>

The Committee is aware that the concept of partnerships between the public and private sector has been a theme for several federal funding endeavours, including the \$136 million for the 1991 Family Violence Initiative and the \$170 million for the 1993 National Seniors Strategy. The "Ventures in Independence" component of the Seniors Strategy encourages business, labour and other levels of government to initiate projects related to aging and independence in partnership with seniors.

**The Committee recommends:**

- 17. That the federal government, through the Minister of State for Seniors, actively seek co-investment with other levels of government, business, and labour in neighborhood-based programs to support older people.**

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<sup>67</sup> Martin Duffy, Presentation to Sub-Committee in Washington, D.C. April 29, 1993; see referral form in Appendix A.

<sup>68</sup> Christine Frysztacki, Deputy Director, Delaware Division on Aging, Presentation to Sub-Committee, Washington, D.C., April 29, 1993.

<sup>69</sup> Moorcroft, 7:12.