# Community Information & Volunteer Centre CIVC Bulletin Board April 2009



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# Local News

# **FAT CAT CHILDREN'S FESTIVAL**

The Interior Savings Fat Cat Children's Festival can't happen without excellent volunteers and we need you to take part. Opportunities include Information Booths, Art & Craft Stations, Face Painting, Site Crew and lots more. Be a part of this Festival and you will be rewarded by lots of smiles and laughter from our communities' kids - and you get a t-shirt too!



For more info, please contact Frankie Molzahn by e-mail <u>fmolzahn@shaw.ca</u> or phone 250.762.7667 or visit: <u>www.fatcatfestival.ca</u>.

# WILDEN ART PROMENADE - CALL FOR ARTISTS

The Rotary Centre for the Arts would like to invite all artists who are members of KVPACS to apply to be a part of the Wilden Art Promenade. The Wilden Art Promenade is an Art Exhibition & Sale presented in desirable show homes. The event is a great way to highlight local professional artists and encourage people to visit the RCA. Please be aware that space is limited.

The selection of Artists who are chosen to participate will be based on suitability with the exhibition spaces, their willingness to represent the RCA in a positive way, and their ability to work

cooperatively with the builders. Artist's willingness to demonstrate and interact with attendees is also a requirement, as artists must commit to be at the show homes on Friday 7-9pm and Saturday & Sunday 1-5pm.

Participation Guidelines:

- Participants are responsible for their own setup, sales and cleanup
- Set up must be complete by 5pm on Friday, May 1, 2009
- This is a rain or shine outdoor event
- Some artists may be assigned to outside spaces
- All participants are responsible for their sales, security and insurance
- Artists are required to submit 20% of all sales to the RCA
- Please bring your own hanging and display equipment.

To print the artist application form, please visit www.RotaryCentrefortheArts.com. Completed forms can be faxed to the Rotary Centre for the Arts at 250.717.5314.

Dates:	Friday, May 1 – Sunday, May 3, 2009
Times:	Friday 7-9pm and
	Saturday & Sunday 1-5pm
Cost:	KVPACS memberships are only \$10
Tickets:	Rotary Centre for the Arts Box Office
	421 Cawston Avenue

#### LAW DAY - KELOWNA LAW COURTS

Law Day, held every April, is a national event created by the Canadian Bar Association to celebrate the signing of the Canadian Charter of Rights and Freedoms, and provides an opportunity for Canadians to learn about their justice system and see a positive image of the legal profession.

#### Kelowna Events

A Girl Guide will be arrested and tried the Kelowna Law Courts and the public can ask lawyers and/or a Supreme Court judge questions, visit community group information booths, RCMP demonstrations, see a mock trial put on by Law 12 students, meet a sheriff, and tour the courthouse.

Date:April 18, 2009Times:10am - 2pmLocation:Kelowna Law Courts

#### **JOB OPPORTUNITY**

Living Positive Resource Centre is looking for one unique individual to fill two positions: Client Advocate and Volunteer Coordinator. As Client Advocate you will use the organization's case management model to represent and provide supportive guidance to our clients. As Volunteer Coordinator you will be responsible for our volunteer program. These positions report to the Executive Director, the Consumer Services Coordinator and the Administrative Manager. Starting salary: \$31,400/yr., 30 hours/week. Living Positive Resource Centre is an equal opportunity employer. Persons Living with HIV are encouraged to apply. Must be eligible for union membership (HSA).

Mail resumes to:

Penny Ruvinsky 101-266 Lawrence Ave.



Kelowna, BC. V1Y 6L3

Or email: pruvinsky@lprc.ca

#### Closing date April 16, 2009, 4 PM.

#### **PREVENTION OF VIOLENCE AGAINST WOMEN WEEK CELEBRATION**

Kelowna Women's Shelter Celebration featuring internationally acclaimed artist Alex Fong with a new painting commissioned especially for this event and proclamation by Mayor, Sharon Shepherd.

Date:	Sunday, April 19th
Times:	1— 4 pm
	2pm Mayor, Shepherd's Proclamation
Location:	Evans Gallery and Framing
	571 Lawrence Avenue
	Kelowna, BC

Light refreshments will be served Harp music generously provided by Debi Johnson

R.S.V.P to Avril Paice at 250.763.1040 or avriltory@shawcable.com

#### THE 4TH ANNUAL URBAN ADVENTURE CHALLENGE - APRIL 25, 2009

Not only will you be having fun - you will also be helping a great cause - you will be directly supporting the health, development and growth of babies under the age of one using the Kelowna Food Bank's *Tiny Bundles Program*!

There are a number of ways you can help this event:

- Become a Sponsor
- Participate find a friend to join you
- Challenge your colleagues and friends
- Volunteer
- Donate prizes
- Pass this email on to others who might be interested.

This year's race has taken a new direction, new attitude and full of new Challenges so pick up your pledge forms at <u>www.urbanadventurechallenge.ca</u> (under the "Register" tab).

Proudly presented by:



Event proceeds to Kelowna Community Food Bank's Tiny Bundles Program.



JCI W Junior Chamber International Okanagan Worldwide Federation of Young Leaders and Entrepreneurs

**REGISTRATION DEADLINE IS APRIL 15, 2009.** 



#### New Hope Grief Retreat for Widows/Widowers - April 17 - 19, 2009

A refreshing time of comfort, support and encouragement for men and women who have been widowed. To welcome grieving families, we offer a Children's Program, for a limited number of families, for 5 - 10 year olds, to run simultaneously with the adult retreat. Having experienced the death of a spouse, we understand the need for a safe place for widow/ers to rest and be cared for, to share stories and learn from each other. Our workshops provide practical insight specific to the needs of the bereaved. You will connect with other grievers and know that you are not alone.

Dates:April 17 – 19Location:Lions Easter Seal Camp, Winfield, BC (just North of Kelowna)Cost:\$150.00, includes two night's accommodation, meals and snacks<br/>Please note: Non-refundable deposit of \$30.00 required at time of registrationFor more information and registration, please contact Vernon office at:

Email:new-hope@telus.netPhone:1.250.545.6004Web:www.newhope-grief.org

Date:

#### **TELUS - UNITED WAY CHARITY GOLF CLASSIC**

Friday, June 19, 2009

Golf, cart, dinner & an evening of fun including prizes and a silent auction hosted by Mike Roberts is included in the registration. Register now, as this event is always a sell out!



TELUS

Times: 1pm Location: Quail Course at Okanagan Golf Club.

For additional information, or to register, please visit: <u>www.unitedwaycso.com</u> or contact Karen Graham at United Way at 250-860-2356 or karen@unitedwaycso.com.

#### Wonderful opportunities for sponsorship are still available.

#### FREE PANCAKE BREAKFAST – VICTORY LIFE FELLOWSHIP

Join them for their Free Pancake Breakfast with Free Clothing, Easter Egg Hunt, Prizes and Fun for the Whole Family.

Event Date: Good Friday, April 10th, 2009 Time: 10 am – 1 pm Location: Parkinson Rec Centre, 1800 Parkinson Way

#### FINAL DRAFT OF THE KELOWNA 2030 OFFICIAL COMMUNITY PLAN - POLICIES

Now available for public, staff and council review and discussion. In this revised OCP, many new policies have been added, many policies have been updated and some policies have been identified to be redirected to other plans or regulations. The final draft contains new and refined policies only.

This Policies document will be used for discussion purposes for the next phase of the OCP review process. This document, and others, will be available at www.kelowna2030.ca throughout the balance of 2009. During 2009, policies in this draft will inform the refinement of development permit guidelines, land use, transportation, infrastructure and financing plans. During this process, some policies may evolve or be refined as a result of further Council, public and technical / staff input.

To view, please visit: http://www.kelowna2030.ca/spaw2/uploads/files/OCP Draft Final - Web Version.pdf.

Any comments should be emailed to: ocp@kelowna.ca.

# FREE SIMULCAST BENEFIT CONCERT WITH DIANA KRALL, CHANTEL KREVIAZUK & FRIENDS

FREE Theatre Simulcast Benefit Concert in support of The Heart & Stroke Foundation's <u>Heart Truth Campaign</u>.

2 tickets available by purchasing one <u>Becel Margarine with "Love Your Heart"</u> packaging. Ticket access pin number and 1 Red Dress pin inside.

Date:	April 23, 2009
Time:	7 – 9 pm
Location:	Orchard Plaza Movie Theatre 160 – 1876 Cooper Road



"Dress **RED**"

# CENTRAL OKANAGAN ELIZABETH FRY SOCIETY SPECIALIZED VICTIM ASSISTANCE PROGRAM

THIRD PARTY REPORTS FOR A SEXUAL ASSAULT

Agreements have been developed in BC between police and Community-Based Victim Service programs whereby the local community-based program provides third party information from victims to police. The process generally proceeds as follows:

- A victim reports a sexual assault to the Specialized Victim Assistance Program (located in Kelowna at the Elizabeth Fry Society) using a questionnaire that has been developed in collaboration with the RCMP and Community Collaboration for Women's Safety (CCWS).
- The information gathered is passed on to police without information that would identify the victim.
- Police review the report. The information is used to evaluate trends and look for commonalities between this sexual assault and other reports. Based on the amount and quality of information gathered, a preliminary investigation will be undertaken. This will be followed by an assessment of whether there is interest in interviewing the victim to gather more information.
- If there is a need/interest to interview the victim further, the police will contact the thirdparty agency to follow up.
- The third party agency will contact the victim and forward the police request to meet with her. If permission is given, the worker will give the victim's contact information to the investigating officer, or arrange a meeting. The decision to give a full report rests with the victim. For many women who would be not otherwise be willing to talk to the police, having a third party involved and a sense that the police believe them can greatly increase the chance that they will provide information.

For additional information, or if a client wishes to make a third party report for a sexual assault, please contact:

Specialized Victim Services, C.O. Elizabeth Fry Society 250-763-4613 Ext 103 - Maria Lowen or Ext 106 - Jane May

#### **OFFICE SPACE AVAILABLE**

The Kelowna Women's Resource Centre is seeking interested applicants to sublet one of their offices in downtown Kelowna. Any interested parties may contact Micki at 250.762.2355.

#### **EMPLOYMENT OPPORTUNITY**

#### Kelowna Women's Resource Centre Volunteer Project Coordinator

Do you have:

- A demonstrated commitment to the advancement of women and the pursuit of equality
- Experience training, coordinating, and supervising volunteers
- Good communication skills both verbal and written
- Experience working with diverse women
- Excellent computer skills
- Critical and creative problem solving skills
- Experience working cooperatively & collaboratively
- Self-motivation, and comfort working independently or as a part of a team
- Experience in group facilitation.

If you want to be part of a dynamic organization that makes a difference in our community, then submit your resume and cover letter by **Thursday, April 9** to the Kelowna Women's Resource Centre at 1492 St. Paul Street or by e-mail, <u>kelwomenscentre@telus.net</u>. This position is for a year-long project funded by Status of Women Canada for 25 hours per week at \$18 per hour.

#### FREE ELECTRONIC WASTE DISPOSAL

Organizing Help and 1-800-GOT-JUNK? are coordinating the event where people can drop off all desktop computers including: keyboards, mice and cables, laptops, notebooks, monitors, TVs, printers and fax machines.

You can drop off your e-waste at:

Date: April 18 Times: 10 am – 2 pm Location: Okanagan College Main entrance 1000 KLO Road

#### **OPPORTUNITIES WITH FESTIVALS KELOWNA**

Festivals Kelowna is inviting interested Artisans and Crafters to submit their applications for the society's 2009 artisan programs including Arts Alive!, Made in Canada Marketplace and the Artisan Marketplace and Crafters Walkway at the Kelowna Music & Arts Festival.

Each of these programs is juried, requiring individuals to submit an application for each of the opportunities that they are interested in.



To review or download the application form and learn more about the application process and deadlines, please visit: <u>www.festivalskelowna.com</u>

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**Provincial News** 

# THE BUZZ: AN IHA NEWSLETTER ABOUT DRUG AND ALCOHOL ISSUES AND SERVICES

The Buzz ... Keeping the community informed about alcohol and drug issues and the services

available in the Okanagan, articles cover the full range of alcohol and drug topics including prevention, harm reduction, treatment and aftercare.

To view issues for the Kootenays and South, North and Central Okanagan, please visit: <u>http://www.interiorhealth.ca/health-services.aspx?id=4994&terms=buzz</u>.

# **BC FAMILIES NOT GETTING AHEAD**

A new study reveals that BC's poor and middle class families are in worse financial shape than their parents' generation. *BC's Growing Gap: Family Income Inequality 1976-2006*, released by the Canadian Centre for Policy Alternatives, finds that fully 60% of families with children are earning less than their counterparts were in the late 1970s, while incomes for the wealthiest 10% have increased dramatically.

The result is a widening gap between the rich and the rest of the population. Among the study's key findings is that the income gap has widened to the point that the top 10% of BC families now earn more than the entire bottom half of families. "These findings point to a disturbing growth of inequality in this province," author Iglika Ivanova says, "and they help explain why even during our recent economic boom, many people have found it hard to get ahead."

For more information and to download the full report, please visit: <u>www.policyalternatives.ca</u>.

# SUPPORT FIRST CALL: ADVOCATE FOR CHILDREN AND YOUTH THIS ELECTION

First Call, BC's Child and Youth Advocacy Coalition, has created an election tool kit to support advocates for children, youth, and their families. The kit is intended to promote improvements in policy and practice which benefit young people. First Call is a coalition for children and youth that advocates working together to ensure that the issues of children and youth are on all agendas. Supporters of First Call share the view that children and youth are society's most important resource.

How can you make a positive impact on children, youth, and families during the provincial election campaign?

- Register to vote at www.Elections.bc.ca. Ensure you are familiar with all MLA leaders and candidates and their platforms.
- Get involved attend meetings and candidate events prior to the election voice your opinions and listen to those of others. Check out party
- websites for more information on upcoming events.
- Involve others have conversations with friends, family, and colleagues or start a public forum. If possible include youth and other marginalized groups in the discussion.



- Involve groups advocate for the implementation of child and youth policies among clubs, organizations, and committees you belong to.
- Speak out write to your local newspaper about your hope for government action on child and youth issues.

Interested in receiving more information? Visit <u>http://www.firstcallbc.org/</u> or email <u>info@firstcallbc.org</u> to receive weekly announcements on recent election issues and additional kit materials.

# **CHANGES TO LEGAL AID SERVICES**

Here's a summary of the changes:

- Family and CFCSA representation services continue unchanged for financially eligible clients who are facing serious family situations.
- Dispute resolution services, introduced in 2006 for financially eligible clients with significant family law problems who do not qualify for legal aid representation, will be discontinued after March 31, 2009.
- Extended family services, introduced in 2005 to give lawyers extra time to complete cases, have been reduced, but are still available.
- Some criminal offences (Category 1 offences), including breach of probation, failure to appear, and breach of bail, will no longer be covered by legal aid representation after April 2009, even if the client is facing other outstanding charges or there is a risk of jail.
- Youths facing Category 1 charges are not affected by this change, and continue to receive legal aid representation.
- Immigration and refugee law representation services will continue to be provided to financially eligible clients with cases that have a reasonable chance of success involving refugee claims, immigration problems that could lead to the client's removal from Canada to a country where he or she would be at risk, and appeals of immigration decisions.
- LSS is introducing stricter merit screening of immigration legal aid applications to ensure that spending remains within the available budget, so some cases that would have been covered in the past will not be covered after April 1, 2009. People with immigration law problems are encouraged to still apply for legal aid so that their cases can be assessed for legal merit.

- LawLINE will continue for another year, but will be reduced to two lawyers and six paralegals. LSS is redefining the scope of LawLINE services, and we will provide further details when they are available. The Community Advocate Support Line is not affected by these changes.
- LSS will give priority to maintaining duty counsel services as long as resources permit.
- Outreach services are provided by legal information outreach workers (LIOWs) and fieldworkers. LIOW services will continue unchanged. Fieldwork will continue at a reduced level after April 2009.
- Publications, websites, and multimedia continue with reduced staffing after April 2009.

LSS welcomes your feedback. Please send any questions, comments, or suggestions to <u>LSS-</u> <u>Services@lss.bc.ca</u>.

For additional information please visit: <u>http://www.lss.bc.ca/elan/Feb\_March\_09/ELAN.htm</u>.

National News

#### **NATIONAL VOLUNTEER WEEK**

This years National Volunteer Weeks is April 19th to 25th 2009. Help us celebrate by participating in our Photo Contest and sending us your best shots which capture this year's theme "SMILE for Volunteerism." Prizes from NVW sponsors will be awarded to the top three photos.

Photos can be submitted on behalf of an organization or an individual and a maximum of three entries per applicant will be accepted. Selected entries will be posted on our website during National Volunteer Week and beyond, and will be announced in the NVW edition of the Connector newsletter.

Volunteer BC

Send photos electronically in .jpg format to: volbc@vcn.ca OR

Send hard copies by mail to:

Volunteer BC 302-207 West Hastings St. Vancouver, BC V6B 1H7

Deadline for submission: April 13, 2009

#### MEDEFFECT - HEALTH CANADA'S THERAPEUTIC ACCESS STRATEGY

Health Canada is undertaking a campaign to raise awareness of the MedEffect<sup>M</sup> Canada initiative. MedEffect<sup>M</sup> Canada is part of Health Canada's Therapeutic Access Strategy, a five-year strategy to improve the safety, effectiveness and access to health products available to Canadians. The purpose of MedEffect<sup>M</sup> Canada is to provide centralized access to new safety information about marketed health products on the Health Canada Web site at : <u>http://www.hc-sc.gc.ca/dhp-mps/medeff/index-eng.php</u>. This Web site provides access to the latest advisories, warnings and recalls, issued by Health Canada concerning therapeutic drugs as well as other marketed health products including natural health products and medical devices.

#### **PINC ANNOUNCES CALL FOR NONPROFIT VIDEO CONTENT SUBMISSIONS**

Pinc Productions Inc. announced it is accepting video content submissions from nonprofits to be promoted on its soon-to-be launched Life On Purpose Network<sup>™</sup>. Life On Purpose Network<sup>™</sup> (LOPN) is an online philanthropic media platform dedicated to engaging viewers and facilitating philanthropy through video content that's entertaining, enlightening and inspiring. Finished videos are not necessary; quality video footage can be edited by Pinc's video production department, which specializes in online video.

For more information on how your organization's cause can be featured, email your submission request to: <u>chantale@pincproductions.ca</u> or call 1-888-683-7462.

# CANADIAN LIVING ME TO WE AWARDS

Every year, through the Canadian Living Me to We Awards, we are able recognize six Canadians that are making a difference in the lives of others, and reward them for their kindness, compassion and commitment to living the Me to We philosophy every day. The Me to We philosophy promotes a lifestyle of focusing less on "me" and more on "we".

For more details please visit <u>www.metoweawards.com</u>.

#### Act now because ballots close on April 10, 2009.

#### SHOW DONORS YOUR COMMITMENT TO HIGH STANDARDS

In tough times like these, keeping your core supporters engaged in your work is critical to your very survival. Charitable giving is often one of the first areas affected in a cost-cutting environment – all while demand for our programs and services is going up.

The *Ethical Code* is Canada's only sector owned and operated donor assurance program for charitable organizations. It is an increasingly recognized stamp of approval that tells donors that you manage your books responsibly and apply the utmost professional standards to your fundraising practices.

It tells donors that you respect and value their needs and interests and that you see them as an important part of your community.

For more information, download the <u>Ethical Fundraising and Financial Accountability Code</u> or the <u>Ethical</u> <u>Code Program Application</u>.

You can also contact Ethical Code staff at Imagine Canada by <u>email</u> or visit the Ethical Code <u>website</u>.

#### **ONLINE COURSE PROVIDES KEY EPILEPSY AND SEIZURE INFORMATION TO CANADIANS**

Epilepsy Toronto recently launched a new website that teaches the community the basics of epilepsy (and beyond). What's different about the site is that it is interactive, offering a quiz so people can test their knowledge of epilepsy, then providing a quick online course that people can use to fill in the gaps. The course teaches community members how to recognize a seizure as well as appropriate first-aid techniques.



#### CANADIAN ENVIRONMENTALISTS ENCOURAGED TO APPLY FOR COMMUNITY AWARD

Earth Day Canada (EDC), in partnership with Cascades Inc., is searching for Canada's 2009 Hometown Heroes Award winner. The Hometown Heroes Award program recognizes and encourages environmental leadership and achievement in local communities. Canada's 2009 environmental hero will receive a cash prize of \$10,000 (\$5,000 to keep and \$5,000 to donate to the environmental cause of their choice). The recipient of the award will be recognized as part of the 6th Annual Earth Day Canada Gala in Toronto, on June 10, 2009.



For more information, and to submit a nomination for yourself or someone in your community, please visit: www.earthday.ca.

#### The deadline for applications is Earth Day, April 22, 2009.

#### CANADIAN ECD PROGRAM EVALUATIONS

ECLK newsletter - This online pdf bulletin highlights some of the strengths and limitations of four Canadian programs for improving early childhood learning and development. The first two articles assess the effectiveness of nurse home visitation for young mothers and the other two evaluate the effects of short-term parent training programs on the behaviour and attitudes of parents as well as their young children.

The programs are: The Nurse-Family Partnership Pilot Study in Canada (Ontario), The Community Perinatal Care Study (Alberta), Community Parent Education Program (COPE) (Ontario), Triple P Positive Parenting Program (Manitoba).

To view the bulletin, please visit: <u>http://www.ccl-cca.ca/pdfs/ECLKC/bulletin/ECLKCVol4-1\_EN.pdf</u>.

#### CANADA REVENUE AGENCY LAUNCHES NEW PROJECT TRIDENT WEBSITE

The Canada Revenue Agency (CRA), in their continuing crackdown on tax fraud, including charity-related tax fraud, announced their Project Trident initiative. Project Trident is an enforcement project that targets three types of fraud: tax preparer fraud, charity-related fraud, and identity theft.

The CRA also created a new website for the project, where Canadians can access information on how to submit a complaint, how to correct information through voluntary disclosure, as well as listings of and news items related to charities that have had their status revoked or annulled. The CRA hopes that the site will assist Canadians in learning how to protect themselves from these types of fraud.



For more information, please visit: <u>www.cra-arc.gc.ca</u>.

#### **NEW REPORT PUBLISHED ON THE PUBLIC BENEFIT ECONOMY**

Lynne Eakin, a Canadian researcher who studies the nonprofit sector, released a new report examining the role of the nonprofit sector in what she calls the public benefit economy. Eakin suggests that the public sector can be an economy in its own right, and that private enterprise principles are not necessary for a legitimate economy. Eakin also argues that we need to pay much more attention to this economy because it is central to our ability to tackle the challenges facing our planet.

For more information, and to download the full report, visit: <u>switchmarketing.s3.amazonaws.com/lynneakin/Public Benefit Report.pdf</u>.

#### WINNERS OF THE 12TH ANNUAL CANADIAN BUSINESS & COMMUNITY PARTNERSHIP AWARDS

The Canadian Business & Community Partnership Awards recognize innovative collaborations between leading businesses and their nonprofit partners. These partnerships, which involve more than financial-only support, demonstrate the leadership and commitment of everyone involved. Both parties engage in project design, oversight and implementation.

To be eligible for a partnership award, projects must be sustainable and include active involvement and resources from both parties. The result is best-practices that exemplify how to strengthen the communities in which we work and live. Entries are reviewed by a jury of Canadian community investment professionals and nonprofit leaders.

#### Imagine Canada announced this year's winners:

SHARE THE WARMTH: HOME ENERGY EFFICIENCY PROJECT

**Partners:** <u>SaskEnergy</u>, <u>The Salvation Army</u> & <u>Saskatchewan Institute of Applied Science and</u> <u>Technology</u>

**About the Partnership:** The goal of this partnership is to improve the energy efficiency in the homes of low-income Saskatchewan families, especially during challenging winters. Families benefit with lower energy costs while learning about simple and inexpensive home energy efficiency options. Program partners and other community volunteers come together to perform energy efficiency upgrades in low-income homes in both urban and rural communities throughout Saskatchewan.

<u>Share the Warmth</u> program has helped 974 families to become more energy efficient. The program goal is to help 2,500 Saskatchewan families by the year 2010.

THE GREAT CANADIAN SHORELINE CLEANUP

Partners: <u>TD Bank Financial Group</u>, <u>Vancouver Aquarium</u>, <u>TD Friends of the Environment Foundation</u>

**About the Partnership:** The <u>Great Canadian Shoreline Cleanup</u> is a direct action conservation program that aims to promote understanding and education about shoreline litter issues by engaging Canadians to rehabilitate shoreline areas through annual cleanups. Vancouver Aquarium volunteers and representatives from TD partner with fellow Canadians to manage, market, recruit and communicate the importance of participating in this initiative. In 2008, this collaborative partnership brought together

more than 63,000 Canadians, including nearly 8,000 TD employees, to remove over 135,000 kilograms of harmful littler from shorelines.

THE RED CROSS CALL CENTRE

Partners: <u>TELUS</u> and the <u>Canadian Red Cross Lower Mainland Region</u>

**About the Partnership:** The <u>Red Cross Call Centre</u> is an integral part of British Columbia's Disaster Response Centre. Using the CallCentreAnywhere TELUS technology allows Canadian Red Cross volunteers and staff to login and receive calls wherever they may be during a crisis.

This collaboration allowed those with expertise in disaster management to access telecommunication experts, system hardware, training professionals and the volunteer support of TELUS' retired pool of call agents. The Red Cross Call Centre can be operational 7 days a week, 24 hours per day during major emergencies. More than 80% of disaster relief communication is carried out by volunteers.

Facts & Trends

# **TEENS' TIME WITH GRANDPARENTS**

Teens that spend time with a grandparent display better social skills and fewer behavior problems, and the effects are most marked for those living in single-parent or stepfamily households, according to a new study conducted in the UK. More than 1500 youth aged 11-16 were surveyed about their involvement with their closest grandparents to see if the relationship made a difference in their emotional and behavioural adjustment. The study, published in the <u>Journal of Family Psychology</u> this February, found that:

- greater grandparent involvement was associated with fewer emotional problems and more prosocial behaviour
- there were no differences in the level of grandparent involvement across the different family structures (two-parent, single-parent, stepfamilies)
- youth saw grandparents as confidants and sources of comfort

Teens reported that the more they talked to a grandparent about social and school activities, got advice or felt they could ask for money, the less hyperactive and disruptive they felt, and the better they got along with their peers. The authors conclude that supportive relationships with family members outside the immediate family may lead to better adjustment for children and adolescents, particularly for those growing up in single-parent and stepfamily homes, and that the positive role of grandparent involvement should be emphasized in family psychology.

# CANADIANS WILL CONTINUE GIVING TO CHARITY, DESPITE RECESSION

According to a recent survey, 76% of Canadians reported giving \$25 or more to charity in the last 12 months. Only 18% expect to give less to charity this year, down from 24% in October, 2008, while 59% said they will give the same and 12% indicated they would give more. Of the 12% who plan on giving

more to charity this year, 69% will increase their donations by more than 10%, and 9% will increase their donations by 30% or more.

Health-related charities are the priority for Canadians, making up 23% of the planned donations. Thirtyone percent of those giving less to charity indicated that their donations will be going to this sector. --Innovative Research Group, Inc.

#### **GUIDESTAR RELEASES REPORT ON NONPROFIT TRANSPARENCY**

A new report released by Guidestar shows that while 93% of nonprofits are embracing using the Internet to disclose information about their programs and services, only 43% are posting their annual report to their website, and 13% their audited financial statements. The report, *The State of Nonprofit Transparency, 2008: Voluntary Disclosure Practices*, also outlines key recommendations for nonprofits, including that all nonprofits should consider posting the above documents on their website, in addition to brief biographic outlines of key staff and board members. It is also essential for nonprofits to ensure their websites are up to date with current information about programs and services.

For more information, and to obtain a full copy of the report, please visit: <u>publications.guidestar.org</u>.

#### **DID YOU KNOW?**

- Youth volunteered a total of 154 million hours in 2000, which equates to almost 15% of all volunteer hours contributed by Canadians that year.
- Canadians who volunteer early in life are more likely to volunteer in later life.

--Canadian Centre for Philanthropy, 2003, The Giving and Volunteering of Youth

Funding & Resources

# DONNER AWARDS PROGRAM

The Donner Awards Program is accepting applications for the 2009 *Donner Canadian Foundation Awards for Excellence in the Delivery of Social Services* until **Thursday, May 28, 2009**.

In return for completing the application, all participants receive a *confidential* report that compares their organization's performance relative to peers in the sector. This report allows them to identify areas of particular strength in their organization's management and delivery of services as well as areas where performance can be improved. At a time when non-profits are coming under increased scrutiny over the efficiency and effectiveness of their management and delivery of programs, the performance report is an important tool to distinguish their organization from others.

Non-profit organizations may apply online at <u>https://secure.lexi.net/donnerawards</u>. Applicants who complete their application online by our **final deadline of May 28, 2009** will be entered in our <u>\$1,000</u> <u>cash draw</u>.

For more information <u>about the Donner Awards</u> and on <u>how to apply</u> organizations are encouraged to visit our website at <u>www.donnerawards.org</u>.

- For the highlights of their non-profit evaluation system: <u>2008 Non-Profit Performance Report</u>
- To view the 2008 finalists: 2008 Donner Awards Profiles in Excellence
- For a mail copy of the 2008 Donner Awards Profiles in Excellence publication, please email info@donnerawards.org including your full address. \*Please note, supply is limited.

For additional information, please email <u>info@donnerawards.org</u> or leave a voicemail at 1.877.714.4531.

# **2009 SPRING GRANT CYCLE**

The Central Okanagan Foundation (COF) is pleased to announce it will be accepting applications for its Spring 2009 granting cycle from now until May 1, 2009. COF has been supporting the local charitable sector with funding for worthwhile causes since inception in 1977.

The COF encourages applications for funding in the following eight areas: Arts & Culture – Children, Youth & Family – Education – Health & Community Services – Heritage & Historical – Environment – Global Initiatives. Funding to support these grants typically comes from investment income but given the challenging economic situation this year, all granting funds are courtesy of generous donors who have stepped up to help the COF support local charities.

COF is also pleased to welcome Cheryl Miller as Grants Manager. Cheryl brings 11 years experience in the Not for Profit sector with the majority of experience in community development and program management. The past 11 years with a local organization afforded Cheryl the opportunity to gain extensive knowledge about our community's available resources in both private and public sectors.

Cheryl looks forward to strengthening our community in her new role by, "supporting initiatives that increase the capacity of organizations and individuals to respond to challenges and opportunities, develop local leadership, promote self-reliance, emphasize prevention and mobilize civic participation and resources."

For more information or a copy of the application package please call Cheryl at 250.861.6160 or visit <u>www.centralokanaganfoundation.org</u>

#### Grant submission due 3:30pm May 1, 2009.

# SCHOLARSHIP OPPORTUNITY: BC ABORIGINAL STUDENT AWARDS

Attention Aboriginal youth dedicated to education and community involvement. The Irving K. Barber BC Scholarship Society is offering several awards of \$1,000 - \$3,500 to finance the post-secondary education of BC Aboriginal students. The program is open to BC residents of Aboriginal ancestry who actively volunteer in school or community settings. Candidates must plan to enrol in an approved trades training or apprenticeship program, a certificate or diploma program, or an undergraduate or graduate degree program.

To learn more and to apply, please visit <u>www.bcscholarship.ca/web/aboriginal/apply</u>.

# Applications deadline is May 15th.

# **RECESSION PROOF YOUR FUNDRAISING - ARTICLE**

If there has been one question that has been asked by non-profit executives and development professionals over the past few months, it is "how do we continue to fundraise while going through one of the largest economic downturns we've ever seen?" Safe to say it isn't (and won't be) easy, but a solid organization with an effective development program that is responsive to these challenging times could well thrive in this environment. While there are an endless number of opinions floating around on this topic, we have summarized these suggestions from our own thinking to help ease direction over the coming months:

- 1. **Reassess your funding sources**. By testing your business model you may well be able to identify new sources of income.
- 2. Reconsider your fundraising programs and your "ask" strategies. By changing or increasing (possibly even decreasing, though in these times you do not want to put too many eggs in one basket) the number of techniques you are using, you may just hit upon what is driving people's senses these days. Also, if you engage more donors and increase the number of "asks", you'll gain more traction in the long run.
- 3. **Improve your prospect research activity**. This is a great time to sit down and really clue in to your donor base. Who are your donors? Where are they? What is the best way to engage them? This activity will also help you focus on the most efficient activities, ensuring that resources are conserved without cutting back activity.
- 4. Get creative with communications. You need to be seen to be heard, and being seen and heard is even more difficult now that many people's attention is focused elsewhere. Donors will need to be 'wowed' not by overspending, but by over thinking. A recent poll showed that many organizations even very large ones are looking at non-traditional ways to market and engage friends, including very low cost options like co-marketing with a for-profit company or using social networking websites like Facebook or MySpace.
- 5. **Cultivate, diversify and increase your volunteer involvement**. Without volunteers, your organization is taking risks it likely cannot afford. Encourage volunteer networking, and ensure that they jobs they are doing are meaningful for the organization and for them.
- 6. **Revisit your organization's mission, vision and mandate**. During recessionary times, your case may be even stronger and more compelling than in comparatively good times. Find those aspects of your organization that are most likely to appeal to donors who are feeling the downturn and see if these resonate more strongly than the less-than-core needs.

By following these simple strategies you'll have maximum control over your destiny through these tough economic times, you will weather the downturn and will emerge on the other end of it a more healthy and well-positioned fund development organization than you were going in. *–Source: -Ross W. Marsh & Associates, Inc., Newsletter Jan 14, 2009* 

#### **REPORT EXAMINES ONLINE GIVING AND ONLINE DONOR RETENTION**

Target Analytics, **a** Blackbaud company, released the 2008 donorCentrics<sup>™</sup> Internet Giving Benchmarking Analysis. The report indicated that over the past few years, online giving has become an increasingly significant source of new donor acquisition, and integrating online and offline fundraising channels is key to long term success. Key findings from the analysis include:

- Online giving still represents a relatively small portion of donors and revenue at most organizations, but it is growing rapidly and is becoming an important source for new donor acquisition
- Online donors are younger and have higher incomes than traditional direct mail donors
- Online donors give larger gifts and, as a result, have a higher overall long-term value than donors to more traditional giving channels like direct mail. However, they are less loyal in terms of repeat giving.
- The online giving channel must be an integrated part of an entire direct marketing program because although offline donors do not generally migrate to online giving, online donors do

migrate to offline channels in large numbers. In addition, online donors tend to downgrade when they move offline, further evidence that online donors are not cultivated to their full potential.

For more information, and to download the full report, please visit: <u>www.blackbaud.com</u>. (PDF)

# **NEW ONLINE TOOL HELPS CHARITIES EXAMINE THEIR FUNDRAISING VIABILITY**

The Institute of Fundraising and THINK Consulting Solutions have created a free online diagnostic tool designed to help charities understand the impact of the recession on their income portfolios over the coming years. The diagnostic tool is suitable for charities of all sizes that wish to check the viability of their fundraising, anonymously and confidentially. It offers two analysis routes. The Net Income Report scrutinizes a charity's fundraising profitability across a mix of channels to determine the most profitable income streams and donor groups, and areas needing focus. The second route, an Investment Report, assesses the mix and risk of a charity's investment portfolio, looking at recruitment and donor development across techniques and channels to ensure strategic risk management.

For more information, please visit: <u>www.fundraisinghealthcheck.org</u>.

#### **7 SECRETS TO FACEBOOK FUNDRAISING**

by Sara Waller on behalf of iCoins Ltd.

A 93-page manual showing readers how to use Facebook as a fundraising medium. The manual gives information on how to use the iCoins Facebook fundraising feature, but also has excellent information on creating business pages, sending messages to groups, and organizing events through this social networking site.

Download this guide free in PDF format at <u>www.facebookfundraisingtips.com/ebook.pdf.</u>

#### **BOOK REVIEW - THE POLLYANNA PRINCIPLES**

By: Hildy Gottlieb Review by: Stephen C. Nill, CEO, CharityChannel

If you've followed Hildy Gottlieb's postings to the CharityChannel professional forums over the last decade, you would come to realize that hers is an intellect that will invariably tackle a question by going deep, exploring aspects that at first seem distractingly far removed from the issue at hand. This tendency could be a bit annoying to the uninitiated practitioner who is just trying get something quickly solved and move on. Yet, invariably, her probing would lead to insights that suggested ultimate solutions that were far more effective and sweeping than the usual surface treatment of topics on discussion forums.

Despite these tendencies, Gottlieb's prior books, many of which I have had the pleasure of reviewing for CharityChannel, have been relatively easy, fast reads. Though insightful and immediately practical, they rarely left familiar territory for those of us who have been in the trenches for years.

So, I was not prepared for *The Pollyanna Principles*, published this week. This work is simply stunning. It is a *magnum opus*, if not Gottlieb's *maximum opus*. Frankly, it is the most important and transformative nonprofit-sector work I have read.

*Correction:* Gottlieb would slap my typing fingers for the "N" word ("nonprofit"), as she advises us to expunge it from our lexicon. So, allow me to make a *nunc pro tunc* correction by substituting the term "Community Benefit sector," composed of "Community Benefit Organizations." In fact, CharityChannel is adopting the term "Community Benefit Organization" and "Community Benefit Sector," making it the first professional community to do so.

Named, presumably, after the fictional character Pollyanna from a best-selling 1913 novel by Eleanor H. Porter, Gottlieb presents what she calls The Pollyanna Principles. Here's the first one: We accomplish what we hold ourselves accountable for.

To read the full review and to order, please visit: <u>http://pollyannaprinciples.org/info/reviews/</u>.

# **New Thinking and Talking About Volunteers**

"Men don't volunteer as much as women do," or so says conventional wisdom. But <u>Susan Ellis</u> counters: "Men volunteer a lot; they're just not *called* volunteers. They're called coaches and firemen!"

With new waves of stimulus package volunteers and retirement-age volunteers coming down the road, it's even more urgent that we change the way we talk -- and think -- about volunteers.

- **Old language:** (often said in apologetic tone) "We have only a few staff, so we have to rely on volunteers."
- New language: "Because we have so many volunteers, we don't need more than a few staff."
- **Old language:** "Our volunteers help us [staff] so much!" gushes a nonprofit staffperson.
- New language: "Volunteers help the patients so much!"
- **Old language:** "We have a couple of volunteers who help with the newsletter," said the director of a nonprofit legal services organization, adding, "Oh yeah! And some pro bono attorneys."
- **New language:** "Our organization is lucky to have pro bono attorneys, pro bono writers, and pro bono graphics and layout staff."
- -
- **Old language**: "We have 25 staff and 175 volunteers," said a museum director starting a speech.
- New language: "We have 200 staff, of whom 175 are volunteers and 25 are paid."

To quote Susan Ellis again: "Paul Revere made his living as a silversmith. But he's remembered for what he did as a volunteer."

If you're a volunteer (messenger, revolutionary, American hero like Paul), print out this article and give it to the volunteers and staff you work with. Let's change not only the world, but the way we talk about it. --Jan Masaoka. (From Blue Avocado, a free magazine by and for nonprofit people. To subscribe please visit: http://www.blueavocado.org)

# ATTRACTING AND KEEPING YOUTH VOLUNTEERS: CREATING A GOVERNANCE CULTURE THAT NURTURES AND VALUES YOUTH

This guidebook published by Imagine Canada explores the unique characteristics of youth volunteers. In particular, the book identifies how organizations can both recruit and retain youth volunteers in a governance role.

Download this guide free in PDF format at <u>nonprofitscan.imaginecanada.ca</u>.

#### MORE AMERICANS ARE SIGNING ON TO TWITTER

As of December 2008, 11% of online American adults said they used a service like **Twitter** or another service that allowed them to share updates about themselves or to see the updates of others. Twitter and similar services have been most avidly embraced by young adults. Nearly one in five (19%) online adults, ages 18 and 24, have used Twitter and its ilk, as have 20% of online adults 25 to 34.

Use of these services drops off steadily after age 35, with 10% of 35 to 44 year olds and 5% of 45 to 54 year olds using Twitter. The decline is even more stark among older Internet users; 4% of 55 to 64 year olds and 2% of those 65 and older use Twitter. The use of Twitter is highly intertwined with the use of other social media; both blogging and social network use increase the likelihood that an individual also uses Twitter. -*Pew Internet & American Life Project* 

#### **PEOPLE TO PEOPLE FUNDRAISING: SOCIAL NETWORKING AND WEB 2.0 FOR CHARITIES**

The Next Generation of ePhilanthropy

#### Social Networking Has Banner Year in France, Growing 45 Percent

comScore, Inc. has released the results of a study of social networking site usage in Europe, with a particular focus on France, based on data from the comScore World Metrix audience measurement service. The study showed that 22 million French Internet users visited at least one social networking site in December 2008, reaching 64 percent of the total French Internet audience.

#### Social Networking Attracts Three Quarters of European Internet Users

Of the 282.7 million European Internet users age 15 and older who went online via a home or work computer in December 2008, 211 million visited a social networking site - representing a penetration of 74.6 percent. Of the 16 individual European countries included in the study, social networking reach was relatively low in France, at 63.9 percent, compared with 79.8 percent in the U.K. or 73.7 percent in Spain. Despite its relatively low penetration, France's social networking audience (21.7 million visitors in December) was the third largest in Europe behind the U.K. (29.3 million visitors) and Germany (24.9 million visitors).

To read the full article, please visit: [FULL STORY]

# **RECRUITING STUDENT VOLUNTEERS**

#### By Estela Kennan

Estela Kennan's article "Recruiting Student Volunteers" in Volunteer Management outlines successful techniques for finding volunteer students. Topics include why students volunteer, what students want out of volunteering, how to recruit volunteers, timing student recruitment, and fostering continued commitment. This concise and accessible article provides practical solutions to volunteer recruitment issues by targeting an available population. --*The Connector – A Volunteer BC Newsletter March 2009 Edition* 

To read more, please visit:

http://nonprofitmanagement.suite101.com/article.cfm/recruiting\_student\_volunteers#ixzz08egd4C1d.

#### **UPDATE AVAILABLE ON YOUTH HOMELESSNESS CONFERENCE**

In November 2008, Raising the Roof hosted a three-day national conference on youth homelessness. *Partners Solving Youth Homelessness* brought together key stakeholders as presenters and participants

with service providers, leading researchers on youth homelessness, private sector representatives, government representatives

🔨 RAISING THE ROOF

and youth. Conference pod casts, presentations and reports, as well as an update on *Youth Homelessness in Canada: The Road to Solutions* can be found on Raising the Roof's <u>http://www.raisingtheroof.org/Irn-nc-index.cfm</u>.

#### **VOLUNTEER VACATIONS**

In the Village Vibes Issue, March 30, 2009, The cover story takes a look at the growing popularity of international <u>volunteer vacations</u>. They provide an opportunity to see foreign lands, work with local people, and truly make a difference. But that positive impact doesn't end when the trip does.

Hear from a few happy travelers about how their experiences changed the way they look at the world, and why they'll be going back for more. Also in this Issue, check out the new articles in their research library on the power of <u>strategic narratives</u> and how to make the most of <u>viral web marketing</u>, plus tech resources, fresh funding sources, and more.

#### **GREENING THE WORKSPACE**

By Elisa Birnbaum March 16, 2009

With environmental issues ranking high on Canadians' lists of hot button issues, going green is something that no organization can ignore. But setting up an environmental program for the office can seem daunting at best.

The <u>Banff Centre</u>, Canada's foremost arts, cultural, and educational institution and conference facility, lies in the UNESCO World Heritage Site, Banff National Park. Enveloped in glorious mountains and pristine natural surroundings, it is understandably committed to environmental leadership and performance. "There are a lot of rules and restrictions in terms of how we operate here," affirms communications officer Jill Sawyer. "It's created an opportunity to really showcase the idea that you can have an organization this size in the national park that works within those guidelines." That unique opportunity spawned a range of environmental initiatives, many related to the centre's internationally renowned conference facilities. And to ensure they meet their green responsibilities, an environmental committee meets regularly to discuss new ways of reducing their footprint. The organization's website also mentions a designated environmental budget (\$20,000 per year) and a special Environment Management System.

Yes, indeed, green is in. The environment is the new black. For producers of green products, the concern is proving profitable, while those making eco-friendly choices attribute their actions to ethical values and a long-term world view. And, let's face it: it's good PR. But for all the chatter, are organizations actually walking the walk? What type of green initiatives are they introducing into the workplace? And for those who aren't, what may be stopping them?

To read the complete article, visit: <u>http://www.charityvillage.com/cv/archive/acov/acov09/acov0908.asp</u>.

#### **QUICK AND EASY TIPS FOR GOING GREEN**

1. Take the stairs instead of using the elevator.

2. Turn off all lights, appliances, and computer equipment when not in use and especially at the end of the day. Many items can be left unplugged until they actually need to be used, such as television sets, VCRs, and paper shredders.

3. Use courier companies with fuel-efficient or hybrid cars, or even better, try bicycle couriers.

4. Instead of traveling for face-to-face meetings, try teleconferences or videoconferencing.

5. Purchase products made with post-consumer recycled material; organic, compostable, or biodegradable material; reduced chemical content; and minimal and recyclable packaging.-- *from David Suzuki's <u>Nature Challenge at Work</u>* 

# **BOOK: YOUR LIFE - YOUR RIGHTS**

This book applies to young people in BC who are, or were, involved in the child welfare system. In other words, it you are currently in care, on a youth agreement, in a custody centre, in a mental health facility, or accessing mental health services you should get a copy of this book! If you left foster care recently (i.e. are 19 or so) this book is for you!

It outlines the rights of young people, as well as resources available to help you claim your rights.

PLEASE make sure to ask your social worker or youth worker for a copy, and if you are not in care anymore, please contact us toll-free at the Network: 1-800-565-8055.

#### **YOGA AT YOUR DESK – 3 MINUTE VACATIONS**

*Blue Avocado* reader Melisa Miller of <u>Rebuilding Together</u> in Gainesville, Florida, writes in about her favorite 3-Minute Vacation: "I try to get some office yoga in to get my body moving and relax my mind.

"She suggests these 17 short (2 minutes each) yoga stretches at <u>Office Yoga</u>. Lots of stretches for those tight 'working at a desk all day' muscles.

--Blue Avocado, a free bite-sized magazine by and for nonprofit people. Subscribe free and see archives at <u>http://www.blueavocado.org</u>.

#### THE STRESS OF PARENTING

As every parent knows, parenting is almost always challenging, and quite often stressful. The level of stress parents experience is a key concern to child and family researchers and practitioners, because of the strong links between parenting stress, parenting behaviours, and ultimately, child outcomes.



Now, a new study from UBC researchers explores the relationship between parents' reported stress levels and their evaluation of their own parenting skills. Released in October 2008, the study: <u>Factors Associated with Mothers' and Fathers' Self-Reported Parenting Skills and Parenting Stress</u> builds on findings from the BC Council for Families' 2007 provincial poll of parents.

The study, by V. Susan Dahinten of the UBC School of Nursing, found significant differences in the levels and sources of parenting-related stress reported by mothers and fathers:

- For fathers, parenting stress was associated with insufficient support and with having at least one child under the age of 6.
- Parenting stresses for mothers included insufficient support, frequent family conflict, being unsatisfied with their parenting skills and putting pressure on themselves to be perfect parents.
- Peparation for and knowledge of parenting was a significant influence on both fathers' and mothers' self-reported parenting skills.

# **LEADERSHIP IN FOCUS SERIES**

March 2, 2009 Edition

This month in our *Leadership in Focus* series Charity Village features Beverley Wybrow, president and CEO of the <u>Canadian Women's Foundation (CWF)</u>, the first and only national public foundation dedicated to improving the lives of women and girls in Canada. One of this country's most impassioned advocates for women, Beverley has been working tirelessly in this position since 1991. Over the years, the CWF raised over \$31 million and supported more than 825 programs dedicated to eradicating poverty and violence from the lives of women and girls, fostering empowerment in their stead. And, as a result of Beverley's inspirational leadership and hard work in the 30-plus years she's dedicated to the nonprofit sector, she was recently named the <u>2009 YWCA Woman of Distinction for Community Leadership</u>.



# WEEKLY E-BULLETIN AND MONTHLY NEWSLETTER

BCHC and BC Healthy Living Alliance are partnering for weekly e-bulletins and a monthly newsletter.

To sign up, go to: <u>http://www.bchealthycommunities.ca/content/home.asp</u>.



# THE M WORD: A BOARD MEMBER'S GUIDE TO MERGERS

How, Why & Why Not to Merge Nonprofit Organizations

#### The M Word will help you:

- Understand how and why nonprofits typically explore and undertake mergers
- Consider the alternatives to mergers, including closure
- Differentiate between the roles of board members, staff leaders and funders
- Know what to expect and look out for as the merger process goes forward
- Decide whether a merger exploration is a viable option for the nonprofit you have in mind.

To download this publication, please visit: <a href="http://www.blueavocado.org/content/m-word-board-members-guide-nonprofit-mergers">http://www.blueavocado.org/content/m-word-board-members-guide-nonprofit-mergers</a>.

#### TECHSOUP CANADA

This organization provides technology information and support to Canadian non-profits. The also run an online production donation service that connects nonprofits with technology product donations from major corporations.



TechSoup Canada is the Canadian partner of TechSoup Global. Many nonprofits and social benefit organizations worldwide serve the needs of low-income, underserved populations and create positive social change. We believe these organizations could have even greater impact through the appropriate use of technology. This requires assistance with obtaining, using, and sustaining technology.

In an innovative strategic partnership, Microsoft, TechSoup Global, and others are developing a global technology platform for the voluntary sector. As part of their commitment to this sector, corporations such as Microsoft, Symantec, Adobe and Cisco use this platform to provide donations, at scale, to worthy organizations around the globe. Recipient organizations benefit from the consolidation of many donation programs into one, and further benefit from the wide range of training, collaboration, and support provided by TechSoup Global and its partner organizations.

For further information, please visiti: <u>http://www.techsoupcanada.ca/</u>.

#### FIVE WAYS TO IMPROVE RESPONSE TO YOUR DONATION PAGE

Donordigital has released a report called "Perfecting Your Page: Can donation page optimization boost online giving?" The answer to their question is yes — improving your page really can boost giving. The report can be downloaded here and is based on testing done with Amnesty International USA and Optimost.

From the report:

Online fundraising has become a growing source of income for many non-profits over the past 10 years. But while organizations typically spend lots of time spent developing clever, creative, and inspirational online content, they often overlook more mundane aspects of online appeals that can make a big difference in converting advocates, subscribers, and other supporters into donors. Specifically, while email and web page copy may persuade people to "click to donate now," less than half of those who click through to the donation page (and often just a few percent) typically complete the donation transaction.

Here are five key tips:

- Size DOES matter: Bigger donate buttons helped convert more donors
- Color can matter too: A vividly colored donation button can strongly boost donation page conversion...but seasonality and color choice influenced whether it did (read the report for more on this... green buttons performed better than blue)
- Less is more: Removing unnecessary fields from the personal information form significantly increased conversion to donate
- Remind people (nicely) why they want to donate: Polite header copy ("Please make a tax-deductible gift...") followed by short appeal copy yielded better conversion than a more forceful call-to-action ("Donate Now! Help us...") without appeal copy
- No need to be demanding: Using firmer language on the donation button ("Donate Now" instead of "Submit") did not produce statistically higher conversions.

To read more, please visit: <u>http://blueprintfundraising.com/?s=5+ways</u>.

# **10 STRATEGIES FOR RECESSION FUNDRAISING**

<u>The Chronicle of Philanthropy</u> has a great series up right now with 10 things to do now, to raise money during the downturn. You need a subscription to read the full articles but here's their list. It is based on interviews with a variety of organizations. Some of these are back-to-basics ideas, which is what a lot of people are focusing on. Others are about being frugal and innovative. All excellent ideas these days.

**1. Don't treat giving as a financial transaction**. Tell donors how their giving is making the world a better place and don't just focus on the perks they will receive (e.g. "you get a newsletter and four free tickets" — this is especially important for arts organizations).

**2. Keep close ties to donors.** Don't make your only contact with donors be solicitations. Focus on thanking and showing impact. Find ways to let donors see the impact for themselves.

**3. Offer matching grants.** Ask a loyal donor or funder to provide the match.

**4. Ask donors to give monthly.** 'Nuff said.

**5.** Look for ways to save money on fundraising. Trim special event expenses or eliminate programs that aren't serving you well. Look for ways to move your communications online. Freeze salaries. Renegotiate with your vendors and consultants (don't know about this one!).

**6. Seek alternatives to soliciting private donations.** Can you rent some of your space to another organization? Start a social enterprise? Develop a cause-marketing partnership with a corporation?

**7. Collaborate to raise money.** You can have greater impact and generate more attention by working with others. For example, ten grassroots organizations serving people with disabilities could put on one large event instead of each having their own. They would probably raise more, hold a better event and get more attention than doing it alone.

**8. Scale back ambitious campaigns, but don't give up on them.** You may have to scale back on the goal or increase the length of your "quiet phase" where the lead gifts are solicited.





**9. Avoid emergency solicitations.** Asking donors to bail you out or save you from impending demise is not an appealing message — who wants to invest in an organization on the brink of collapse? Instead, tell people how the economy is hurting the people you serve and the issues you work on.

**10. Shore up relations with grant makers.** It is going to take some time before endowment-based funders can get back to decent levels of giving, but that doesn't mean you should stop paying attention to them. Be on their list when giving resumes, by being in touch and continuing to show them you are making a difference.

To read more, please visit: <u>http://blueprintfundraising.com/?s=10</u>.

# **11 TIPS FOR SUCCESS IN GRANT WRITING**

Talented fundraiser, Lorna Visser, Principal of Carmanah Strategies, has put together this super smart advice for grant seekers. Follow it — you'll save yourself time and be much more likely to receive funding for your work.

**1. DO THE BUDGET AND FUNDING PLAN FIRST.** There is no point spending hours writing a proposal until you know what the project will cost and whether you can get the revenue to support it. Doing your budget and funding plan will get you focused on exactly what you need to do the project. Again, this gives you a chance to draw others in your organization into the proposal-writing process, because they will need to tell you what things cost. Once the budget is done, when you write the narrative portion of the proposal you can be clear and specific (e.g. "We will be hiring two outreach officers for three months. They will be making 60 site visits to landowners", instead of "We'll talk to landowners").

**2. Make sure someone else reads your proposal and checks your budget before the package goes out.** This not only ensures that typos and math errors will be caught, but it gives you a clever way to draw other people in your organization into fundraising. Ask them to be tough: will this idea fly? Have you presented enough evidence to prove your approach is credible? Will it make sense to an outsider or have you assumed the funder will understand your acronyms and organizational jargon?

**3.** Set internal deadlines to complete sections of the proposal well in advance of the funder's submission deadline. We all know this one, but yet somehow we've all been in the position of working on a proposal at midnight that has to go out the next day and then discovering that we need two letters of support from community partner groups – letters we don't have. Check the funder's proposal requirements well in advance and set deadlines for gathering data and completing each element required.

**4. Don't promise the moon.** Be realistic about what could be achieved in the timeframe of the grant and with the amount requested. Funders are usually more realistic about this than grant-seekers, who feel they need to dazzle with grandiose promises. If you over-promise and under-deliver, you are going to have a terrible headache at grant-reporting time...and your organization's credibility will be lowered.

**5. Be SMART: Specific, Measurable, Achievable, Relevant and Time-specific.** Many proposals never reach the boardroom for consideration, because their objectives are too vague to warrant serious consideration. If you follow the SMART formula, your proposal will be sure to warrant increased attention.

**6.** Focus on outcomes, not tactics. Be clear about what will change as a result of your project (but don't promise the moon). Understand the difference between outcomes (what will change, e.g. how people will change their behaviour) and outputs (how many times you do something — numerically measurable factors).

**7.** Don't try to bend your work to fit a funder's criteria. They'll spot you a mile away, quoting the famous line from Shakespeare's *Hamlet* "the Lady doth protest too much, methinks." If your project doesn't fit, it doesn't fit. And you do your organization a disservice to chase grants that require you to "mission-shift." Don't waste your time and the prospective funder's.

**8. Follow application guidelines closely.** Don't give the funder an opportunity to toss out your proposal because you forgot to convert your budget to US dollars or you didn't include the required references or letters of support. Flouting a funder's proposal-submission rules is a form of disrespect and likely to result in a one-way ticket to the recycling bin for your proposal or letter of inquiry.

**9.** Do your utmost to establish contact with a prospective funder before submitting a proposal. Be respectfully pushy — it may take several phone calls, e-mails or faxes. Ideally, meet in person, but at the least, have a telephone or email interaction with the funder to raise your profile and ensure that you have a chance of success. If you can't get through to the program officer, try to reach her/his assistant or secretary. Ask what your best approach would be and what an appropriate grant request would be. If all your attempts to establish contact with a funder prospect fail (becoming more common in this era of voicemail and email), learn what you can from the other grantees you researched (see item 10 below).

**10.** Do your homework — learn what a foundation has funded before. Most have web sites that list their grants for several years back — easy to Google by foundation name. Take note of grant amounts, geographic range, and types of projects or organizations supported. (In the U.S., foundations are required to list their grants in their filings to the Internal Revenue Service on the Form 990. In Canada, the T3010 form contains useful information and can be accessed from the Canada Revenue Agency.)

**11.** Focus on quality, not quantity. Carefully preparing a few well-written proposals to funders with whom your work is an obvious fit is time well spent. Sending a blitz of formulaic requests to every funder in a directory is a poor use of your time – most, if not all, will go into the recycling bin.

And finally...

You've done all of the above, and you still didn't get the grant. Remember that some of it IS just plain old luck. Don't beat yourself up. Funders often have many times more worthwhile project proposals on a docket than they can fund. Picture them wringing their hands and weeping, wishing they could fund all the wonderful proposals put before them, but not having enough dollars to do so. Do follow up and try to find out why your proposal was rejected, as this will put you in line for more serious consideration next time, and allow you to refine your proposal to better meet the funder's needs.

Happy grant hunting!

# **BOOK: LIVING TOGETHER OR LIVING APART**

This updated second edition (formerly called *Living Together, Living Apart*), for people in same-sex or opposite-sex relationships who are thinking about separating or are already separated, explains legal rights when separating, including what happens to the children, how to settle money/property or other financial/legal issues, and where to get legal help and information. *Living Together or Living Apart* also includes information on pre-nuptial, cohabitation, and marriage agreements in case a relationship breaks up. This edition replaces the first edition, which is now out of date.

For further information, please visit: <u>http://legalservicessociety.cmail5.com/t/y/l/hlukku/byutktyl/r</u>.

# IF YOUR CHILD IS TAKEN BY THE MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT: YOUR RIGHTS AS A PARENT

This brochure (also for quardians, family members, and advocates) was updated in February 2009 with current contact numbers for legal aid offices in BC and information on mediation and shared decisionmaking options.

To read or download the brochure, please visit: <u>http://www.lss.bc.ca/publications/pub.aspx?p\_id=28</u>.

# **DAY CARE VS. GRANDPARENTS**

A recent UK study that seems to suggest group child care with qualified staff is more helpful to a child's cognitive development than care by BC COUNCIL grandparents is generating debate in Britain and elsewhere. The study, Early Childcare and Child Development, published in the new edition of the Journal of Social Policy, followed 4,800 children born in 2000 and 2001 and found that by age three, children in group settings may be more prepared for school than children cared for by grandparents.



- Children in day care showed a better understanding of colours, letters, numbers, and counting, sizes, comparisons and shapes.
- Children cared for by grandparents had more difficult relationships with other toddlers, particularly boys.
- However, children cared for by grandparents had significantly larger vocabularies by age 3 than children in group care.

One suggestion for these differences is that while grandparents are unable to provide the social and educational stimulation of group care settings, they "tend to make more of an effort to sit down and talk to children" says Dr Kirstine Hansen, research director of the Millennium Cohort Study, from which the data was taken.

Critics of the study, such as Dr Richard House, of Roehampton University's Research Centre for Therapeutic Education, disagree that institutional care is preferable to care by relatives. "Research from across the world is increasingly showing that, all things being equal, institutional childcare for children under three can be harmful, with negative impacts on both behaviour and capacity for sociability."

The researchers conclude that governments should provide greater support and flexible training to grandparents caring for children.

# YOUR WELFARE RIGHTS: A GUIDE TO BC EMPLOYMENT AND ASSISTANCE

There have been some important changes to welfare law and policy since Your Welfare Rights was last printed in January 2008. We have created an insert - to be used with the existing booklet - that details the effects those changes have had on citizenship requirements, disability trusts, medical benefits, security deposit supplements, reconsideration deadlines, and other areas of welfare rights.

To read or download this update, please visit: <u>http://www.lss.bc.ca/publications/pub.aspx?p\_id=167</u>.

#### THE STRESS OF PARENTING

As every parent knows, parenting is almost always challenging, and quite often stressful. The level of stress parents experience is a key concern to child and family researchers and practitioners, because of the strong links between parenting stress, parenting behaviours, and ultimately, child outcomes.



Now, a new study from UBC researchers explores the relationship between parents' reported stress levels and their evaluation of their own parenting skills. Released in October 2008, the study: <u>Factors Associated with Mothers' and Fathers' Self-Reported Parenting Skills and Parenting Stress</u> builds on findings from the BC Council for Families' 2007 provincial poll of parents.

The study, by V. Susan Dahinten of the UBC School of Nursing, found significant differences in the levels and sources of parenting-related stress reported by mothers and fathers:

- For fathers, parenting stress was associated with insufficient support and with having at least one child under the age of 6.
- Parenting stresses for mothers included insufficient support, frequent family conflict, being unsatisfied with their parenting skills and putting pressure on themselves to be perfect parents.

Peparation for and knowledge of parenting was a significant influence on both fathers' and mothers' self-reported parenting skills.

#### **ABORIGINAL CHILD PROTECTION WALLET CARDS**

The Legal Services Society of BC has produced a new wallet card describing what Aboriginal parents and their communities can do in Aboriginal child protection matters, and emphasizing parents' rights to get a lawyer as soon as they are informed that they are under investigation for a child protection matter. The wallet card also provides space for writing down important details, such as court dates and the ministry social worker's name, to give parents quick access to the information they need, including how to contact legal aid to find out if they qualify for a free lawyer.

For additional information or to download the card, please visit: <u>http://www.lss.bc.ca/publications/pub.aspx?p\_id=285</u>.

Education and Training

# **OVERVIEW OF VOLUNTEER MANAGEMENT**

Volunteers are vital to the success of organizations in healthcare, social welfare, arts and culture, religion, sports and recreation, environment, and many, many other community associations. It is no surprise that many local non-profit organizations have said they're struggling to find enough volunteers to operate effectively.

These challenging economic times have created an urgent need for talented volunteers and for individuals (Managers and Coordinators of Volunteers) who can effectively recruit, retain, manage and develop these key players in the non-profit sector.

This role requires working with both staff and volunteers to help achieve organizational goals as well as the personal aims of the volunteer. In this Certificate Program, you can learn the fundamental skills needed to be more successful.

You Will:

- Master the volunteer retention cycle
- Develop the tools to effectively respond to current and emerging issues
- Understand the complexities of leadership, influence, and organizational relationships and structures
- Learn to create and market successful volunteer programs

Dates:	April 20, 21, 27, 28, 2009
Time:	9 am - 4 pm
Location:	Kelowna Community Resources
	120-1735 Dolphin Ave., Kelowna
Cost:	\$175 per person

To register and for more information please go to: <u>Overview of Volunteer Management Registration</u>.

#### TRANSLATING KNOWLEDGE INTO TAILORED INTERVENTIONS FOR WOMEN AND MEN TO ADDRESS TOBACCO USE DURING PREGNANCY AND POSTPARTUM

Tuesday, May 5, 2009, 1 – 3pm at the Kelowna downtown library (includes lunch)

The purpose of this session will be to generate innovative ideas for the dissemination and use of a "Couples and Smoking" booklet, and related tobacco reduction messages for pregnant/postpartum women. We will be holding group consultation sessions with new moms in early April and the data collected from these group sessions will be presented also.

Wednesday, May 13, 2009 1 – 3pm at the Kelowna downtown library (includes lunch)

The purpose of this consultation session is to generate ideas for possible tobacco reduction interventions to support new fathers and to consider appropriate implementation strategies. As well, we will present a summary of data collected at our recent group consultation sessions with new fathers and their partners.

For further information and/or to register to attend one or both sessions, please contact:

Gayl Sarbit, PhD Knowledge Broker FACET 3 Research UBC Okanagan Ph: 250-807-8054 Email: gayl.sarbit@ubc.ca

# "BEYOND THE HURT" Preventing Peer Harassment and Bullying Among Children and Youth

Did you know....

• about one in five young Canadians report being bullied regularly?



• bullying stops 50% of the time in 10 seconds or less when peers intervene?

Up to now, bullying and harassment between peers has been dismissed as normal, harmless part of growing up. We now know these behaviours cause significant consequences for the victim, perpetrator and the bystander. *If* you are concerned about the growing incidents of bullying and harassment or if you sometimes wonder what you or your organization can do to prevent bullying behaviour, then this workshop is for you!

In this workshop you will:

- define the different types of bullying and harassment
- explore how interpersonal power issues are played out in young people
- explain how bystanders contribute to bullying
- *help you to understand the impact on victim, aggressor, family, school and community*
- proactive strategies for preventing bullying and harassment
- explore policy development, risk management and its application

Date:Saturday, May 9, 2009Time:12 - 5pmLocation:Netropolis Business Centre<br/>104-125 Hwy 33 E, Kelowna

Cost: \$70/Participant; Workbook included

For further information, please contact:

Celine Calfa Canadian Red Cross Phone: 1-877-372-2334 #101 Email: <u>celine.calfa@redcross.ca</u>

- Pre-Registration Required; Limited Seating; Certificate Issued

- To register for the online workshop, email: <u>online.learning@redcross.ca</u>

#### Registration Deadline: May 5, 2009

#### FROM INCLUSION TO BELONGING - GOOD LIVES IN WELCOMING COMMUNITIES SEMINAR

Come prepared to experience, to explore opportunities and to brainstorm solutions with: World renowned Keynote Speaker Sue Swenson (Commissioner for Developmental Disabilities USA (former advisor to Past President Bill Clinton).

And

Professor Paul G. Davies, Assistant Professor of Social Psychology, UBCO stereotyping Threats, Social Identifies and Stigma's & Discrimination.

Who Should Attend: Social Services Agencies, Individuals with disabilities and their families, city Leaders, Business Community, Government Employees.

Date:April 23' 2009-04-08Time:9am to 4pmLocation:Coast Capri HotelCost:\$12.00 (includes lunch)

For registration or more information on this dynamic seminar please contact:

# THE FATHER FACTOR: HOW TO HELP DADS SUCCEED – CONNECT SERIES

You know that fathers play an essential role in children's lives, and that promoting positive fathering is a key element in building healthy families. But as many organizations and agencies are discovering, working with fathers in our communities can be challenging. Engaging meaningfully with dads can mean rethinking some of our basic assumptions about delivering services and supports to families.

Join us for this essential morning workshop to learn why and how to engage fathers in their families' lives, and develop the tools that will help you to reach out to dads.

In this interactive workshop you will:

- Learn current best practices for working with fathers in the social services environment •
- Hear important new research about how father involvement benefits children, families and men
- Explore your own and your agency's perceptions of dads
- Develop practical strategies to overcome the barriers to dads' involvement •
- Increase the effectiveness of programs for supporting fathers in their role as parents

#### The Facilitator:

David Sheftel has been a leader in the family support and education field for over 10 years. In the fall of 2007 he joined BC Council for Families where he currently coordinates the Father Involvement Network of BC and the provincial Home Visitor Training Initiative. David's diverse range of experience in family support includes training leaders in the Nobody's Perfect Parenting program, facilitating fathers' groups, Parent Child Mother Goose programs, STEP, Right from the Start, Triple P, My Tween and Me and Changing Fathers, Evolving Practices. He believes strongly in the importance and value of supporting families and especially fathers.

For further information or to register, please call: 1.604.660.0675

Date: Tuesday, April 21 2009

Time: Location 9-12am SFU Harbour Centre 515 W. Hastings St. Vancouver, BC

# **INTRODUCING "ATTRACTING CORPORATE SPONSORSHIP"**

CharityVillage Campus has a new course: Attracting Corporate Sponsorship. If you're keen to unlock corporate marketing dollars for your organization, this is the course for you. It will take you through the whole process, including figuring out what you have to offer, what sponsors want, pricing, recognition, writing a proposal, and building successful long-term relationships with your corporate partners.

The course author is Sue Griffin, president and CEO of the BC Sports Hall of Fame and a Canadian leader in the field of strategic fundraising alliances. From now until April 30, save 25% on your registration with Charity Village's early-bird discount. The course is just \$97 per user.

Find out more today at: <u>www.charityvillage.com/cv/learn/sponsorship.html</u>.

#### **CANADIAN SOCIAL FORUM**

The shift from decades of economic "prosperity" to an economic downturn has magnified social challenges in Canada. In spite of resources, innovation, energy and commitment, poverty persists. It is time for a rethink.



That's what the first Canadian Social Forum is all about.

The Canadian Council on Social Development (CCSD) is creating space for over 750 participants at the TELUS Centre in Calgary AB, **May 19-22, 2009.** Leaders from a variety of backgrounds and standpoints will collaborate to consider how we can reduce poverty in Canada. The program will highlight the innovative work that is taking place in communities across the country.

Plenary speakers Cindy Blackstock and Cornelia Wieman will be among those at the Forum who challenge assumptions. Workshops hosted by Aboriginal presenters will highlight innovative work from across Canada.

Keynote speakers Richard Harwood and Sheila Watt-Cloutier will circle the connections between wisdom and change.

Comedian and activist Mary Walsh will be at the Forum to premiere her new documentary on poverty, and discuss how to use popular media to make change. On the final day, a televised Town Hall moderated by CBC National's Mark Kelley will highlight what Forum participants are thinking and doing.

Working with the next generation of journalists and videographers, the Social Forum Video Initiative will document the ideas, messages and inspiration of the participants TELUS Centre, Calgary, AB

Register now and check out program updates at:

http://www.ccsd.ca/csf/2009/program/csf\_preliminary\_program.htm.

# SOCIAL CHANGE INSTITUTE 2009 - TAKING ACTION, TOGETHER

The Social Change Institute (SCI) is a unique skills-building program that brings together seasoned and emerging leaders with leading thinkers and trainers from the worlds of social and environmental change-making.

Viewing change-making as an integrated process, SCI will spark insight, deepen understanding and provide tools for advancing change on the interpersonal, community and systemic levels.



Dates:	May 27, 2009, 6pm to
	May 31, 2009, 1pm
Location:	Cortes Island, BC
Cost:	\$495 (meals & accommodation are extra)

For further information, please contact:

Phone:	1.604.669.4802 ext. 262
Email:	rhian@hollyhockleadership.org

This program requires you to fill out an application; the form is below Registration is open; sign up now!

# SELF-INJURY BEHAVIOUR IN YOUTH - ISSUES AND STRATEGIES (1 DAY WORKSHOP)

Self-Injury can be difficult for loved ones and people in the helping field to understand. This workshop will begin with a general overview to assist participants in understanding the experience and motivations of adolescents who intentionally injure themselves. In addition, the workshop will offer practical strategies for working with youth struggling with this complex issue. Participants will leave this workshop with increased insight regarding self-injury behaviour in youth and direction for effective interventions.



Workshop Outline:

- Overview of Self-Injury Behaviours
- Distinguishing Suicide Attempts and Self-Injury
- Who Self-Injures?
- o Increased Prevalence of Self-Injury Behaviour
- Reasons for Self-Injury
- Self-Injury Antecedents
- The Cycle of Self-Injury
- Initial Therapeutic Response and Assessment
- Replacement Skills Training
- Cognitive Treatment
- Managing Setbacks
- Self-Injury Contagion
- o Mental Health Diagnoses Associated with Self-Injury
- Warning Signs and Caregiver Reactions
- Family and Friends: How to Help
- Prevention of Self-Injury

To Register for this workshop, please visit: <u>http://www.ctrinstitute.com/winterspring09/selfinjuryregister.html</u>.

-or by-

Fax:1.204.475.2920Email:info@ctrinstitute.comWeb:www.ctrinstitute.com

Mail: Suite 623, 776 Corydon Ave. Winnipeg, MB R3M 0Y1

For more information, please contact:

Phone:1.204.452.9199Toll free:1.877.353.3205

Do you have news related to volunteer management, volunteerism, or the voluntary sector that you wish to share with your colleagues? Send Community Information and Volunteer Centre (CIVC) your information at informkelowna@kcr.ca by the 20th of the month.

This Bulletin is a publication of Community Information and Volunteer Centre (CIVC). To subscribe or unsubscribe, send an email to <u>informkelowna@kcr.ca</u>

Community Information and Volunteer Centre (CIVC) is a program of Kelowna Community Resources. Go to <u>www.kcr.ca</u> for more information. Be sure to add or update your volunteer and / or organization information.