



Kelowna
Community
Resources



Community Information & Volunteer Centre



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Bulletin January 2011

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Awards

CIVIC AND COMMUNITY AWARDS

The opportunity starts with you. Take the initiative. Nominate a person, nonprofit organization or a business. Ask someone to partner with you. Start now. Who will you choose to honour with your nomination? It can be a person or an organization. Who made a real difference in our community during 2010?

Which award category best captures that person's or group's contribution?



For voluntary service to amateur sport, there are four possible awards for an outstanding individual, a man, a woman and a team. Avid involvement in our cultural and or artistic community offers two awards. One is for a teen and the other for an adult. Outstanding contributions to the well-being of the City of Kelowna is recognized for a female youth, a male youth as well as a man and a woman. A Kelowna business noteworthy for employee volunteerism and the nonprofit organization that has provided outstanding community service are also eligible.

It is an honour to be nominated, to be selected as a finalist and to be awarded at the gala on April 27th. Do your part to begin the process. Get an application form from the City of Kelowna website at www.kelowna.ca. Application deadline is February 11th

SOURCE: City of Kelowna, Amber Gilbert

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KAISER FOUNDATION AWARDS IN MENTAL HEALTH AND ADDICTIONS

The Kaiser Foundation has extended the deadline for their call for nominations for the 2011 National Awards for Excellence Program in mental health and addictions initiatives. The new deadline is January 10, 2011. The program honours the work being done by Canadian organizations, communities, individuals, and media who are engaged in the fields of mental health and addictions. Each award recipient receives a \$10,000 grant to be directed to a recognized charity of their choice. Nominations are solicited widely from across Canada and there are seven award categories. For more information, visit: www.kaiserfoundation.ca/awards.



SOURCE: CharityVillage.com, Village Vibes, December 13, 2010

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Facts and Trends

CONSUMERS INCREASINGLY EXPECT BUSINESS TO TAKE ON SOCIAL ISSUES

Americans expect significant involvement from business to tackle social issues, according to the 2010 Edelman goodpurpose® Global Study. Eighty-seven percent of Americans believe that business needs to place at least equal weight on society's interests as on those of business. A full eighty percent feel that corporations are in a uniquely powerful position to make a positive impact on good causes. Nearly two-thirds (62%) feel that it is no longer enough for corporations to simply give money away to good causes, they need to integrate them into their day-to-day business.

Cause-related marketing is still popular. For four years in a row, US consumers ranked purpose as significantly more important than design/innovation or brand loyalty as a purchase trigger when quality and price are the same. According to the study, 47% of Americans cite social purpose as the number one deciding factor, while 27% cite loyalty to the brand and 26% cite design or innovation when quality and price are the same. For more information, and to read the full report, visit: www.edelman.com.

SOURCE: CharityVillage.com, Village Vibes, December 6, 2010

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MOST NONPROFITS UNHAPPY WITH THEIR ORGANIZATION'S TAGLINE

According to a US report, 76% of nonprofit organizations have taglines, while 72% either are unsatisfied with their tagline or don't have one at all. Taglines deemed most effective are those created within the past one to three years, with 43% of those developed in the last two to three years rated as very effective. Human services organizations are most likely to have taglines, at 75%, while environmental charities, at 30%, are least likely.

SOURCE: CharityVillage.com; Village Vibes, December 20, 2010 (Getting Attention)

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NONPROFITS STRUGGLE TO KEEP UP WITH EMERGING TECHNOLOGY

Nonprofit organizations across the United States report considerable progress in keeping their organizations on the cutting edge of technological change, but many remain disappointed with their current level of information technology, according to a recent survey conducted by the Johns Hopkins Nonprofit Listening Post Project. The majority of nonprofits (88%) report that information technology is integrated into "many" or "all" aspects of their organization. At the same time, a significant proportion of nonprofit organizations remain well behind the curve. A third of organizations indicated they need more computers to meet their needs and a similar percentage

described their use of information technologies for program delivery as “limited.” Nearly one out of five reported that their organization still relies on basic technologies with limitations such as old computers, outdated software, and slow Internet connections. For more information, visit: <http://releases.jhu.edu> .



SOURCE: *CharityVillage.com; Village Vibes, December 20, 2010*

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AVERAGE AGE OF CANADIAN DONOR IS 53

Data from Statistics Canada shows the average age of Canadian charitable donors in 2009 was 53. The median income for Canadian donors as reported in tax files was \$51,840 and the median donation amount was \$250. Nunavut had the highest median donation at \$500, as well as the highest median income at \$88,370. The median donation for Quebec was the lowest, at \$130. For more information, visit: www.statcan.gc.ca.

SOURCE: *CharityVillage.com, Village Vibes, December 6, 2010*

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BUSINESS MOTIVES STILL A DRIVING FORCE BEHIND CORPORATE GIVING

A US poll of corporate executives found that 30% engage in corporate social responsibility initiatives because they want to make a difference on key issues, while 25% see these initiatives as a way to take action on their values. However, 18% do so because they feel it is good for business, 15% to increase customer loyalty, and 6% to differentiate the company from its competitors. Only 59% of those surveyed said their companies give money to nonprofits, yet 79% felt that nonprofits are valuable partners in their social responsibility initiatives.

SOURCE: *CharityVillage.com, Village Vibes, December 13, 2010 (Weber Shandwick)*

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## Financial

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INDICATORS FOR CRA REVIEW

10 Indicators that could cause the CRA to further review a registered charity's fundraising activities:

1. Sole-source fundraising contracts without proof of fair market value.
2. Non-arm's length fundraising contracts without proof of fair market value.
3. Fundraising initiatives or arrangements that are not well-documented.
4. Fundraising merchandise purchases that are not at arm's length, not at fair market value, or not purchased to increase fundraising revenue.
5. Activities where most of the gross revenues go to contracted non-charitable parties.
6. Commission-based fundraiser remuneration.
7. Payment of fundraisers based on amount or number of donations.
8. Total resources devoted to fundraising exceeding total resources devoted to program activities.
9. Misrepresentations in fundraising solicitations.
10. Disclosures about fundraising or financial performance.



[Read more...](#)

SOURCE: *The Charities File, e-Newsletter, December 2010*

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US REPORT STUDYING ONLINE GIVING FINDS DONOR LOYALTY REMAINS IMPORTANT

A new US study of online giving across charitable websites, giving portals, and social networks reveals that people seem to give more when the online experience is intimate and emotionally coherent. They also give online for reasons of convenience, especially at the end of the year and during large-scale disasters. The Online Giving Study, from Network for Good and TrueSense Marketing and sponsored by AOL, found that more than 20% of all giving for the entire year occurs in the last 48 hours of the calendar year and is concentrated between 10 am and 6 pm in each time zone. A third of all online giving occurs in December. Some of the report's key findings include:

1. The online giving experience has a significant impact on donor loyalty, retention and gift levels. Small improvements to the online experience can make a big difference in donations.
2. Giving on social networks is significant, but donor loyalty is highest on charity websites that build strong connections with donors. Personality matters on these websites: The loyalty factor for donors acquired through generic giving pages is 66.7% lower than for donors who give via charity-branded giving pages.
3. Recurring giving is a major driver of giving over time and should be strongly encouraged in the giving experience.

For more information, and to view the full report, visit: www.onlinegivingstudy.org.

SOURCE: CharityVillage.com, Village Vibes, December 13, 2010

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NEW REPORT ON BUSINESS CONTRIBUTIONS TO COMMUNITIES

The report, Insights for Strategic Corporate Fundraising, looks at how different industry sectors give to charitable and nonprofit organizations. It examines both the types of charitable and nonprofit organizations that are most likely to get support from businesses, as well as the type of support that businesses in a given industry are likely to give. By understanding how and where the various industry sectors focus their corporate giving programs, charities and nonprofits are better able to tailor their corporate fundraising efforts to get the specific type of support they need. Click [here](#) to read the report.

SOURCE: Imagine Canada, Imagine Matters, December 14, 2010

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CANADIAN MARKETING REPORT GIVES NONPROFITS A FAILING GRADE

Canada's nonprofit organizations received a failing grade in marketing for 2010. That's one of the conclusions of a new report by the Non-Profit Marketer, a national blog that focuses on nonprofit marketing and communications. The report, the Non-Profit Marketing Year in Review, says stakeholder relationships was the key issue for nonprofits in 2010 but most lacked resources, skills, data and vision to improve these relationships. The report recommends a clearer mandate for marketing departments and better, more consistent funding. Further, it calls on stronger integration and measurement to make sure marketing dollars are spent wisely. For more information, visit: <http://www.johnsuart.com/2010-Year-in-Review-L.pdf>

SOURCE: CharityVillage.com; Village Vibes, December 20, 2010

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GIVING MADE SIMPLE WITH CANADHELPS.ORG

Here's your guide to fitting charitable giving into your busy holiday schedule:

STEP 1: Turn a donation into the perfect gift

Charity Gift Cards let you make a donation and give a great gift to someone (or everyone) on your list. You select the design and the amount, and get your tax receipt. The recipient chooses any Canadian charity to receive the donation.

[Buy Charity Gift Cards today!](#)

STEP 2: Donate online

Make your year-end donations online to save time and get instant tax receipts. CanadaHelps lets you set up a

secure account and donate to all your charities in one transaction - with only one receipt to keep track of.

[Start your donations now!](#)



STEP 3: Set up monthly donations for 2011
Set it and forget it! Don't leave your giving to the last minute next year. Set up monthly donations to your favourite causes now and spread the giving throughout the year.

[Search for your charity to set up monthly donations now.](#)

SOURCE: Canada Helps, Insights Newsletter on Giving, December 2010

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THE GUIDE TO GIVING

Imagine Canada released its first [Guide to Giving](#) to answer some of the questions Canadians may have when deciding where to allocate their charitable gifts. The Guide to Giving is a free four page guide produced by Imagine Canada's [Ethical Code Program](#). The 350 plus charities that belong to the Ethical Code are committed to transparency and ethical fundraising.



SOURCE: Imagine Canada, Imagine Matters, December 14, 2010

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HOW TO WRITE A FUNDRAISING LETTER

Do you know how to write a successful fundraising letter? We break down the process by outlining the three key sections of a solicitation letter and offering easy to follow tips for making each section as effective as possible.

[Read more...](#)

SOURCE: CharityVillage.com, Village Vibes, December 13, 2010



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CITY OF KELOWNA GRANTS

To assist nonprofits in applying for grants, the Central Okanagan Foundation will host an information session on January 13th at 1:00 pm in the Rotary Centre for the Arts, 421 Cawston Avenue.

On behalf of the City of Kelowna, the Central Okanagan Foundation will administer \$80,000 in Community Social Development Grants and \$22,000 in Grants to Address the Sexual Exploitation of Youth in 2011.

City of Kelowna Grant applications will be received at the Central Okanagan Foundation office located at 217-1889 Springfield Road until 3:30 pm Friday, February 25, 2011.

Eligibility criteria and application forms are available at www.centralokanaganfoundation.org. To register for the information session, contact Cheryl Miller, Grants Manager, at cheryl@centralokanaganfoundation.org or 250.861.6160.



SOURCE: Central Okanagan Foundation, Cheryl Miller, Grants Manager

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WORKSHOP: CENTRAL OKANAGAN FOUNDATION GRANT APPLICATION AND GUIDELINES



There are changes to the Central Okanagan Foundation grant application and guidelines.

We are hosting a Grant Writing workshop on March 9; 1:30 pm at the Okanagan Regional Library, 1380 Ellis Street (street parking on Ellis Street or the Kelowna Plaza Library Parkade). If you are interested in attending

please register in advance by contacting Cheryl Miller at cheryl@centralokanaganfoundation.org or 250.861.6160.

SOURCE: Central Okanagan Foundation, Cheryl Miller, Grants Manager

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TYZE LOOKING FOR CHARITY PARTNERS TO HELP PEOPLE VULNERABLE TO ISOLATION

In order to combat the damaging effects of isolation on Canadians, The Belonging Fund has been created with the help of The J.W. McConnell Family Foundation to make Tyze Personal Networks available to those with disabilities or chronic illness, and their caregivers. Working with Canadian charitable organizations, The Belonging Fund will offer Tyze’s online, personal support networks for people who are vulnerable to isolation and would benefit from a connected circle of support. This opportunity is open to any organization with charitable status in Canada that wants to extend its services through the use of online personal networks. For more information, including how to get involved, visit: www.tyze.com.



SOURCE: CharityVillage.com, Village Vibes, December 13, 2010

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## Local

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FINANCIAL LITERACY PROJECTS

SIFE Okanagan is a student run not for profit organization which aims to improve the quality and standard of living in our community through projects which are entrepreneurial and self sustainable within the organization. In the past year SIFE Okanagan has been awarded on a community, regional and national level for their projects in the areas of green initiatives, financial education and entrepreneurship. For more information on SIFE Okanagan and/or its current projects visit our website www.sifeokanagan.ca.

SIFE Okanagan has in the past taken the following roles in aiding others with their financial education:

- Working with the Bridges Youth and Family service society we mentored at risk youth in the areas of budgeting and income saving. This was done through one on one mentoring by OC students; in conjunction with student mentorship the youth were involved in budget competitions and simulations. This particular project included incentives provided by RBC.
- Another project partnered with Bridges, was student run seminars(facilitated by RBC professionals) educating families on credit management.
- SIFE Okanagan runs a project called Student Solutions business consulting, which has included clients in need of financial aid. Last year two of our students in their third and fourth year helped a local winery to consolidate its debt and incur potential funding.
- This year SIFE Okanagan has begun work facilitating financial seminars for students, topics covered will be credit management, budgeting, student loans and interest

These are just a few examples of financial literacy projects that have been developed and facilitated by SIFE Okanagan students. We are looking for a couple of other organizations to work with to provide financial literacy education and mentorship to their clients by working with our upper level business students. Please contact:



Jennifer Stefansson, VP Operations SIFE Okanagan
jmalist@gmail.com

SOURCE: Okanagan School of Business

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MEALS MATTER

Meals Matter is a terrific program for anyone having difficulties creating meals for themselves and are looking for a nutritious, tasty, and affordable alternative.

January Meal Options:

- Available Jan 7th: Crispy Chicken with Rice & Veg
- Available Jan 14th: Tuna Casserole
- Available Jan 21st: Meatloaf
- Available Jan 28th: Shrimp & Veg Pasta in a Rose' Sauce



CANADIAN MENTAL
HEALTH ASSOCIATION
ASSOCIATION CANADIENNE
POUR LA SANTÉ MENTALE

Prices:

Meals: \$5.00

Soups: \$1.00

Dessert: \$2.50

* PUNCH CARDS AVAILABLE: Buy 10 meals get 1 FREE!

SOURCE: Canadian Mental Health Association, Kelowna & District Branch, ALEX LIPSETT, COMMUNITY NAVIGATOR

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UBC DISTINGUISHED SPEAKER SERIES

Amitava Kumar: A Foreigner Carrying in the Crook of His Arm a Tiny Bomb

Drawing from his most recent book, A Foreigner Carrying in the Crook of His Arm a Tiny Bomb, author and Vassar College Professor of English [Amitava Kumar](#) speaks about "September 11 and its aftermath; the art and literature of terror; war and Islamophobia."

Date: Thursday, January 13, 2011

Time: 7 pm

Location: Rotary Centre for the Arts -- 421 Cawston Ave., Kelowna, BC



a place of mind

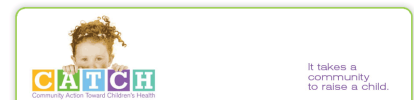
Registration: Seats are free, but pre-registration is required on the Distinguished Speaker Series website. To find out more visit www.ubc.ca/okanagan/speakers.

SOURCE: UBC, Distinguished Speaker Series, December 14, 2010

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RESOURCES

Would you like some copies of either the 2010 State of the Child Report or Parenting With Pizzazz (Feb 19, 2010) conference posters or brochures? If you would like some please contact Myrna Kalmakoff at myrna@catchcoalition.ca or at 250.769.3893. Copies can be delivered to your organization by Myrna.



SOURCE: CATCH Network Newsletter, December 20th, 2010

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OKANAGAN COLLEGE CAREER FAIR

Companies and organizations wishing to display information on employment and career opportunities within their organizations and to gain access to skilled students, have the opportunity book a table for this [event](#) on February 2nd, 2011.



SOURCE: News from the Central Okanagan Economic Development Commission, December 6, 2010

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THEATRE KELOWNA SOCIETY



Monday, January 10th at 7:30 pm at Rotary Centre for the Arts (upstairs) 421 Cawston Ave.

Theatre Kelowna Society's monthly meeting is open to everyone who likes "putting on plays". Come hear about our plans for 2012 and join us for refreshments. www.theatrekelowna.org or at 250.862.8673.

SOURCE: Theatre Kelowna Society, Debby Helf

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ANNUAL FUNDRAISER DANCE

Dance featuring the Zamboni Brothers

Date: February 19, 2011

Time: 8pm to 12 midnight

Place: German Canadian Club, 1696 Cary Road, Kelowna

Silent Auction *Quilt Raffle*

Cost: \$20.00 per person; dance tickets available at the Kelowna Family Centre, 204-347 Leon Ave or phone: 250.860.3181 or email kelfamcr@shawbiz.ca.



SOURCE: Kelowna Family Centre, Newsletter December 2010

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DINING OUT TO HELP THE HOMELESS DINNER

Join Inn from the Cold Kelowna for their monthly 'Dining Out to Help the Homeless dinner. Enjoy a delicious meal with proceeds supporting shelter operations for Kelowna's most vulnerable citizens. January 18th features a delicious burger & a beer (or other beverage of your choosing) at Rose's Waterfront Pub for only \$15.

In addition to a great meal and good company of like minded community members, the evening will include door prizes, a raffle and 50/50 draws. Visit www.KelownaCares.com for ticket information or future events. Contact info@innfromthecoldkelowna.org or 250.448.6403 to purchase tickets.

Description of event: Helping the homeless has never been easier!!

Event Name: Dining Out to Help the Homeless

Event Date: Tuesday, January 18, 2011, 6 pm

Location: Rose's Waterfront Pub, 1352 Water Street, Kelowna

Cost: \$15 per person provides a beer & burger combo



SOURCE: Inn from the Cold Kelowna, Tara Tschritter,

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ONE CUP AT A TIME

Do you need catering for a board meeting or volunteer recognition event? Perhaps you want to grab a coffee and light lunch with a sweet treat while on your lunch break Think of us.

One Cup at a Time is a social enterprise cafe that provides marginalized individuals in the community with a safe and supportive environment where they are able to learn life skills and receive relevant training and work experience so that they are employable within the food service industry. For this population, employment is the means by which to escape poverty.

Hours: Monday - Friday, 8am-4pm

Where: 1440 St. Paul Street, Kelowna

Phone: 778.478.0497

Check us out on Facebook for daily specials and updates



SOURCE: John Howard Society of the Central and South Okanagan, Shelley Cook, Executive Director

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National

CCPA REPORT ON CANADA'S RICHEST

The Rise of Canada's Richest 1% is a new report from the Canadian Centre for Policy Alternatives, and it shows that the richest 1% took 32% of all growth in incomes between 1997 and 2007. The report's author states that, while the richest 1%, like most Canadians, rely on wages for the majority of their income, their work is much more richly rewarded. The richest Canadians also pay less in taxes than they have since the 1920's.



Read the report [here](#).

SOURCE: First Call: BC Child and Youth Advocacy Coalition, First Call's Weekly Announcements, December 7, 2010

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STATISTICS CANADA RELEASES MOST RECENT CHARITABLE DONOR STATS

Statistics Canada released their most recent charitable donor statistics covering the 2009 tax year on November 23rd. These annual releases provide information on Canadian taxfilers claiming charitable donations. Key statistics include the number of donors, total and median donation amounts both nationally and by province and territory. These statistics are commonly cited in media reports and are a key contextual piece for the sector. On the [blog](#), we provide a brief summary of the latest figures, some commentary regarding recent trends and critical context regarding the under-appreciated impact of tax shelter arrangements on these statistics.



SOURCE: Imagine Canada, Imagine Matters, December 14, 2010

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CHANGES TO BILL C-470

It seems that barely a week can go by these days without some type of legislative news affecting nonprofits in Canada. This past week, an amended Bill C-470, which had originally proposed a salary cap for charity employees, moved a step closer toward becoming law. Find out about the changes and why the nonprofit sector is ready to get behind them in this week's cover story. [Read more...](#)



SOURCE: CharityVillage.com, Village Vibes, December 13, 2010

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NATIONAL COUNCIL OF WELFARE REPORT SHOWS INADEQUACY OF INCOMES

Welfare Incomes 2009 examines the state of social assistance and looks at the situation of four family types in all provinces and territories. The National Council of Welfare's news release states that welfare can be harder to get than it was 20 years ago, meaning more people are now forced into destitution to qualify.



The report notes that while most welfare incomes increased between 2008 and 2009, most also remained inadequate; they were consistently far below most socially accepted measures of adequacy. Increases in welfare incomes were so small in BC that they became a decrease once inflation was taken into consideration. In BC, the total income for a lone parent and child aged 2 on welfare was \$16,899, \$20,000 below the average after-tax income for this family type in the province. The income of a couple with two children ages 10 and 15 was \$21,179, \$22,000 below the average after-tax income. 1994 was the peak year for welfare incomes of all family types reported on in BC. BC is one of two provinces where welfare recipients who are "expected to work" have their welfare reduced by the full amount of any earned income they receive.

Read the report [here](#).

SOURCE: First Call: BC Child and Youth Advocacy Coalition, Weekly Announcements, December 15, 2010

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GOVERNMENT OF CANADA CHILDREN'S HEALTH AND SAFETY PROJECT

The Government of Canada has announced the launch of the Children's Health and Safety Campaign. The campaign aims to bring Canadians to one place - www.healthycanadians.gc.ca/kids - where they will find a wealth of information on children's health and safety topics. The site includes easy-to-understand information on consumer products, food, chemical and toy safety; nutrition; physical activity; injury prevention; cyber-safety; bullying; emergency preparedness; as well as child restraints and vehicle, road, boating and rail safety.

For more information, please contact Lara Messerlian, Marketing Advisor, Public Health Agency of Canada at 613.952.4532.

SOURCE: First Call: BC Child and Youth Advocacy Coalition, Weekly Announcements, December 15, 2010

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ABORIGINAL EDUCATION REFORMS UNDERWAY

Aboriginal leaders and federal and provincial governments have agreed to pursue reforms to on-reserve education. A panel will work on a new standards-based, accountable plan that is culturally and regionally appropriate, and will examine educational success stories from particular reserves. Read more about it in the [Globe and Mail](#) and on the Indian and Northern Affairs Canada [website](#).



SOURCE: BC Child and Youth Advocacy Coalition, First Call Weekly Announcements, December 21, 2010

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CANADA LEARNING BONDS

According to a report recently released by the Maytree Foundation, almost 900,000 kids in low-income families are missing out on free education grants — in part because community organizations aren't getting the information out to parents. Six years after the launch of the Canada Learning Bond, only 212,000 children, or 19 per cent of those eligible, have taken advantage of the program.

The report, called [More than Money: Mining the human and financial potential of Canada's education savings program for low-income families](#) identifies several barriers that low-income families face in accessing Canada Learning Bonds — an RESP program in which the federal government will contribute up to \$2000 for low-income children. The key barrier, the researchers found, was that many front-line community service providers were unaware or misinformed about the program, and not able to give families accurate information about it.

The report's authors discovered that although "community service providers, schools to settlement organizations, are an important and trusted part of families' networks, and, especially for newcomers, a primary source of information on government and financial programs" they lacked essential information about RESP programs. The researchers also found that many low-income families placed a high value on education and would be likely to take advantage of the program if aware of it.

Among the report's recommendations:

1. Service providers, including hospitals, daycares, schools, benefits administrators, and settlement workers, should inform themselves about basic RESP facts, including where to find unbiased product information, in order to better act as an information resource for families.
2. Service providers should inform themselves about the Canada Learning Bond and encourage low-income families to secure it for their eligible children.

Find out more about RESPS and Canada Learning Bonds at: www.canlearn.ca (English and French) and www.smartsaver.org (information in 14 languages, including Cantonese, Punjabi, Spanish, Farsi).



Author: Glenn Hope, Executive Director, BC Council for Families

SOURCE: HealthyFamilies, BC Council for Families, December 20, 2010

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HPS FUNDING RENEWED FOR THREE YEARS



On November 5, 2010, the Government of Canada announced that it will continue to support people who are homeless or at risk of homelessness by renewing its [Homelessness Partnering Strategy](#) (HPS) for another three years at current funding levels.

SOURCE: *Raising the Roof, Housing Again Bulletin #137 December 2010*

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CANADA LEARNING BOND - \$2000 TOWARD POST-SECONDARY EDUCATION

A recent article on [parentcentral.ca](#) says that only 19% of eligible low income families have taken advantage of the Canada Learning Bond, which contributes up to \$2,000 to a child's Registered Education Savings Plan (RESP) for their education after high school.



A child born after December 31, 2003 is eligible for the Canada Learning Bond if their family receives the National Child Benefit Supplement as part of the Canada Child Tax Benefit. The bond is \$500 plus an additional \$100 per year up to the age of 15, as long as the family continues to qualify for the National Child Benefit Supplement. Find out [more](#) about how to get the bond. Multilingual information about the bond is available [here](#).

SOURCE: *BC Child and Youth Advocacy Coalition, First Call Weekly Announcements, December 21, 2010*

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Provincial

BC ABORIGINAL STUDENTS RECEIVE SCHOLARSHIP AWARDS

Eighty-seven BC Aboriginal students received awards totalling \$259,000 for study in BC this year. The BC Aboriginal Student Award is funded from the returns on a \$10 million endowment fund established by the Province of British Columbia in 2007 as part of its strategy to improve Aboriginal access and achievement. Awards of \$1,000 - \$3,500 are given annually to Aboriginal students pursuing post-secondary education in BC. For more information, visit: [www.bcscholarship.ca](#)

Okanagan College: Sean Carroll and Lincoln McGowan (from Kelowna) and Cheryl Mumford (from Summerland)

SOURCE: *CharityVillage.com, Village Vibes, December 13, 2010*

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PUTTING THE PLAY INTO PLAYGROUNDS: 7 C'S REPORT

A recent study conducted by UBC researcher Susan Herrington found that the play equipment in child care centres, which is often the most expensive item in the play space, does not fully engage children. The equipment was unoccupied 87% of the time during her study. In the 13% per cent of time when children were playing on or around the equipment, it was only used for its intended purpose, going down the slide for example, 3% of the time.

The study found that children enjoy play environments where:

- they had elements for children to manipulate and make their own;
- they contained living things;
- they were sensitive to climate;
- they were designed to the scale of the child;
- they allowed the child's imagination to shape the play experience; and
- they provided areas for children to play alone or in groups.

Read the full report [here](#).

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REPORT FINDS BC NONPROFITS STILL STRUGGLING FINANCIALLY

BC's nonprofit sector is still struggling with financial challenges but the majority of organizations feel prepared for the future, according to a survey conducted by Vancouver Foundation this fall. After the Storm, a report on the survey's findings, shows how charities fared in 2010 and considers the new strategies organizations are using as they move forward. The survey follows last year's Weathering the Storm report. Key findings of this year's survey include:

Organizations are feeling more optimistic. Three quarters (75%) of respondents say they feel prepared or well prepared to meet their mandate in the upcoming fiscal year. Less than a quarter (24%) said they were only somewhat prepared to meet their mandate. This is a much improved picture from last year, when only half of charities said they were prepared, and 45% felt only somewhat prepared.

Half of the organizations reported their revenue decreased this year, a slight improvement from 2009, where 53% reported a decrease. However, the cumulative effects mean that for two consecutive years approximately half of the organizations surveyed have been hit by a decrease in revenue.

Some 65% of organizations reported that demand for their services was up. This factor is particularly true among social service organizations.

For more information, visit: www.vancouverfoundation.ca

SOURCE: CharityVillage.com; Village Vibes, December 20, 2010



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PROVINCIAL REPORT CARDS ON CHILD POVERTY

First Call recently released the [BC Campaign 2000 Child Poverty Report Card](#). On that same day, provincial report cards from across the country were released, including in Alberta, Saskatchewan, Manitoba, Ontario, and New Brunswick. All of these provincial report cards, and well as the national report, are available from the [Campaign 2000 website](#).

Poverty Free Saskatchewan also recently released a report that is a call to action for creating a plan to eliminate poverty in that province. Read it [here](#).

SOURCE: First Call: BC Child and Youth Advocacy Coalition, First Call's Weekly Announcements, December 7, 2010

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YOUTH WITH DISABILITIES IN CONFLICT WITH THE LAW

Last week we celebrated International Day of Persons with Disabilities, and the Society for Children and Youth released several child rights resources on supporting youth with disabilities who come into conflict with the law. This project has focused on raising awareness of the overrepresentation of youth with disabilities, particularly "hidden disabilities" among youth in conflict with the law, and engaging stakeholders to work toward an integrated community of support and practice model. The resources include a discussion paper, community consultation report, roundtable report, and youth films on the theme of "Realizing Rights-Responding to Needs." Find them [here](#).

SOURCE: First Call: BC Child and Youth Advocacy Coalition, First Call's Weekly Announcements, December 7, 2010

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Research

PARTICIPATE IN A NATIONAL SURVEY OF NONPROFIT WEBSITES

Share your feedback about your own web presence, successes, and frustrations. You'll receive a copy of the survey results as well as feedback about how your organization compares with overall results. The survey only takes 15 minutes to complete and no identifying information will be shared. The report based on last year's survey can be viewed [here](#). To participate in the survey, visit: www.openwebgroup.ca



SOURCE: CharityVillage.com; Village Vibes, December 20, 2010

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WOMEN IN CANADA: A GENDER-BASED STATISTICAL REPORT

"Women in Canada" is a Statistics Canada report focused on paid work and economic well-being. The paid work chapter examines the labour market experiences of women over time (1979-2009) and compares them to that of men's. It examines employment and unemployment trends, part-time work, education, women with children in the labour market, self employment, occupations, unionization, multiple job-holding and temporary work trends. Here is an overview of some of its findings:

More employed mothers

The employment rate for women with children has been steadily on the rise during the past three decades. In 2009, 72.9% of women with children under the age of 16 living at home were employed, nearly twice the rate of 39.1% recorded in 1976.

Women more likely to work part time than men

Nearly 7 out of 10 part-time workers in 2009 were women, a proportion that has changed little over the past three decades.

Young people saw steep employment losses during recent downturn

The employment rate for youth aged 15 to 24 fell between 2008 and 2009. The employment of young women dropped by over 3% to 57.1%, and the rate for young men fell by 6% to 53.6%.

Women still concentrated in traditional female occupations

In 2009, 67% of employed women worked in teaching, nursing and related health occupations, clerical or other administrative positions, or sales and service occupations. In contrast, 31% of employed men worked in these fields.

The chapter on economic well-being notes that women continue to have lower income levels than men, despite increases between 2000 and 2008.

Impact of education on earnings

Women with a university degree earned three times as much on average than women with less than a grade nine education. The impact of education on earnings was less for men. Still, women with a university degree earned about 30% less than men with a university degree.

Lone-parent families

The report calculates the net worth of families by subtracting the value of their debts from their assets. Families headed by lone-fathers had a median net worth of \$80,000, compared to \$17,000 for female lone-parent families.

Women working full-time still earn less

Women who work full-time full-year still only make about 71 cents for each dollar earned by their male counterparts.

Read the full report [here](#).

SOURCE: BC Child and Youth Advocacy Coalition, First Call Weekly Announcements, December 21, 2010

UNICEF REPORT ON INEQUALITY

UNICEF's Innocenti Report Card 9 looks at the inequality in child well-being in the world's rich countries, asking "how far behind are children being allowed to fall?" Canada ranks 17th of 24 countries for material well-being, 3rd for education, and 9th for health. Shockingly, the report states that exposure to poverty in childhood doubles the risk of death by age 55 in Canada. Excerpt:

The idea that inequality is justified as a reflection of differences in merit cannot reasonably be applied to children. Few would deny that children's early circumstances are beyond their own control. Or that those early circumstances have a profound effect on their present lives and future prospects. Or that growing up in poverty incurs a substantially higher risk of lower standards of health, of reduced cognitive development, of underachievement at school, of lower skills and aspirations, and eventually of lower adult earnings, so helping to perpetuate disadvantage from one generation to the next.

None of this is the fault of the child.

Second, the question being asked here – 'how far behind are children being allowed to fall?' – requires a measure not of overall inequality but of inequality at the bottom end of the distribution. In other words, the metric used is not the distance between the top and the bottom but between the median and the bottom. The median level of child well-being – whether in material goods, educational outcomes, or level of health – represents what is considered normal in a given society and falling behind that median by more than a certain degree carries a risk of social exclusion.

Download the report [here](#).

SOURCE: First Call: BC Child and Youth Advocacy Coalition, First Call's Weekly Announcements, December 7, 2010

BOARDSOURCE NONPROFIT GOVERNANCE INDEX - 2010

The BoardSource Nonprofit Governance Index 2010 is a rare opportunity to peer behind the curtains of boardrooms across the United States and listen to a variety of voices from 1,758 nonprofit leaders as they share their experience and perspectives on organizational challenges, governance practices, and board performance.

Since the last Index came out in 2007, nonprofit boards have dealt with global recession and the new IRS Form 990 requirements. Our boards stepped up on both accounts, with increased personal giving and adoption of more accountability policies. What has not changed is nonprofit leaders' profound passion for their organizations and the continued quest for better boards. Download [here](#).

SOURCE: Volunteer Alberta, Sector Connector, December 2, 2010



NEW CANADIAN REPORT EXAMINES GENERATIONAL DIFFERENCES IN GIVING

The Next Generation of Canadian Giving, a research study into the charitable giving habits and attitudes of Canadians, reveals how donors of different generations learn about nonprofit organizations, their preferred channels for engagement, the most appropriate channels for fundraising, and who and what influences their giving decisions. Some of the key findings include:

The channel through which donors are asked to give (solicitation) and the channel through which they actually make the gift (transaction) may be different. Donors are willing to give using a variety of channels, regardless of how their gift was solicited.

Similarly, the way that people stay connected to their charity of choice is not solely a matter of how they donate. Many keep in touch in one channel (e.g. mail) but give in another (e.g. website) and want to engage with the charity's work beyond making a financial gift. Personal connections lead to the most donations. The popularity of pledge-event fundraising is based on this factor.



Monthly giving is common across all generations. The data refuted the commonly held belief that older donors prefer to give single gifts over monthly gifts. In fact, monthly giving was relatively even across all four groups of donors.

Social media and mobile phones represent a small portion of current giving — 2.6% and 3.1%, respectively — but these methods will grow in popularity as younger donors age. The study was conducted by Convio, Stratcom, and Hewitt and Johnston Consultants. For more information, visit: www.hjcnewmedia.com.

SOURCE: *CharityVillage.com; Village Vibes, December 20, 2010*

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Resources

RICHARD WILKINSON ON THE IMPACTS OF INEQUALITY

British Epidemiologist Richard Wilkinson was in Vancouver recently, and held several lectures and public meetings on inequality and the social determinants of health. From an article by Michael Shapcott on www.rabble.ca:

Call it Unequal Canada -- the national tour. British professor and epidemiologist Richard Wilkinson has packed his first visit to Canada with public meetings, and private sessions with senior government officials and community leaders. His message is powerful, yet simple: Greater equality is better for everyone.

"It's not just the poor, but everyone is worse off in unequal societies," said Canadian statesman Ed Broadbent as he introduced Wilkinson for his sold-out Toronto presentation on Dec. 10. "More equality, not more growth, matters."

Wilkinson delivers the equality message in a quiet manner, filling the screen with slides that track the relationship between equality and health and social issues in dozens of countries around the world, including Canada. He has authored numerous books and scholarly articles, including his latest, *The Spirit Level*, which has sold more than 100,000 copies.

...As an epidemiologist, Wilkinson has collected a large amount of social, health and economic data from a number of countries. Some countries, and some regions within countries, suffer a higher burden of poor health, obesity, teenage pregnancies, violent crime and other key indicators. The big question is why the national and regional differences.

Income alone doesn't explain the variations. Some countries have lower average incomes than others, but there is no scientifically valid relationship between national income and the index of social /health issues.

The only factor that helps explain the differences is inequality. More unequal countries have higher rates of mental illness, drug abuse and lower life expectancy -- to name just three of the many variables that Wilkinson tracks. The social and health outcomes are not just different between the very rich and the very poor in unequal societies, but right along the income spectrum.

The gradient is a key part of Wilkinson's analysis: It's not just the poor who suffer from inequality. "Almost everyone benefits from greater equality," says Wilkinson, pointing out that even those at the top in an unequal country like the U.S. suffer worst outcomes than their counterparts in the more equal Nordic countries.



Wilkinson's December 13 talk in Vancouver, titled *The Age of Unequals*, is available to view or download from the [SFU Centre for Dialogue website](#). Visit Wilkinson's campaign website at www.equalitytrust.org.uk.

SOURCE: *BC Child and Youth Advocacy Coalition, First Call Weekly Announcements, December 21, 2010*

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9 WAYS TO WRITE BETTER

Year-end writing got you down? Our free new eBook, *Big Impact in Small Spaces*, should cheer you right up! Writing concisely has always been an important skill for nonprofit communicators, but email and social media have made it a necessity. To get your message across, you have to say it well and say it fast. Perfect for small nonprofits and communications departments of one, this eBook will help you stop fighting the character counts and instead use them to inspire better writing. Use this guide to increase the chances that your year-end appeals get opened!



Download your [free copy today](#) >>

SOURCE: Network for Good, December 2, 2010

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PEER NETWORKING & COMMUNITY CHANGE: MEASURING IMPACT

This 2009 [report](#) builds on a 2008 study of peer networking activities. It focuses on 19 activities in which Annie E. Casey Foundation served as a promoter, a participant or both. Case examples of impact and results from evaluations for some of the activities are presented. The report offers a framework for measuring peer networking impact, and addresses relevant challenges and opportunities.

Shared by Human Interaction Research Institute, Free
Producer: Human Interaction Research Institute
Shared by org: Human Interaction Research Institute

SOURCE: IdeaEncore Network Update, December 7, 2010

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HOLIDAY MUST-READS

This article includes book reviews for the following 4 books.

When you're able to grab a few hours of quiet time over the holiday season, you might want to grab one or more of these books, too. CharityVillage®'s editor has been looking through some of the latest titles of interest and there's definitely something for everyone. Here are four books worth a read. [Read more...](#)

- Nonprofit Sustainability: Making Strategic Decisions for Financial Viability by Jeanne Bell, Jan Masaoka & Steve Zimmerman (Jossey-Bass, 2010)
- Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results by Jocelyne S. Daw and Carol Cone with Anne Erhard and Kristian Darigan Merenda (John Wiley & Sons, 2011)
- The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change by Jennifer Aaker & Andy Smith with Carlye Adler (Jossey-Bass, 2010)
- Governing with Soul: How Joy, Courage, and Compassion are taking Charities to the Next Level By Marjorie Sharpe (2010, Civil Sector Press)

SOURCE: CharityVillage.com; Village Vibes, Dec 20, 2010

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CHILDREN'S MENTAL HEALTH RESEARCH QUARTERLY

Our theme for this issue is: Addressing Parental Depression. Content includes sections entitled: When depression hinders parenting; When parents suffer from depression, and Treating the parents of young children.

To access the latest edition of The Children's Mental Health Research Quarterly, click [here](#).

SOURCE: Simon Fraser University, Faculty of Health Sciences



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ALMOST HALF OF NONPROFITS ENGAGED IN SOCIAL ENTERPRISE, ACCORDING TO NEW REPORT

Almost half of nonprofits engaged in social enterprise, according to new report December 13, 2010. On December 6, the Ontario Nonprofit Network and the Social Venture Exchange released a report outlining the results of Ontario's first-ever Social Finance Census. The research survey of social and/or environmental purpose businesses and nonprofit organizations was the first of its kind in Ontario, garnering results from 48 social purpose businesses and 196 nonprofits.

The report showed that 46% of all nonprofits surveyed are engaged in social enterprise activity, and 32% are considering engaging in such activity within the next two years.



Despite a growing social venture sector, the survey shows that over 70% of all respondents indicated that access to capital is a major barrier to success. Legal and regulatory concerns, as well as missing infrastructure and intermediaries were reported as considerable barriers to advancing nonprofits missions. Sixty-five percent of nonprofits said that greater clarification is needed regarding the application of legislation and regulation that govern social enterprise activity. Sixty percent of all nonprofits surveyed indicated they were interested in learning about additional social and/or environmental measurement tools in order to effectively measure the impact of their work. Over 50% of the capital demand for all social ventures is clustered between \$50,000 and \$1M.

To download the full report: www.socialventureexchange.org/docs/sfcensus2010.pdf . For the Executive Summary: www.socialventureexchange.org/docs/sfcensus2010summary.pdf .

SOURCE: CharityVillage.com, Village Vibes, December 13, 2010

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Social Media

CHARITY-THEMED SOCIAL NETWORK LAUNCHED BY FACEBOOK CO-FOUNDER

Chris Hughes, co-founder of Facebook, launched his new social network for individuals and organizations working to improve the world. Jumo is a new network that promises to connect individuals and nonprofit organizations. By leveraging connection technologies, Jumo enables people to find, follow, and support those organizations and people working on the ground in their community and in regions across the globe. To sign up for Jumo, users must have a Facebook account. For more information, visit: www.jumo.com.



SOURCE: CharityVillage.com, Village Vibes, December 6, 2010

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USING SOCIAL MEDIA FOR PROFESSIONAL LEARNING

This made reflect on my professional learning system captured in the MindMap below:

My system supports my learning goals: One path results in a product and the other is a process.

Product-driven learning usually has a predefined specific topic that I need to research with the end goal of creating a presentation, training materials, or writing an article, report, book chapter or book.

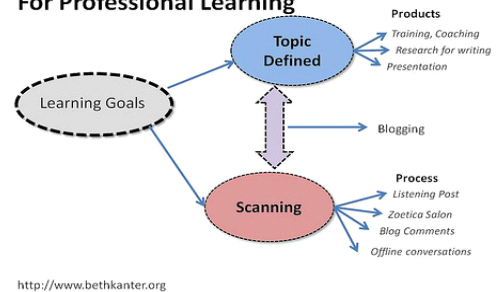
The product-driven learning is mindful, mostly linear, and focused. I use knowledge trees, outlines, and focused thinking to identify what I need to learn and questions I need to ask. I identify the key SME experts and immerse myself in their thinking. (Since I'm working on an array of subjects over the past five years, I have a lot of them in my RSS reader and Twitter lists or I find them via [keyword scans](#).) Key skills and tools may include search on Google, social media channels, and [bookmarks](#).

Process-driven learning is about seeing patterns and the identification of these patterns may or may not lead to a formal learning product, although I may blog about it. This is the listening and scanning for patterns that I do through a listening post (blog feeds and keyword searches) and daily email subscriptions. This process is full of [serendipity](#) – not pure randomness, but orchestrated.

Personally, I need both kinds of learning and the challenge is balancing it. Too much serendipity and I don't feel like I accomplish anything. If I don't have a good system, I ended up with information overload. Too much product-driven learning, and I don't discover new ideas and end up in a rut.

SOURCE: Beth's Blog by Email, December 31, 2011

Using Social Media For Professional Learning



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RECOMMENDED BOOKS

During 2010, I been able to read, blurb, write reviews, do blog giveaways, or author guest posts and interviews for a lot of terrific books that would be useful to nonprofit professionals in the social media, marketing, and ICT areas. Many authors generously sent me review copies. I also have a small pile of books sitting on my desk that I wanted to blog about. So, to close out the year, I thought I'd share this list of books with you, especially if Santa gave you an Amazon gift card.

1. **Technology at the Margins: How IT Meets The Needs of Emerging Markets** by Salesh Chutani, Jessica Rothenberg AAlami, and Akhtar Badshah. I read the manuscript over the summer so I could blurb this book. The book looks at how ICT can help solve global poverty issues in a range of fields, including disaster relief, health education, micro finance, and education. It is filled with great examples and stories from around the world. The book is well-researched and offers frameworks for thinking about how to link technology to a theory of change. More about the book [here](#). The authors were kind enough to give me a copy to give away on this blog, so if you leave a comment you could be the lucky winner of a book! Digital Activism was one of several books I gave to my friends at iHub in Nairobi.
2. **Digital Activism Decoded: The New Mechanics of Change**, Mary Joyce, Editor. Digital activism is defined by the Meta-Activism Project as “the practice of using digital technology for political and social change.” Mary Joyce is one of the thought leaders in the field. She is the founder and executive director of the Meta-Activism Project. I first met Mary in 2005 through my connection with the Global Voices community and can say that Mary is among the most knowledgeable and experienced digital activists in the world. I'm honored to be working with her on a training project that I'll share more about in 2011. The book is available on Amazon or as a [free download](#).
3. **Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good** by Nedra Kline Weinreich. Nedra Kline Weinreich is a social marketing whiz kid. I've been a fan her work since 2006. Her book is fantastic workbook that will lead you through six fail-proof steps to social marketing success. I love the checklists, her thoughts about the impact of social media and behavior change, and the DIY market research techniques. We were lucky enough to have Nedra stop by the Zoetica Salon and share some thoughts about how to measure social media outcomes. The book is [available on Amazon](#).
4. **The Wild Woman's Guide to Fundraising** by Mazarine Treyz. I met Mazarine Treyz 3 years ago in Portland, Oregon when I facilitated a one-day social media and nonprofit workshop for the Meyer Memorial Trust. She's been a regular commenter on this blog. Her book is perfect for small nonprofits who are looking for practical and tactical tips and wisdom in developing a fundraising plan. You can get a copy [here](#) and I also have a copy to give away if you leave comment mentioning the book.
5. **Zilch** by Nancy Lublin. Nancy's book launched the same month as the [Networked Nonprofit](#). I read it on long plane rides and ended up doing a book giveaway at one of my book talks! Non-profits are told to learn from business; in insightful and humorous book, Lublin, over at [DoSomething.org](#), tells the for profit sector what it can learn from non-profits, particularly about how to thrive with virtually no money. The book made

Philanthrocapitalism's Books of the Year List (so did Networked Nonprofit). Pick up your [copy of the book](#) on Amazon.

6. ShareThis! by Deanna Zandt. Deanna Zandt is a blogger who writes about social media, civil society, and activism. Her book, futuristic look at how social media will change the world, launched the same week as the Networked Nonprofit and we kept passing each other on the book talk circuit. Her book kept me company on a number of a long plane trips this year, and if you haven't read yet it, go get a [copy at Amazon](#).
7. Open Community by Lindy Dreyer and Maddie Grant. I read the manuscript this summer and provided blurb. This small book is filled with big ideas and practical tips for managing an online community in the context of social networks. See my [interview with the authors](#) and buy your copy [here](#).
8. The Dragonfly Effect by Jennifer Aaker and Andy Smith. This one of the best ever book parties for an amazing book that gives you quick and effective ways to use social media for social good. You can pick up a copy [here](#).
9. The Participatory Museum by Nina Simon. While Nina's book is geared for the museum sector, there are lots of useful frameworks, tips, and stories that can teach all of using social media about how to effectively engage our stakeholders using social media and other channels. Check out this guest post that Nina wrote about the Science of Participation. You can read an online copy [here](#).
10. The Nonprofit Marketing Guide by Kivi Leroux Miller. Kivi's book is filled with the practical and tactical marketing ideas for small nonprofits. Here's a [guest post](#) she wrote about easy methods for implementing a digital content strategy.

And here's one more to add to the list, Breakthrough Nonprofit Branding by Jocelyne Daw and Carol Cone. And you have until the end of the year to [leave a comment and win a copy of this thoughtful book](#).

What were your favorite nonprofit books of the year? What books should be on the list?

Updates:

- Here's [TechPresident's List](#) from Micah Sifry
- CoolPeopleCare: [Stories That Need Telling](#)
- Marion Conway's [Nonprofit Book List of 2010](#)

SOURCE: Beth's Blog by email, December 24, 2010

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Training

REGISTERED DISABILITY SAVINGS PLAN WORKSHOP

There will be a Registered Disability Savings Plan workshop on January 19th at 7 p.m. at Kelowna Community Resources, 120 - 1735 Dolphin Avenue. This workshop will have ASL interpreters and assistive listening devices provided and will focus toward the Deaf and Hard of Hearing Community.

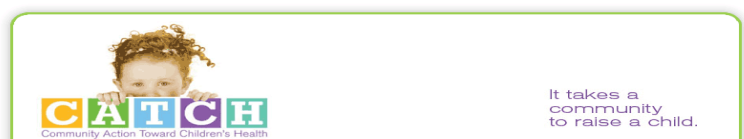
The information is applicable to all persons with a disability and their families and are most welcome to join the information evening. Please register by email to lscott@widhh.com or info@planok.ca.

SOURCE: PLAN Okanagan, Mary Bickert, Coordinator/Community Connector

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PARENTING WITH PIZZAZZ CONFERENCE

The 8th Annual Parenting with Pizzazz Conference for Parents and Care Providers is coming up on February 19th, 2011. This year's



Keynote Speaker Dr. Gordon Neufeld will present "Harnessing the Power of Attachment". Participants can also choose from 21 exciting workshops and receive lunch, refreshments and door prizes. Cost: \$30 per person or \$55 for a couple. Subsidy is available. Free on site child minding provided with early registration. Registration starts January 24th. For information call 250.762.3989 ext. 100 or visit www.catchcoalition.ca. If you would like posters or brochures for your organization please call Myrna Kalmakoff at 250.769.3893 or email myrna@catchcoalition.ca.

SOURCE: CATCH Network Newsletter, January 3, 2011

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WEBINARS

Here are a few of many [upcoming CLIP webinars](#) (online seminars) and charity chats on receipting, fundraising and foreign activities. They are available at no charge and provide 1 hour webinars on these important subjects - great for people who work at charities, as well as volunteers such as board members. You just need a computer connected to the internet. The Charity Law Information Program (CLIP) is supported by a contribution from the Charities Partnership Outreach Program (CPOP) of the Charities Directorate of the Canada Revenue Agency.

SOURCE: *Blumbergs' Canadian Charity Law List, December 2010*



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CANADAHELPS: FREE WEBINARS

Want to learn more about online fundraising, social media and technology? CanadaHelps can help!

Join us for free online training seminars (webinars) about current topics you need to know about to stay ahead of the online fundraising curve. All you need is an internet connection and a set of speakers or headphones to join in. Click on the topics to find out more and register today!

- January 18 - [Special Webinar: CanadaHelps & McMaster Survey Results - Part 1 of 2](#)
- January 25 - [Special Webinar: CanadaHelps & McMaster Survey Results - Part 2 of 2](#)
- January 26 - [What is CanadaHelps and Why Should My Charity Sign Up?](#)
- January 27 - [Qu'est-ce que CanaDon et Pourquoi Inscire Mon Organisme?](#)

SOURCE: *CanadaHelps*

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CHRONIC DISEASE & CHRONIC PAIN: SELF-MANAGEMENT

These FREE workshops are held once a week for 2 ½ hours over a six week period by local facilitators trained by the University of Victoria, Centre on Aging. Workshops are held several times a year in the Interior Health region.

For many people coping with a chronic health condition can be extremely trying. Fatigue, pain, breathing difficulties, sleeping problems, loss of energy, depression and anxiety about the future are common.

Adults of all ages, who are experiencing chronic conditions, their family members, friends and caregivers are welcome.

Chronic Disease Self-management:

Participants receive a free copy of the reference book "Living a Healthy Life with Chronic Conditions" and learn how to:

- manage their symptoms
- get started with healthy eating and exercise
- manage their fear, anger and frustration
- communicate effectively with their health care team

- take action and get more out of life
- make daily tasks easier

Chronic Pain Self-Management:

Participants receive two books: "Living a Healthy Life with Chronic Conditions" and the "Chronic Pain Self-Management Program Workbook". Topics covered include:

- Understanding the Pain & Symptom Cycle
- Better Breathing and Muscle Relaxation
- Moving Easy Program
- Dealing with Difficult Emotions
- Fatigue and Sleep Management
- Guided Imagery, Visualization and Distraction
- Medications for Chronic Pain
- Depression and Positive Thinking
- Making Informed Treatment Decisions



For information about workshop dates and times, contact Terry Cayer at 1.866.902.3767 or email tcayer@dccnet.com or visit the website at <http://www.coag.uvic.ca/cdsmp/>.

SOURCE: University of Victoria, Centre on Aging - Ladner, Terry Cayer, Program Coordinator

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OVERVIEW OF VOLUNTEER MANAGEMENT

This 4 day workshop will help improve your organization's ability to attract and retain volunteers. Extensive research has resulted in completely updated materials. Youth volunteerism, adult learning styles, a new communication module and the Canadian, provincial and local volunteer statistics have been added.

1. VOLUNTEERISM

- Identify trends in volunteerism
- Consider how trends affect the profession
- Discuss the role & skills of volunteer managers

2. COMMUNICATION

- Understanding the complexity of effective communication
- Expand personal communication skills that will enhance relationships
- Understand the problem solving / decision making process in managing volunteers

3. PLANNING PROGRAMS

- Explore the purpose of planning programs for volunteers
- Discuss budgeting
- Identify record keeping methods

4. RECRUITMENT

- Explore who volunteers and why
- Draft position descriptions
- Enhance knowledge of recruitment strategies
- Consider social networking in recruiting
- Explore the implementation & evaluation of recruitment campaigns

5. SCREENING & PLACING

- Learn 10 steps of good screening practices
- Consider ways to manage risk
- Understand the importance of interviews
- Discuss reference checks and records checks

6. ORIENTATION & TRAINING

- Explore the purpose & methods of orientation & training
- Discuss adult learning styles
- Identify ongoing training needs

7. RECOGNITION, RETENTION & SUPERVISION

- Understand the importance of supervision of all volunteers
- Discuss creative & meaningful recognition
- Explore the volunteer life cycle
- Consider how discipline & dismissal apply

8. VOLUNTEER STAFF RELATIONS & EVALUATION

- Discuss volunteer staff relations

- Consider different types of evaluation
- Place economic value on volunteer activity

Four day schedule:

Days 1 and 2: April 4th and 5th; Days 3 and 4: April 11th and 12th

Times: 9 am - 4 pm daily

Cost: \$199

Registration: 250.763.8008 ext.25 or dawn@kcr.ca



**Kelowna
Community
Resources**

SOURCE: Kelowna Community Resources, Dawn Wilkinson, Coordinator Community Information and Volunteer Centre

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SENIORS AND HOUSING: WHAT YOU NEED TO KNOW

Please phone Seniors Outreach and Resource Centre to register at 250.861.6180 or email seniors2@telus.net. Funding is provided by the Law Foundation of BC.

Jan. 11, 2011: 10:00 am to 12 noon at Trinity Baptist Church, 1905 Springfield Road

TOPIC: Housing Options for Seniors: Independent Market Housing, Subsidized/Low-Income Housing, Supportive Housing, Assisted Living and Residential Care. Presenters: Seniors Outreach and Resource Centre and Interior Health

Jan. 17, 2011: 10:00 am to 12 noon at Westbank Manor, (Lions Housing), 3715 Gellatly Road

TOPIC: Your Rights as a Tenant: The Residential Tenancy Act and How it Protects Renters
Presenters: TRAC – Tenant Resource & Advisory Centre OARS—Okanagan Advocacy and Resource Society
First location—same content as January 18th workshop

Jan. 18, 2011: 10:00 am to 12 noon at Rutland Senior Centre, 765 Dodd Road

TOPIC: Your Rights as a Tenant: The Residential Tenancy Act and How it Protects Renters
Presenters: TRAC – Tenant Resource & Advisory Centre OARS—Okanagan Advocacy and Resource Society
Second location—same content as January 17th workshop

Jan. 25, 2011: 10:00 am to 12 noon at Trinity Baptist Church, 1905 Springfield Road

TOPIC: Financial Benefits and Resources: Options and Eligibility
Presenters: Seniors Outreach and Resource Centre Service Canada Service BC Veterans Affairs Credit Counselling Society

Feb. 1, 2011: 10:00 am to 12 noon at Trinity Baptist Church, 1905 Springfield Road

TOPIC: Wills and Estates Matters: Planning Ahead
Presenters: Dylan J. Switzer, FH&P Lawyers

Feb. 8, 2011: 10:00 am to 12 noon at Trinity Baptist Church, 1905 Springfield Road

TOPIC: Representation Agreements, Powers of Attorney and Committeeships: Who Will Act on Your Behalf?
Presenters: Stan Rule, Sabey Rule LLP

Feb. 15, 2011: 10:00 am to 12 noon at Trinity Baptist Church, 1905 Springfield Road

TOPIC: Elder Abuse and Neglect: How are You Protected?
Presenters: Interior Health Public Guardian and Trustee



SOURCE: Seniors Outreach and Resource Centre, Vi Sorenson, Executive Director

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4TH INTERNATIONAL CONFERENCE ON FETAL ALCOHOL SPECTRUM DISORDER

This conference will take place in Vancouver from March 2–5, 2011. Our understanding of FASD is entering a period of rapid expansion and change, dramatically increasing our comprehension of the breadth and depth of the global impact of this lifelong disability. This 4th International conference will provide an advanced forum for emerging and cutting edge research, policy and practice that will assist governments, service systems, service providers, parents and caregivers, as we strive to address the complex issues of FASD. This new knowledge will be an impetus for critical action in supporting women, individuals, families, and communities around the world.

View the conference brochure [here](#).

SOURCE: First Call: BC Child and Youth Advocacy Coalition, First Call's Weekly Announcements, December 7, 2010

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SAFE HARBOUR WORKSHOP

Building more welcoming communities starts with an understanding of diversity.

The provincial Safe Harbour: Respect for All program builds community support for all forms of diversity. Safe Harbour creates environments where all members of our community, such as newcomers and visible minorities, feel welcomed and safe. Join us at our workshop to explore who lives in your community and ways to improved customer service by providing equitable treatment to all.

Date and Time: February 24, 2011; 9 am- 11 am

Location: Kelowna Community Resources 120-1735 Dolphin Ave, Kelowna

For more information and to register, please call: Andrew at 250.763.8008 ext 39 or andrew@kcr.ca.

Deadline for registration is: February 17, 2011

SOURCE: Kelowna Community Resources, Andrew O'Brien, Immigrant Services



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'IN THE KNOW'

'In the Know' is a monthly networking and information sharing session offered by F.O.R.C.E. Society for Kids' Mental Health in collaboration with the Kelty Mental Health Resource Centre. These sessions will provide a topic expert on what parents/caregivers really want to know, and offer an opportunity to share so that everyone is 'in the know'.

Upcoming topics:

Wednesday January 12, 7-8 pm - Disability Tax Credit: What it is, and what it could mean for the family

Wednesday, February 9, 7-8 pm - Wait List: What you can do

Wednesday, March 9, 7-8 pm - Trauma Informed Care: what it means

Cost: free

Target audience: Parents only



To participate:

There are 3 options:

- Community Group Viewing (view website for community listings)
- Conference call in
- Individual viewing through home internet

To register:

Email: mailto:forceintheknow@gmail.com to register for any of the 3 options.

For more information:

- Check out the attached event posters.
- Visit www.forcesociety.com.
- Visit www.keltymentalhealth.ca/calendar for the latest information, and any changes or cancellations.

SOURCE: Kelty Centre, In the Know, November 30, 2010

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FUNDRAISING, LEARNING BY EXAMPLE

Are your fundraising practices compliant? The Charities File: Fundraising, Learning by Example, helps to increase awareness and capacity for compliant fundraising practices among paid employees, volunteers, and allied professionals working with Canadian charities.

We encourage you to participate in workshops that will help you comply with the Canada Revenue Agency's Guidance of Fundraising.

Workshop topics include:

- distinguishing between fundraising and other expenditures
- allocating expenditures for reporting on the T3010
- understanding how CRA assesses acceptable fundraising practices



The Charities File: Fundraising, Learning by Example is a joint project of Carleton University's Centre for Voluntary Sector Research and Development and the Community Sector Council of Newfoundland and Labrador.

Cost: FREE

Date: 21 January 2011

Time: 9:00 am – 2:00 pm with refreshments and light snack (muffins)

Location: Kelowna Community Resources, 120-1735 Dolphin Avenue, Kelowna

Presenter: Val Mayes

Maximum: 30 registrants

Registration: <http://www.thecharitiesfile.ca/en/content/fundraising-learning-example>



SOURCE: Kelowna Community Resources, Ellen Boelcke, Executive Director

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CHARITY TAX TOOLS

KPMG offers free webcast on new accounting standards for non-profit organizations.

Accounting Standards for Not-for-Profit Organizations Are Released: Are You Ready? January 20, 2011. [Information and Registration details.](#)

SOURCE: Imagine Canada, Imagine Matters, December 21, 2010

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NONPROFIT INNOVATION CAMP

March 4-5, 2011 - Segal Graduate School of Business, SFU, Vancouver

The Canadian Nonprofit Innovators Network is proud to invite you this two-day "open-space unconference" aimed at bringing nonprofit innovators from across Canada together to share ideas, engage in dialogue, and inspire action. For more information, visit [The *Spark](#) and sign up as a member.

SOURCE: Volunteer BC, December 2010 Connector

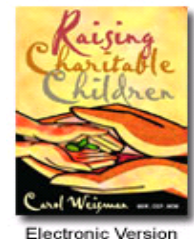


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Volunteerism

RAISING CHARITABLE CHILDREN

In the warm, welcoming, and often funny book, Raising Charitable Children, Carol Weisman shares real-life stories from all over the world of how parents, grandparents, aunts, uncles, teachers, Scout leaders, friends, next-door neighbors, and her own family have either initiated or supported ways to teach children how to give back to those in need. But she doesn't stop there. After each of the stories, Weisman offers specific steps to help anyone translate these ideas into action. In this way, she turns what might have been just a lot of wonderful stories into a set of practical maps or models anyone can use to start making a difference now. A great holiday gift for any parent or parent-to-be! You can purchase the [e-book](#) at Energize or the [bound book](#) from www.CarolWeisman.com.



Electronic Version

Read an [excerpt](#).

SOURCE: Energize, Inc., Energize Volunteer Management Update, December 2010

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INTERNATIONAL YEAR OF VOLUNTEERS TENTH ANNIVERSARY

Beginning on December 5, 2010, [Volunteer Canada](#) will celebrate the UN mandated International Day of Volunteers and the International Year of Volunteers tenth anniversary (IYV+10). The International Year of Volunteers, proclaimed in 2001, was created through Japan's recommendation at the 52nd assembly of the United Nations. Ten years later, the global community comes together once again to recognize volunteers and volunteerism during the IYV+10. Volunteers benefit our communities, take action, and act as the ultimate agents of social change all year round. International Volunteer Day begins a year-long celebration and Volunteer Canada will be leading the charge with a diverse digital marketing campaign and through the development of online resources and tools which will be made available to all Canadians in early 2011.



SOURCE: Volunteer Canada, News Flash, December 2, 2010

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VOLUNTEER CANADA STUDY FINDS APPROACH TO VOLUNTEERING IS CHANGING

A new study conducted on behalf of Volunteer Canada found that Canadians are changing their approach to volunteering, making it necessary for Canadian nonprofits to change their approach to volunteerism as well.. The study identified several gaps between volunteer and nonprofit expectations:

- Many people are looking for group activities, including those for families, but few organizations have the capacity to offer them;
- Many people come with professional skills but many professionals are looking for volunteer tasks that involve something different from their work life;
- Organizations are expected to clearly define the roles and boundaries of volunteers but many volunteers want the flexibility to initiate what they have to offer (i.e., create their own volunteer opportunity);
- Many organizations still want long-term commitment but many more volunteers are looking for shorter-term opportunities; and
- Many organizations focus on what they need but besides helping others, many volunteers come with their own goals to be met.

For more information, and to view the research summary, visit: [volunteer.ca](#). (PDF)

SOURCE: CharityVillage.com, Village Vibes, December 13, 2010

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CAVR CERTIFICATION

Haven't certified and want to reap the rewards of certification? Check out <http://www.cavrcanada.org> and demonstrate your commitment to the profession and excellence! Deadline for first-time certifiers is February 28, 2011. Check out our [website](#) for more information or to download the updated CAVR Certification Package!

SOURCE: Canadian Administrators of Volunteer Resources (CAVR)

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GOVERNOR GENERAL OF CANADA BECOMES PATRON OF VOLUNTEER CANADA

Volunteer Canada is proud to announce that His Excellency the Right Honourable David Johnston, Governor General of Canada, has agreed to be the Patron of the organization. The board and staff of Volunteer Canada

are very honoured by this timely announcement, as December 5th is International Volunteer Day and 2011 marks the 10th anniversary of International Year of Volunteers in 2001. "We are particularly pleased that the Governor General has agreed to be the patron of Volunteer Canada because of his vocal recognition of the value of volunteers to the quality of Canadian communities and active support of volunteering as a key contributor to our nation's social, cultural, and economic prosperity," said Ruth MacKenzie, President & CEO, Volunteer Canada.

SOURCE: Volunteer Canada, Newsflash, December 8, 2010



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THE WORD "VOLUNTEER" CAN REVEAL, CONCEAL, OR CONFUSE

The United Nations has declared 2011 as the International Year of Volunteers Plus Ten, or IYV+10, and is preparing a State of the World's Volunteerism Report (SWVR). This has raised the perpetual question of "What exactly is - or is not - volunteering?" Susan explores some of the issues of vocabulary and labeling, pointing out that how someone defines the core word of our field often has strong impact on some critical, practical matters. What do you think? [Read this Month's Hot Topic.](#)

SOURCE: Energize Inc., Energize Volunteer Management Update, December 2010

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2011 CAVR NATIONAL CONFERENCE

The 2011 [CAVR National Conference](#), hosted by AVRBC, will be held in Vancouver at the Coast Coal Harbour Hotel from June 12 -14. This year's theme is Branching Out: New Directions in Volunteer Management.

-- How will we be branching out? --

We will be learning from professionals in other fields with expertise relevant to the work we do. We will also be 'tapping our roots' to learn from experienced practitioners in our own field, who are branching out and exploring new approaches to recruiting, training, and engaging volunteers. We'll also be nurturing new growth by providing opportunities for first timers to learn the basics and network with others. Expert leaders from across Canada will cover vast topics from social media trends, volunteer engagement, overcoming adversity, advocacy, empowering leaders, strategic planning and how it all applies to today's volunteer and administering volunteer programs.

Whether you are looking to power your program to the next level or are exploring volunteer management for the first time, you will take something away from this leading edge conference - guaranteed.

Check the conference website at www.cavrconference.ca for detailed information about this exciting event. Receive 'real-time' conference updates by following us on twitter (@cavrconference) and connect with the conference committee and other attendees on our Facebook page.

-- Top 5 reasons to Branch Out? --

1. Meet and learn from the Canadian experts in volunteer management.
2. To take your organization's volunteer program to the next level.
3. Swap ideas, tools and tricks of the trade.
4. Hospitality suite – where networking no longer feels like work.
5. It will be a 'green' conference, in an amazing Westcoast setting.



Help us promote the conference, download our evite and send it to you colleagues and professional contacts.

Don't forget that there's still some openings left on our Conference Committee - check out the details on our [Conference](#) page.

SOURCE: Administrators of Volunteer Resources BC, Weekly Digest, December 12, 2010

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Do you have news related to the non-profit / voluntary sector that you wish to share with your colleagues? Send Community Information and Volunteer Centre your information at [informkelowna@kcr.ca](mailto:informkelowna@kcr.ca) by the 20th of the month.

This Bulletin is a publication of Community Information and Volunteer Centre. To subscribe, please click [here](#).

Community Information and Volunteer Centre is a program of Kelowna Community Resources. Go to [www.kcr.ca](http://www.kcr.ca) for more information about Kelowna Community Resources and Community Information & Volunteer Centre. Be sure to add or update your volunteer and / or organization information.

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