

# Community Information & Volunteer Centre CIVC

## Bulletin Board

July 2009



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**LOCAL NEWS**  
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**VOLUNTEERS FOR SPECIAL EVENTS**

Kelowna Community Resources has a list of about 90 people who want to help at special events. If your organization needs volunteers, ask us for this list and we will send it to you.

You can then phone or email each individual to explain your event and their potential role.....remember to let your passion come through! Engage them. Explain what they would do and how they would be screened, trained and supervised. Are there any "goodies" that volunteers receive in return? Maybe you can offer food and beverage treats, t-shirts or free passes to the event.

What kinds of things might special event volunteers do? Typical tasks might be: directing parking lot traffic, taking tickets, handing out programs, security patrol, helping at children's activity centers, setting up and taking down, keeping the grounds tidy, or supporting staff and volunteers with refreshments.

Volunteers are kept on the Special Events Registry for one year, at which time they are contacted to confirm further availability.

**BACK TO SCHOOL BASH – VICTORY LIFE FELLOWSHIP**

On Saturday, August 29, 2009, Victory Life Fellowship is looking forward to handing out hundreds of FREE Backpacks again this year at the Parkinson Rec Centre.

For additional information on how you can help with this event, please contact Diana Tripke at 250.864.3089 or Colleen McCaullum at 250.717.7362.

## OKANAGAN VOLUNTEER OPPORTUNITIES FAIR 2009

The 12<sup>th</sup> annual Okanagan Volunteer Opportunities Fair will be held on Saturday, September 19, 2009 at the Parkinson Recreation Centre in Kelowna, BC. Each year, this event is coordinated by a community-based Steering Committee with leadership from the Community Information and Volunteer Centre, which is a program of Kelowna Community Resources.

The Okanagan Volunteer Opportunities Fair is our community's premier event showcasing volunteerism in a family-friendly fun filled atmosphere. It is anticipated that over 100 non-for-profit organizations will gather to participate and that 1,000 individuals will attend to seek out volunteer opportunities.

We are pleased to offer you an opportunity to contribute to the success of this year's Fair.

This year, your registration fee of \$30 will include:

- display space at the Fair (one table and two chairs);
- half-page ad in 5,000 copies of the Fair Booklet; and
- Lunch & Learn session for fresh ideas about your display.

For a registration package, please contact:

Dawn Wilkinson  
Coordinator  
Community Information & Volunteer Centre  
Kelowna Community Resources (KCR)  
120 - 1735 Dolphin Avenue  
Kelowna, BC V1Y 8A6  
E. [informkelowna@kcr.ca](mailto:informkelowna@kcr.ca)  
P. 250.763.8008 ext 24  
F. 250.763.7608  
W. [www.kcr.ca](http://www.kcr.ca)

## DINING OUT FOR LIFE PRINTS ON SALE

Internationally known local artist and sculptor Jock Hildebrand has teamed up with Living Positive Resource Centre to help support the fight against HIV and AIDS in our community.

In 2008, Jock created the artwork for *Dining Out for Life*. We are pleased to announce that this wonderful piece is now available in limited edition prints individually signed by the artist.

Get your own limited edition print now for only \$75, with all funds raised going to support HIV and AIDS initiatives right here in our community. In addition, purchasers will receive a \$50 gift certificate towards the cost of framing, compliments of the Evans Gallery in Kelowna.

For additional information, please contact Living Positive Resources:

Phone: 250.862.2437 or  
Email: [info@lprc.ca](mailto:info@lprc.ca)



## **SURVEY GUILT & BLAME IN MENTALLY-ILL VIOLENT OFFENDERS**

Interested in giving an anonymous opinion about guilt & blame in mentally-ill violent offenders? We require adult volunteers to complete a 15 minute online survey for a minimal risk research study being conducted by UBC Okanagan. Compensation for participating includes a chance to win \$200. The winner will be notified via e-mail by July 31, 2009.

For further information, please contact:

Dr. Michael Woodworth at 250-807-8731 or  
Nicol Patricny at [UBC.Okanagan@live.com](mailto:UBC.Okanagan@live.com)

To participate, please visit: [www.surveymk.com/UBCO](http://www.surveymk.com/UBCO)

## **SURVEY KELOWNA OFFICIAL COMMUNITY PLAN - PLAN UPDATE**

Based on input received on four preliminary land use scenarios, the City has created a Refined Land Use Scenario, and we want to hear what you think.

You can fill in a Survey on the Future of Kelowna beginning on June 24. Please log into [www.kelowna2030.ca](http://www.kelowna2030.ca) to provide further input on the Refined Scenario and Kelowna's next Official Community Plan. You will have **until July 15** to fill in the survey and you have a chance to win a great prize.

For further information, and to see the results from the previous surveys, please visit: [www.kelowna2030.ca](http://www.kelowna2030.ca).

We want your input on the plan! Let us know what you think.

## **YOUTH OPTIONS PROJECT – OKANAGAN BOYS AND GIRLS CLUBS**

The Youth Options Project is a community-based selective prevention initiative that provides at-risk youth between the ages of 13 and 18 with structured, interactive group life-skills and recreational opportunities during evenings and weekend hours. The project is delivered within the Central Okanagan, with locations in Kelowna and on the Westside. In partnership with other community organizations and service providers, the project is designed to improve the health, safety and overall well being of identified at-risk youth by:

- Facilitating the development of healthy attitudes, resiliency and coping skills
- Promoting healthy behaviours, supportive environments and opportunities that discourage illicit drug use
- Improve youth knowledge of and access to community services that assist in reducing drug use among at-risk youth



Okanagan Boys & Girls Clubs

## Referrals and Eligibility

Youth between the ages of 13-18 who are considered at risk and/or actively experimenting or engaging in semi-regular substance use will be referred to the program from a number of different sources including Okanagan Boys and Girls Club staff, parents, social workers, community agencies, and self referral. Screening procedures will be utilized to ensure that youth are matched to the program.

In order to be accepted into the Youth Options Project, youth must meet at least the following criteria:

- Be between 13 and 18 years of age;
- Currently experimenting, or engaging with semi-regular substance use;
- Show a willingness to participate and commit to attending the group; and
- Have health status that allows for participation in the program

For more information on the program, dates, times and locations, please contact:

Krista Germyn, Youth Options Project Program Coordinator

Phone: 250.869.6983

Email: [germyn@boysandgirlsclubs.ca](mailto:germyn@boysandgirlsclubs.ca)

## **SUMMER SURGE VIRTUAL GOLF TOURNAMENT**

Canadian Diabetes Association invites you to join their Summer Surge Virtual Golf Tournament. They are raising money for the Canadian Diabetes Association's Summer Surge program whose goal is to raise One Million Dollars by the end of the Summer.



The virtual tournament is on Friday July 24th but donations will be accepted before that date. Please visit the website to learn more about the tournament:

<http://my.e2rm.com/personalPage.aspx?registrationID=688140>

For additional information, please contact:

Meagan Lauer, Events and Education Assistant

Canadian Diabetes Association

Phone: 250.762.9447

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## PROVINCIAL NEWS

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### STAFF INCENTIVES IN HARD TIMES

While the economic downturn has hit all employers in BC hard, in the not-for-profit sector managers already know that finding incentives other than high wages is key to attracting and retaining valuable staff. Salaries and benefits are important, but employees also need to know their contributions are valued and their concerns are taken seriously.

As Alison Danatas points out in an article in a recent issue of [Association magazine](#), "Creating a nurturing dynamic work environment is often viewed as more of a selling point and stronger retention strategy than salary and other monetary incentives."

So what can your organization do to recruit and retain the best people? If you don't already, consider implementing policies that give employees more control over their schedules: flextime, telecommuting, sabbaticals or leaves of absence. These options are reliably shown to actually increase productivity, and can help employees find some balance in their busy lives.

Some employers now have employee volunteer policies where staff are encouraged to volunteer with a charity of their choice, and are paid for one day per quarter. Volunteering policies give staff the opportunity to contribute to the community, and develop skills and talents that may not be part of their jobs.

For additional ideas about human resources practices in the not-for-profit sector check out these Canadian websites with free resources:

- [The HR Council for the Voluntary & Non-profit Sector](#)
- [Charity Village](#)
- [The Voluntary Sector Knowledge Network](#)



### DEBATE ON HOME VISITING EFFECTS

Front-line workers across BC know from experience that home visiting is an effective way to support and strengthen at-risk families. Home visitors provide a friendly and supportive presence, combined with the knowledge, skills and techniques that help families with young children become better at parenting. A review of the effectiveness of three home visiting programs appears in the current issue of the [Children's Mental Health Research Quarterly](#), published by [Children's Health Policy Centre](#) at SFU.

David Sheftel, program coordinator for the [Home Visitor Training Initiative](#), is disappointed that the program review fails to investigate the reasons behind the varying results found in nurse home visitor programs and those conducted by para-professionals. "Training in up-to-date evidence-based theory, strategies and tools is crucial to any home visiting program's effectiveness. Home visitors need to be supported with competent supervision, clear policies and procedures, and a standardized model of delivery," he comments.

A 2006 overview of numerous home visitor effectiveness studies by the Chapin Hall Centre concluded that home visiting programs generally result in:

- \* Fewer acts of abuse or neglect toward their children over time;
- \* More positive health outcomes for the infant and mother;
- \* More positive and satisfying interactions with their infants;
- \* A greater number of life choices that create more stable and nurturing environments for families.

Says Sheftel, "We're actively working towards standardizing training for home visitors and developing a BC network to support and coordinate programs and services."

### **GAMESENSE FOR BC GAMBLERS - NEW PROGRAM REACHES OUT TO HARD CORE BC GAMBLERS**

GameSense, a new provincial program, aims to move away from the "Big Brother" feel of the current gambling-awareness campaign to one that's friendlier and more accessible to problem gamblers. "Some of the old information out there was a bit 'Big Brother-y', so we're trying hard to put it in a language that will catch their attention," BC Lottery Corp. president Michael Greydon said yesterday. Greydon said the new campaign is "aimed at presenting information in a friendly, more entertaining way."

The target demographic is the 4.6 per cent of BC adults classified as problem gamblers, and another 8.6 per cent who are considered at-risk players. GameSense includes a string of humorous TV commercials asking players to use their "game sense" and a website at [www.gamesense.ca](http://www.gamesense.ca), as well as information kiosks staffed during peak hours at the 31 casinos, community gambling halls and gambling facilities in BC. It will also help the lottery corporation promote the gambling helpline and free counselling services offered to distressed gamblers.

Jon Kelly, head of the Responsible Gambling Council, a nonprofit organization dedicated to helping compulsive gamblers, said GameSense is an innovative way to reach out to hard-core gamblers who might otherwise be turned off by the more judgmental term "responsible gambling." "I'd say this is the most friendly, accessible program in the country," said Kelly. "It makes the information much more accessible and gets away from the stigma of problem gambling."

The lottery corporation generated \$2.6 billion in revenue in 2007, with about \$1.1 billion disbursed to the BC government. -- Cheryl Chan, *The Province*, June 25, 2009

### **YMCA INTERNSHIPS AVAILABLE FOR AGES 15 - 30**

Do you know someone between the ages of 15 to 30 who is

✓ a non-graduate of high school?

or

✓ a high school graduate?

The YMCA has full-time, paid office work internships available!

SPACE IS LIMITED!





YMCA

We build strong kids,  
strong families, strong communities.

### The YMCA's Federal Public Sector Youth Internship Program

In partnership with Service Canada, the YMCA's Youth Internship Program provides participants throughout British Columbia and the Yukon, with an opportunity to obtain on the job training and work experience, through an internship with a Federal Government Department, Agency or Crown Corporation. The Youth Internship Program is designed to meet the needs of unemployed youth, aged 15 to 30. There are two streams of the program:

#### Non-Graduates Program (High-school Non-Completion - 10 month program):

- ✓ 4 weeks of Pre-Internship Training at the YMCA of Greater Vancouver
- ✓ 9 month internship in Federal Government Department, Agency or Crown Corporation
- ✓ On-Site monitoring and support for Mentors and Interns throughout the Internship Placement

#### Graduate Program (Grade 12 Diploma or equivalent - 6 month program):

- ✓ 6 month internship Federal Government Department, Agency or Crown Corporation
- ✓ On-Site monitoring and support for Mentors and Interns throughout the Internship Placement

Potential participants attend an assessment week which involves variety of inventories and small group exercises, as well as a formal test of Academic Competency. Mentors from the individual host departments are then provided an opportunity to interview those individuals who successfully complete assessment week and choose the Intern most suitable for the placement available.

Interns receive a training allowance comparable to minimum wage (slightly more for Graduates), Workers Compensation Board and BC Medical Services Coverage for the duration of the placement.

#### Purpose of the Program:

To provide "on the job training, un-interrupted work experience, and a letter of reference from the participating mentor and department, based on individual performance at the Intern's placement site."

A number of Interns have successfully completed their Internships and moved on into employment with either Federal Public Sector or Private Sector businesses, other Interns have returned to school or have successfully completed their Grade 12 equivalency while participating in the program.

For additional information or to request an application, please contact:

YMCA Federal Public Sector Youth Internship Program

Toll free: 1.888.298.3947

Email: [yip@vanymca.org](mailto:yip@vanymca.org)

Website: [www.yip.gc.ca](http://www.yip.gc.ca)

### **BC KIDS CAN'T GO TO CAMP THIS YEAR**

Hundreds of BC families with disabled children or on income assistance are scrambling to re-plan their summers after the provincial government froze a program that helps children attend camps.

Burnaby's Lorrie Forseth was trying to figure out yesterday how to break the news to her 10-year-old daughter Harmony. The program, which subsidized camp fees, was frozen because of a provincial cash crunch. For many, it means telling their children they might have to stay home this summer. "It's not right," Forseth said, explaining she is on income assistance and partial disability and can't afford to send her daughter to a camp without assistance from the province. "If the government is saying the kids are our future, why are they doing this?" she asked. "There's going to be a lot of disappointed families."

The freeze comes as ministers in Premier Gordon Campbell's newly re-elected Liberal government are studying proposals to cut at least \$1.9 billion in administrative and other costs over the next three years, \$589 million of it in this fiscal year. Last year, the camping subsidies program cost less than \$360,000, with grants of up to \$200 to about 1,800 families. Minister of Housing and Social Development Rich Coleman said the program has been frozen until he can determine if it can fit into the ministry's budget, especially given that there has been a significant increase in demand for social assistance.

The YMCA reports that camp registrations are down almost half from last year. The Y said 1,923 campers have signed on at various camps, compared with last year's 3,679. The Y runs Camp Thunderbird in the Sooke Hills. "I think every child should have a chance to go to camp," said Lisa Stiver, the Greater Vancouver YMCA's general manager of camps. "This could mean that we can't sponsor as many kids."

Parents and advocates said the subsidy money normally goes out on June 1 of each year, and that even if the freeze comes off, it might be too late for parents to make other arrangements. "Kids are out of school in a week and a half. Half of these summer camps are filled, so you can't get a spot," said Teresa McDonald, 35, who was hoping to use the subsidy for her nine-year-old daughter, who has obsessive-compulsive disorder, defiant disorder, conduct disorder and Pica disease, an eating disorder.

"Do I take grocery money, Hydro money, phone money and pay for my daughter's camp fees?" asked the Nanaimo mother of four, saying she was asking the government for \$125 to supplement money being offered by a relative. "I don't understand why they've frozen the camp fees. Why take that away from the children?" -- *By Jonathan Fowlie, with files from Ian Austin, Canwest News Service, June 19, 2009*



## HEALTH AND WELL-BEING OF ABORIGINAL PEOPLE IN BC

The 2<sup>nd</sup> Report on the Health and Well-being of Aboriginal People in British Columbia (2007), was released on June 25, 2009.

The report discusses determinants of health, pregnancy, infants and children, diseases and injuries, physical environment, and health services and recommendations on improving the health of the Aboriginal population in BC.

Overall, 64 indicators have been analyzed and are included in this report:

- For 57 of these indicators, they are able to report progress since 2001;
- Of the 57 indicators:
  - 18 have shown improvement
  - 10 have worsened, and
  - 8 have shown increasing rates of chronic disease conditions;

- the remaining indicators have shown either not much change or a fluctuation in data with no trend.

To read the complete report, please visit: <http://www.hls.gov.bc.ca/pho/pdf/abohlth11-var7.pdf>.

For the Appendix to the report, please visit: [http://www.hls.gov.bc.ca/pho/pdf/Appendix\\_of\\_PHO-var7.pdf](http://www.hls.gov.bc.ca/pho/pdf/Appendix_of_PHO-var7.pdf).

## **ABORIGINAL STUDENTS BENEFIT FROM \$1 MILLION DONATION TO UBC**

The University of British Columbia received a \$1 million donation from TD Bank Financial Group today to create an endowment that will provide a lasting legacy in business education for Aboriginal students.

The gift will improve access and support for Aboriginal learners pursuing a business education. Today's donation is the largest gift received in support of Aboriginal education at UBC.

"We are grateful to TD Bank Financial Group for its strong support of Aboriginal students," says UBC President Stephen J. Toope. "This generous donation will help UBC further its goal of creating learning environments and support mechanisms that reflect the specific needs of Aboriginal students."

The gift will be divided equally between two programs:

- **The TD Bank Aboriginal Student Award** will establish an endowment to create financial awards for Aboriginal students across UBC Vancouver and UBC Okanagan who are enrolled in business education or majoring in economics.
- **The Ch'nook Business Education Initiative** will provide funding for Aboriginal students who are enrolled in the Ch'nook Scholars and Advanced Management programs. It will also provide mentorship opportunities for TD employees as a means of supporting these students in their pursuit of business education.

"With our annual endowment, we'll be able to assist hundreds of students over the years by removing barriers to Aboriginal education," says Raymond Chun, senior vice president TD Canada Trust. "We support UBC's vision to help develop tomorrow's Aboriginal business leaders and hope our contribution will inspire future generations to realize their hopes and dreams."

The gift will help further the goals set out in UBC's Aboriginal Strategic Plan. The plan has identified the university's commitment to Aboriginal education, respect for Aboriginal knowledge and cultures, and a resolve to build upon the strengths of the university to more fully address the needs of Aboriginal and Indigenous communities.

Established by the UBC First Nations House of Learning and the Sauder School of Business, the Ch'nook Aboriginal Business Education program works with a circle of advocates and supporters to raise Aboriginal awareness and interest in post-secondary business education.

For more information, please visit: [www.publicaffairs.ubc.ca](http://www.publicaffairs.ubc.ca).

## FREE FAMILY MEDIATION SERVICES

*For a limited time, free family mediation services\* are available for eligible families living in non-urban areas of British Columbia. The services are being offered through an exciting new project called the "Distance Mediation Project".*

The Distance Mediation Project, run by the B.C. Mediator Roster Society, is now offering free family mediation services.\* The services are available to eligible families living in non-urban areas of British Columbia. They will be available for a limited time only, beginning May 31, 2009.

In this Project, mediations are held using current information and communication technologies. Experienced family mediators use these technologies to bring families together for the mediation, rather than meeting in-person. There are many technologies families can choose from, including telephone, e-mail, videoconferencing and web conferencing.

To be eligible for the Project's free mediation services, at least one of the participating family members must live in a non-urban community of British Columbia with a population less than 10,000. The issue(s) to be resolved must relate to separation or divorce in British Columbia. These include issues relating to parenting, financial support, and small or large family property matters. Everyone participating must agree to use technology for the mediation.

The Project's goal is to find out how technology can best be used to provide high quality mediation services to families – especially families living in non-urban areas. By participating in the Project's mediations, you will help family mediators gain new knowledge about how they can use different technologies to help families work out their disagreements.

Please contact:

Susanna Jani, Coordinator for the Distance Mediation Project  
Toll Free: 1.877.479.7834  
Phone: 250.479.7833  
Email: [distanceproject@shaw.ca](mailto:distanceproject@shaw.ca)

Further information about the Project, including eligibility requirements and the list of participating family mediators, please visit: <http://www.mediator-roster.bc.ca/public/news/20090525.aspx>.

## CITIES FIT FOR CHILDREN SUMMIT

Building on the success of the first summit in Kelowna in November 2007, the event will bring together municipal, regional and Aboriginal leaders. Emphasizing the importance of local partnerships, the goal of the Summit is to increase knowledge of the role of local governments in enhancing early childhood development.

Dates: October 22-23, 2009  
Location: Langley Events Centre  
7888 – 200 Street  
Langley BC  
Cost: \$175 Early Bird;  
\$225 Regular Registration;  
\$35 Pre-conference Workshops or Tour;  
\$40 Banquet Ticket.



For additional information, please contact conference chairperson: Joanne Schroeder at [Joanne.schroeder@ubc.ca](mailto:Joanne.schroeder@ubc.ca).

Registration is available online at: [Cities for Children Workshop Registration](#).

For more information, please visit: [Cities for Children 2009 Workshop Details](#).

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## NATIONAL NEWS

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### CANADA REVENUE AGENCY RELEASES NEW FUNDRAISING POLICY

The Canada Revenue Agency (CRA) released new information clarifying fundraising for registered charities. This new guidance policy replaces the pre-existing document, *Applicants that are Established to Hold Periodic Fundraisers*. According to a press release issued by the Association of Fundraising Professionals, the document is quite different in some areas from the initial draft published last year, and as a "live" document will continue to require clarification on different points.

The Canada Revenue Agency (CRA) recognizes that registered charities in Canada often depend on charitable donations and other sources of revenue to carry out their charitable works. For many charities, this means that a proportion of their resources will be used for fundraising to support their charitable work. While recognizing the necessity of fundraising, the CRA expects charities to be transparent and to not devote excessive amounts of time and/or resources to fundraising as opposed to fulfilling their charitable purposes.

This document replaces Policy Statement CPS-001, *Applicants that are Established to Hold Periodic Fundraisers*, and provides information for registered charities on the current treatment of fundraising under the *Income Tax Act* and under common law. This guidance offers direction on issues such as the following:

- distinguishing between fundraising and other expenditures;
- allocating expenditures for the purposes of reporting them on Form T3010, *Registered Charity Information Return*;
- dealing with activities that have more than one purpose; and
- understanding how the CRA assesses what is acceptable fundraising activity, what may preclude registration, or what may result in a sanction, penalty, or revocation.

The document outlines policies and practices that the CRA uses when it reviews annual information returns filed by registered charities and explains the CRA's views on issues relevant to fundraising expenditures. This information should help to ensure that registered charities are aware of the CRA's perspective on fundraising in general and the appropriate treatment of fundraising expenditures. The CRA's auditors use this guidance as a tool when they review Form T3010, or visit a registered charity for an audit. It also confirms to the public that fundraising expenditures are appropriate and in fact necessary for the sustainability of the sector.

To read this full CRA Document, visit: <http://www.cra-arc.gc.ca/tx/chrts/plcy/cps/cps-028-eng.html>.

## CANADA SURVEY OF GIVING, VOLUNTEERING AND PARTICIPATING, 2007 - RESULTS AND HIGHLIGHTS

Interested readers can read through the entire CSGVP report by clicking the PDF link below, or the Imagine Canada media release last week for the recaps of the more salient results.

To read the recap at Imagine Canada, please visit: [Imagine Canada](#).

For the full PDF report, please visit: [Canada Survey of Giving, Volunteering and Participating](#).

## ONLINE RESOURCES FOR PERSONAL SUPPORT WORKERS

With the goal of improving the quality of care provided to seniors across Ontario, a new online community has launched that offers personal support workers a forum for sharing knowledge and information.



The Personal Support Workers Community of Practice (PSW CoP) is a free knowledge exchange network for PSWs working with seniors in long term care or the community in Ontario. It is supported by the Seniors Health Research Transfer Network (SHRTN) and led by the Personal Support Network of Ontario (PSNO). The PSW CoP supports its members through monthly educational events, webinars, teleconferences, and through the new online forum. Experts in the field will be online periodically to answer questions and moderate discussions.

For more information, please visit: [www.psno.ca/](http://www.psno.ca/).

## CANADIAN INDEX OF WELLBEING

On Wednesday, June 10, the Institute of Wellbeing launched the Canadian Index of Wellbeing. The Index has been developed by a number of non-governmental (and some institutional) partners under the leadership of the Atkinson Foundation



To visit the Canadian Index of Wellbeing's new website, please visit: [www.ciw.ca](http://www.ciw.ca).

To read the first report, please visit: [How are Canadians Really Doing?](#)

For additional information on the Atkinson Foundation, please visit: <http://www.atkinsonfoundation.ca/>.

## LAING HOUSE GETS AWARD FOR COMMITMENT TO YOUTH WITH MENTAL ILLNESS

Three winners were announced in April for [Eva's Initiatives Award for Innovation](#) for their outstanding work with homeless youth. In its fourth year, the Eva's Initiatives Award for Innovation is generously sponsored by CIBC. Each winning organization received a prize of \$5,000.

One of this year's winners is the Laing House Association in **Halifax**, Nova Scotia for its unique, first of its kind program in Canada dedicated to empowering youth with mental illness—*Youth Speak: Breaking Down Stigma One Classroom at a Time*. Launched in 2003, the program helps youth rebuild their lives and learn how to effectively manage their illness.

[Laing House](#) is community-based, youth-focused and youth-directed and is dedicated to providing critical support and access to resources that are not available through the formal mental health care system. It is focused on improving lives and supporting healthy outcomes for youth 16 to 30 years. Through strong community partnerships, Laing House programs offer "hope, possibility, and support needed to achieve recovery." Laing House seeks to reduce isolation, and to address needs in relation to education, employment, peer groups, healthy lifestyles and independent living.

The Kirby Report on Mental Health, [Out of the Shadows At Last](#), specifically recommends that students be educated in school about mental illness and its prevention. It also suggests that the [Canadian Mental Health Commission](#) work closely with educators to develop appropriate promotion campaigns in order to reduce stigma and discrimination. "Youth Speak is a proven program that focuses on these recommendations," organizers say.

Utilizing a peer to peer education approach, this program encourages dialogue about youth mental health issues. It reaches out to a vulnerable at-risk population. *Youth Speak* was developed with input and consultation from members to address the issues that mental health consumers face. Members produced a short video depicting a young man's experience with mental illness. They wrote, directed, video taped and edited the film and it is now being incorporated into Youth Speak presentations. "Coming here has taken the shame away – there is an expectation out in the community that you don't discuss these things – I've learned how empowering struggles can be – it's taken away the victim in me...," said a member of Laing House.

The main goals of the program are:

- to increase knowledge and understanding around mental illness
- to reduce stigma and isolation
- to develop and/or strengthen facilitators' public speaking ability, stress management skills and communication style
- to encourage participants to seek help
- to highlight available resources and treatments
- to develop a community asset – a group of young adults who are skilled at speaking publicly on mental health issues
- to educate the community about the resources available at Laing House.

-- *Housing Again Bulletin No. 122 - June 1, 2009*

## **SOCIAL COSTS OF FAMILY BREAKDOWN**

Should the government play a role in promoting marriage?

The authors of a new study about the cost of supporting single-parent families in Canada think so, by having high school students learn about the benefits of a marital union and excluding co-habiting couples in tax credits that are directed at married families.

The report from the Institute of Marriage and Family Canada aims to quantify the cost of family breakdown and illuminate that "there are different outcomes for different choices," says one of its authors.

"When you look at poverty, and you note that if you're in a single-parent family, you're eight times more likely to be on welfare, for example, that I think is a correlation that I think is interesting," said Andrea Mrozek, co-author of *Private Choices, Public Costs*. "Since marriage does confer substantial benefits on kids and the families involved, and also for the public, we're just hoping to start a discussion and an education process."

The report says provincial governments spend almost \$7-billion a year to supplement income, housing and childcare for single-parent families. It could be saving \$1.7-billion by reducing the number of single-parent families by half, it says.

But other Canadian family advocates say that these days families come in all shapes and sizes, and understanding the underlying causes of why some remain in poverty is complex. The percentage of married families is falling in Canada,

from 92% in 1961 to 69% in 2006, according to the last census, and co-habitation is on the rise. There is also an increase in single-parent families led by either men or women.

"Rather than try to turn back the clock," said Glenn Hope, executive director of the BC Council For Families, "our position is to celebrate the diversity of families." Clarence Lochheed, executive director of the Ottawa-based Vanier Institute of the Family, says there is no question that a family that goes from two parents to one would see a loss of income. "We would ask, what role does the adequacy of wages play?" he said. He said it is difficult for any family to exist on a single wage in Canada.

Using data that looks at the amount of public dollars spent on single versus two-parent families Private Choices, Public Costs concludes that in order to seriously reduce poverty, short-term solutions should couple with long-term strategies that "include examining family structure and eradicating family breakdown."

By adding up the amount of money spent on social assistance programs aimed only at single-parent families, the authors found that provincial governments spend almost \$7-billion every year. They conclude that governments could be saving about a quarter of that, based on the conclusions of 2003 Canadian study that found that of poor single parents who become part of two-parent families, more than half (54%) are lifted out of poverty.

The data does not look at married families, and the authors acknowledge that hurts their research.

"It's fair to ask why we're putting the emphasis on marriage," said Ms. Mrozek. "But we also note that through social science data and research, marriage is the most stable of family forms, and this compares with cohabitation, which would be just a two-parent non-married family."

The report highlights other trends, that single-parent homes led by women are poorer than those led by men, and that makes poverty largely a female issue.

"Of course, the reduction in suffering and trauma that would occur across the socio-economic spectrum if family breakdown were halved is of a much greater magnitude," the report states. "Simple things, like participation in Parent Teacher Associations (or Parent Advisory Councils) and in neighbourhood associations and community causes is higher when more families are intact, in part because adults in two-parent families have the time to get involved."

Mr. Lochheed, with the Vanier Institute says the report fails to capture the complexities of family life now, and he believes it is best not to support one model as ideal. He said often single-parent families still have two active parents, who are living separately, and that while their poverty rate is high, it has come down.

"Families look different all across the westernized world," said Mr. Hope, of the BC Council For Families. "But we have to look at what's working and how can we adjust our response so that we're making the best decisions possible to support families as they are, not necessarily as we would like them to be." -- *Natalie Alcoba, National Post, June 03, 2009;*

To read the full report, please visit: [Private Choices, Public Costs: How Failing Families Cost Us All.](#)

## **FROM RISK TO RESILIENCE - THE NATIONAL DIALOGUE ON RESILIENCE IN YOUTH**

Fostering youth who are resilient is important. Young people who are valued, safe, connected and engaged are the core foundation of a population that is healthy and productive. As parents, educators, community members, business people and politicians, it is what we all wish for our children. But in order to reach those markers, our youth must be resilient, especially when their difficulties are of such magnitude that they are vulnerable or at risk.



The National Dialogue on Resilience in Youth produced an invaluable snapshot of what we know, what we need to know and what can be done to foster resilience in youth across Canada. The most compelling findings from the National Dialogue contained the seeds of future action for all stakeholders and partners, from parents to political leaders, and are summarized as follows:



- The National Dialogue identified the protective value of focusing on strengths and assets of young people and their families as a general operating principle rather than focusing on their difficulties and deficits. With regard to 'youth at risk' this paradigm shift has significant implications for educators, parents, mental health professionals and for all who work with children and young people.
- Ensuring optimal development in the early years is possibly the most effective way to foster healthy, resilient children. Facilitating positive early childhood development is a socio-economic imperative. Parents who are nurturing and healthy provide the basis for early development. When parents are unable to provide a nurturing environment that promotes childhood well-being, society (schools, communities and governments) must develop strategies and provide programs to assist vulnerable parents. Such programs include affordable and high quality early development and learning opportunities that give children the tools to be resilient and to succeed in school and beyond.
- Despite the foundational role of genes in early child development, researchers are uncovering new information on the ability of the brain to change throughout life's course. Resilient behaviour can therefore be learned at all stages. When asked what constitutes the most important factor in the promotion of resilience in youth, conference speakers and participants unequivocally identified the presence of a positive relationship with a caring and nurturing adult. The relationships children and young people have with significant adults in their lives can be transformative. Initiatives that foster positive relationships with strong role models should be paramount, be they at the individual level or at the broad policy level.
- Promoting youth resilience as a means to helping young people succeed in school and beyond requires the combined efforts of parents and families, schools, communities, researchers, policy-makers, governments and the youth themselves. Specifically, approaches include: Developing partnerships throughout the education and social services system; more knowledge mobilization that enables diverse partners to share ideas and learn from each other; including evaluation of programs and outcomes in order to provide relevant data and evidence to build the case and foster the political will to promote the necessary initiatives. A National Summit on Youth Resiliency involving all partners should meet to develop strategies and to form coalitions to put the strategies in place. Civil society must be drawn into the discussion to help Canadians understand why they have a shared interest in fostering resilience and to ensure that politicians will listen. -- *By The Learning Partnership, February 2009*

To read the full report, visit: <http://www.ccl-cca.ca/pdfs/CommissionedReports/ResilienceReport.pdf>.

### **ONE IN FIVE CANADIAN NONPROFITS AT RISK OF CLOSING, LIBERAL MP CLAIMS**

Due to the recession, one in five Canadian nonprofits are in danger of closing their doors, according to Liberal MP Lise Zarac.

"Canada's not-for-profit organizations have 12 million volunteers who provide services equivalent to 7% of the gross domestic product, to help the poorest members of our society," Zarac, who represents the Quebec riding of LaSalle-Émard, [said](#) in the House of Commons on June 12. "These organizations are most vulnerable during a recession like this one, yet it is now when they are needed the most.

"Experts believe that 20% of these organizations are at risk of closing," Zarac added. "What is the government going to do to protect them?"

The Conservative government sidestepped the question.

Ted Menzies, the parliamentary secretary to the minister of finance, replied that "this government is focused on helping Canadians, whether it is non-governmental organizations, whether it is the poor. We

have taken 750,000 low-income Canadians off the tax rolls in the last five years. We care very much. We are dealing with the pension issues that impact seniors in this country. We have put forward an economic action plan that helps all Canadians equally.”

In January, Imagine Canada—which represents the sector to policy makers—asked for some pro-nonprofit measures to be included in the budget. First, that no government cuts be made to nonprofits, which represent 161,000 organizations in Canada. Imagine’s president and CEO, Marcel Lauzière, said at the time in a press release responding to the budget, “We are extremely disappointed that the government was silent on the issue.”

Second, that a three-year increase in charitable tax credits for individuals be offered to stimulate new giving, up to \$15,000 a year. This didn’t happen.

Third, that a portion of the federal infrastructure stimulus package go to projects that “contribute to community and social infrastructure”. Lauzière said he was pleased that some money was designated for nonprofits. However, he was concerned that projects could require matching funds to go forward.

Imagine Canada’s research shows:

- Canada’s nonprofit and voluntary sector is the world’s second largest; the Netherlands is the largest; the United States is the fifth;
- Two million people are employed by these organizations, representing 11.1 percent of the “economically active” population
- The nonprofit sector represents \$79.1 billion or 7.8 percent of the GDP, which is a larger share than the automotive or manufacturing industries.

-- By *Pieta Woolley*, *Straight.com*, June 15, 2009

## **FAMILIES ARE THE SUPPORT WE TURN TO**

Moving? New baby? Unemployed? Health problems? Whatever the change or life transition, Canadians turn to their families first for help and support. A new Statistics Canada report shows that family is the support network most people turn to, in every stage of life.

Stats Can asked Canadians who they turn to for support in order to understand where people are accessing the help to get through periods of major change in their lives. In today’s society, families are more widely dispersed, households spend more time in paid labour, and individuals and families rely increasingly on information technologies in their day-to-day lives. Are our social networks changing?

Their findings show that though the Internet is often tapped for help, it is people, and family in particular, that remain the most helpful resources. Just seven per cent of Canadians said the Internet was their best source of support, while 44% identified their families as the most helpful resource.

The results are based on the 2008 General Social Survey and the responses of 19,000 people aged 20 and older.

For the full report please visit: <http://www.statcan.gc.ca/pub/11-008-x/2009002/article/10891-eng.pdf>.

## IN CHARITY WE TRUST: A YEAR IN REVIEW – FEATURED IN MACLEAN'S MAGAZINE

Canadians are a generous bunch

Year after year, you've shown us how much you value the work of charitable organizations. You've shown us with your wallets. And you've shown us by giving your valuable time by volunteering in the community.

As Canadians, we continue to have an overwhelming level of trust in charities. *Talking About Charities*, an Ipsos Reid survey of 3,963 Canadians (commissioned by Edmonton-based Muttart Foundation), in 2008 found that 77% of Canadians trust charities "some or a lot." While this is good news, Canada's charities want to make sure things stay that way. That's why leading charities across the country have come together through a program that recognizes and works to maintain your trust: The Ethical Code.

The Ethical Code is a donor assurance program. Through a set of standards for fundraising and financial accountability, Code charities are required to adhere to practices designed to steward your donations. We've completed year one of a revised and expanded program and this is our report back to you.

When the Ethical Code Program underwent a thorough review in 2007, what resulted was a stepped-up process of compliance, with new, more in-depth standards and a greater focus on accountability. In light of these added demands, expectations for speedy charity recruitment were modest.

The [In Charity We Trust: A Year in Review supplement](#) showcases how Ethical Code Program participants are utilizing the Code to engage their donors and demonstrate effective stewardship of relationships and funds. The supplement reports back on the successful first year of the revised Ethical Code and is an important opportunity to raise public awareness of the Program with Maclean's readership of 2.4 million. The supplement includes a [list of all the charities](#) that have joined the Program since last year's Program re-launch to May 15, 2009.

For more info on the Code and how you can join, please visit: [www.imaginecanada.ca/en/ethicalcode](http://www.imaginecanada.ca/en/ethicalcode).

Contact Lynn Chambers:

Toll Free: 1.800.236.2294, ext 228

Phone: 1.416.597.2293, ext 228

Email: [code@imaginecanada.ca](mailto:code@imaginecanada.ca)

## TRANSFORMATION IN A FINANCIAL PRESSURE COOKER

Recently Liberal MP Lise Zarac, said in the House of Commons that while nonprofit organizations have 12 million volunteers and provide services equivalent to 7% of the GDP, "experts believe that 20% of these organizations are at risk of closing." With a decrease in major gifts, such as stock transfers and one-time gifts, and the shrinking of individual wallets, coupled with growing demands on government funds, it is a real pressure cooker for many nonprofits that find themselves facing grim financial forecasts and few resources to expand their fund development programs.

This situation is not inconsequential as the Canadian nonprofit sector is a significant player in our overall economy and the livability of communities across the country.

[Imagine Canada's](#) research shows:

- Canada's nonprofit and voluntary sector is the world's second largest; the Netherlands is the largest; the United States is the fifth;
- Two million people are employed by these organizations, representing 11.1% of the "economically active" population

- The nonprofit sector represents \$79.1 billion or 7.8% of the GDP, which is a larger share than the automotive or manufacturing industries

Many people I speak with in the nonprofit sector across Canada, while daunted by the scale of uncertainty, recognize the opportunity for great change. They are leveraging their seasoned leadership to find inventive new ways of doing their work, develop cross-sector collaborations, and rethink how we measure success, all with a view of creating sustainable change.

The stories we craft and communicate during this time are especially critical as we introduce our ideas of doing things differently, of new outcomes and new ways of viewing success. Annette Simmons, in her book [Whoever Tells the Best Story Wins](#), observes that "when you activate new stories you transport people to a new point of view, change meaning, behaviour, and in that way - you change the future." Mastering the art of storytelling is a powerful tool for the over two million Canadians working in the nonprofit sector to engage people in a new perspective, to shift meaning, and ignite transformative change.

A tall order, you say. Yes it is. But the power of story is up to the task. "I have a dream" and "Be the change you want" are powerful narratives in our culture that have taken root and acted as a springboard to provoke new perspectives and transport us to a new world. The invitation here for nonprofit organizations, their staff, volunteers and supporters is to begin to rethink their narrative in a way that will give us access to our emotions, to the meaning of their work, and their impact.

Becoming relevant in a transformative time is an opportunity for reinventing your story, and in doing so, engaging constituencies in the power of the process of change. Stories provide context and meaning that ignite change and fuel transformation. -- *By Pattie LaCroix, Charity Village, June 29, 2009*

*Pattie LaCroix has provided strategic leadership in crafting integrated communications and fundraising strategies to nonprofits for more than a decade. As CEO of Catapult Media she is passionate about the power of storytelling in engaging your audience and building support for your work. You can reach Pattie at [www.catapultmedia.ca](http://www.catapultmedia.ca).*



## **HOW CHARITY VILLAGE CAN HELP THE NONPROFIT SECTOR**

*Send CharityVillage your feedback on the nonprofit sector!*

Got an opinion on what the nonprofit sector needs now? They're all ears! Sign up to take part in their upcoming online focus group, survey, or both. CharityVillage is partnering with Junxion Research to determine how we can help you continue to do great things in your community. -- *Source: CharityVillage.com, June 29, 2009*

For more information and to take the Charity Village Non-profit Sector survey, please visit: [http://www.surveymonkey.com/s.aspx?sm=Wo7HHLQpBJ6aWO0OS27Xkw\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=Wo7HHLQpBJ6aWO0OS27Xkw_3d_3d).

## **NOT-FOR-PROFIT CORPORATIONS ACT RECEIVES ROYAL ASSENT**

New federal legislation that will streamline the regulatory burden on Canada's not-for-profit sector has been given Royal Assent and is ready to become law, the Honourable Diane Ablonczy, Minister of State (Small Business and Tourism) announced.

Bill C-4, the *Canada Not-for-Profit Corporations Act*, passed Third Reading in the Senate and received Royal Assent. The federal government states that the act will enable organizations to incorporate faster and improve their financial accountability, clarify the roles and responsibilities of directors and officers, and enhance the protection of members' rights. -- Source: *CharityVillage.com*, June 29, 2009

For more information, please visit: [Canada news Centre at www.news.gc.ca](http://www.news.gc.ca).

## **HEALTH OF ABORIGINAL CHILDREN A MAJOR CANADIAN RIGHTS ISSUE, UNICEF - CANADIAN SUPPLEMENT**

The health of Aboriginal children in Canada falls well below national averages and is one of the most significant children's rights issues facing the country, concludes a newly released Canadian supplement to the **UNICEF** *State of the World's Children 2009* report.



Despite some progress, Aboriginal children continue to suffer from a much greater burden of poor health than non-Aboriginal children, faring worse than national averages in almost all health status indicators, such as diabetes and suicide rates, as well as in the conditions that influence health, such as poverty and access to clean water.

UNICEF joined forces with the National Collaborating Centre for Aboriginal Health to launch the report *Aboriginal Children's Health: Leaving No Child Behind*.

To read the Canadian Supplement to the report, please visit: ["Aboriginal Children's Health: Leaving No Child Behind."](#)

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## **FACTS & TRENDS**

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### **RELIGIOUS ORGANIZATIONS STILL GET TOP MARKS FROM CANADIAN DONORS**

According to a new Canadian survey, religious organizations were the biggest beneficiaries of charitable giving in 2007, receiving more than three times the donations than did the second most popular type of organization, health groups. Slightly over one-third (36%) of donors gave to religious organizations in 2007. These organizations received \$4.6 billion, 46% of the total amount donated nationally. Health organizations, the second biggest beneficiary of charitable giving, received money from 56% of donors, the largest support base. They collected \$1.5 billion, or 15% of total donations. Religious organizations also received the largest percentage of volunteer hours (18%), followed by sports and recreation (17%), social services (16%), and education and research organizations (11%). -- *Statistics Canada*

### **SURVEY SAYS: GENERATIONAL DIVIDE ON SOME SOCIAL NETWORKING SITES**

A new US survey reveals that almost nine out of ten Gen Ys, and 67% of Gen Xers have a profile on Facebook, as opposed to only 43% of their parents and grandparents. This is not the only division

between the generations. Only 18% of respondents aged 55 and over have a Twitter account, as compared with 25% of younger respondents. YouTube has universal appeal, with 76% of all respondents using the site. Also, more than 50% of all respondents have opened a LinkedIn account, although its appeal seems to be strongest with college graduates. -- *Success Performance Solutions*

### **NEW CANADIAN SURVEY ON GIVING, VOLUNTEERING, AND PARTICIPATING**

New data released from the largest Canadian study on giving and volunteering reveals how key segments of the population support one another and their communities. Findings from the *2007 Canada Survey of Giving, Volunteering and Participating (CSGVP)* provide a portrait of activities that are integral to the Canadian social fabric and allow us to understand how and why Canadians contribute to their communities, either through donations, volunteering, or helping fellow Canadians directly.

In 2007, Canadians donated a total of \$10 billion, an increase of 12% or \$1.1 billion since 2004, and volunteered 2.1 billion hours, a 4.2% increase. The average donation increased to \$437 from \$400 in 2004, while the average number of volunteer hours remained about the same at 166 hours. The bulk of support continues to come from a narrow segment of the population: 21% of Canadians account for 82% of the total value of donations, and 12% of Canadians account for 78% of all volunteer hours.

-- Source: *Charity Village, June 15, 2009*

### **NONPROFIT STAFFING SHORTAGES CREATE BARRIER TO IMPLEMENTING ONLINE PROGRAMS**

In a new US study, nine out of ten organizations polled indicated that staffing shortages are their biggest barrier to creating successful online programs. Budget constraints were also cited by 64%, and lack of online expertise by 29%. Almost 70% had three or fewer staff dedicated to working on online programs. This shortage is not limited to small organizations, as 92% of organizations with revenue of over \$100 million also reported staffing shortages as their top barrier. Online staff spend an average of 28% of their time on web administration, 24% on design and creative elements, 15% on campaign management, 15% on strategy, 11% on analysis, and 7% on usability. -- *Convio*

### **NEW REPORT SHEDS LIGHT ON COMMUNITY, HEALTH, AND POVERTY ISSUES IN CANADA**

The Canadian Index of Wellbeing (CIW) released its first report last week, and although there are improvements in some areas, others are troubling. Canadians are living longer but are not healthier, and health among teenagers is especially worrying.

At the same time, the report found that crime is down and social relationships in communities are stronger. "It is gratifying to see how strongly Canadians identify with their community and that that connection is growing stronger," says Monica Patten, president and CEO of Community Foundations of Canada (CFC). Patten commended the release of the first CIW reports, saying the index and the reports that contribute to its creation will provide policymakers with critical context about the health of the country and its communities. -- Source: *Charity Village, June 15, 2009*

For more information, and to view the full report, visit: [www.ciw.ca](http://www.ciw.ca).

## VOCATIONAL RENEWAL FOR NONPROFIT LEADERS: NEW REPORT FROM METCALF FOUNDATION

A new paper by Metcalf Innovation Fellow Patricia Thompson, called *Being the Change We Want: A Conversation about Vocational Renewal for Nonprofit Leaders*, reflects on growing evidence that an increasing number of not-for-profit leaders are leaving their positions citing burnout, excessive pressures, poor compensation, and stress.

A decreasing number of young people are choosing leadership paths in the sector for many of the same reasons, indicating that organizations may be neglecting the person who leads in their urgency to affect change on a larger scale. -- Source: *Charity Village*, June 15, 2009

For more information, and to download the full report, please visit: [www.metcalffoundation.com](http://www.metcalffoundation.com).

## 1.45% OF THE SOCIAL NETWORKING POPULATION IN CANADA USING TWITTER

A new study shows that only 26% of online Canadians are aware of Twitter. Of those, 6% reported using the social networking tool. This only equates to, or about 1% of the population as a whole. Not surprisingly, awareness of Twitter is higher among 18-34 year olds (32% awareness). Awareness is also significantly higher among those online Canadians with university educations (34%, compared to only 19% of those with a high school education or less). Interestingly, awareness is significantly lower in Quebec (only 7%). -- *Ipsos Reid*

## FOOD BANKS ACROSS CANADA FACING UNPRECEDENTED CHALLENGES

Food Banks Canada is reporting an approximately 20% increase in the number of Canadians turning to food banks each month and, as a result, food banks across the country are facing unprecedented challenges providing essential food to those in need.



This increase is based on initial survey results on food bank usage in March of this year compared to March 2008. Some regions across the country are seeing an even greater demand. In Penticton, British Columbia, the food bank has experienced a 37% increase in food bank usage since last year, with the increase mainly attributed to recent layoffs. In North Bay, Ontario, the local food bank is in a similar situation, in part because of job losses in the mining sector.

For more information, please visit: [www.foodbankscanada.ca](http://www.foodbankscanada.ca).

## FACEBOOK STILL NUMBER ONE SOCIAL NETWORKING SITE

New US research indicates that the number of minutes spent online using social networking sites increased by 83% in a one-year period, from April 2008 to April 2009. Facebook remains the number one social networking site and, in the same period, saw the number of minutes spent on their site increase by 700%, from 1.7 billion to 13.9 billion. MySpace remains the second most popular but they

saw a 31% decline in minutes spent on their site. Twitter is showing incredible growth with a 3,712% increase in minutes spent on their site in the one-year period. -- *Nielsen Online*

### **CANADIAN SUPERVISORS NEED TOOLS TO ACT ON EMPLOYEE HEALTH AND PRODUCTIVITY ISSUES**

A new research brief concludes that far too many supervisors and managers in the Canadian workplace are not equipped to deal with employee health, productivity, absenteeism, disability, and employees returning to work after an absence.

Surprisingly, 84% of respondents said that supervisors in their organizations do not receive data on real-time employee absence. Another 81% said their organization does not have a process to address intermittent problems with employee absence. Sixty-four percent said their organization does not have a process in place to support employees returning to work after an illness or disability, and 84% said their organization has no procedures for addressing significant changes or problems in employee productivity or behaviour. -- *Shepell-fgi*

### **MAJORITY OF CANADIAN BOARDS HAVE LITTLE TO NO ETHNIC DIVERSITY – NEW REPORT**

A new Canadian report indicates that women have made some strides in closing the gender gap when it comes to nonprofit board diversity. The report found that women hold almost 44% of the seats on nonprofit boards in Canada, and 62% of respondents to the survey, typically leaders of an organization, were women.

Ethnic diversity did not seem to fare so well in the report, with whites the most likely to be on boards (average of 87.6%), followed by Aboriginal (average of 8.2%) and South Asian (average of 7.4%). In terms of the range of diversity, 43.6% of the organizations selected had only one group present (in almost every case this meant that the boards are all white, although there were some boards that had all Aboriginal members), 23.3% had two groups, 18.1% had three groups, 9.7% had four groups, and only 5.2% had five or more groups represented among their board members. This indicates that the majority of boards in Canada have little to no ethnic diversity at all. -- *Schulich School of Business*

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## **FUNDING & RESOURCES**

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### **UNITED KINGDOM SMS PROVIDER WAIVES CHARITY DONATION TEXT MESSAGING FEES**

Win will no longer charge and challenges mobile operators to follow suit. A company that provides charity text donation services is believed to be the first to waive its commission on donations to third sector organizations.





[Win](#) handles 'short code transactions', or texts to numbers of about five digits, between charities and donors. It usually receives between five and 10 pence per standard £1.50 text donation, but has said this week that it will waive the fee for charities and other not-for-profit organizations using its services.

About 30 per cent of every text donation made to sector organizations in the UK is taken in charges by third-party service providers and mobile networks.

Graham Rivers, the firm's chief executive, said: "Charities need to get the full amount without the middlemen taking a cut. We would like industry players, aggregators and mobile operators to join us and help this become a reality."

People could be put off donating via text if they thought commercial organizations were benefiting from their generosity, he added.

Joe Saxton, founder of not-for-profit research consultancy [nfpSynergy](#), and a leading campaigner against the high cost of giving by text message, welcomed the move. "Win is showing real leadership in deciding not to charge for handling text donations," he said.



"This is really going to put pressure on the phone operators and help change the way text donations are perceived by the public." -- *By Hannah Jordan, Third Sector Online, June 17, 2009*

## **NEW INTERIOR SAVINGS SAVE SOMETHING CONTEST**

Interior Savings has long been known as an active contributors in their communities. Today they have launched a new contest to reward individuals that are passionate about giving back.



Entries are accepted by either a short video clip or an essay, detailing a cause that you are passionate about, and why you believe in it. The cause could be related to environmental, social, humanitarian; anything that contributes to making our world a better place.

"Community involvement is the back-bone of our organizations' core values" says Barry Meckler, President and CEO of Interior Savings. "We are fortunate to live amongst people who share our passion and commitment to giving back, and we greatly appreciate and value the work that they do. We created this contest as a way to encourage and support their efforts, while helping to give them a voice to promote their cause."

Anyone between the ages of 18 and 24 is eligible to win. The prize is a total of \$5,000 cash, with half going to the winner, and the other half being directly contributed towards a charity that supports their cause. All entries will be published to the *Save Something* website, and the winner will be decided through online voting, so be sure to check the great causes, and help to make a positive difference by voting for your favorite.

For additional information, please contact:

Amanda Sheehan, Marketing Coordinator  
Interior Savings Credit Union  
Phone: 250.869.8213  
Fax: 250.869.8246  
Web: [www.interiorsavings.com](http://www.interiorsavings.com)

For more details or to enter the contest, please visit: [www.savesomething.ca](http://www.savesomething.ca).

## CALL FOR PROPOSALS ON DATA DEVELOPMENT AND GOOD PRACTICES ON HOMELESSNESS

A Call for Proposals is anticipated for July 2009 to solicit research proposals on data development and good practices on homelessness. The deadline to submit an application will be mid-October 2009. The resulting research outcomes are expected to enhance the understanding of the characteristics and causes of homelessness in Canada.

Research efforts are expected to facilitate knowledge transfers through the sharing of good practices as well as aid in the development of targeted responses at both the community level and across government.

The HPS continues to explore opportunities for collaboration between all levels of government, as well as Aboriginal partners, on innovative research projects.

The Homelessness Partnering Strategy's (HPS) Homelessness Knowledge Development funding stream is a national research initiative, which provides grants and contributions to research institutions and other stakeholders to conduct knowledge development activities on homelessness.

If you have any questions, please contact:

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Social Development Programs  
BC/Alberta/Territories Region  
Service Canada  
1400 - 300 West Georgia Street  
Vancouver, BC V6B 6G3  
Phone: 1.604.666.6311  
Toll Free: 1.866.317.8555  
Fax: 1.604.666.9943

## RAPIDLY GROWING PHILANTHROPIC FORCE: FOUNDATION GIVING TO BENEFIT WOMEN AND GIRLS

Foundation giving specifically targeted to benefit women and girls has surpassed the rate of overall foundation giving in recent years, and women's funds are a rapidly growing and influential force within philanthropy, according to a new US report jointly released by the Foundation Center and the Women's Funding Network.



The study found that between 1990 and 2006, giving directed to women and girls by the broader foundation community climbed 223%, after adjusting for inflation, compared to an overall giving increase of 177%. Giving by the 55 women's funds analyzed in the report also rose an inflation-adjusted 24% between 2004 and 2006, while foundation giving overall increased only 14.8% in the same period. While this growth is promising, the study also notes that foundation giving targeting women and girls remains a small percentage of their overall giving. -- Source: *Charity Village* June 29, 2009

For more information, please visit: [www.foundationcenter.org](http://www.foundationcenter.org).

## KAISER FOUNDATION AWARD FOR MENTAL HEALTH OR ADDICTION INITIATIVE

The Kaiser Foundation announced its call for nominations for the 2010 National Awards for Excellence Program in mental health and addictions initiatives. The program honours the outstanding work being done by the thousands of 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 awards are handed out in seven categories:

- Excellence in Public Policy
- Excellence in Community Programming
- Excellence in Aboriginal Programming
- Excellence in Mental Health and Substance Use Programming
- Excellence in Leadership
- Excellence in Youth Leadership

For more information and to submit a nomination, please visit: [www.kaiserfoundation.ca](http://www.kaiserfoundation.ca).

## APPLY FOR PRO BONO STRATEGY CONSULTING SERVICES

Endeavor Volunteer Consulting Network helps nonprofits improve and sustain their impact by providing pro bono strategy consulting in various business areas, including strategic planning, marketing strategy, earned income venture feasibility studies and more.

Endeavor is currently accepting project applications from nonprofits for Fall 2009/Winter 2010 consulting engagements. **The deadline for applications is August 1, 2009.** Applications received after the deadline will be considered for Spring/Summer 2010 projects.

Here is a summary of their Selection Criteria:

- Registered organization with a social mission;
- Your organization has an operating budget of about \$1 million or less;
- Your organization is staffed by volunteers and/or employees; with a Board of Directors;
- Your organization or your parent organization has been in operation for a minimum of two years, with demonstrable achievements;
- Your organization serves a local/provincial/national market in Canada;
- Your organization can provide a primary contact person for the project;
- Your project requires strategic analysis and advice in a business/management area.
- Your project can be designed to be completed in six months.
- Your project does not require Endeavor or its volunteers to incur expenses.
- Your organization is committed to a post-project evaluation.

For more information, including detailed eligibility requirements, please visit: [www.evcn.ca](http://www.evcn.ca).

## CANADIAN POST-SECONDARY ACCESS PARTNERSHIP - 1ST COMMUNITY ACCESS CHALLENGE

### *A Community Charrette – CALL FOR APPLICATIONS*

**Toronto: October 24-26, 2009**

**Application Deadline: August 1, 2009**

The Canadian Post-Secondary Access Partnership is excited to announce its 1st Community Access Challenge! Get involved. Get inspired. Get creative. Form your Team and participate in a unique and stimulating experience. This is your opportunity to make a real impact on your community.

Over two-thirds of jobs today require some level of higher education. Yet many Canadians don't go on to post-secondary education because of career indecision, social pressure, lack of information about opportunities or financial constraints. These barriers can be addressed by empowering youth and adults with the information and mentoring they need to choose, plan and prepare for post-secondary studies. A community-driven solution is needed, and the Canadian Post-Secondary Access Partnership is prepared to help. If you are concerned about post-secondary access in your community and feel that action is needed, then this challenge is for you.

We are looking for community champions to:

- Form a charrette team
- Participate in the 1st Community Access Challenge, October 24-26, 2009 in Toronto
- Commit to bringing the resulting proposals for action back to their communities.

This event will take place in the context of the *Prepared Minds, Prepared Places* conference to be held in Toronto October 25-27, 2009.

For information about the Charrette and how to apply to participate, please visit:  
[www.preparedminds-preparedplaces.com/charrettes/general.php](http://www.preparedminds-preparedplaces.com/charrettes/general.php).

*EVERYONE CAN GO*

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## EDUCATION AND TRAINING

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### **TWEETING, NOT JUST FOR BIRDS ANYMORE**

*By Andy Levy-Ajzenkopf  
June 22, 2009*

As mentioned in last week's cover story on the [CSGVP 2007 results](#), one important area being watched by statisticians and sector organizations alike is the burgeoning use of social networking applications on the Internet, and what they are doing to revolutionize both public and organizational involvement in the sector.

For experienced "netizens," terms like "tweeting," "facebooking," and "friending" are well-known. But to organizations unsure of how to "perch" themselves on the Internet's complex social networking high-wire, the terminology can be baffling. Harder still, is trying to make positive use of the rampant social networks' rapidly evolving culture.

But North American organizations are beginning to see the advantages of using social networking tools to get their messaging out to the public and raise awareness for their causes.

Consider the following U.S. stats, from the [Pew Internet and American Life Project](#) survey of more than 2,000 people, on who're using social networking:

- 75% - The number of online adults ages 18-24 who have a profile on a social networking site.
- 74% - The share of Internet users ages 64 and older who send and receive email - the most popular activity for this group.
- 27% - The number of bloggers who say they have used Twitter or a similar service to share status updates.

A similar Canadian survey of 1,019 people conducted by MSN and [Harris/Decima](#) in March revealed the following stats:

- 9 out of 10 Canadians maintain more than one online account.
- 8 out of 10 Canadians spend at least an hour a day on the Internet for personal reasons; of those, nearly half (45%) are spending three or more hours online.
- 1/3 of Canadians check their social networking profiles frequently throughout the day.

And it's expected these numbers will only rise.

To read the article, please visit: <http://www.charityvillage.com/cv/archive/acov/acov09/acov0919.asp>.

*Andy Levy-Ajzenkopf is president of [WordLaunch](#) professional writing services in Toronto. He can be reached at [andy@wordlaunch.com](mailto:andy@wordlaunch.com).*

### **3½ WAYS A GREAT ONLINE USER EXPERIENCE CAN HELP YOUR ORGANIZATION RIGHT NOW**

*By Kent Wakely  
June 22, 2009*

To attract and keep the attention of busy people - donors, members, executives and employees - organizations can't afford to miss opportunities to make their lives easier with great online experiences. Here are three and a half ways that great online experiences can benefit your organization right away.

#### 1. The REAL branding 101: It's about great experiences

I hear many clients - and a disheartening number of the agencies that serve them, people who should know better - talk about branding online, and about branding, period, in terms of logos, colour schemes, and fancy page headers. They're doing themselves and their clients a big disservice. [Want to read more?](#)

#### 2. Great experiences inspire people to take action and help them live that inspiration

What do you want your web visitors to do? Answering that question will drive your organization's success online and it should drive your user experience. In fact, answering that question well is the first step to creating an effective online user experience. [Want to read more?](#)

#### 3. Treasure in your own backyard: The hidden value of lost and found productivity

Good usability pays for itself, sometimes many times over. A [recent study](#) by the Nielsen Norman Group reported an average 83% return on web projects devoted to redesign of usability.

The report also notes that the average mid-sized company could gain \$5 million a year in employee productivity by making improvements in their company's employee-facing web tools. Not a mid-sized company? Well, maybe improving your staff web user experience is only worth about \$500,000 a year. [Want to read more?](#)

3 ½. Two-way experiences provide strategic insight to help your organization adapt and grow

Creating great online experiences is about making your web presence easy to use. But it's also about choosing the right kinds of experiences in the first place. The web isn't just a medium for telling your story and pitching your cause. It's a two-way medium, and you're missing a major opportunity if the online experiences you provide don't take that into account. [Want to read more.....?](#)

Then read this informative article at: <http://www.charityvillage.com/cv/research/rtech66.html>.

*Kent Wakely is managing partner of [Fruition Interactive](#), a company that creates compelling online experiences for clients that generate exceptional return on investment, and open new strategic opportunities. He has been dedicated to creating great online experiences since 1993.*

## **SEARCH ENGINE OPTIMIZATION: AN INTRODUCTION**

*By Wayne Atkinson  
June 22, 2009*

### **What is search engine optimization?**

There are many charities and nonprofit organizations competing for funding and donations in this economy. How do you ensure that you will stand out in the online world?

Search engine optimization (SEO) improves your website's placement on search engines. Leveraging the methods that search engines such as Google use to rank websites, search engine optimization can make your website appear on the very first or second page of a search engine's listings for your relevant keywords.

SEO's primary purpose is to make your site's content worthy of higher search engine ranking than other websites or organizations competing for those same keyword phrases (or causes). If you sell "toggle switches" you want to be among the top ranked websites returned by Google, Yahoo or MSN when a potential customer keys those phrases into their search engine of choice.

***Ultimately, the purpose of SEO is to position your website at the exact time someone is looking for your particular charity or cause.***

To read this valuable article on your organization's positioning placement, please visit: <http://www.charityvillage.com/cv/research/rtech67.html>.

*Wayne Atkinson is the owner of OntarioSeo, which offers nonprofits and small businesses affordable Search Engine Optimization (SEO) and Search Engine Marketing (SEM) services in Ontario, Canada. It helps clients achieve the best possible high rankings in major search engines, while practicing ethical search engine optimization. For more information and a free site audit visit: [www.ontarioseo.ca](http://www.ontarioseo.ca).*

## GOOD PRACTICE GUIDE: VOLUNTEER OPPORTUNITIES FOR HOMELESS YOUNG PEOPLE

This report is the culmination of a one-year v funded programme to provide volunteering opportunities to 52 homeless young people in London and Newcastle. Crisis produced a 'good practice guide' to enable other organisations follow a similar process.

Dr. Angela Ellis Paine, Director of the Institute of Volunteering Research describes the guide as "a welcome and timely addition to the growing body of literature on how to involve 'hard to reach' groups in volunteering. Rather than providing (more) 'good practice' advice and guidance in the traditional sense however, this report tells it as it is, or at least how it was for one organization."

The guide is available to download at: [http://www.crisis.org.uk/page.builder/good\\_practice\\_guide.html](http://www.crisis.org.uk/page.builder/good_practice_guide.html).

## BOOK: BUILDING COMMUNITIES FROM THE INSIDE OUT

By J. Kretzmann & J. McKnight

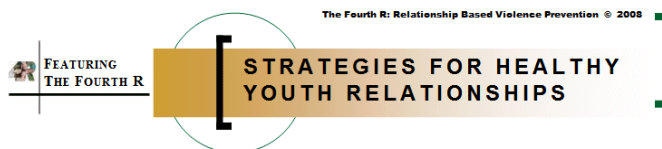
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Building Communities from the Inside Out guides readers to a new, asset-based approach to community building that proves everyone has a gift to share. The book offers practical advice, helpful tools, and powerful stories that help us see communities in new ways--as treasure troves of talent. Kretzmann and McKnight's front-line experience working with neighborhoods across America has created a vital tool for transforming city blocks into neighborhoods and isolated residents into change agents. *Source: People. Place. Potential. A BCHC & BCHLA Newsletter, Volume 14, June 2009*

## ENGAGING AND EMPOWERING ABORIGINAL YOUTH: A TOOLKIT FOR SERVICE PROVIDERS

By Jamie Myrah

Co-authored by researchers and clinicians Claire V. Crooks and Debbie Chiodo, from the CAMH Centre for Prevention Science, and Darren Thomas of the New Orators Youth Project, the three-year project investigated best practices for adapting programs for Aboriginal youth in partnership with the BC/Yukon Society for Transition Houses, Winnipeg's New Directions for Children, Youth, Adults and Families, and numerous other contributors and reviewers.



Using a strength-based approach focusing on protective factors, the "toolkit provides a wide range of guidelines, strategies, templates, and case studies for those who work with Aboriginal youth" and is divided into four sections – background & overview; guiding principles; opportunities & challenges in school-based prevention programming; and research & evaluation.

Personally, I found the section on guiding principles the most valuable and was interested at how the four principles seemed closely aligned with the four quadrants of integral theory. The principles – understanding & integrating cultural identity; increasing youth engagement; fostering youth empowerment; and establishing & maintaining effective partnerships – form a strong foundation for working successfully with Aboriginal youth. To the benefit of service providers and Aboriginal youth

alike, I hope you will take the time to explore this exciting new resource. --Source: *People. Place. Potential. A BCHC & BCHLA Newsletter, Volume 14, June 2009*

To download the toolkit please visit: [http://www.youthrelationships.org/research\\_consulting/toolkit.html](http://www.youthrelationships.org/research_consulting/toolkit.html).

### **GRANDPARENTS RAISING GRANDCHILDREN: A LEGAL GUIDE**

For grandparents with questions about navigating legal and social services in the interest of their grandchildren, a new BC resource offers guidance. [\*Grandparents Raising Grandchildren: a legal guide\*](#) is a helpful booklet on all things official that grandparents may face when caring for their kin.

The guide provides information for a variety of situations such as:

- Grandparents supporting parents to raise their children
- Grandparents and parents co-operating as children live with grandparents
- Grandparent raising a child as sole guardian
- Grandparents with Aboriginal grandchildren
- MCFD investigations

While dealing with legal issues can be stressful for grandparents, the guide takes readers step by step through various scenarios, including:

- Legal perspectives and advice on child protection
- Working with social workers
- Applying for custody of grandchildren
- Grandchildren up for adoption to other families
- Getting legal help

With the *legal guide* in hand, grandparents in BC can feel more secure about the decisions they make for their grandchildren. The guide, produced by Parent Support Services of BC in collaboration with the University of Victoria School of Social Work, is available free to grandparents raising grandchildren.

-- Source: *Healthy Families, June 8, 2009, BC Council for Families, Weekly E-Newsletter; BC Council for Families*

To obtain copies, contact [carol.ross@parentsupportbc.ca](mailto:carol.ross@parentsupportbc.ca) or call 1.604.669.1616.

### **RAISING THE ROOF DELIVERS ROAD TO SOLUTIONS FOR YOUTH HOMELESSNESS**

After three years of comprehensive research with at-risk and homeless youth across Canada, Raising the Roof has released *Youth Homelessness in Canada: The Road to Solutions*. President Sean Gadon and Executive Director Jennifer Parnell thanked the *Youthworks* Board of Advisors for its leadership, advice, support and direction during the development of this important report.

"It is our hope that the report will serve as a catalyst to engage stakeholders across Canada in implementing real and lasting solutions to youth homelessness," said Gadon.

"We are committed to championing the recommendations – including actions related to skills training, employment and mentorship opportunities for at-risk youth." The recommendations focus on three key aspects of an effective response to youth homelessness: prevention, emergency response, and



transitions out of homelessness. They are based on the premise that youth-serving agencies and their community based partners in government, private and non-profit sectors know what works best in their communities across the country; and that stability and long-term employment are proven positive factors in helping young people move away from the street.

Authored by Jeff Evenson, Principal, CONNECTOR, the strategy and engagement practice of the Canadian Urban Institute and Carolann Barr, Director of Research and Community Initiatives, Raising the Roof, the report includes a Community Checklist tool to aid in assessing and developing services to meet local needs.

On April 28, the findings and recommendations of the report were presented to the *Homelessness Partnering Secretariat* in Ottawa. The report has been forwarded for consideration and action by the federal, provincial and territorial ministers, *Youthworks* agency partners, participants of the 2008 national conference – *Partners Solving Youth Homelessness*, Eva's Initiatives Learning Community, the Canadian Homelessness Research Network, agencies across Canada and other Raising the Roof partners.

Subsequent to the 2008 *Partners Solving Youth Homelessness* conference, Raising the Roof facilitated the development of a *National Youth Homelessness Network*. Network members—who currently represent more than 30 youth-serving agencies across Canada—are actively engaged in ongoing collaboration on solutions to youth homelessness.

"Uncertain economic times have the very real potential to exacerbate this crisis," the report states.

"There is no better time to act than **now**." -- Source: *Housing Again Bulletin No.122, June 1, 2009*

An electronic copy of the report and a summary are both available in English and French on the Raising the Roof website at [www.raisingtheroof.org](http://www.raisingtheroof.org).

## **10 TIPS FOR ADDING SPARK TO YOUR MEETINGS**

by David Saxby

### **1. Avoid meetings.**

- Ask yourself, "What happens without it?" If your answer is, "Nothing," then don't call the meeting.

### **2. Communicate in an Interesting and Inviting Way**

- Send out a notice and reminder and an agenda well in advance.
- Set an agenda and stick to it. Start on time and end on time..
- Ask them at the end of the meeting what they liked or disliked – what can be improved. If you ask, make sure you implement the suggestions if they will genuinely improve meetings.

### **3. Ignite Involvement**

- From the moment the meeting begins engage your audience, especially the newcomers.
- Give people a reason for being there. People are more willing to show up and really be present at a meeting if they know they are going to be called upon to do something.
- Existing members of an organization can become complacent if they are not challenges to think, asked to get involved or invited to give their input as to what they feel would make the meetings more effective.

### **4. Get Creative.**

- Have a theme for the meeting.
- Have a word of the day. Get everyone to use the word when they speak about agenda items at the meeting.
- Present interesting news, tips, hot business idea of the day.
- Have a good news session.
- Run a backwards meeting or start a meeting in the middle of the agenda
- Hold a 'brainstorming' meeting where attendees come up with ideas to improve the organization or meetings.
- Send your members to other meetings, have them bring back the best ideas to implement them in your organization.

- Being flexible. Don't get stuck with routine just because "it's always been done that way".
- Change the chair of the meeting. To see the big picture and to create enthusiasm, some organization encourage job trading. Many of the members of an organization have no idea what goes on behind the scenes in an organization until they get asked to participate.

#### **5. Create an environment of fun.**

- Have a contest
- Have everyone discuss an open ended grabber topic: my favorite TV show is... because..., or one thing you may not know about me is...
- Bring your inner child to the meeting. Have a fun first-aid kit. Toys are becoming very cool to bring into meetings these days. They provide; instant access to creativity, diffuse anxiety, provide mental breaks, are tactile and help to engage whole brain thinking, they become useful visual aids and metaphors and they are memorable.
- Avoid the joke of the day, with access to the internet everyone has probably heard it before. If you do use jokes be careful to avoid gender bashing, racist or otherwise offensive humour. People may laugh but they may feel uncomfortable after.
- Use funny quotes, funny stories, ask you members or participants to talk about funny things that have happened to them - get an idea of the topic in advance (make sure it's something that can be talked about in a mixed crowd) and set a time limit for them to share the story.
- Humour is a great energizer, it increases endorphins in the brain.
- Be careful to avoid embarrassing anyone.

#### **6. Change the Playground**

- A change of environment can change attitudes and complacency. Hold the meeting in a different location – do a tour, visit a business, have an activity, join with another group or organization, hold a networking function to introduce new people to your organization. Invite spouses or have a special 'invite a guest' event.

#### **7. Be dramatic. Use the Show and Tell Approach**

- Each of us gather information and learn differently. Audiences and memberships are made up of individuals who have different styles of communication. Dr. Albert Merabian determined that groups are generally made up of 15% auditory learners, 55% visual learners and 35% Kinesthetic learners (people who gather information or learn a new concept by seeing hearing and then applying the idea). If you want your audience to stay engaged you need to appeal to all three styles.
- Storytelling is one of the best ways to teach concepts or speak about benefits about your business or organization.

#### **8. Ditch the 'Geek' Speak, Insider Language or Insider Humour**

- Avoid using acronyms, jargon, insider language or inside humour.

#### **9. Avoid Cliques**

- Make sure every new invitee is introduced to a long-term member. Have that member become the go-to person, their meeting buddy, for the guest, so they will feel welcome.
- Avoid insider groups that exclude people.
- To avoid cliques you can get people to participate in an ice-breaker such as introducing themselves to someone they don't know well. Have them sit together and share ideas, swap stories or participate in an exercise.
- After the meeting follow up with new attendees to check their impression and to answer any questions they have.

#### **10. Hire a great speaker**

- A professional speaker can enhance attendance, increase enthusiasm and provide genuine value for an audience.

If you can't afford to hire a speaker and you are trying to bring someone in for free give them a genuine (what's in it for them) reason for speaking to your audience...make certain that they can speak and they are prepared in advance. Give them as much information about your organization and the members as you can well in advance. Contact us for a free article *10 tips for hiring the right speaker*.

For the full article, please see:

<http://www.sparkcommunications.com/support-files/10tipsaddsparktomeetings.pdf>.

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W: <http://www.sparkcommunications.com>

## VIDEO CONFERENCING TO CONNECT ORGANIZATIONS

Ever wonder how your organization can use videoconferencing? Volunteer Alberta, Literacy Alberta, and Community Learning Network are working on engaging communities and organizations on the use of videoconferencing through the Innovative Communities Connecting and Networking (iCCAN) project. Learn how communities are using the technology for professional development and get updated on the project in the current newsletter.



■ Source: *Sector Connector Jun 25 09*

For additional information, please visit: <http://www.iccan.ca/>.

## MARRIAGE RELATIONSHIP EXERCISES FOR COUPLES



### [Enriching Your Marriage: Relationship Exercises for Couples](#)

20 practical exercises for couples focusing on communication, resolving conflict, anger, forgiveness, and sharing feelings. Suitable for group settings as well. Cost \$3.00.

To order this publication, please visit: [http://www.bccf.bc.ca/catalogue/index.php?cPath=26\\_27](http://www.bccf.bc.ca/catalogue/index.php?cPath=26_27).

## HR COUNCIL RELEASES FINAL LABOUR FORCE STUDY REPORT

For the past two and a half years, the HR Council for the Voluntary & Non-profit Sector (HR Council) has been conducting a comprehensive Labour Force Study. The HR Council has released the study's final report, *Mission Driven*, which features five recommendations that will shape strategies to attract, develop, and retain appropriately qualified people to work in Canada's nonprofit sector. The recommendations presented in this report were developed by the Labour Force Study Steering Committee and are based on evidence presented in the study's two earlier reports. -- Source: *CharityVillage.com June 29, 2009*

For more information, please visit: [www.hrcouncil.ca](http://www.hrcouncil.ca). (PDF)

## TRACKING VOLUNTEER TIME TO BOOST YOUR BOTTOM LINE: A COMPLETE ACCOUNTING GUIDE

By Dennis Walsh, March 14, 2009

*Tracking volunteer time: sounds like another chore? Actually it can help you meet match requirements, improve your financial statement presentations, and reduce liability. In this article, CPA Dennis Walsh of North Carolina explains why and how to include volunteer time in your budgets and financials:*



An all-volunteer suicide hotline was having a hard time raising funds. Its total budget was \$45,000, which paid for a small office, telephone lines, and advertising. It asked for operating support, overhead and other funds in its fundraising proposals. Unfortunately, many foundations and donors are allergic to those terms.

But when the hotline added up the time its volunteers spent answering phones, attending trainings and teaching others, it was able to show that it used 7,200 volunteer hours each year. Based on local wages for similar services, this came to over \$140,000 in financial support!

### **A lot of bang for the buck**

As an accountant, I know that by portraying their group as a \$185,000 nonprofit, the hotline leaders showed the scope of what the organization contributes to the community and the tremendous support it gets. In this context, needing only \$45,000 to deliver this many hours of lifesaving support is a real bargain.

Unfortunately, much valuable information about volunteer time goes unrecorded and unreported. A hospice CFO told me that even though Medicare, a source of some of the hospice's income, requires volunteer time to be tracked, he had to dig back to his 2004 audit to find any reference to volunteer hours. He found that volunteers provided a remarkable 12 percent of direct patient hours. The hospice is missing an opportunity to strengthen its financial reports and show the extent of community participation in its activities.

### **Why track volunteer time?**

1. We volunteers appreciate appreciation. We count what we value, so tracking is recognition that volunteer time is important. Recognition is a good investment; it pays off spectacularly.
2. Funders and donors want to know what resources your nonprofit already receives and from whom. "Our funders see volunteer inputs as a measure of effectiveness," says Donna Newton, director of the [Guilford Nonprofit Consortium](#), a network of 140 community-based nonprofits in Guilford County, North Carolina. "Reporting volunteer contributions is essential in securing funding."
3. Funders, donors and the community want to know if you have the people in place to get the job done well. "This becomes a real problem when the nonprofit attempts to cost a program," according to Kevin Gray, a program officer with the [Weaver Foundation](#) in Greensboro, North Carolina. "Too often volunteer inputs are not factored in properly, giving a false sense of the true cost."
4. Volunteer time can help you meet requirements for matching funds. Certain grants stipulate that the nonprofit must match a percentage of grant funds and that the value of volunteer time may qualify toward satisfaction of the match requirement.
5. Documenting volunteer time can help protect volunteers and the nonprofit. Requiring volunteers to log activity creates a record that may become important evidence in defending the nonprofit or volunteers from allegations of misconduct. *Blue Avocado* contributor [Pamela Davis](#) of the [Nonprofits' Insurance Alliance of California](#) and [ANI-RRG](#), the country's leading policyholder-controlled insurers of nonprofits, shared this real life example:

While enjoying hors d'oeuvres at a special event, a guest was injured from slipping on a piece of cheese. The nonprofit had a safety policy that required volunteers to scan for such dangers, record arrival and departure times and the times they did safety reviews. "From this it was easy to show that the nonprofit was not liable for failing to maintain a safe environment," Pamela said. "It had taken very appropriate steps and was completely absolved of liability."

### **Can we include volunteer service in our financial statements?**

Yes. You can certainly include them as notes to internal statements, for internal budgets and for many financial reports. But to include volunteer service in compilations, reviews and audits prepared by a certified public accountant, you must follow [generally accepted accounting principles \(GAAP\)](#). GAAP specifies rules for two situations. (See [Statement of Financial Accounting Standards \[SFAS\] NO. 116.](#))

The first situation that qualifies volunteer time for inclusion in external (audited or compiled) financial statements: the volunteer time creates or improves a nonfinancial asset, that is, property other than money or investments such as stocks. A common example is the construction of a facility with a volunteer workforce, regardless of whether skilled or unskilled labor is involved.

The second situation: Volunteer contributions must be recognized if they:

- require special skills
- are performed by persons possessing such skills
- would typically need to be purchased if not provided by donation

Among such services, according to SFAS 116, are those of "accountants, architects, carpenters, doctors, electricians, lawyers, nurses, plumbers, teachers, and other professionals and craftsmen."

### **What financial value to give to volunteer time?**

For volunteer service involving specialized skills, it is appropriate to value the services at the vendor's customary charge. For example, if you bring in a board trainer who charges \$150 per hour, this would be the appropriate hourly rate for valuing a pro bono session.

In some situations you will be able to obtain this information from the pro bono donor or from a similar business. In other instances you may need to estimate. Resources such as the [Bureau of Labor Statistics \(BLS\)](#) website can help.

In the case of services that do not involve specialized skills, including much of the volunteer help nonprofits receive with program activities, office tasks, or special events, a composite hourly rate may be a reasonable indicator for estimating the value of services reported in annual reports, newsletters, and grant proposals. The nonprofit association [Independent Sector](#) provides national and state [rates](#), updated annually from BLS data. The most recent national figure is \$19.51, which includes a 12 percent estimate for fringe benefit costs.

The following examples help illustrate these rules:

- Sandra, a real estate attorney with a \$300/hour billing rate, *donated legal services by representing you in the purchase of land* for a new office. Since these legal services are of a specific and substantive nature, they are required to be included in the financial statements, valued at \$300/hour.
- On the other hand, in her *role as a board member*, Sandra provides routine guidance on legal issues of a general nature. Because such legal advice would probably not have been purchased if Sandra were not available, they cannot be recognized in the financial statements.
- Sandra *donated eight hours helping paint your new office building*. Because her services help create or enhance a nonfinancial asset, the value is required to be recognized even though this does not involve a specialized skill.
- Sandra also *donates five hours per week delivering meals* to program recipients. Although such service would typically have to be purchased in the absence of volunteers, it does not meet the specialized skills requirement and cannot be included in the audit financial statements. However, this donation can be reported as supplemental information in the financial statement footnotes.

### **How can we easily document volunteer time?**

One of the best ways to ensure that volunteer effort doesn't go unrecognized is to record donated service at the time it is performed. By doing so you capture volunteer contributions for financial reports, lessen the likelihood that volunteer effort falls through the cracks unnoticed, and help identify and objectively rank volunteer service deserving of special recognition. In addition, you may be better able to budget paid staffing and service outsourcing needs with the aid of such summarized information.

Here's a sample [volunteer tracking form](#) covering a one-month period, adapted from the Office of North Carolina/Nonprofits. Here's an [alternative time log](#) from [Mig Murphy Sistrom](#), a nonprofit accounting consultant in Durham, North Carolina. Useful when volunteers donate time to more than one activity, it covers a one-week period.

### **So what does this look like in the financial statements?**

Hometown Hospice Care (name changed) is a community nonprofit providing services regardless of patient ability to pay. The attached [financial statements excerpts here](#) illustrate the improved reporting of the agency's activities by including qualifying volunteer services in its Statement of Activities, and in addition, non-qualifying services in the footnotes. As you can see, the improved statements show the full scope of the organization's donations and its contributions to the community, and increase the percentage of expenses that are for program (rather than for management or fundraising).

### **Can volunteers deduct their time from their taxes?**

No. But while your volunteers cannot take a tax deduction for the value of their time, be sure to inform them that out-of-pocket, documented expenses may be deductible on their individual tax returns. Volunteers may deduct the direct costs of operating their vehicles or the [standard charitable mileage rate](#) of 14 cents per mile as well as some other expenses. Volunteers should consult their tax advisor or refer to [IRS Publication 526, Charitable Contributions](#).

What would our nonprofit sector look like without dedicated volunteers? Many community-based nonprofits would soon disappear in a vacuum of human capital. Don't let this force go unrecognized!

-- Source: Blue Avocado; <http://www.blueavocado.org/>

*This article is reprinted with permission from Blue Avocado, a free bite-sized magazine by and for nonprofit people. Subscribe free and see archives at <http://www.blueavocado.org>.*

### **REPORT: FULL DAY LEARNING FOR 4-5 YEAR OLDS**

Dr. Charles E. Pascal's report to the Ontario Premier, "With Our Best Future in Mind", is now available online. Written in partnership with parents, it explores how to implement full day learning for 4- and 5 year-olds

To view the report, please visit: <http://www.ontario.ca>

## THE CRAZY WISDOM OF COMPASSION

The Good Samaritan Society is holding its Annual Spirituality and Wholeness Workshop on Friday October 16, 2009. This year our speaker is Rev. Dr. Robert Voyle presenting on "The Crazy Wisdom of Compassion: Tenderness, Fierceness and Mischievousness".

Rob's purpose in life is to be "helpful, humorous and healing". He brings heart, wit, and passion to his training and presentations. He is a gifted storyteller and has a penchant for mischievously confronting learners with new insights that are both affirming and liberating.

Date: October 16, 2009  
Time: 8:45 am – 3:30 pm  
Place: Ramada Hotel  
Cost: \$70 by September 14, 2009 (Early Bird)  
\$90 by October 6, 2009

For more information, please visit: [www.gss.org](http://www.gss.org) or phone 1.780.989.3220.

## GET HELP WITH INCOME TAX ACT COMPLIANCE THROUGH NEW CHARITY PROGRAM

Capacity Builders is pleased to announce the Charity Law Information Program (CLIP), a new initiative funded by the Canada Revenue Agency to assist charities with their *Income Tax Act* compliance. Through the program, charities can:

- Learn about affordable upcoming workshops and webinars
- Get free links to plain-language tools and templates
- Access practical advice from lead trainer and charity law expert Mark Blumberg
- Special emphasis will be placed on helping small and rural charities

The training and support CLIP will provide is best suited to your executive director, board chair and treasurer, or the designated person responsible for completing your CRA public information form (T3010).

In order to stay informed, and to receive free tools, resources, and training updates, please subscribe to CLIP's free e-newsletter. -- Source: *Charity Village*, June 22, 2009

For more information and to subscribe, please visit: [capacitybuilders.ca/clip.php](http://capacitybuilders.ca/clip.php)

## TRAINING FOR BOARD MEMBERS

Volunteer BC's First Annual Volunteer Futures event is Open For Registration Now!

Volunteer Futures is Volunteer BC's annual training event for boards of directors from around the province, a forum where board members come together to learn, grow their organizations, and draw energy and inspiration from interacting with other volunteer leaders from BC's voluntary sector.



A full agenda with all workshop sessions, speaker information and timetable will be sent to participants by August 1, 2009. However, if you would like information before then on specific workshops being offered, please call us.

Date: September 25-26, 2009  
Time: 8 am to 4 pm  
Place: Capilano Suspension Bridge, Canyon House Room  
Cost: \$70.00 by July 31, 2009 (Early Bird)  
\$95.00 by September 1, 2009

For further information, please contact:

Volunteer BC  
Suite 302 – 207 West Hastings St.,  
Vancouver, BC V6B 1H7  
Phone: 1.604.873.5877  
E-mail: [volbc@vcn.bc.ca](mailto:volbc@vcn.bc.ca)  
Web: [www.volunteerbc.bc.ca](http://www.volunteerbc.bc.ca)

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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 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 or unsubscribe, please send an email to [informkelowna@kcr.ca](mailto:informkelowna@kcr.ca)

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**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 KCR and CIVC. Be sure to add or update- your volunteer and / or organization information.**