

Community Information & Volunteer Centre CIVC

Bulletin Board

May 2008



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## Provincial News

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FOCUS GROUPS from Barb's Bytes newsletter; Gemmell Training & Consulting

Focus groups as part of the strategic planning process. What's key to success?

The advantage of focus groups is that you can examine issues more in-depth than through quantitative research such as surveys or telephone polls. It is important to decide what you want to learn and what you will do with the information collected. Focus groups can serve as 'discovery labs, reality checks or pilot tests'!

You compromise the quality of information if you try to do too much. Do you want to gather information to better understand motivations, attitudes, expectations or interests of your stakeholders? Are you looking to test your assumptions and determine if a proposed new direction is the appropriate approach? Are you asking for specific feedback about a program, website content or new marketing materials? It is essential to determine the priority of the focus group so the topic can be examined in depth. Focus group logistics are important. Planning should start several weeks ahead of time. Select a comfortable space that encourages

conversation. Generally a one to two hour timeframe is sufficient. Arrange for refreshments, recording of session and any resources required, such as name tents, response sheets, a clock, or stimulus materials. These might include a resource mock-up, draft text, real objects or photographs, which give participants something concrete to respond to during discussion. Selection of participants is another important consideration. An ideal size is six to 10 individuals. With a larger group, participants start relating collectively and divergent thoughts aren't shared. Determine how many sessions you will run to ensure reliable results. Decide if you will make personal phone calls or send a letter of invitation. Don't forget to share your expectations. The other critical factors are a well thought out discussion guide that sets the framework for the discussion, and a strong facilitator with no vested interest in the topic. A typical agenda will begin with a welcome and introductions, overview of the goals and sharing of ground rules. Questions should move from general to more specific – open-ended as well as a series of probing questions. Close by thanking participants and indicating what the next steps will be and how the information will be used. Then comes the challenge of analyzing the data. Be ready for new ideas and unexpected information!

Please forward your questions directly to Barb at bgemmell@mts.net

E-inks

www.mnav.com - Click on 'Focus Groups and Telephone Focus Groups' for numerous articles.

www.tgci.com - Google 'How to Conduct a Focus Group', on that website for a great 10-page resource.

TRACTION FOR COMMUNITY ACTION CONFERENCE

The second conference on community social planning in BC takes place on May 23 & 24th, 2008 at the Best Western Hotel & Convention Centre at 7551 Westminster Hwy, Richmond

Pre-Conference Event:

SPARC BC and Voluntary Organization Consortium, present:

"Negotiating the Slippery Slope of Capacity Building"

The Working Together Initiative of the provincial government and the sector is examining the issue of capacity, as is the Human Resources Sector Council at a national level, as is SPARC BC with the Consortium of Capacity Building Organizations, and is the Voluntary Organizations Consortium of BC.

Attend a free workshop on Friday, May 23rd, sponsored by the Voluntary Organizations Consortium of BC with SPARC BC, to meet with colleagues from our sector and engage in a dialogue about capacity. We want to clear some of the confusion around the term "capacity", sort through the various initiatives that are working on it, and share our experiences of how capacity affects our organizations, our sector and our communities.

To register: contact cchisholm@sparc.bc.ca; there is no charge for this event, but pre-registration is required.

Federal News

VOLUNTEER CANADA BRINGS GLOBAL YOUTH SERVICE DAY TO CANADA

Ottawa – Volunteer Canada brings Global Youth Service Day (GYSD), the largest international celebration of youth volunteerism in the world, to Canada. On April 25, 26 & 27, millions of young people from more than 120 countries – with the help of mentors, parents, teachers, volunteers and voluntary organizations – mobilize to celebrate and promote the potential and power of the youth volunteer movement.

A website has been created to ignite interest in youth volunteering. The site drives youth to generate dialogue around the issues that matter to them and to raise awareness around community-based contributions made by youth.

The Canada Survey on Giving, Volunteering and Participating dispels the myth of the apathetic teen. The survey indicates that Canadians between the ages of 15 and 19 are more likely than those in any other age group to volunteer (65%). Teens also support different causes than other volunteers and have different motivations for becoming involved.

Global Youth Service Day is a program of Youth Service America (YSA) with the National Youth Leadership Council and PARADE magazine. Volunteer Canada has been identified as a Lead Agency to deliver the GYSD campaign in Canada.

Visit <http://volunteer.ca/gysd> for ideas on how to spread the word on GYSD.

EIGHTH ANNUAL NATIONAL FORUM ON PUBLIC POLICY

The School of Policy Studies, Queen's University is pleased to announce its Eighth Annual National Forum on Public Policy and the Third Sector to be held on the 23-24 May, 2008. This year's theme is **"Empowering the voice and engagement of citizens in policy."** The conference will explore how broad trends in civic engagement are affecting the role of the voluntary sector in policy; it will also bring together a wealth of practitioners who will share their hands on experience and tools for engaging citizens in policy in a meaningful way.

For more information or to register, please visit our conference website at:

http://www.queensu.ca/sps/conferences_events/annual_conferences/third_sector/third_sector_2008.php

If you have any questions, please contact Rachel Laforest, laforest@queensu.ca or call (613) 533-6000, ext. 77264

Funding & Resources

LEADERSHIP PERSPECTIVES

[Leadership Perspectives: Interviews with leaders of Canada's charities and nonprofit organizations.](#)

This latest report from Imagine Canada reveals what's on the minds of leaders in our sector today.

TELLING YOUR STORY THROUGH THE CASE FOR SUPPORT

Time to start telling your organization's story more effectively? "I finished the Case for Support course yesterday and proudly printed up my certificate. The content is excellent—great overall organization, clear writing, good and brief explanations and examples, meaty checklist and resources. The technology is also kind of fun—enough variety that it is easy to move through. I appreciated understanding the whys and wherefores of case writing—and truly wish I'd had this perspective year ago."—Kelly Talayco, BC Children's Hospital Foundation, Vancouver, BC
Learn More about **TELLING YOUR STORY THROUGH THE CASE FOR SUPPORT** AT www.charityvillage.com/learn/cvccase.html.

HOW FUNDRAISING WORKS

Need to quickly orient a new board member, summer student, or junior staffer? Help them learn the fundamentals of fundraising in our How Fundraising Works course. Here's some feedback from one of our happy users:

"Wish I had the money to make [How Fundraising Works] available to ALL of my volunteers! What a great, basic course that covers the essentials of fundraising! I'd highly recommend the courses to manager transitioning from other industries - they're quick and provide just what you need." -- Angelique Berg, Executive Director, Canadian Orthopaedic Foundation

Learn more about How Fundraising Works today at:

<http://www.charityvillage.com/cv/learn/cvchfw.html>.

NEW SOURCE OF FUNDING FROM FEDEX CANADA

FedEx is especially interested in supporting nonprofit organizations that request: 5% or less of a total project budget; contingency grants; or seed monies with the thought that other sources will contribute matching amounts. Charitable shipping is limited to emergency, disaster or life-threatening situations coordinated through a nonprofit organization, disaster relief agency, or agency of the federal, provincial, or local government.

Find more information at

<http://www.fedex.com/caenglish/about/overview/social/contributinguidelines.html?link+4> .

HOW TO ASSIGN A MONETARY VALUE TO VOLUNTEER CONTRIBUTIONS

By Laurie Mook and Jack Quarter

Published by the Knowledge Development Centre at the Canadian Centre for Philanthropy

A free, 11 page manual outlining three approaches to estimating volunteer contributions in financial terms.

Download this book **free** from nonprofitscan.imaginecanada.ca. (PDF format)

DONNER AWARDS: RECOGNITION AND FUNDING OPPORTUNITY

The Donner Awards Program is Canada's largest and most prestigious non-profit recognition program. A total of \$70,000 is available to be won, with a total of eleven awards granted. The Donner Awards Program is accepting applications for *the 2008 Donner Canadian Foundation Awards for Excellence in the Delivery of Social Services until Thursday May 15th, 2008*. In return for completing the application, all participants receive a confidential report that compares their organization's performance relative to peers in the sector. This report allows them to identify areas of particular strength in their organization's management and delivery of service as well as areas where performance can be improved. At the time when non-profits are coming under increased scrutiny over the efficiency and effectiveness of their management and delivery of programs, the performance report is an important tool to distinguish their organization from others. Non-profit organizations may apply to the Donner Awards online at <https://secure.lexi.net/donnerawards>. There is complete anonymity in the application process with absolutely no agency specific information released to any outside organization. Applicants that complete their application online by May 15th will be entered in a \$1,000 cash draw. For more information, organizations please visit: www.donnerawards.org or call 1.877.714.4531 or e-mail info@donnerawards.org .

GRANTS AVAILABLE FOR NEW HORIZONS FOR SENIORS

The New Horizons for Seniors Program is offering grants of up to \$25,000 for participation and leadership. These grants are available for community-based projects that encourage seniors to participate in, and contribute to, their communities through volunteerism, mentorship and civic leadership. The deadline for grant applications is June 13, 2008.

For more information about this exciting opportunity, please call 1.866.317.8555 ext. 3245 or [click here](#).

CULTURAL OLYMPIAD 2009 AND 2010 PROGRAMS

An open call for proposals is now underway for not-for-profit arts organizations and educational institutions interested in being part of the Cultural Olympiad in 2010, which will feature the Olympic Arts Festival (January 22 to February 28, 2010) and the Paralympic Arts Festival (March 12-21, 2010). For more information, including complete program criteria, please [click here](#).

Submissions for the 2010 program must be received by September 30, 2008.

VOLUNTEERS NEEDED FOR BC SUMMER GAMES

The BC Games Society relies on volunteers in every facet of its operation. Volunteers are needed to perform various functions from reporting results to running sport events or serving food to participants.

The Games are being held in Kelowna on July 24-27, 2008. If you are interested in showing off the warmth of Kelowna's hospitality, register as a volunteer online at: www.kelowna2008.ca

Community Information and Volunteer Centre (CIVC) is a program of Kelowna Community Resources. Go to www.kcr.ca for more information about KCR and CIVC. Be sure to add or update your volunteer and/ or organization information. CIVC Bulletin was produced with the assistance of Marilyn Danchuk