



**GREATER
THAN
THE SUM
OF OUR PARTS**

COMMUNITY CONVERSATIONS SUMMARY REPORT

February, 2006

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**Sharon Baxter of the Canadian Hospice Palliative Care Association is bringing a health sector perspective to the project in volunteer capacity*

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COCO (Centre for Community Organizations):

www.coco-net.org

This document is also available in French.

Ce document est aussi disponible en français.



BACKGROUND

The Voluntary Sector Awareness Project (VSAP) is overseen by a group of seven national organizations as listed below. Imagine Canada provides fiduciary administration for the project and it is managed by Paddy Bowen. The project is funded by Social Development Canada and is one of the final deliverables of the Voluntary Sector Initiative. More information about the project can be obtained from the following web sites: www.imaginecanada.ca, www.vsi-isbc.ca

VSAP PROJECT PARTNERS:

Canadian Council on Social Development

Canadian Conference of the Arts

Canadian Council for International Cooperation

The Canadian Environmental Network

The Sport Matters Group

Volunteer Canada

Imagine Canada

N.B. A health charities perspective is brought to the project by an individual volunteer (Sharon Baxter, CEO of the Canadian Hospice Palliative Care Association)



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INTRODUCTION

Over the fall of 2005 the Voluntary Sector Awareness Project enabled the coming together of more than 1,500 representatives of local charities and non profit organizations in a series of 74 “Community Conversations”. Asked to react to a paper (“Greater Than the Sum of Our Parts”) participants discussed the pros and cons of a unified awareness campaign for our sector.

In addition, around 150 individuals submitted their thoughts through an on-line feedback form. The discussion paper, the full unedited version of all the Community Conversation reports, and the individual responses will be available to read in their entirety at www.imaginecanada.ca in April 2006.

The purpose of the following Summary Report is to provide a distillation of what we heard from the Community Conversations. For the sake of brevity – and interest – we will not revisit the background discussion, the process undertaken or the questions that were posed. That detail can be easily accessed by revisiting “Greater Than the Sum of Our Parts”. It is important to note that the local hosts of the Community Conversations not only recorded what participants said, but also provided some of their own analysis. The review below reflects both of these.

CONSIDERING A PUBLIC AWARENESS CAMPAIGN

The idea of a joint communications effort within the voluntary sector, directed at either a targeted audience of government (and/or decision makers), or, alternatively, to the general public, has been debated on and off for years within the sector. It was an idea with enough support that when the 1999 announcement of the “Voluntary Sector Initiative” was made it included an envelope of funds to explore and possibly deliver an “awareness campaign for and about the voluntary sector in Canada”. Despite this pre-existing support, the Project Partners and staff of the Voluntary Sector Awareness Project felt it would be important to allow for a more in-depth discussion among voluntary organizations before proceeding to any actual campaigning.

THE IDEA OF A JOINT COMMUNICATIONS EFFORT WITHIN THE VOLUNTARY SECTOR, DIRECTED AT EITHER A TARGETED AUDIENCE OF GOVERNMENT (AND/OR DECISION MAKERS), OR, ALTERNATIVELY, TO THE GENERAL PUBLIC, HAS BEEN DEBATED ON AND OFF FOR YEARS WITHIN THE SECTOR.

The process has been fruitful – and fascinating. Perhaps it is not surprising that when more than 1,500 people from all parts of the country, and countless different kinds of community organizations, come together to talk that the range of discussion would be so wide. And in context of the fact that in virtually any process of innovation there is always a cohort of “early adopters”, another of “undecideds” and inevitably those whose concerns and cautions lead them to decide to be “unsupportive”, the results of these consultations have been predictably informative and rich.

We did hear it all. From “A public awareness campaign – what a great idea – I’m in” right through to “This is a bad idea, could backfire, and who ever thought about doing this in the first place?” to everything in between.

Of course the challenge in reflecting upon such input is to find a way forward that capitalizes on the interest of those who want to see action, adapts to the input of those with very helpful cautions and advice, and is respectful of the views of those who do not support moving ahead.

The following review summarizes the input received from the Community Conversations and, as readers will note, encompasses the full spectrum of support and enthusiasm (from ‘not very’ to ‘absolutely’...). The points laid out below reflect comments and ideas that were made *multiple* times and from various perspectives. We have found that although there were a lot of really interesting “one off” or stand alone comments, it is the ones that got repeated, and began to

illuminate an emerging sense of consensus, that have best informed our thinking about ‘where to from here’.

Our purpose has been to take the pulse of the sector overall. In that regard it is also important to recall that although hearing from nearly 2,000 people (including the individual feedback we received) gives a superb overview of opinions and advice, we are still a long way from hearing from all of the 161,000 organizations that make up the voluntary sector in Canada. In the end the feedback from this process of consultation will help to guide the decisions to be made by the seven national organizations who are leading the project, but it won’t determine them in absolute terms.

Nonetheless the consistency with which we heard the points laid out here – from inside different sub sectors, from large urban centres and small rural communities – reveals a remarkable consistency in thinking about these issues across the sector, and a wonderful basis for continuing to explore the potential of raising awareness about the voluntary sector in Canada.



A SUMMARY OF WHAT WE HEARD

WHY WOULD WE CONSIDER ENGAGING IN PUBLIC AWARENESS?

The reason for even considering a shared voluntary sector public awareness campaign that was given most often, was the potential to increase influence.

The point was made repeatedly that greater levels of understanding among Canadians of our role and our impact would lead to higher levels of support – and an ability to move forward on issues of importance like funding, risk management and a whole range of substantive issues like poverty reduction, community infrastructure, community-based health care, environmental stewardship and so on.

“A shared campaign needs to precede targeting, for example, focus first on our worth and the value of the sector and its economic impact and then move to more specific issues like funding, volunteer needs etc.”

People in the sector feel that raising awareness could create a platform for advocacy and lobbying – giving ourselves a voice that needs to be heard, that has something important to say.

“We believe that the voluntary sector needs to form into a cohesive and on-going group to be heard as “one” at all levels”

The observation we made that the opportunity exists to broaden our horizons, to speak to people we don't usually speak to.

“We spend a lot of time dealing with the converted and this could expand our reach to new audiences in helpful ways”.

Participants repeatedly drove home the fact that we have a deep desire to share our collective pride in what we do – and how we do it – i.e. professionally, with passion, with incredible efficiency.

“Each one of us holds a thread, but together we weave the fabric of social support”

WHAT GETS IN THE WAY?

Although the idea of raising awareness is seen by many to be positive – or at least benign – it just isn't that high on most people's radar screen. Day to day issues, service delivery demands, and the higher interest in the work in one's own community and on one's own issues too often trump the possible benefits of a collective approach.

“At a conceptual level the appetite for this exists. However day to day pressures mitigate against operationalizing such approaches, or a campaign, at the local level”

People also acknowledged that there is sometimes an element of competitiveness among and between charities and non profits, that voluntary organizations do compete for resources – for their organization, for their sub-sector, for their community or for their province”.

“There is some resistance to the idea that we could work with or even find common ground with other sectors”

IN SUPPORT OF RAISING PUBLIC AWARENESS...

"Such a campaign could have real pay-off for us in legitimizing our work as members of an identifiable sector that really counts in the Canadian economy"

The statistics included in "Greater Than the Sum of Our Parts" (taken from the National Survey on Non Profit and Voluntary Organizations) are "fascinating" ... "mind blowing" ... "surprising" ... "exciting". It was noted over and over that just sharing them with Canadians could have a major impact on their understanding of our size and impact.

People in the sector fear that too often we are invisible – not understood to be essential.

The questions arise: What would Canadian life be like without charities and non profits? Shouldn't that be our message – imagine life without us? What about staging a strike to drive this reality home (for a day, for a week, for an hour...)?

"Raising awareness about the whole sector will help to create a sense of intrigue about each of us"

There was a lot of discussion of how raising awareness could lead to being able to attract and retain more volunteers, to generating more donations and most importantly to positioning us with government funders.

A shared campaign could:

"promote the professionalism of the sector"

"generate pride in the power of volunteers"

"create a platform for developing standards of excellence".

"connect us to organizations and audiences that we haven't been part of before"

"facilitate cohesion among the organizations of the sector"

A national campaign will attach us to something bigger, something seen to be important, that will at the same time help position us locally.

"Such a campaign could help restore faith, reestablish a sense of integrity in those instances where these things have been lost"

REASONS NOT TO PURSUE AN AWARENESS CAMPAIGN...

Although predictable the reasons for not proceeding were made articulately and, just as much as the 'reasons for', bubbled up from all sub sectors and from across the country:

It's not a good use of resources. The money spent on this could be spent on other things.

It won't have any impact on Canadians and therefore on the well being of the sector.

It won't have any impact on our organization, won't help us in any way at the local level.

We don't have the resources to participate in such a thing – human or financial.

It could backfire – we'll develop a picture of how much we do, and can do, and before you know it there will be even greater levels of downloading, once more exploiting our efficiency.

We don't need a national campaign...
we need a *local* campaign...
we need a campaign *for our sub-sector*...
we are already doing *our own* campaign
(in our organization) and don't need
anything that would compete with that.

Hasn't this been done before? Aren't we
doing this already?

Where did this idea come from? Who asked
these national organizations to do this?

We are really only interested in action that
stems from, is led by, and will impact on the
LOCAL level.

It is interesting to note that even in Community
Conversations where caution and a 'don't go
there' message prevailed there were still always
a lot of really positive discussions about the
contribution the sector makes, about pride in
what we do and a desire to continually improve
and enhance the way we serve people and
make a difference in a whole variety of
ways. The caveats were about the idea of a
campaign – NOT the importance of the sector.

GOOD ADVICE... AND A FEW CATCH 22'S

Once the discussions moved from the back-
ground question of whether and why proceed
with raising awareness about the voluntary
sector, a complex and meaty range of issues and
advice was proffered. For the purposes of this

analysis they have been collated into five general areas as outlined below. In each area we received both direct and indirect input as well as sometimes contradictory advice. In fact in many cases discussants would acknowledge that they were putting forward potentially opposite views such as, for example, "you shouldn't have written a paper based on an assumption that a campaign made sense before asking us" and "you didn't put forward enough concrete ideas for us to be able to decide whether we support moving forward or not". Nonetheless the feedback is rich, interesting and does provide terrifically helpful insight for thinking about next steps.

1. A QUESTION OF LEADERSHIP

There was a lot of discussion on this matter and some very helpful input on the need for BOTH national and local leadership.

The differences that emerged were mostly about where the emphasis or locus for leadership should lie i.e. should national organizations and projects support what happens at the local level, or should national leadership drive the agenda? The rationale for the former is that it is only when local leadership occurs that things like awareness raising or indeed efforts to influence policy can really work. On the other hand, many participants raised the fact that they don't have the time or resources to engage in a lot of cross-sectoral work – as focused as they are on their own mandates and challenges – and this is exactly what they want from the national level.

There was a lot of discussion about the importance of finding better ways to support community level networking and leadership organizations like Social Planning Councils, Volunteer Centres, Chambers of Charities and other “convening” organizations. Similarly sub-sector specific conveners like Sport Councils, Environmental and International Aid Networks or Councils for the Arts were identified as having a pivotal role in taking on the challenges of sector and issue positioning, and enabling the participation of local organizations.

There was also some discussion about the role of government in enabling, or even in certain instances actually providing, leadership about the sector – although this tended to be more focused on the issue of where financial support for leadership functions should come from.

THERE WAS A LOT OF DISCUSSION ABOUT THE IMPORTANCE OF FINDING BETTER WAYS TO SUPPORT COMMUNITY LEVEL NETWORKING AND LEADERSHIP ORGANIZATIONS LIKE SOCIAL PLANNING COUNCILS, VOLUNTEER CENTRES, CHAMBERS OF CHARITIES AND OTHER “CONVENING” ORGANIZATIONS.

2. THE PROCESS OF CONSULTATION

A lot of great feedback was provided about the nature of consultation and the interest and availability of the voluntary sector to engage. A key element of the success of this consultative process was the involvement of 75 local leadership organizations who took on the role of identifying, inviting and involving participants. As noted above, this role was remarked upon in many of the Community Conversations and cited as an important element of any shared work for the sector as a whole.

There were challenges in the organization of these particular consultations however, most of which seemed related to two items (as indicated by our local host/partners and emerging from some of the Community Conversation reports):

- 1) Many people in the voluntary sector feel they have been “over consulted” and that they don’t have the time or resources to be able to attend many group consultations.
- 2) The topic of “public awareness” was identified as being of relatively low interest to many – explaining why some hosts had smaller numbers of attendees than hoped for, and in some cases Community Conversations were cancelled due to lack of participation. The comment has been made that if only we had gone out to do a consultation on a new model for funding (or something similarly riveting) we’d have had the rooms filled to the rafters.

On the other hand, virtually all of the Community Conversation reports noted how positive the discussions were and many stated that participants talked about how much they enjoyed getting together, how passionately they spoke about their work etc. This was particularly true for groups that don't gather as often (in smaller communities, in some sub-sectors and some of the sessions that brought some "unusual" suspects together like people from the arts and sports). In a number of cases the decision was made to reconvene the group for further joint work.

There was mixed feedback about the content of these actual consultations. Some people appreciated the background discussion paper and the opportunity it afforded to respond to concrete ideas. Others felt that the paper, and the project overall, had already "leaped to conclusions" and that it would have been better to have a more open, less led, process.

Finally a number of groups identified a whole other set of issues, problems and/or solutions that they wanted to talk about – sometimes that didn't even relate to the question of public awareness. These included issues around funding, growing demands and pressure on service delivery capacity, a whole raft of volunteer recruitment, retention, and management issues, insurance, risk management, problems relating to perceived lack of support from their local community (public and/or government), funders, provincial or national organizations.



3. THINKING ABOUT A PUBLIC AWARENESS CAMPAIGN

Despite a wide variety of quite individualized inputs on things like possible slogans, or names of potential champions, there was a notable amount of consistency in the advice that was fed in about the campaign itself. The key messages were as follows:

- The challenge, conundrum and even impossibility, of raising awareness, through a single campaign or message, about something as diverse as the voluntary sector.

As people thought this through, they often came to the view that whatever is developed has to have some single elements - like a tag line, or a visual – but also lots of room to insert sub sector, community or organizational specific messages.

- GETTING RID OF THE TERM VOLUNTARY SECTOR. There was as close to consensus on this as on anything. Lots of other suggestions were made ranging from “third sector” to “first sector” to community sector to civil society. Many felt that referring to ourselves as the ‘non profit sector’ or ‘charities and non profits’ would suffice.

- There was an amazing amount of repetition in the words and concepts that emerged from the discussions around how the sector should be described. They included these;

“passion”

“economic impact”

“essential”

that we determine “quality of life”

“credible”

“professional”

“volunteer driven and guided”

“efficient”

“important”

- Ideas were mixed, indeed often contradictory, about how a campaign should “look and feel”. The polarization emerged on these themes:

1. Go very big – T.V. ads, large scale marketing...

vs.

We need something very small.
A nimble, flexible and modest baseline that we can slowly grow.

2. This won’t work unless we spend a lot of money on it - and you have to get the money because we certainly can’t pay for it...

vs.

Do NOT spend a lot of money on this kind of thing – it would be wrong and it would give the wrong message to the public.

3. We’d love to have a logo for all, a slogan we can all adopt...

vs.

NO LOGO’S! ... and ... “we might have put a logo on our letterhead – if there was any room after we’ve done so for all the others who’ve asked, including our funders”

- Of all the ideas that flowed about what a campaign could say and whether it should be a challenge to Canadians, or a shared vision statement, or a descriptive approach, it was the latter that was suggested most often. Participants in the Community Conversations want Canadians to understand the sector, to know of its size, impact, contributions, and relationship to other sectors. There was a lot of reference to how powerful and even surprising the data from the NSNVO was to them – and could be for the public.

- The importance of building in targets and measures of success was raised a lot. At the same time many cautioned that it could be pretty difficult to assess the impact of an awareness campaign about the whole sector given the myriad of contextual factors, as well as cost and utility issues.

- A number of discussions arose about whether the right audience was the public or whether it would be better to target government (funders). The fact that affecting public opinion as a way to ultimately influence government – political and bureaucratic levels – was also raised.
- “I’ll participate in delivering a message IF you convince me of the benefit of doing so”. The matter of needing to be explicit about the benefit to individual organizations to adopt a campaign, to allocate any resources to it and to being supportive at all, was raised repeatedly. The point was also made that organizational benefits should be expected to be longer term and perhaps subtle.
- Whatever is done needs to be carried out with an eye to a longer term strategy and connected to other efforts in communities, at the national level and/or in other spheres.
- There was lots of lively debate about whether we need to be “clever” or “safe” in the messages we communicate.



4. CONFUSION BETWEEN “VOLUNTEERISM” AND “VOLUNTARY SECTOR”

This issue was dramatically problematic. Despite the fact that “Greater Than the Sum of Our Parts” explicitly dealt with the difference between thinking about and promoting volunteering rather than “the voluntary sector”, despite the fact that hosts of Community Conversations were well prepared to clarify this issue, and despite the really obvious divide between thinking about the role of volunteers and challenges in volunteer development and promoting volunteering and that of thinking about the architecture, function and contribution of a sector, the confusion between the two was pervasive.

There are some obvious reasons for this and any work thinking about the voluntary sector must be cognizant of them:

In some sub-sectors, like sport or the faith community, there is very little formal organizational infrastructure and LOTS of volunteer effort. The sport sector, for example, represents the largest sub-sector with 34,000 of the 161,000 charities and non profits in the country and they employ only 130,000 paid people while involving around 2.2 million volunteers in 5.3 million volunteer positions. For people in sport, the voluntary sector is volunteerism.

The same is true for many small community organizations in all the sub-sectors (over 40% of charities and non profits in Canada have no paid staff at all). Depending on the community and host selected, many of the Community Conversations had a preponderance of volunteers (rather than paid staff) in attendance and the problem of blurring between the voluntary sector vs. volunteering was pronounced at these.

The nomenclature doesn't help. The linguistic slip from voluntary to volunteer is easy and common. As one host said, in some frustration: "it didn't matter how many times I reminded people that we were supposed to be talking about promoting the voluntary sector, they kept talking about how wonderful the volunteer sector is and the amazing contributions of volunteers and how we can let the public know!"

Another consideration is relevant as well. Apart from the ever present and ubiquitously shared issue of there never being enough money to do all that could be done, the single most interesting and common issue among many charities and non profits relates to involving volunteers. Issues around volunteer recruitment, demographics, risk management, retention, recognition, function, policy, relationships – a vast number of shared challenges and best practices – always seem to emerge up whenever any group of voluntary sector folks come together.

Finally, the volunteer dynamic is one of the things that people feel defines the sector and the heart of our purpose, and as a result it's something that they can get rather passionate about. As one participant put it, *"the magic of our sector is how we engage people, what we mean to people. We serve the people of our community, we care for them, we involve them as volunteers. It's about us, helping us, together creating the quality of life that we all enjoy"*.

5. THE CANADIAN MOSAIC

Just as so many of the discussions centred on the diversity of the voluntary sector, so did they on the incredible variation of location, language, culture – of the organizations, the people working in them, and the communities and individuals they serve, across the country.

There were some fairly obvious contenders for the "we're very different HERE" argument. The Community Conversations held in the North, and those in Quebec, reflected back a concern that any cohesive approach within the voluntary sector would have to bear in mind their unique reality.

Our colleagues in the North speak eloquently about a different culture of the state, sector and participation. About different relationships among institutions and around funding, not to mention the challenges of working in vast territories with few resources compared to urban or even accessible rural areas.

Our colleagues in Quebec raise not only the obvious issues attributable to language and culture but also concerns that more fundamental philosophical differences need to be better understood and will need to be absorbed into any future "whole sector" approach.

But it would be unfair to imply that there is a nicely cohesive sector out there and only the north or Quebec doesn't completely fit. Many people raised similar issues. Sessions held with good representation from visible minority communities, Aboriginal people or people with disabilities raised strong concerns about ensuring that their unique perspectives and

IN THE END THE CHALLENGE THAT THE COMMUNITY CONVERSATION REPORTS HIGHLIGHT IS THAT THERE IS NO "ONE CANADA" ANYMORE THAN THERE IS "ONE VOLUNTARY SECTOR".

operational differences have to be respected and integrated. Community Conversations held in rural settings reflected the same emphasis – pay attention to how different it is for “us”, in our reality, than for “you”.

In the end the challenge that the Community Conversation reports highlights is that there is no “one Canada” anymore than there is “one voluntary sector”. Our deeply Canadian and ingrained respect for diversity has never been more obvious, and although the model of our neighbours to the south of a great big melting pot might make thinking about awareness raising easier, it wouldn’t be nearly so interesting!



CONCLUSION

“There is no doubt that a common voice, common language and shared practices are powerful things. It is the getting to such a place that is challenging given the fragmentation and the diversity of development of the not for profit sector”.

The results of the Voluntary Sector Awareness Project Community Conversations couldn’t be better proof of this sapient observation by one of the participants.

Even in the face of caution and skepticism most of those who joined in this process of consultation agree that professing a shared description of the impact and contribution of Canada’s charities and non profits, to the broader public, could be a positive thing. But there certainly are challenges, and they have been articulately and intelligently explored.

Early in 2005 seven national organizations decided to respond to the opportunity afforded by the Voluntary Sector Initiative. They proposed to bring out to their colleagues in the sector the “big idea” of a whole sector awareness campaign, and to collect thoughts and advice on how to proceed – even “if” to proceed.

In that spirit the engagement of local partners hosting 75 community-based gatherings and involving 1,500 representatives from across the full spectrum of the voluntary sector has provided an absolutely essential basis for determining next steps.

AS A PARTICIPANT IN A SESSION IN QUEBEC REMARKED "WE MAY BE DEALING WITH DIFFERENT ISSUES AND WE MAY RESPOND IN DIFFERENT WAYS, BUT WHEN IT COMES TO VISION I THINK WE'RE ALL THE SAME".

Clearly a range of support and opinion exists with strong views on either side of a pretty well balanced continuum of whether or not to carry out a national awareness campaign about the voluntary sector in Canada.

Interestingly, once the decision about "whether" to do it is set aside there is a heartening level of consensus about what we would like Canadians to know about us – all of us:

We are passionate about what we do and we do it well.

We are diverse and exist in countless forms and performing a vast array of functions.

We are smart and credible and professional.

Our impact is pervasive. It is economic, cultural, social, personal and systemic.

We are volunteers and paid people. We receive services and make contributions.

We are the backbone of our communities and we define quality of life every way and everywhere.

As a participant in a session in Quebec remarked *"we may be dealing with different issues and we may respond in different ways, but when it comes to vision I think we're all the same"*.

Given that the purpose of the Community Conversations was to put some meat on the bones of the original impetus of the Voluntary Sector Initiative to support an effort to raise public awareness about the voluntary sector, the national organizations that have chosen to lead this process couldn't be more grateful, or more positive about the results of the consultations.

The wisdom of our colleagues across the country is remarkable. The depth of their commitment to thinking, and doing, with passion and intelligence is impressive. The breadth of insight, suggestions and feeling that has been transmitted by the hosts of the Community Conversations has now provided a tremendous basis for moving forward.



NEXT STEPS

In the context of the full range of input that has been received, the decision to proceed with an early, modest and baseline approach to raising public awareness has been determined by the Project Partners of the Voluntary Sector Awareness Project.

The results of the Community Conversations and the input of more than 150 individuals who have also fed in ideas have highlighted a number of factors as described above. These now inform all future decisions about WHAT and HOW and WITH WHO our efforts will unfold.

The Project Partners are adopting one key overarching approach within which these choices will be made:

Any effort to raise awareness about the voluntary sector in Canada will be done with and for those who choose to engage. Recalling the points made at the front of this report, we are cognizant of the fact that many in the sector are cautious about moving forward, some are very sure that doing so is a mistake. But the fact is there is an energetic and interested cohort of people and organizations who are keen to go. These “early adopters” will form the backbone of whatever happens next. Our commitment is to proceed in a spirit of open invitation, and in that context we are aware that the opportunity exists to do things a little differently than perhaps we originally envisioned, perhaps than ever before.

Work will now begin to formulate the *content* of any campaigning – although we want to use that word carefully, implying as it does full scale effort, while we are more interested in a developmental approach at this juncture.

Work will also begin to think about new approaches to leadership and ownership of what will be developed.

In concrete terms, the following four steps will unfold over the spring and early summer of 2006:

1. Development of an awareness campaign (message, look n’ feel, products) built around a concise but diverse-enough description of charities and non-profits in Canada. Whatever is created must ensure that the campaign message, slogan, and design allow for local and organizational imprinting inside the generic and national program;
2. Identification of ways to measure the utilization, outcome and even impact of the campaign.
3. Creation of an easy to use guide for “how to use this campaign to promote your sub-sector/organization”;

4. Commitment to and identification of a leadership strategy that will entail

providing ongoing information and encouragement to organizations wishing to utilize the campaign materials,

finding new ways to think about ownership, utilization, adaptation of campaigning

working closely with local champions and leaders – in partnership

seeking further resources to allow for extending the work,

tracking and measuring the outcomes of the campaign.

It appears that the opportunity does indeed exist – to move forward with vision and commitment. To invite those who would like to join in a shared effort to share our story with Canadians, to participate. To respect those who choose not to engage – now or ever. And to celebrate the incredible and challenging thing that is the sector that we have all committed ourselves to be part of.

“We are part of a bigger picture. We have networks and people and passion and energy. We have perfected the art of working together”.



APPENDIX

LIST OF COMMUNITY CONSERVATIONS

HOST ORGANIZATION	DATE OF SESSION	# OF PARTICIPANTS
Alberta Council for Global Cooperation	October 29, 2005	27
Alberta Environmental Network	November 5, 2005	18
ALS Society of Manitoba	November 14, 2005	24
Arts & Cultural Industries Association of Manitoba	November 21, 2005	17
Association of Cultural Industries of Newfoundland	November 29, 2005	20
Association québécoise des organismes de coopération internationale	November 29, 2005	12
BC Coalition for Health Promotion	November 16, 2005	43
British Columbia Council for International Cooperation	November 3, 2005	21
British Columbia Environmental Network	November 30, 2005	17
Calgary Chamber of Voluntary Organizations	November 17, 2005	19
Centraide Abitibi Témiscamingue Ungava	December 6, 2005	10
Centraide Bas-St-Laurent	November 11, 2005	27
Centraide Centre-du-Québec	December 2, 2006	25
City of Ottawa	November 23, 2005	14
COCo (Centre for Community Organizations)	November 17, 2005	42
Community Development Halton	November 9 and 16, 2005	38
Community Services Council Newfoundland and Labrador	November 30, 2005	24
Council for the Arts in Ottawa	October 5, 2005	20

HOST ORGANIZATION	DATE OF SESSION	# OF PARTICIPANTS
Cultural Career Council Ontario	November 24, 2005	41
Edmonton Arts Council	November 14, 2005	23
Edmonton Social Planning Council	December 2, 2005	20
Fédération des centres d'action bénévole du QC	January 23, 2006	12
Fédération des centres d'action bénévole du QC	January 20, 2006	20
Manitoba Council for International Cooperation	November 29, 2005	13
New Brunswick Environmental Network	November 23, 2005	6
Niagara College Centre for Community Leadership	December 7, 2005	34
No host organization - Faciltated by Megan Williams	January 31, 2006	20
Nova Scotia Environmental Network	December 7, 2005	24
Ontario Council for International Cooperation	November 15, 2005	9
Ontario Council of Agencies Serving Immigrants	November 9 and 15, 2005	26
Ontario Provincial Voluntary Sector Organizations/Volunteer Toronto	December 1, 2005	29
Parks and Recreation ON	November 23, 2005	17
Parks and Recreation ON	November 2, 2005	19
PEI Council of the Disabled	November 23, 2005	13
Pillar Nonprofit Network	November 25, 2005	14
Policylink NB	December 7, 2005	24

HOST ORGANIZATION	DATE OF SESSION	# OF PARTICIPANTS
Saskatchewan Arts Alliance	November 17, 2005	8
Saskatchewan Council for International Cooperation	November 29, 2005	14
SaskSport	October 29, 2005	27
Social Planning and Research Council of BC	November 9, 2005	34
Social Planning Council of Cambridge and North Dumfries	December 14, 2005	30
Social Planning Council of Ottawa	October 26, 2005	42
Social Planning Council of Winnipeg (session for Aboriginal Community)	January 26, 2006	14
Social Planning Council of Winnipeg (session for Social Development)	November 30, 2005	22
Société Franco-Manitobaine	January 14, 2006	6
Sport Alberta	October 27, 2005	16
Sport BC	November 23, 2005	16
Sport BC	November 8, 2005	19
Sport MB	November 21, 2005	27
Sport NB	October 18, 2005	6
Sport North/Volunteer NWT	November 17, 2005	29
Sport Nova Scotia	November 9, 2005	14
Sports Quebec (Montreal)	February 2, 2006	31
Sports Quebec (Quebec City)	December 18, 2005	18
St John Human Development Council	October 5, 2005	27
Toronto Palliative Care Network	November 25, 2005	11
United Way of Greater Toronto	November 8, 2005	12

HOST ORGANIZATION	DATE OF SESSION	# OF PARTICIPANTS
United Way of Halifax Region	November 29, 2005	12
United Way of Peel Region	December 13, 2005	40
United Way Regina	December 13, 2005	26
United Way Windsor-Essex	November 1 and 2, 2005	36
Voluntary and Non-Profit Sector Organization of Manitoba Inc.	November 28, 2005	11
Volunteer Action Centre of Kitchener Waterloo and Area Inc.	January 31, 2006	26
Volunteer Alberta	October 11, 2005	70
Volunteer and Information Kingston	November 29, 2005	24
Volunteer Centre of Southeastern New Brunswick Inc.	October 28, 2005	20
Volunteer Hamilton	November 2, 2005	38
Volunteer Saskatoon/ United Way Saskatoon	November 18, 2005	16
Volunteer Sault Ste Marie/United Way Sault Ste. Marie	October 19, 2005	40
Volunteer Smithers	November 23, 2005	25
Volunteer Toronto	November 9 and 23, 2005	15
Volunteer Victoria	December 16, 2005	31
VON of Greater Halifax	November 29, 2005	13
Yukon Volunteer Bureau	November 9, 2005	11
TOTAL: 74 sessions		1659 participants

YOU WOULD HAVE TO LOOK PRETTY HARD
TO FIND A SECTOR AS DIVERSE IN FORM AND
IN FUNCTION AS THAT OF WHAT WE CALL
THE 'VOLUNTARY SECTOR' IN CANADA.

The voluntary sector in Canada represents one of the most impressive illustrations of our shared humanity; that there are millions of people who choose—as volunteers, as staff people, as donors, as administrators—in thousands of different ways, to commit their time and effort to making our world a better place. And in turn a vibrant community of 161,000 organizations has been formed, each dedicated in their own way, to make a difference to quality of life in our country.