

Unstoppable *Forces*

Trends Shaping Social Good

“

Apparently, when I was told about the pairing with a fine gentleman named Al my first question was - what kind of car he had.
Ah, the mind of an 8-year old boy.

”

You Are Invited...

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Fundraising Trends Continue

Data

Statistics Canada, Charitable Donors 2021



Increased donations are, of course, always welcome. However, the picture for the sector as a whole is not entirely rosy..

Statistics Canada, Charitable Donors 2021

One challenge is that the donor base continues **to shrink**.

In 2021, only **17.7%** of taxfilers claimed donations on their income tax returns. This is the lowest percentage ever recorded.

The other concern is that an increasingly large piece of the donation pie is going to the **largest charities**.

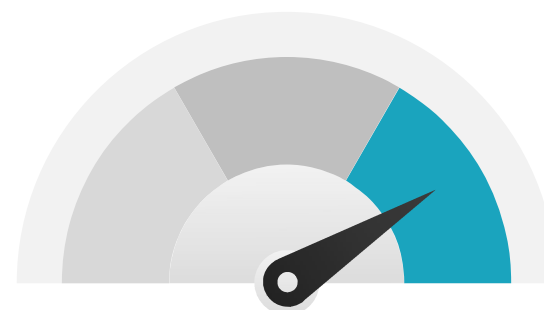
Data

Statistics Canada, Charitable Donors 2021



36% to 28%

percentage of donations going to
charities with annual revenues
under \$2 million



32% to 42%

percentage of received
donations going to charities with
annual revenues of **\$25 million or
more**



Right Relations Collaborative

The Right Relations Collaborative is a shared space for Indigenous leaders and funder partners who recognize the inequities, harms, and volatile future that is manifesting from our current disconnected and extractive financial system.

Funder Engagement Framework

The Collaborative utilizes an engagement framework to vet potential Funders Partners through a transparent process based on the collective values and priorities articulated by the Aunties Council. This framework streamlines the labour of measuring new partners against a baseline ethical framework to protect the integrity of the Collaborative and its Indigenous members.

Funder Engagement Framework

Summarize your “money story.” Where does your accumulated wealth originate? And is that accumulation of wealth predicated on **ongoing harm, or historical harm?**

How has your foundation/company demonstrated leadership in identifying and **addressing marginalizing practices of conventional philanthropy?** And what does continued unlearning and vigilance look like for you?

Impact

8 Funder Partners committed to the good big work of being in right relationship with support from the Collaborative and the **Council of Aunties**.

These funders supported a pooled fund that, so far, holds **\$1.2M/year for at least 3 years** to support community-based and Indigenous-led organizations in Haida, Haíłzaqv, Nuxalk, T̓silhqot'in, Ts'msyen, Secwepemc and W̓SÁNEĆ homelands.

Together, we've nurtured kinship and relationship through **monthly "connection points"** for Aunties and Funder Partners to co-create dialogue about philanthropy and the community work it supports – conversations rooted in curiosity, vulnerability and understanding.



How can organizations reinvent traditional approaches to fundraising when

historical supporters are rapidly aging and generosity is declining in each generation?

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Stronger Together

Top line finding

Smaller, community-focused organizations (serving a single neighbourhood, town, city, or rural municipality) are more likely to report decreased capacity.

In addition, smaller-sized organizations are more likely to have temporarily suspended their operations.

Imagine Canada Sector Monitor 2021

Top line finding

Smaller organizations, environmental groups, grassroots organizations, and volunteer-only organizations were also more likely to report that they are not able to sustain their operations beyond a year

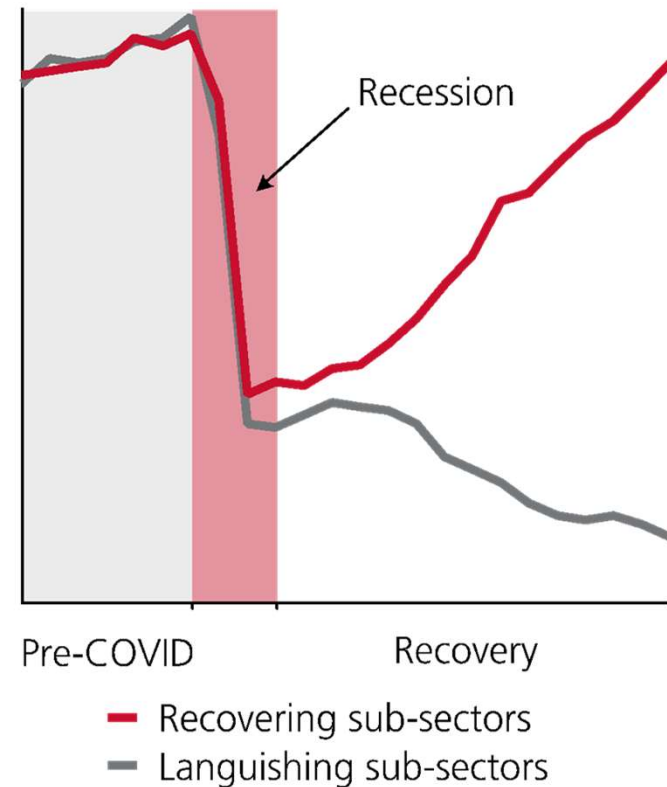
State of the Sector During Uncertain Times, ONN, 2022

K-shaped recovery

Parallels rest of the economy

Beneath the surface, experiences diverge

Imagine Canada Sector Monitor 2021





About the Green Budget Coalition

Established in 1999 by about 10 national nature and environmental groups to “green the budget”

Currently 21 members ranging from Ducks Unlimited to Greenpeace - with collectively over one million members, supporters and volunteers; unique collaborative forum

Draft and promote recommendations for the federal budget - in an iterative, consultative process tracking federal budget cycle

t!

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Impact of the Green Budget Coalition

- Over past 3 years:
 - Over \$25 billion (+\$25B in tax benefits) supporting GBC's feature recommendations - clean electricity, building retrofits, clean transportation, nature-based climate solutions, protected areas
 - Over \$10 billion for many other GBC recommendations, including international climate finance, fresh water, Indigenous Guardians
 - Budget 2023 - over \$25B for clean energy, freshwater
 - UN Biodiversity Conference, COP15 -
 - Indigenous-led conservation \$800M
 - International biodiversity \$350M



Stronger together

Despite being in the environmental 'space' organizations are **not always in agreement** on key policy recommendations - but they have found a way to maintain a cohesive front despite differences.

The **work and cost is shared** - organizations contribute through funding, authorship and active advocacy participation.

The collective **operated for a decade** before rules/guidelines were written down. Once trust was established it was easier to articulate formal ways of working.



How can organizations embrace the potential offered by collective strength when working together is more complex, time consuming and expensive?

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Adaptive Business Models

Closures

Accelerating since spring 2022

Closures

**Elizabeth Fry
Society to close
its branch in
Hamilton**

**Kitchener family
centre closing
after more than
40 years**

Our Place Family Resource and Early
Years Centre to end operations June 30

**Niagara
Furniture Bank
shuttered**

Charity blames pandemic, financial
hardship for temporary closure

The sad demise of
Canada World
Youth, our
country's version
of the Peace Corps



The Triple Whammy

Ending of federal support programs - the Canada Emergency Wage Subsidy invested approximately \$4.3 billion in registered charities

Loss of Winter 2022 fundraising due to Omicron -emerging in December 2021, Omicron essentially shut down much needed fundraising efforts in the first half of 2022

Prolonged inflation and rising costs - with depleted reserves and drops in revenues, organizations are struggling to meet rising costs for a variety of critical areas

Partenariat
en Éducation



The Learning
Partnership

A Strength Based Exit

One **based on the future** of the Mission (core programs) and People (fair and reasonable).

Once a **pre-set threshold** was crossed related to ongoing reserves - a more substantive conversation about the future was triggered.

Based on rigorous review through good governance lens of budget and strategic plans for the future, the Board and CEO made the **decision to seek a new path**

Four factors

Future government funding; economic recession; looming Ontario teachers strike;
dramatic increase in supply chain costs/payment processes

“

While The Learning Partnership's chapter is drawing to a close,
the mission doesn't end here.

The Learning Partnership is thrilled to share that four like-minded national organizations are taking over stewardship of Take Our Kids to Work, Welcome to Kindergarten, Investigate! Invent! Innovate!, and Coding Quest.

”



How can organizations centre mission,
cause and impact when

logo, ego and other interests can inhibit
change based on strength?

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A Volunteer Reset

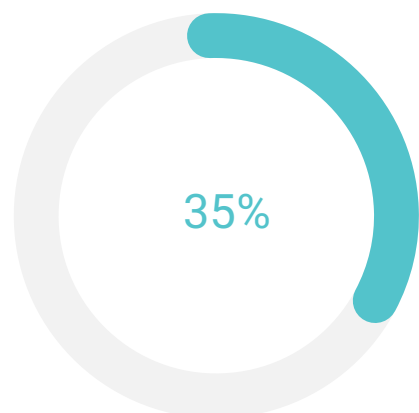
Data

More than a quarter (26%) will either stop volunteering, reduce their volunteer hours, or keep volunteering but support fewer charities in the next 12 months.

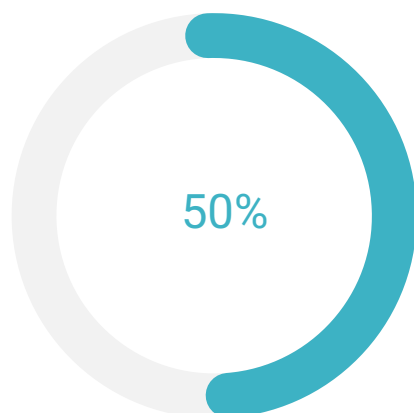
Sage/Leger, Grow Together Report, April 2023

Data

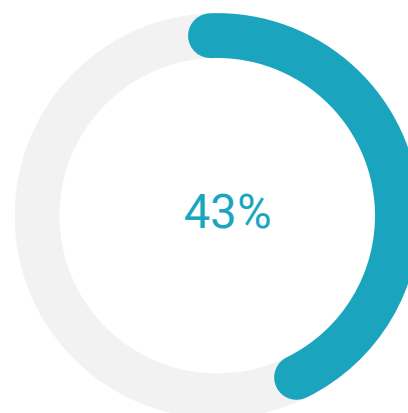
Among nonprofits that have or intend to recruit volunteers*



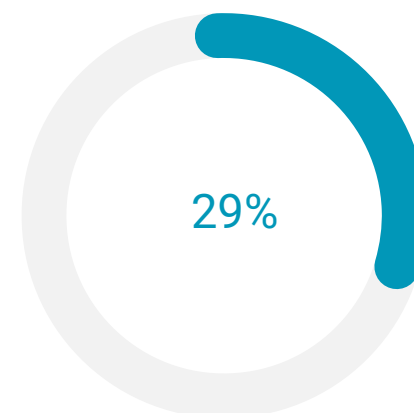
said they were facing a shortage of volunteers



were facing challenges with volunteer retention



said that volunteers don't want to commit long-term



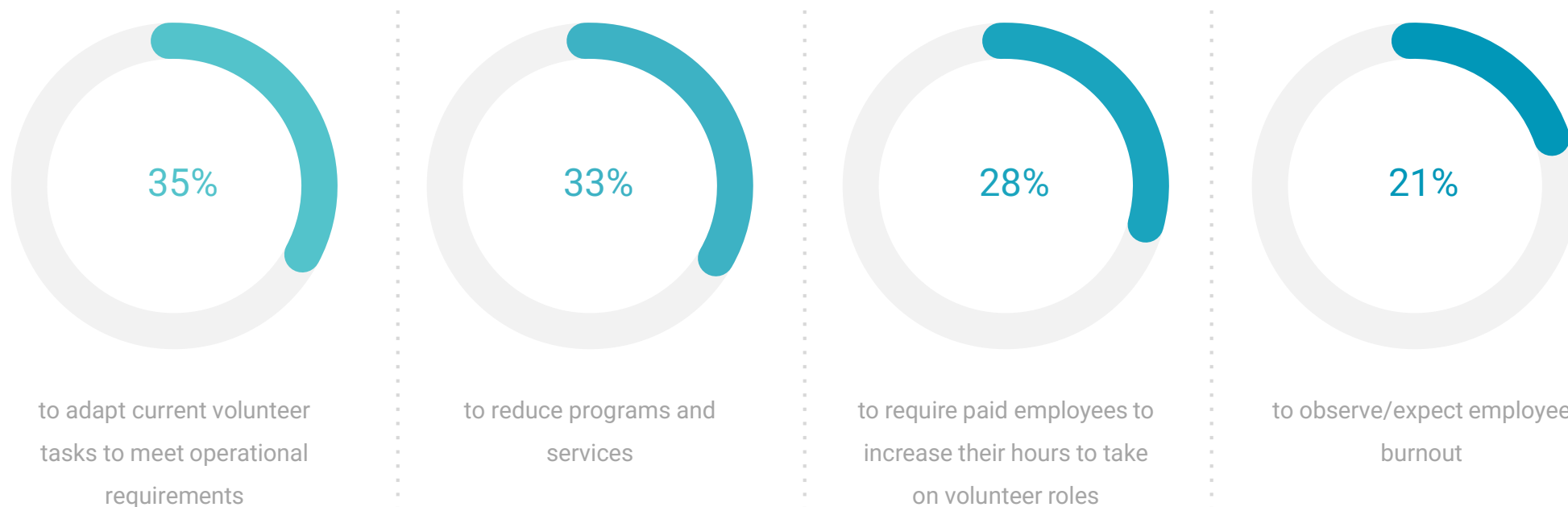
reported they lack the time and resources to recruit volunteers

Another **25%** said that their volunteers are dealing with burnout and stress

Q4 2022 Canadian Survey on Business Conditions

Data

Among nonprofits that have or intend to recruit volunteers* the challenges relating to volunteers had led



and **17%** to cancel programs and services

.Q4 2022 Canadian Survey on Business Conditions

What is going on?

Older adult volunteers **still aren't comfortable** returning to in person volunteering

Because the pandemic has lasted 3+ years, pre-pandemic volunteers have **filled their time** with other activities

People are needing to **increase employment** - more hours, second jobs, side hustles - in order to make ends meet, thereby reducing the time they might have to volunteer

**Lend A Hand.
Make A Change.**



MONDAY 8TH MAY

#TheBigHelpOut



Hindu Swayamsevak Sangh UK (HSS UK) 9 Shakhas (branches) across the nation, 132 participants helping 11 different communities.

Gardens cleaned, teas served, benches cleaned, litter picking, care home visits, cooking & serving meals, bereavement phone line support.

bransholme litter kids
st johns Church in hull
big litter pick today in
hull the little boy is my
son we collect 21
bags altogether



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OUT



Cleaning out the elephant house The
Big Help Out
Whipsnade Zoo amazing experience



“

Early indications shows that 10% of the UK population
got involved on the designated Monday
(that would be about 6.7 million people)

”

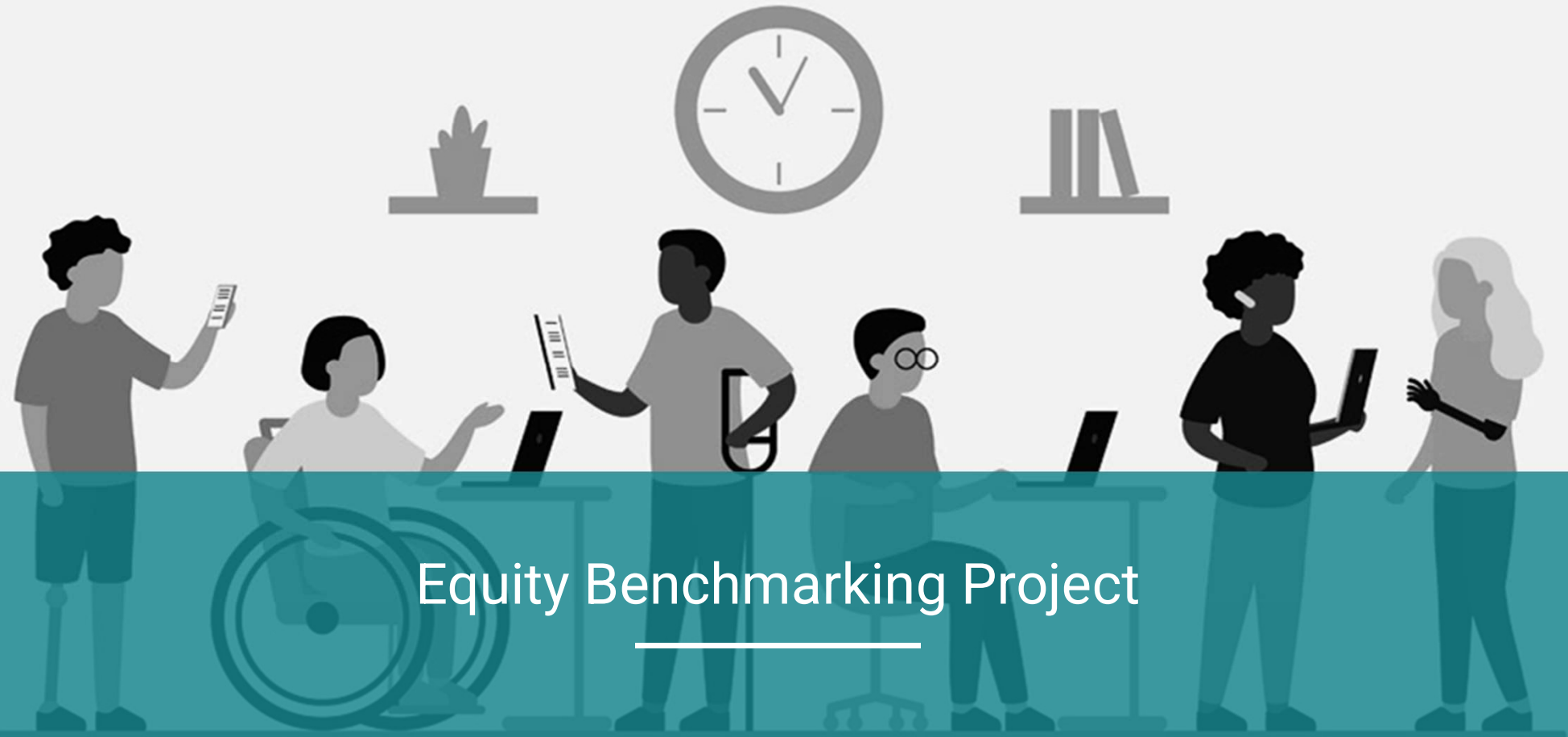


How can organizations retool and redesign their volunteer offerings and inspire civic participation when

traditional forms of volunteering are proving less appealing?

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A More Inclusive Society



Equity Benchmarking Project


Background

 **Led by a working group of the
Equitable Recovery Collective**

- ✓ Advance equity by building inter-organizational relationships
- ✓ Increase awareness of different facets of equity
- ✓ Identify courses of action that can be taken to evolve in these areas
- ✓ Contribute to greater equity in communities



Methodology

 **Conducted online between
August and October 2022**

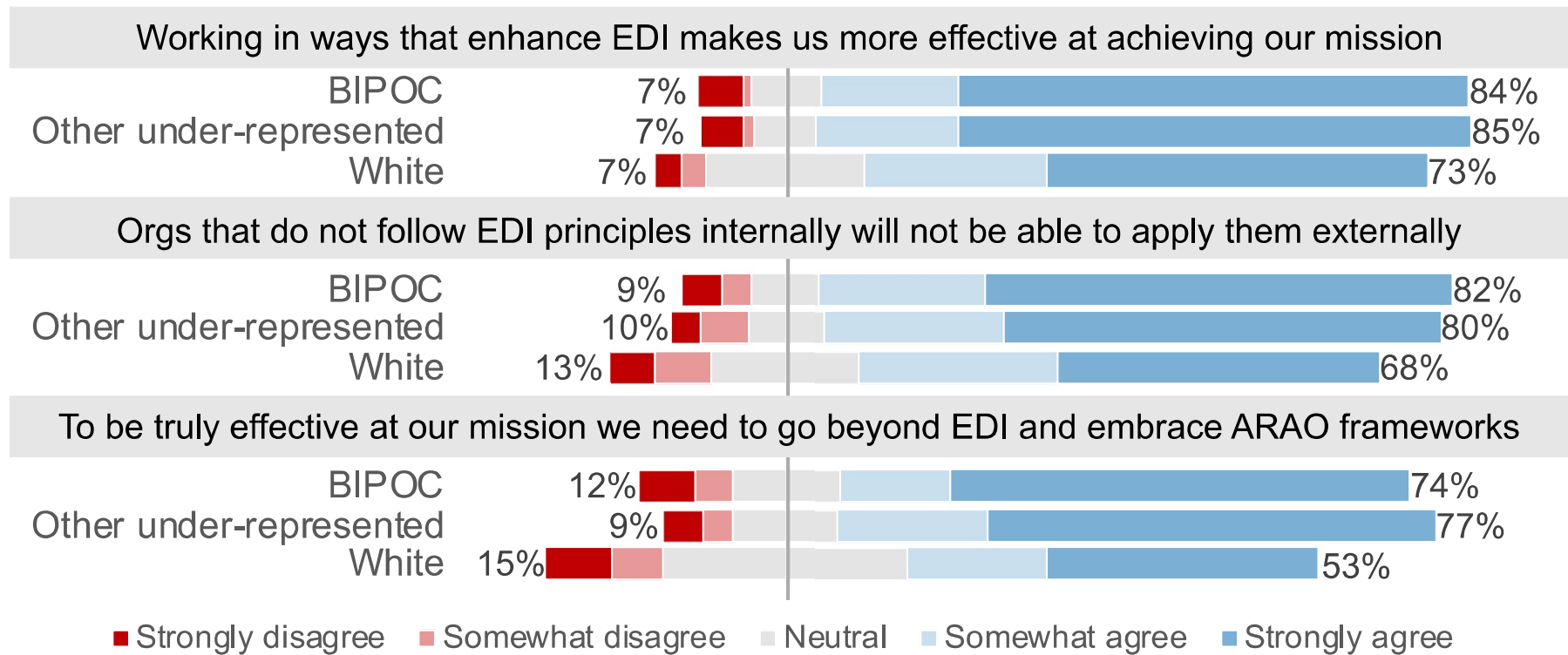
- ✓ 1,655 respondents
- ✓ Two surveys: known charities, emailed directly; unknown nonprofits, charities and qualified donees accessed through partner intermediaries
- ✓ Responses weighted by organization size, region, sub-sector and the presence of paid staff
- ✓ Multivariate key drivers analysis



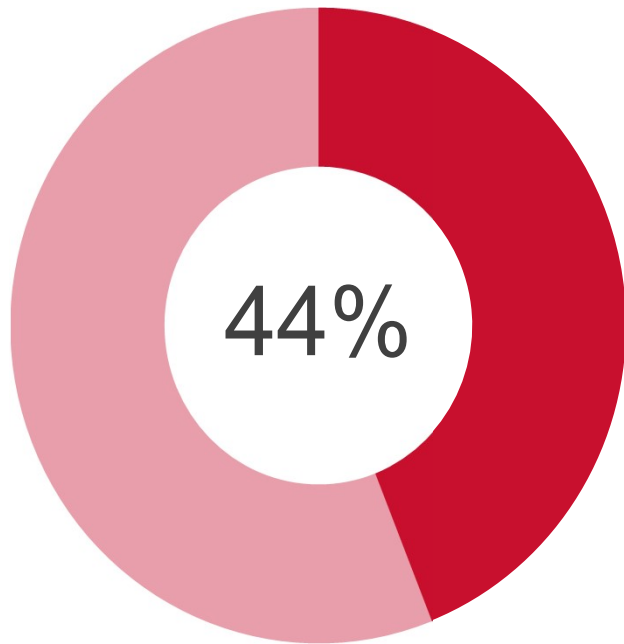
Perspectives on equity, diversity and inclusion

A wake-up call?

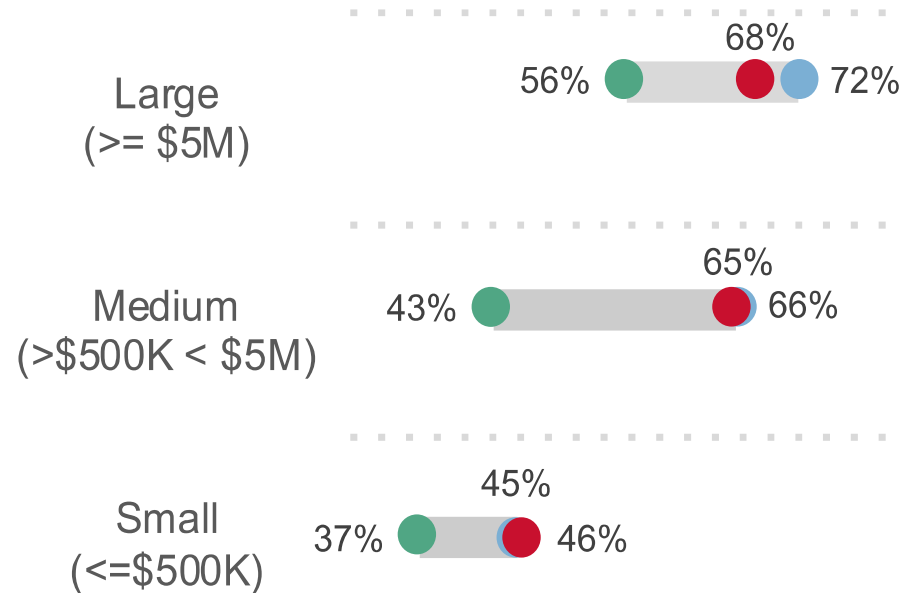
Differences in views based on leadership



Stand-alone equity, diversity and inclusion policies

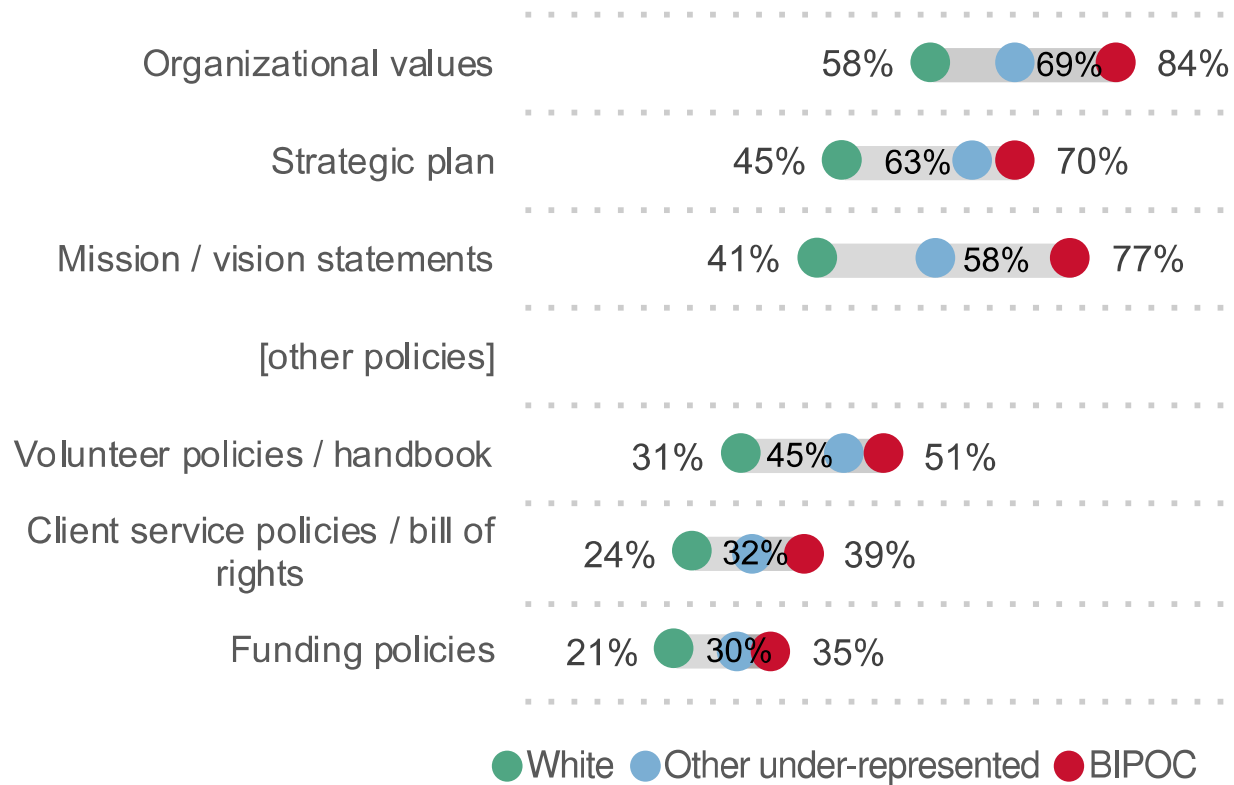


■ Stand-alone EDI policy

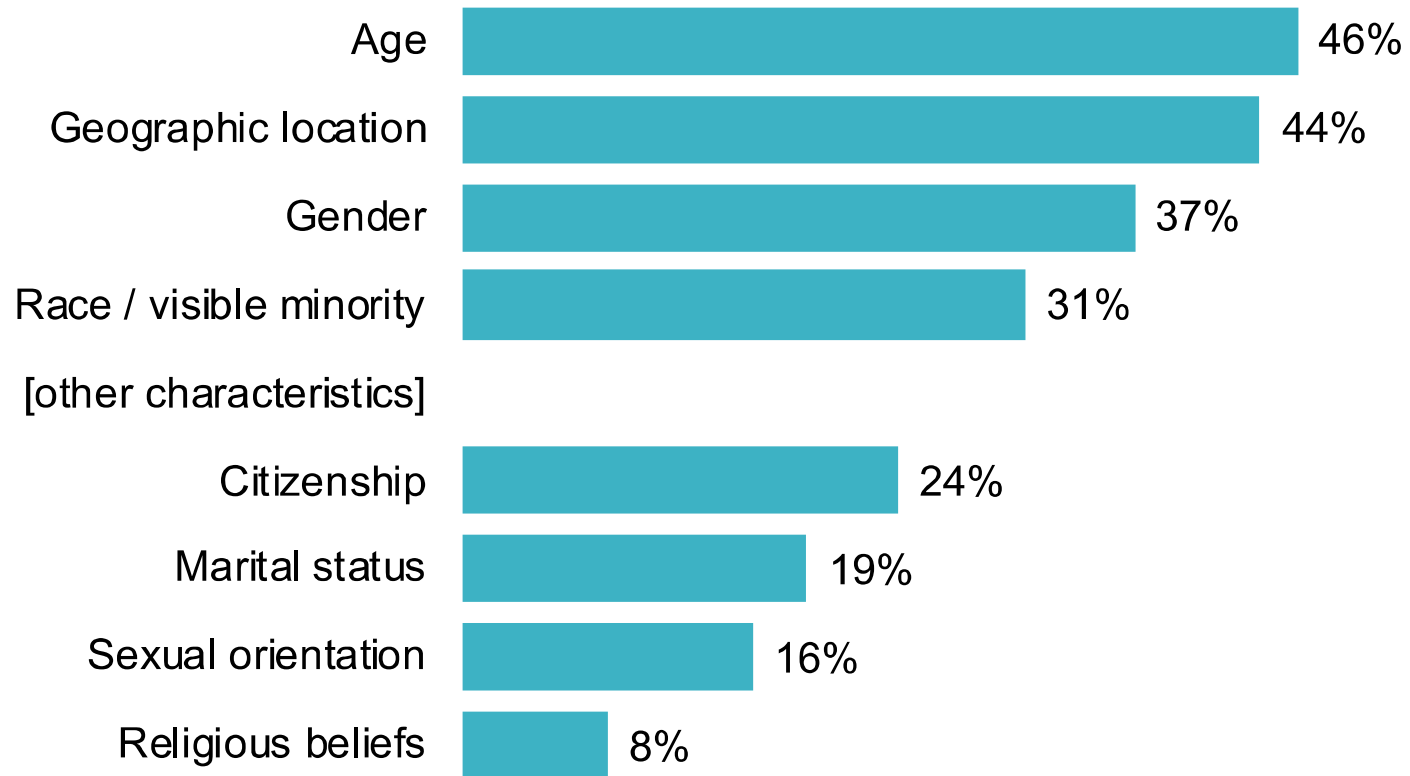


● White ● Other under-represented ● BIPOC

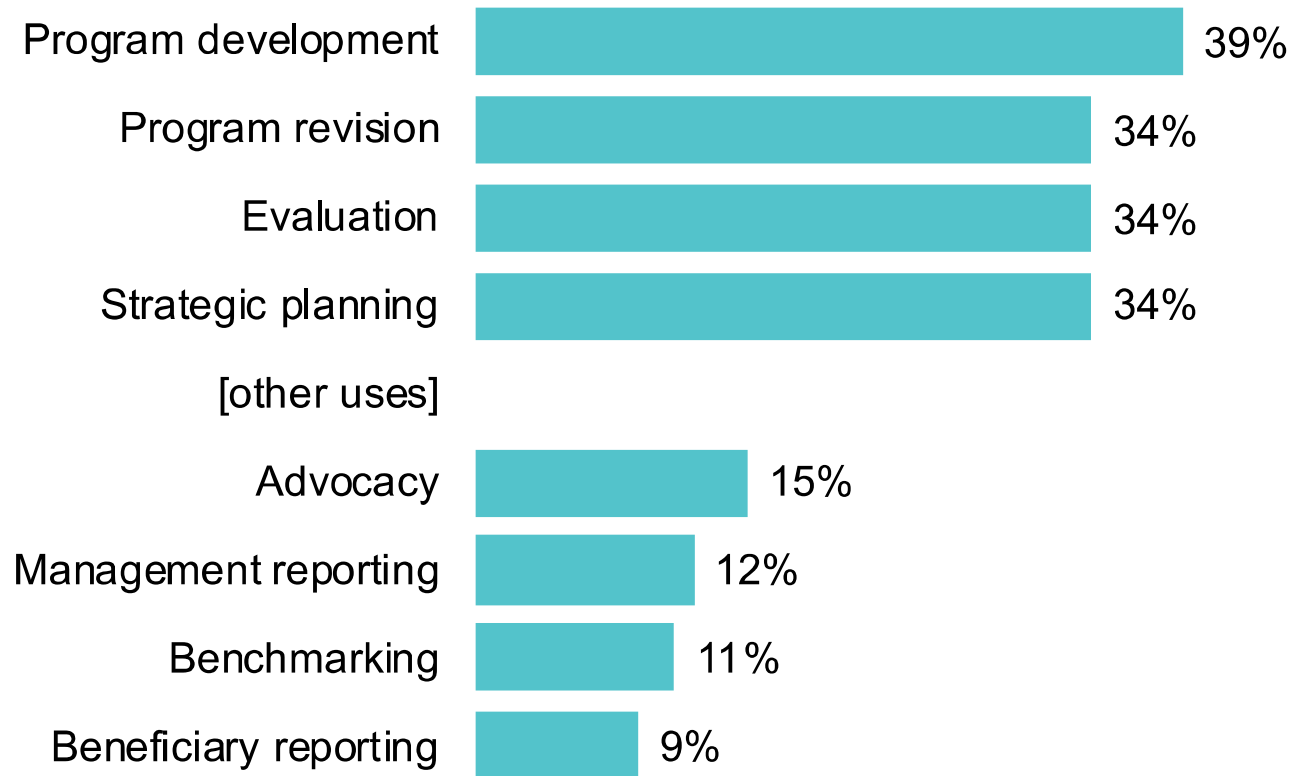
Incorporation of EDI in organizational policies



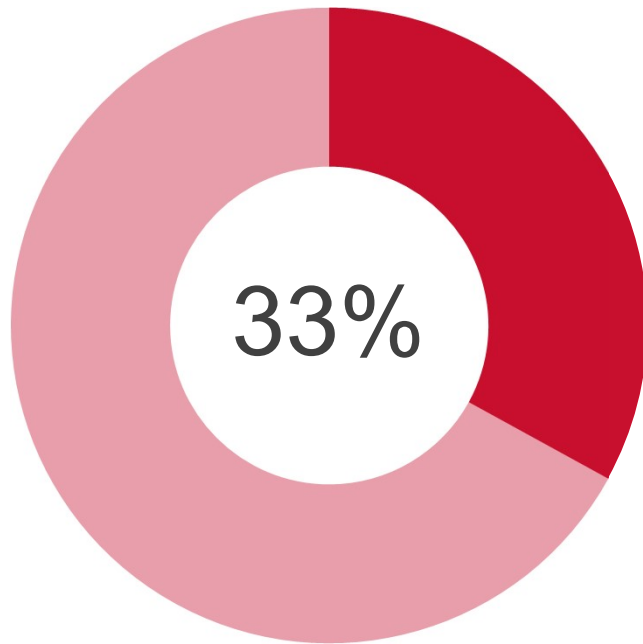
Collection of equity-related data



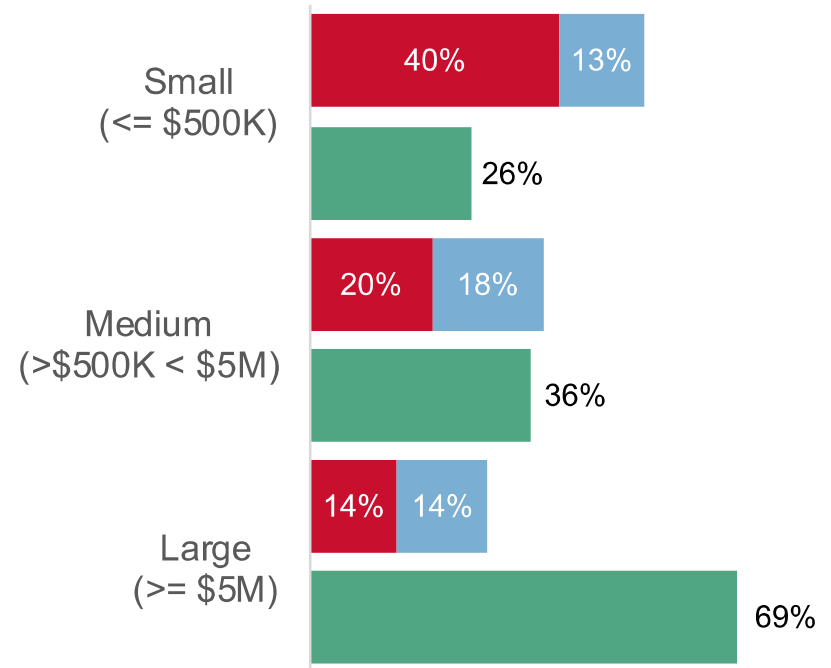
Uses of equity-related data



Equity working groups



■ Equity working group



■ BIPOC ■ Other under-represented ■ Working group

Key Findings

- The findings from this study show that **BIPOC-led organizations are doing much better** related to inclusion than white-led organizations of similar sizes, especially small and mid-sized ones. These organizations run far behind their BIPOC-led counterparts when it comes to equity.
- **Leadership matters. A lot.** An organization's EDI journey starts (and can stop) at the highest levels.
- Organizations making the most progress have **created equity working groups** - with sincere intent and resources in place
- Most organizations are gathering equity-related information about those they serve. But, the sector has a way to go in using the information to transform their organizations and **almost 40% don't use the data for anything!**



Imagine Canada learnings

Moving from self-interested partner to authentic partner

Time...the need for time

Deadlines, particularly externally imposed ones, can be impediments to deeper understanding and work.

It ain't listening if things stay the same

'Listening' then going ahead as usual isn't truly changing

Relationships - first

Trust is earned slowly over time. Prioritizing anything else is likely to do damage.



How can organizations move from 'the basics' to a real EDI evolution when issues of capacity, leadership and ways of working are deeply embedded?

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The Power of Mentoring

“

Closest I had to a dad...

”

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