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Our Vision

Calgary's voluntary sector working together with business and government to build a strong, vibrant community

Our Mission

To strengthen Calgary's voluntary sector and provide leadership on policy matters affecting the sector as a whole

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Voluntary Organizations

CCVO – Where Membership Counts

**Pat Letizia, Interim Chair CCVO and
Executive Director, Alberta Ecotrust Foundation**

I am very excited to be a member of this evolving organization – we're fast becoming the "go-to" place for Calgary non-profits to join together to tackle many of the issues we as funders and agencies face. In our first year of operations, the CCVO has grown to 80 members, and policy-makers locally, provincially and nationally are starting to use the CCVO as their lens into our city's voluntary sector.

I am often asked who the CCVO members are and what do they do. Our members range from small to large – some even being all volunteer-staffed. Foundations and funders like the Calgary Region Arts Foundation and the United Way have endorsed us with their support as have individuals, government organizations and corporations. With our 80 members representing social services for families, seniors and the disabled and others; development and housing, culture and recreation, education and health and environment, we're building a strong base to help us identify the needs and profile the successes of our diverse sector.

Membership brings new and innovative opportunities to partner with the CCVO on cross-sector issues like funding, human resources, insurance and other capacity issues; profile as an integral

part of Calgary's community; and support for the role of the CCVO as a leading resource to champion and help resolve sector-wide issues that you just don't have the manpower to do.

The CCVO's collective voice can be as loud as you want. Our credibility and influence will grow exponentially with your membership support. Take a few minutes to read our inserted membership information and I invite you to become part of the solution. Help us ensure that the vitality and strength of our sector is represented and heard!

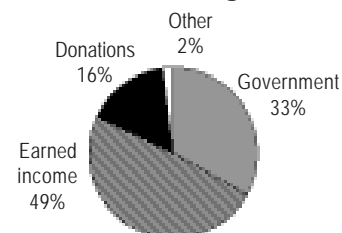
As many of you know, it takes dedicated people with vision and commitment to bring issues to the forefront and engage the appropriate decision-makers who can effect change.

One of those people is Andrea McManus, a founding member of the CCVO and Chair of the CCVO Board. Andrea engaged the support of many of our community, business and government colleagues, clearly demonstrating the need for the CCVO and helping make the CCVO a reality. Thus, it is with regret that I inform you Andrea has taken a leave of absence from the CCVO due to illness. We wish her a speedy recovery and look forward to Andrea's return to the Board when she is able!

Finally – A Statistical Picture of the Voluntary Sector in Canada

Two ground-breaking studies - The National Survey of Nonprofit and Voluntary Organizations (NSNVO) and the Satellite Account of Nonprofit Institutions and Volunteering - not only provide a reliable baseline of information, but for the first time, recognize the voluntary sector as an economic sector in Canada.

Alberta Funding Patterns



(continued on page 2)

CCVO - One Year Later Katherine van Kooy, President & CEO

What a difference a year makes! This time last year, CCVO was a fledgling organization with one staff and an exciting, yet daunting, mandate to strengthen Calgary's voluntary sector and provide leadership on policy matters affecting the sector as a whole. This newsletter demonstrates how far we have come in a year.

This Fall, CCVO held sessions on the funding issues and human resource challenges facing the voluntary sector. And together with Volunteer Calgary and IMPACS, CCVO hosted a workshop on rules related to advocacy. The response to these events has been overwhelming, indicating that our members and others in the community value the opportunity to meet, learn and engage in dialogue on issues that matter to this sector. These sessions have also been valuable in helping us identify issues and areas of common interest for future sessions.

In September we released our first policy paper, *Magnets and Glue: The Voluntary Sector's Role in*

Building Calgary's Community. We'll work with our members and partners to help *Magnets and Glue* become a catalyst for stimulating community dialogue around the contribution of the voluntary sector to a healthy and vibrant community. We'll also promote effective partnerships with government and the private sector to address the current and future needs of Calgarians.

We had an opportunity to share Calgary collaborative initiatives with the Prime Minister's External Advisory Committee on Cities and Communities when they visited Calgary in September. These stories demonstrated the innovation of the voluntary sector and the huge benefits of working collaboratively.

In the next few months, we will be starting a couple of research projects and will continue to bring you workshops and information sessions on topical issues. We welcome your suggestions and feedback.

(statistical picture from page 1)

On September 20th, a consortium of organizations, including Statistics Canada, released the two studies, which identify the size, scope and contribution of the voluntary sector to Canada's economy and community.

HIGHLIGHTS FOR CANADA AND ALBERTA

Employment:

- Over 2 million people are employed by charities and non-profit organizations in Canada; 176,000 in Alberta.

Proportion of volunteers to paid staff:

- Alberta has the highest ratio of volunteers to staff of all the provinces. 58% of Alberta organizations have no paid staff compared to 54% nationally.

Voluntary sector contribution to GDP:

- The sector contributed 6.8% of Canada's GDP (\$61.8 billion) in 1999. Comparatively speaking, the nonprofit sector's proportion is four times greater than agriculture; twice the value of mining, oil and gas extraction; and significantly greater than retail trade.

Revenue:

- Revenue for all charities in Canada in 1999 totaled \$112 billion. One-third of this is attributable to hospitals, universities and colleges.

Revenue size of Alberta organizations:

- 43% have annual revenues less than \$30,000.

Volunteer Time:

- Canadians contribute about 2 billion hours of volunteer time to nonprofit and charitable organizations each year, equivalent to over a million full time jobs.

Funding Patterns:

Alberta:

- 33% from government funding, 49% from earned income, 16% from donations.

Nationally:

- 49% from government funding, 35% from earned income and 13% from donations.

Other interesting statistics:

- Sports and Recreation organizations represent the largest percentage of organizations in Alberta.

Related Articles on CCVO Web site:

www.calgarycvo.org/resourcesandlinks.html

- NSNVO and the Satellite Account reports

Help the CCVO build a portrait of Calgary. For more information see page 8.

Magnets and Glue: The Voluntary Sector's Role in Building Calgary's Community

Building vibrant, dynamic and healthy communities goes beyond bricks, mortar and roads. A city's soul is reflected in the quality of its community life.

Recognizing the importance of the voluntary sector to building healthy and sustainable communities is a key message that Katherine van Kooy, CCVO's President and CEO, relayed to Prime Minister Paul Martin's External Advisory Committee on Cities and Communities at their September 27th meeting in Calgary.

"Collaboration with business and multiple levels of government is essential to addressing the challenges facing our city and Calgary has some excellent examples of how effective collaborative effort can be," says Katherine. The Calgary Children's Initiative, the Calgary Homeless Foundation and HomeFront exemplify this partnership model at work.

CCVO's Policy Paper *Magnets and Glue: The Voluntary Sector's Role in Building Calgary's Community* supports collaboration on a community scale. Together, business, government and the voluntary sector create the conditions that make Calgary a great place to work, live and do business. "The 'magnets' are the conditions that attract customers, investors, students or immigrants to Calgary," explains Katherine. "The 'glue' is the social infrastructure of services and activities that raise our quality of life, promote social cohesion and encourage engagement in the community.

While the CCVO provided local input on the contribution of the voluntary sector to community, a

national perspective was presented by Jean Christie, Executive Director of the Voluntary Sector Forum, Monica Patton, Chair, Voluntary Sector Forum and Georgina Steinsky Schwartz, President and CEO of NEWVO (an alliance of the Canadian Centre for Philanthropy and the Coalition on National Voluntary Organizations). Together, these three organizations have been asked to assist in developing recommendations for this Advisory Committee to bring forward to the Prime Minister related to ensuring the vitality of the voluntary sector.



"Being invited to the Advisory Committee meeting was a great opportunity for CCVO to profile the contributions of the voluntary sector in Calgary, as well as to identify things the federal government could do (tax reform, funding practices) to create an environment that enables charities and non-profits to flourish," adds Katherine.

Related Articles on CCVO Web site:

www.calgarycvo.org/presentations.html

- Profiles of the Calgary Children's Initiative, the Calgary Homeless Foundation and HomeFront

www.calgarycvo.org/publications.html

- Magnets and Glue – Published September, 2004
Calgary Chamber of Voluntary Organizations
- A little soul food would truly help – CCVO Opinion Editorial

External Advisory Committee on Cities and Communities

Reporting to the Prime Minister's Office, the committee's mandate includes:

- developing a long-term vision on the role that cities should play in sustaining Canada's quality of life
- advising on policy development related to cities and communities and
- partnering all levels of government with communities to look at reliable, predictable long-term funding, intra-governmental relationships and bringing an urban perspective to federal activities

Calgarian Colin Jackson, President and CEO of the EPCOR CENTRE for the Performing Arts, is a member of the 15 person committee.

Funding Our Future – Strategizing for Change

A “two-track” strategy for change is one solution to help with the funding challenges many organizations face.

This message was delivered by keynote speaker Katherine Scott at the CCVO September 28th session on funding issues in the voluntary sector where agency, funder and corporate participants had both the opportunity to learn and be heard.

Vice President of Research with the Canadian Council on Social Development and author of the ground breaking study *Funding Matters*, Scott discussed the impact of the new funding environment on charities and non-profit organizations. This national study identified that the funding challenges experienced widely in the sector are the result of changes in both the **type and level** of funding. The impact of reduced funding levels, growing demands for services and increased competition for funds are compounded by the shift by funders to more-targeted, project-based funding and increased reporting requirements.

Organizations report that the resulting financial volatility and uncertainty makes it difficult to plan; and the cost of complying with reporting requirements (generally unfunded) combined with the difficulty in getting funding for core operating costs, is undermining the longer-term viability of organizations.

Scott recommended a “two-track” strategy for change. Individual organizations need to continue to explore new and different methods of financing their operations, but their success will depend on the successful implementation of sector-wide financial reform.

A panel of local leaders - Heather McDonald of the United Way, Greg Campbell of Catholic Family Service and Dan O’Grady of Enbridge – then outlined some strategies they believe will be critical to mitigate the consequences of the current funding regime.

Given this national and local context, participants then had an opportunity to voice their own concerns and through group discussions identify the issues they see in Calgary and suggest what should be done to change things. The response was tremendous, with many ideas on how to move the sector towards a more sustainable position and suggestions for the role CCVO could play.

The extensive comments are being reviewed and a summary report including proposed follow-up actions will be released by CCVO in the coming weeks and will be available on the Web site. Katherine Scott’s presentation is available on the CCVO Web site at: www.calgarycvo.org/presentations.html

A National Human Resources Council for the Voluntary Sector?

A Voluntary Sector Human Resources Council may become a reality based on recommendations from community consultations undertaken across Canada earlier this year.

Twenty-two members of Calgary’s voluntary sector provided a local perspective on human resource issues to determine the value of having a National Human Resources Council for the voluntary sector. A total of 417 people from across Canada participated in the consultation process; approximately one-third from organizations with annual budgets of less than \$250,000.

What We Heard – Highlights From Discussions in Communities About a Voluntary Sector HR Council summarizes the human resource issues affecting the sector and what a Human Resources Council

would need to address to meet identified needs. More than 900,000 Canadians are employed in the voluntary sector, about the same number that work in the construction, mining, and oil and gas industries combined.

Mario Siciliano, the new President and CEO of Volunteer Calgary, is a member of the Feasibility Study Project Advisory Committee which will use these findings to shape the development of the proposed Council. Next steps include engaging Human Resources and Skills Development Canada (HRSDC), the federal department responsible for sector councils, in discussions in early 2005. The summary report *What We Heard* can be found at www.calgarycvo.org/resourcesandlinks.html

Visit the HRVS Web site at www.hrvs.ca for their latest updates.

Human Resources Challenges – A CPRN analysis

Succession planning will become an increasingly significant challenge for the voluntary sector as non-profit organizations with limited funds face increasing competition for human resources from publicly funded ‘quango’¹ organizations .

In the CCVO Oct 27th Lunch ‘n Learn on *Human Resource Issues in Canada’s Non-Profit Sector*, Judith Maxwell’s message to over 100 participants was a hard hitting reality. People employed in the non-profit sector have the passion and desire to make a difference but the growing opportunities for employment in the quangos (hospitals, universities, etc) and for-profit organizations will be detrimental to attracting and retaining a workforce.

“There is no room for the non-profit sector to be complacent in its management of human resources as the risk of loss of staff is high,” says Ms. Maxwell, founding President of Canadian Policy Research Networks (CPRN).

Speaking to research statistics from CPRN’s report *Passion and Commitment Under Stress: Human Resource Issues in Canada’s Non-profit Sector*, Ms. Maxwell compared the workforce characteristics of the non-profit, quango and for-profit sectors including wages, training opportunities, work hour

flexibility, education and decision-making responsibility.

“A human resource sector council would be a good first start to help with assessing skill needs, training programs, recruiting and benefit plans,” recommended Judith, referring to the Voluntary Sector Initiative led by Lynne Toupin on implementing a HR voluntary sector council for Canada. “I also encourage you to work with the CCVO to see if there is interest in your community to have an informal network of HR managers share issues and solutions.”

At the session, two questions were raised requesting more information about the union representation in the research as well as pension benefit comparisons among the sectors. These statistics, in addition to Ms. Maxwell’s presentation, can found on the CCVO Web site at www.calgarycvo.org/presentations.html. For more information about CPRN, visit their Web site at: www.cprn.org.

¹ Quangos – Quasi-Autonomous Non-Governmental Organizations – are non-profit organizations which serve the voluntary sector but have the advantage of being fairly large and funded through public dollars. Quangos include schools, universities and hospitals.

Insurance and Liability Update

Insurance and liability issues continue to pose serious challenges for many organizations. As part of a task force being spearheaded by The Insurance Bureau of Canada, the CCVO has joined with other representatives of the insurance industry, government and the voluntary sector across Alberta to clarify specific concerns and identify potential solutions.

Six main areas of concern have been identified: Property Insurance, Automobile Insurance, Commercial General Liability Insurance, Sexual Abuse Coverage, Directors and Officers policies and Errors and Omissions.

One area that is already being addressed relates to insurance coverage for volunteers who use their vehicles to transport clients. “We found the need for the 6(a) endorsement was often misunderstood or inconsistently applied,” says Katherine van Kooy. “As a result, IBC and the Superintendent of the Insurance Office have prepared a policy statement to clarify when this endorsement is needed. We also want to help insurance brokers understand this diverse group of clientele so they can tailor and respond to our sector’s needs appropriately.”

This task force will also identify areas which need to be addressed through a change in legislative policy.

Given the strong interest in this issue, CCVO is developing a session on insurance for early 2005.

Related Articles on CCVO Web site: www.calgarycvo.org/resourcesandlinks.html

- Edmonton Chamber of Voluntary Organizations (ECVO) Insurance Liability Study
- Liability Insurance and the Voluntary Sector – Framing the Issues
- Nova Scotia Insurance Review Board Report

COMMUNITY EXPERIENCE INITIATIVE:

Management Students Add Value to The Canadian Voluntary Sector

Community Experience Initiative (CEI) is about more than volunteerism. It is about work experience, a career choice and using an innovative approach to help address HR challenges felt across the voluntary sector.

CEI runs a Canada-wide internship program placing management students in the non profit sector. Based on a matching funds model, CEI brings the business sector and foundations on-board as co-funders in partnership with the host organization to create paid positions.

Since inception in 2000, 40 students have benefited from this program contributing to 26 different Canadian organizations. For some, the experience represented a major shift in the way they thought about their future careers¹. Most notably, five common themes affected their views :

1. seeing the impact of the work they do,
2. working with people who care about their well-being,
3. working with people who inspire them,
4. working with diverse groups of people,
5. expanding their knowledge and skills and putting them to good use.

Host organizations benefit tremendously from working with youth with management skills and education. “The goal of my internship is to develop conceptual strategies for long term funding, implementing new management and governance system and a host of related activities,” says Mannan.



Puneet Mannan,
 MBA Haskayne School of Business, Calgary
 Host Organization: Shastri Indo-Canadian Institute, Calgary
 Funding Partner: CIBC

Not only are management students efficient, strategic thinking and autonomous self-starters, but they bring with them a set of skills the host organization often does not have in-house – from excel spreadsheet building to designing power point presentations. Interns are keen to apply their strategic planning skills and fill in where they are needed – even if it means cooking and delivering meals!

As more and more business students want to use their skills towards the creation of a more socially just and environmentally sustainable world, and more and more not for profit organizations need to increase their organizational capacity to achieve their mandates, the more opportunity there is for CEI to be a bridge connecting students with opportunities in the voluntary sector in locations throughout Canada.

For more information on sponsoring the program or applying for an intern, visit: www.cei-iec.ca

Host Organization Feedback

	VERY TRUE	TRUE
<i>“The business intern made an important contribution to the organization”</i>	90%	10%
<i>“Further collaboration with business schools is important for our organization”</i>	90%	10%
<i>“Further collaboration with business schools is important for the sector”</i>	80%	20%
<i>“Such internships should continue to exist for business students”</i>	100%	

¹Excerpt from “Attracting the Next Generation of Voluntary Sector Leaders: Learning from the CEI Experience”, HRVS document available on www.cei-iec.ca

Seeking Clarity on Rules Governing Charities

The rules governing advocacy by charities have long been an area of confusion and controversy. In September, 2003, the Canadian Revenue Agency (CRA) issued a new policy statement on political activity - **Political Activities, CPS-022** – intended to clarify these rules.

This policy, which replaces Information Circular 87-1, restricts registered charities in Canada to using just 10 per cent of their resources to politically advocate for their charitable purpose.

What is defined and permitted as political activity and how is the 10 per cent rule calculated? These were a few of the questions covered in the Oct 5th workshop conducted by the Institute for Media, Policy and Civil Society (IMPACS) and co-hosted by Volunteer Calgary and the CCVO.

Participants not only had the chance to work through the policy implications for their organization, but they were also provided with a strategic planning framework to engage in public policy advocacy. In wrapping up the session, the

facilitators challenged participants to think about what it would take to empower charities to contribute freely to public policy development and debate. To see some suggestions proposed by IMPACS visit: www.impacs.org/index.cfm?group_ID=2886

Related Articles;
CCVO Webcast on Regulatory Changes for Canadian Charities
www.calgarycvo.org/presentations.html#A2

Budget 2004: Highlights for Charities
www.impacs.org/index.cfm?group_ID=2896

IMPACS and the Charities and Democracy project
www.impacs.org/index.cfm?group_ID=2662.

CCVO Member Profile - Alberta Mentor Foundation for Youth



One in four Alberta students leaves high school before earning their high school diploma. The Alberta Mentor Foundation for Youth (AMFY) has a proven track record in doing something to reduce this alarming statistic. AMFY is the Canadian leader in the field of in-school mentoring, operating at the junior and senior high school levels, and is dedicated to helping these students achieve their full potential through supportive in-school mentoring relationships.



AMFY Mentor Rick Radulski (left) with his protege Andrew Sturrock

“We are excited to celebrate AMFY’s 10th anniversary in 2005,” says Myra Miller, AMFY Executive Director. Since being established in 1995, AMFY has grown from supporting 14 mentor/protégé matches in three Calgary Board of Education schools to supporting over 210 relationships in 49 schools in Calgary, Cochrane and Airdrie during the 2003-2004 school year.

“Over the past decade, thousands of AMFY mentors have been making a difference in the lives of youth one hour at a time by listening, encouraging, and consistently spending valuable

one-on-one time with their student protégés. In June, 2005 AMFY will host a special event to commemorate our 10th anniversary and to recognize everyone who has contributed to AMFY’s success.”

Volunteers form the foundation of the AMFY program, and their contributions lead to student success and assist in creating a healthy community. AMFY looks forward to working with the Calgary Chamber of Voluntary Organizations to increase awareness about the voluntary sector’s commitment and successes in helping build a strong, vibrant community.

Your Opportunity to get Engaged

Help Build a Portrait of Calgary's Voluntary Sector

The CCVO will be conducting a study to help build an initial portrait of the voluntary sector in Calgary, to supplement the statistical research done at a national level. The purpose is to better understand the sector in Calgary.

Are organizations experiencing the same issues identified nationally? How is the Calgary experience different? We want to share stories, learn about innovative initiatives and understand your challenges.

We will be conducting focus groups early in the New Year. The session will be two hours each and we would like to engage groups both large and small, in all areas of the sector, from immigrant support groups, to sports programs for kids, to foundations and funding agencies.

Are There Capacity-Building Solutions for Calgary organizations?

Could capacity building through partnerships, in areas such as human resources, funding and information technology work for your organization?

Participants in our recent events have expressed interest in sharing resources and learnings and the CCVO would like to explore this opportunity further. The CCVO is planning to host a session in early 2005, to determine if there is an interest in Calgary to share strategies and craft solutions for these types of services required in a resource-challenged environment.

This session will provide a forum for bringing expertise in a number of areas together and begin to explore the possibilities for capacity building through partnerships.

If you are interesting in participating in either of these two initiatives or have questions, please contact Kristina Cherneski at the CCVO office.

“With constraints on funds, we’ve had to be selective in which organizations we choose to invest for membership. Through the CCVO we’ve had access to **conferencing, education, communication and research information relative to Human Service systems** that we haven’t had before. I see the CCVO as a well-needed opportunity to help strengthen collaboration among my voluntary sector colleagues and to help advance the interests of the voluntary sector in Calgary.”

Dermot Baldwin, Executive Director,
Calgary Drop-In and Rehabilitation Centre.

Contact Us

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