

## Focusing on Recruitment & Retention Strategies in the Non-Profit Sector

Devon Canada Corporation places great value in its people. The company is also very committed to the communities in which it operates. A robust Community Investment Program provides funding for programs and initiatives that align with the company's values and goals. In order to truly provide capacity building opportunities to not-for-profit organizations themselves the company is offering a grant called "Investing In People."

"Investing In People" is intended to reflect the company's strong commitment to the development of people and support programs that encourage retention via creative, healthy and respectful workplaces. The grant focuses on building organizational, rather than individual capacity.

### Program Parameters:

- The maximum allowable grant to an organization is \$5,000 in a calendar year
- The grant may be used for programs for either the organization's employees or volunteers
- Organizations are encouraged to think creatively and, if possible, collaboratively with other organizations
- The applicant organization must be a registered charity or non-profit
- Funding will be allocated on an annual basis – multi-year applications cannot be accepted
- Decisions are made independently of Devon's Community Investment Program
- The organization must have an impact in one or more of the communities in which Devon operates (information on operating areas is available at [www.dvn.com](http://www.dvn.com) under Operations/Canada)

### Some examples of programs and initiatives that might align with the "Investing in People" grant are:

- Learning and development opportunities. In this case, applicants must demonstrate the value of the learning opportunity to the organization as a whole and not just to the individual that will participate in the training.
- Employee wellness program development.

### Application Process:

Applicants are asked to respond to the following questions:

- What is the mandate or objective of your organization?
- What is the recruitment/retention challenge that you are attempting to address?
- What is your proposed solution or action?
- How will the solution improve organizational capacity?
- How much are you requesting (maximum \$5,000)?
- How would Devon's funds be utilized?
- Given that the funding is allocated annually, how would you address the sustainability of your proposed solution?
- How will you report on the outcomes of your program/action?
- Will you be able to leverage other resources to address this challenge? Are there other organizations that you can partner with or best practices that you can learn from? Is there other funding available?
- Provide any other relevant information.

### Mail or email applications to:

Paula King  
Devon Canada Corporation  
2000, 400 - 3rd Avenue S.W.  
Calgary, Alberta T2P 4H2  
[corporate\\_communications@dvn.com](mailto:corporate_communications@dvn.com)

**The deadline for applications is :  
October 16th, 2009.**

All applicants will receive notification of decisions by early December, 2009.

