



W E L C O M E

WEBINAR:

Policy Change for Mission Impact

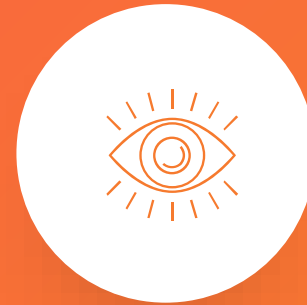




Watch the Webinar



**Send us your Questions
in the Question Box**



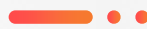
Read the Blog



Jeff Loomis

Executive Director - Momentum

TODAY'S SPEAKER



Jeff works as the Executive Director of [Momentum](https://momentum.org/) - a Calgary change-making organization. Prior to joining Momentum over 11 years ago, Jeff worked with several community organizations in Calgary including CUPS and the United Way.



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Policy Change for Mission Impact

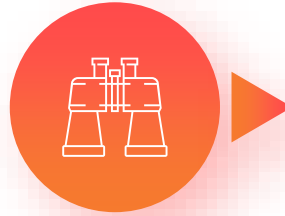
Increase your organization's impact by ten times!
Public policy programs offer organizations the opportunity to increase their impact by 10x without significant organizational growth.

WHAT YOU WILL LEARN

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Learning #1

HOW TO SELECT POLICY PRIORITIES



Identify and select public policy issues that best advance organizational mission.

Align a public policy agenda with government priorities and windows of policy opportunity.

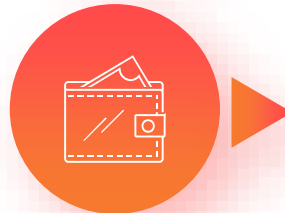


Learning #2

HOW TO ADVANCE POLICY CHANGE

Learning #3

HOW TO TRACK POLICY PROGRESS



Develop annual public policy outputs, outcomes, and measures of success.



WHO WE ARE

[Momentum](#) - a change-making organization that combines social and economic strategies to reduce poverty in Calgary, including working with different levels of [governments](#) to create a more inclusive local economy.



WHAT WE DO



Our programs are focused on working with people living on lower-incomes to get better jobs, create their own job through a small business and become financially empowerment by building savings. Our **Public Policy program** is aligned with our programs.



Community Economic Development

- Workforce development
- Local investing & social finance
- Social procurement



Financial Empowerment

- High cost credit consumer protection
- Access to education savings (RESPs)

OUR METRICS



1,200+

Over 1,200 people trained
for job in the trades



\$3M

Over \$3M provided in Micro
Business Loans with a 90%+
repayment rate



\$4.1M

In matched savings earned
by participants to purchase
their asset goals, including
160+ homes

POLICY PRIORITIES



WHY ENGAGE IN PUBLIC POLICY?

Mission Advancement

Scale of Impact

Leverage Program Innovation

POLICY PRIORITIES



HOW TO SELECT PRIORITY POLICY ISSUES?

What is the Level of Mission Alignment?

- Does the issue fit with organizational goals?
- Is the issue relevant for your constituents?

How Viable is the Change?

- Does a policy window exist?
- What is the level of support?
- What advocacy partners exist?

How Much Impact?

- How many people impacted?
- What level of evidence?
- How sustainable is the change?

POLICY ADVANCEMENT



HOW TO IMPLEMENT POLICY PRIORITIES?

Policy as a Program

- Develop a logic model
- Dedicate resources & staff time

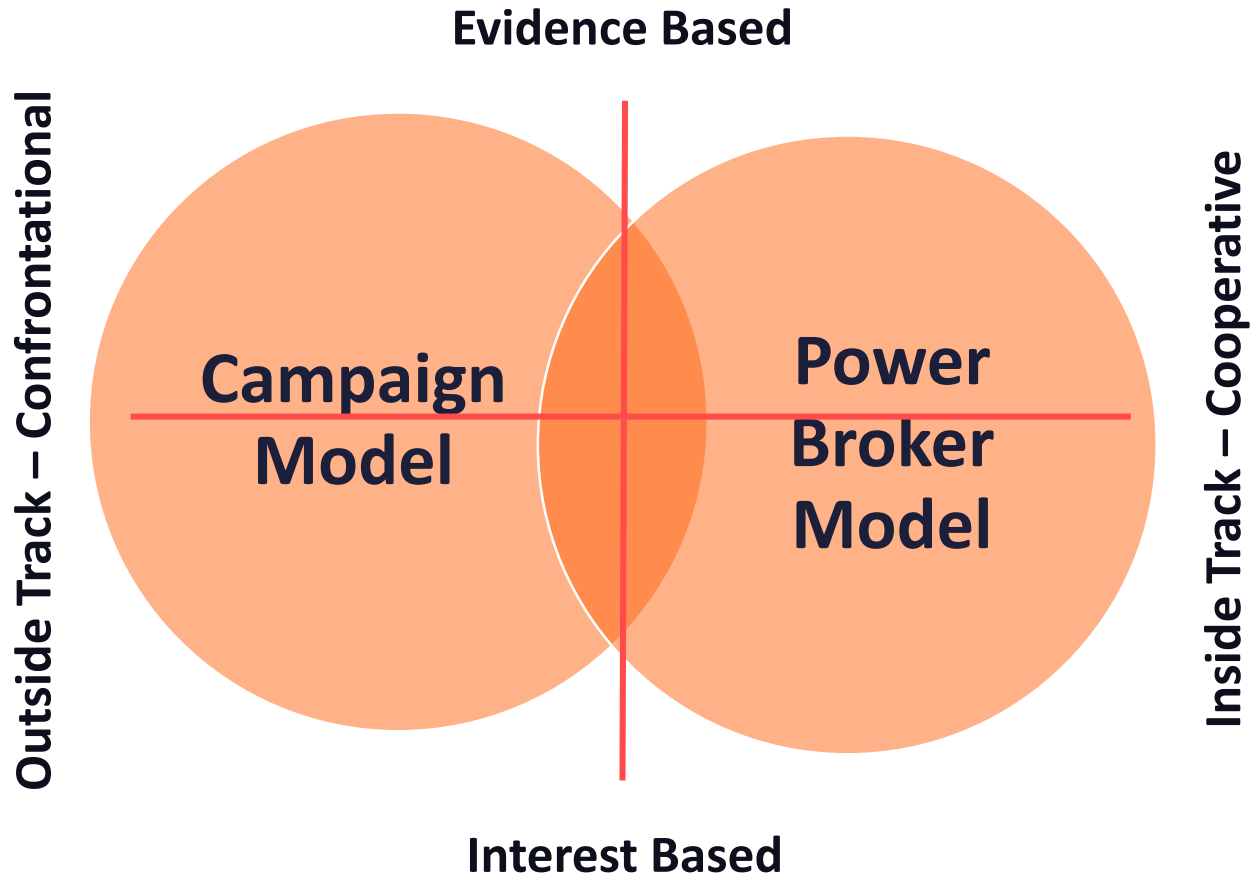
Develop the Case for Change

- Non-partisan and evidence-based
- Participant/client experience
- Create a clear 'ask'

Build Allies

- Develop relationships with government reps – mainly staff!
- Collaborate with advocacy partners

POLICY CHANGE MODELS



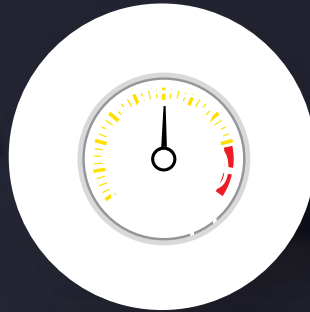
What are the Pros & Cons of the two models?

TO COLLABORATE OR NOT COLLABORATE



Limited Coalition

Social housing regulations
and asset limits



Moderate Collaboration

Payday lending



Formal Collaboration

Social Policy Collaborative

Fair Fares



CASE STUDY – HIGH COST CREDIT

— ..



*Without an income
you can't get by,
without assets you
can't get ahead*



POLICY IMPACT

PROTECTING CONSUMERS

Alberta now has the lowest payday lending rate in Canada at \$15 per \$100 borrowed.

- As of August 1, payday lenders cannot:
- Charge a fee to cash a payday loan cheque
 - Solicit you directly by email or phone
 - Offer a loan when another is outstanding

Alberta Government

The number of payday stores in the Province has dropped from 230 to 165 since the Payday lending bill was passed.



Financial Empowerment

United to reduce debt, grow savings, build assets.

SUCCESS FACTORS



Research & Relationships

- Strong case for change
- Participant experiences
- Key government staff & community partner support

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2

Pay Attention to Policy Windows

- Government reviews & consultations
- Expiring regulation

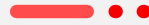


Persistence

- Policy change takes time
- Importance of following-up & saying thank you

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TRACKING – LOGIC MODEL APPROACH



Activities

Key Activities

- Research
 - Briefs
 - Meetings
 - Networks
- Media Engagement



Outputs

Measures

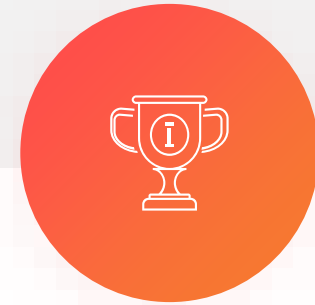
- Publications
- Brief Downloads
- Media stories



Outcomes

Short Term Outcomes

- Government champions
- Policy advancement



Outcomes

Long Term Outcomes

- Policy change
- Impact on people living on low-incomes
- Outcome harvest

OVERALL TAKEAWAYS



Policy Influence is Possible

Charity can and should have a role in developing effective public policy.



Policy Activity is Like a Program

Dedicate resources – time is money – identify goals and track progress.



Relationships Key for Results

Build relationships in government and with key community supporters – including unusual suspects.



Timing is Critical

Pay attention to politics and take advantage of opportunities.

Main Idea

Contributing to policy change is critical to mission advancement.

A photograph of a large crowd of people in a dark setting, possibly a concert or event. Many people have their hands raised in the air, suggesting they are cheering or dancing. The background is dark with vertical lines, possibly from a stage or wall. A large, solid orange rectangle is overlaid on the top half of the image, containing the text 'Q&A' in white.

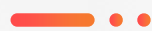
Q&A



Jeff Loomis

Executive Director

GET IN TOUCH



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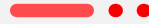


<https://momentum.org/>



@loomisyyc

Building a Strategy for Community Prosperity



CCVO | *Nonprofits at 2:00*

September 17 | 2:00-3:30

In CCVO's next online gathering, panelists will address the effects of the pandemic on the nonprofit sector in Canada, as well as economic and community prosperity from recovery to opportunity.

Tickets are free for CCVO Members! Become a member today to enjoy all the benefits of membership and support our work towards a vital, dynamic nonprofit sector.

Learn more about Nonprofits at 2:00 and CCVO Membership at address [CALGARYCVO.ORG](https://calgarycvo.org)



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