

Platform Priorities Communications Package

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The Priorities:

- 1. Appropriate Funding.** Provide \$300 million over 3 years for nonprofits to address the impacts of the pandemic, inflation, and historic under-resourcing to ensure this essential sector is here for Albertans.
- 2. A Workforce Strategy.** Undertake a labour market study and strategy to stabilize the nonprofit workforce through addressing recruitment and retention concerns.
- 3. Better Data Collection** Collaborate on data collection to ensure government and nonprofits can be more effective through data informed action.
- 4. A Door To Government.** Explore the creation of a dedicated space in government to share challenges, successes & opportunities, with renewed partnership from the Government of Alberta to address them.
- 5. An Empowered Sector.** Make dollars go further by streamlining funding and sharing decision-making with nonprofits on the most effective allocation of government funds.

Fast Facts

- There are **30,000** nonprofit organizations in Alberta
- They contribute **\$5.5 billion** to Alberta's economy annually
- Nonprofits in Alberta employ **285,000** people, which is equal to **1 in 20** Albertans
- **78%** of nonprofit employees in Alberta are women
- Albertans donate **227 million** volunteer hours every year

Social Media:

- Twitter: Follow and retweet us @calgarycvo and @nonprofitvote
- Instagram: Follow and share our stories @thenonprofitvote

Draft Tweets:

In the midst of a \$13 billion surplus, AB's nonprofit sector is in crisis. Orgs that hundreds of thousands of Albertans rely on every day for essential services are at risk of shutting their doors. Learn more about our call for immediate support here www.CalgaryCVO.org

With an election on the horizon, AB's provincial parties have an opportunity to make sure essential nonprofit services are there for Albertans when they need them. Learn more about how we can better support the nonprofit sector's needs here: www.CalgaryCVO.org

#DYK there are 30,000 nonprofit organizations in AB? They contribute \$5.5 billion to Alberta's economy every year and employ nearly 300,000 people. For too long, AB's nonprofit sector has been doing more with less, amid surging demand.

www.CalgaryCVO.org.

Thread

- Nonprofits have been dealt blow after blow in recent years, between the pandemic, inflation and surging demand. After nearly three years of doing more with less, many Alberta nonprofits and charities are in crisis. A thread.
- With an election on the horizon, Alberta's provincial parties have a critical opportunity to ensure essential nonprofit services are there for Albertans when they need them.
- [@CalgaryCVO](#) in collaboration with [@Nonprofitvote](#) partners have created 5 Platform Priorities that must be included in party platforms to ensure a strong nonprofit sector in Alberta going forward. Read about them here: www.CalgaryCVO.org
- For decades, the needs of Alberta's nonprofit sector have been ignored. In simple terms, if we continue as is, countless organizations will shut their doors -- organizations that deliver essential services to hundreds of thousands of Albertans every single day.
- This means that more Albertans will go to bed hungry, go to sleep without a roof over their head, and use our healthcare and justice system.
- You can take action! [@thenonprofitvote](#) partners have launched a new campaign calling on party leaders to embed our priorities in their platforms - and ensure Albertans have access to essential nonprofit services when they need them. Follow the link below for more. www.thenonprofitvote.ca/platform_priorities /End

Draft Instagram Posts:

[\[link to images folder\]](#)

	<p>Election season is upon us!</p> <p>We and @thenonprofitvote partners call on provincial parties to prioritize the nearly 300,000 Albertans who work in the nonprofit sector – and the 4.4 million Albertans who benefit from it. They've launched 5 priorities that political parties must include in their platforms to ensure essential nonprofit services are there for Albertans when they need them. The five priorities are: Appropriate Funding, A Workforce Strategy, Better Data Collection, A Door to Government, and An Empowered Sector.</p> <p>Let's use our collective voice to make nonprofit sector issues election issues. Follow the link in our bio to learn more about these priorities, and how YOU can call on your party leaders to include them in their platforms.</p>
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#ableg #alberta #2023ABelxn #2023ABelection
 #nonprofit #tooessentialtofail #yyc #yeg #yql #yqu
 @edmcvo @unitedwaycgy @volunteerlethbridge



Between a global pandemic, inflation and surging demand amid a workforce crisis, the nonprofit sector has been dealt blow after blow. We need our province to step up so nonprofits not only recover, but can keep doing their essential work for the long haul.

That's why @thenonprofitvote partners have launched 5 priorities that political parties must include in their platforms to ensure essential nonprofit services are there for Albertans when they need them. The five priorities are: Appropriate Funding, A Workforce Strategy, Better Data Collection, A Door to Government, and An Empowered Sector.

Follow the link in our bio to learn more about these priorities, and how YOU can call on your party leaders to include them in their platforms.



Election season is upon us! Want to get involved?

@thenonprofitvote partners are calling on provincial parties to prioritize the nearly 300,000 Albertans who work in the nonprofit sector – and the 4.4 million Albertans who benefit from it.

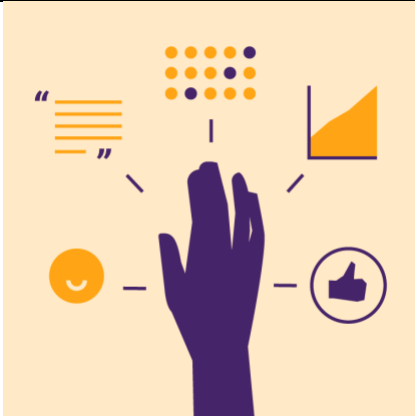
Our first platform priority for the 2023 provincial election is: Appropriate Funding.

We're asking party leaders to commit \$300 million over 3 years for nonprofits to address the impacts of the pandemic, inflation, and historic under-resourcing to ensure the essential services our sector provides are here for Albertans when needed.

Click on the link in our bio to find out more about all 5 platform priorities – and how you can call on party leaders to prioritize our essential sector.

Let's let our government and our candidates know - #nonprofitsvote!

#tooessentialtofail #alberta #ableg #yyc #yeg #yql #yqu #2023abelxn
 #2023abelection #nonprofit #nonprofitsvote @thenonprofitvote
 @edmcvo @unitedwaycgy @volunteerlethbridge



Election season is upon us! Want to get involved?

@thenonprofitvote partners are calling on provincial parties to prioritize the nearly 300,000 Albertans who work in the nonprofit sector – and the 4.4 million Albertans who benefit from it.

Our second platform priority for the 2023 provincial election is: A Workforce Strategy. In a recent survey by #ccvo, 53% of nonprofit respondents were concerned about recruiting new staff and 55% were concerned about retention. We're asking party leaders to commit to undertaking a labour market study and strategy to stabilize the nonprofit workforce to address recruitment and retention concerns.

Click on the link in our bio to find out more about all 5 platform priorities – and how you can call on party leaders to prioritize our essential sector.

Let's let our government and our candidates know - #nonprofitsvote!

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Election season is upon us! Want to get involved?

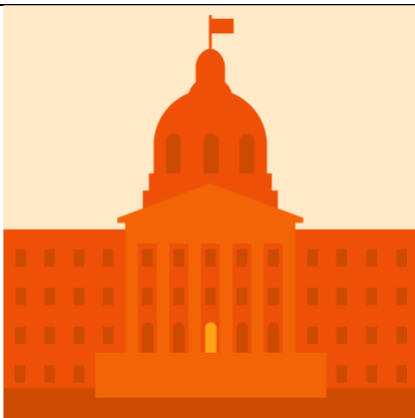
@thenonprofitvote partners are calling on provincial parties to prioritize the nearly 300,000 Albertans who work in the nonprofit sector – and the 4.4 million Albertans who benefit from it.

Our third platform priority for the 2023 provincial election is: Better Data Collection. In a survey by #ccvo, 50% of respondents wanted better access to timely and reliable data on the sector. We're asking party leaders to commit to collaborate on data collection to ensure government and nonprofits can be more effective through data informed actions.

Click on the link in our bio to find out more about all 5 platform priorities – and how you can call on party leaders to prioritize our essential sector.

Let's let our government and our candidates know - #nonprofitsvote!

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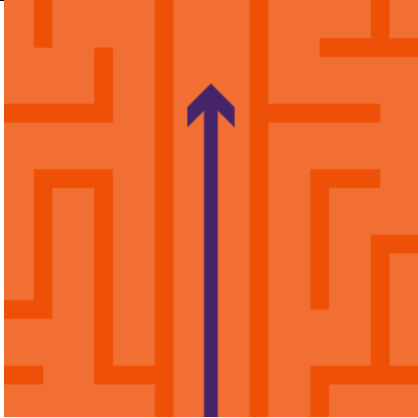
Election season is upon us! Want to get involved?

@thenonprofitvote partners are calling on provincial parties to prioritize the nearly 300,000 Albertans who work in the nonprofit sector – and the 4.4 million Albertans who benefit from it.

Our fourth platform priority for the 2023 provincial election is: A Door to Government. In a survey by #ccvo, 70% of respondents wanted better a “home” within the provincial government to better address the sector’s needs. We're asking party leaders to commit to exploring the creation of a dedicated space in government to share challenges, successes and opportunities with renewed partnership from the Government of Alberta to address them.

Click on the link in our bio to find out more about all 5 platform priorities – and how you can call on party leaders to prioritize our essential sector.

Let's let our government and our candidates know - #nonprofitsvote!

	<p>#tooessentialtofail #alberta #ableg #yyc #yeg #yql #yqu #2023abelxn #2023abelection #nonprofit #nonprofitsvote @thenonprofitvote @edmcvo @unitedwaycgy @volunteerlethbridge</p>
	<p>Election season is upon us! Want to get involved?</p> <p>@thenonprofitvote partners are calling on provincial parties to prioritize the nearly 300,000 Albertans who work in the nonprofit sector – and the 4.4 million Albertans who benefit from it.</p> <p>Our fifth platform priority for the 2023 provincial election is: An Empowered Sector. In a survey by #ccvo, 75% of respondents wanted to see changes in provincial funding models and practices. We're asking party leaders to commit to make funding go further by cutting red tape and sharing decision-making with nonprofits on the most effective allocation of government dollars.</p> <p>Click on the link in our bio to find out more about all 5 platform priorities – and how you can call on party leaders to prioritize our essential sector.</p> <p>Let's let our government and our candidates know - #nonprofitsvote!</p> <p>#tooessentialtofail #alberta #ableg #yyc #yeg #yql #yqu #2023abelxn #2023abelection #nonprofit #nonprofitsvote @thenonprofitvote @edmcvo @unitedwaycgy @volunteerlethbridge</p>

Draft Blog
Too essential to fail: 2023 Platform Priorities

Election season is upon us! Let's use our collective voice to make nonprofit sector issues election issues.

With a Provincial Election on the horizon, we call on Alberta's parties to include the 1 out of every 20 Albertans working in the sector in their platforms – and the 4.4 million Albertans who benefit from it.

Nonprofits employ nearly 300,000 Albertans and together contribute \$5.5 billion to the economy every year. They provide food and basic needs, settlement and senior supports, sports and recreation, arts and culture, entrepreneurship, environmental health – and more. They are proven, established partners in the delivery of essential services.

But between historic underfunding, a global pandemic, inflation and surging demand amid a workforce crisis, the nonprofit sector is in crisis.

Our sector – its employees, volunteers and beneficiaries – has a responsibility to speak up about the issues that matter to us. If we stay silent, we let other sectors drive the agenda and we may not see meaningful commitments on issues that matter to us.

The nonprofit sector needs a recovery plan and more: it needs a long-term strategy to set the sector up for success in the 21st century.

The Nonprofit Vote partners – consisting of the Calgary Chamber of Voluntary Organizations, FUSE Social, The Edmonton Chamber of Volunteer Organizations, Volunteer Lethbridge and the Rozsa Foundation - have developed 5 priorities that provincial political parties must include in their 2023 election campaign to ensure a strong and robust nonprofit sector in Alberta moving forward. They include:

- **Appropriate Funding.** Provide \$300 million over 3 years for nonprofits to address the impacts of the pandemic, inflation, and historic under-resourcing to ensure this essential sector is here for Albertans.
- **A Workforce Strategy.** Undertake a labour market study and strategy to stabilize the nonprofit workforce through addressing recruitment and retention concern.
- **Better Data Collection.** Collaborate on data collection to ensure government and nonprofits can be more effective through data informed action.
- **A Door to Government.** Explore the creation of a dedicated space in government to share challenges, successes & opportunities, with renewed partnership from the Government of Alberta to address them.
- **An Empowered Sector.** Make dollars go further by streamlining funding and sharing decision-making with nonprofits on the most effective allocation of government funds.

[Read more about the priorities here.](#)

If you agree that Alberta's nonprofit sector is too essential to fail, join us in calling on your party leaders to incorporate in their platform priorities.

Happy Election Season! #nonprofitsvote