



Welcome
to the DC MOVES /Volunteer
Dufferin Dec 7th
FORUM

Click the Video link below to view
the recording of the first half of
the Forum



<https://youtu.be/GToJSDgQsoI>

Who is in the room?

**Rename yourself as a
participant**

First name, Last name

Organisation name

i.e.

Elaine Capes DCMOVES



CHAT

It is my privilege to welcome you, from my seat in a place that you'll find called Dufferin County on a map, but which has been the traditional territory and ancestral lands of Indigenous Peoples since time immemorial. These lands are steeped in the rich history and traditions of the Tionontati ("Tee-oh-nahn-TAH-tee") the Attawandaron ("At-tah-wahn-da-ron"), the Anishinaabe ("ah-NISH-IH-nah-bay), and the Haudenosaunee ("ho-DEE-no-Sho-nee"), who have been its stewards for thousands of years. Today, this area is home to many First Nations, Métis and Inuit peoples from across Turtle Island. We are grateful for Indigenous stewardship, wisdom and teachings.

Among those teachings, we are reminded that we are all rooted on land, that everything and everyone is interconnected, and that all humankind are related to each other. So even though we are not physically together, we are connected through the land, spirit and the stories that we share. As a community, we have the responsibility to honour and respect the four directions, land, waters, plants, animals and ancestors.

A Land Acknowledgment is a starting place for our learning journey. With this statement, we declare to honour and respect the past and present connection of Indigenous peoples with these lands. We also acknowledge that we have benefited from systems of colonialism and we commit to becoming better allies on the path to reconciliation, by listening, learning and living alongside our Indigenous neighbours, both in spirit and in deed, acting with respect, friendship, reciprocity and accountability, in order to walk forward in a good way.

Migwach, thank you

Delivered by Jennifer Payne



Purpose of our FORUM
Strengthening our collective
knowledge and capacity
thru information and resource sharing

Perspective Poll

What do you see?

Old woman 5%

Young woman 36%

Both 59%



Purpose of today's FORUM

Seeing each other's perspective to shift our own

Holding a generative conversation:

To generate shared meaning that can lead to action,
an authentic exchange of sharing and inquiry
for the emergence of new knowledge or understanding.

Key Note:

Cathy Mann, President of The Fundraising Lab

Part 1 - Panel speakers:

- Honorable Sylvia Jones, Province of Ontario, Commissioner, Board of Internal Economy, and Solicitor General, and Dufferin - Caledon MPP
- Sonya Pritchard, County of Dufferin, CAO
- MaryAnn Lowry, Dufferin Community Foundation, Founding Board Member and Grants Committee Chair
- Colleen Murdoch, United Way, Guelph, Wellington, Dufferin, Director Community Engagement & Impact

Part 2 - Funding Conversations:



Have
a
Break



Part 2 - Funding Conversations: Facilitated Break Outs

Break out room **topics** as per our pre event WOTMs newsletter survey:

- **Effort** - work required, deadlines, timelines, supporting documents
- **Eligibility** - charitable status, alignment, expenses
- **Evaluation** - funding guidelines, reporting, measurability
- **Equitable Access** - staff capacity, darlings, bias, barriers
- **Engagement** - funder / fund seeker relationship, flexibility, trust

Part 2 - Funding Conversations: Fund Seeker Break Out

Effort - work required, deadlines, timelines, supporting documents: What is the thing you struggle with the most?

Problem with wording, often find grants stuff they request ask the same question over and over again, how to answer differently each and every time.

Will copy and paste parts of the previous answer. Helps them improve their question, they might not realize that what they want is not reflected in the question.

Occasionally you have complicated questions and the language in questions changes, you have to guess what they mean.

A lot of the funding we get there is a matching requirement, e.g. matching cash contribution.

Often try to make it up with in-kind.

I call it grant “Jenga” – everyone wants a match, who plays well with others. Right now, I’m managing over two dozen grants. Multi-year funding allows you to play “dominos” and apply to other grants with matching criteria. You try to create no gaps in your funding.

The grant has to be worth it in terms of time spent, especially on tracking the impact and measurement.

The reporting side of it – some metrics are easy to find out, but tell us if you want a story with some photos, so we can go back and tell an engaging story.

You have to be careful, is it worth the trouble to apply and are you likely to get it after investing hours and hours in the grant application?

The minimum amount that we would write an application for depends on how complicated the grant application is.

Part 2 - Funding Conversations: Fund Seeker Break Out

Eligibility - charitable status, alignment, expenses

Barriers

- Charitable status and partnering with the best or right organization
- Having an effective alignment with your partner organizations or backbone organization
- If work being done is location specific, there may be an overlap or underlap with the asset owner vs where the asset is located.
- Funding is often aimed at topics that are warm and fuzzy. For example suicide is hard to fundraise for and might be something donors avoid. That issue exists under the umbrella of CMHA but that association/collaboration prevents access to some funding streams.
- Need for operating funds as opposed to the more engaging project description
- Re: parent support network. Children are a recognized priority area, but even though parenting is foundational, it has more difficulty fitting into funding streams

Part 2 - Funding Conversations: Fund Seeker Break Out

Equitable Access - staff capacity, darlings, bias, barriers

- Equity - do we have this defined for ourselves and our work
- Eliminate/work at reducing barriers for each client
- As a funder, we may also be a recipient and seeker as a service provider
- How do you get access – unconsciously presenting barriers for themselves
- What COVID did to equity – homelessness elevated, why did it take Covid? gaps identified the need to get away from band aids

Part 2 - Funding Conversations: Funder Break Out (notes submitted by MaryAnn Lowry DCF)

Varied types and size of grants require careful work by both funders and applicants

- Clarify terms and expectations – if applicants don't understand, they should ask; funders should seek feedback
- Make the effort worth it - simplify and shorten applications for smaller, targeted grants
- Ensure adequate scope and funding arrangements for multi-lateral service collaborations – complex social challenges require intersection of varied groups (e.g., suicide prevention, homelessness)
- Set a priority on sustainability – multi-year funds provide a reliable source of income and increase the program planning horizon

Part 2 - Funding Conversations: Funder Break Out

Basics always matter

- ADQ – applicants should answer the questions asked, not the one they wish had been asked, not the one for which they can cut and paste a brochure.
- Relevance is critical – funders and applicants should signal that they are linking data to activities (e.g., budget shows impact of grant money OR activities are linked to outcomes OR number of Dufferin residents served vs budgeted services)
- Accountability needs to be specified – reporting to donors and public, metrics and measurement, stories
- Get the money moving as quickly as possible – funders should expedite the review and approval processes
- Follow up on successful and unsuccessful applications – ask for feedback

Part 2 - Funding Conversations: Funder Break Out

Systemic changes

- Doing more with less mindset – greater use of volunteers, sharper pencil on expenses
- Encouraging innovations – program delivery methods, uses of technology, fundraising methods
- Prioritizing sustainability – education, volunteer intake, ongoing public awareness
- Fostering collaborations – explore private sector-social enterprise partnerships
- Being vigilant about potential for larger grants, more flow-through funds with changes to maximum endowment payouts (3.5% - 5%)

What else is there besides funding – alternatives to funding to be scheduled for a future date

Other revenue streams e.g.:

- a. donation campaigns / philanthropy
- b. peer-to-peer and crowdfunding
- c. events
- d. program income / social enterprise
- e. partnership funding agreements

How are you feeling about the conversation we had today?

1. I have a greater understanding of the funder perspective 70%
2. I have a greater understanding of the fund seeker perspective 65%
3. Our conversation today will help me with future funding applications 50%
4. I am optimistic that together we have the knowledge and understanding to improve outcomes 65%

% agreeing with the statement



I am grateful for

Our panelists

Cathy Mann, for her partnership

My co-host Jennifer Payne

Our breakout facilitators and lobby host
to all of our engaged participants

Thank you for making us all

Better together

What's next

Planning for 2022

Keep your eye on WOTMs

Send ideas you have for future Forums to:

coordinator@dcmoves.org