

**PRIORITY TWO:
MORE DIVERSIFIED
& SUSTAINABLE FINANCING**



Pre-Summit Webinar for Young Leaders
Hosted by Imagine Canada
November 2nd, 2011

PRESENTATION SUMMARY

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- **CORE QUESTION**
- **OBJECTIVES**
- **AREAS OF FOCUS**
- **BACKGROUND**
- **PROCESS**
- **PRE-CONFERENCE WORK**
- **QUESTIONS & DISCUSSION**

CO-LEADS



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CORE QUESTION

How can we work together to develop and deploy the capacity to secure sustainable financing for operations and, where necessary, for growth?

Comment pouvons-nous travailler ensemble pour développer et déployer la capacité pour un financement durable pour les opérations et, le cas échéant, de la croissance?

OBJECTIVES

The objective of the priority track at the Summit will be to:

- ❑ Identify and prioritize a range of issues pertaining to grants and contributions, philanthropy earned income, and financial literacy;
- ❑ Identify and prioritize a range of related outcomes and actions;
- ❑ Determine the most compelling actions; and
- ❑ Garner commitments to action at a local, regional, and national level.

AREAS OF FOCUS

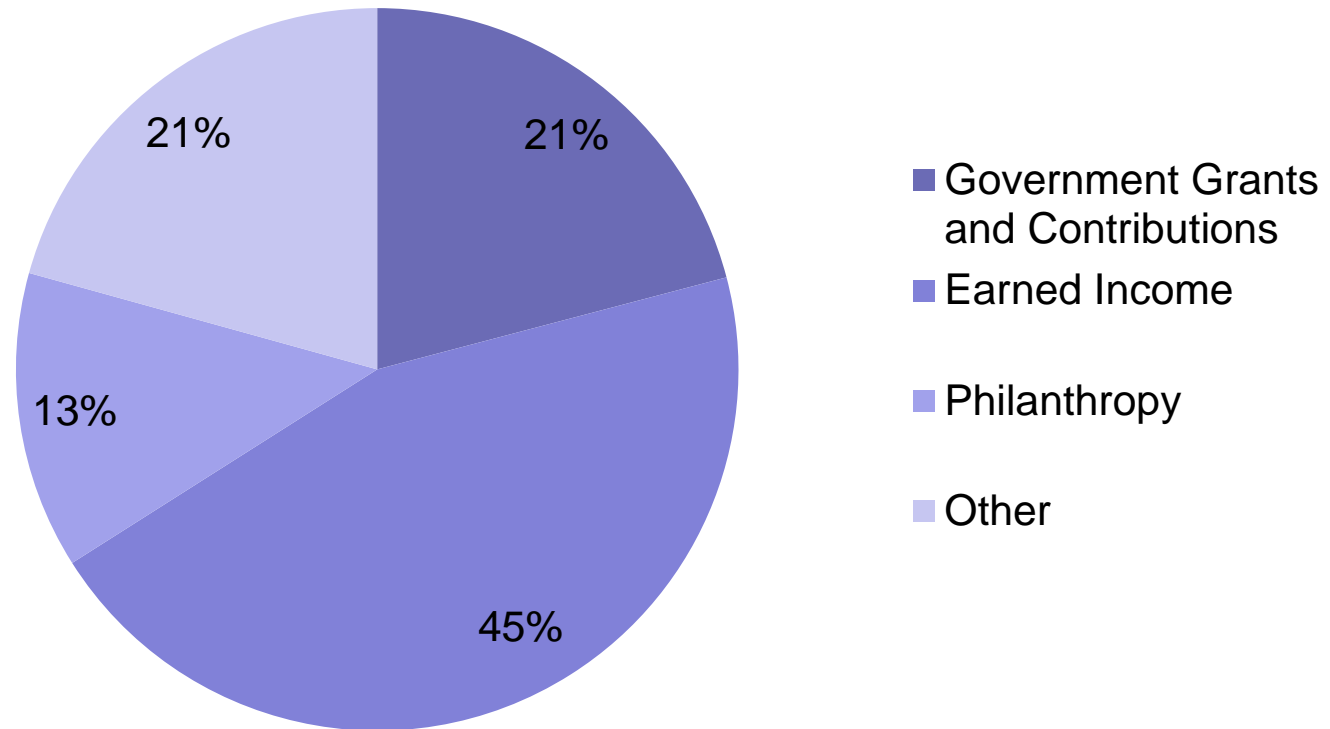
- **Grants and Contributions**
- **Earned Income**
- **Philanthropy**
- **Financial Literacy**

We will look to set priorities for all areas of focus by using the following criteria:

- **National impact:** Does the issue have a national impact?
- **Timely action:** Is it possible to address the issue over the next year?
- **Personal commitment:** Can delegates make a personal commitment to tackle the issue?
- **Potential for change:** Is there a high potential to achieve change in the identified areas of focus?

BACKGROUND

GRAPH: REVENUE SOURCES FOR NONPROFIT ORGANIZATIONS, 2010



BACKGROUND

CHALLENGES TO SUSTAINABILITY

- Reductions in government spending
- Funding from individuals is stagnant or in decline
- Changing nature of giving
- Revenue generating activity constrained by restrictive policy and regulatory environment
- Increased demand for demonstrating impact

PROCESS

- ❑ **Issue:** An important challenge for further debate or discussion. *Example: Regulatory hurdles prevent many nonprofits from engaging in earned revenue activities.*
- ❑ **Outcome:** A desired end result or consequence of concerted action. *Example: Modernization of federal government regulations governing nonprofit organizations, including the creation of hybrid legal forms.*
- ❑ **Action:** Work taken to achieve a desired outcome. *Example: Meetings with local MPs across Canada in local constituency offices to lobby for recommended changes.*

PRE-CONFERENCE WORK

- **Primers:** Read four short primers on key areas of focus, with definitions, data on current circumstances, key recommendations, key questions, and additional resources
- **Worksheet:** Work with representatives from your organization to get an understanding of the issues from your own perspective by looking at your own revenues and assets, financial planning, capital needs, alternative financing activity, and financial literacy.
- **Thought to Action:** Consider what you or your organization can do at a local level that will have a national impact.

QUESTIONS

Do you have any questions or recommendations for improving this priority track at the Summit?

Avez-vous des questions ou de recommandations pour améliorer cette priorité la piste au sommet?