

# Shifting the Conversation

## Three Co-leads:

- Marcel Lauzière – Imagine Canada
- Caroline Riseboro – World Vision Canada
- Lee Rose – Ten Oaks Project & MESH

## One facilitator:

- Lynne Toupin (Consultant and sector maven)

## 150 + great minds:

- Will you be a conversation shifter?

# How to make the most of your donation dollars

- “Another group of hangers on at the charity trough. More professional parasites taking a chunk before the donations reach their intended destinations.”
- “When donating to a cause you are really supporting the administration work not the charitable work. I believe it is best to give either 1) your time 2) cash directly to the unfortunates you know or meet everyday. Charity begins and ends at home.”

# It's time to say 'not' to not-for-profit

- “This is precisely the problem with large scale charities - CEOs focused on naming themselves, worrying about how they are perceived, building "brand equity", and looking to reduce scrutiny of their expenses.”
- “Too often ‘not for profit’ means very high salaries and lots of benefits for the executives and very little else. A lot more government control and true third party auditing is required to instill confidence in the public again.”

# For Canada's charities, this is a time of crisis and a moment of opportunity

- “I am inclined to suspect that a considerable drop in donations is due to the fact that such a high percentage of donations are squandered on excessive salaries, as well as administrative costs and fees paid to professional fund raising companies.”
- “I, for one, has stopped donating to registered charities and non profit organisations. The bulk of the money never reach those it's supposed to benefit. CEO's earn highly inflated salaries and "administration costs" consume much of the donated money.”

# What we'll be doing at the Summit

- Creating an action plan for the nonprofit sector to 'shift the conversation'

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- Exploring and unpacking the unintentional consequences of our haphazard and mixed-bag approach

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- Focus will be on the 'Internal Audience' i.e. the nonprofit sector itself
  - Ways to better understand and demonstrate our impact
  - Working collectively to address issues at the national, local and regional levels

# What we'll be doing at the Summit

- Answering some tough questions
- Calling out naysayers!
- Making a commitment to shift the conversation