

Imagine a Canada...

A Canada where... citizens have an improved perception of social impact organizations and where organizations have the ability to speak with a unified, amplified voice to key audiences.

The Story Behind 'Voice'

An urgent need to bridge the disconnect between the growing mindset that cost is the sole measure of a charity's worth and a desire to showcase the transformative nature of the work of charities and nonprofits.

Efforts will focus on a pan-Canadian strategy to activate the Narrative.

A Canada where... a 'social impact lens' is applied when public policy is being created.

The Story Behind 'Environment'

We need to create an enabling regulatory environment for charities and nonprofits (and, in fact, all structures that contribute to social impact) to respond to the growing demand.

Influence our Environment speaks to the need for the sector to present evidence-based approaches to enable lawmakers and legislators to provide their support.



A Canada where... charities and nonprofits are operating at the highest level of governance and deliver the highest quality programs.

The Story Behind 'Excellence'

At the core of the relationship between charities, donors and volunteers is trust. There is a profound need to demonstrate operational excellence to Canadians — at both a program and governance level.

The Standards Program can be the lead vehicle for showcasing excellence in governance, accountability and transparency.

A Canada where... a sector-wide operating culture exists that sees organizations use more data, information, research and knowledge to make wise decisions.

The Story Behind 'Relevance'

This area combines the ideas of changes to society with use of data and information.

It speaks to a need to provide access to timely information in a way that is easily understood and with the highest possible chance of being used.