



Values Added Provincial Forum 2000

Report of Proceedings

Community Services Council Newfoundland and Labrador

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Background

The Values Added Forum was part of a continuing process carried out by the Community Services Council (CSC) to raise the profile and understanding of the voluntary sector. In 1997, the CSC began a review of the voluntary, community-based sector in Newfoundland and Labrador, which included assessing the contribution this sector makes to the province, its employment potential, and future needs of the sector. Values Added began as a research project, a way of documenting what the voluntary, community-based sector does in the province, identifying key issues, and recommending actions necessary for its continued growth and contribution. In 1998, the CSC surveyed 329 organizations and held roundtable discussions in eight regions of the province to identify issues confronting the sector. The survey findings were compiled in the report, **Values Added: The Voluntary, Community-Based Sector in Newfoundland and Labrador**. In March 1999, a provincial symposium brought together 40 participants who reviewed the report and developed priority action plans. A special issue of *Social Perspectives*, which highlighted key issues and proposals, was published in March 2000 and distributed to 5,000 individuals.

The primary purpose of the Values Added Provincial Forum 2000 was to assemble leaders from about 60 voluntary groups from across the province to consider collective strategies for building the capacity of community organizations. The Values Added Forum was carried out with financial support from Human Resources Development Canada (HRDC) and the Government of Newfoundland and Labrador, through the Labour Market Development Agreement (LMDA).

Introduction

This report has several functions:

- A record of proceedings and decisions.
- An information document inviting readers to experience the energy, excitement and hard work of the participants.
- To document history in the making for the voluntary sector.
- To provide a synthesis of the main issues.

The report follows the flow of the Forum proceedings, including presentations by speakers and panellists. Through this format, it is hoped readers can appreciate connections between government initiatives and the voluntary sector, with its many faces across Newfoundland and Labrador. Appendix I of this report outlines issues and strategies.

The Forum aimed to illustrate contributions by the voluntary sector to Newfoundland and Labrador by presenting a profile of its constituents. Participants identified key issues facing the sector. With this knowledge of issues and a sense of their priority, participants generated ideas to increase awareness of the sector, as well as ways to position it with regard to addressing key issues. enVision.ca, a voluntary sector portal which will soon be on-line, was presented as one opportunity to assist organizations and focus on issues and challenges. The Forum established a plan to advance the sector, which includes concrete steps designed to assist its progress.

Forum Beginnings

The Honourable Julie Bettney, Minister of Human Resources and Employment, highlighted the importance of the voluntary sector in the life of the province and the ability of communities to look after each another. She pointed out that voluntarism has changed considerably as society has become increasingly complex, and that there will always be a need for volunteers. Minister Bettney, under whose leadership the Strategic Social Plan (SSP) has evolved, pointed out that a key piece of the SSP is partnership. As the SSP unfolds, both the voluntary sector and the government are trying to gain clarity on the boundaries of their respective contributions, and the ways in which they can build on each other's efforts. For example, government funds in excess of 480 voluntary organizations in some way for a total contribution of \$15 million. Minister Bettney stated government alone will not find the solutions to prosperity and well-being for our province. There are many issues to be explored and dialogue between government and the voluntary, community-based sector must be maintained.

When we look for "healthy communities," we look to see the activity in the voluntary sector."

Hon. Julie Bettney

Profiling the Sector

Penny Rowe, CEO of the Community Services Council, spoke of the voluntary sector and its contribution to the province. The voluntary, community-based sector is also referred to by terms such as third, non-profit and independent sector. Together, these groups form a sector and collectively it fills a huge space in the fabric of Newfoundland and Labrador. The sector shares several characteristics: a non-profit motive, volunteer governance, use of volunteers and commonly shared values. The sector delivers services and programs, helps people, and mobilizes individuals and resources. By providing opportunities for skills development, the sector creates greater capacity for providing services to communities. It also serves as an early warning signal for social issues and creates a sense of belonging for many people. In that regard, the sector builds communities. The Values Added research profiled the sector in Newfoundland and Labrador, and found over 33% (150,000) of the population over age 15 volunteer an average of 137 hours each year, and 84% of citizens donate to charities. Economic value in time and donations is equivalent to \$350 million per year. There are in excess of 5,000 voluntary organizations and 1,100 registered charities in Newfoundland and Labrador.

"Together we form a sector and collectively we fill a huge space."

Penny Rowe

The voluntary sector generates resilience and improves the ability of individuals and communities to cope with change. It also has the capacity to be inclusive and contributes greatly to the social capital, cohesion and productivity of our society. However, the sector needs to:

- Increase public awareness of its role.
- Provide communal resources.

- Contribute to policy development.
- Build capacity.
- Develop a collective voice.

The sector also faces common issues and challenges. These include:

- Enhancing skills.
- Infrastructure - Core funding is an overarching concern.
- Volunteers cost money - Reimbursing out of pocket expenses.
- Staff and volunteers - Some organizations in the sector have paid staff, while others are run by and/or also utilize volunteers.
- Recognition for contributions by the voluntary sector.
- Advocacy - Balancing advocacy by the sector for its own overall needs with maintaining community services offered by member organizations.
- Accountability - To funding sources and to the community.
- Improving relationships within communities - With other organizations in the sector and with government agencies and programs.

Ms. Rowe stated, “In gathering for this Forum we hope to validate those challenges and begin to set a course of action to advance the voluntary, community-based sector in Newfoundland and Labrador.”

Links and Opportunities Panel Presentation

Wayne Green, Deputy Minister of Human Resources and Employment (HRE), spoke to the Forum on two points which highlight ways the department is informed by the voluntary, community-based sector. HRE is currently in a co-management arrangement with HRDC for the LMDA. The partnership aims to avoid duplication and helps provide efficient client services. For example, HRE staff can provide advice on HRDC programs, and there are three co-located offices in the province. The community sector has input, via regional economic development boards, into the LMDA business plan through a yearly consultation run under the co-management agreement. The LMDA has, in one way or another, funded about 2,000 people in the last year. Mr. Green elaborated on ways in which community advocacy has led to changes in the way his department conducts its business. For example, HRE has simplified income support and eliminated disincentives by evaluating at drug card policies and the Child Tax Benefit.

“HRE has tried to simplify income support and eliminate disincentives by looking at drug card policies and the Child Tax Benefit. All done with advice from community advocates.”

Wayne Green, HRE

Don Sellars, Regional Director of Human Resources Development Canada, spoke of ways in which his department works with the voluntary sector, even though it is not required to do so. HRDC has a mandate to develop human resources, and that is accomplished through economic development. The aim is to get people working and to keep them working. However, the

“There is a momentum. Build on the reputation and the successes, bring in new people and speak with one voice when you can.”

Don Sellars, HRDC

department has to operate within the criteria and programs and objectives set for it. HRDC is involved nationally with the federal government's Voluntary Sector Initiative, which aims at strengthening policy development and service delivery, and improving the sector's capacity to deliver services. Mr. Sellars encouraged Forum participants to:

- Help others understand the importance of the sector's contributions.
- Write proposals according to established government objectives.
- Gain a better understanding of the voluntary sector.
- Improve the capacity of the sector to survive and grow.

Mr. Sellars ended by saying, "There is a momentum. Build on the reputation and the successes, bring in new people and speak with one voice when you can. It is not helpful to operate from a mind set of 'divide and conquer,' and it is helpful to maintain communication with government." Mr. Sellars encouraged the sector to keep doing research, remain on the cutting edge of technology, and participate in further gatherings such as this. He told the Forum HRDC does listen, but that government departments cannot always respond immediately.

Vivian Randell, Assistant Secretary to Cabinet for Social Policy, was intricately involved in designing and writing the SSP, which she described as being only a concept, a document and a commitment in 1998. The origins of the SSP were in the community, with the CSC bringing forward the need for government to work differently with the sector. As a document, the SSP is framed at the conceptual level and does not deal with specifics. It does address goals we need to aim for as a province, and includes the need to work with communities. The SSP's goals are long term and aim to support a healthy, educated and self reliant population. It asks "Can we find clear direction, and can we work with communities to achieve our mutual goals?"

Some of the accomplishments of the SSP to date include:

- Appointment of a Premier's Council on Social Development.
\$1.2 million distributed for demonstration projects.
- Development of the Social Audit, a database that gathers information about the social well-being of the province. The information will be compiled in 2003 as a social report card for the province. It will determine whether people of this province are better off, according to a number of social indicators, than in 1998.
- Establishing a regional process, with regional steering committees, where key players meet at one common planning table.

Ms. Randell spoke in greater detail about some of the challenges government faces in trying to work more closely with the community, and of the learning that happened over the past two years. It took a while, for example, to establish a working relationship with the Premier's Council, as well as determining how to incorporate its views and bring policies to the group for review prior to making

"How do we effectively represent people and issues, and achieve a consensus as to moving forward and building co-operation and consensus? We have to enter into dialogue built on trust, and appreciate that community views are important."

Vivian Randell
Assistant Secretary to Cabinet
Social Policy

them public. Minister Bettney has given the Premier's Council a special assignment for the coming year. It will define policy options on how government can work with communities, and make good on it's commitment to partnering.

The challenges for government in relation to the voluntary sector are significant and include:

- How do we find practical ways to work with the voluntary sector?
- How does government target issues and work collaboratively?
- Can we find other ways of doing business?
- What can be done about the challenge of resources?

Ms. Randell said we must enVision.ca what the province will look like in 10 to 20 years. For example, Newfoundland and Labrador is the fastest aging province in Canada and, because we will soon have more deaths than births, it is predicted our population will continue to decline. Government resources are limited and must be spread throughout a province which is geographically huge. How do we effectively represent people and issues and achieve a consensus on how to move forward? How do we build co-operation? She said dialogue must be built on trust and an appreciation about the importance of community participation.

Response from Participants

Questions from participants to panellists concerned:

- The sensitivity of the Social Audit.
- The inclusiveness of the Premier's Council and Regional Steering Committees in representing vulnerable populations.
- The role of political influence in funding HRDC projects.
- Concern current initiatives such as the SSP would not stand the test of time.

Ms. Randell elaborated details of the Social Audit, and said government is aware of the difficulties faced by vulnerable populations in participating on regional boards and other such initiatives. With regard to current initiatives withstanding the potential shifting political landscape, she said, "We have a better informed and participating public. It would be hard to turn back time on this."

Mr. Sellars said there is no political influence at the level of project applications and screening. HRDC is obliged to contact the MP for a riding where funds are being allocated.

Understanding the Sector

Panel Presentations from a Regional Perspective

Moderator **Bruce Gilbert**, in introducing the panellists and the task before them, suggested we need to "deepen understanding of the sector by breaking it down into pieces."

Mike Wadden, Manager of the MacMorran Community Center, addressed two issues:

1. The quality of the relationship between the sector and government.
2. The perception the situation is positive for those who live on the Avalon Peninsula.

He believes that, while there has been a shift in relationship under the influence of the SSP, the relationship is not a true partnership because of:

- **Funding Issues:** Many voluntary sector organizations do not operate with core funding and project funding suits the needs and mandate of the funding agency, not necessarily those of the sector.
- **Value:** Government and the sector itself need to recognize that, regardless of the services of the organization, people working together for a common cause build civic culture, strengthen democracy, and create community.
- **Governance:** In a true partnership, both parties have the ability to influence the relationship. Therefore, members of this sector need to be involved with government in decisions affecting the sector. In select circumstances this is beginning to happen.
- **Inclusion:** There is little inclusion of vulnerable populations on government appointed boards.

Key Issues:

- < Funding.
- < Recognizing the importance of the sector.
- < Creating partnerships, with shared decision making.
- < Including vulnerable populations in leadership, planning and decision making.

To dispel assumptions that all is well on the Avalon Peninsula, Mr. Wadden said smaller, poorer and isolated neighbourhoods face tremendous barriers to economic advancement. He encouraged participants to move past what separates us and concentrate on what brings us together.

Michelle Brown, Public Relations Co-ordinator of the Random North Development Association, suggested some of the key issues for the sector are:

- **Core funding** - Some government programs do not provide funding for operations and administration. Voluntary sector groups are forced to use back doors of projects to cover administrative costs.
- **Consistency** - Organizations such as rural development associations are non-profit and frequently endure long waiting periods for release of funding payments. Consequently, in the interim, they have no funds for salaries, rent, and other

Key Issues

- < Core funding.
- < Consistent and timely allocation of project funds.
- < Clear project and funding guidelines.
- < Assistance with strategic planning and effective, efficient administration.

expenses.

- Unclear funding guidelines - Guidelines are not clear in relation to what they cover under program expenses. If a project is approved, but at a later date certain expenses are deemed ineligible, the non-profit organization is responsible for offsetting the costs.
- Planning and administration - When demands are placed on voluntary groups, such as strategic planning, resources are used for planning which are not necessarily seen in the community.

Key Issues

- < Identify people who “get things done” and invite them to participate.
- < Identify initiatives that will excite people and create civic pride.
- < Identify symbols that will remind people of their initiative.

In challenging participants, Ms. Brown asked:

- How can we convince government about the importance of reinstating core funding to the voluntary sector?
- What strategies can be established by government funding agencies and non-profit organizations to ensure programs are administered effectively and efficiently?
- How can we encourage more partnerships between zone boards and voluntary, community-based organizations?
- How can government departments and agencies establish alliances with the voluntary, community-based sector?

Frank Clarke of the Victoria Archives Committee, illustrated the key issues by recounting how people representing over twenty voluntary groups in the Town of Victoria worked collaboratively to bring life and vigour back to their community. He began by contacting “the dynamos” (those people who get things done) and asked whether they would be interested in working towards an initiative that would excite the community. He wrote a personal letter to each of these people asking for their co-operation. The town decided to go back to its roots and work with the theme of “Victorian.” Street name signs were written in Victorian script, and the “Red Victorian Weigela” became the official flower and was promoted throughout the community. People were re-awakened to their heritage and community co-operation was not hard to find. Victoria subsequently received a “Tidy Towns” award at a provincial conference.

Patricia Way, of the Regional Economic Development Board in Cartwright, identified challenges from the Labrador perspective, an area with over 29 communities, more than half of which are isolated. She identified the following key issues regarding the impact of isolation:

- Cost of participation: While transportation costs are clearly prohibitive, the cost in time for representatives to meet and participate is

Key Issues:

- < Isolation impacts volunteer requirements, limits youth options, reduces training opportunities, and results in fewer volunteers.
- < Equality of funding does not lead to equity.
- < Chasing funding means reduced service to communities.

also high. For example, to attend the Forum from Cartwright, even with good weather and good connections, is a two day journey. Groups meeting within Labrador also face this challenge.

- Equality of funding does not necessarily lead to equity: If voluntary sector groups throughout the province all receive the same level of funding, those who do not face geographic challenges and have easy access to resources such as training can achieve much more with their dollars than more isolated organizations.
- Youth involvement: There are limited options for youth to see the many faces of volunteering. Isolated communities do not have seniors homes, hospitals, etc. Therefore, volunteer opportunities for youth are limited.
- Training as a way to build community capacity has limitations: Local expertise is limited and bringing trainers into communities can be expensive.
- Brain drain: Young people who leave to become educated often do not return to their communities.
- Burn-out: The dynamos get tired and can not remain in leadership positions too long.
- Chasing the funding trail: Time devoted to securing non-core funding takes away from time available for working in the community.

Discussion

Mr. Gilbert, in response to the panellists, reflected that there were obvious commonalities. As a way of looking deeper, he asked, what has changed over time for the voluntary sector?

Ms. Brown suggested there should be more planning from a broad base of community. A major concern is that the same people are doing most of the different tasks. Contributions by individuals are more precarious as they take on more tasks.

Mr. Clarke said one of the major changes over time is the concept of funding. Whereas organizations had previously raised funds through bottle drives and dances, now organizations in the sector write funding proposals in a more structured manner.

Speaking from the Labrador experience, Ms. Way suggested three distinct ways in which the sector is different: an increasing involvement by volunteer activists in politics, with its ensuing pros and cons; the connection of many previously isolated communities by the Trans-Labrador highway; and with Labrador being designated as a SMART Community, information technology is now helping people stay connected.

Mr. Wadden suggested the sector is changing in that voluntary organizations are expected to do much more with the same or fewer resources. The value of the voluntary sector to the broader community is that it keeps communities connected in an era when individuals are being drawn away by social and economic forces. The strength of the voluntary sector lies in its focus, which is more on the “we” and less on the “me.” Voluntary organizations must establish strategic partnerships with one another, he said, and those who do not make these efforts will encounter mounting difficulties.

Another significant change noted by participants is that many organizations are now vying for the same funding dollars. However, even in this competitive environment, cooperation can make the sector more successful. It is important to work together as a sector, yet maintain the distinctiveness of individual organizations. Sector leaders must also be aware of the economics behind people's inability to volunteer: covering travel costs and other expenses, such as child care, are equalizers which allow everybody the opportunity to participate.

Key Issues for the Sector

Roundtable Discussions

The following is a synthesis of issues identified by participants in the roundtable discussion. The group prioritized issues according to importance or impact as follows:

1. Funding and Resources:
 - Core funding, guaranteed for more than one year at a time, is necessary to provide stability.
 - Community organizations need to identify ways in which they can support each other through shared resources.
2. Communication
 - Identity as a sector is important, but it is important to keep mind the distinctiveness of individual groups. Co-operative efforts, such as the Victoria experience, can promote the identity and potential of the sector.
 - The sector must maintain connections to formal and informal agencies, as well as to communities.
3. Recruiting, Training and Maintaining Volunteers
 - The sector must find ways to identify and nurture volunteers from a broad base of community. It is important to remove barriers to participation.
4. Relationship with Government
 - The sector finds the process of interacting with government, on both a federal and provincial level, to be user unfriendly.
 - Consistent and simple application procedures concerning funding proposals are necessary.
 - Governments, through departments and programs, keep increasing demands on the voluntary sector and attach strings to the dollars awarded. Whose mandate is carried out - those of governments or voluntary groups? Whose values are represented? Is true partnership reflected in the current relationship between governments and the voluntary sector?
5. Relationship with Community
 - Community and voluntary group competitiveness is reinforced by current funding processes.

Positioning the Sector

Panel Presentation: Response to Key Issues

Moderator **Ed Oldford** challenged the panel to respond to the key issues identified though the roundtable discussion. How do we build on the common ground identified? What do we, as a sector, already have available to us? How might we build on those resources and capacities?

Darlene Scott, responding as a community volunteer working to meet the needs of women in conflict with the law, said organizations must first develop a clear understanding of their roles; if not, others will pick our roles for us. As a sector, we must become more competent and confident in using the language of funding agencies and be familiar with stating outcome-based strategies. We need to be clear on the outcomes we want; otherwise others will assume them for us. As a sector, we must also document our history in much the same way the labour movement has done. School curricula should allow students to learn about human and social capital development, and the importance of voluntarism to society. As a sector, we must stay connected and fight for coordination dollars to achieve this end. The Internet is a tool which gives us the ability to do this.

Strategies

- < Have clear roles and know your desired outcomes.
- < Document and build a history of the sector.
- < Stay connected as a sector and validate the need for funding to make this happen.

Ruth Martin, a volunteer with the Canadian Cancer Society in Marystown and a full time volunteer for over 30 years, spoke of some of the resources available and current challenges. In her area there has historically been little problem getting volunteers. Lately, however, there has been a change in the capacity of volunteers to contribute. Volunteers, particularly those on fixed incomes, are more discerning about how much they can afford to volunteer. The cost of gasoline and other expenses is having an impact, and affects success in recruiting volunteers.

Strategies

- < People are willing to volunteer time and effort, so ask them.
- < The costs of volunteering are becoming a barrier to involvement; how can we address this?

Heather Hillier, responding from the perspective of the SSP Steering Committee facilitator in the Central Newfoundland region and a director of a non-profit agency for a number of years, said opportunities such as this Forum help in developing the sector. Government has often looked upon the sector as a “frill” or as a “challenger.” Government and the sector need to work together in big and little ways. One strategy is to develop a common voice for the sector. The structure is already in place through the CSC and there is potential to build on this advantage with strong regional representation. Core funding is essential. We need to build recognition of contributions by the sector, profile good news stories and encourage others to get involved. Many people do not recognize the important role played by the voluntary sector. Through the SSP

and economic zone processes there are opportunities for building capacity within the sector. Nobody has clear direction on how to represent the over 5,000 voluntary organizations within the province, Ms. Hillier said, and she asked delegates to consider how they can be best represented.

Jim Brown, responding as the author of the Values Added research document and as a volunteer, suggested six themes rising from the research which provide direction on how the sector might move forward:

- Sector awareness: As a sector, we need a provincial perspective and identity. Building a network and communications process, using both electronic technology and document based methods, is critical to the sector.
- Sharing infrastructure and resources: As a sector, we must identify a process for sharing resources among community organizations and matching assets with needs.
- Human resource development: The highest priority for voluntary, community-based organizations is for human resource development, particularly as it relates to training. There is a widening gap between the demand for training, and the response by educational institutions. Training for voluntary organizations should be conducted by the sector itself, in order to ensure programs are delivered in ways appropriate to the circumstances of non-profit groups and volunteers.
- Communication: A media campaign which shares good news stories and connects people of like mind should be a priority. The Internet provides opportunities here.
- Funding: Funding has always been an issue and we might look at where resources may be available that deal with building capacity.
- Volunteer recruitment: We need to understand the importance of the right mix of volunteers and activities. Volunteers who are drawn into work for which they are not interested do not build the capacity of the sector.

Strategies

- < Develop common strategies and agree to move together on common issues.
- < Seize opportunities for capacity building represented in the SSP and zonal processes.
- < Profile our stories so people hear what is being done well.

Strategies

- < Look for resources targeted at building capacity.
- < Build an electronic and document based communication system, stay connected and share resources and information.
- < Get better at matching volunteer interests with opportunities.

In bringing the discussion to the group, Mr. Oldford asked the Forum: What language do we have to share history, links and connections? What binds us together?

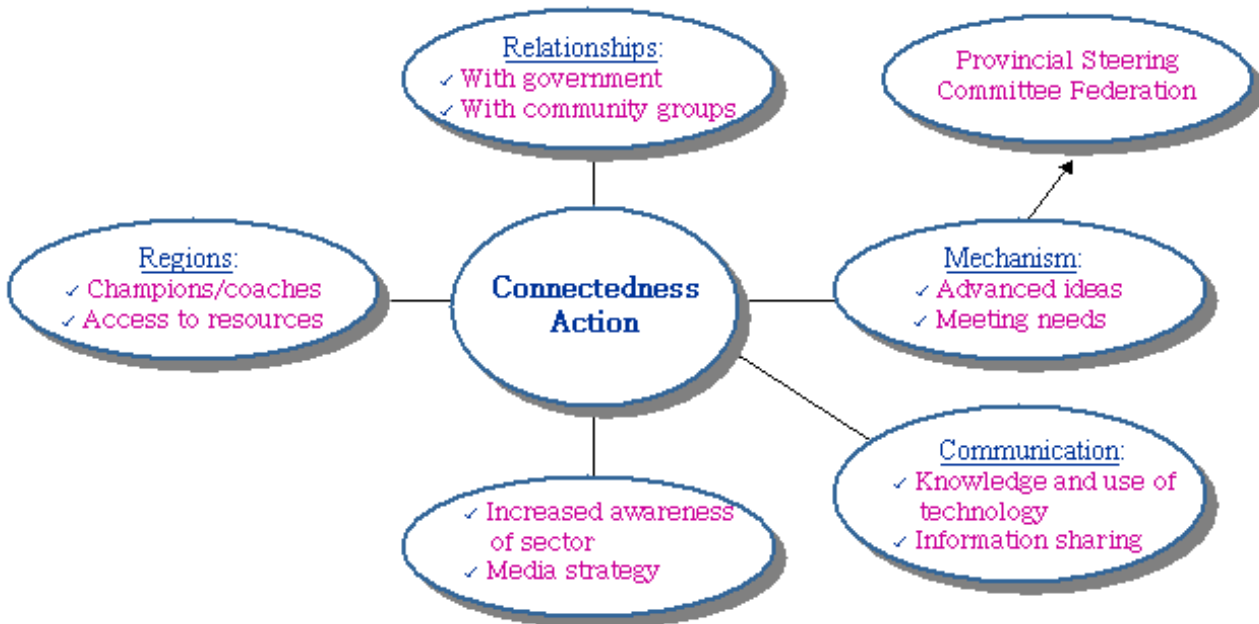
Many comments focussed on the need to document and share the different faces and achievements of the sector. International Year of Volunteers 2001 is an ideal opportunity to profile the sector. There were concrete suggestions, such as creating a Community Calendar of Events, which would mark both national and provincial initiatives in the voluntary sector. A back drop publicity campaign was also suggested. Specific strategies for retaining volunteers, such as fewer meetings and accommodating board members by using electronic methods, were also noted.

Roundtable Discussion

Some of the same issues identified previously were prioritized in terms of moving forward:

- Funding.
- Partnerships to build on strengths and promote the sector.
- A provincial entity: To profile the sector and work on common issues.
- Challenges of volunteer recruitment: Training volunteers and attracting youth.
- Communication challenges: How to stay connected with each other and promote what’s happening in the sector. For example, a professional promotional effort such as the province’s “We are doing it right here” campaign, could be undertaken.

The following diagram illustrates areas in which the sector must position itself to make progress.



Engaging the Sector

enVision.ca

enVision.ca, the Newfoundland and Labrador Voluntary Sector Information Network, will be a customized vortal for the voluntary sector which acts as a “one-stop” for news, information, on-line resources and discussion. As an electronic communications system, enVision.ca removes barriers of geography, provides speedy service, offers a range of resources and helps build knowledge.

enVision.ca will be a place for:

- Dialogue
- Research
- Access to program information
- Directories and inventories
- Hot links
- Good news stories

enVision.ca will also assist the voluntary, community-based sector with identified needs regarding:

- Volunteer opportunities
- How to incorporate
- Legal responsibilities
- Board development
- Leadership development
- Volunteer training

Advancing the Sector

Participants in the evening session were asked to offer suggestions for action.

Paula Power, from the Employment Preparation Center in Corner Brook, suggested the steps are clear, although not always easy to take. As a sector we need to plan, discuss, commit and act. We can seize opportunities provided by the Forum, capitalize on the energy of the group and be proactive. As a sector, she said we must take control of the issues identified in the Forum.

Simone Kielley, Provincial Executive Director, Futures in Newfoundland and Labrador Youth, spoke of the need to have a positive attitude toward voluntarism and recognize its value to the province. If

- < Plan
- < Discuss
- < Make a Commitment
- < Act
- < Work together using a sector representative for the province.
- < Speak with a common voice, when possible.

the voluntary sector cannot recognize its own value, she said society as a whole is unlikely to do so either. Ms. Kielley supported the notion of a steering committee, or a similar mechanism, that would tie the sector together. She said forums such as these should be repeated.

Nick Careen, from Avalon Gateway Regional Economic Development Inc., said historically in a typical Newfoundland community one person assumed a leadership role. There are now many opportunities for co-operation and opportunities to piggy back if people create the opportunities. For example, in his area groups have signed Memoranda of Understanding with the local regional board.

Next Steps

It is hoped those who attended the Forum will return to their constituencies and begin addressing some of the issues. Concerns persist about the capacity of the voluntary sector, particularly the volunteer element, to meet increasing demands placed upon it. Participants were encouraged to suggest steps for advancing the sector and addressing key issues.

Forum participants agreed the CSC should build on the Values Added research and enVision.ca and act as a catalyst for promoting a sector identity. The CSC would be assisted by a steering committee reflecting regional and sectoral diversity. It would, on the advice of the committee, provide leadership and advance initiatives identified at the Forum. The committee would:

- Be committed to working on a provincial basis.
- Reflect regional representation and be inclusive of vulnerable groups.
- Be identified with the voluntary sector.
- Be small enough to be manageable and keep meeting expenses minimal.

The CSC will look for a funding source to support this initiative.

Participants Final Thoughts

1. Did this Forum expand your appreciation of the voluntary, community-based sector as a whole?

Comments indicated participants had expanded their appreciation of the voluntary, community-based sector. They were motivated by the information, networking, stories and exercises, the scope of volunteer organizations, common threads and challenges. Some enjoyed the eclectic representations and learned new information regarding contributions of the voluntary sector to the province, while others found it eye-opening and lessened feelings of isolation.

2. Did you find this Forum valuable?

Participants found the forum enlightening, motivating, informative, thought provoking and enjoyable. Some indicated the personal contact, networking, getting together on solving issues, and building a sense of volunteer identity and common interests to be valuable. Others found recruitment workshops, learning new ideas, and experiencing commonalities important.

3. *What did you find most helpful?*

Participants listed many aspects they found helpful. Some include: learning from other volunteering groups, networking, workshops, sharing of ideas, finding out about sources of funding, defining specific challenges, and discussing fundamental issues. The mixing of panels at the beginning of each topic was seen as beneficial, as well as quick turn-around on synthesis and feedback. The format of basing working groups along regional lines was welcomed, since it allowed for discussion of common issues and developing new networks. Participants felt comfortable making suggestions about ways to enhance volunteer work and demonstrate appreciation for their contributions. The discussion of issues ameliorated feelings of isolation and convinced many participants that volunteer organizations can speak with a common voice.

4. *What would you have changed?*

While some participants said they would change nothing, other suggestions included: a room-wide introduction at the beginning, and avoiding a confrontational approach by putting the decision makers in the audience to listen to the discussions. More information was requested on the issue of legal responsibility of board members. Some participants suggested spending more time explaining priorities, and extending the meetings by an extra day rather than going longer into the evening.

5. *Did you have enough opportunity to present your views?*

81% responded Yes

19% responded Somewhat

0% responded No

6. *On reflection, are there any other issues you think are important to the voluntary, community-based sector which you would like to add?*

32% of participants felt there was nothing they would like to add because the most important ideas and issues had been discussed, information provided exceeded their expectations, and they believed the forum was an example of a positive approach. Suggestions for future workshops include: highlighting success stories, exploring techniques for promoting the voluntary sector, inviting participation from municipalities, discussing barriers to voluntarism, alleviating “burnout” of volunteers, and creating a unified voice for the voluntary sector.

Other requests included workshops and information regarding issues of incorporation, achieving federal charitable status, establishing mission statements, strategic planning, organizational development, and inclusion of youth. One participant suggested volunteer chairpersons of zone boards be limited to serving only two years at their posts.

7. *For you, what was the most important aspect of the Forum?*

It was felt the Forum featured good presenters, and both the organizing committee and facilitator performed well. Networking, information sharing, and regional and non-regional discussions were identified as the most important aspects of the Forum. These discussions alleviated feelings of isolation, and provided insight into common needs and interests of the sector in communities and the province as a whole. Participants learned about the CSC and programs such as VolNet, the provincial steering committee and enVision.ca. Others

placed a high value on setting strategies for the future. Participants learned about funding and the importance of writing proposals which meet the expectations of funding agencies. Workshops on recruiting, training and retaining effective volunteers were well received by participants, as were workshops dealing with legal issues, youth volunteers, and media relations.

8. *Have you suggestions for future events?*

Some ideas for future events include:

- Inviting greater representation from key government people to help them understand frustrations regarding rules and regulations.
- Further regional forums.
- Providing a summary (5 year overview) of the CSC's mandate and achievements.
- Establish common strategies.
- Identify resources that can be shared.

Some participants suggested establishing concrete plans of action at future events. Others recommendations included: starting meetings on time and remaining on schedule, charging lower registration fees, inviting a broader range of groups, inviting greater numbers of youth, presenting a synopsis of action plans to participants afterwards and holding meetings at least once a year.

APPENDICES

APPENDIX I: Issues Summary

Values Added Provincial Forum

November 12 - 13, 2000

The Values Added Provincial Forum was part of ongoing research by the Community Services Council of Newfoundland and Labrador (CSC) into the state of the province's voluntary, community-sector and its requirements for growth.

In 1997, the CSC began a review of the sector, which summarized it's human resource profile and needs, employment potential, and conditions required for healthy growth.

In 1998, the CSC surveyed 329 organizations and held roundtable discussions in eight regions of the province to identify issues confronting the sector.

In March 1999, a provincial symposium brought together 40 participants who reviewed the report and developed priority action plans. A special issue of *Social Perspectives*, which highlighted key issues and proposals, was published in 2000 and distributed to 5,000 individuals.

Findings from the survey and symposium were compiled in the report, **Values Added: The Voluntary, Community-Based Sector in Newfoundland and Labrador**.

The Values Added Provincial Forum 2000 brought together leaders from approximately 60 voluntary groups to consider strategies for building the capacity of voluntary, community-based organizations to deliver services. Participants represented a wide diversity of interests within this sector, ranging from longstanding community-based organizations with developed mandates and solid funding, to groups with good volunteer involvement but limited financial resources.

Values Added Forum 2000 was carried out with financial support from Human Resources Development Canada, under the Labour Market Development Agreement.

The Sector: Capacities, Contributions and Potential

Terms used to describe organizations within the voluntary sector include community-based, non-profit, voluntary, independent, and third sector. Such organizations share several characteristics: a non-profit motive, volunteer governance, use of volunteers and commonly shared values. They deliver services and programs, help individuals, and mobilize people and resources. The sector builds volunteer capacity by providing opportunities for skills development. It often serves as an early warning signal for socio-economic problems, builds a social conscience and creates sense of belonging for many people. In that regard, the sector builds communities. Voluntary organizations generate resilience and capacity to cope, and are generally inclusive. The sector also contributes to building social capital and creating a cohesive, productive society.

Values Added research has begun to profile the sector in Newfoundland and Labrador. Over 150,000 people, representing 33% of the population over age 15 volunteer an average of 137 hours each year. In this province 84% of citizens donate to charities. The economic value in time and donations is equivalent to over \$350 million. There are in excess of 5,000 voluntary organizations and 1,100 registered charities in Newfoundland and Labrador.

Issues and Strategies

Several priority issues and some strategies were identified in a study, **Values Added: The Voluntary, Community-based Sector in Newfoundland and Labrador**, which was published in 1999. Key elements of this report were derived from recommendations of the Values Added Provincial Symposium in March 1999. Findings from these research projects framed the basis for discussion at the Forum. Delegates to this event generally validated previous findings.

It is important to note, however, that the Issues and Strategies listed below reflect the views of individual participants. They are not recommendations, either of the Community Services Council (CSC) as an organization, or of the voluntary sector as a whole.

1. Acquiring Funding and Resources

- Core funding, guaranteed for more than one year at a time, is necessary to provide stability. Pursuing yearly and project funding means the time and energy of the organization is diverted from providing services to communities.
- Consistent and timely allocation of project funds is essential. Organizations, as well as overall stability of the voluntary sector, suffer when there are gaps in funding, programs become fractured, and staff are not paid.
- Clear communication of project funding guidelines is necessary. Otherwise, organizations must find other sources of funds to cover costs which - they learn in retrospect - are not covered under project financing guidelines. If such limitations were made clear at the outset, such expenditures might not be incurred.
- Equality of funding does not necessarily lead to equity. Isolated areas, Labrador in particular, require more funds to achieve the same objectives. Distances between communities, the cost of travel in time and dollars, and the cost of purchasing services are substantially higher in Labrador.
- Community organizations need to identify ways in which they can support each other through sharing resources such as office space, equipment and accounting services.

Suggested Strategies

- Use existing government resources, such as Zone Boards, for help with funding applications.
- Build strategic partnerships with other organizations who share common goals.
- Create coordinated policies and strategies when lobbying governments for funding and other resources. Also consider direct action, such as marches, celebrations, and withholding services.
- Consider less reliance on government funding, and more on corporate funding and networking with the business sector.

2. Communication

Promotion and recognition of the voluntary sector as being a distinct entity is important for voluntary organizations and the public at large. Although the sector is incredibly diverse, all voluntary groups share similar challenges that are most effectively addressed through cooperation. It is also important, however, to maintain the distinct identity of individual groups comprising the voluntary sector. Strategies for communicating and co-operating should be developed, while nurturing the growth and development of individual organizations.

The sector also needs to maintain connections with communities, as well as government departments and

agencies.

Suggested Strategies

- Identify clear roles and desired outcomes.
- Document and build the history of the sector.
- Profile good news stories to highlight what is being done well.
- Build an electronic or document-based communication system. Organizations should also stay connected and share resources.
- Communicate with each other and promote developments in the sector, in order to validate the need for funding. Professional promotion campaigns such as the "We are doing it right here" concept should be undertaken.
- Lobby media for a positive focus and coordinate letter writing campaigns.
- Establish a media strategy recognizing volunteers and projects. Advertising campaigns, using broadcast media, could feature a volunteer each week or month. Such strategies should include all groups within sector and promote the values and benefits of volunteering.
- Publish a provincial newsletter every second month that focuses on community organizations, their activities and success stories. A positive community image should be portrayed.
- Build a web site, dedicated to the voluntary sector, which highlights community organizations and success stories. A provincial directory should be posted on the World Wide Web.

3. Recruiting, Training and Retaining Volunteers

The sector needs to find means of identifying, welcoming and nurturing volunteers from a broad base of community. It is important to remove barriers to participation and promote inclusiveness.

Suggested Strategies

- Identify initiatives that will excite people and capture their imagination and civic pride.
- Select concrete symbols to remind people of their initiative.
- Address the impact of geographical isolation on voluntary organizations, particularly in regard to training opportunities.
- People are willing to volunteer time and effort, but they need to be asked.
- Improve the matching of volunteer interests with available opportunities.
- Address the costs of volunteering, which are becoming a barrier to involvement.
- Develop brochures and information kits for distribution to schools.
- Concentrate on practical activities and target youth.

4. Relationship with Governments

- Voluntary organizations find the process of interacting with governments on both a federal and provincial level to be user unfriendly.
- There is a need for consistent and simple funding/proposal processes.
- Governments, through departments and programs, keep increasing demands on the voluntary sector

and attach too many strings to the dollars awarded. Whose mandate and values are being carried out - those of voluntary groups, or government? Is true partnership reflected in the relationship between government and the voluntary sector?

Suggested Strategies

- When funding is denied, HRDC should provide the applicant with a report card or check list, with contact names and phone numbers, outlining why proposals were rejected.
- Others to be developed.

5. Relationship with Community

- Government funding processes reinforce competition among community groups.

Suggested Strategies

To be developed.

6. Building a Sector Approach to Volunteerism

Volunteerism comprises a huge variety of diverse activities, and together they span the entire realm of human endeavors. Despite wide differences in objectives and activities, however, all volunteer organizations face some common challenges.

- Improving awareness about the contribution of voluntary activities among the public and within the sector itself.
- Enhancing skills of volunteers, boards of directors and staff.
- Improving capacity to provide services.
- Developing a collective voice representing volunteer groups and their common issues.
- Contributing to policy development by governments.
- Finding champions for the sector to represent its common interests.
- Deploying field workers in each economic zone to work with the voluntary sector.

Suggested Strategies

- Develop a common voice and agree to cooperate on common issues.
- Seize opportunities for capacity building represented in the SSP and zone board processes.
- Look for resources targeted at capacity building.
- Establish a provincial entity, committee or otherwise, that would profile the identity of the sector and work on common issues.
- Create partnerships with shared decision making.
- Acquire assistance with strategic planning and implementing effective, efficient administration.
- Promote the value of the sector to society and its potential to improve communities.
- Identify people who "get things done" and invite them to participate.
- Include vulnerable populations in leadership roles, planning and decision making.
- Improve possibilities for networking, and create an ongoing forum for discussion.
- Explore ways to work with the approximately 5,000 voluntary groups in the province and focus on their issues and functions. Improve the potential for co-operation.

- Establish a provincial steering committee as an umbrella group for the voluntary sector.
- Establish a federation of volunteers, comprising two people from each economic zone, to work on International Year of Volunteer 2001, community calendars, and other initiatives. Get help from the CSC for such efforts.


Next Steps

Forum Participants agreed that the CSC, building on the Values Added research and enVision.ca, will act as a catalyst for promoting a sector-wide entity representing volunteer organizations. The CSC would be assisted in this work by a steering committee that reflects regional and sectoral diversity. The CSC will, in consultation with the steering committee, provide leadership and advance initiatives identified at the Forum. The Steering Committee will:

- Work on a provincial basis.
- Reflect regional representation and be inclusive of vulnerable groups.
- Be identified with the "voluntary sector."
- Be small enough to be manageable and inexpensive for representatives to meet, either in person or through teleconference.

The CSC will look for a funding source to support this initiative.

APPENDIX II: Presentation: Profiling the Voluntary Community-based Sector, November 12, 2000



*Profiling the Voluntary
Community – Based Sector*

Presentation
Values Added Provincial Forum

November 12, 2000



What is the Voluntary sector?

Many Names

- Community – based
- Third sector
- Non – profit
- Independent




What is the Voluntary Sector?

- Together we form a sector
- Collectively we fill a huge space



What does the sector do ?

- Deliver services and programs
- Helps people
- Mobilizes people and resources
- Serves as an early warning signal
- Serves as a social conscience
- Creates sense of belonging
- Builds communities



*What the Sector looks like
Newfoundland and Labrador*

- Population over 15 years who volunteer 33%
- No. of volunteers in Newfoundland 150,006
- Volunteer hours on average per year 137

source: Caring Canadians Involved Canadians and CSC calculations



Distinguishing Features

- No profit motive
- Volunteer governance
- Use volunteers
- Shared values

CSC *What the Sector looks like
Newfoundland and Labrador*

➤ Total hours per year	20,494,000
➤ Person weeks	394,115
➤ Person years (@35 hours per week)	11,260

source: Caring Canadians Involved Canadians and CSC calculations

CSC *Trends in Volunteering
Newfoundland and Labrador*

	Volunteer rate	Average hrs. per year
➤ Male	28 %	188
➤ Female	39 %	100

source: Caring Canadians Involved Canadians

CSC *Donor Trends*

	Donor Rate	Average donation
➤ Male	79 %	\$161
➤ Female	90 %	\$171
➤ Total Newfoundland & Labrador	84%	
➤ Total Canada	78%	

source: Caring Canadians Involved Canadians

CSC *Donor Trends*

Household income level	Donor rate	Average donation
➤ Less than \$20,000	79%	\$116
➤ \$20,000 – 39,999	84%	\$158
➤ \$40,000 – 59,999	87%	\$152
➤ \$60,000 – 79,999	91%	\$336
➤ \$80,000 or more	100%	\$179

source: Caring Canadians Involved Canadians

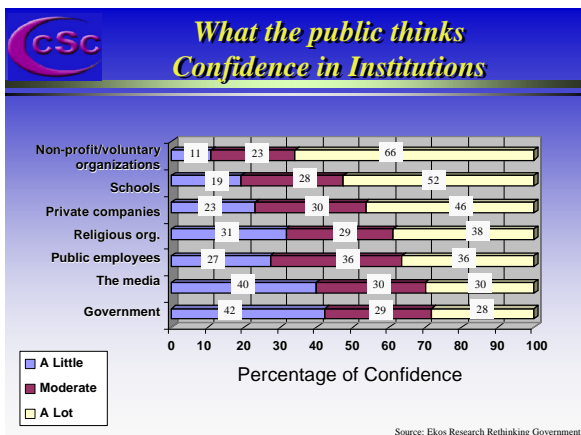
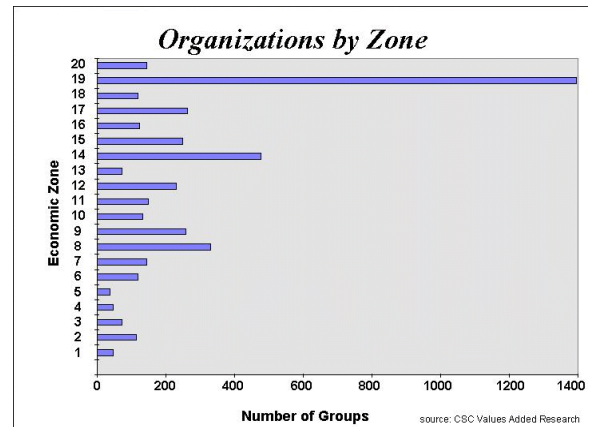
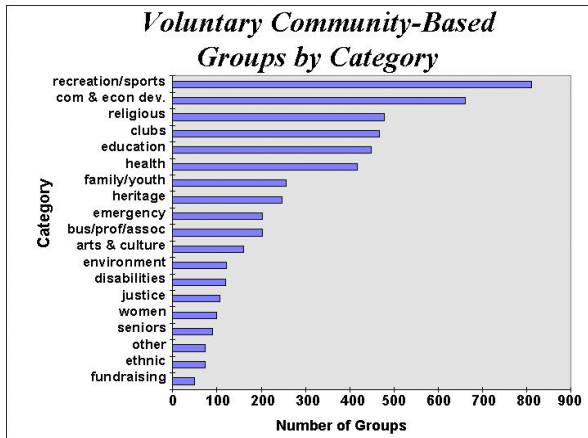
CSC *Economic Value of Volunteer Effort
Newfoundland and Labrador*

➤ At average weekly wage (\$520 per week)	\$304,571,280
➤ 378,467 donors (average donation \$167)	\$ 63,203,989
➤ Economic Value of Time and Donations	\$367,775,269

source: Caring Canadians Involved Canadians and CSC calculations

CSC *What Sector Looks Like*

- 5,000 + organizations
- 1,100 registered charities



- ### Sector Generates
- Resilience and capacity to cope
 - Inclusiveness
 - Social capital and cohesion
 - Civic participation
 - Productivity


One of three pillars of Society

- ### Initiatives Elsewhere
- Federal Government - Voluntary Sector Initiative
 - International Year of the Volunteer
 - Volunteer week
 - Compacts – United Kingdom
 - Provincial Initiatives



Where to from here?

- Create picture of sector
- Increase awareness of our role
- Enhance skills
- Provide communal resources
- Policy development
- Build capacity
- Collective voice



Issues / Challenges

- Infrastructure
- Volunteers cost money
- Staff / Volunteers
- Recognition
- Advocacy
- Accountability
- Improving relationships

APPENDIX III: Forum Participants

Sam Aggek	Inukshuk Development Corporation	Hopedale
Sarah Anderson	Stargazer Youth Theatre	Kippens
Sidney Antle	Victoria Lions Club	Victoria
Joy Batstone	Willing Hands Committee	Jackson's Cove
Janice Reid Boland	Badminton Newfoundland and Labrador	St. John's
Karen Bowering	City of Mount Pearl Parks and Recreation	Mount Pearl
Frances Brennan	Bonavista Area Laubach Literacy Council	Summerville
Wayne Broomfield	Inukshuk Development Corporation	Makkovik
Michelle Brown	Random North Development Association	Shoal Harbour
Nick Careen	Avalon Gateway Regional Economic Development Inc.	Dunville
Susan Carter	Voluntary Sector Initiative	Ottawa
Frank Clarke	Town of Victoria	Victoria
Andrew Cole	Canadian hard of Hearing Association Gander Chapter	Gander
Violet Colson	Dunfield Park Community Centre	Corner Brook
Pamela Corrigan	VolNet Program, Community Services Council	St. John's
Theresa Critch	Royal Canadian Legion Br 62, St. Mary's	St. Mary's
Barbara Davis	Community Services Council/St. John Ambulance	St. John's
Judy Day	Fibromyalgia Self help Group of NF & LAB	St. John's
Susan Duffett	Health and Community Services St. John's Region	St. John's
Winston Fiander	Canadian Executive Services Organization	Paradise
Betty Fitzgerald	Recreation Tourism Committee	Bonavista
Bob Forsey	Museum Association of NF & LAB	St. John's
Lorraine Foster	NF & LAB Pensioners & Senior Citizens 50 + Federation	Clarke's Beach
Bruce Gilbert	Conservation Corps of NF & LAB	St. John's
Susan Goulding	Grand Lake Centre of Economic Development Humber Economic Development Board	Deer Lake
Gerry Gray	Gander and Area Chamber of Commerce	Gander
Susan Green	The School Children's Food Foundation of NF & LAB	St. John's
John Carrick Greene	Food Security Network	St. John's
Sherry Griffen	Kidney Foundation	St. John's
Margie Hatfield	Town of Placentia	Placentia

Ray Hawco	Community Services Council	Goulds
Heather Hillier	SSP Central Region	Lewisporte
A. Baxter House	Canadian Association for Retired Persons	St. John's
Joan Kane	Bonaventure-English Harbour Development Association	Trinity
Cynthia Kelly	Community Youth Network	Harbour Breton
Simone Kielley	Futures In Newfoundland and Labrador's Youth!(FINALY!)	St. John's
David King	Twillingate, New World Island, Change Islands Development Association	Newville
Peter Latta	Association of Heritage Industries	St. John's
Sylvia Manning	NF/Lab Women's Institute	St. John's
Ruth Martin	Canadian Cancer Society	Marystown
Gladys McGrath	P4 Youth Centre	Dunville
Marjorie Moffatt	Social Education Committee	Forteau
Lillian Moores	Newfoundland & Labrador Association of Healthcare Auxiliaries	Grand Falls-Windsor
Sandra Murphy	Volunteer Centre	St. John's
Roger Nippard	Northern Peninsula Labrador School District	Flower's Cove
Ella O'Neill	Alternative Measures Program (Second Chance)	Stephenville Crossing
Ed Oldford	Central & Eastern Literacy Outreach Office	Gander
Heather Osbourne	Dunfield Park Tenants Association	Corner Brook
Louise Pinsent Parsons	Gambo-Indian Bay Development Association	Gambo
Robert C. Parsons	Newfoundland Historical Society/Writers Alliance, G.B. Library Board	Grand Bank
Rosemarie Pritchett	Child Protection Committee	Labrador City
Lloydetta Quaicoe	African & Canadian Association of NF & LAB	St. John's
Stan Reid	Trinity-Conception Community Development Corporation	Hearts Delight
Charles S. Rennie	Seniors Resource Centre	St. John's
Kay Riggs	Dept of Development of Rural Renewal	Clareville
Penelope Rowe	Community Services Council	St. John's
David Rudofsky	Business Association of NF & LAB	St. John's
Agnes Rumbolt	Dept of Human Resources and Employment	Happy Valley

Betty Sampson	Pottery Studio/CYN KOTS Group	Port Hope Simpson
Darlene Scott	Community Services Council	St. John's
Purnima Sen	Newfoundland and Labrador Health In Pluralistic Societies	St. John's
Amy Sheppard	Public Legal Information Association of NF	St. John's
Heather Squires	Capital Coast Development Alliance	St. John's
Annette Stapenhorst	Dietitians Association of Newfoundland	St. John's
Alicia Sutton	SSP Western Region	Corner Brook
John Thompson	Summer Theatre Events	Grand Falls-Windsor
Mike Wadden	MacMorran Community Centre	St. John's
Joyce Wallace	Arts Galley of Newfoundland and Labrador	St. John's
Patrick Walsh	Admiralty House Museum & Archives	Mount Pearl
Patricia Way	Zone 4 Regional Economic Development Board	Cartwright
Jill Westaway	Junior Achievement of NF & LAB	St. John's
Christine Young	Humber Valley YMCA	Corner Brook

APPENDIX IV: Forum Agenda



Community Services Council, Newfoundland and Labrador
 Values Added Forum 2000
 November 12 - 14
 Airport Plaza Hotel, St. John's

AGENDA

Values Added Forum 2000 will identify and discuss important issues affecting the voluntary, community-based sector.

The Forum will provide an opportunity for representative from voluntary organizations from all regions the province to share experiences and to consider collective strategies to build the capacity of community groups.

Research conducted by the Community Services Council indicates that many organizations all over the province are facing challenges in meeting their mandates. These challenges include recruiting volunteers, securing stable funding, access to information, learning about and using new technologies, human resource development and how to work together to build communities.

The Forum will focus on profiling, understanding, positioning, engaging and advancing the sector.

Sunday, November 12

- | | |
|--------------------|--|
| 1:00 p.m. | Registration opens (available till 7:00) |
| | Pre-Forum Workshops |
| 2:00 - 3:30 | A) Recruitment and Retention of Volunteers
Sandra Murphy, Community Services Council, Volunteer Centre |
| | B) Communications / Getting Our Message Out
Susan Peddler, Canadian Broadcasting Corporation |
| 3:30 - 3:45 | Break |
| 3:45 - 5:00 | A) Volunteering Works! Getting Youth Involved
Kimberly Greening and Sean Murray, CSC, Volunteer Centre, Youth Mobilizing Youth Program |
| | B) Legal Responsibilities of Board Members
Barry Fleming, Lawyer, Human Rights Commission |
| Dinner | On your own |

- 7:00** **Forum Opening**
Welcome
Jeannette Andrews, President, Community Services Council
- Greetings**
The Hon. Julie Bettney, Lead Minister for the Strategic Social Plan
- Profiling the Sector**
Penelope M. Rowe, Executive Director, Community Services Council
- Plenary**
Panel “Key Opportunities”
Don Sellars, Regional Executive Head, HRDC, Co-Chair Management Committee, Labour Market Development Agreement
Wayne Green, Deputy Minister, Human Resources Development Canada, Co-Chair Management Committee, Labour Market Development Agreement
Vivian Randell, Assistant Secretary to Cabinet (Social Policy)
- 9:00** **Reception - Cash bar**

Monday, November 13

- 9:00- 10:15** **Plenary**
Understanding the Sector
Bruce Gilbert, (Moderator), Conservation Corps, St. John’s
Michelle Brown, Random North Development Association, Shoal Harbour
Patricia Way, Chair, Zone 4 Regional Economic Development Board, Man. Team Smart Labrador
Mike Wadden, MacMorran Community Centre, St. John’s
Frank Clarke, Victoria Archives Committee, Victoria
- 10:30 - 10:45** **Break**
- 10:45** **Roundtables**
Regional Voices: Identifying the Issues
Small Group Discussion
- Reports from Tables - Priorizing the Issues**
- 12:00 - 1:00** **Networking Lunch (to be provided)**
- 1:00** **Plenary**
Positioning the Sector
Capacity Building Strategies
Ed Oldford, (Moderator), Central & Eastern Literacy Outreach Office, Gander
Darlene Scott, Community Services Council
Heather Hillier, Central Region Steering Committee for the Strategic Social Plan

	Others to be announced
2:00	Roundtables Addressing the Issues Small Group Discussion
	Reports from Tables
	Break
3:30	Plenary <u>Engaging the Sector</u> enVision.ca Presentation: Newfoundland and Labrador Voluntary Sector Information Online Network
4:00 - 5:30	Break
5:30	Cash Bar
6:00	Networking Dinner (to be provided)
7:00 - 8:30	Plenary <u>Advancing the Sector</u> Making Our Voices Heard
	Plan of Action
	Next Steps

Tuesday, November 14

9:00 - 10:30	Post-Forum Information Sessions Federal Government - Voluntary Sector Initiative Susan Carter, Executive Director, Voluntary Sector Initiative Penelope M. Rowe, Executive Director, Community Services Council
10:45 - 11:45	International Year of the Volunteer, 2001 Sandra Murphy, Community Services Council, Volunteer Centre

APPENDIX V: Notice of Values Added Provincial Forum

VALUES ADDED PROVINCIAL FORUM

November 12, 13, 14, 2000
AIRPORT PLAZA HOTEL
St. John's

The Community Services Council of Newfoundland and Labrador is holding a provincial forum to bring together leaders (board members, volunteers and staff) from about 60 voluntary groups from across the province. The purpose will be to discuss key issues for voluntary, community-based organizations and to begin to build a provincial structure for dialogue and action.

This is a part of a continuing process being carried out by the Community Services Council to advance the understanding of the voluntary sector.

- < In 1998 we surveyed 329 organizations and held roundtables in 8 regions of the province to identify key issues confronting the sector. The findings were compiled in the report Values Added The Voluntary Community-based Sector in Newfoundland and Labrador - A Delineation Study of and Recommended Action Plans for a Flourishing Voluntary Community-based Sector in Newfoundland and Labrador. (The report may be viewed at www.csc.nf.net/pub/values1.htm)
- < A provincial symposium held in March 1999 brought together 40 participants who reviewed the report and developed priority action plans.
- < A special issue of Social Perspectives highlighting key issues and actions plans was published in March 2000 and distributed to about 5000 people.

This Forum will provide an opportunity to learn about key opportunities for the sector and will serve as a platform from which we can collectively determine how best to advance the role of voluntary, community-based organizations and position the sector in the growth and development of the province.

Objectives of the Forum

- to bring together leaders from voluntary community-based organizations
- to learn about activities and initiatives which affect the voluntary community-based sector
- to discuss issues affecting the governance, management and operation of voluntary organizations
- to strengthen communication and linkages amongst groups in the sector
- to identify priorities to build the capacity of sector
- to consider pan provincial activities and approaches to working collectively
- to form a core group of leaders who will encourage regional participation in future activities.

Format

The Forum will take place Sunday, November 12 at 7 p.m. and finish Monday night, November 13. In addition, on Sunday afternoon the 12th and Tuesday morning the 14th we are organizing pre and post Forum workshops and information sessions covering such issues as volunteer recruitment and retention, International Year of the Volunteer 2001, and the recently announced Federal Government - Voluntary Sector Initiative.

Participation and Registration

The forum will bring together about 60 leaders from the voluntary sector. Participation will be based on a first come basis while trying also to ensure a mix of groups, perspectives, staff and volunteers and regions of the province.

There will be a registration fee of \$50.00 per person to cover breakfast, lunch, dinner and breaks.

Travel subsidy

Space at the Forum is limited. Conference organizers wish to ensure distribution of participants from all regions of the province. Some financial assistance will be available to participants whose organizations cannot pay the full cost of travel and accommodation. If you are interested in actively contributing to and pursuing the objectives of the **Values Added Forum** and would like to attend please complete the attached application form and return it as soon as possible but no later than October 28 to CSC at fax 709 753 6112 or second fax 709-726-9125.

Check CSC's web site at www.csc.nf.net for a detailed agenda which will be posted by October 27.

This work is being carried out with financial support from Human Resources Development Canada and the Government of Newfoundland and Labrador, through the Labour Market Development Agreement.