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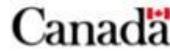
*Your Community. Your Legacy*

## **Come Together Leave Connected PEI Non-Profit Sector**

### **Conference Final Report – Moving Forward**

Produced by:  
The United Way of PEI

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## **Come Together Leave Connected PEI Non-Profit Sector**

### **Conference Final Report – Moving Forward**

#### **Introduction:**

Members of PEI’s non-profit sector recently gathered together for a two-day event focused on building the strength of the sector. Current and future leaders of organizations had opportunities to celebrate, learn and share, network and vision.

The conference fits within a new strategic plan developed and being implemented by the United Way of PEI, including one strategic goal of building sector strength.

The conference fits within a larger initiative made possible by the Community Fund for Canada’s 150<sup>th</sup>, a collaboration between the United Way of PEI, the Community Foundation of PEI, and the Government of Canada. The United Way of PEI has provided matching funds for this initiative.

This report has been developed to share the results of the conference and its many conversations, as well as the conversations held before and after the conference. “Next steps” will focus on engagement of sector members who wish to participate in the development and/or implementation of a vision and action plans that will aim for a stronger sector in the future.

## **Canada 150 Celebrations:**

As part of the Canada's 150<sup>th</sup> celebrations, the United Way of Prince Edward Island is working collaboratively to celebrate the contributions of the non-profit sector across PEI.

"Through this initiative, the United Way is focused on three activities," states United Way CEO Andrea MacDonald. "We want to celebrate the growth of the non-profit sector, we want to recognize the contributions of the sector sharing stories of individuals and families impacted by the work of the Island non-profit organizations and we want to bring together members of the sector to celebrate, network, learn and plan for the future."

The contributions of the non-profit sector are critical in developing diverse, resilient and self-reliant communities that are prepared to adapt to ever changing economic and social challenges. As PEI's third largest sector, the strength, depth of the non-profit sector deserves celebration and recognition.

## **Come Together Leave Connected Conference for PEI's Non-Profit Sector:**

The nonprofit sector on the Island is large, diverse, and has a significant positive impact on the people and communities across PEI. Although each organization has its own focus and area of expertise, it's important that the sector recognizes how connected they are as members of the larger non-profit sector, and the opportunities they have to strengthen their work through collaboration.

The conference was designed with the intent of uniting current and future leaders (paid and unpaid) of the non-profit sector to expand knowledge through professional development, increase impact through networking, celebrate shared contributions, all with a lens to developing a shared vision of the future.

The conference was held on September 13<sup>th</sup> and 14<sup>th</sup>, 2017. The venue was Stanley Bridge Resort, Stanley Bridge, PE.

Organizations and individuals represented a wide diversity of interests and focus areas, including but not limited to social services, arts and culture, agriculture, environment, employment, education, and sports and recreation.

Themes for the conference were identified through United Way's community conversations, as well as a survey to further dive into topic areas for professional development.

***It has to be acknowledged that the role of the United Way of PEI was to plan, host and facilitate the conference, but not to represent itself in any way as a session content expert, nor to drive the visioning activities to any defined end point.***

### **The Conference Design**

Themes	Objectives	Activities		
Awareness	Increased understanding of sector identity	“Stats’n’sstuff” quiz		
Celebration	Recognition of the contribution of individuals and organizations to the sector	Legacy videos	Islander Stories videos	
Connectedness	Identification of commonalities; identification of networking opportunities	Lunch “commonality connecting” activity	Informal networking	
Professional Development	Increase in knowledge/skills	Stream #1: -corporate donor -individual giving -grant writing	Stream #2 -board/staff roles and responsibilities -staff motivation and engagement -social media	Stream #3: -theory of change -collective impact
Visioning	Discussion and visioning of future state of sector	Uploading session take-aways into visioning exercise	Visioning exercise	

## **Contributions to the Needs and Vision of PEI's Non-Profit Sector of the Future:**

### **Professional Development**

Prior to setting the agenda of the conference, a survey was used to gather topic ideas for the professional development and plenary sessions. Three streams were identified: leadership skills, fund development, and collaboration. These streams, and the resulting session topics, can perhaps provide some indication of priority focus areas of the sector's leadership: the corporate donor, board/staff roles and responsibilities, theory of change, developing and growing individual giving programs, staff motivation and engagement, social innovation and collaboration, grant writing, the world of social media, and the collective impact opportunity.

### **Networking**

Identified in the pre-conference survey, was the desire to have both informal and formal opportunities to networking. A formal opportunity was provided for the participants with like-minded interests and issues, to meet and share. Participants provided their individual "top issues/interests", and groups were formed around the following topic areas, also giving a perspective to issues relevant to the sector moving forward. These topics were fund development, collaboration, human (staff) resources, human (volunteer) resources, poverty reduction, and youth engagement. A more detailed list of individual responses is within Appendix One. As well, opportunities were provided for informal networking at various times over the two days.

### **Visioning**

Over the two days, there were a number of exercises that have helped participants to engage in discussion, and contribute individually, to the future of the PEI non-profit sector – what it could be, and what it would take to get to that desired place.

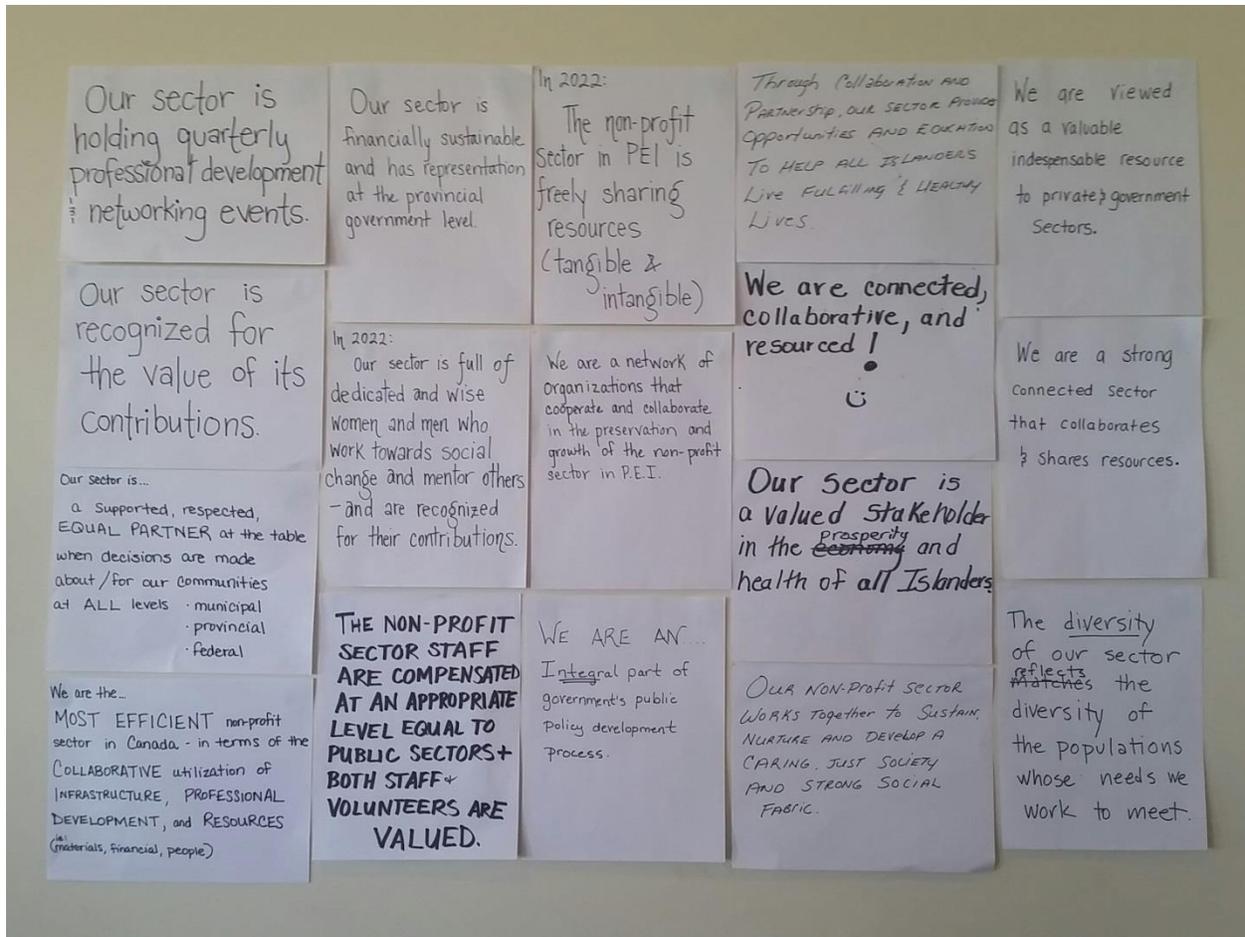
It must be recognized that thoughts of conference participants, their suggested priority actions to lead towards the collective vision, are not necessarily representative of the complete sector on PEI. With more than 1100 charities on PEI, and only 100 people in attendance at the conference, there is a significant gap in the collection of ideas from all Island non-profits.

It would be important, then, to ensure that dialogue continues to ensure Island-wide inclusiveness. However, it would also be important to consider moving ahead in some areas to continue the momentum of ideas generated to-date.

Participants, at the conclusion of the first day, were asked the question: “given what you have learned today, what would your take-away be for moving the sector forward?” The responses were collected that resulted in the following “wordle” illustration of participant ideas. The full list of responses is within Appendix Two.



Participants were led through a facilitated session to help identify a vision, or vision-like statements, for the future of the non-profit sector. Starting as individuals, then with partners, and eventually to a full group, statements were created and brought together into one grouping (Appendix Three).



The full group was then provided with the opportunity to develop some key action items and priority areas: establish connection among NPOs on PEI using social media; a leadership mentorship program for Executive Directors; ongoing collaboration, information sharing and professional development opportunities; re-establish the Non Profit Sector Council or other type of network to strengthen connections; and to develop a collective voice to government (moving towards official recognition by government of the sector).

And finally, there was a call for identifying organization(s) that could help play a leadership role to facilitate movement in these action items. The United Way of PEI responded with interest in taking this role, an offer that the group supported. The Council of People with Disabilities also indicated interest in providing leadership for this work (as part of their mandate to support the sector), which was also supported by the group.

Since the conference, through the evaluation process, additional organizations have made their offers to participate in post-conference activities.

### **Conference Evaluations:**

The conference evaluation was distributed through the Survey Monkey format, and had two main components. Participants were asked to provide feedback about the individual sessions – this feedback has been shared with the session facilitators/presenters.

The second component of the conference evaluation was focused on the 5 conference objectives, and asked three questions related to each objective: what do you see as priorities for the Island's sector moving forward? Do you see a role for the United Way, and if so what? Do you see a role for your organization, and if so, what?

Responses have been tabulated in Appendix Four. An initial observation is that there is interest in moving forward as a sector, working together to build strength; and there is interest in the United Way (or others) for taking a shared leadership role in facilitating this work.

### **Next Steps:**

The conference was considered a success in bringing people together, and energizing participants into moving forward with work in developing and strengthening the sector. Based on conference evaluations, there is interest in continuing the momentum for sector development.

It must be recognized, given the nature of the work of the non-profit sector and the resources available to do that work, that while many organizations support the action items, they are not able to contribute actual funds or people power in significant ways.

The United Way of PEI and the Council of People with Disabilities have offered to bring individuals and organizations together who self-identified an interest in capturing the contributions made through the conference and begin development of a draft action plan for moving forward, to be shared across the sector.

This conference report will be shared across the Island's non-profit sector, with the hopes that others who have not had an opportunity to be engaged in the conversations will join in sector development activities.

## **Appendix One: Noon Networking Session (Individual) Topics of Interest:**

- Marketing a major gifts fundraising campaign
- Large gift fundraising
- Funding and finding the right resources
- Facility expansion (capital campaigns, major renovations, infrastructure, real estate, buying buildings as a non-profit)
- Funding options
- Social enterprise best practices
- Building more charitable donor contacts (i.e. for more donations)
- Funding and maintaining operational funds and creative approaches to sustainability
- Accessing funding (where to look, who to contact, etc.)
- Ways to be successful in getting proposals approved, and securing funding even when partnering and with other non-profits
- When starting a major capital campaign, how do you approach donors for a major gift ask that you have not had contact with before
- Making funding programs more usable, work for us so that organizations are not constantly in crisis mode
- Building security including job security for ngo staff
- Changes in expectations from the workforce (our staff) from non-profits as employers
- How to get past the problem of a few individuals doing all the work
- “one-man offices” – juggling events/databases/networking – how do you make it all happen?
- Engaging under-30 (year old) donors
- Sustainable funding

- Effective fundraising strategies and/or how to approach government effectively with concerns of our association and how to get meetings with them
- How do non-profits plan ,prepare and what do they understand about their role in career development and professional development within their organization
- Staff turn-over
- Retaining staff, employing graduates (no-students) – struggles to find funds, engaging people in the community to be on boards of directors
- Employee recruitment and retention
- Succession planning, or leveraging collaboration of community partners for small not-for-profits
- Engaging with landowners in the community and getting them involved on board with environmental work; community outreach to skeptics
- Board engagement
- Networking –strategies to successfully implement board governance model (from a management board)
- Struggling to get younger generation more involved in fundraising, especially with aging population – can be through face to face, fundraising, on line, mail, etc.
- Member engagement and burnout
- Recruiting youth to help our organization
- Volunteer recruitment, retention and self-care
- HR issues, recruiting volunteers, launching a giving program
- Expertise – social media – event fundraisers, large fundraisers
- Volunteer retention and development
- Diversity

- Food insecurity, hidden homelessness/ affordable housing/ poverty reduction/ mental health and addictions
- Youth and poverty reduction
- Getting government attention on issues common to many non-profits so we can all work together
- Minister responsible for the community sector and process for input to government
- Telling our stories – how do you explain the benefits of what your organization does for PEI
- Engagement – connecting locals, connecting members, creating sustainability
- How to share the workload –non-profits, new programs always starting up and never enough people/staff to do workload
- How to collaborate in a better effect – similar organizations combining, sharing admin staff, partnering, with government
- Partnerships – we (Island) are small – how can we work together to be stronger and share resources
- The best way to engage diverse communities
- Sustainability – move away from survival mode
- Collaboration projects – working across/ with other organizations
- Duplication of mandates that divide efforts and funding
- I believe we need more days like this for networking, problem solving and “save the world” brainstorming
- Too many projects, not enough time, prioritizing projects

## Appendix Two: Visioning Day One:

*Given what you've learned today, what would your take away be for moving the sector forward?*

- Government engagement in enhancing support to the PEI not for profit sector needs to happen. Top down. I'm willing to help. Ann Worth
- A way of connecting. Maintaining. Information sharing.
- More local training and networking. collaboration. Tips for trends on giving in PEI
- We need more short practical training opportunities throughout the year
- We need a practical easy to use forum (online) to network and stay in touch. Facebook group?
- More opportunities to get together to network but more importantly strategies to help create partnerships and collaborative efforts without financial constraints that often dictate mandate and work (in collaborating)
- Smaller workshops for related organizations to come together and discuss collaboration
- Support to small organizations through shared services such as volume purchasing, access to technical library
- More organized opportunities to share
- Quarterly low budget gatherings with guest speakers from sector
- More opportunities to connect like this - timely follow-up
- More opportunity to have this collective group in room together
- We are all too busy doing, we forget how important it is to get out of the cage and connect
- Meet with executive and board presenting the information that I received to date and do some reorganizing

- More opportunities to connect
- More opportunities for learning and professional development
- Concrete resources (tangible) to help groups. Time with professionals
- More cooperative projects and resource sharing among PEI non-profits
- More collaboration for training and professional development on shared needs (like those discussed today)
- More conferences and meetings like this one
- Corporate donor was a great session. Will be very helpful in my new job role with the Chamber
- More seminars perhaps every three months
- More opportunity for collaboration, partnerships and resource sharing
- More networking/sharing ideas/connection overall
- Think outside our conventional way of doing things
- Clarity in roles is key
- No doesn't mean no forever, means not right now or not exactly what you are asking for
- Communication is key
- Creating policies – clarity which allows for moving towards vision
- Connect and work together. These events are great but we need to connect more often and bring the charities together regularly
- Would support official recognition from government
- To validate, appreciate and promote value of non-profits in Island society
- Need a collective voice to speak to government. More collaboration around shared resources. More stability in finances for small organizations. More training in general

but particularly around boards, fundraising, communications and practical practices (as opposed to “best practices” that don’t for work everyone

- The United Way of PEI through this conference has given non-profit organizations across PEI an opportunity to meet each other, discuss common problems and learn from some of the best in the business. It would be wonderful to see this become an annual event.
- Promoting the intrinsic rewards and value of non-profit sector employment.
- The intangible benefits of the compensation
- Actively recruit more men to non-profit.
- Best practices for organizations to decrease burnout. What professional development opportunities exist for the this sector?
- Better understanding of the not for profit sector on PEI
- collaboration, collaboration and more cookies
- More collaboration is key. Needs to be more promotion of the fantastic things that are happening across the province
- collaboration with organizations
- That given all the non-profits across the Island perhaps we should be working together more in partnership for success when we are trying to secure donations to move our agencies forward
- Keep doing events like this
- A community volunteer hub. The reason – shared costs: Insurance, accounting, administration
- shared knowledge – roles and responsibility of boards. Volunteer management
- Something like the VRC but amped up (see “The Wheel” in Ireland)
- Build on the work begun by the community sector network and left somewhat in limbo
- Active participation from community members within the region

- Building and actively pursuing relationships in the community to gain the needed support for our work. How to approach sponsors.
- More professional development. Widely accessible. Affordable. Maybe mini workshops mornings/afternoons on a specific topic.
- Networking and collaboration will follow
- Educate public and volunteers and boards members of the importance of this sector to the PEI economy and take pride in this.
- Building board capacity through improved orientation as to roles and responsibilities
- How to make a great argument (and proving it) for changes
- collaboration and working step by step to achieve your goals is key to success
- United Way take the role of acting as a connector on an ongoing basis
- Professional development
- Partnerships
- Board needs to trust their staff
- Relationships between board and staff are so important
- shared resources (one marketing person, one videographer)
- shared among many organizations
- Values in collaboration and information sharing
- Ask for funding. Sponsors. Donors

### **Appendix Three: Visioning Day Two's Statements of the Sector's Future:**

- Our sector is holding professional development and networking events
- Our sector is recognized for the value of its contributions
- Our sector is a supported, respected and equal partner at the table when decisions are made about/for our communities at ALL levels – municipal, provincial, federal
- We are the MOST EFFICIENT non-profit sector in Canada in terms of the COLLABORATIVE utilization of INFRASTRUCTURE, PROFESSIONAL DEVELOPMENT and RESOURCES (i.e. materials, financial, people)
- Our sector is financially sustainable and has representation at the provincial government level
- In 2022, our sector is full of dedicated and wise women and men who work towards social change and mentor others – and are recognized for their contributions
- The non-profit sector staff are compensated at an appropriate level equal to public sectors – plus both staff and volunteers are valued
- In 2022, the non-profit sector in PEI is freely sharing resources (tangible and intangible)
- We are a network of organizations that cooperate and collaborate in the preservation and growth of the non-profit sector in PEI
- We are an integral part of government's public policy development process
- Through collaboration and partnership, our sector provides opportunities and education to help all Islanders live fulfilling and healthy lives
- Our sector is a valued stakeholder in the prosperity and health of all Islanders
- Our non-profit sector works together to sustain, nurture and develop a caring, just society and strong social fabric
- We are viewed as a valuable, indispensable resource to private and government sectors
- We are a strong connected sector that collaborates and shares resources

- The diversity of our sector reflects the diversity of the populations whose needs we work to meet

## Appendix Four: Conference Evaluations:

“One of the conference objectives was to increase understanding of the sector’s identity”.

What do you think are priorities for the Island’s sector moving forward?	Do you see a role for the United Way, and if so, what?	Do you see a role for your organization, and if so, what?
<p>- Advocate with the province for a Minister Responsible for the Community Sector.</p> <p>-Priorities moving forward have to be linked to the relief of poverty in PEI. Poverty continues to persist and all anti-poverty efforts must be done in collaboration. Related to anti-poverty work is advocacy, we need strong networks for advocacy in PEI and we need to be able to speak out more and have a central body to amplify the voices of advocates in the non profit sector.</p> <p>-effective collaboration, having the hard conversations about working together smarter, strengthening the presence of the sector provincially</p> <p>-Joining forces to have a louder voice collectively.</p> <p>-Collaboration that allows organizations to do more than just operate within their narrow box</p> <p>-becoming more linked up</p> <p>-Increase awareness of the scale and diversity of the sector and its contributions of the sector.</p> <p>-To collaborate and work more closely together to move the sector forward.</p>	<p>-Support the growth of the Community Sector Network (CSN) and ensure that government receives regular briefings and "asks".</p> <p>-I think the United Way has a huge role to play in providing funding, developing relationships with funders and donors and diverting those funds to the grassroots. There is no core funding anymore and we largely exist on charity or project funding. It would be great to be able to find some reliable and recurring funding and working in partnership with United Way could make that easier. United Way can act as an Amplifier on issues local groups are advocating for.</p> <p>-support bringing groups together, support collaborative efforts, bring donors to these efforts to encourage and ease the process of working better and smarter</p> <p>-Champion/ coordination</p> <p>-As a leading role - just like how you put together this conference.</p> <p>-Absolutely. In addition to the important role in funding, the United Way could certainly act as a facilitator in these relationships.</p> <p>-Yes be more active in the community like the Moncton UW. We need your help and leadership.</p>	<p>-Contribute to the advocacy process, partly through helping with communication strategies and products.</p> <p>-Yes, Women's Network is happy to contribute to this work.</p> <p>-happy to work on collaboration and bring any experience we can</p> <p>-As one of the larger charitable organizations in the province with a broad demographic but a focused program, we would very much welcome the opportunity to collaborate</p> <p>-not sure</p> <p>-Limited, as our focus is international development, and almost all work is done by volunteers ... spread thin already.</p> <p>-I see us being a player at the table. Doing our part to remember to get out of the silo and reach out.</p> <p>-Yes I would like to be a part of the working group to move this forward- I am on the Career Development Association of PEI executive and we are just starting out to form a sustainable association by bringing it from a strictly volunteer manpower base to a staff base so being involved in the Non-profit sector would be invaluable to CDA of PEI and I hope my contribution to the sector would also be of great benefit.</p>

<p>-To collectively work together between the United Way and the Community Networking group that existed under the late Steve McQuaid's guidance to form a working group to continue this great work- based on what has been done, what was discussed at the conference and what the United Way have in mind</p> <p>-I think it's about establishing more credibility (and respect as a sector) with government - and making sure that we are seen as facilitators - I know our groups are all quite different from one another, some offer services, some do community engagement and advocacy. But we all have the capacity to reflect the views and concerns of the people we serve, when it comes to making policy that affects their lives. Our role as "mobilizers" and "Engagers" needs to be given importance. We are way better at doing community engagement than government is, and I'd like to see that recognized and acted upon. Another priority is to recognize the inequalities in the sector - not all organizations have access to the same resources. There's inequality in other ways as well - wages are low, the workforce seems to be predominantly female . . . we don't have benefits or pensions . . . and yet every cent we bring in, whether it's from federal or provincial governments or private foundations, goes back into our local economy.</p> <p>-Government's recognition of financial and social impact -recognition as a sector</p> <p>-establishing leadership for the network and continuing the work of Steve MacQuaid</p>	<p>-not sure</p> <p>-n/a</p> <p>-Collaborate with other cross-cutting organizations (community foundation, voluntary resource council) on the above priority.</p> <p>-In partnership with the community organization that exists (forget the name), bring the sector together in ways that benefit u all. Education, collaboration, advocacy</p> <p>-Yes I certainly do see United Way as the lead and we are so blessed to have the three year commitment to offer leadership and staff manpower</p> <p>-As a connector possibly. And as a facilitator of funding (for want of a better term). Not as project proponent though.</p> <p>-Yes. Take leadership role in gaining formal recognition of sector</p> <p>-there is no one ready to lead the sector, not sure if that would be the united way but certainly has a place in starting the conversation</p> <p>-yes, the United Way could be the administrative are of the Community Sector Network</p> <p>-It would be wonderful to see the United Way take on the leadership role for the above.</p> <p>-Yes, organization for all groups</p> <p>-Aiding in connecting organizations</p> <p>-Yes, to continue to being awareness to the sector through events that bring multi sectors together</p>	<p>-Yes - would be happy to keep talking. We are planning an event in the new year and will be addressing some of these issues.</p> <p>-Participate in meetings and make voice heard with MLA</p> <p>-yes, member of the sector/group, expertise, participation, voice</p> <p>-Yes could provide resources and leadership to build the network</p> <p>-If there was demonstrated value, I would likely be able to get the OK from my Board to pay a reasonable annual membership fee.</p> <p>-Yes, to be a strong voice for this sector moving forward</p> <p>-Being open to collaboration opportunities</p> <p>-To be part of these events and to continue to work to promote the value of the work we do</p> <p>-The Arthritis Society would like to be involved and assist with connecting the nonprofit sector on PEI.</p> <p>-Supporting, collaborating and advocating with others to bring credibility to the sector, improve collaboration, decrease duplication and ensure sustainability.</p> <p>-Attendance at future conferences!</p> <p>-Learning more about other sectors for potential partnership opportunities.</p>
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<p>-Find a way to convene and share our resources more often, more efficiently and more effectively.</p> <p>-Quarterly meetings, united voice.</p> <p>-Learning about each other; knowing what other organizations are out there</p> <p>-To highlight and promote how essential the sector is to the economy, health and wellbeing for the Whole province</p> <p>-The Island's sector wants to work together and collaborate more frequently.</p> <p>-Being recognized as a sector that contributes equally to that of the economic sector (e.g. Ministerial responsibility in gov't); How the organizations in the sector can work together to maximize client reach.</p> <p>Providing the public and all levels of government with further education on the reach of the sector.</p> <p>Developing cooperation with current or potential sectors</p> <p>-communications, networking, recognition, joining efforts rather than competing</p> <p>-Establish more stable funding options and create opportunities for collaboration.</p>	<p>-United Way can assist by connecting the sector together often and engaging the sector as a group.</p> <p>-I see the United Way as an equal partner - another organization. It cannot lead because it has it's own mandate and it funds other organizations (which puts the UW in a position of power). It can assist in advocating for recognition and support but needs to include other NPOs in this work.</p> <p>-Hopefully, this was the first of many conferences we can partake in to gain a more fullsome understanding of who else is in the sector and learn more about the work they do.</p> <p>-Taking a lead in moving this growth initiative forward</p> <p>-I'd like to think so, but the proportion of the United Way's (all United Way's, not just PEI by any means) budget spent on administration is difficult for public optics, especially when other organizations have so little. I do think that the way funds are distributed from the United Way now could help the United Way's image though</p> <p>-Leadership for professional development for this sector</p>	<p>-I consult on HR and partner with a few others and we specialize in not-for-profits for training, etc. I also have a new service that is subscription based HR training online that I'd like to explore with the United Way as maybe a discounted service if people sign up through the United Way. I'm launching it soon as resolveHRhub and would be interested in discussing it with you</p>
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“One of the conference objectives was to celebrate the non-profit sector, recognizing the contributions of individuals and organizations”.

What do you think are priorities for the Island’s sector moving forward?	Do you see a role for the United Way, and if so, what?	Do you see a role for your organization, and if so, what?
<p>-Showcase community sector organizations with weekly press releases and social media coverage.</p> <p>-as above</p> <p>-Celebrate and recognize more individuals and organizations for their successes. Have more of a platform to share good news stories.</p> <p>-strong partnerships</p> <p>-Working as a cohesive sector and industry to make this province a better place for everyone</p> <p>-Many non profits already do this at their level. Not sure collective effort in this area is a priority.</p> <p>-Yes this is a priority because contribution and awareness of the impact of this sector was a big part of the discussion in the conference and we need to bring this to a policy and legislation level as a province.</p> <p>-In a comment above I noted that every cent we bring in, whether it's from federal or provincial governments or private foundations, goes back into our local economy. Let's find a way celebrate that and use it to our advantage.</p> <p>-1. Participation in policy and planning 2. Financial support through HST rebate program achieving parity in region.</p>	<p>-Fund a communications initiative based on community sector responses to an RFP.</p> <p>-as above</p> <p>-Leading role.</p> <p>-facilitating and supporting partnership development</p> <p>-Yes, as a high level community organization, UW would certainly take that active leadership role previously mentioned</p> <p>-perhaps linking up with the VCR's volunteer awards?</p> <p>-yes very much so because of the history of United Way and the great recognition and respect you have in the community- who better to lead</p> <p>-Highlighting organizations it funds, telling the stories.</p> <p>-Certainly a leadership role to create tangible change</p> <p>-being a voice for the Sector at the decision making tables</p> <p>-Yes! To take on the leadership role (see above).</p> <p>-Yes, to pull us all together</p> <p>-United Way can help connect the non-profit sector and share information on what the sector is accomplishing.</p>	<p>-Contributing to crafting an RFP (and perhaps submitting a proposal).</p> <p>-as above</p> <p>-not sure.</p> <p>-yes, literacy crosses so many sectors and we need partnerships to help make our programs succeed. for example our Adult tutoring program - we need partnerships with mental health and addictions to support adult learners.</p> <p>-Yes. Same answer as on previous question</p> <p>-See # 2 above.</p> <p>-Yes - The Employment Journey would like to keep raising awareness of the many services and resources in the community. I am very aware of the Helping Tree that CMHA have created and have had available for many years. We are in the process of creating an enhanced version and working to have this more digital and interactive. So I see this work affecting this sector in a great way.</p> <p>-Can provide financial impact information.</p> <p>-can provide leadership and help with the community building with other ngos and Govt</p>

<p>-this is the same questions as the one before it, think this is a mistake</p> <p>-developing valued based relationships with Gov't</p> <p>-To convene and share resources more often, more effectively and more efficiently.</p> <p>-To make government more accountable</p> <p>-The non-profit sector would like to work together, to help communities across PEI.</p> <p>-1. Need to collaborate - stop working in silos and find ways to share resources and capacity; 2) find ways to limit 'competition' among NPO's.</p> <p>-Increasing awareness on PEI about the tremendous work our sector is doing in our communities</p> <p>-Joining the sectors for a stronger voice</p> <p>-Helping the sector to be more and stay more visible</p>	<p>-You do this through the grant program and other support initiatives. Not sure on what else as an organization, UW can do, that is different than any other NPO.</p> <p>-Perhaps pulling together an infographic that demonstrates the impact by the numbers for the not-for-profit sector has on the Island?</p> <p>-Helping lead the way for developing sectors</p> <p>-Focus on each provider, see more impact and visibility on social media</p>	<p>-Yes. If our time was used wisely and there was a tangible result we would participate. Likely a good chance my Board would agree to pay a (reasonable, based on annual budget?) annual fee if there was perceived value.</p> <p>-Yes, participation</p> <p>-The Arthritis Society would like to assist with connecting the sector and working together.</p> <p>-We all need to champion efforts – in the NFP sector, seek opportunities to work together and share challenges and successes</p> <p>-Plain language and clear design editing of the infographic so that it is accessible to everyone, including those with low literacy skills. :)</p> <p>-Expanding our knowledge of what is available and what we can offer</p>
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“One of the conference objectives was to connect people and organizations within the sector through the identification of commonalities and networking opportunities”.

What do you think are priorities for the Island’s sector moving forward?	Do you see a role for the United Way, and if so, what?	Do you see a role for your organization, and if so, what?
<p>-Build on the Community Sector Network's (CSN) work.</p> <p>-ongoing process - take the steps that are proposed</p> <p>-I think the connections made at the conference were very positive.</p> <p>-again, I would say strong partnerships. 9/29/2017 10:37 AM In many ways, this sector fills in the gaps left open by lacking public services. All organizations are trying to work for the betterment of their particular demographic; if organizations worked together better, the results would be far greater than the sum of their parts.</p> <p>-the facebook group that already exist is not active, I tried to join but the admin for that group is not responding</p> <p>-Provide regular opportunities to connect face to face re PD; create / renew an online space</p> <p>-yes I think this is key- we have to be motivated to work together and the first step would be to see what we have in common- common threads that flow throughout</p> <p>-If there are people with the time and energy to do so, revive the sector council.</p> <p>-Individual organizations must fully understand programs and services offered within the community</p> <p>-ecosystem mapping</p>	<p>-Support the CSN process as it moves forward.</p> <p>-supporting this priority</p> <p>-A leading role perhaps in continuing to make connections within the sector.</p> <p>-I think having a space for each non-profit to talk about what they do and what kind of partnerships would help them would be valuable. Even a lightning talk session - everyone gets 5-10 minutes</p> <p>Yes, same as previous answer</p> <p>-maybe get that facebook group activated again</p> <p>-Commendations on organizing the conference. More would be good. Volunteer Canada used to do this in the past.</p> <p>-yes especially when it comes to professional development and sustainability such as you provided at the conference- manpower and leadership to identify common areas of need and interest and manpower to offer ways to address the gaps</p> <p>-Support the VRC to publish their newsletter on a more regular basis.</p> <p>-Coordination of like minded groups or organizations; health, education, social development etc.</p> <p>-lead the sessions to identify what happening in our community sector</p>	<p>-Sharing lessons learned in 32 years of operation and creating plain language educational materials about - and for - non-profit organizations.</p> <p>-help anyway we can</p> <p>-not sure</p> <p>-yes, we want to partner with other organizations and build our capacity</p> <p>-Yes, same as previous answer</p> <p>-See #2 above.</p> <p>-yes through raising awareness of services and offerings</p> <p>-We do most of our work in networks and within coalitions - we'll keep doing that (thankfully, for the amazing people we get to work with).</p> <p>-would explore partnerships</p> <p>-would help with the sessions and visioning</p> <p>-Yes, participant. Also we could provide information on our clientel base</p> <p>-Continue to seek other organizations to partner with</p> <p>-The Arthritis Society would be interested in assisting with connecting the sector and creating networking opportunities.</p>

<p>-see above.</p> <p>-Continued meetings,</p> <p>-To increase the collaboration between organizations to ensure we are working together on projects more closely</p> <p>-Identifying commonalities and networking will allow us to work together to help Islanders.</p> <p>-Who has the list of NPO's and their mandate, number of staff employed, location in the province, budget (?). We don't even know all of who is in our sector. A tool like this would help to inform the group of each other's work/purpose to further encourage networking and collaboration.</p> <p>-actively working on our collective impact as a sector. Building new partnerships that will yield positive results through working together</p> <p>-Learning more about other sectors on PEI</p> <p>-networking for EDs, managers, etc. Peer to peer learning and sharing best practices</p> <p>-Grow the interest in collaboration with more events</p>	<p>-Coordinate training for sector participants</p> <p>-Facilitate events that bring us together</p> <p>-United Way can assist with creating networking opportunities and awareness of the nonprofit sector.</p> <p>-It can help to link people together and share communications, through its list-serve. Maybe lead in the development of a NPO list.</p> <p>-Precisely what you are currently doing by bringing everyone together and bridging the gaps. It's fantastic!</p> <p>-Creating opportunities for sectors to network</p> <p>-facilitating networking if possible</p> <p>-They can be more visible in this aspect of their efforts.</p>	<p>-yes, consider how other organizations can be a part of our work and how we can support other NPOs through shared program and human efforts</p> <p>-Yes, most definitely, the possibilities are endless.</p> <p>-Attending networking opportunities</p>
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“One of the conference objectives was to provide professional development opportunities, increasing knowledge and skills within the sector”.

What do you think are priorities for the Island’s sector moving forward?	Do you see a role for the United Way, and if so, what?	Do you see a role for your organization, and if so, what?
<p>-Telling the sector's story in accessible and influential ways.</p> <p>-as per the discussions, making pd opportunities affordable, targetted training for island specific concerns and key groups - don't try to be everything to everyone</p> <p>-Continue to bring organizations of this sector together to share and learn PD together.</p> <p>-getting the private sector more involved - volunteering and donating/sponsoring</p> <p>-Professional development is essential to thrive on any industry, both on a personal and organizational level. Organized PD sector wide would make us more effective and put us on par with most other large industries.</p> <p>-there is certainly a lack of information/professional development opportunities for the volunteer sector</p> <p>-Do a sector labour market study. Its workforce is probably among the most knowledge-intensive in PEI. This should include a skills profile and needs assessment for PD and training. Consider board members as well.</p> <p>-I think maybe developing more capacity in terms of fundraising, facilitation and evaluation.</p> <p>-LMI gathering</p>	<p>-Supporting the creation of a "Story Wizard" app.</p> <p>-identify key training needs and research good training opportunities</p> <p>-Continue to host these amazing conferences</p> <p>-yes...not totally sure...maybe public awareness aim at the private sector about the benefits of partnering with non-profits</p> <p>-Absolutely. This would be my number 1 thing I would like to see from UW</p> <p>-Could provide leadership to this.</p> <p>-Yes the big advantage as a sector is that we have so much resource within each member. How to tap into this resource and continuing to lead and manpower ways to bring all of these resources to the surface in order to share and build on.</p> <p>-Could develop a fund to support organizations to send staff/volunteers to Tatamagouche Centre which already offers good programmes.</p> <p>-lobby Govt to collect LMI and report quarterly</p> <p>-Yes, to organize events</p> <p>-Keep providing professional development opportunities</p>	<p>-Yes. Assisting with the design and implementation.</p> <p>-participation</p> <p>-yes...not sure</p> <p>-Yes. Different organizations could take the lead in some facets of PD and we would be glad to do so.</p> <p>-Consumers of PD.</p> <p>-Yes- again- we specialize in awareness and sharing information so The EJ could be a central place to advertise info in particular</p> <p>-Would take part in any way possible.</p> <p>-would help with the lobby</p> <p>-Yes, to fully participate and provide insite on industry from the view of our organization</p> <p>-Attend and assist when the opportunity is available.</p> <p>-considering how I can partners and include other NPOs in training opportunities we offer and learning from their experiences to improve how we work with clients, volunteers and staff – and training of each appropriately</p> <p>-Sharing what skills or expertise we can with other sectors</p> <p>-Publicity and promotion.</p>

<p>-needs identified and addressed perhaps through the help of a HR professional as well – how to recruit whether is would be staff or volunteers and then managing both in relation to skill building and reaching potentials. One things that didn't come up at the conference to my knowledge was burnout of board members and staff within the sector. Personally I think it is a big issue that needs support and attention.</p>	<p>-Provide leadership in hosting an annual conference that allows for networking, communication, skills and knowledge to be available. Provide support in communicating other opportunities for PD, knowledge and skills to the sector.</p> <p>-Perhaps you could facilitate some informal breakfast meetings where leaders in the sector right here at home could share their knowledge?</p> <p>-offering development opportunities, training and/or networking</p> <p>-Perhaps the United Way can help convene future sessions.</p> <p>-Lead this needs assessment</p>	
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“One of the conference objectives was to provide an opportunity to think of the future with discussion and visioning of the sector beyond this year”.

What do you think are priorities for the Island’s sector moving forward?	Do you see a role for the United Way, and if so, what?	Do you see a role for your organization, and if so, what?
<p>-Ensure that the CSN holds an annual visioning session.</p> <p>-as above</p> <p>-Enjoyed the last session of bring the group together to really think about the future - discussions were really great.</p> <p>-I love for everyone to really know about and understand the non-profit sectors, especially as it relates to those working in the sector (high passion, low salaries, many hours, ect.)</p> <p>-My priority for the sector would be for it as a whole to think bigger. We tend to get so bogged down in the day-to-day things - funding issues, staff issues, board meetings, clients, etc.</p> <p>-Continue to advocate for a voice within government, such as a minister supported by a Secretariat.</p> <p>-I think the priority as I mentioned earlier would be to join together the United Way with the people that worked with Steve McQuaid and look at what has been done and then look at who wants to be involved with moving these efforts forward with the leadership of the United Way</p> <p>-Gaining credibility as a sector. Ensuring we're consulted (in policy discussions, not just about content/issues but also about processes for consultation).</p> <p>-building on the existing CSN and</p>	<p>-Support and encourage and annual CSN visioning session.</p> <p>-"</p> <p>-public awareness</p> <p>-Yes, same as previous responses about UW</p> <p>-Co-lead advocacy, mobilize advocacy at the level of individual NGOs</p> <p>-The United Way should take the lead to form a working group and establish a theory of change model</p> <p>-Facilitate bringing people together (perhaps starting with those interested in the sector council).</p> <p>-leading the engagement process</p> <p>-Yes, United Way is a great organization to pull us all together and provide support to make it happen</p> <p>-Connect the nonprofit sector more often</p> <p>-it can offer to facilitate the conversation but I don't believe it can lead or guide as an organization</p> <p>-Helping sectors meet to discuss challenges and/or barriers</p> <p>-Holding annual conferences would be wonderful!</p> <p>9/25/2017 11:52 AM</p>	<p>-Contributing visioning expertise and facilitation skills.</p> <p>-"</p> <p>-yes...maybe supporting other organizations who are pushing this message forward...</p> <p>-Yes, as a large organization we have the human capital to be a leader in the sector in this board visioning</p> <p>-Moral support.</p> <p>-Yes I would like to be on the working group</p> <p>-supporting the engagement process</p> <p>-yes, we will be a voice for our sector</p> <p>-Assist with connecting the nonprofit sector.</p> <p>-As contributor and engaged NGO to improving the sector in the province.</p> <p>-Attending learning opportunities</p>

<p>engaging a wider range of sector voices</p> <p>-see above.</p> <p>-To get a Minister responsible for this sector</p> <p>-The sector would like to work together to help an increased number of Islanders.</p> <p>-This is kind of like objective 1. We need a united sector. There were so many absent from the conference, it shows how challenging it is for the sector to participate. Once a list of all the - NPO's are compiled, I think you need to do a mass survey around this issue to NPOs. Inclusion of all is needed.</p> <p>-unfortunately I wasn't in attendance for this session, but I would be interested to see the outcomes</p> <p>-Learning more about what PEI sectors have to offer</p> <p>-Place importance and structure for this sector to come together in various ways.</p>		
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## **Appendix G: An Evolving Role for the United Way of PEI:**

Over the past year and a half, the United Way of PEI (UWPEI) has been engaged in developing a new strategic plan that has involved formal and informal conversations with stakeholders across PEI, including community partners, donors and volunteers.

The collaborative nature of the process has resulted in a new and exciting direction for our organization. This new direction would not have resulted without the feedback we received from our stakeholders.

UWPEI gained valuable insight from their stakeholders. From community partners, they learned that the organizations working in communities to meet the most pressing needs sometimes feel alone. They heard that organizations continue to need funding for their work, but also learned that they want support in other ways as well. Organizations want support to collaborate and partner in the work they do. They want help to find and access additional funding. They want to know how their work intersects with that of others in the community. They want support to do their best work. And they want to have a lasting impact.

This insight helped the UWPEI to identify five Strategic Directions (2017-2020) that will enable them to be a valuable and effective community partner now and well into the future.

- 1 Providing Direct Support:** Provide funding to program delivery experts for services to help alleviate the negative impacts of poverty.
- 2 Building Sector Strength:** Support organizations working with under-served communities to access and develop the required resources to achieve their mandate.
- 3 Mobilizing Community Action:** Work collectively with key stakeholders to address the root causes of poverty on PEI.
- 4 Building Resources:** Collaborate with donors and supporters to increase resources and provide meaningful opportunities to invest in local communities.
- 5 Ensuring Organizational Effectiveness:** Ensure efficient use of resources and maintain organizational stability with an engaged and fulfilled staff and board.