

CCEC Virtual Meeting – May 19, 2020

Agenda:

1. Guest Bruce MacDonald (Imagine Canada) shared survey response findings of over 1,400 non-profits on their current reality
2. CCEC Virtual Gathering discussion
3. Updates from members

1. Imagine Canada survey findings

[The Imagine Canada Sector Monitor: Charities & the COVID-19 Pandemic](#) details on the experiences of charities since the onset of the COVID-19 pandemic, including the impact of physical distancing, mandatory closure of non-essential businesses, and myriad other changes to the operating environment. The report summarizes the responses of 1,458 leaders of charities who answered our online survey between April 15th and April 28th.

The Sector Monitor study will help you understand:

- The impact of the pandemic on the financial health of charitable organizations, and the size of these shifts in comparison to the 2008/2009 economic downturn
- Changes in the demand for charitable services and associated effects on organizational capacities to respond to COVID-19
- The types of organizations and income streams most impacted by the pandemic
- The extent and the kinds of innovation being used by charities to adapt to systemic changes

Imagine Canada compared current data to their findings during the 2009 recession. There have been significantly greater declines during this pandemic as it has affected every aspect of our society/economy. Alternative options and resources that NFPs may have sought out during difficult times are not currently viable options.

Bruce shared an interesting story about how an NFP is planning to support small businesses in the community: A Hospital Foundation in Winnipeg has received an increase in donations as a front-line organization. They will earmark a portion of those donations towards their fall fundraising event. Where they would normally receive food and in-kind donations from local businesses, they are planning to purchase those services instead, to help ensure they can stay in business after this difficult time.

[Slides from the presentation.](#)

2. Virtual CCEC Gathering discussion

This event will replace the planned in-person event to be held in Toronto in June. As with the planned in-person event, the event will be held jointly with NFPs and each CCEC member company is

encouraged to invite one senior representative of one community partner. Volunteer Canada will additionally invite other NFP reps, along with outside presenters from both sectors.

Results of Zoom polling of 20 representatives in attendance:

- Majority had no preference whether it was the week of June 22 or July 13
- There was a strong preference for sessions over the course of a week, vs. over 2 days or 1 day.
- Topics of most interest:
 - o Volunteering opportunities for employees (71%)
 - o Creative non-volunteering ways to engage employees in community (65%)
 - o Ways for companies to support revitalization of the non-profit sector (65%)
 - o Measurement and evaluation (65%)
 - o Solutions and experiences from other countries (59%)
 - o CSR in larger business context (e.g. Edelman Trust Barometre) (41%)
 - o Combining community engagement with community investment (35%)
 - o Ways to improve working relations with community organizations (24%)
- A 3-way tie for outcomes they hope for their community partner guests
 - o New ideas on engagement volunteers to advance their work
 - o New non-volunteering ideas to engage people to advance their work
 - o New ideas that will enhance their partnership with your company

3. Updates from members

Susan – First West Credit Union

- First West Foundation is launching their largest non-typical grant project in their 20-year history.
- \$600,000 for BC organizations – this is aside from their typical granting, online applications launching soon
- Story telling component, raising awareness – how can the community help you? Employees can be granted \$500 to help kickstart a fundraising campaign.

Janna – Telus

- For information on COVID-19 response of companies, check out <https://didtheyhelp.com/leaderboards/>
- Regular Month of Giving will now stretch out over the whole year

Brooke – Randstad

- They are heads-down at this point and are trying to work on having quality relationships with our existing partners that will allow Randstad to further goals and their missions together. Now that things are calming down, they are trying not to spread ourselves too thin, and make sure that we are able to do meaningful work with the organizations we committed to before the pandemic began.