**NOTE TAKER TEMPLATE**

**Table Theme: Awareness and Public Appreciation**

**Issues and Opportunities**

1. The public does not view the community sector as a ‘sector of the economy’ and, often, does not understand what services the sector offers, does not have confidence in the sector and values it only for its social contribution.
2. Organizations may be penalized for showing a profit – there is often a view from funders and the public that a community sector organization should not earn money and, if it does make a profit, then it does not need money.
3. The administrative cost of running an organization and the differences among organizations are not fully recognized in funding programs.
4. Some people tend to see the community sector as a job, not as a career.
5. Some in the private sector view the community sector negatively or as competition, especially if government funds are being sought.
6. The public funding model depicts the community sector as dependent on government.
7. There is growing societal focus on social enterprise, social impact and social return on investment.
8. Many people (e.g., youth) have a great deal of passion and a desire to make a difference.
9. Immigrants offer a new source of labour, skills, knowledge and energy.
10. The community sector is a great opportunity for women and diverse populations.
11. The skills required for social innovation must be recognized in order to create and capitalize on new opportunities.
12. Need to shift attitudes and perceptions.
13. Not being clear of whether you can compete or not as a non profit organization.
14. Organizations not working together with government enough. Don’t know what’s out there for them.
15. Lack of communication between government and community sectors.
16. Lack of money for marketing \*\*\*
17. Volunteer burnout.
18. No succession plan in place. Public, for example, may take for granted that organizations will continue. Also no plan if something goes wrong.
19. Government restrictions on volunteers eg. Liability insurance.
20. Lack of staff especially to cover a huge geographic area.
21. Lack of skills among volunteers, eg. Can volunteers do a blog. eg. Lack of legal knowledge.
22. Competitive impact
23. Justification of awarded contracts
24. Lack of a coordinated place/group to promote a huge variety of activities in their community

**Group A**

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| What action(s) can **government** take to address the issues or seize the opportunities? | What action(s) can the **community sector** take to address the issues or seize the opportunities? |
| * Can help in mindset shift. To say these organizations are businesses as well. To get people to consider these are businesses. |  |
| * Find a better way to communicate. Someone who can talk to non for profits to explain what’s available to them. | * Find a better way to communicate as well. Two way communication. |
| * Make it clear to community/non for profit organizations that you have to have high standards. Need to set parameters and guidelines. | * Promote segregation of needs. Different community organizations have different needs. Can’t lump them all together. |
| * Show appreciation for volunteers. |  |

**Group B**

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| What action(s) can **government** take to address the issues or seize the opportunities? | What action(s) can the **community sector** take to address the issues or seize the opportunities? |
| * Make a pot of funding available for marketing. |  |
| * More government recognition of organizations for what they do. | * Need to promote themselves more. |
| * Try to change perceptions. To get people to become more aware of benefits of volunteering and non for profit organizations. |  |
| * Can help organizations with guidelines for succession planning. | * Put a plan in place for succession planning. |

**Group C**

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| What action(s) can **government** take to address the issues or seize the opportunities? | What action(s) can the **community sector** take to address the issues or seize the opportunities? |
| * Talk about how much they provide to communities. |  |
| * Politicians should get to know the community organizations more themselves. The ones who actually grant the money. | * Educate government and people of the value of the sector, financially and socially. |
| * Provide a model of an awareness campaign. |  |

**Group D**

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| What action(s) can **government** take to address the issues or seize the opportunities? | What action(s) can the **community sector** take to address the issues or seize the opportunities? |
| * Recognize the professionalism out there. Profession verses nonprofessional. | * Pull the community sectors together in the area as a central forum for all events. Some sort of central location people can go to find out what’s happening in the community (arts/sports/recreation etc.). |
| * Fund training for marketing to organizations. | * Publicizing events as much as possible through the various forms of media (cable/online etc.). |
| * Make more of a community presence. |  |
| * Awareness of resources for sensitive services in one place e.g. Willow House * Willingness from Government to accept applications from the many different groups. |  |
| * Career Development part of NL high school curriculum requires volunteer hours. Certain groups should be advertised here such as social, arts, community, sports.   All interests are covered. Also, the Duke of Edinburg program. Great possibility. |  |