**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. Xx
13. xx

**Group 1**

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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? |
| * Government may not even be aware of what their community funded groups are doing; Government has been promoting community services with errors contained in their promotion.
 | * Community organizations are responsible for promoting themselves.
* Community organizations do not have time to promote themselves because: they are spending too much time filling out funding applications; funding reports; too much paperwork to do to sustain funds; not enough time to do programs, offer services, or promote programs.
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| * Government does not have an understanding of financials related to business & non-profit sector.
* The whole idea of not being able to hold funds from year-to-year is not working.
* Must spend all money before year end; that is not good business sense; not good regulation.
* Any non-profit organization should be able to keep at least 30% of their funds to help them sustain, operate…
* Government needs to loosen boundaries to allow non-profit sector to operate more like a “business.”
 | * Community & Government need to adapt to youth; advantages of youth; why should youth be involved in volunteering? The non-profit sector, volunteers and organizations, are aging.
 |
| * Ombudsmen for volunteers or community organizations?
 | * Young families do not want to be involved in community/volunteerism – a partnership between Government & community to change that? Make youth & families aware of what is happening?
 |
| * Policy around funding and money is outdated; stale.
 | * Some stuff happening – Community Youth Networks have youth boards; provided with volunteer opportunities.
 |
| * Funding is restricted; new ideas are not accepted; community organizations develop a new idea, but because the new idea “does not fit” a funding pot, it is shut down, which is a disappointment as the project could have been an excellent economic generator.
 |  |

* People are not generally aware of what community organizations offer in the area (programs…not actually sure what group it is?) People are actually availing of programs, but do not understand that this program is offered by a community group. They may think that Government offers it, but do not think that a community group is actually offering the program.

**Group 2**

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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? |
| * Government needs to fund “a body” to coordinate the community events calendar in each area? Everyone is doing things on the same day… can Government fund a community “body” that holds the community calendar? Would lessen the competition between community groups with competing events.
* Maybe there is a capability within an existing Government department… can TCII take the role in rural areas?
* New positions within TCII?
 | * Communication between community groups is low; everything happens on the same weekend; community groups are now competing with each other to promote their event.
* An event calendar for community organizations?
* Is there a “body” that could coordinate community groups? This “body” holds the calendar.
 |
| * Can the Government re-assign some of the public sector to the rural areas? Too many public sector in large bureaucratic offices in the city? Can we have more public sector in the rural areas? Just re-assign them...
 | * How do community organizations promote? Social media? Radio? How do we reach people?
 |
| * Is information getting out to late? Too late for input? (these sessions are an example)…too rushed. Information related to these sessions were only sent out a day in advance… not enough time to review…not enough time to attract other staff or volunteers from the non-profit organization…no time to discuss it in the community, packages arriving to late
 | * Community groups do not have time to promote themselves. Marketing is a last priority.
 |
| * Can government request a 5 year plan from community organizations? Give the community group a 5 year funding plan. Allow proper planning for the community group, its clients, the public, staff, etc.
* An investigation on community enhancement projects? How Government treats its volunteers… community groups being held financially responsible for “making a mistake on a contract”… where is the community group supposed to get that money?
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* The public is not generally engaged?
* Government promoting their own beautiful ads on TV. Community organizations do not have the money to advertise itself.

**Group 3**

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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? |
| * Government should launch community/volunteer campaigns.
* Government have their own expensive ads. Community groups do not have money to make their own commercials; have to try free advertising.
 | * Town councils have public appreciation events to honor volunteers, which is good.
 |
| * Review the roles of the Office of Public Engagement
* Are they supporting community groups?
* The Office of Public Engagement is setup in St. John’s. Should they have staff on the ground that can support non-profit sector? It can be a resource between non-profit sector & Government. The Office of Public Engagement office in each area can be the “go-to” office for the non-profit sector. This office supports the non-profit sector in that region.
* Could that be a department for the non-profit sector?
 | * Is volunteering becoming a full time job? Are there too many older people volunteering, and not enough youth?
 |
| * Government could fund a positive campaign around the community sector. TV ads to promote community groups that are doing great work in the neighborhoods and the community.
 | * Is there a misconception that Board volunteers are paid? Are volunteers being unappreciated by the public? Public is giving volunteers a hard time, but they’re not being paid.
 |
| * Government could highlight various community groups in these TV ads.
 | * Community volunteer boards can recruit their own members by being friendly to youth; inviting them into the group.
 |
| * Community sector does not have enough money to do any worthwhile advertising and marketing.
 | * Community groups need to get together. What makes areas like Trinity or Bonavista different that the Burin Peninsula? They get together & work together.
* Organizations need to get together more. Communication is bad, people are not sure what others are doing.
 |
| * Can Government do something to support community groups and volunteers around the liability issues of being a volunteer or being on a Board? Scary liabilities for volunteers & Board members. Can government help support this somehow?
 | * Common Ground offices in St. John’s? All community groups sharing one roof.
 |
| * Government do a TV commercial in the regions; highlight a large amount of community groups in the region.
 | * Private businesses could ask their staff to do a “volunteer activity” in their community.
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|  | * Community Sector Council to update the Burin Peninsula Clusters directory of non-profit organizations in the area.
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**Group 4**

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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? |
| * Career hours in high school. Students need volunteer career hours to graduate.
* Even this program has too much “liabilities” wrapped around it by the school and Government. Community groups are almost afraid to get involved because of these liabilities.
 | * Making youth realize that volunteering is a great experience for the resume and making contacts.
 |
| * Get leaders into the schools.
* There is a disconnect between schools and community/Government.
* Can’t get into the classroom.
 | * Candy striper program at the hospital is gone; hospital administration is governed by Government; Government regulations make the liabilities so large that the volunteer based Candy Striper program was cut.
 |
| * Government should reinstate the SWASP program
 | * Volunteers want to be recognized. Volunteers appreciate getting training opportunities and receiving a certificate for their training or a certificate for their work.
 |
| * Government can fund a program to recognize volunteers for their efforts and for their work.
 | * Community groups need to: communicate trainings to other groups; share costs; share trainings; and help with the cost of bringing trainings to the area.
 |
| * Create a central office that can serve as a “hub” for the community sector that: holds a calendar; holds contacts; and coordinates the community sector in that region/area.
* Is it a Government office? Is it available already through added resources in the Department of Tourism Culture Industry and Innovation? Would the Chamber of Commerce have a non-profit sector?
 | * Community groups are sometimes afraid to share and network, as resources are so scarce, that sometimes you are afraid to share. Only one group can get that funding from government so you’re nervous to network around in fear of losing funding that your organization needs to “survive.”
 |
|  | * Follow-up on a database that may have been created through the Clusters Project.
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| * Government to do an assessment to assign a dollar value of the community sector and use this in a promotional campaign.
 | * There are some established groups: for example: 50+ Club Seniors Federation. This is a provincial group (6000 seniors).
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