**NOTE TAKER TEMPLATE**

**Table Theme: Awareness and Public Appreciation (Table #1)**

**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. **(Note: This was viewed as sexist by one of the groups)**
11. The skills required for social innovation must be recognized in order to create and capitalize on new opportunities.

Other:

1. Lack of information to help organizations determine charitable (i.e., Revenue Canada) status.
2. Risk tolerance for this sector is very different compared to the private sector. It stymies innovation.
3. The community sector is a great training ground for other sectors.

**Group 1**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  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. | * Calculate the economic impact and savings to Government from the efforts of the sector. * Increase visibility and collaboration through a public awareness campaign | * Lower salaries lead to the perception of being less professional. |
| Issue/Opportunity #2:  10. The community sector is a great opportunity for women and diverse populations. | * N/A | * The sector can be exploitive of women and New Canadians as wages are generally lower than other sectors. |

**Group 2**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  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. | * Do not claw back money if it is not used by March 31. * Do not set unrealistic timelines. * Do not penalize an organization for being fiscally prudent. * Allow organizations to use money to promote awareness. | * Funding can be rigid and have tight parameters and there is little flexibility in the use of funds. * Organizations are not encouraged to advertise. |
| Issue/Opportunity #2:  6. The public funding model depicts the community sector as dependent on government. | * Government needs to take the lead role in changing perception. * Give the services provided by the sector a money value so they are seen as professionals. * The sector needs to be promoted publicly and within Government. Data from Community Sector Council studies could be used. * Promote alternate funding arrangements. * Stress the economic value of the sector. | * N/A |

**Group 3**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  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. | * Create awareness of the work and programs being carried out by the sector. * Create a “think tank” to show the benefits of the sector. * Present the community sector at job fairs as a career alternative. * Gather data as to the benefit and impact of the sector. * Give tax credits for volunteer time. * Get MUN to provide certificate programs and have professional development credits formalized. * Make the public aware of the “national money” that these organizations funnel into the economy. | * N/A |
| Issue/Opportunity #2:  5. Some in the private sector view the community sector negatively or as competition, especially if government funds are being sought. | * Promote how reliant the public is on the community sector every day. * Increase private sector awareness that competition is not a bad thing. * Encourage the private sector to act more towards the public good. | * A new model is required. How do you model the corporate system but demonstrate the impact of the work done by the sector? |

**Group 4**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  3. The administrative cost of running an organization and the differences among organizations are not fully recognized in funding programs. | * Allow for more administrative funding, as organizations struggle to pay people. * Provide the appropriate dollars to fund the work; funding amounts have not increased in 15 years. * Provide multi-year funding. * Allow organizations to move money around in their budgets. Funding should be less rigid and allow discretion in usage. | * N/A |
| Issue/Opportunity #2:  5. Some in the private sector view the community sector negatively or as competition, especially if government funds are being sought. | * Develop a database to provide a snapshot of the organization and gain an understanding of the current state. * Collect meaningful metrics. * Get out and speak to the organizations. * Create awareness of the amount of funding going to private industry. * Quantify the social good. | * N/A |