**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. There is a lack of public appreciation in general – it seems that it is always the same people who participate
13. A lot of people don’t realize what we do – they think we get paid, they don’t understand the volunteerism involved.
14. Some people don’t like being told. Social media tends to have a negative impact at times by not promoting the group correctly.
15. Our community sector lacks in men and immigrants.
16. Ex. how come there is no shelter for men – maybe lack of diversity could be an intimidation factor. It is hard to learn what you need to do.

**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? |
| * Our local region could be able to put it across there, ex: there was an organizer who came here and wanted to promote White Wolf but wanted money for it – they asked if he could advertise in this region and decided not to proceed. | * Our community has been very supportive |
| * Maybe advertise more on the services – explain for example the salaries for town councils, etc. | * Volunteers are getting older (average for White Wolf is 60 years old). |
| * Outside family, people don’t seem to understand what volunteerism entails. | * It seems this generation is not that committed, they want the “fun” time but they let the older generation make it happen. |
| * Maybe Government could advertise and promote. They could educate on what volunteers do. * Example: what does Gateway do? A lot of people don’t know. * Non-profit organizations cannot compete with the wages offered from private or big industries. * They often use not-profit as a stepping stone. * Maybe Government could provide more funding in order to retain these workers. * Non-profit organizations sometimes rely on retirees. * Ex. a new person comes to town, perhaps there could be more networking, and more publicity of what organizations do – raise awareness. * Diversifying: awareness piece would increase that. Maybe have a campaign. * Social media could be utilized. * Have welcome packages for newcomers and new to the region and share what organizations do. * Lack of funding from government where jobs get cut for non-profit and projects like welcome packages suffer for it. * Non-profit organizations are utilizing the facilities and tax payers’ money is going to something worthwhile in the community. * There is not enough publicity about what organizations do. * The public that lives here, they don’t know unless they need something and then they do not always know where to look. * In another province, there is a 1-800 number where they can tell you what there is to do and how to get involved. * The Town of Lab City for example has been very vocal on activities they do; they do a lot of FB live, etc. * Maybe offer some training for not for profit in order to utilize social media to its full potential and get the information out there. * Have a volunteer program for scholarships. * Have a campaign on how it is essential to volunteer. * Working for non-profit could be a career and not just something to do on the side. For example, there are no benefits and private offer benefits so people will tend to go there. * Have more funding for pay increases. * There is a perception that government just gives money to give money and public doesn’t always understand that. * Some not-for-profit receives consistent funding (operation) but others have to fundraise every year. * In this region, we have to fundraise a lot so it would be nice to see more recreational funding for sporting/other groups. | * Maybe start at school and educate students. There is a volunteer program where they have to do 30 hours in 3 years and a lot of them don’t do it “properly”. We tend to baby them. * Maybe community leaders can get into the schools and share our experience and talk about what we do. More interaction with the school and talk about, for example Ground and Rescue, and what it means to a community. * Maybe have tables set up during special activities. * Municipal awareness week could include on what the COMMUNITY does, not just the Towns. * Maybe even giving presentations as opposed to setting up tables – we need to go up to people and talk about it so younger generation can understand and maybe get involved. * Some people just don’t know what is out there. * There’s often bad publicity at times on organizations. |