



Welcome to the 7th annual LOS Conference. This is an excellent opportunity to draw upon and share in the strengths and best practices of Ottawa’s non-profit sector. There are 16 different workshops to choose from. This year’s themes include: social enterprise & innovation, leadership, models of collaboration and communications & marketing.



The keynote address will be delivered by Bruce MacDonald, President & CEO of Imagine Canada from Toronto.

Bruce MacDonald has led major change initiatives and developed long and innovative partnerships with corporations and other charities. A wide and varied career, working with different parts of the sector has lead him to Imagine Canada- working with young people, older adults and community service clubs. Imagine Canada works to ensure that charities continue to play a pivotal role in building, enriching and defining our nation.



We also have a presentation from Paul Whitney & Liz Connell of the African Bronze Honey Company.

Ottawa residents- Paul Whitney and Liz Connell, help residents of Zambia harvest honeycombs from remote forests and turn them into honey. The African Bronze Honey Company was granted membership to the Fair Trade Federation in recognition of its’ fair trade and fair business practices in 2014. They also received certification as a Benefit (B) Corp. B Corps use “the power of business to solve social and environmental problems”.



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AGENDA

- 08:15 – 08:40 Registration and Breakfast
- 08:40 – 08:45 Opening Remarks - Marie Eveline, Volunteer Ottawa
- 08:45 – 09:15 **Keynote Address - Bruce MacDonald, President & CEO of Imagine Canada**
- 09:15 – 09:30 Break
- 09:30 – 10:45 Workshop Session #1
- 10:45 – 11:00 Break
- 11:00 – 12:15 Workshop Session #2
- 12:15 – 12:30 **Presentation - Paul Whitney & Liz Connell, African Bronze Honey Company**
- 12:30 – 01:30 Lunch
- 01:30 – 02:45 Workshop Session #3
- 02:45 – 03:00 Break
- 03:00 – 04:15 Workshop Session #4



WORKSHOPS

LEADERSHIP – Room 101

- Fostering Inclusion and Leveraging the Strengths of Diversity (9:30-10:45)
- Creating Corporate Culture (11:00-12:15)
- Building a Great Board of Directors (1:30-2:45)
- Volunteer Management 101 (3:00-4:15)

SOCIAL INNOVATION & ENTERPRISE – Room 105

- Learning from each other: A discussion of our collective stories...(9:30-10:45)
- Healthy Tensions in Social Enterprise: Youth Active Media (11:00-12:15)
- Could this be the answer to your organization's success?... (1:30-2:45)
- From Pilot to Procurement: Enabling Social Enterprise Growth...(3:00-4:15)

MODELS of COLLOBORATION – Room 102

- Building Bridges with Purpose (9:30-10:45)
- Blockchain - What Can It Do For You (11:00-12:15)
- Partnerships, a key ingredient for developing community (1:30-2:45)
- An Experiment in a Collective Impact approach: the Ottawa Street ...(3:00-4:15)

IT and COMMUNICATIONS & MARKETING – Room 104

- Telling Your Story Using Community Data (9:30-10:45)
- Digital Marketing for Non-Profits on a Shoestring Budget (11:00-12:15)
- Using the ONS as a Tool for Community Needs Assessments (1:30-2:45)
- Storytelling for the win! Tips and tricks to share stories for... (3:00-4:15)



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WORKSHOP SCHEDULE

Leadership	Social Innovation & Enterprise	Models of Collaboration	Information Technology & Communications and Marketing
Session #1 - 9:30-10:45			
Fostering Inclusion and Leveraging the Strengths of Diversity Presenter: Hire Immigrants Ottawa	Learning from each other: A discussion of our collective stories, practice, and tools that enable transformative systems change Presenter: Saralyn Hodgkin	Building Bridges with Purpose Presenter: Richard Plummer & Deirdre Speers	Telling Your Story Using Community Data Presenter: Michael Ditor
Session #2 - 11:00 – 12:15			
Creating Corporate Culture Presenter: John Rapp	Healthy Tensions in Social Enterprise: Youth Active Media Presenter: Ian Bingeman & Heather Hunter	Blockchain - What Can It Do For You Presenter: Christopher Doré	Digital Marketing for Non-Profits on a Shoestring Budget Presenter: Alex Hosselet, Hayley Robateau & Carol Boeira
Session #3 - 1:30 – 2:45			
Building a Great Board of Directors Presenter: Alice Kubicek	Could this be the answer to your organization's success? Advancing Social Enterprise Development in our City One Example at a Time Presenter: Manu Sharma & Anita James	Partnerships, a key ingredient for developing community Presenter: Natalie Bernardin	Using the ONS as a Tool for Community Needs Assessments Presenter: Elizabeth Kristjansson & Kaitlyn Carr
Session #4 - 3:00 – 4:15			
Volunteer Management 101 Presenter: Maria Lahiffe	From Pilot to Procurement: Enabling Social Enterprise Growth in Ottawa Presenter: Doug Pawson	An Experiment in a Collective Impact approach: the Ottawa Street Violence and Gang Strategy Presenter: Nancy Worsfold	Storytelling for the win! Tips and tricks to share stories for the public and media in easy ways... Presenter: Sam Laprade



WORKSHOP DESCRIPTIONS

An experiment in a collective impact approach: the Ottawa Street Violence and Gang Strategy

The Ottawa Street Violence and Gang Strategy started in 2013 as a holistic collective impact strategy with community and institutional partners working together to reduce violence. The approach takes into consideration the many factors that contribute to gang involvement and street-level violence at the individual, family, peer, school, neighbourhood, and social levels. It is based on the social science literature that highlights good practices in addressing violence, and on the lived experiences of our communities. The strategy is based on a four pillar approach: • Healthy Neighbourhood Cohesion • Early Prevention • Intervention • Enforcement and Suppression. The presentation will explain the strategy with its four pillars; the process of consulting the community to ensure engagement; explore the lessons learned from building partnerships across sectors; and discuss some of the challenges in the collective impact evaluation approach.

Presenter: Nancy Worsfold (Crime Prevention Ottawa)
Time: 3:00PM - Session #4

Blockchain - What Can It Do For You

Why Blockchain? Blockchain is a potentially revolutionary technology that was invented after the 2008 financial crisis. Blockchain is here to stay and is the biggest technology revolution after the internet. Blockchain transactions are secure, immutable, hacker-proof, and protect privacy. Just as computers and internet have taken over our lives, Blockchain is going to be a part of our everyday life in the coming years and decades. The course provides a general overview of Blockchain technology including its history, evolution, and future. Within the workshop, you will learn enough to decide for yourself if Blockchain technology applies to you and your organization. Learn about the technology that powers cryptocurrencies and how to develop a simple Blockchain application. In addition, you will learn about Hyperledger, Ethereum, and smart contracts.

Presenter: Christopher Doré (Algonquin College)
Time: 11:00AM - Session #2



Building a Great Board of Directors

Participants will learn how to strengthen Board effectiveness, dos and don'ts of Board meetings, exercising due diligence and best practices of Committee structures.

Presenter: Alice Kubicek (Daybreak Not-For-Profit Housing)
Time: 1:30PM - Session #3

Building Bridges with Purpose

To move the needle and build sustained changes, organizations and individuals cannot afford to go it alone anymore. It has become imperative to construct "bridges" that can act as connectors not only for one's own agency or cause but equally for others. To get things done, your approach now requires building the structure to understand, engage and mobilize others. This session we help you to gain insights into building your "bridge with purpose". Participants will explore how to clarify purpose, strengthen their influence and design an approach for progressive engagement that can be leveraged towards sustained outcomes.

Presenter: Richard Plummer & Deirdre Speers (Executive Suite Partners)
Time: 9:30AM - Session #1

Could this be the answer to your organization's success? Advancing social enterprise development in our city one example at a time

Are you in pursuit of positive, systemic and sustainable change for your organization, the communities you serve, and the city we live in? This session will provide you with a path forward. Learn about an innovative approach that will transform social enterprise development in the charitable sector. This will be illustrated by a pilot initiative involving an exciting partnership with key stakeholders including the Ottawa Community Foundation, the Centre for Social Enterprise Development, Ottawa Community Housing, the Somali Centre for Family Services, and the City of Ottawa. The pilot will demonstrate how a Social Enterprise Platform can support the development, scaling and success of social enterprises by creating a standard framework (e.g., tools, processes, etc.) and common resources for organizations to tap into to ensure their social enterprises can be effectively supported and have community impact.

Presenter: Manu Sharma & Anita James (CSED & Ottawa Community Foundation)
Time: 1:30PM - Session #3



Creating Corporate Culture

Mission and vision only work when they are accompanied by values. What are you doing to make sure that your staff, both old and new know and live by your organizational values? This interactive workshop will show you a new staff and volunteer orientation model that you can experience, and then remodel to suit your own organization. * *Participation available bilingual*

Presenter: John Rapp (Dovercourt Recreation Association)

Time: 11:00AM - Session #2

Digital Marketing for Non-Profits on a Shoestring Budget

As non-profits, we're challenged with important mandates and tight budgets. There's so much work to do, then promoting our work and building our brands on top of it. Digital tools and strategies are a great way that any organization can have a large impact without a large budget. In this workshop, participants will learn about the different tools, platforms, and techniques they can use online with even minimal staff or resources.

Presenter: Alex Hosselet, Hayley Robateau & Carol Boeira (United Way Ottawa)

Time: 11:00AM - Session #2

Fostering Inclusion and Leveraging the Strengths of Diversity

Our communities and workplaces are becoming more and more multicultural and diverse. This diversity, when fully leveraged, can lead to more innovative and impactful teams and organizations. No matter our position within a workplace, we all play an important role in fostering inclusion and leveraging the strengths of diversity. Through participatory exercises and open discussion, participants will gain practical tips and tools to foster inclusion and positively impact workplace relationships and culture.

Presenter: Hire Immigrants Ottawa

Time: 9:30AM - Session #1

From Pilot to Procurement: Enabling Social Enterprise Growth in Ottawa

Many non-profits across Canada are looking to social enterprise as a way to support their social and financial mission. A major challenge posed for social enterprise is matching market demand to their product and service offering. Yet, within many large Canadian cities there are a number of potential customers with significant purchasing power. In particular, community housing providers can benefit



from many of the same impacts by purchasing from social enterprises who have similar missions. This case study explores how Good Nature Groundskeeping, an employment-based social enterprise operated by Causeway Work Centre, a community economic development organization, worked with Ottawa Community Housing to embed a “value-added social enterprise” procurement component in the renewal of the OCH Procurement Policy when appropriate. Experiences gained during the three-year pilot supported the addition of the social procurement concept in a renewed version of OCH’s procurement policy.

Presenter: Doug Pawson (Causeway)
Time: 3:00PM - Session #4

Healthy Tensions in Social Enterprise: Youth Active Media

Social Enterprise is being promoted almost universally as the solution to funding issues in the non-profit sector. That is perhaps because it is so poorly defined - or rather, it is well defined, but it is defined in so many different - sometimes contradictory - ways. This workshop will take as a case study Youth Active Media - a joint venture by the Social Planning Council and Youth Ottawa and winner of the Ottawa Community Foundations 2017 New Leaf Community Challenge. We will present the tensions that we faced as we rolled out our social enterprise, present the different ways that we each imagined a social enterprise being both for profit and for community, discuss how we keep it together (hint: it’s about mutual respect and accommodation), and open the floor to questions and discussions on what the heck is meant by "social enterprise" anyway!

Presenter: Ian Bingeman & Heather Hunter (Youth Ottawa & Social Planning Council of Ottawa)
Time: 11:00AM - Session #2

Learning from each other: A discussion of our collective stories, practice, and tools that enable transformative systems change

The field of social innovation is one where we as practitioners yearn to share stories, lessons learned, and tools of our trade. This space is one where we collectively come together to do just that. I will start us off with sharing my experience designing labs as a model for collaboration, in so far as it may be useful, and how developmental evaluation was designed into that practice. We can as a group then use the space to each share the various experiences and assets we have that are useful to help the practice of others in the room. I can also share my insights from how to engage as a network, based on the work I've contributed to date in 2018.

Presenter: Saralyn Hodgkin (Social Innovation Institute)
Time: 9:30AM - Session #1



Partnerships, a Key Ingredient for Developing Community

Demonstrate how partnerships can be beneficial financially and structurally for non-profit organizations and how they can leverage a stronger engagement from the community. * *Participation available bilingual*

Presenter: Natalie Bernardin (Association des professionnels de la chanson et de la musique)
Time: 1:30PM - Session #3

Storytelling for the win! Tips and tricks to share stories for the public and media in easy ways...

We know the attention span is getting shorter for the general public, and this includes donors and influencers. More than ever, folks are looking for more than simply checking a box when it comes to causes, they're looking for a story they can get behind. Storytelling is part of the secret sauce to connect with a targeted crowd in any industry. Sam and Eric will share some ways to get your story "to stick" with your crowd and with the media. They will also share some case studies that illustrate the changing landscape and how you can take advantage!

Presenter: Sam Laprade (Gryphon Fundraising)
Time: 3:00PM - Session #4

Telling Your Story Using Community Data

Whether it is for funding applications, a set of common indicators assessing collective impact or a service area profile to determine policy priorities, a good understanding of data is required for community-based and not-for-profit organizations to realize their mandate. This workshop will offer an introduction to data sets frequently used by community organizations as well as a presentation of the Canadian Council on Social Development's Community Data Program. Following the presentation, the group will work on data-related questions provided by participants. * *Participation available bilingual*

Presenter: Michael Ditor (Canadian Council on Social Development)
Time: 9:30AM - Session #1

Using the ONS as a Tool for Community Needs Assessments

During this workshop, you will learn/expand your skills on: - How to conduct a needs assessment - How to interpret data meaningfully - How to use ONS data and information (e.g. health, demographic, built environment, etc.) strategically for planning in a community organization. You will also receive



hands on experience working with ONS datasets and you will learn how to master the website's many interactive features (maps, graphs, neighbourhoods profiles). There will also be opportunity for you to give feedback based on your experience. * *Participation available bilingual*

Presenter: Elizabeth Kristjansson & Kaitlyn Carr (Ottawa Neighbourhood Study)

Time: 1:30PM - Session #3

Volunteer Management 101

In the social sector, it is very likely that volunteers are central to what you do. They are the public face of your organization, and make it possible to reach far more stakeholders than you ever could by only relying on paid staff. In addition, the very act of volunteering brings legitimacy and heart to your organization in a way that nothing else can. This workshop will give you a high-level view of the complex endeavour that is volunteer management. It will take you through the volunteer management cycle: planning, recruitment, orientation & training, and supervision & monitoring. We will draw explicit links to show how each of these cycle components contributes to volunteer recognition and retention.

Presenter: Maria Lahiffe (Volunteer Ottawa)

Time: 3:00PM - Session #4



LEVERAGING OUR STRENGTHS EVALUATION FORM 2018

0= Poor; 5= Excellent

1. Please rate your overall satisfaction with the conference.

0 1 2 3 4 5

2. **In session #1**, I attended the workshop titled: _____

Overall I would rate this workshop.

0 1 2 3 4 5

3. **In session #2**, I attended the workshop titled: _____

Overall I would rate this workshop.

0 1 2 3 4 5

4. **In session #3**, I attended the workshop titled: _____

Overall I would rate this workshop.

0 1 2 3 4 5

5. **In session #4**, I attended the workshop titled: _____

Overall I would rate this workshop.

0 1 2 3 4 5

6. Next year I would like to see a workshop on: _____





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7. Comments: _____

