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Nonprofits on the Move in London:

*Creating inclusive and diverse
nonprofit organizations*

Pillar Nonprofit Network – Voice of the Nonprofit Sector



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History

- Pillar Nonprofit Network started in 2001
- Voice for the nonprofit sector
- Over 165 nonprofit member organizations
- “Chamber of Charities”

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About Us

Pillar Nonprofit Network supports nonprofit organizations in fulfilling their missions in our community.

We provide leadership, advocacy and support to the nonprofit sector through the promotion of volunteerism, professional development, networking, and information.

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Core Services

- Promotion of Volunteerism
- Professional Development
- Networking
- Information
- Advocacy

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Inclusive Community

Pillar's Objective:

To raise awareness in the nonprofit sector and beyond, regarding the importance of creating inclusive, responsive and accessible organizations and institutions.



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Highlights of 2008-2009

- Board Diversity Project
- Community Action Forum
- Advancing Cultural Diversity in Volunteer Management
- Volunteering at Leadership Levels
- Diversity & Anti-Racism Training

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Nonprofits in Canada

- 2 million paid employees in nonprofit sector
- More than half of all charities don't have any paid employees
- Value of volunteer contribution is \$14.1 million dollars

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Types of Nonprofits in Canada

- Social Development - 43,300 organizations
- Sports & Recreation - 33,600 organizations
- Religion - 30,700 organizations
- Grantmaking, Fundraising, Voluntarism - 15,900 organizations
- Arts & Culture – 13,800 organizations
- Health – 6,100 organizations
- Environment – 4,400 organizations
- International – 1000 organizations
- Other – 12,400

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What is Volunteerism

- Formal volunteering is an activity that takes place through a nonprofit or charity
- To be of benefit to the community and the volunteer
- Of the volunteer's own free will and without coercion with no financial payment

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Volunteerism In Canada

- 11.8 million volunteers
- 45% of Canadians volunteer
- Total of 2 billion hours contributed each year

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Nonprofits in London

- Over 1150 nonprofits and registered charities in London
- It would take 6 full time employees to replace the work of volunteers in each nonprofit in London
- Volunteers contribute over \$300 million in time to nonprofits in London

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Nonprofits in London

Organizations that support New Canadians and Immigrants in London:

ACFO
Across Languages
Boys' and Girls' Club
Childreach
Crouch Neighbourhood Resource Centre
Glen Cairn Community Centre
Goodwill Industries
London Community Resource Centre
London Cross Cultural Learner Centre

London Employment Help Centre
London Intercommunity Health Centre
London Public Library
LUSO Community Services
Pathways Skills Development
South London Community Centre
North London Community Centre
United Way London & Middlesex
WIL Employment Connections (WIL)
YMCA London & Middlesex

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New Canadians & Volunteering

- Increase in service demands
- Insufficient funds and shortage of volunteers two reasons why organizations unable to meet demands
- Organizations need to reflect on ways to assist new Canadians as struggle in new environment
- New Canadians seeking paid employment
- Volunteering is way to not only give back to society and help others, but improve job opportunities
- Cultural differences, language levels and discrimination make this solution complex

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New Canadians & Volunteering

It is important for organizations to ask themselves a number of questions:

- Is our organization open to change and reflect the changing demographics of London?
- How receptive will staff, volunteers and clients be to organization's decision to recruit new Canadian volunteers?
- Are there paid staff in our organization who are immigrants and who can share their experiences?
- Are there barriers to recruiting a new Canadians such as asking for references and immunization records?
- Is there someone that new Canadians will be able to look to as a mentor in our organization?

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New Canadians & Volunteering

Organizations that currently recruit new Canadians indicate that they benefit from:

- Different perspective new Canadians bring to their organization
- Ability to relate to the clients the organization serves
- Skills they bring to areas needed by the organization
- Language/translation skills they offer to the organization

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New Canadians & Volunteering

Fifty-five percent of new Canadians who completed questionnaire do not volunteer.

Main reasons they give for not volunteering are:

- Do not have time (32%)
- Do not know how to get involved (26%)
- One in ten new Canadian respondents who did not volunteer indicated that they had never heard of volunteering before



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Board Diversity

- To help nonprofit board of directors become more inclusive and reflective of the community by providing tools, support and resources that enable them to implement organizational change
- To increase the capacity, knowledge and confidence of those ethno-racial/cultural volunteers serving in leadership positions
- To consult and work with ethno-racial/cultural communities and provide connection to nonprofit organizations that address the needs and interests of both parties

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Components of Project

For Organizations:

- Cultural Competency Workshop
- Attend two workshops
- Create Action and Communication Plan
- Follow up and Implementation

For Community:

- Board Orientation
- Matching nonprofits and potential board members



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Testimonials

“It opened the door to learning and the Pillar strategy will impact many organizations.”

“We have never talked amongst ourselves as a board in this way – much needed.”

“In 3 years, London’s nonprofits will be considerably more equitable. It started here.”

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Outcomes of Board Diversity Project

- 17 organizations have participated to date
- To date 77 people have successfully completed the Board Orientation Program



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Community Action Forum

Creating Inclusive & Diverse Nonprofit Organizations

Purpose of Project

- Bring the together London, Kitchener-Waterloo, and Windsor
- Review and learn from organizational change activities
- Discuss and find solutions to common challenges
- Identify gaps and barriers in existing policies, programs, practices and services for ethno-cultural communities
- Create awareness of need for organizational inclusion and encourage more organizations to become culturally competent
- Foster sharing of resources and promising practices
- Create electronic network

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Components of Project

- Survey to develop components of project
- Two day Community Action Forum
- Online network
- Final Report & Promising Practice Inventory

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Outcomes of Project

- 90 attendees from three communities
- Over 25 registered online users for network

Actionable Steps

- Plan recruitment and retention strategy
- Identify community groups to contact and collaborate
- Present to Management /HR/Staff teams to implement action plan
- Connect with ethno-cultural media
- Revise policy and procedures, share with our board
- Interaction and connection with my community
- Be more vocal about the work I do to educate youth from different backgrounds - encouraging
- Organizational audit
- Strategic relationship building

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Advancing Cultural Diversity in Volunteer Management

Phase 1 –8 Community Dialogues with local partners in 519 and 905 areas

Phase 2 – Two Regional Dialogues -- one for the 519 area and one for the 905 area

Research: Development inventory of resources on cultural diversity and volunteer management

Phase 3 –Final Forum will bring together nonprofit leaders from 519 and 905 regions in Spring 2009



Advancing Cultural Diversity in Volunteer Management

London Community Dialogue Highlights:

- Partnership between Pillar Nonprofit Network and London & Area Association of Volunteer Administration (LAVA)
- 40 participants
- London's growth is moderated compared to Toronto and we are behind cities of comparable size including Kitchener/Waterloo and Hamilton
- Volunteering is a way to engaged New Canadians and immigrants in a community and to bring their skills and perspectives forward



Advancing Cultural Diversity in Volunteer Management

Possible and Positive Actions to Build Capacity

- Database that helps agencies locate diverse groups; allows diverse groups to research agencies/volunteer positions
- Volunteer bank - “one stop shopping” for volunteers
- Hire more diverse staff



More Work to be Done

Next Steps

- Continue to strengthen network
- Expand definition of diversity
- Engage broader nonprofit sector in recognizing need for organizational change work

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Resources

Board Diversity Toolkit

http://www.pillarnonprofit.ca/documents/pillartoolkit_boarddiversity_05.pdf

Links to Diversity on Pillar Nonprofit Network

http://www.pillarnonprofit.ca/resources_and_links/diversity/

London Immigration Portal

<http://www.welcome.london.ca/>

New Canadians and Volunteering Research Report

<http://www.pillarnonprofit.ca/documents/FinalReportNewCanadians.pdf>

Welcoming Cultural Diversity

<http://www.uwlondon.on.ca/site/welcoming-cultural-diversity/>

Advancing Cultural Diversity in Volunteer Management Project

<http://www.culturaldiversityandvolunteers.ca/about>

London Community Dialogue Report

[http://www.culturaldiversityandvolunteers.ca/files/London%20DialogueReport_Feb%202012-08\(2\)_0.pdf](http://www.culturaldiversityandvolunteers.ca/files/London%20DialogueReport_Feb%202012-08(2)_0.pdf)

Volunteering at Leadership Levels Toolkit

http://www.pillarnonprofit.ca/documents/pillartoolkit_volunteers_04.pdf