



**LEVERAGING  
OUR STRENGTHS  
CONFERENCE**      **MISER SUR  
NOS FORCES  
CONGRÈS**

Welcome to the 7<sup>th</sup> 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”.





## AGENDA

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



## WORKSHOP SCHEDULE

Leadership	Social Innovation & Enterprise	Models of Collaboration	Information Technology & Communications and Marketing
<b>Concurrent Workshop Session 1</b> 9:30-10:45			
<b>Fostering Inclusion and Leveraging the Strengths of Diversity</b>  Presenter: Hire Immigrants Ottawa  Organization: Hire Immigrants Ottawa	<b>Learning from each other: A discussion of our collective stories, practice, and tools that enable transformative systems change</b>  Presenter: Saralyn Hodgkin  Organization: Social Innovation Institute	<b>Building Bridges with Purpose</b>  Presenter: Richard Plummer & Deirdre Speers  Organization: Executive Suite Partners	<b>Telling Your Story Using Community Data</b>  Presenter: Michael Ditor  Organization: Canadian Council on Social Development
<b>Concurrent Workshops Session 2</b> 11:00 to 12:15			
<b>Creating Corporate Culture</b>  Presenter: John Rapp  Organization: Dovercourt Recreation Association	<b>Healthy Tensions in Social Enterprise: Youth Active Media</b>  Presenter: Ian Bingeman & Heather Hunter  Organization: Youth Ottawa & Social Planning Council of Ottawa	<b>Blockchain - What Can It Do For You</b>  Presenter: Christopher Doré  Organization: Algonquin College	<b>Digital Marketing for Non-Profits on a Shoestring Budget</b>  Presenter: Alex Hosselet, Hayley Robateau & Carol Boeira  Organization: United Way Ottawa



Leadership	Social Innovation & Enterprise	Models of Collaboration	Information Technology & Communications and Marketing
<b>Concurrent Workshops Session 3</b> <b>1:30 – 2:45</b>			
<b>Building a Great Board of Directors</b>  Presenter: Alice Kubicek  Organization: Daybreak Not-For-Profit Housing	<b>Could this be the answer to your organization’s success? Advancing Social Enterprise Development in our City One Example at a Time</b>  Presenter: Manu Sharma & Anita James  Organization: Ottawa Community Foundation	<b>Partnerships, a key ingredient for developing community</b>  Presenter: Natalie Bernardin  Organization: Association des professionnels de la chanson et de la musique	<b>Using the ONS as a Tool for Community Needs Assessments</b>  Presenter: Elizabeth Kristjansson & David Hole & Kaitlyn Carr  Organization: Ottawa Neighbourhood Study
<b>Concurrent Workshops Session 4</b> <b>3:00 – 4:15</b>			
<b>Volunteer Management 101</b>  Presenter: Maria Lahiffe  Organization: Volunteer Ottawa	<b>From Pilot to Procurement: Enabling Social Enterprise Growth in Ottawa</b>  Presenter: Doug Pawson  Organization: Causeway	<b>An Experiment in a Collective Impact approach: the Ottawa Street Violence and Gang Strategy</b>  Presenter: Nancy Worsfold  Organization: Crime Prevention Ottawa	<b>Storytelling for the win! Tips and tricks to share stories for the public and media in easy ways...</b>  Presenter: Eric Collard & Sam Laprade  Organization: Ottawa Media Group & Gryphon Fundraising



## 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  
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  
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  
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  
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  
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  
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  
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  
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  
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  
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  
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: Eric Collard & Sam Laprade  
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  
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 & David Hole & Kaitlyn Carr

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

Time: 3:00PM - Session #4



## FOOD AND CONFERENCE SERVICES

SERVICES ALIMENTAIRES ET DE CONFÉRENCES

223 Main Street,  
Ottawa ON K1S 1C4

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## Attendees: Park in the Saint Paul University parking lot

Parking is available for free in the Saint Paul University parking lot on a first come, first serve basis. Please allocate additional time to your arrival to obtain your parking pass at registration and place in your front window (Pass only valid in SPU lot, not visitor lot). You will enter through 110 Hazel St.

## Presenters: Park in the Visitor parking lot

Parking is available free of charge for all presenters. Please park in the Visitor parking lot, which has a \$10 maximum daily rate. Please obtain your receipt or bring to the registration table so we can reimburse you at a later date. You will enter through 110 Hazel St.

## PARKING AT SPU

### SE STATIONNER À L'USP

Please use our Visitors Parking when attending an event, unless otherwise agreed with your booking agent.

Our lot has a pay-and-display policy and the maximum daily rate is \$10. All lots are monitored and failing to display a parking receipt will result in a fine and/or towing at the owner's expense.

Veuillez utiliser notre Stationnement Visiteurs lors de votre présence à l'événement, à moins d'entente contraire avec votre agent de réservation. Notre lot est payant et impose une politique d'affichage du reçu sur votre tableau de bord. Les frais journaliers peuvent aller jusqu'à 10\$.

Tous les lots sont sous surveillance et l'absence d'un reçu entraînera une amende et/ou un remorquage à vos frais.

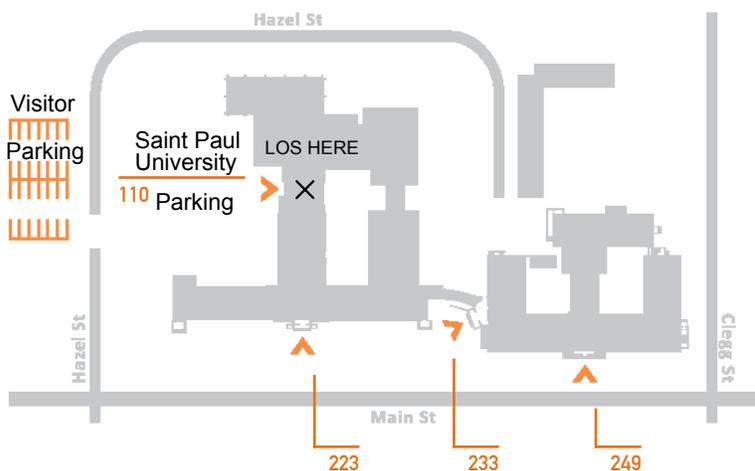


## GUESTS WITH ACCESSIBLE PARKING PERMITS

must pay at the visitor parking and display their receipt on their vehicle dashboard. They then may use one of the reserved parking spots located near every entrance.

## VISITEURS DÉTENTEURS DE PERMIS À MOBILITÉ RÉDUITE

doivent se rendre au Stationnement Visiteurs pour obtenir un billet à afficher sur leur tableau de bord et peuvent, par la suite, se stationner dans l'un des espaces réservés près de chaque entrée.



 **ENTRANCE**  
ENTRÉE

 **VISITORS PARKING**  
STATIONNEMENT VISITEURS