



## **Business Case City of London Funding**

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## **Business Case Index**

1. Executive Summary
2. Who is Pillar?
3. Our History
4. Pillar Nonprofit Network Today
5. Reality of Nonprofit Sector in London
6. Current Challenge & Funding Request
7. A Sustainable Pillar Nonprofit Network
8. Outcomes for Pillar Nonprofit Network
9. Return on Investment for the City of London
10. Conclusion
11. Budget
12. Appendixes

## **Executive Summary**

Pillar Nonprofit Network is a London-based umbrella organization that offers resources and education for nonprofit staff, promotes volunteerism, facilitates research related to the nonprofit sector and engages in collaboration with the public and private sectors. Pillar Nonprofit Network has over 100 member organizations from environment, health, education, social services, arts, sports and faith-based sectors.

Pillar Nonprofit Network is dedicated to strengthening and leveraging the impact of the nonprofit sector for a civic and just society. Pillar is a voice for the nonprofit sector in London.

## **Current Challenge & Funding Request**

Pillar Nonprofit Network has laid important ground work to provide a structure for London's nonprofit organizations to grow, develop and become more innovative since inception in 2001.

Pillar, like many nonprofits, has relied on project funding as a source of core revenue. Member fees contribute a modest amount of revenue (approximately \$12,000 in 2005). While federal and provincial funding is an excellent source of project funds to help strengthen London's nonprofit sector, the funding is targeted and specific on specialized projects. Therefore, federal and provincial funding is not a source of core and sustainable funding for Pillar Nonprofit Network's ongoing operation.

Pillar requests an allocation of \$75,000.00 annually from the City of London to ensure continuous sustainability in this community. With these core funding dollars, Pillar can have the operational base in place to attract additional nonprofits as members and strengthen and unify the voice of this sector in our community. This funding would also allow Pillar to leverage additional Federal and Provincial grants in order to accomplish specific outcomes for the nonprofit sector in London.

Core funding of Pillar Nonprofit Network will promote organizational stability and develop the nonprofit sector. An investment in Pillar Nonprofit Network is an investment in the nonprofits in our community and in Londoners.

Pillar is a member of the Canadian Federation of Voluntary Sector Networks comprised of 14 networks. Of the 14 networks, 11 members (79%) receive funds or have a partnership with their municipality.

## Strategic Outcomes

Outcomes	Projects to Achieve Outcomes	Strategic Fit with City of London
More effective nonprofits	Power of Philanthropy Conference Libro Financial Nonprofit Seminars Executive Director Breakfasts	Services for everyone – more community needs are met
Accessibility of services in neighbourhoods	<a href="http://www.pillarv.com">www.pillarv.com</a> Volunteerism Nonprofit & Charitable Expo	Sense of Community - Increased knowledge about the community and programs available Neighbourhoods – are stronger and more vibrant
Increase accountability and professionalism of nonprofits	Canada Revenue Agency workshops Sharing Best practices ED Breakfasts	Services for everyone – increased accessibility of services for Londoners
Conduct research on trends and issues related to nonprofit sector	Recruitment, Retention & Succession Planning	Innovation and Economics - Increased attraction and retention of a skilled workforce
Nonprofits have information and resources to enhance services	Getting Connected bi-weekly e-Newsletter Nonprofit Library Network <a href="http://www.pillarv.com">www.pillarv.com</a> Voluntary Gateway Portal	Services for everyone - More community needs are met

	<a href="http://www.voluntarygateway.ca">www.voluntarygateway.ca</a>	
Increase volunteerism in City of London	Volunteer referral <a href="http://www.pillarv.com">www.pillarv.com</a> Youth Volunteerism DVD Board Diversity Project	Sense of Community – increased social interaction/connection engagement of programs Community Leadership – more people participate in formal and informal leadership roles Core Essence - More people are proud to live in London neighbourhoods
Engage Londoners of diverse communities in nonprofits	Board Diversity Project New Canadians Volunteering Project	Creative Cities - support and celebrate London's diversity Healthy communities are inclusive communities Diversity – more people participate in all aspects of community and understand the value of diversity Community Leadership – more people participate in formal and informal leadership roles
Caring and supportive services to improve quality of life of Londoners	Sharing of Best Practices through workshops, information and resources	Services for everyone – increased accessibility of services and community needs are met
Celebrate success of nonprofits, individuals and corporations	Innovation Awards	Core essence – more people proud to live in London
Forge new partnerships with public and private sectors to contribute to community development and capacity building	Libro Financial Nonprofit Seminars Member of Chamber of Commerce London Ambassador Program Emerging Leaders Host provincial and federal forums and workshops	Sense of community - Increased social interaction/connection/engagement of all Londoners

## 2. Who Is Pillar?

Pillar Nonprofit Network is a London-based umbrella organization that offers resources and education for nonprofit staff, promotes volunteerism, facilitates research related to the nonprofit sector and engages in collaboration with the public and private sectors. Pillar Nonprofit Network has over 100 member organizations from environment, health, education, social services, arts, sports and faith-based sectors.

Pillar Nonprofit Network is dedicated to strengthening and leveraging the impact of the nonprofit sector for a civic and just society. Pillar is a voice for the nonprofit sector in London.

**We connect nonprofit organizations.**

**We connect volunteers.**

**We connect community.**

## 3. Our History

A Community Volunteer Summit was held in London, Ontario on June 1, 2001 as part of the International Year of Volunteers (IYV) celebration. Volunteers and nonprofit organizations engaged in meaningful dialogue to develop an action plan for London's community. It included the following goals: build partnerships with private and public sectors; expand on the volunteer bureau concept using user-friendly technology; create a virtual volunteer network; develop a "Chamber of Charities"; enhance the credibility and accountability of the nonprofit sector; and ensure that the nonprofit sector welcomes all members of society.

A partnership with Human Resources Development Canada and United Way of London & Middlesex provided the resources for Pillar to begin our work in the community in July 2001. In August 2002, Pillar Nonprofit Network opened its office in the London Public Library's new central branch. In 2003, Pillar Nonprofit Network launched [www.pillarv.com](http://www.pillarv.com) and was incorporated as a nonprofit organization. In 2004, Pillar Nonprofit Network achieved official Canadian charity status.

#### **4. Pillar Nonprofit Network Today**

Today, Pillar has over 100 member organizations from environment, health, education, social services, arts, sports and faith-based sectors and offers resources and education, promotes volunteerism in London, facilitates research related to the nonprofit sector and engages in collaboration with the public and private sectors. In 2006, we helped over 15,000 individuals and organizations through our website and email, telephone and walk-in inquiries. Our 30 active volunteers contributed 1200 hours to further the work of Pillar.

#### **Programs & Services – Our Centre of Excellence**

- Promotion and best practices for nonprofit sector
- Education and training
- Fostering collaboration among the nonprofit sector as well as with the public and private sector
- Promoting volunteerism and connect members of community with volunteer opportunities
- Representation of the nonprofit sector on local, provincial and national levels
- Fostering of networking and partnerships among the nonprofit sector
- Research related to the nonprofit sector
- Municipal, federal and/or provincial forums, focus groups and projects relevant to the nonprofit sector
- Sharing of information, resources and trends that are critical to the success of nonprofits including:
  - Leadership
  - Fundraising
  - Governance
  - Administration and operations
  - Strategic planning
  - Accountability
  - Human Resources
  - Volunteer Management
  - Communications & Marketing
  - Policy and Planning
  - Sustainability

Currently, Pillar is leading three major initiatives:

The Board Diversity Project (funded by Department of Canadian Heritage)  
Recruitment, Retention & Succession Planning Research Study (funded by HRSDC)  
Helping Charities to File Complete and Accurate T3010As on Time (funded by Canada Revenue Agency)

## **Board of Directors**

Pillar's Board of Directors represent a cross section of London's community:

Kirsten Fisher, PhD Candidate, Political Science Department, University of Western Ontario

Lissa Foster, Community Relations Officer, Citi Cards Canada

Ellen Froot, Senior Development Officer, St. Joseph's Health Care Foundation

Jennifer Hesse, Administrator, Volunteer Services, London Public Library

Brian Meehan, Executive Director, Museum London

William VanKlooster, Executive Director, Westover Treatment Centre

Christine Wilde, Manager of Fund Development, VON Elgin Middlesex

Gary Wood, Director of Finance & Administration, Madame Vanier Children's Services

Pillar is currently participating in the Board Diversity Project and recruiting new board members from diverse communities.



## **Partner and Member of:**

### **London**

- London Public Library
- United Way of London & Middlesex
- London Community Foundation
- London Chamber of Commerce
- London Ambassadors Program
- Emerging Leaders
- ChildReach Community Council
- London & Area Association of Volunteer Administration
- International Association of Business Communicators (IABC) – London Chapter

### **Provincial**

- Ontario Network of Canadian Volunteerism Initiative
- Liability Insurance Stakeholder Advisory Group – Ministry of Citizenship & Immigration

### **National**

- Imagine Canada
- Nonprofit Library Network – Imagine Canada
- Canadian Federation of Voluntary Sector Networks
- Voluntarygateway.ca – website portal, website development team and contributing weekly editor

## 4. Reality of the Nonprofit Sector in London

Cities that value their citizens also recognize the value of accessible and high quality services that citizens need to support their quality of life. The most efficient approach to service delivery is through the nonprofit sector, a sector that traditionally has committed staff, maximizes volunteers and operates with few resources.

There are over 1150 registered nonprofit organizations in London and 900 of those are registered charities. Nonprofits and charities deliver the following outcomes at the community level:

- helping people live longer
- prolonging independent living
- reducing the risk of medical conditions i.e. coronary heart disease, stroke, osteoporosis, diabetes, cancers, back problems, mental health disorders
- enhancing overall well-being
- contributing to the development of children and youth
- helping develop adults to full potential
- promoting life long learning
- helping explore spirituality
- building self esteem and positive self image
- enhancing life satisfaction levels
- reducing self destructive behaviour
- reducing crime
- reducing racism
- reducing isolation and loneliness
- building strong families
- building safe communities
- producing leaders
- building social skills
- helping understand neighbours
- lowering healthcare costs
- reducing cost of social service intervention
- reducing police, justice, and incarceration costs
- improving work performance
- drawing tourism
- generating employment
- yielding investment
- increasing property value
- protecting ecological integrity
- improving air quality
- providing environmental education
- protecting against environmental disaster
- saving energy
- encouraging environmental stewardship

In the London Nonprofit's Reality Questionnaire distributed in 2006, it was found that nonprofits have experienced an increase in demand for services in the last two years. Lack of sufficient funding was cited as the main reason organizations are unable to meet service requests. This increase in demand for services is troubling because the funding dollars are being reduced and there is increased competition for the same funding dollars.

Volunteers are valuable economic resources for nonprofit organizations. It would take 6 full time employees per organization to replace the work of volunteers in London. Statistics Canada shows the City of London's average salary is \$43,811. Currently, the number of estimated nonprofit organizations in London is 1150. Using this data, we have calculated that the economic contribution of London's volunteers to be \$303 million dollars (Pillar Nonprofit Network, *London's Voluntary Sector Employment and Training Needs Study*, April 2004).

## **5. Current Challenge & Funding Request**

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## **6. A Sustainable Pillar Nonprofit Network**

The Creative City Task Force Report and Core Strategic Plan for the City of London identify priorities parallel to the work of Pillar Nonprofit Network including economic prosperity, community vitality, environmental responsibility and enriched cultural identity.

We would respectfully put forth the notion that the nonprofit sector does and will continue to play a significant role in “growing a strong and caring community.”\* We also strongly believe that an investment in Pillar Nonprofit Network coupled with the London Economic Development Corporation and London Arts Council mandates will “position the City of London within the top rank of Canadian municipalities.” Further, Pillar Nonprofit Network has been a supporter in developing the London Ambassador Program and will continue to promote this program to the nonprofit sector.

Pillar is very respectful and cognizant of the value of United Way of London & Middlesex. Our partnership with the United Way reaches back to our beginnings with its Director of Community Services, Ruth Young, serving a four year term as an original board member of Pillar’s board of directors. In collaboration with the United Way we have been very conscious not to duplicate their outstanding efforts in providing leadership, resources and promoting voluntarism to support projects and programs directed primarily to the poor and those at risk.

Pillar along with its partners will provide a unifying role that includes promoting volunteerism, knowledge sharing, and playing a community development role with the broad based nonprofit sector. A community with a strong social service and nonprofit sector is surely an important part of making our city the destination of choice for others.

## **7. Outcomes of Pillar Nonprofit Network**

Pillar Nonprofit Network will achieve the following with sustainable funding from the City of London:

1. Pillar represents a wide variety of organizations through its membership which will increase through sustainable funding and will in turn lead to more effective services by nonprofits to meet the needs of Londoners.
2. Pillar will encourage nonprofits in London to emphasize neighborhood accessibility and develop a stronger and more vital community.
3. Pillar is committed to increasing the professionalism and accountability of nonprofits through workshops, seminars, feature articles and e-newsletter updates.
4. Pillar's labour market surveys will continue to monitor the trends and issues in the London nonprofit sector.
5. Pillar is committed to sharing up to date knowledge with the nonprofit sector including City of London initiatives.
6. Pillar is committed to enhancing its volunteer database and its role in linking the right volunteer to the right volunteer opportunity.
7. Pillar is committed to promoting London as a destination for conferences and for employment.
8. Pillar is committed to providing services related to diversity, to increase understanding about the value of diversity and to continue to engage Londoners in all aspects of our community.
9. Pillar is committed to community vitality, through encouraging volunteers and nonprofit organizations to enhance their caring and supportive services and through encouraging a focus on stronger and more vibrant neighborhoods.

## **8. Return on Investment for the City of London**

An investment by the City of London in Pillar Nonprofit Network is an investment in nonprofits, volunteers and the London community. Pillar is committed to being accountable to the City of London and is more than willing to agree to a set of outcome measures to further enhance and develop our London community.

Proposed ways for Pillar Nonprofit Network and City of London could work together:

1. Engage Londoners in volunteer opportunities in our community and increase the capacity of nonprofits
2. Increase sustainability of nonprofits through information and resources specifically related to how positioning themselves for successful fund development
3. Work collaboratively on future diversity initiatives with the City of London
4. Identify the City of London as the key funder in all marketing materials, website and events – this sentence is not the same context as the others
5. Include City of London information updates in Getting Connected, Pillar's bi-weekly e-newsletter
6. Assist with the promotion and recruitment of volunteers for city wide sporting and cultural events through the website
7. Partner in delivering the Innovation Awards program to celebrate the successes of nonprofits, individuals and corporations in our community
8. Create opportunities for mentorship among staff in nonprofits, volunteers and boards
9. Forge new partnerships among business, government and the nonprofit sector
10. Engage university, college and high school students in nonprofit organizations through volunteerism and student placements

Here are the potential outcomes of a Pillar Nonprofit Network and City of London partnership:

1. Improved quality of life for Londoners
2. Stronger community leadership
3. A community better able to respond to changing social needs, demographic changes, and a knowledge based economy
4. Increased partnerships and alliances within and across sectors
5. A sense of collective entrepreneurship within the community
6. A healthy community that will attract new businesses
7. Development of transferable skills through opportunities for life long learning
8. Greater community pride

## **9. Conclusion**

Pillar Nonprofit Network's vision for the City of London is a strong and vibrant community wherein Londoners are knowledgeable about their community, active and engaged in their community, and enthusiastic about their community.

Pillar will continue to strive to increase the credibility, accountability, visibility and professionalism of the nonprofit sector and to collaborate with the public and private sectors.

Pillar believes that its role in developing and supporting the nonprofit sector is instrumental in ensuring that London's nonprofits continue to be innovative and vital contributors to the City of London's future growth.

Together, the City of London and Pillar Nonprofit Network will:

Connect nonprofit organizations    Connect volunteers    Connect community

## **10. Budget**

### **(See Appendix 1)**

\$75,000 to support the Executive Director salary, rent, and administration costs.

## **11. Appendixes**

1. Budget
2. Audited Financial Statements
3. Membership List
4. Programs & Services 2007
5. Membership Application
6. London Voluntary Sector Employment & Training Needs Study Report 2004
7. New Canadians First Decade of Volunteering Report 2004
8. London's Nonprofit Reality Questionnaire 2006
9. Letters of Support