

# Centre for Training and Consulting

## Winter/Spring 2009 Calendar

### *Learn - Grow - Inspire*

*If you do what you've always done... You'll get what you've always gotten...!  
If you think what you've always thought... You'll get what you've always got...!  
New results require new thinking and new action!*

To register, please complete the attached registration form and fax to United Way at (519) 258-2346

Or email to:

[sshepley@weareunited.com](mailto:sshepley@weareunited.com)

Contact:

Sheila Shepley  
(519) 258-3033 x1123

ALL CLASSES TAKE PLACE AT  
UNITED WAY



**United Way**  
Windsor-Essex County

*Together, we're changing lives.*

# Board Roles and Responsibilities

**February 5: 6:30 pm - 9:30 pm**

or

**April 30: 6:30 pm - 9:30 pm**

**Registration fee: \$20**

Have you ever sat at a boardroom table and wondered what the meeting was trying to accomplish? Have you ever served on a board, and been frustrated since it wasn't what you expected? Each not-for-profit organization, each charity is governed by a Board of Directors who must understand their collective and individual responsibilities to the government, to the community and to the organization itself.

## **Participants in this workshop will be able to:**

- Describe the fundamental role of the Board
- Identify the 5 key areas of Board responsibility
- Understand the relationship between the Board and the Executive Director
- Understand the Board decision-making framework
- Evaluate their own effectiveness as a Board Director

## **Who should attend?**

New Directors or those considering a position on a not-for-profit Board. Directors with some 'on the job' experience but no formal training for their role. Community members who are interested in understanding more about Board roles in the not-for-profit sector. Staff of non-for-profit organizations who wish to better understand the role of the Board and how to support it.

# Introduction to Outcome Based Evaluation

## A practical approach to measuring impact

**February 12: 9:30 am - 4:00 pm**

**Registration fee: \$40 (including workbook)**

Funders at the national, provincial and local levels now require organizations to report program outcomes. The ability to clearly demonstrate impact is no longer an option.

But outcomes are more than just a funding 'must have' in today's environment. Understanding program outcomes enables organizations to modify programs to meet changing community needs. When resources are limited, the ability to be responsive is critical. Measuring outcomes helps organizations understand how their programs and services are making a difference in peoples lives.

## **Participants in this workshop will be able to:**

- Understand why measuring outcomes is important
- Select program outcomes to measure
- Develop a program outcome logic model
- Specify indicators for identified outcomes
- Determine appropriate data collection methods
- Discuss how data can be used.

## **Who should attend?**

This course has been designed for Executive Directors, Program Managers and others with responsibility for organizational planning and program design. It is expected that participants will have little or no knowledge of outcome evaluation and/or wish to improve their skills in this

[www.weareunited.com](http://www.weareunited.com)



# Fundraising Basics

## 3-session workshop

**February 19: 6:30 pm - 9:30 pm, March 5: 9:30 am - 4:30 pm and March 26: 9 am - noon**  
**Please note: Attendance at all 3 workshops is required in order to receive a certificate**  
**Registration fee: \$50**

An organization's ability to advance its mission depends on its ability to raise the necessary funds. Losing focus on one can make it very difficult to do the other. How can organizations make the most effective use of staff and volunteer time and talent? What tools, resources and insight can make the difference between 'frustrating' and 'fruitful' in your fundraising efforts?

The **FUNDRAISING BASICS** course, offered in partnership with the local chapter of the Association of Fundraising Professionals, has a tactical and practical approach. By the end of the workshop, participants will have developed their own fundraising plan specific to their organization and its unique goals. In addition, feedback and support will be provided by members of AFP.

### Participants in this workshop will be able to:

- Gain insight into current trends in fundraising and what they mean in our community
- Complete a 'fundraising readiness' checklist to assist in positioning for fundraising success
- Define the organization's unique value proposition
- Understand the 'donor pyramid' and its role in the fundraising plan
- Discuss special events planning, execution and post-event activities
- Understand how to maximize the role of volunteers in fundraising

### Who should attend?

This course has been designed for staff and volunteers who are new to a fundraising role and need to hit the ground running. It is also appropriate for those who are struggling to take a more strategic and coordinated approach to their fundraising efforts.

# 10 Practices for Managing your Charitable Status

**March 12: 6:30 pm - 9:30 pm**  
**Registration fee: \$20 (including workbook)**

Charities in Canada are trusted by the public and governments to conduct their business responsibly. Each charity is required to file a Registered Charity Information Return, annually, on form T3010A. Incomplete or inaccurate information will not only bring troubles with the Canada Revenue Agency, but risks turning off potential donors: portions of the return are available on-line to everyone. This is an important view of your charity's activities for prospective supporters.

### This workshop will cover:

- Best practices relating to managing charitable status
- Keeping records
- Proper receipting
- Governance issues
- Reporting

### Who should attend?

This course has been designed for both staff and Board members to better understand their roles and responsibilities relating to the management of the organization's charitable status. All participants will receive supporting fact sheets and access to online resources and tools.



# Strategic Planning 101

## 2-day workshop

**April 9: 9:30 am - 4:00 pm and April 23: 9 am - 4:00 pm**  
**Registration fee: \$40**

Everyone has moments of doubt. Refocus the energy of your team by establishing a shared understanding of your mission. Increase control over the destiny of your organization by encouraging logical, rational thinking. Develop a frame of reference for decisions on allocating financial and human resources.

### Participants in this workshop will:

- Identify stakeholder needs
- Analyze the competitive market your organization faces
- Define your organizational vision, in the community context
- Acquire tools and techniques for facilitating group planning sessions

### Who should attend?

This course has been designed for Board members and Staff of organizations undergoing or contemplating change. Dynamic members of organizations will benefit from strategies to capture and mobilize their ideas for avoiding stagnation.

# Public and Community Relations

**May 13: 9:30 am - 4:30 pm**  
**Registration fee: \$40**

Why is community relations important? When is it particularly important to reach out to the public? What are the roles of the Board and of the Staff in public and community relations? This course will explore and explain the organizational framework necessary for good public and community relations.

### Participants will learn to:

- Develop compelling messages of the value their organization provides
- Differentiate messaging for separate target audiences
- Understand the components of a good public and community relations strategy
- Hear the guidance of guest experts in marketing and communications

### Who should attend?

Anyone holding or considering a position on a Non-profit Board. Staff of organizations that do good work but do not receive enough recognition. Community members who are interested in raising the profile of an organization they admire.



# Young Leaders on Board

Classes begin Fall 2009 - early registration highly recommended

Participants must be aged 18 - 24 in September, 2009

To apply, visit [www.weareunited.com](http://www.weareunited.com) or contact Anjana Jacob, Volunteer Centre Coordinator at (519) 258-0000 x1125

**YOUNG LEADERS ON BOARD** is a unique eight-month program combining in-class learning with a placement as a voting Director on the Board of a community organization.

## **Interactive, discussion-based courses on pertinent topics:**

- Leadership theory and developing a personal mission statement
- Understanding the not-for-profit sector
- Community issues and trends
- Roles and responsibilities of Board members
- Legal duties and liabilities of Board members
- Understanding financial statements and the budget process
- Professionalism and ethics
- Leading in to the future

## **What Participants are Saying...**

*"Sitting at the Board table with community leaders exposed me to people, issues and ideas that I could never have accessed on my own at this stage in my leadership career."*

-- **Rohann Correa**, YLB Participant with the Sandwich Community Health Centre

*"I have always been active in student organizations. This program expanded my impact to the broader community and helped me to understand the bigger picture."*

-- **Tiffany Gooch**, YLB Participant with the Sexual Assault Crisis Centre

*"The in-class portion of the program gave me the skills and confidence to fully participate as a Board member. From strategic planning to reviewing financials, I was able to ask good questions and offer a youth perspective that is often missing from non-profit governance."*

-- **Shadene Brown**, YLB Participant with the Teen Health Centre



**United Way**  
Windsor-Essex County

*Together, we're changing lives.*

## **Mission**

To improve lives today and tomorrow in Windsor and Essex County by mobilizing people, resources and the caring power of our community in a positive, healthy and lasting way.

[www.weareunited.com](http://www.weareunited.com)



Together, we're changing lives.

## 2009 Registration Form

Please copy and complete this form for **EACH** person attending. Return the completed registration form to United Way, Att: Sheila Shepley by:  
 Fax: (519) 258-2346 or email at: [sshepley@weareunited.com](mailto:sshepley@weareunited.com) or visit our website at: [www.weareunited.com](http://www.weareunited.com)

NAME: \_\_\_\_\_ ORGANIZATION: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ POSTAL CODE \_\_\_\_\_  
 BILLING ADDRESS (IF DIFFERENT) \_\_\_\_\_  
 PHONE \_\_\_\_\_ EXT: \_\_\_\_\_ FAX: - \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

	Date	Time	Cost	✓	Confirmed
<b>Fundraising Basics Workshop Series</b> (same participant must attend all 3 workshops in order to receive a Certificate)					
3 workshops	Feb 19	6:30 – 9:30 p.m.	\$50		
	March 5	9:30 -4:30 p.m.			
	March 26	9:00 – 12 noon			
<b>Strategic Planning 101</b>					
2 day workshops	April 9	9:30 a.m. – 4:00 p.m.	\$30		
	April 23	9:00 a.m. – 4:00 p.m.			
<b>Board Roles and Responsibilities</b>					
2 classes	February 5 or April 30	6:30 p.m. - 9:30 p.m.	\$20		
<b>WORKSHOPS</b>					
February 12	Introduction to Outcome Based Evaluation	9:30 a.m. - 4:00 p.m. (includes workbook)	\$40		
March 12	10 Practices for Managing your Charitable Status	6:30 p.m. - 9:30 p.m... (includes workbook)	\$20		
May 13	Public and Community Relations	9:30 a.m. – 4:30 p.m.	\$30		

**Total Amount Due: \$** \_\_\_\_\_

**PLEASE ✓ APPROPRIATE METHOD OF PAYMENT**

Cheque Attached: \_\_\_\_\_ (payable to *United Way/Centraide Windsor-Essex County*)

Credit Card: VISA \_\_\_\_\_ MasterCard: \_\_\_\_\_ AMEX: \_\_\_\_\_ Please Send an Invoice: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ EXP: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### CONFIRMATION OF REGISTRATION

**Will be forwarded via fax or email based on information provided above.  
 Unless you receive confirmation – you are not registered.**

**All training sessions are held at United Way**