

Lessons Learned & their impact on our Future

October 20, 2018



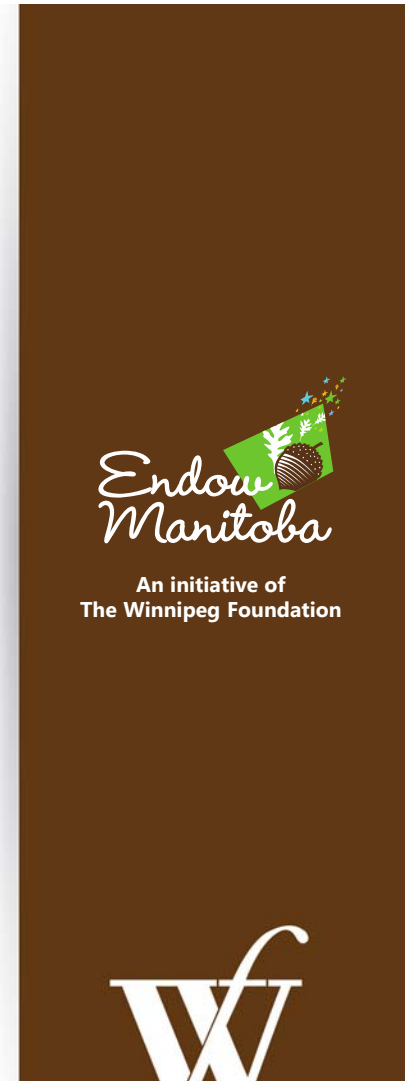
Endow
Manitoba

An initiative of |  **THE WINNIPEG FOUNDATION** Your Community Foundation
For Good. Forever.



Big Questions to Answer:

- Where did this initiative come from?
- What have we learned?
- Where are we going?



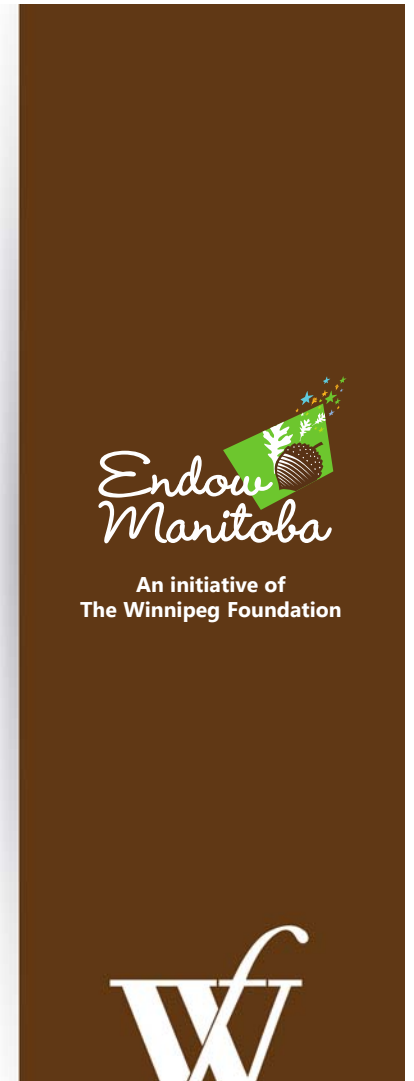
**Where did this initiative
come from?**

**(or: Let's start somewhere
manageable like Summer 2014)**



Long time ago to Summer 2014

- The Endow MB Concept has been around for a long time
 - Developed piecemeal over decades
- In 2014, The Winnipeg Foundation decided it was time to review the program as they wanted help to solve a critical yet fundamental question:
 - “How do we continue to support the growth of community foundations across our Province?”



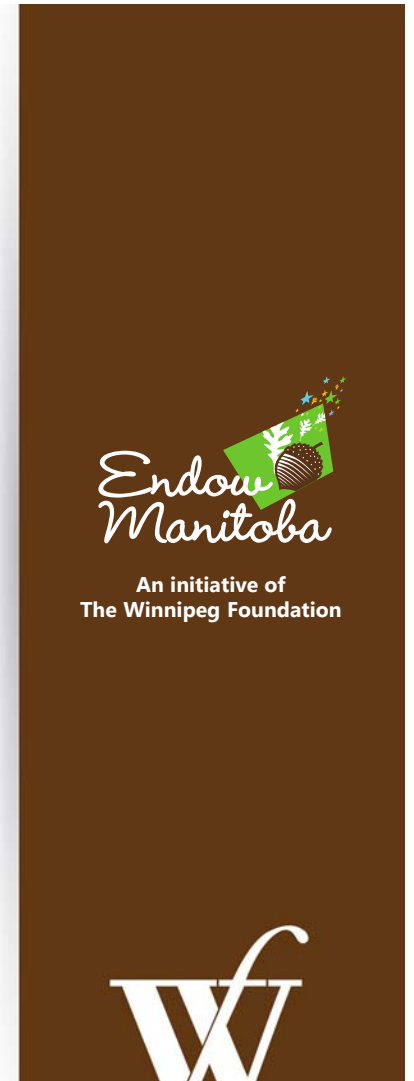
**Seems pretty
straightforward and easy,
right?**

Maybe? (let me explain...)



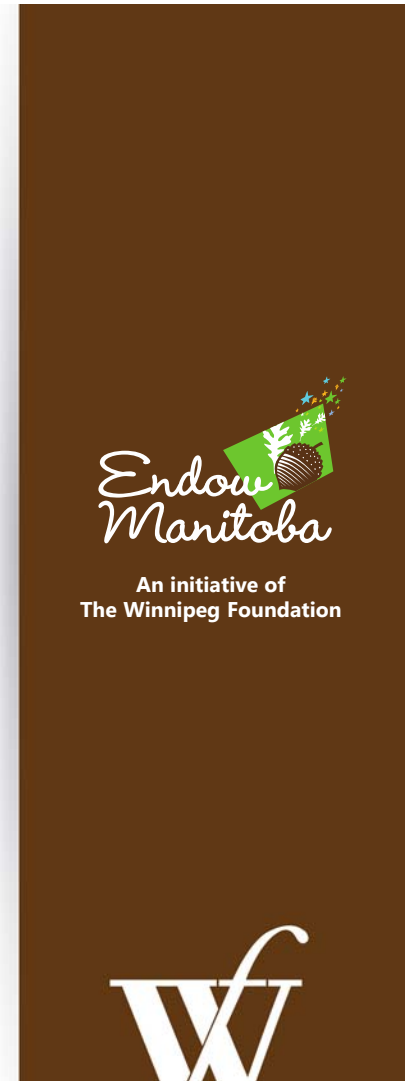
Some Manitoba CF Facts from 2014

- There were over 50 CFs operating in Manitoba
 - Representing $\frac{1}{4}$ of the national movement!
 - BUT they have their challenges
 - Less than 20% had paid staff
 - Spread throughout the Province
 - They were relatively small(ish)
 - We're a small(ish) province



Role of The Winnipeg Foundation

- By that time, had created numerous collegial (for everyone) and affiliate programs (joint fund managed CFs) and grants to support them
 - But were they working?
 - And were they enough?



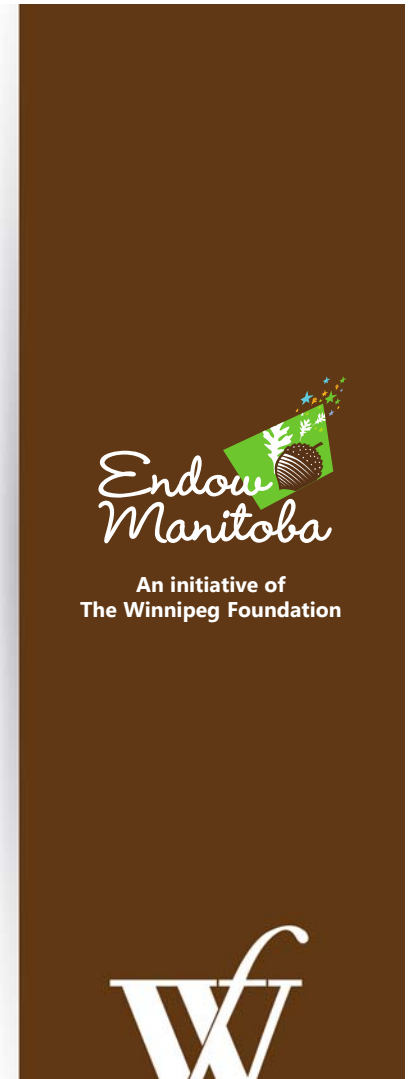
Affiliated Community Foundation Pilot Project

(or: How I spent the majority of the
last 4 years of my life)



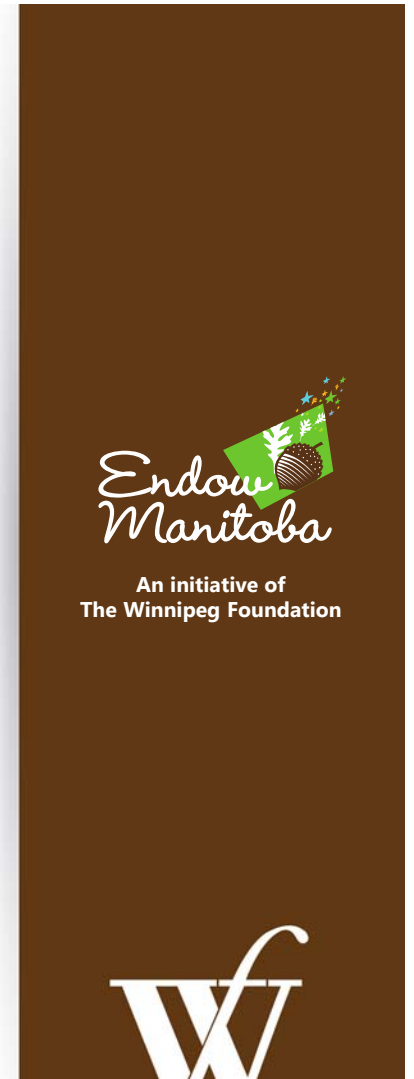
Affiliated Community Foundation Enhanced Pilot Program

- **By the numbers**
 - 4 Phases (Review, Governance, Oversight, Leadership)
 - >40 Manitoba CFs participated (with 21 Affiliated CFs heavily engaged from start)
 - >25,000Kms travelled (Mostly by car)
 - >60 Workshops/meetings (Majority were community-based workshops with occasional regional and national conferences in-between)



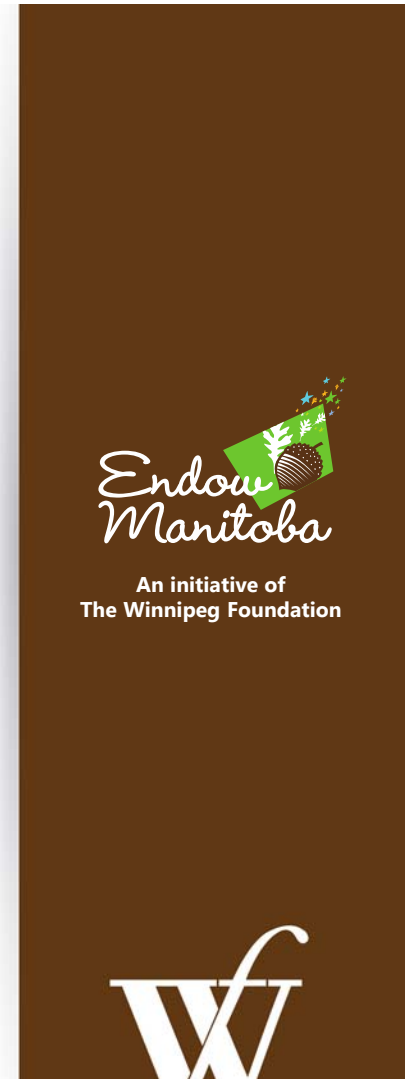
Affiliated Community Foundation Enhanced Pilot Program

- **What we were told:**
 - Participants appreciated all of the collegial and affiliated programs
 - In fact, many cited the fund management component as a “game changer” and greatest benefit of the program



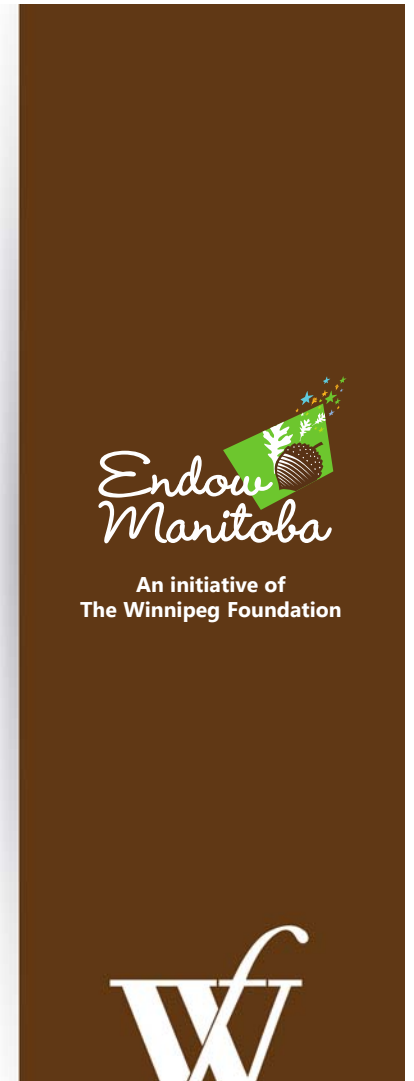
Affiliated Community Foundation Enhanced Pilot Program

- **What we were told:**
 - Participants wanted greater
 - Board development
 - Strategic planning
 - Oversight tools/processes
 - Focused/relevant conferences
 - Follow-up and support



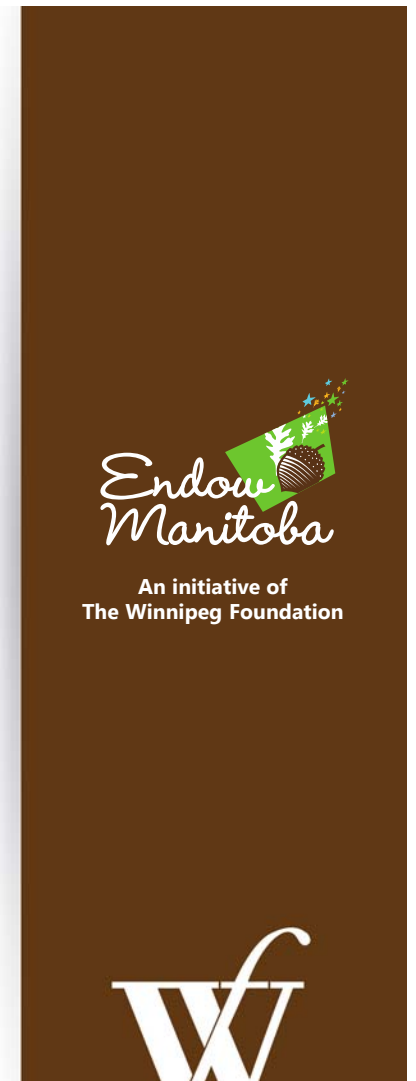
Affiliated Community Foundation Enhanced Pilot Program

- **How we responded:**
 - Creation (and application) of an ACF board orientation and training program
 - Development of a CF “dashboard” to help inform, focus, and support Board understanding and decision-making
 - Development (and application) of a strategic planning program integrated into conferences and delivered in the communities



Affiliated Community Foundation Enhanced Pilot Program

- **But something interesting happened...**
 - As we delivered these three (3) major phases during the pilot, we began to notice
 - Patterns, Trends
 - In trying to help, we developed new insights into what was happening across Manitoba



What have we learned?

(or: How the pilot project
taught me that I didn't even
know what I didn't know)

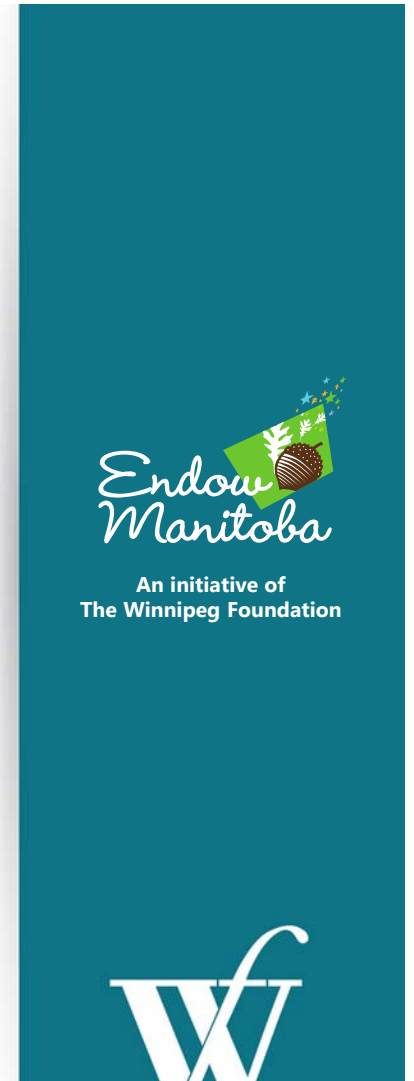


An initiative of
The Winnipeg Foundation



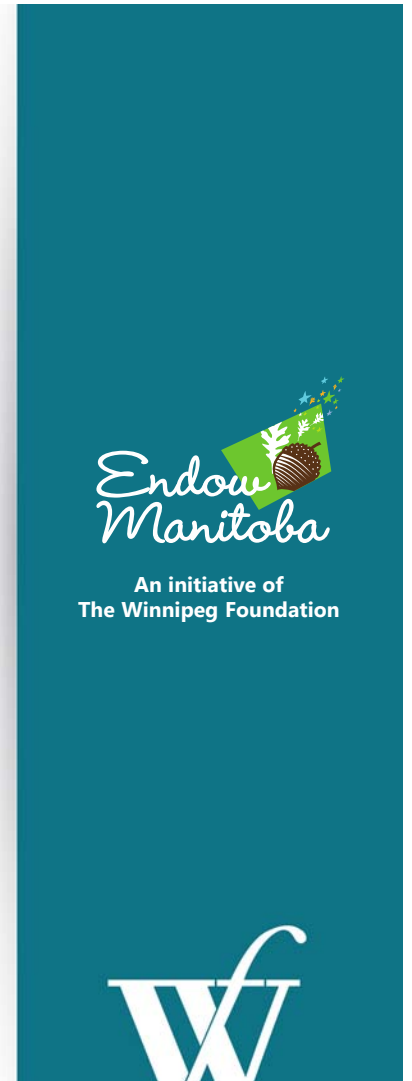
Learnings from the Past 4 years

1. Community Foundations matter!
2. We have more in common than we think
3. Some of the best ideas are already out there
4. We are Manitoba's "best kept secret"
5. People drive this movement



Community Foundations Matter!

- We sometimes take for granted the good we do, its importance
 - But it is good and it is important
 - The cumulative effects over years are huge
 - As the CFs grow, the cumulative effects grow exponentially in importance
- We need to appreciate how much we matter
 - With appreciation comes appreciation



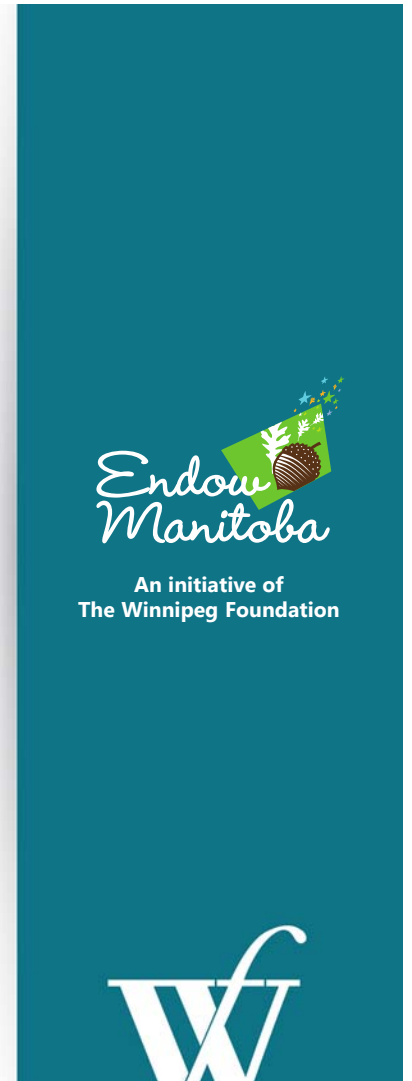
We have more in common than we think

- “If you’ve seen one community foundation, you’ve seen one community foundation” – Fact?
 - Superficial differences? yes
 - Core values, beliefs, reason for existing, challenges, vision for the future? - all same/very similar
- Recognizing our similarities supports increased collaborations and partnerships
 - Let’s not “recreate the wheel” 55+ times



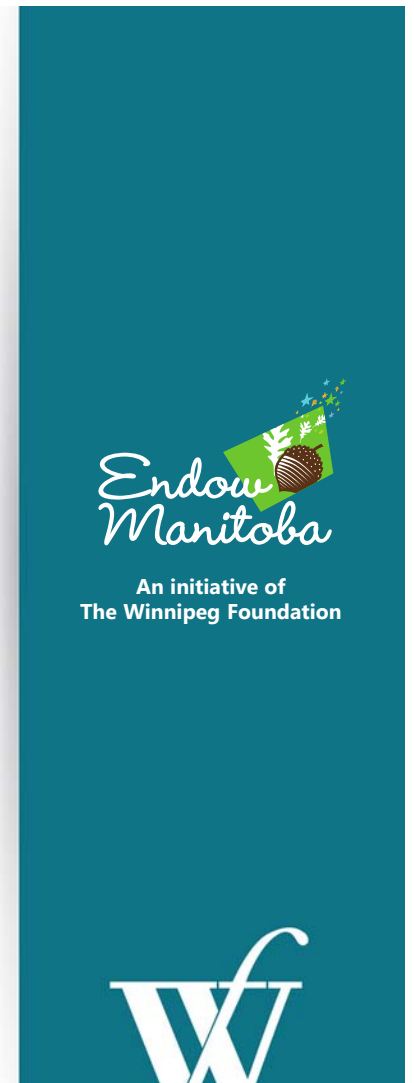
Some of the Best Ideas are already out there

- Numerous theories and “best practices” out there telling us how to be successful
- There is a natural limit to theory
- Many CFs across Manitoba are already past the “thought leaders” and their theories
 - They are creating new processes and achieving success
 - We need to leverage those great ideas for the benefit of all



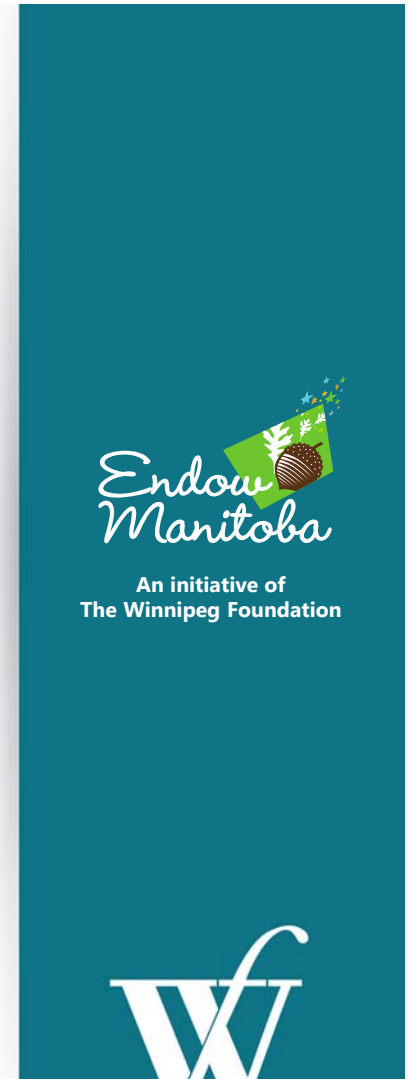
We are Manitoba's Best Kept Secret

- Is that a good thing?
 - No, nope, never.
- Awareness (or lack of) what we do creates barriers to our activities and ultimate success
 - How can we improve awareness?
 - We have some success but still much work can be done (on our own and together)



People Drive this Movement

- From Pinawa to Roblin, and from Morris to Thompson (and everywhere in-between)
 - People are driving the CF movement (from their creation to their exponential growth)
 - There are few “systems” or “bureaucracies” keeping us going
 - Volunteers, volunteer boards, volunteer staff, staff, donors/investors, recipients all share single trait
- We need to recognize, understand, and support the why/how/what of our people

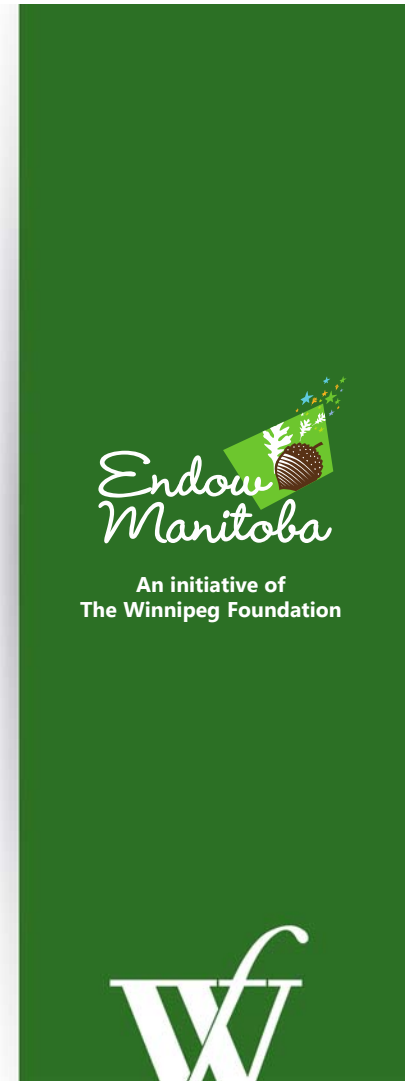


Where are we going? (or: Back to the Future)



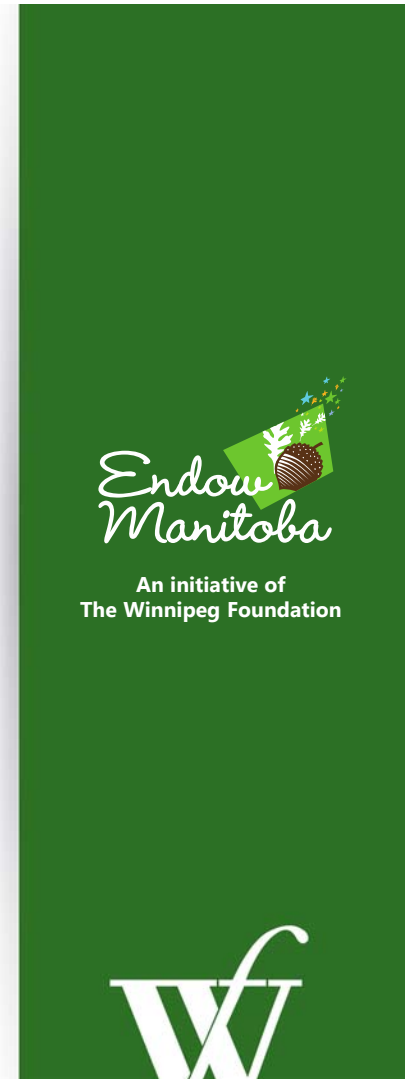
Back to the Future

- On October 1, 2018, The Winnipeg Foundation (TWF) officially launched
 - **Endow Manitoba**
(not to be confused with the website of the exact same name)



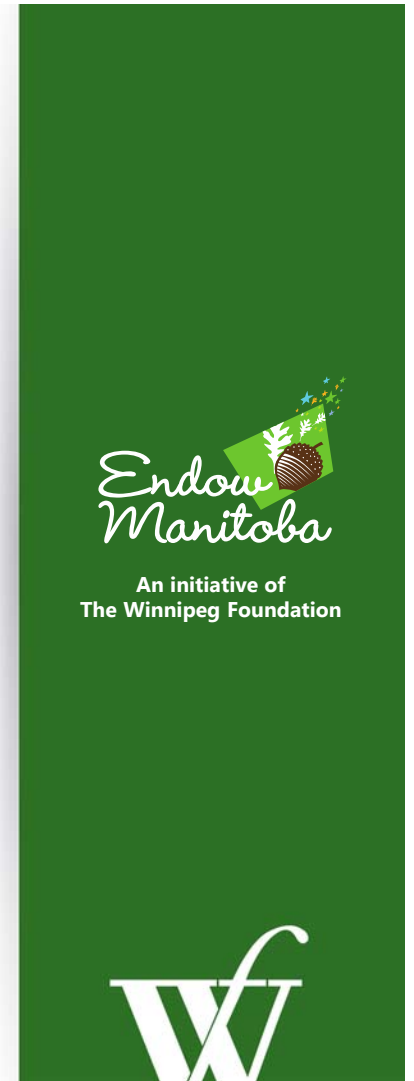
Endow Manitoba

- A permanent “team” within TWF made up of:
 - **Denise Campbell** (You already know and love)
 - **Alan Goddard** (You might know and tolerate)
 - **Others?** (We are growing...)



Endow Manitoba

- Our Goal?
 - To continue TWF's role in support of the **sustainability** and **growth** of **all** community foundations across Manitoba



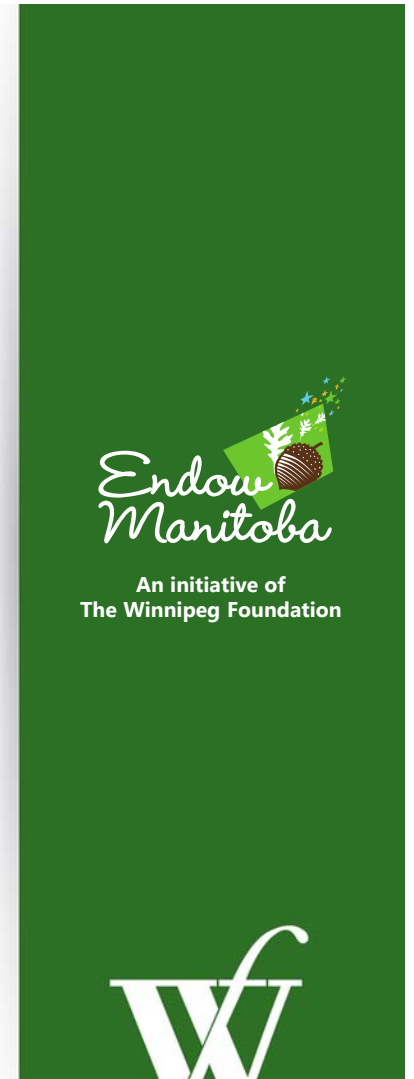
Endow Manitoba in Practice

(or: The Details)



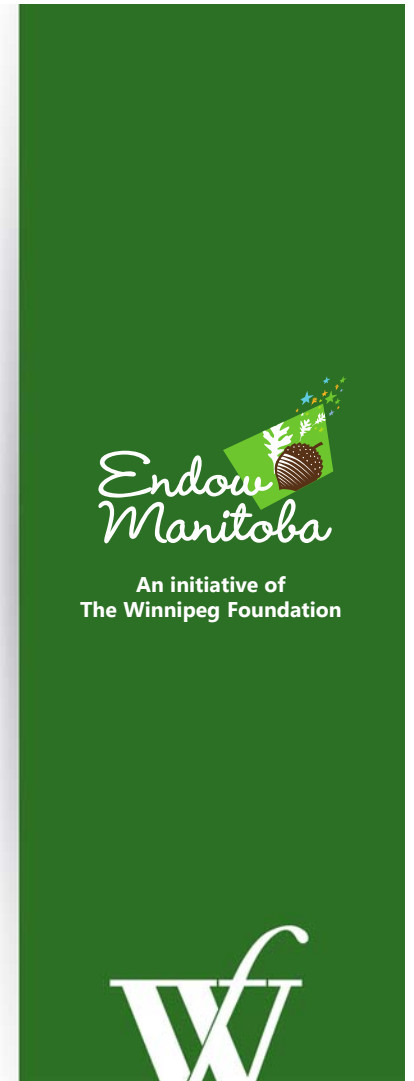
Endow Manitoba in Practice

- Core Responsibilities (Sustainability)
 - Providing support/advice/expertise in helping you run the “day to day”
 - Responsive to your needs
 - Administering all collegial and affiliate programs
 - Including review and redevelopment where possible
 - 24-hour giving challenge



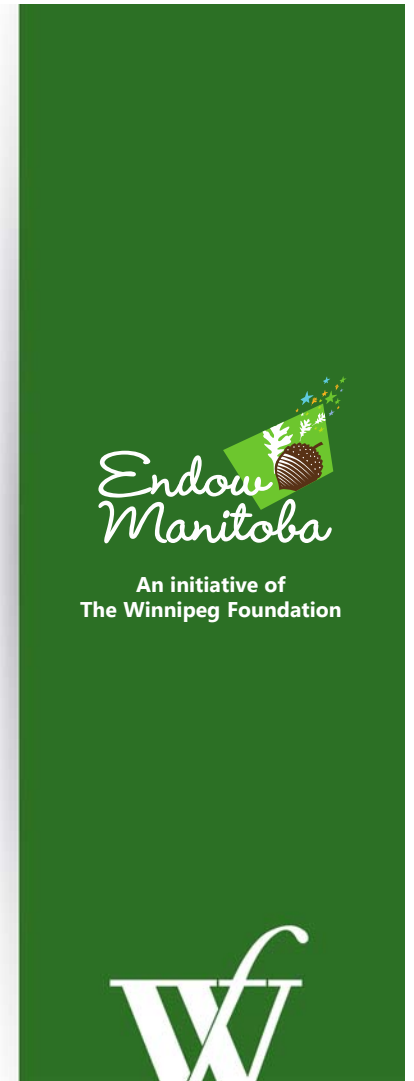
Endow Manitoba in Practice

- Core Responsibilities (Growth)
 - New initiatives (MHTP)
 - Application of Pilot Project Activities
 - Governance Training/Onboarding (all “new” ACFs)
 - Dashboard Development/Refinement (Everyone)
 - Semi-Annual Strategy Sessions (established ACFs)



Endow Manitoba in Practice

- Core Responsibilities (Growth continued)
 - Application of Pilot Project Learnings (all)
 - New approach to regional meetings, provincial conferences, collaborations with CFC
 - Greater focus on improving awareness of CFs
 - New ideas/tools/workshops for supporting the people who drive this movement forward
 - Emphasis on information to help guide decision-making



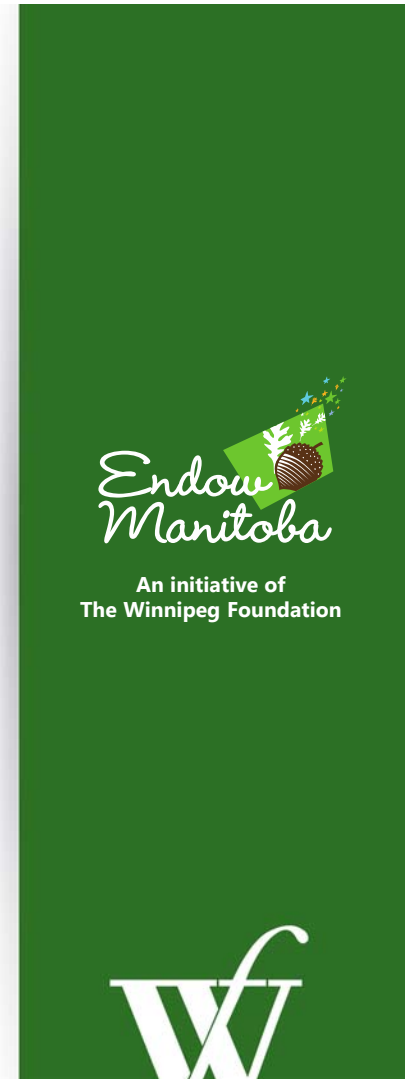
**Fact! The top 5 CFs in
Manitoba all share one
thing in common: Their
boards meet 14 times per
year!**

(or: “Fake News”)



Endow Manitoba in Practice

- The Power of Information
 - Manitoba has an opportunity to leverage our collective knowledge in rural CFs to support our common goals (and share that knowledge beyond our borders)
 - **BUT FIRST**
 - We need that information
 - We will be exploring ways to get it from you (as easily as possible)

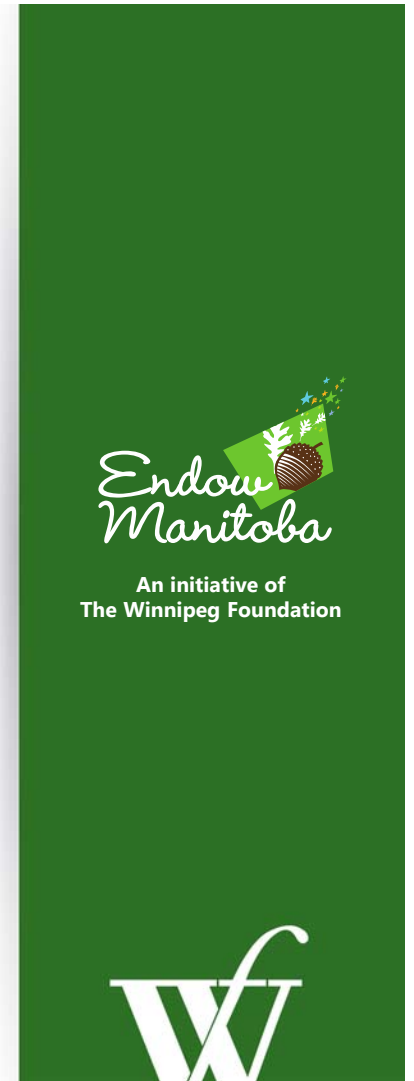


**But why are we doing this all?
(or: Some final thoughts...)**



Some final thoughts...

- Growth of CFs in Manitoba
 - Time travel back to 1998 (20 years ago)
 - TWF engaged consultants to undertake an in-depth review of the CF movement in Manitoba
 - How we were doing
 - Where we were going



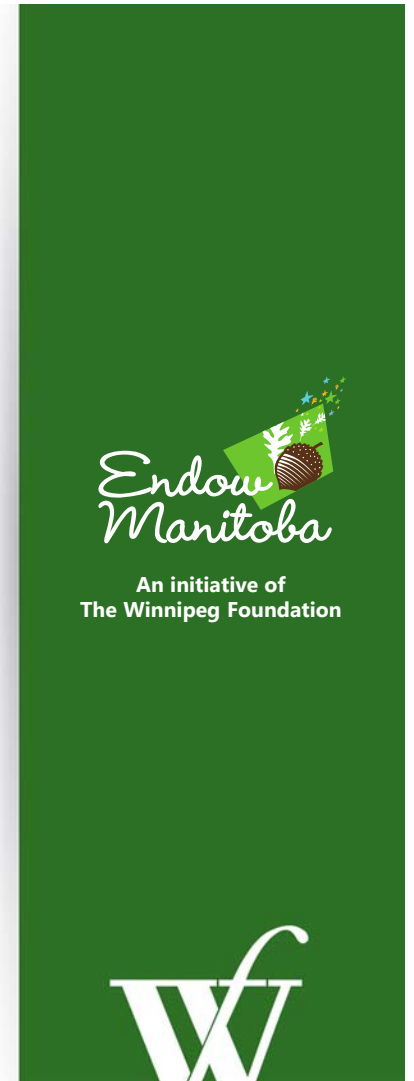
Their Predictions of MB CFs: 2029

(or: “Why consultants can be
wrong”)



Predictions of the Future!!! (from the Past)

- By 2029
 - Manitoba's 27 rural Community Foundations would reach an asset total of almost **\$46 million!!!!**
 - When combined with TWF's own projected growth, the Manitoba CF movement would reach an asset total of almost **\$640 million!!!!**
 - This would mean that every year, Manitoba CFs would be returning nearly **\$26 million in total** to the communities across our Province!
 - What an amazing future, right?



The Reality of MB CFs in the present

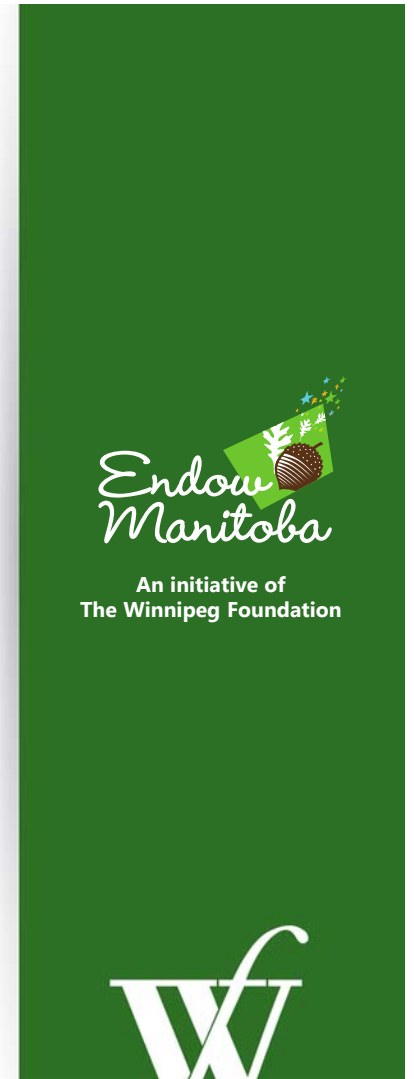
(or: “Community Foundations Matter!!”)



Realities of the Present!!! (From right now)

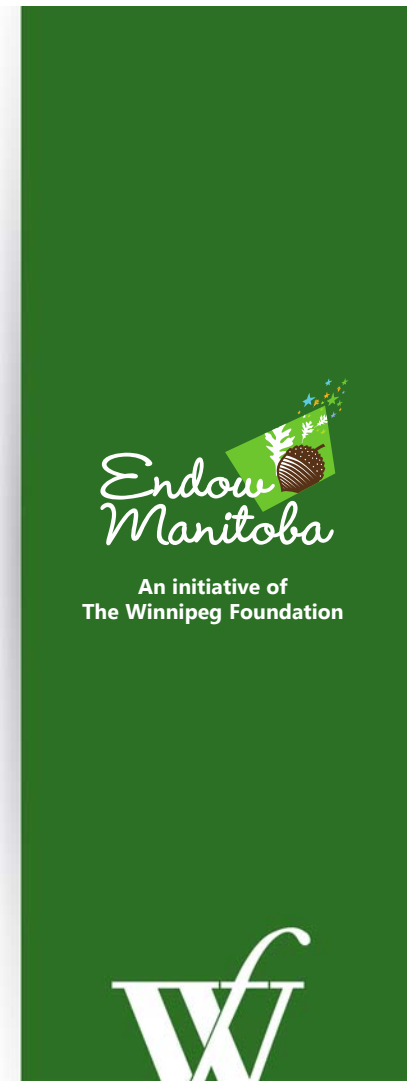
- In 2018

- Manitoba's 54 rural Community Foundations have already reached an asset total of almost **\$108 million!!!!**
- When combined with TWF's own growth, the Manitoba CF movement has reached an asset total in excess of **\$1 billion!!!!**
- This means that every year, Manitoba CFs are returning over **\$40 million in total** to the communities across our Province!
- What an amazing present, right?



The CF Movement is Growing!!

- Over the past 20 years, assets, and their impact, have increased well beyond even the most liberal of predictions
 - Factor of 6 within Winnipeg
 - Factor of 10 outside Winnipeg
- Nothing is guaranteed but continued, exponential growth is a “safe bet”
 - We need to be prepared for that growth
 - What it means for our communities, and what it means for our CF organizations themselves
 - This is our priority, and why Endow Manitoba is here to help



Questions?

Thank you!!!

Endow
Manitoba



An initiative of | THE WINNIPEG FOUNDATION  Your Community Foundation For Good. Forever.

