



Secret Sauce Workshop - Ryan Turnbull (Oct. 9, 2014)

Flip Chart Notes

Organizational Missions:

Related to conservation, water quality, wildlife and wildlife habitats, urban environments, pollution, waste reduction, pedestrian and cyclist safety etc.

Issues Related to Achieving Mission:

- Hard to sell
- Not close enough to home
- No measurable benefit of donations
- Need better stories
- Long-term process
- Emotional attachment
- Shorter history
- Lack of support
- Tension

Funding Challenges:

- Money \$
- Human resources
- Teacher interest
- Volunteer engagement
- Competition for money
- Measuring and proving success
- Staffing
- Ethical money
- Corporate green wash
- Population (smaller)
- Transition to self-sustaining money
- Building relationships
 - Lack of time

- Effective communication of message
- Inconsistencies, losing faith
- Project-based funding
- P.R. piece not there
- Shift in fundraising context
- Funding becoming targeted
- Administrative costs not funded
- Unpredictability of funding
- Shorter periods
- Reporting requirements
- Need to demonstrate other sources of funding
- Requirement to innovate when issues remain the same

Overcoming Challenges:

- 84 billion in ecosystem services
- Natural capital on the balance sheet of the province
- Starting the conversation in a different place
- Missing social and economic pillars
- P.R. tells the story differently
- Environmental sector not taken seriously enough
- Evergreen Brickworks → example of successful Social Enterprise

Sustainability

- Tipping the scale to S.E.
- Balance the portfolio

Grant-Based Funding Ideas:

- Joint proposal
- Relationship building rather than asking for money
- Tangible result → training
- Testimonials

Fundraising Ideas:

- Public engagement: volunteers – donors
- Marketing
- Private sector relationships
- Tax saving seminars
- Crowd funding
- Give Green Canada
- Speaking engagements
- Creating fun events (ex. Rain Barrel Festival)

- Collaborative campaigning
- “Donor Monday”
- Endorsements and name recognition
- Conscious purchasing
- Social Media
- Spend real time with donors – connection
- Online donations
- Volunteer networking for support

Fee-for-Service Ideas:

- Charging for services
- Forest inventories
- Hiring consultants under organization’s wing
- Sliding scale
- GIS mapping
- Government activities
- Ecological service – providing habitat
- Social procurement
- Leverage organization expertise

Social Enterprise Ideas:

- Feasibility studies
- Monetize ecological services
- Tree nursery
- Co-op positions
- Charge for stuff you are giving away for free (ex. corporate volunteer days)

Other Ideas:

- Charge for lobbying advice
- GIS mapping fees
 - Charge for woodlot mapping and management
- Partnering with corporations
- Personal tax credit for carbon offset
- Green certification for business
- Use of Biophysical assets to raise funds
- Commemorative plaques
- Donation boxes
- Putting proper value on all “In-kind” services to use for leveraging
- Shifting the dialogue
- Google Apps for non-profits
- Charge for corporate “enviro-sustainability” advice

- Charge for Managed Forest Tax Incentive Plans
- Charge for woodlot owners determining their carbon credits
- Food trucks to use organic products

Report

“Evaluating Ecosystem Services in Southern Ontario” (or email rbarnett@escarpment.ca)