**NOTE TAKER TEMPLATE**

**Table Theme: Awareness and Public Appreciation (Table #1)**

**Issues and Opportunities**

1. The public does not view the community sector as a ‘sector of the economy’ and, often, does not understand what services the sector offers, does not have confidence in the sector and values it only for its social contribution. **(Added: the public sector also holds this view of the community sector.)**
2. Organizations may be penalized for showing a profit – there is often a view from funders and the public that a community sector organization should not earn money and, if it does make a profit, then it does not need money**. (Added: not-for-profit organizations may not qualify for federal funding.)**
3. The administrative cost of running an organization and the differences among organizations are not fully recognized in funding programs. **(Added: Fundraising costs are also not recognized; charities are doing more with less.)**
4. Some people tend to see the community sector as a job, not as a career. **(Added: even though expertise exists.** **No professional development opportunities here.)**
5. Some in the private sector view the community sector negatively or as competition, especially if government funds are being sought.
6. The public funding model depicts the community sector as dependent on government.
7. There is growing societal focus on social enterprise, social impact and social return on investment.
8. Many people (e.g., youth) have a great deal of passion and a desire to make a difference.
9. Immigrants offer a new source of labour, skills, knowledge and energy.
10. The community sector is a great opportunity for women and diverse populations.
11. The skills required for social innovation must be recognized in order to create and capitalize on new opportunities.

Other:

1. Lack of information to help organizations determine charitable (i.e., Revenue Canada) status.
2. Risk tolerance for this sector is very different compared to the private sector. It stymies innovation.
3. The community sector is a great training ground for other sectors.

**Group 1**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  1. The public does not view the community sector as a ‘sector of the economy’ and, often, does not understand what services the sector offers, does not have confidence in the sector and values it only for its social contribution. | * More research and communicate the findings/public education like the 2015 study. | * Financial and human resources. * Challenge with allocating funding. |
| Issue/Opportunity #2:  3. The administrative cost of running an organization and the differences among organizations are not fully recognized in funding programs. | * Change attitudes so that funders recognize the value of the sector. * Administrative funding must be provided in a block, multi-year. | * The requirement for organizations to raise funds indicates government does not truly value their contribution. |

**Group 2**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  1. The public does not view the community sector as a ‘sector of the economy’ and, often, does not understand what services the sector offers, does not have confidence in the sector and values it only for its social contribution. | * Education within the sector. Mistakes made by charities have a substantive negative impact on them**.** Employees need to be better educated on tax rules, governance, etc. * Data collection on the size of the sector. * A collective approach to measuring impact. Interdepartmental working groups would help identify impacts across various departments. | * Funding is not available for training. * Silos within government. |
| Issue/Opportunity #2:  8. Many people (e.g., youth) have a great deal of passion and a desire to make a difference. | * Awareness/recognize the contribution. | * No programming exists for promoting the sector. |

**Group 3**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  1. The public does not view the community sector as a ‘sector of the economy’ and, often, does not understand what services the sector offers, does not have confidence in the sector and values it only for its social contribution. | * Coordinated campaigns touting the value of the sector (key metrics), and the types of professionals who work in them | * Money for a campaign. How is it coordinated? Government could play a role in providing that unifying voice. |
| Issue/Opportunity #2:  3. The administrative cost of running an organization and the differences among organizations are not fully recognized in funding programs. | * Administrative burden needs to be recognized in funding. There is a major imbalance now. | * Public skepticism about how funds are used by charities. |

**Group 4**

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| **Issue/Opportunity** | **What action(s) must be taken to address the issue or seize the opportunity?** | **What barriers stand in the way of implementing these actions? What are they and what must be done to remove them?** |
| Issue/Opportunity #1:  7. There is growing societal focus on social enterprise, social impact and social return on investment. | * Support other models to create social good in addition to the not-for-profit model. | * The not-for-profit/charity model may be outdated. Is the business model adequate? |
| Issue/Opportunity #2:  4. Some people tend to see the community sector as a job, not as a career, even though expertise exists. No professional development opportunities here. | * More awareness of education programs/professional certification available related to the sector. | * Salary rates are not sufficient to attract professionals. |