

Exciting New Project Launched

Eight national organizations* have come together to launch an innovative new project intended to raise awareness about the Canadian “voluntary sector”.

The purpose of the Voluntary Sector Awareness Project (funded by Social Development Canada and lead by Imagine Canada) is to generate dialogue and solicit feedback from a broad range of charities and non profits and, over the summer of 2006, to launch a public awareness campaign to be delivered by the sector utilizing communications resources provided by the project.

Over the summer of 2005 a short discussion paper will be widely disseminated outlining the benefits and challenges of creating a “unified voice” for the voluntary sector. The purpose of the paper is to both raise interest and seek input on the value of a more integrated sector-wide communications strategy. Over the fall 100 community conversations will be held across the country, involving thousands of local and provincial organizations in order to deepen and enrich this dialogue and feedback process.

The project offers a wonderful opportunity to challenge diverse and different voluntary organizations to consider commonality and to think about how speaking to Canadians through a shared vision-centered campaign may enhance their individual abilities to achieve goals.

There are a number of ways that local, provincial and national voluntary organizations can get involved in the project: order a copy of the discussion paper, attend a community conversation, participate in the public campaign utilizing the materials and messaging provided, and send us their feedback.

For further information or to get involved, contact the project office as below.

The Voluntary Sector Awareness Project staff team can be contacted any time as follows:

Project Manager: Paddy Bowen – paddy.bowen@magma.ca
Project Coordinators: Camille Crôteau (ccroteau@imaginecanada.ca)
Melissa Roy (mroy@imaginecanada.ca)

Office telephone: (613) 238-7555 By fax: (613) 238-9300

* The Voluntary Sector Awareness Project Partners Committee

Sharon Baxter – Canadian Hospice Palliative Care Association (representing a health charities perspective)
Peter Bleyer – Canadian Council for Social Development (www.ccsd.ca)
Brigitte Gagné – Canadian Environmental Network (www.cen-rce.org)
Victor Lachance – Sport Matters Group (www.sportmatters.ca)

Jean Malavoy – Canadian Conference for the Arts (www.ccarts.ca)
Esperanza Moreno – Canadian Council for International Cooperation (www.ccic.ca)
Marlene Deboisbriand – Volunteer Canada (www.volunteercanada.ca)
Georgina Steinsky Schwartz – Imagine Canada (www.imaginecanada.ca)