



Engaging Donors: A Case Study

Community Foundations of Canada Conference

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Canadian Women's Foundation

The only national foundation dedicated to improving the lives of women and girls. We raise money from individuals, companies and foundations seeking a highly effective way to create lasting economic and social change.

We invest in programs that help end violence against women, lift low-income women out of poverty and build resiliency in girls.



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Why did we do donor education on violence against women?

- There have been many changes in the last 10 years
- There is more awareness of violence against women, but also a sense that we are “finished” with the issue
- Donors are not aware of the ways in which they can make a difference
- We want to motivate more donors to get involved





About the Philanthropic Strategy Background

STRATEGY PARTNERS



Funded by National Crime Prevention Centre



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- We developed ***Making a Difference in Ways That Count: The Canadian Philanthropic Strategy to Prevent Violence Against Women and Girls***
- Available on www.canadianwomen.org





About the Philanthropic Strategy Background

A three-year process, spearheaded by Canadian Women's Foundation working with four partners based on:

- ✓ consolidated existing research on violence against women
- ✓ new research and consultations with more than 200 community "experts" across the country
- ✓ feedback from a national forum on teen programs
- ✓ case studies from corporate funders
- ✓ expert input.





About the Philanthropic Strategy

Goals of the Strategy

1. To build understanding of the issue, the sector and what is needed in the next 10 years
2. To explore the essential role of private donors in supporting women and children.
3. To promote actions for private donors to invest in preventing violence against women and girls.

It encourages support and investments for anti-violence initiatives locally, regionally and nationally.





Donor education

- We've used the Strategy in our work with individual donors and meetings with prospective corporate partners
- In collaboration with four co-host partner organizations, we designed four major half-day education sessions with individual, corporate and foundation donors – attended by 71 donors



Calgary – co-host *Prairieaction* Foundation

Vancouver – co-host Tides Canada Foundation

Toronto – co-host Royal LePage Shelter
Foundation

Ottawa – co-host Ottawa Community Foundation



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Roles of CWF and Co-Hosts

- Invite individual, corporate or foundation donors
- Book appropriate venue - logistics
- Provide speakers
- Welcoming and thanking
- CWF provided most content from the Strategy





Goals and activities of the donor education sessions

1. To share critical information about the issue and where we are at with respect to ending violence against women and girls in Canada.
 - presented highlights about the issue and what we learned from our research and consultations
2. To increase understanding of ways of giving that will result in positive change in the next 10 years.





3. To learn why and how leading donors are contributing to the issue and engaging others in solutions.
 - Stories were told by an individual and a corporate donor
4. To explore how donors can apply the Philanthropic Strategy to their own giving approaches.
 - Giving strategies for individual, corporate and foundation donors were discussed



Where We Are Defining Violence and abuse

Violence and abuse takes many forms.

It includes physical and sexual assaults and emotional and economic abuse.

The majority of violent and abusive acts against girls and women happen at home.





Where We Are

A Startling Number of Women and Girls are Affected

More than 51% of women in Canada have experienced at least one act of violence as defined by the Criminal Code.

In one year, girls and women in Canada experience an estimated 2.6 million incidents of sexual, physical or partner assaults.

Every minute, a woman or child in Canada is being sexually assaulted.



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Where We Are

A Startling Number of Women and Girls are Affected

29% of ever-married women in Canada have experienced violence from a current or previous partner.

A minimum of 1 million children in Canada have witnessed violence against their mothers by their fathers or father figures.



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Spousal homicide rates in Canada declined by half from 1974 to 2000. One or two women are still murdered every week by their partner.

Murder is the most extreme form of violence, the tip of the iceberg.

For every woman murdered, over 1,600 women and children go to a shelter for assaulted women in Canada every year.



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Where We Are

One Canadian study conservatively estimates an annual cost of \$4.2 billion *for just 3 forms* of violence – child sexual assault, sexual assault/rape of women, and women abuse in intimate partnerships.

Violence against women affects women, men, children, other family members, and communities.





Where We Are

Factors Perpetuating Violence

- Believing women and girls are less valuable
- Believing aggression is a way to solve a problem
- Traditional gender roles - rigid roles of what men and women can or can't do
- Economic hardships, poverty, and isolation that make it difficult for women to leave abusive relationships

Often women and their children are more at risk if they leave.



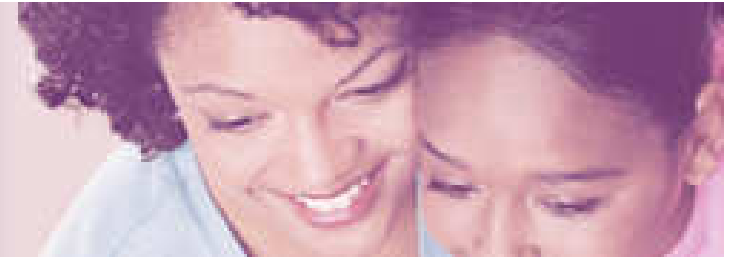


Where We Are Current Needs

Many people think that:

- we are finished with all the equity issues in Canada.
- because shelters for assaulted women now exist, the problem is solved. (The “food bank is the answer to hunger” approach.)





Where We Are Current Needs

Shelters are critical, but real, measurable change involves a wide range of services and programs.

Prevention  Crisis Intervention  Economic Independence





Where We Are Current Needs

Younger women seem to be leaving abusive relationships sooner.

Women are more likely to seek help now.

More men are getting involved in the issue.





Where We Are Current Needs

A success is the much greater awareness of diversity - different women experience violence differently.

The challenge is how to respond effectively to specific groups of women with limited resources (e.g. older women, women with disabilities, immigrant/refugee women).



Where We Are

What Is Needed

The causes of violence and abuse are complex.

The issue is deeply rooted at multiple levels in our society.

A diversity of responses is needed.





A Multi-faceted Response is Needed

No one system or group can generate the resources or response needed.

Donors are needed at local, regional and national levels to support multidisciplinary responses.

Collaboration is critical. There are significant roles for private donors, but we cannot replace the essential roles of governments.

Local responses are at the heart of the solution, but we also need an integrated national strategy.





How we are evaluating donor education efforts

- Participants were asked to complete evaluation forms at the end of the session – very positive
- Our evaluation consultant is now conducting six-month follow-up interviews – has your giving behaviour changed?





Results

- Giving to CWF has increased by about \$200,000 a year and commitments are multi-year
- We are attempting to measure increased giving to the issue (not through CWF) with the six-month follow-up evaluations



***Prairieaction* Foundation**

- A prairie-based public foundation that supports research solutions to violence and abuse
- Founded in 1997; office based in Calgary
- Prairie-wide Board of Directors
- Research as key part of multi-faceted response to violence and abuse





The Legacy Fund

- An endowment fund of some \$6.7 million
- Support for the RESOLVE network
 - 7 prairie university partners
- Community Action Research and Education (CARE) grants
- Awareness and education activities





Donor Education

- Important for a foundation devoted to funding research
- RESOLVE Research Days
- Knowledge transfer/donor communication
- Donor education = donor stewardship = new donations





Collaboration

- Important strategy for a small foundation
- CWF-PAF relationship
- Results:
 - Donations
 - Active donor involvement





Why must we educate?

A Global Perspective

“Violence against women is perhaps the most shameful human rights violation, and it is perhaps the most pervasive.

It knows no boundaries of geography, culture or wealth. As long as it continues, we cannot claim to be making real progress towards equality, development, or peace.”

UN Secretary General Kofi Annan, 2003





The Philanthropic Strategy

“Never doubt that a small group of thoughtful committed citizens can change the world: Indeed it’s the only thing that ever has.”

Margaret Mead

We can create a non-violent future.

Together, we can make investments that end violence and create lasting opportunities for women, children, families and communities.

