



oakville  
community  
foundation

# GIVEOakville 2021

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## GIVEOakville Charity On Boarding Session



### AGENDA

Welcome

Application 2021 - What's New

GIVEOakville 2020 - insights and input

Donor Research - Custom Research with Sheridan College on Local Giving Trends

GIVEOakville 2021 - Oversight of Communications Plan

Q&A



## WHAT YOU NEED TO KNOW

Only applications from Halton based registered charities who directly support and serve Oakville or its residents will be accepted.

Project-specific application operational support.

You will be asked to adhere to any diversity, equity and inclusion initiatives identified by The Foundation.

## WHAT'S NEW

**SDG 10 Reduced Inequalities** to ensure that “no one is left behind”.

Projects with Indigenous and equity-deserving communities must be done “with them and not for them”.

The Foundation will be releasing an online educational program to support charities working with equity-deserving groups and diversity, equity and inclusion training.

## GIVEOakville 2020 - insights and input



The overall campaign involved the following elements:

- Paid Social Media – includes Chinese market
- Non-Paid Social Media – includes Ambassador & celebrity quotes
- Print Advertising & Street Advertising
- PR / Editorials
- Direct Mail & Unaddressed Admail - summary sheet provided in 4 languages: Spanish, Punjabi, Arabic, Chinese
- Website pop-up alerts
- E-News weekly updates and communications - insights
  - Donor Advised FH's seem to open and click the most, Unrestricted (Community Fundholders) being second highest.
  - Professional Advisors seemed to have a constant interest in the releases, with a few clicks with each release.
  - General interest was also very consistent, averaging over 600 opens of the total 2,242 subscribers.

Local Print Ad in Oakville  
Beaver

GIVE  
OAKVILLE



## Hey Oakville, We Need Your Help!

[www.giveoakville.ca](http://www.giveoakville.ca)

Let's rally behind the Charities that are supporting our community.

GIVEOakville is All Local – And All Donations matter!

GIVEOakville is a crowdfunding initiative that helps you give **LOCALLY** where your passions lie.

You choose from over 50 charities in our online catalogue and they'll receive 100%\* of your donation.

Bonus: \$100,000 available to complement your donations.

Be Sure to Check out the Oakville Resilience Report on how our Town is managing through the pandemic at [www.theocf.org](http://www.theocf.org)

\*The Foundation is covering all transaction fees.



GIVING TUESDAY

50+ CHARITY HEROES THAT NEED YOU!

### الصحة الجسدية

تعتبر الموقوفات الصحية بخلاف كوفيد-19 في أوج دور في حياة الأشخاص اليومية. يستمر الحمل الجراحي في إرتداد في الشهر.

#### يطلب الجمعية الكندية

اهتمت مؤسسة Acclaim Health بالحد من الأشخاص المصابين بكوفيد-19 واستمرت في التمريض المنزلي والدعم الشخصي ورعاية المسنين طوال فترة الجائحة.



### المسكن والإيواء

كان الدور على سكن ومأوى آمن، والحفاظ عليها أثناء جائحة كوفيد-19 أمرًا صعبًا بالنسبة للكثيرين.

#### يطلب الجمعية الكندية

"لقد سمعنا أننا سننقو المرونة بتوفير ما يحتاج إليه المقيمون لدينا خلال فترة مضطربة للغاية. لقد خفف الضغط المالي وسمح لنا بتوفير ما يحتاج إليه المقيمون لدينا بأسلوب مرع ومعتزم".

The Salvation Army (جيش الخلاص)، Lighthouse Emergency Shelter (مأوى طوارئ المئارة)

### الصحة العقلية والنفسية

مشاعر الوحدة والتوتر والاكتئاب في إرتداد. أظهر استبيان أن 66% من سكان إرتاديو يعتقدون أنه ستكون هناك أزمة في الصحة العقلية والنفسية بعد كوفيد-19.

زيادة التفكير في الانتحار أثناء الجائحة

1 من 7 كنديين من ذوي الإعاقة

1 من 6 كنديين لديهم حالة خاصة بالصحة العقلية والنفسية في وقت سابق

1 من 6 كنديين أصليين

1 من 7 كنديين مصنفين بأنهم من LGBTQ+ (متلبي الجنس ومزدوجي التوجه الجنسي والمتحولين جنسيًا)

#### يطلب الجمعية الكندية

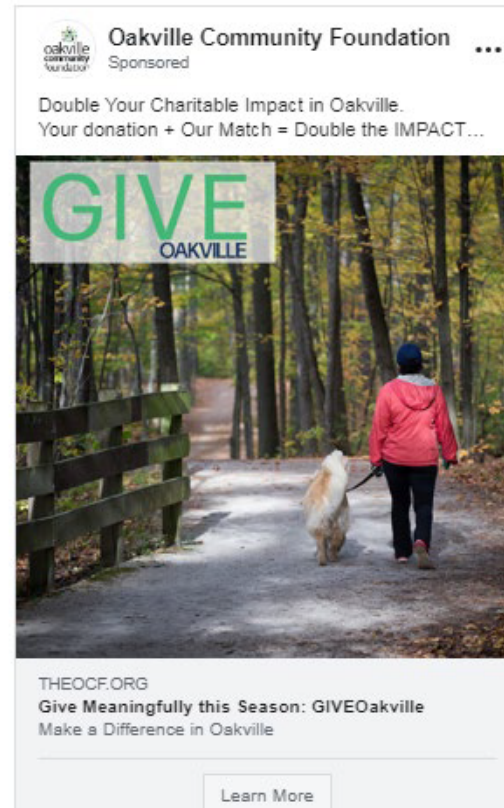
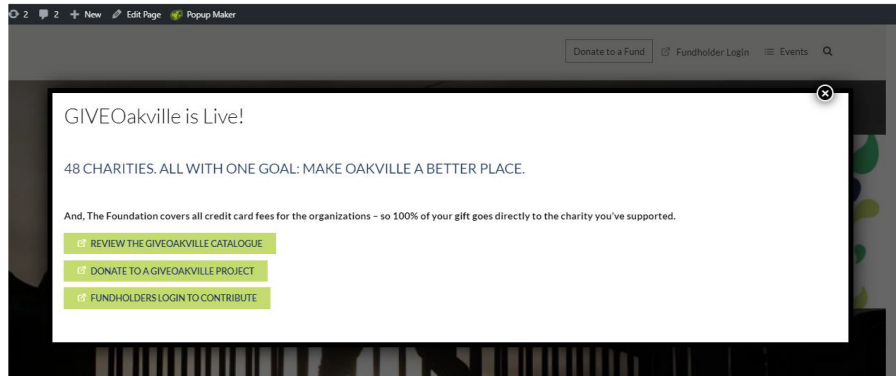
"لقد كنت أتر البناح الصدي التابعة لكوفيد-19 سلبية على المتضررين الذين يشعرون بالفعل بالضعف والوحدة... لقد استجبت لهذه الحاجة المتزايدة من خلال مضاعفة جلسات مجموعتنا المفتوحة"

Heartache2Hope





Mini B' Concept  
 (Ad Panel - 58" h x 96" w)  
 (Topper - 12" h x 58" w)



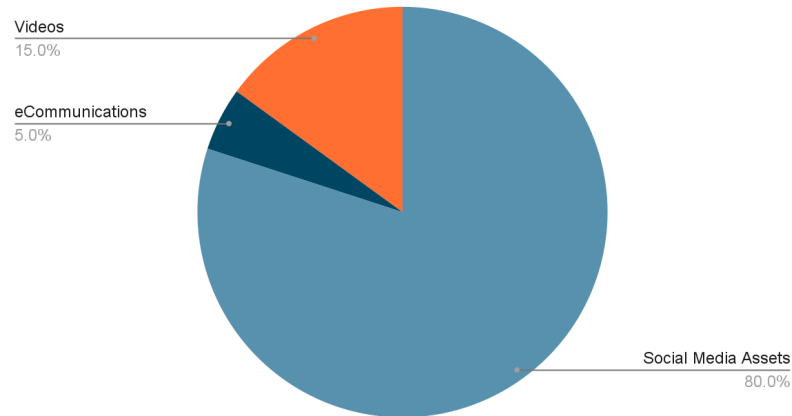
## GIVEOakville 2020 - insights and input



Poll Time: 'What tool would you use most if we provided it to you?'

- a) Social media assets
- b) eCommunications messaging
- c) Video – about GIVEOakville

Poll Results





- ▶ 3000 Canadians surveyed mid-April 2021
  - ▶ Each province represented
  - ▶ Halton region oversampled (575 people)
  - ▶ Few differences, present results from full sample
  
- ▶ Ages range 18 – 75+ (average = 57)
- ▶ Median income range: \$70,000-105,000
- ▶ 50% hold a Bachelors or higher
- ▶ Majority of sample either employed (44%) or retired (45%)



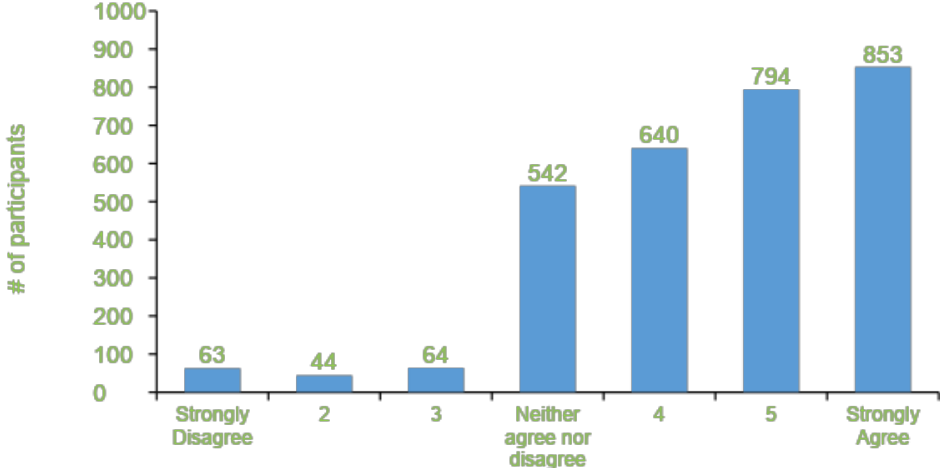


# Perceived impact



- ▶ Are charities facing increased demand?
  - ▶ 76% agree (6% disagree)

Most charities are facing increase demand

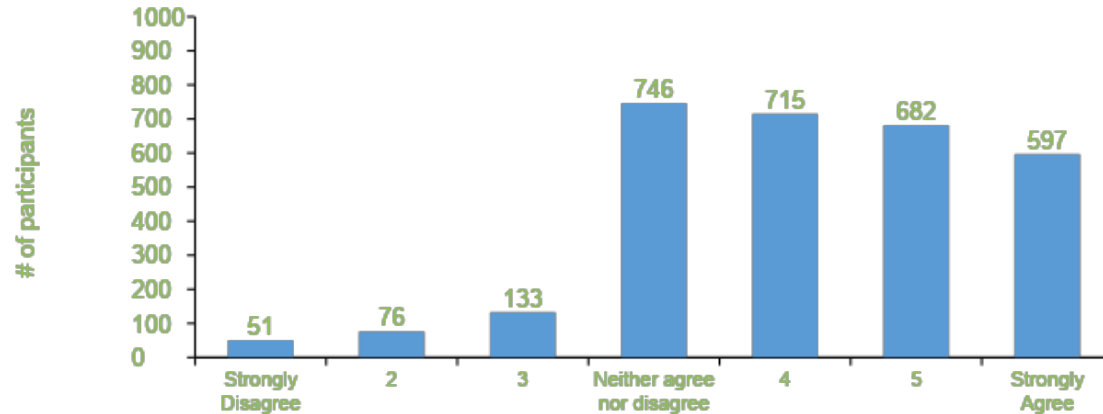


# Perceived impact



- ▶ Are charities receiving fewer donations?
  - ▶ 73% agree (9% disagree)

Most charities are facing decrease in donations

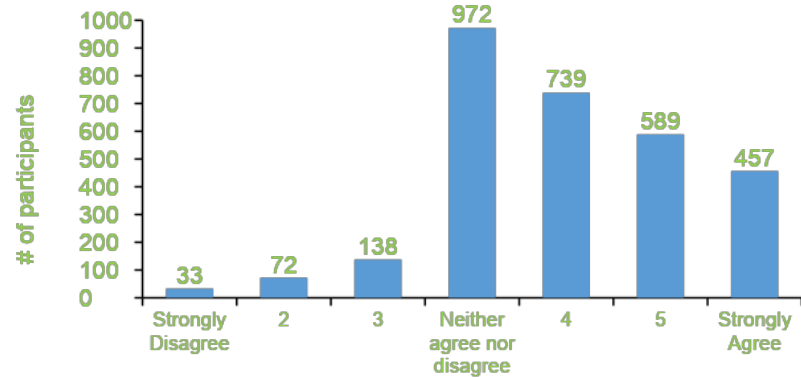


# Perceived impact



- ▶ Are charities able to help fewer people?
  - ▶ 60% agree (8% disagree)

Most charities can help fewer people

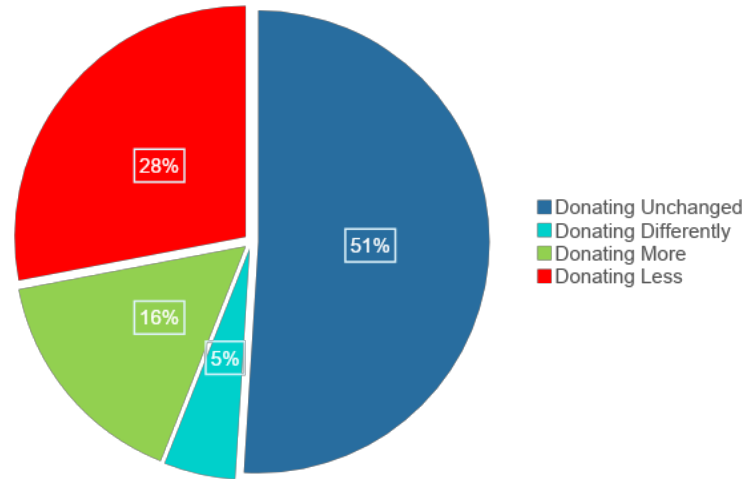


- ▶ Widespread recognition that charitable organizations have been “hit hard” by the pandemic
- ▶ Are people donating differently, then? What about their future intentions to donate?

# Donation Behavior



In the past 12 months (March 2020 - 2021) how has your donation behavior changed?

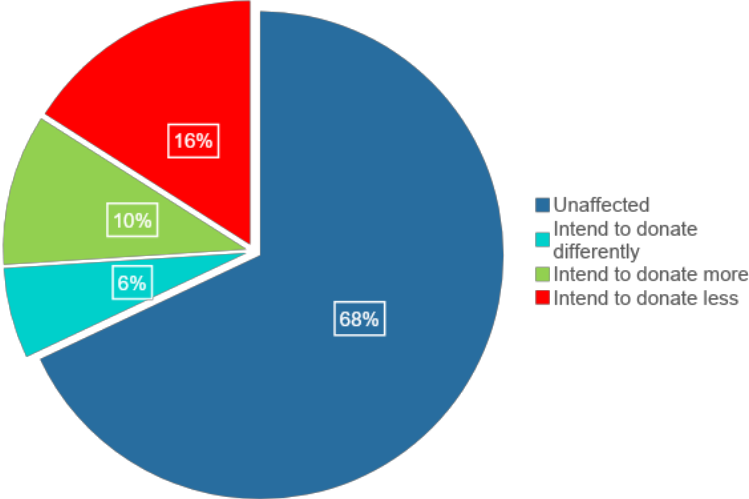


- ▶ If their donation behavior had changed, people were **nearly twice** as likely to be donating less than more.

# Donation Intentions



How the pandemic affected your future donation intentions?



# Summary so far



- ▶ Canadians recognize the charitable sector is in great need
- ▶ Yet, most are not changing their donation behavior or intend to
  - ▶ Of those who do, they are more likely to donate less than more
- ▶ **What might explain this?**
  - ▶ Perhaps people are spending more or have less money overall
  - ▶ Perhaps people just do not trust charities (Angus Reid)
  - ▶ Perhaps people have fewer opportunities to donate
- ▶ **Have less to spend?**
  - ▶ Canadians three times more likely to have decreased their spending than increased it
    - ▶ But is this because they had a reduction of income?
  - ▶ Employed Canadians no more likely to report spending less than those retired
  - ▶ Age unrelated to pandemic spending or donation behavior
  - ▶ So, unlikely many Canadians are spending less because they have less

# Factors affecting donation



## Highest Importance

- Administration and Fundraising Costs

## Moderate Importance

- Size & Scope
- Cause
- Funding Progress

## Lowest Importance

- Donation Matching
- Donation Specificity
- Impact



# Key Takeaways

- ▶ Emphasize **increased demand** but decreased supply:
  - ▶ Point out that most Canadians recognize the impacts of COVID-19 on the charitable sector, but that despite recognizing this, are more likely to donate less to charitable organizations, ***not more***
- ▶ Emphasize **local**:
  - ▶ Make explicit that you are a local charity, comprised of members of your community aiming to help members of your community
- ▶ Highlight **low administrative** costs:
  - ▶ If your administration costs are low, this should have a prominent place in your fundraising efforts, otherwise do not focus on them.





# Key Takeaways

- ▶ Avoid thinking Canadians cannot give:
  - ▶ While less money went into Canadian households during the pandemic, much less went out
- ▶ Emphasize **progress**:
  - ▶ People are more incentivized to donate when funding progress is higher
  - ▶ Frame your progress in terms of how close you are to reaching your goal
- ▶ Canadians **trust you**, but not completely:
  - ▶ Potential donors are likely to hold some skepticism toward your organization and its efforts
  - ▶ Emphasizing **transparency** can reduce the potency of this potential barrier

# GIVEOakville Community Communications 2021



For this year's GIVEOakville program communications, the focus is on going **local in a big way**.

Where past years have relied on targeted social media campaigns, this year will see The Foundation adapt our outreach based on our learnings from the past years.

And while digital communications will still have a big role in the 2021 GIVEOakville campaign, we are adding and expanding on some other outreach methods.



GIVEOakville is all about being the ***Best Way to Give Locally!*** As such, this year's campaign is going to begin with local champions.

We will **engage local BIAs** to help promote the campaign and ensure every business in Town knows about the program.

We are planning to shift our **direct mail** outreach from an unaddressed admail to a **hyper-targeted** campaign **addressed** to local donors.

We are engaging with our partners at the **Town of Oakville** to facilitate the distribution of posters throughout Town owned facilities and kiosks. .



In addition to our BIA outreach, we are planning a **postcard QR code campaign** that will be shared with local restaurants. These postcards can be included with bill trays or inserted into take-out bags.

The Foundation is also planning to **translate our collateral into a number of additional languages** that are popular in Oakville. We would love your insights if you have experience with this in your collateral.

We are also planning to reach out to **local churches** for inclusion in their **bulletins** and are open to other suggestions of local groups that we could engage with!



Of course, we will also be conducting a **strategic social media campaign** to compliment our other efforts. And we would greatly appreciate your support in getting this message out by **sharing these messages** with your network!

We will be using a **series of videos** that highlight **local-celebrities** who will act as ambassadors for the GIVEOakville campaign.

With this in mind, we would love if you could share your **testimonials** about what **GIVEOakville 2020** meant to your organization. These would be great as **quotes**, but even better as **short video clips** that we could share. **We want to tell the donors of 2020 how their support helped you!**

# GIVEOakville Communications Plan



This year's communications plan **builds on** the learning we have from the last three years of GIVEOakville.

However, we **need your help** to make it the best year yet! As we roll out new phases of the strategy we will keep you, our charity partners in the loop. And we hope you can **help us spread** these messages to your network of volunteers, donors, and stakeholders.

Together, we can ensure the donors have a great experience connecting to your organization through GIVEOakville, and ensure they feel confident in gifting their charitable dollars now and in the future!

**Question Period!**



# Contacts Communications Team



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