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Manitoba



**Learn.**  
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# Building understanding of your community's needs

## Strategic Initiatives

Friday, Oct. 28. 2022 at 11:00 a.m.





# Your facilitators

**Mandy Dubois**

Community Foundation of  
Portage and District



**Courtney Feldman**

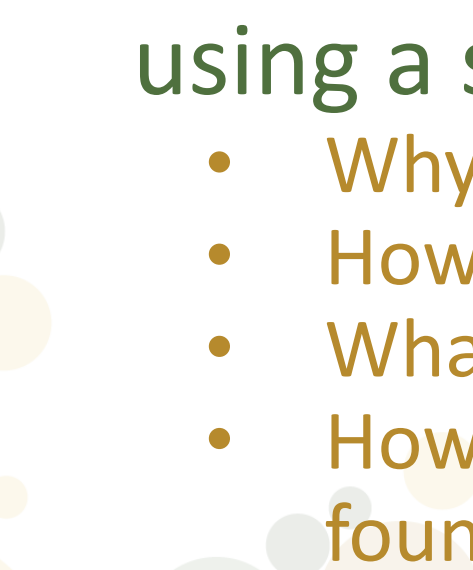
The Winnipeg Foundation

**Carolina Stecher**

The Winnipeg Foundation



# Our approach

- The fundamentals: cellphones and washrooms.
  - The goal: create a *fun, safe and engaging* space.
  - The format: share knowledge and experience using a structure of:
    - Why is this important?
    - How do you do it?
    - What is the outcome?
    - How can I apply this learning with my community foundation?
- 



# Our philosophy

- *You* are the expert of your community and your community foundation.
- Please share *thoughts, knowledge, and experiences* so that we can all learn from each other.





**Why is actively understanding  
your community's needs critical  
to your foundation's future?**

Take a worksheet and **write** down your answer.



# Mandy Dubois

## Community Foundation of Portage and District



## Definition: Actively understanding your community

- Process of **qualitative** and **quantitative** research into areas that define your community's wellbeing.
- Activity of **intentional** and **inclusive** community engagement (convening) to:
  - Generate knowledge;
  - Validate findings;
  - Increase understanding;
  - Support collaborative solution-making.





# Why is community research and dialogue important?

- Due diligence, accountability, transparency, and trust.
  - No one person/organization knows everything!
  - Challenges assumptions.
- Ensures the foundation and community have research & evidence to inform decision-making.
  - Intention in collection of qualitative and quantitative data.
  - Grant making and leadership by the foundation that is responsive and aligned to community-derived priorities.



# Why is actively understanding your community's needs critical to your foundation's future?

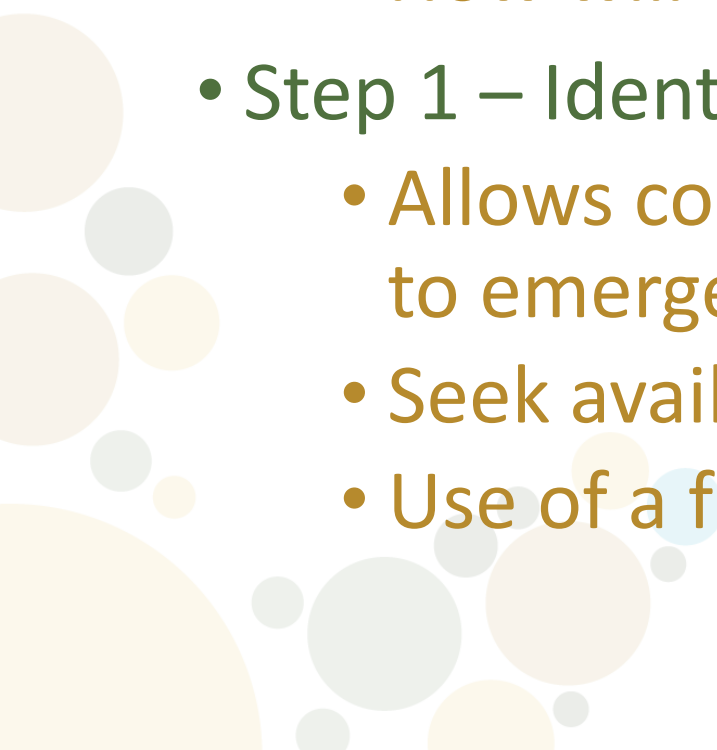
Reflect on original response.

How might you adapt your response?



# How community research and dialogue works

- Prework - Get alignment from board and staff.
  - Intentionality matters!
  - Why is the CF is engaging in this work?
  - How will the findings by used by foundation/community?
- Step 1 – Identify a basic community wellbeing framework.
  - Allows community-defined themes and priorities to emerge (not foundation-identified).
  - Seek available data to add to framework.
  - Use of a framework enables ongoing measurement.



# How community research and dialogue works

- Step 2 - Determine who & how to talk to.
  - Inclusive community convening to give voice to collected data.
    - Many voices are not represented in available data.
  - Ways to convene:
    - Large group meetings or small targeted groupings.
    - One-on-ones (program participants w/lived experience).
- Step 3 – Analyze collected data.
  - What is the data saying? Where are the gaps? The priorities?

# How community research and dialogue works

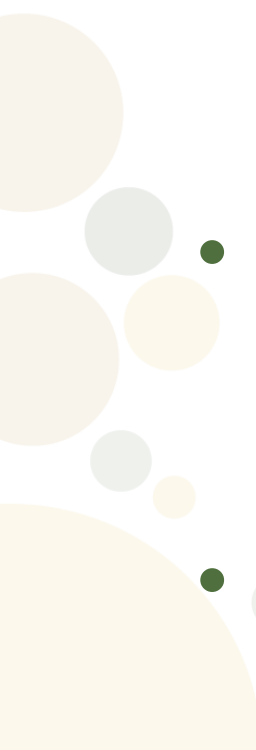


- Step 4 – Share what you've found.
    - Develop stories to share with community.
    - Data belongs to the community.
    - Balance "facts and feelings" AND ensure your community can "see" themselves in the story.
    - Through this engagement, seek collective action through the community ("Vital Conversations").
  - Step 5 – Identify CF's response & communicate it to community.
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# Outcomes of community research and dialogue

- A clear understanding of community priorities that will be used by the CF and shared with the community.
  - Inform foundation's work in all functions: Governance, Finance and Administration, Fund Development, Grant Making, Strategic Initiatives.
- Enhanced and strengthen community connections and capacity of local groups and organizations.
  - Collaborations, partnerships, continued conversations.
- Further develop trust with stakeholders.

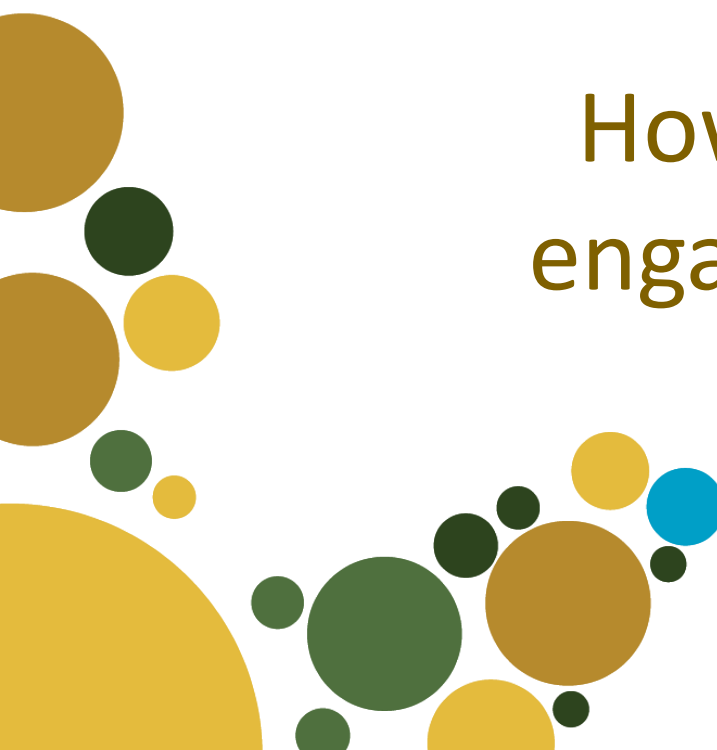




# Community research and dialogue

How does your foundation know your community's needs? (How is community knowledge generated?)

How could research and community engagement (convening) improve that knowledge?





# Community research and dialogue

Aside from understanding your community's needs, what other benefits do you see occurring from your research and engagement (convening) activities?





# Community research and dialogue

## Exploring YOUR challenges:

- What is your biggest challenge with respect to undertaking community research and engagement (convening) activities?
  - If money was not a concern.

Discuss in group. Share with all.



# Shared reflections

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needs

Strategic Initiatives

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*What's one key takeaway or "AHA" that  
you want to remember?*

*What are you curious about now?*



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**Thank you**

**Endow Manitoba** is an initiative of The Winnipeg Foundation