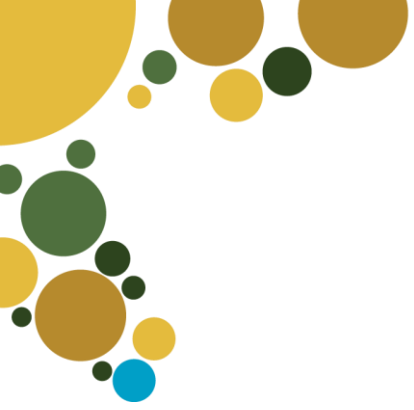


Welcome!!



Generating and using community knowledge



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



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.



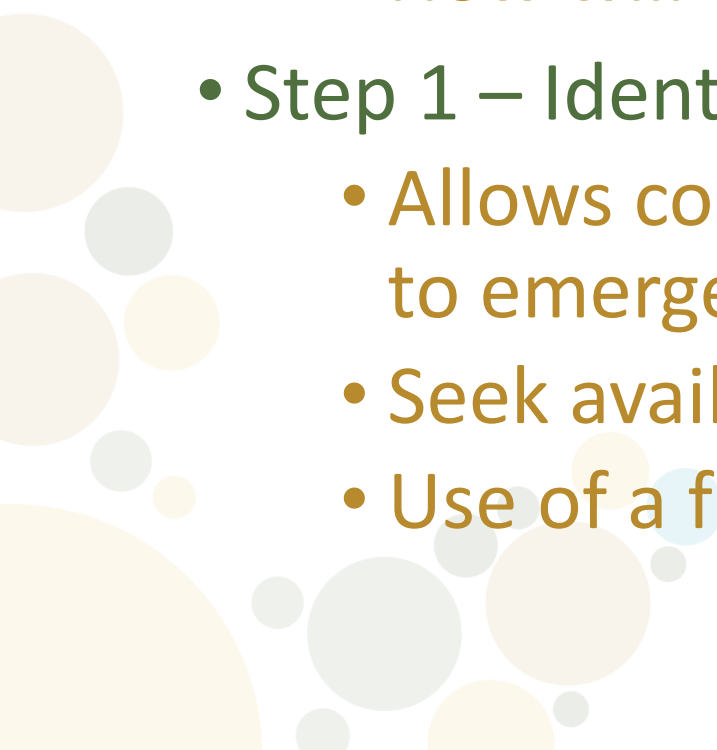
Why is community research and dialogue important?

- 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.



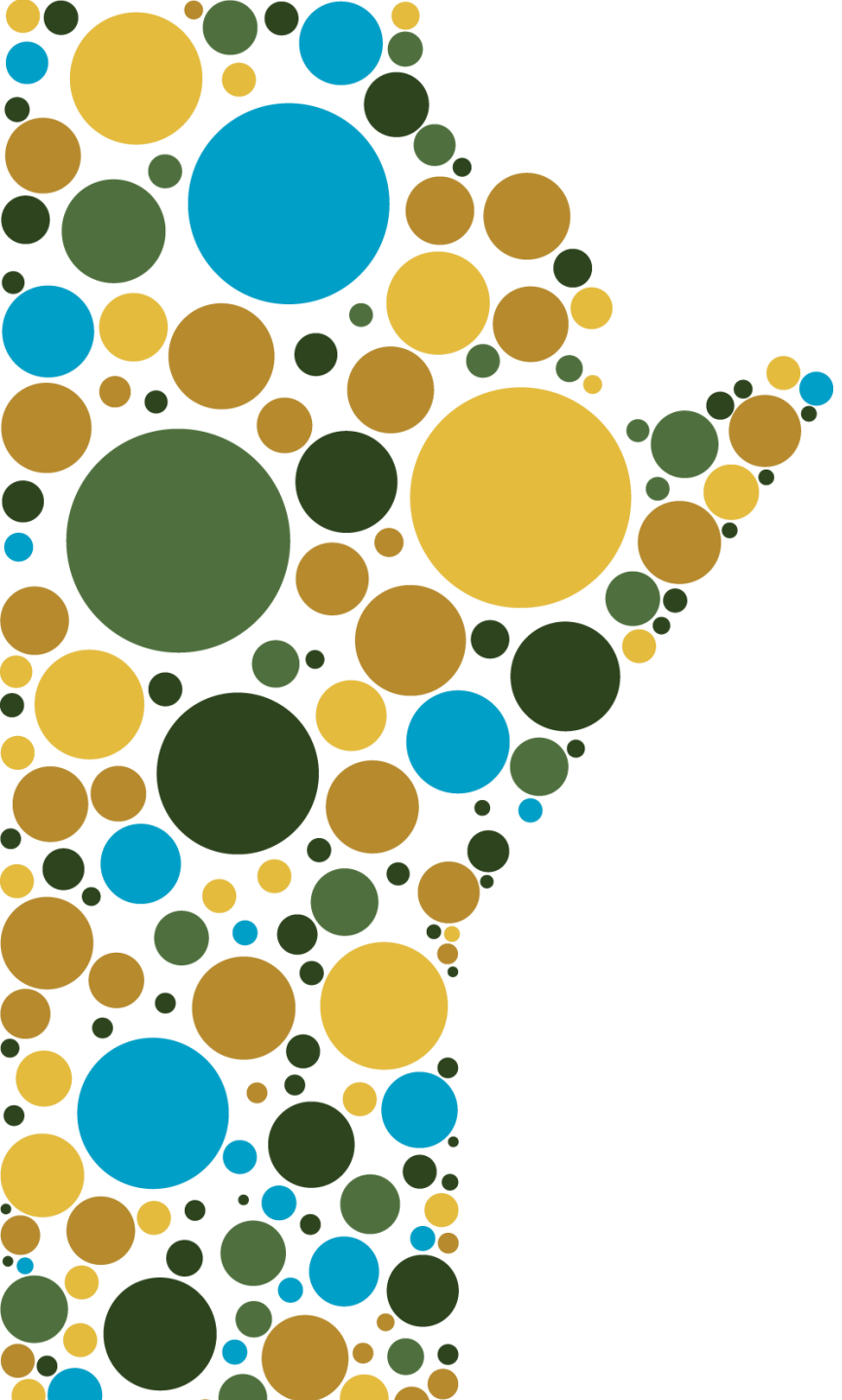
How community research and dialogue works

- Prework - Get alignment from board and staff.
 - Intentionality matters!
 - Why is the CF engaging in this work?
 - How will the findings be 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?

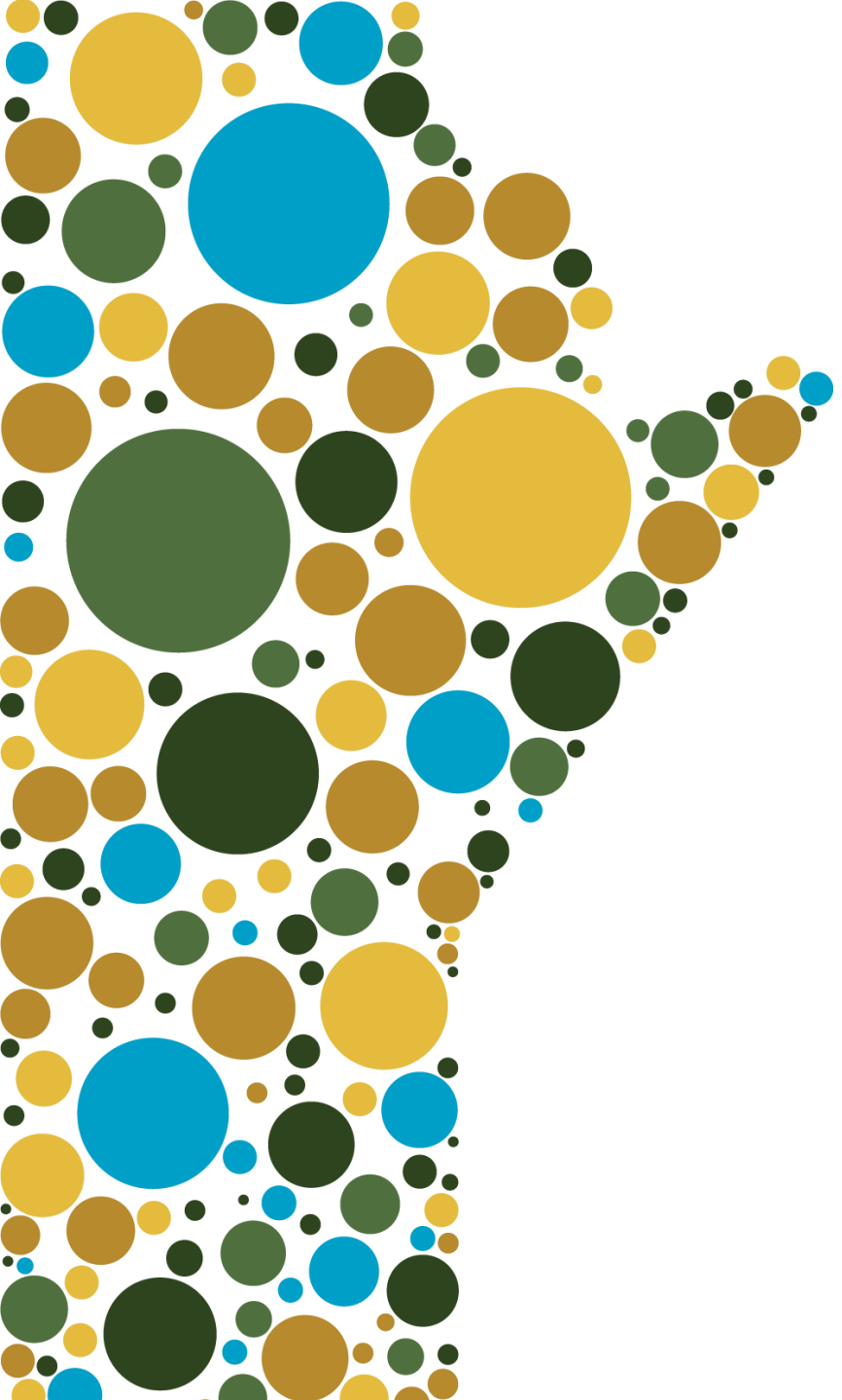


**What questions should you ask
your community that provides
meaningful insight into your
community's wellbeing?**

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.
- 



How can your community foundation use the information it gathers from community?

What are the outcomes of generating and using community knowledge

- 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

In what ways can your community foundation gather community 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?



Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation