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and mutuals

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**Investment
Readiness
Program**

Agenda

-
1. Definitions & Acronyms
 2. Social Finance
 - a) What is Social Finance?**
 - b) How can it be used?**
 3. Overview of the IRP
 4. Support structure & Applying for funding

Definitions & Acronyms

- **SPOs** – Social Purpose Organizations. SPOs contribute to solving pressing social, cultural and environmental challenges across Canada
- **IRP** – Investment Readiness Program
- **Funding partners/Community Funders** – organizations that will receive grant applications through the IRP
- **Expert-Service providers** - Organizations or consultants that provide resources, training, mentoring, and other learning opportunities to social-purpose organizations to move towards investment readiness
- **SI/SF** – Social innovation/social finance
- **GHG** – Green house gas emissions

What is Social Finance?

Social Finance is a repayable investment that generates a positive social, environmental, and/or cultural impact.

Investment Readiness Program

Funded by the Government of Canada, the goal of the program is to provide **capacity-building funding** for organizations, so they can be in a better position to eventually be part of a project pipeline and secure investment funding



How Can Social Finance Be Used?

- Purchase an asset
- Spend now to earn revenue later
- Spend now to prevent costs later
- Launch a social enterprise
- Scale an existing social enterprise

Investment Readiness Program – Supports by Stage

Explore Social Finance (do not have a project idea)

Learn about social finance
Generate ideas

Clarify a Project Idea (have a project concept)

- Clarify high-level details
- Test assumptions
- Assess investment-readiness needs

Develop the Investment Case (have a *clear* project idea)

- Feasibility study
- Market study
- Business planning
- Financial modelling
- Legal advisory
- Systems, process development
- Product, service improvement

Access Capital (have org capacity and an investment ready project)

- Capital advisory
- Investor relations
- Legal negotiation

How does it work?



CMC and others

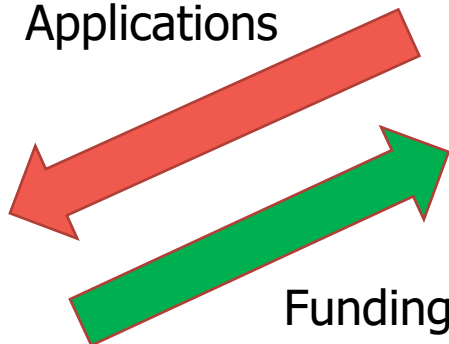
ESDC
FUNDING



COMMUNITY
FUNDERS

- Community Foundations of Canada
- National Association of Friendship Centres
- Canadian Women's Foundation
- Foundation for Black Communities
- Chantier de l'Économie sociale (Quebec-only)

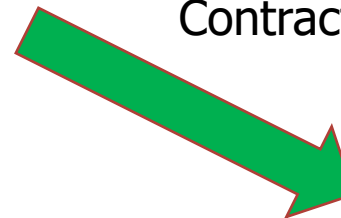
Applications



SOCIAL PURPOSE
ORGANIZATIONS

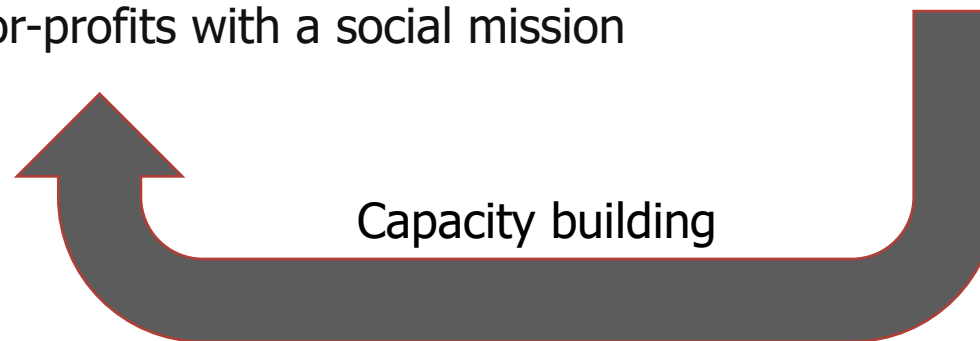
- Non-profits,
- Charities,
- Co-operatives,
- Social enterprises,
- for-profits with a social mission

Contracts



EXPERT SERVICE
PROVIDERS

Capacity building



Funding Cycles Open!

Foundation for Black Communities

- Cycle open from September 29-December 1, 2022

Community Foundations of Canada

- Cycle open from September 29-November 22, 2022

CFC is also working alongside the [Foundation for Black Communities](#) (FFBC), and Black-led or Black-serving social purpose organizations are able to apply to both CFC and FFBC through the online application portal.

Funding Cycles Open Cont'd

Chantier de l'économie sociale

Cycle open from November 7, 2022 – funds are exhausted



Opening Soon!

Canadian Women's Foundation

Cycle open on November 20, 2022

Investment Readiness Program – Projects Funded in Round 2

St. James Town Community Co-op And Central
Neighbourhood House (Toronto, ON)

Amount funded: \$73,640

Project: The OASIS Food Hub (Social Enterprise) is an ecological food system model for neighbourhoods that holistically integrates the full food cycle from production to procurement, processing, distribution, waste management, and land regeneration. Experts, Co-op members, and residents developed the OASIS Food Hub model to deliver the human right to food in St. James Town and other low-income neighbourhoods facing systemic food insecurity, while also creating a sustainable, climate-resilient and socio-economically just urban food system.

(Financed through Canadian Women's Foundation)

Investment Readiness Program – Projects Funded in Round 1

Community Seniors Co-operative Ltd. (O'Leary,
Prince Edward Island) Amount funded: \$ 10 000

- **Project: Develop and eventually operate a 40-unit community care home, which will assist seniors and adults challenged with activities of daily living. (Financed through Community Foundations Canada)**

Investment Readiness Program – Projects Funded in Round 1 Continued

Coopérative Celcius (Montreal, Quebec) Amount funded: 95 000 \$

- **Project: Develop a pilot project that consists of installing renewable and collective energy infrastructures in the streets of Montreal with the aim of reducing GHG emissions caused by heating buildings. (Financed through Le Chantier de l'économie sociale)**

Successes for Co-operatives in the Previous Application Cycle

59 co-operatives approved for
funding through the IRP
> \$3.46 Million in funding

**For more information, visit CMC's
IRP microsite:**

<https://irp-ppi.canada.coop>
(EN/FR)

Questions?

THANK YOU



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CWCF
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CANADIAN
WORKER
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FÉDÉRATION
CANADIENNE DES
COOPÉRATIVES
DE TRAVAIL

CWCF Grant Programs

Hazel Corcoran



CWCF Grant Programs

(1) Technical Assistance Grants

- For Worker Co-ops and certain Multistakeholder Co-ops
- To hire expert consulting assistance on any aspect of co-op management or governance; can be for start-up or conversion
- E.g., feasibility, marketing, financial administration, expansion, conflict resolution, compensation, legal issues
- Must be CWCF Member, or commit to join
- Up to \$3,500 / increasing soon to \$4,000

Technical Assistance Grants (continued)

- The value of the grant needs to be demonstrably able to make a difference to the need being addressed
 - Match between the co-op's need and the skills of the consultant
 - Working with a member of CoopZone is encouraged.
- www.canadianworker.coop/funding/technical-assistance-grants/

(2) CWCF Racial Justice Grants

- Allocated to projects led by individuals who are Black, Indigenous or other People of Colour (BIPOC), and groups which are majority BIPOC
- Projects must support racial justice in the worker co-op sector in Canada via promotion, development and/or education initiatives
- Successful applicants must commit to completing a short funding impact assessment survey and project report upon project completion
- Up to \$2,000.

JEDI Social Acquisition Project

- Not a grant opportunity, but... this CWCF Ecosystem Builders Project promotes the opportunity of social acquisitions/ conversions to Social Purpose Organizations (including worker co-ops) with JEDI* people and groups.
- It will provide education for equity-deserving groups (buyer-side and seller-side audiences).
- It will create a list service providers.

(*JEDI –Justice, Equity, Diversity, and Inclusion. Also known as Equity-Deserving / Equity-Denied Groups, including BIPOC, women, people with disabilities, LGBTQ+, and youth)

Thank You

Co-operators: Co-operative Development Program

Canadian Worker Co-op Federation Workshop

November 18, 2022

Presented by: Greg Elliott (Senior Advisor, Citizenship – The Co-operators Group Limited)



Overview: Co-operative Development Program (CDP)

- Established in 1992
- Expression of our long-standing commitment to co-operatives
- Unique, pan-Canadian
- \$500K disbursed in 2022
- Since inception, over \$3.6M in grants to 239 co-operatives



What do CDP grants cover?

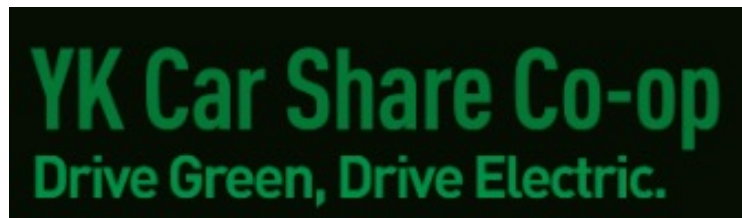
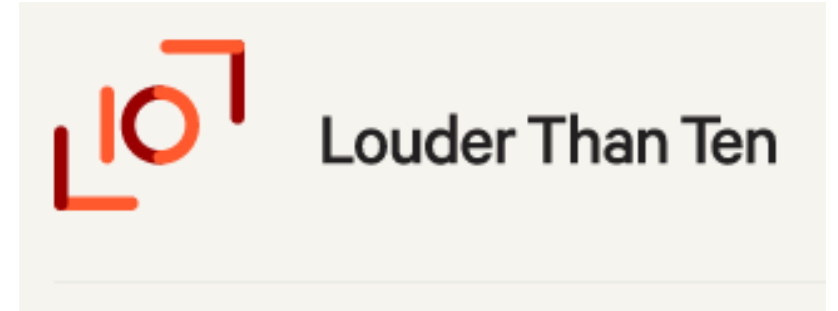
➤ Grants cover costs associated with co-op business development:

- Feasibility studies
- Market research
- Business planning
- Member engagement efforts



➤ The maximum grant amount is \$20,000

Examples of co-operatives supported in 2022



Things to Consider When Applying to CDP

- Demonstrated need for the project/initiative
- Leadership and capacity to deliver on proposed initiative
- Evidence of partnerships and “skin in the game”
- Connection of proposed initiative to longer-term sustainability
- Alignment with our Social Impact Framework

Co-operators Social Impact Framework

Co-operators mission: financial security for Canadians and Canadian communities.



Interested in learning more about CDP?

➤ Visit our our CDP webpage (English and French):

- <https://www.cooperators.ca/en/about-us/sustainable-communities/financial-security/co-operative-development-program.aspx>
- <https://www.cooperators.ca/fr-CA/About-Us/sustainable-communities/financial-security/co-operative-development-program.aspx>



Insurance Investments Claims Group About Us Resource Centre Client Care

🔒 Online Services ▾

Assurance Placements Sinistres Collective À notre sujet Centre de ressources Service client 🔒 Services en ligne ▾

Why co-ops are better

Investing in your future together

Corporate overview

Co-operative Development Program (CDP)

As a third-tier co-operative, we have long recognized the valuable contributions that co-operatives have made to our own growth and development. Since 1992, Co-operators has administered a program of grants dedicated to emerging and expanding co-operatives. Over \$3.6 million has been provided to 239 co-operatives across Canada through this unique program.

Avantages d'une coopérative

Planifier l'avenir ensemble

Aperçu de l'entreprise

Histoire

Programme de développement des coopératives (PDC)

En tant que coopérative de troisième niveau, nous saluons depuis longtemps l'apport inestimable des coopératives qui ont contribué à notre croissance et à notre développement. C'est pourquoi, depuis 1992, nous administrons un programme de subventions destinées aux coopératives en émergence ou en expansion. Plus de 3,6 millions de dollars ont ainsi été versés à 239 coopératives partout au Canada dans le cadre de ce programme unique.



Thank you!





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Grant Opportunities & Application Practices - Best Practices in Fundraising -



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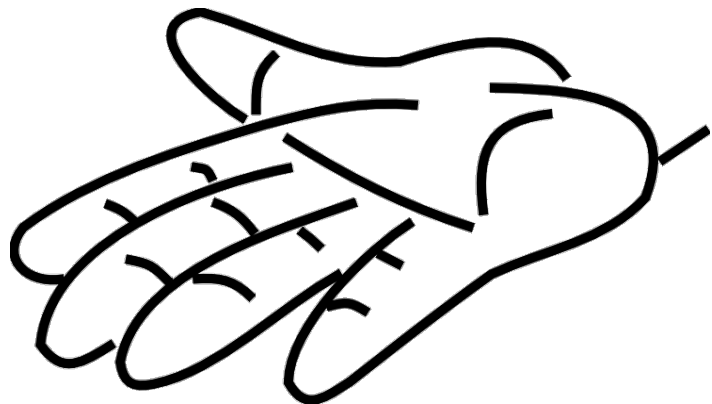
PHILANTHROPIE
OUTAOUAIS
PHILANTHROPY

Chair (Volunteer)
Philanthropie Outaouais Philanthropy



Former President (Volunteer)
Association of Fundraising Professionals

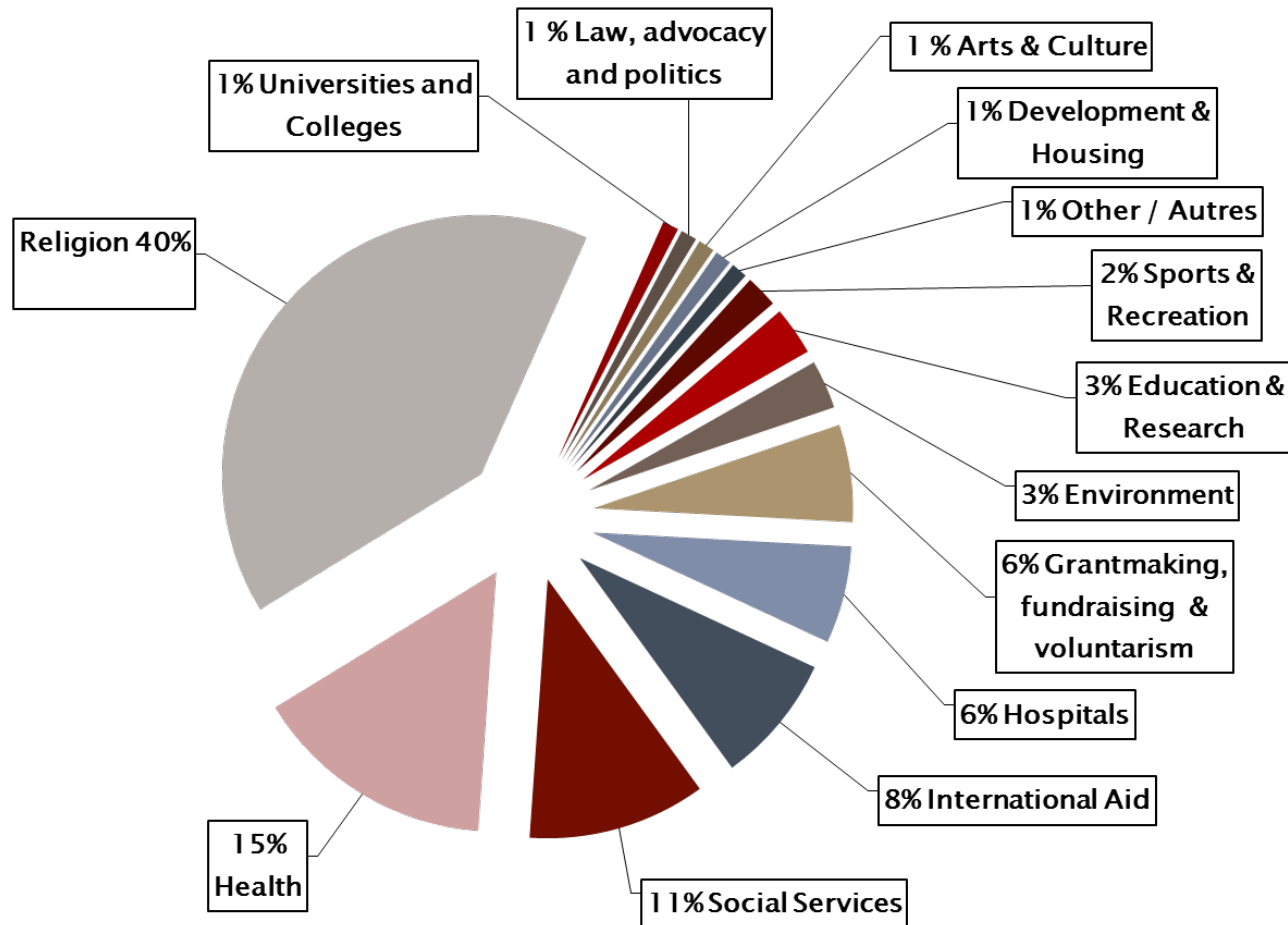
Fundraising



Landscape

- 86,000 Charities (+ Qualified Donees).
- 75,000 Not-for-profits **without** Charitable status.
- 84% of the population aged 15 and over give.
- > \$10.6 billion given annually by individuals.

Where does the money go?



Key Strategies

- **Annual**
- **Major**
- **Legacy**

Key Sources of Donations and Grants


- Members
- Individuals & Families
- Partners and charitable organizations
- Private Foundation
- Public Foundations
- Government and government-funded entities
- Business enterprises
- Impact Investors and other Social finance Funds
- Others

*** Co-ops as intermediaries

What is important?

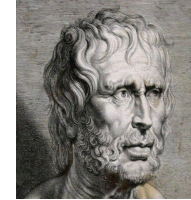
- Vision and mission
- Strategic Plan
- Criteria alignment
- Value Proposition / Case for Support
- Subject matter expertise
- Information & process management
- Internal and external communication/reporting

What is important?

- Message Map/ Elevator Pitch (Lush example; <https://www.youtube.com/watch?v=phyU2BThK4Q>)
- Subject matter & audience knowledge
- Fundraising, Granting cycle
- Ethics, Transparency and “Brand” protection
- Relationships, Relationships and Relationships
-  = **WITWWIGMMTY**

Quotes to ponder!

1- “Luck is when planning meets opportunity!”(Seneca)



2- “What’s your Iowa?” (via David Plouffe/ Betsy Myers)

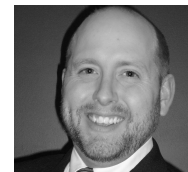


3- Play where the puck will be (Wayne Gretzky)



&

4- The HBB rule overrules! (Dan Brunette)



THANK YOU



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