

GREETINGS

working together
strengthening our contribution
coast to coast to coast
shared leadership & networking
co-operatives and mutuals
strong co-operative spirit

Denyse Guy,
Executive Director
Co-operatives and Mutuals Canada



co-operatives | coopératives
and mutuals | et mutuelles
canada



canada.

What are the next steps?

**Sector Representation
(CCUA, federations, Co-op Zone)**

**34 out of 55 members
responded (62%)**

**Key
Messages –
Survey
Monkey
Survey**

**There is good support
Vision and Mission**

**Value of Mission is High –
*Unite, Promote, Develop***

**Value Proposition –
*not all onside***

**Rework of Mandate –
*what do we keep and/or get rid of?***

**Priority Activities –
*currently there is support
for all activities, but what
do we keep and/or get rid of?***

Rate the priority of each activity as it relates to CMC's 2017-2020 strategy

Government Relations

Meetings with MPs, Senators & bureaucrats
Lobbying for funding for the Provincial Associations & conseils provinciaux
Co-op Caucus
Government Committee representation
CMC Member Lobby Day



Communications

E-News, daily media news (FullIntel), news release
Social Media Channels
Public awareness campaigns
Mainstream media



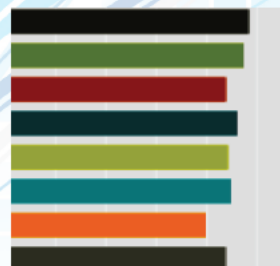
Co-operative Development

Canadian Co-operative Investment Fund
Roadmap for Co-operative Development
Support for Bill C-286



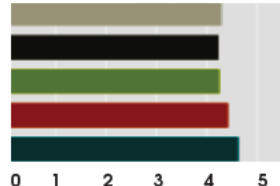
Membership Engagement

Congress
Delegates Meeting
Mobilization campaigns (Co-op Week, International Day of Co-operatives)
Canada's Emerging Co-operators
International Co-operative Alliance
Blueprint for a co-operative decade
Involvement in the Board of Cooperatives Americas
Pilot the "Build a Better World" Campaign



Research

Demutualization and indivisible reserves
Tax, legal
Higher education needs assessment
Co-operative Performance Indicators
Database on co-operatives and mutuals in Canada



Priorities

- All 24 activity areas under the program areas of Gov't Relations, Communications, Co-operative Development, Membership Engagement and Research were rated 4 plus out of 5 in priority areas



QUEBEC 2016 INTERNATIONAL SUMMIT OF COOPERATIVES

OCTOBER 11-13



Co-op Week 2016

October 16-22

coopweek
2016

Our Co-op Advantage



co-operatives
and mutuals
canada

CMC is Ramping up Advocacy

- Parliamentary Partners Program
- Campaign will run November 2016 to March 2017
- Goal is to meet at least 100 MPs
- 3 Asks
 - \$50 M investment into CCIF,
 - Tax credit program similar to Quebec,
 - Support to Canadian Co-operative Development Strategy (Bill C-286) including support funding for 6 areas of funding
 - areas of collaboration with PAs/Conseils/Federations

Our Policy Booklet – Please Share it



GR Social Media Campaign



THAT'S THE **#CO-OPEFFECT**

CO-OPERATIVES DIRECTLY EMPLOY 270,000 CANADIANS.
THAT'S 3.8% OF ALL JOBS IN CANADA. DOWNLOAD
MORE FACTS AT **SOLVINGCHALLENGESTOGETHER.CA**

GR Social Media Campaign



THAT'S THE #CO-OPEFFECT

CO-OPERATIVES GENERATE \$11.6B IN TAXES. REVENUE THAT HELPS PAY FOR GOVERNMENT SERVICES. DOWNLOAD MORE FACTS AT [SOLVINGCHALLENGESTOGETHER.CA](https://solvingchallengestogether.ca)

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THAT'S THE #CO-OPEFFECT

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CO-OPERATIVES CAN PROVIDE IMPORTANT, DURABLE, SHARED OPPORTUNITIES. DOWNLOAD MORE FACTS AT SOLVINGCHALLENGESTOGETHER.CA