

# GrantStream Quarterly

Sharing knowledge, insights and experience

## From the editor

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Claudia Garcia

AFTER MONTHS OF having stories on the rough economy take over our news media, the Powers-That-Be have proclaimed that we've officially embarked on the road to recovery. That's good news, but on the other hand we are also hearing that it will be a tough road, long and slow, with plenty of potholes along the way. What are we to make of this?

In the corporate world, budgets have been cut, including those of some community involvement programs, but fortunately, these cuts will most likely turn out to be more of a short- to mid-term challenge rather than a permanent reshaping of the landscape. If anything, the latest wave of corporate scandals is putting more pressure on corporations to demonstrate that they are not just about the blind pursuit of profit, that they are in fact caring organizations that have a useful and commendable place in our society. Nevertheless, there are some important issues to

address, such as embattled employee morale in the wake of hard times at their company. In our Ask a Consultant feature, we give you some tips on **the role that Community Involvement can play to offset the discouraging effect of a recession.**

As we swing into **United Way campaign season**, it is a good time to remind your workforce about your company's commitment to the greater community. Your fundraising activities are a great opportunity to inject some fun, passion and compassion into your workplace. If you're not yet using our **MatchRight® United Way** module, you might want to think about getting your request in to have it available for next year's campaign. With electronic pledge forms and easy tracking, it makes it easy to implement a fundraising campaign right across the company. And as always, GrantStream's Consulting team is also available to help you strategize, plan and execute activities with high impact, and on budget. Just ask us how we can help!

Here's to a healthy economic recovery for us all,



**RECOMMENDED READING** Here are a couple of articles we've come across recently with useful perspectives relevant to Community Involvement:

#### Catalytic Philanthropy

Mark R. Kramer, Stanford Social Innovation Review, Fall 2009  
Traditional philanthropy involves distributing money to select non-profits and expecting that they will make an impact. Here Mark Kramer argues for the greater use of what he calls catalytic philanthropy, the act of catalyzing social change by using all the influence and resources that large donors often have to offer. An effective way of making an impact to social challenges, it is an approach practiced to great effect by some but overlooked by many, including corporations. This article explains the four characteristics of catalytic philanthropy and why they are important to achieving lasting social change.

#### Sustainability & Innovation: Why Sustainability is now the Key Driver of Innovation

Ram Nidumolu, C.K. Prahalad, and M.R. Rangaswami, Harvard Business Review, September 2009

Rather than driving up costs in a corporation, the pursuit of sustainability can lead companies to great innovations in key areas of their business when it is tied to corporate objectives, and ultimately make a difference to the bottom line. This article discusses the various stages of sustainability, and gives examples of companies that are using sustainability as a driver to stay ahead of their competitors. □

# Ask a Consultant



**q:**

Our company has recently had to lay off many employees because of financial pressures. This puts me in a thorny position because part of my job includes employee engagement, which is supposed to involve feeling good about the company we work for! How is it possible to keep employees inspired and motivated following lay-offs of their colleagues?

**a:**

Even with the recession officially declared "over" by the pundits, it is likely that corporations will continue to carefully watch their expenses. Lay-offs are the most painfully obvious expression of belt-tightening, but while there is often a great deal of consideration given to how to handle lay-off notices, sometimes it's the employees who are left that are overlooked. Maybe it's the assumption that they should automatically feel happy having kept their jobs, but the fact is that the cloud of those demoralizing lay-offs will hang over their heads. And it's not just lay-offs. Revenue drops, program budget cuts, and reduced perks and benefits could rain on anybody's job security parade and make them feel ill-at-ease.

In such a situation, Community Involvement can certainly play a role in helping employees maintain positive outlooks. When their company's activities are making a difference out in the world, it can help employees see a greater meaning to what their company does, and by extension, to what they do in their own jobs. It is this greater vision that employees can rally around, and allows them to feel proud of the company they work for. Communicating your activities is a useful place to start. Work through your company's existing internal communications channels to share stories, anecdotes about your community partners, and figures about your community involvement in a way that works for your environment. Think of it as a form of building your brand as a caring employer.

Of course, wherever possible, engage your employees in meaningful community involvement activities. Keep the activities in line with the times. For example, instead of a \$150-a-seat fundraising gala that people may resent shelling out for, organize hands-on volunteering opportunities for people in need. If you have a policy that allows employees to take paid time

**When resources and morale are low, here are some tips to consider when thinking about organizing community involvement activities:**

- Revisit your strategy or give focus to support for the poor and marginalized
- Organize company-facilitated volunteer activities in lower income neighbourhoods
- Increase (or start) funding food banks and shelters
- Forego golf tournaments and sporting events and invest in job retraining programs and adult education initiatives.
- Support breakfast and lunch clubs for school age children who might otherwise go hungry.

off to volunteer, encourage them to use it and even share their experience. Not only is the feel-good factor a boost to morale, it serves to remind employees that their company supports them as well-rounded individuals with interests and passions beyond their day job. When it comes to the difficult decisions companies sometimes have to make, employees will be much more understanding and accepting when they believe in the humanity behind the business. □

## Technology Update

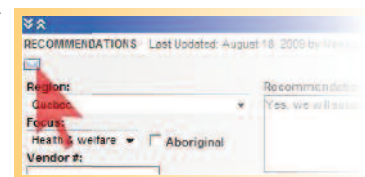
### GrantRight® Auto-Email Manager

As you know, your feedback and ideas allow us to continually upgrade and improve our technology to make sure it better meets your needs. Until now, GrantRight® auto-emails have been a useful way of providing periodic reminders to applicants along different steps of the application process, but GrantStream users have not been able to view or edit the emails that were sent. Based on your feedback, The GrantRight® Auto-Email Manager now gives you more control over the applicant emails that are generated. GrantRight® users will now be able to:

- See all email correspondence history sent to your applicants from the GrantStream system (e.g. Confirmation, Pending and Decline emails, etc.)
- Cancel and re-enable emails
- Customize emails by allowing you to change the copy and add request-specific references or personal notes
- Reschedule planned emails
- Create unlimited new emails to your applicants, which will be kept on record in the client file

The Auto-Email Manager is accessed in the Request Management frame of the GrantStream Review Interface, simply by clicking on the envelope icon. The rest should be pretty intuitive.

This upgrade is being rolled out free of charge this fall. If you have any questions, please email us at [support@grantstream.com](mailto:support@grantstream.com). □



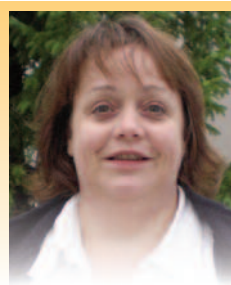
# Our Staff Introductions and a couple of Re-Introductions

## The Inside Scoop A peek into the lives of GrantStream staff



**Andrew Miles** has the distinction among our GrantStream developers of being the only one that has worked on every one of our technology products, making him the go-to resource for any project that needs an adaptable set of developing talents. Andrew studied Software

Engineering at Mohawk College. Coming from a family of five brothers, he feels right at home amid the collegial rapport shared by the team of developers, especially when they decide to take breaks by throwing paper planes or foam basketballs at each other over their cubicles. Andrew's other distinction is more questionable: as one of our tallest employees, we find it amusing that he happens to drive one of the smallest cars on the market!



**Jo Wallwork** joins GrantStream as our new Project Coordinator. An accomplished project manager that has worked on IT assignments at various companies, including RBC Dominion Securities, she now works with our Technology and Support teams to make sure your projects are completed

with quality, on time and within budget. Jo hasn't been at GrantStream long, but has already established a rapport with many of our clients. She has had an opportunity to oversee projects for Manulife, Nexen, EPCOR, Capital Power Corporation and Suncor. It didn't take her too long to learn that in this office, cookies and other baked goods go a long way in helping to make big requests a little more digestible for our developers. Although, she is hoping to introduce them to vegetables in the near future! ☐

## Roll Call New Additions to the Team

GrantStream has been growing at a fast pace lately and we haven't yet had the opportunity to introduce everyone that's new to the team. Before we grow any further, we'd like to take a moment to present several other newer additions to the team.

**Sonia Barber** is our new bilingual Client Service Coordinator. With a strong background in customer service, we are glad to have her on board to answer any questions you may have about our technology products. Sonia hails from Montreal and studied Political Science at the University of Quebec.

**Andrew Korda** is our quality control specialist, testing software to catch any bugs before it is released to our clients. Andrew studied Marketing Management at Humber College and Software Development at the Sheridan Institute of Technology. His critical eye and the quality standards he has helped develop have made Andrew a welcome addition to our technology team.

**Mark Dhas** began his career in software development working for companies like HP, Nokia and Sales Spider. His experience and an education that includes a Bachelor of Science degree with a major in Computer Science and a Bachelor of Arts with a major in psychology make him an adaptable and well-rounded member of the development team.

**Randy Glenn** is our newest developer on the block. He studied Computer Engineering and Management at McMaster University. Randy has gone on to work as a Technical Advisor for a Science and Engineering summer camp for kids, and has interned in the Field Applications Engineering department at Gennum Corporation in Burlington.

Finally, there's **Andrew Forrest** (yes, a third!), our behind-the-scenes Systems Administrator who keeps our servers serving and our staff's workstations working efficiently. He may not speak to clients directly, but his expertise in computer systems plays a critical part in helping GrantStream deliver its services. Andrew studied Electrical Engineering and Economics at the University of Western Ontario.

### Monique and Marianne – and new last names

You may notice that you'll start to get emails now from **Monique MacDougall** and **Marianne Llapitan** from Client Services. We haven't substituted staff members — they have both just recently been married! Please join us in extending our congratulations! ☐



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