

GrantStream Quarterly

Sharing knowledge, insights and experience

From the editor

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Tough Times



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Signature Programs



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Claudia Garcia

AFTER MONTHS OF GLOOMY weather and gloomier news, most of us greeted springtime with open arms and welcomed the sense of renewal and cheer that so often comes with it.

But before the effects of the sun and warmer weather started getting to our heads, we were met with the sensational news of a possible worldwide viral pandemic — a pandemic! It's almost unbelievable! In times like these it can be tempting to lose heart. But now is when we have to remember that age old wisdom that tells us something we often forget: *there is great opportunity in great challenge.*

More and more, the articles arriving in our inboxes are filled with reminders that all doesn't have to be bleak for business right now. But for some companies, business as usual may not quite cut it, even for individual departments. Spring is about fresh starts, so it might be a good time to think about spring cleaning your programs, and taking a fresh look at them. Reassess your goals and your purpose, seek out all the opportunities before you and why not even **try a little innovation?** Our feature article explains how tough times can be the impetus to **make your community investment program more effective than ever.**

In other news, GrantStream has packed up and moved offices to accommodate our growing numbers of staff, our previous location having been close to bursting at the seams. We are settling in just marvellously to our larger space and if you're ever in the Oakville or the western Greater Toronto Area, we invite you to check out our new digs!

Wishing you a spring with plenty of silver lining around the rain clouds that give way to a summer full of sun. ☀

Innovating In Lean Times

For your reading pleasure we recommend a few other insightful takes on how to turn around a downturn at your company:

<http://www>

The upside of recession,
Business Week

When the Going Gets Tough, the Tough Innovate,
Andrew Razeghi

Innovate, Innovate, Innovate
Financial Post Executive Blog

Did you know?

Although linguists refute this popular interpretation, it is often said that the Chinese word for "crisis" is composed of two characters — one character representing danger, the other, opportunity.

Danger Opportunity

Managing Community Involvement in Tough Times

As budgets are being scaled back across many companies, it's easy for some senior management teams to give short shrift to Community Involvement, a function that's often not well understood. We realize many of you may now be operating under greater scrutiny and with more limitations, but your programs need not suffer an incapacitating blow. Here, we bring you information to help you make the most of your CI program during a slump, no matter what your budget.

Doing more with less

With more constrained resources, now is a good time to assess the effectiveness of your company's CI programs and evaluate your activities. Ensure you are directing your resources to areas where you can a) **make the most impact** and perhaps more importantly these days, b) **add value to your business**. In the long-run, developing and leveraging a **signature program** that is linked to your corporate strategy accomplishes both objectives. In the short-run, consider using a program like GrantRight® to run some reports, **take inventory of your programs** and analyze your giving. Ask yourself questions that will let you see what is working and what could be improved. Is your actual giving matching your planned giving? Are there any areas you can focus in on? Ways to make your grant making more impactful? Existing relationships you can leverage?

Measure & Evaluate

In the UK, proponents of smarter CI are shifting away from recognizing companies for the amounts of pre-tax profits they invest in their communities; instead, the emphasis is on the **effectiveness, impact and relevance of their programs**, and the **extent of their measurement & evaluation activity** in these areas. Measuring against pre-set objectives is invaluable in helping you keep your CI program on track, and GrantStream's Measurement & Evaluation Module® can help you do this easily and effectively.

Make the Business Case

You can help keep some of the cutbacks at bay by providing a compelling business case for your CI program. Start with these basics and think about how they apply at your company. If the business case isn't clear, it might be time for that strategic inventory taking. Examples of more common business case arguments include:

- **Building Trust and Reputation** – Sincere motivations and well thought out initiatives that have a real impact on your community speak volumes about the character of your company. Remind your executives of the benefits of well-deserved goodwill these days.
- **Employee Morale** – To your employees, CI injects humanity into the company when they may not feel very positive about some of the corporate decisions being made (*see sidebar*). If cutbacks to community giving are inevitable, remember not to overlook the value of cost-effective, internal events you can organize to encourage employee engagement, such as a team fundraising campaign, or a day of caring out in the community.

Streamline your Management Processes

You might be surprised at the efficiency improvements that are possible with technology. Many of you are already using GrantStream's MatchRight® or GrantRight® applications but are you aware of other features that can help you make better use of your time? Our **Measurement & Evaluation Module®**, **Electronic Funds Transfer** for grant recipients and **Grant Management Workflow Tracking** are just a few examples of what's available to help you. Remember to talk to us as you discover needs in your departments that might be met with technology.

Balancing employee cutbacks and community giving

When a workforce undergoes cutbacks, it can potentially be a challenge to justify giving large amounts to the community when employees might argue that the money could be better spent retaining workers. While giving to areas like arts & culture or sports & recreation in a downturn might be perceived as somewhat lavish and unnecessary, focusing on areas such as hunger and poverty can serve as a reminder that there are people out there who need help more than ever, preserving your company's humanity in a way that makes an important difference.

In these uncertain times, GrantStream can help. Contact [Matthew](#) to find out more about **technology solutions for your grant management needs**. To talk about **opportunities for improvement in the design or execution of your CI programs**, speak to [Richard](#). □

News

GrantStream a Sponsor of Imagine Canada Forum

This year's Imagine Canada Business & Community Partnership Forum was held on March 4th and 5th in Vancouver, B.C. The event hosted attendees from the corporate sector and nonprofit organizations from across Canada. Workshops and forums focussed on the theme of New Approaches for New Economic Times, including a forum on Building Signature Programs moderated by Bradley Googins, Executive Director of The Center for Corporate Citizenship at Boston College, and proudly sponsored by GrantStream.

Matthew was at the forum and was glad to see the familiar faces of many GrantStream clients. Matthew reports: "I thought the points raised by **Sask Energy's** Leslie Gosselin on what they learned from their signature program development were quite interesting. As was Sarah Saso's research that finds a direct link between **Manulife's** volunteer programs and employee retention. Unfortunately there was too little time to explore some of the themes more fully. From the buzz, people also found Jason Saul's pre-forum workshop on Measurement and Evaluation relevant and practical."

Business and Community Partnership Awards were handed out to winners that included one of our very own clients – congratulations to **TELUS** on their win for their work on **the Red Cross Call Centre**, an integral part of British Columbia's Disaster Response Centre.

Vancouver Airport Authority Wins Inaugural Citizenship Award

We love to mention our clients' achievements in our newsletters, so we are pleased to congratulate the Vancouver Airport Authority (YVR) for earning the Vancouver Board of Trade's inaugural **Engaged Corporate Citizenship Award**, presented at an April banquet in YVR's honour. YVR has consistently sought to make a genuine and comprehensive commitment to corporate social responsibility and we are happy to see their efforts recognized.

AstraZeneca's Frontline Health Program Featured in National Post

The January 13th issue of the National Post featured an instructive article by the President and CEO of AstraZeneca Canada, Mark Jones. In **Core Values Make the Difference**, he describes the role that signature programs can play in reinforcing and communicating a company's core values, as is the case with their pioneering **Frontline Health program**.

Frontline Health is a long-term commitment by AstraZeneca Canada to help improve the capacity to serve Canadians who face barriers to healthcare. GrantStream is proud to have been a key partner in creating and developing this signature program since its inception in 2004, and we congratulate AstraZeneca Canada on its Frontline Health program coverage in one of Canada's premier national newspapers.

The Inside Scoop A peek into the lives of GrantStream staff

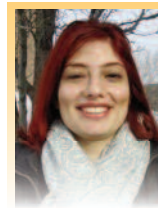
The client relations team is pleased to introduce you to its two newest members, Marianne and Diana, whom you may have already had the chance to speak to. They both bring with them a background in client service and are ready to lend their support on any issues you may have — in English or *en français*.



Marianne Notario

Having previously worked in client relations for a large insurance company, Marianne is a natural fit for GrantStream Client Services — her conscientious nature and real interest in solving issues has already helped her build rapport with our clients. Marianne graduated from York University's Glendon College with a

BA in Psychology. To help herself through school, she once waitressed in a posh Toronto café where she served people she vaguely recognized from TV (such as a woman who had once played one of Ross' girlfriends on *Friends!*). Marianne lives in Milton where she will soon be sharing a home with her husband-to-be, Philip.



Diana Yehya

Diana grew up in Lebanon, and although she still misses the abundant cedars and the beaches of the Mediterranean, we're definitely pleased she's chosen to work in Oakville. She has proven to be efficient and resourceful and is currently honing her Crystal Reports skills. Diana also recently completed a diploma in Business

Administration from Everest College in Mississauga, Ontario. In her spare time, you might find Diana scooping up yet another bottle of perfume (she collects them) or settling in to watch a good action movie starring Bruce Willis or Jean-Claude Van Damme. Diana lives in Mississauga with her teenaged daughter. □



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get in
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Here's who
& how:

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