

# GrantStream Quarterly

Sharing knowledge, insights and experience

## From the editor

### this issue

American Idol:

Invasive Species

or Philanthropic

Inspiration



Adding Attachments:

A new feature

for GrantRight®



Helen  
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IT'S SUMMER. Very brief but hopefully very hot. Just like this issue of GrantStream Quarterly!

We'll share our thoughts about how American Idol, new technology and the icon of celebrity is popularizing public commitment to a cause! What can we learn from this and how might it influence your key stakeholders? We'll also tell you about a great new feature we've developed that lets you add attachments in GrantRight®.

Take a moment to read our newsletter and, as always, let us know what you think. □

### News & Events

#### GrantStream to speak at Volunteer Vancouver Workshop, Increasing the Impact and Effectiveness of your CI Program, Sept 17th, 2007 Vancouver, BC

The second of three workshops in a series, we will be speaking about using technology to increase the effectiveness and impact of CI programs; and thinking about measurement at the beginning rather than the end of your program planning! Stephanie Robertson from SiMPACT will follow with a presentation on measuring impact using the LBG model.

For more information on this workshop, please visit [www.volunteervancouver.ca](http://www.volunteervancouver.ca).

#### Boston College Training: Successful Calgary Course

Boston College delivered its popular week-long FastTrack Certificate program in May. The Calgary Community Investment Council arranged for Boston College to deliver the course and signed up a record number of participants. We came on board to help the Council manage the administrative side of things. From what we hear, it was a busy week!

If you are interested in Boston College training, please contact [Helen Seibel](mailto:Helen.Seibel@bc.edu) to learn about possible opportunities for Canadian-based courses.

## American Idol: Invasive Species or Philanthropic Inspiration?

I NEVER THOUGHT IT WAS POSSIBLE, BUT I'VE BEEN inspired by reality television. Well, *American Idol* to be specific. I used to believe that reality shows, like *American Idol*, were on par with other invasive species entering Canada these days. Like the zebra mussel or purple loosestrife. But the show did something back in May that has changed my thinking. They aired *Idol Gives Back*, a stellar example of using the leverage of an entertainment powerhouse (or any other corporate powerhouse) to raise awareness and support for a cause. Some brief Googling uncovered the whole story and I think it's worth telling.

*Idol Gives Back* was the first fundraiser of a new 501(c)3 organization called Charity Projects Entertainment Fund (CPEF). Not surprisingly, CPEF is the brainchild of Simon Fuller, American Idol

creator, and his screenwriter friend Richard Curtis, founder of *Comic Relief*, *Make Poverty History* and organizer of *Live 8*. These two Brits wanted to use the power of entertainment to drive positive change.

*American Idol* is the perfect vehicle for this. *Idol* competitors cut across the socio-economic fabric of the country. They are from big cities and small towns. And with them come the fans and the voters. Tens of millions of people watch the *Idol* shows. (Some of us even watch from Canada!) It's a terrific cross section of the population and if you can successfully tap into their philanthropic nature, a terrific fundraising opportunity.

As early as March, the show's host, the self-proclaimed vertically challenged Ryan Seacrest, started to plug the fundraiser. Interestingly, the first call for

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• AMERICAN IDOL: INVASIVE SPECIES OR PHILANTHROPIC INSPIRATION? continued

action went out to companies. This is what initially interested me. A televised solicitation for corporate giving. Seacrest called on corporate America and the show's sponsors and they responded. The call to the American public didn't go out until the fundraiser shows aired in May. The votes people cast with their phone calls triggered donations to CPEF from the sponsors. The result: call volume from the American public doubled and the show raised more than \$75 million US.

The second night was a star-studded 2 hour broadcast from two locations. Ellen Degeneres was Ryan's co-host and it featured pre-taped solicitations for support from celebrities and performances by some of today's hottest music stars (even Celine Dion in a really unusual holographic duet with Elvis!).

*Idol Gives Back* demonstrates the possibility of partnership and leverage. It's a reflection of the increasingly prevalent concerns of our times: communities are in need and more people are talking about it and supporting it. Look at the July issue of *Vanity Fair* — focused on Africa and edited by Bono (who wanted to change the title to *Fair Vanity!*). Or the viral

spread of social networking sites like [Facebook](#) and [del.icio.us](#) that are being used more and more to build groups and momentum around a cause.

Let's take this back down to a manageable level because I know we aren't all entertainment powerhouses with celebrity friends. This public focus on charity and concern for community has an obvious impact on corporate giving and volunteering programs. We're all watching, reading, hearing about it and hopefully being inspired by it. Harness this positive energy through your programs. Consider how to partner for impact and leverage all your assets like they did with *Idol Gives Back*.

And perhaps some invasive species, like reality TV shows, will have served a good purpose.

(By the way, Canadian Idol is also connecting their show to a charitable fundraiser through a partnership with *McDonald's*® and *Ronald McDonald House Charities*® to build a new Family Retreat in Bear Mountain, British Columbia! More info: [www.idol.ctv.ca](http://www.idol.ctv.ca).) □

## New Technology Feature

### Adding Attachments: a new feature for *GrantRight*®

Kudos to our software developer **Joseph Hachey**, for designing a new feature that lets you add file attachments to applications stored in your *GrantRight*® database. Over the years, a number of clients have expressed interest in having this ability, and we've finally responded.

Joe has made the new attachments feature extremely simple and intuitive to use. If you or your staff have the need to add additional documents, spreadsheets or perhaps even photographs to applications, just let us know.

2007 pricing is straightforward: \$1,200 for installation plus \$600 per year for up to 5 gigabytes of data storage. Please contact **Monique** to learn more or to get this great feature installed in less than a week!

## Green Tip

### Ahh... summer at the cottage.

A truly relaxing getaway.

Here are a few tips to keep it that way.

- ☀ Does your boat have a four-stroke engine? It's 90% cleaner than the older two stroke engines, runs cleaner and uses half the fuel. Consider getting one. Over the long run, it will be better for the lake and your wallet!
- ☀ Spend an afternoon kayaking or canoeing instead of waterskiing or tubing and cut down on fuel and oil costs and spills.
- ☀ Leave dead trees standing! They have an important role in the environmental life-cycle of the forest. If you're looking for firewood for your campfire, find another source.



Want to  
get in  
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Here's who  
& how:

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