

# WHAT WE HEARD

OCTOBER 27TH, 2020

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**Social Sector Summit**

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Prepared by:



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# INTRODUCTION

The Social Sector Summit held virtually on October 27th, 2020, a first of its kind in Yukon, explored the context, state and opportunities for Yukon's social sector.

This one-day conference was co-hosted by Yukonstruct, Volunteer Bénévoles Yukon and YZED Projects with support from Yukon Built and Majestic Productions. The Summit brought together 95 participants comprising 57 nonprofit and 38 business, First Nations and government representatives.

The Social Sector Summit kicked-off with an opening prayer from Elder Shirley Adamson of Ta'an Kwäch'än Nation, a keynote presentation by the Honourable Senator Pat Duncan on the Special Senate Committee, followed by an overview of the sector statistics and trends, updates on what's happening for the sector currently and what's next for Yukon's new Societies Act. In the afternoon, the Summit focused on opportunities for the sector. This included exploration of social enterprises, expanding equity and inclusion in our organizations, and finally a session that looked at new ways of working together toward shared mandates and community impact.

COVID-19 has brought challenges for most organizations across the nonprofit sector. The Social Sector Summit was an opportunity to connect leaders, communicate opportunities, share ideas and strategies, support organizations and their teams; and conduct a panel discussion on social enterprises.

Throughout the Summit we heard about challenges and opportunities. We also heard about the commitments being made to address critical issues, and the interest in working together to find innovative ways forward. Those who attended clearly recognize the collective challenge to adapt and sustain Yukon's social sector.

The Social Sector Summit was co-hosted by:



## CATALYST FOR CHANGE Special Senate Committee Report on Charitable Sector updates, the Honourable Senator Pat Duncan

The Honourable Senator Pat Duncan spoke of the modernization of the Senate, and how it is becoming as "diverse and as representative of the population as Canada itself". She reminded the audience about the role of the Senate, "to apply that sober second thought to legislation passed by the House of Commons".

The focus of her speech was to address [The Catalyst for Change: A Roadmap to a Stronger Charitable Sector report](#). Four key themes were identified after consulting with Canadians. The people working and volunteering in the sector, funding for the sector, the rules governing the sector and, finally, what the committee calls the need for a 'home' within the federal government for the charitable sector.

Due to the COVID-19 pandemic, the Senate is in a place where the Government of Canada is not being told to provide an answer on their recommendations. Her message was clear, "only the Government of Canada can improve the way registered charities and nonprofit organizations survive and build a better country for all Canadians".

Overall, the Honourable Senator Pat Duncan's speech set out a theme that continued throughout the day; the people in Yukon's social sector are tremendous but are often not seen or valued.

## MESSAGES, Larry Bagnell MP & John Streicker Minister of Community Services

"Covid-19 has allowed us to reevaluate what is important. The NGO community was a step ahead before the pandemic."  
- Larry Bagnell, MP



"The nonprofit sector is like sunshine in the way that it happens organically."  
- John Streicker, Minister of Community Services

# SECTOR STATISTICS & TRENDS

Wendy Morrison set the context for the Summit by describing who comprises the social sector and the current state in Yukon and Canada.

The Yukon social sector was described as the 'Mammoth in the Room' with the following not-widely-known\*:

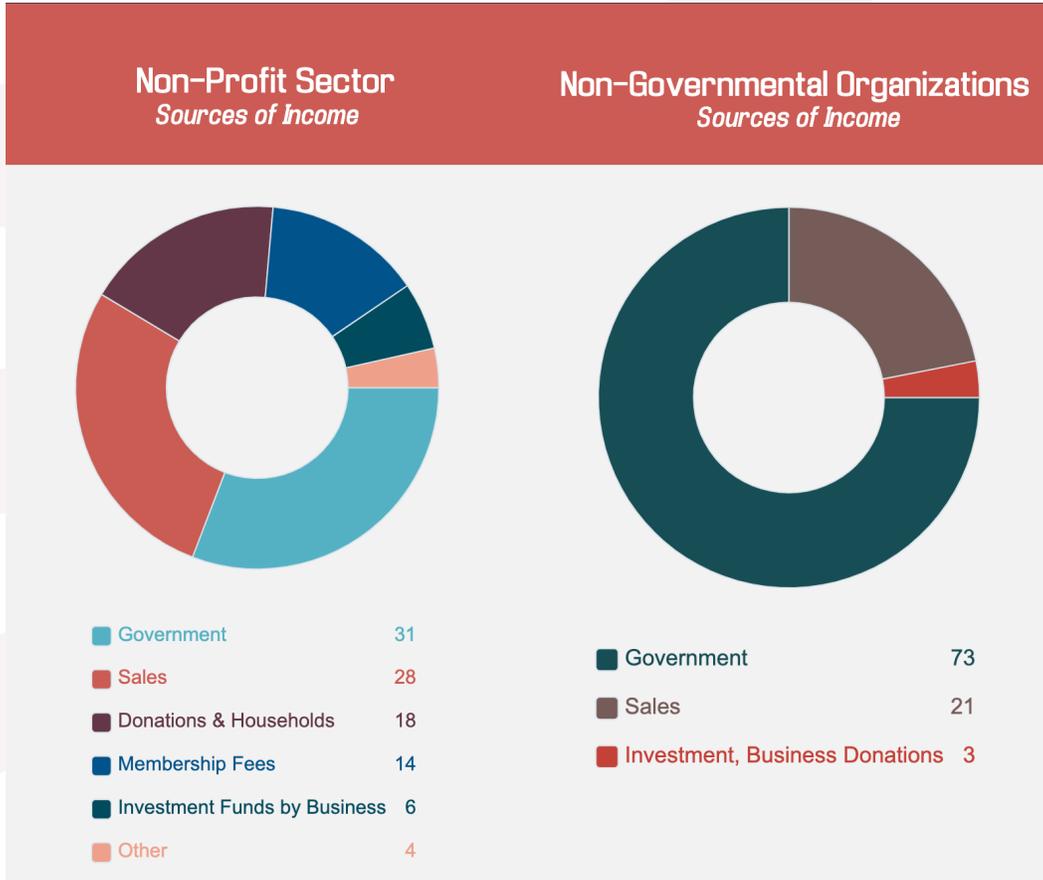
- As of October 2020, there were **878** societies registered in Yukon according to Yukon Government Community Services.
  - *PERSPECTIVE*: that's **one** for every **48** Yukoners.
- The most recent count was **730** (according to Auditor General (AG), 2017 – YG financial report). But this number might not have included all of the local societies, extra-territorial societies and not-for-profit corporations.
- Approximately **350** of the registered societies are considered non-governmental organizations (NGOs) which are generally fully or partly funded by the government. Collectively, NGOs received \$40M from the Government of Yukon, according to AG in 2017.
- The nonprofit sector contributes **6.5%** of Yukon's GDP and employs nearly **5%** of Yukon's workforce according to Statistics Canada.



\*Auditor General. (2017). Government Transfers to Societies—Yukon. (Pg. 14-16). [https://www.oag-bvg.gc.ca/internet/English/yuk\\_201703\\_e\\_41989.html](https://www.oag-bvg.gc.ca/internet/English/yuk_201703_e_41989.html)

# SECTOR STATISTICS & TRENDS

The size, scope, and economic contribution of charities and nonprofits across Canada were described as follows\*:



**170,000**  
NON-PROFITS IN  
CANADA

CONTRIBUTES  
**169 BILLION**  
TO CANADA'S GDP

SECTOR EMPLOYS  
**2.4 MILLION**  
CANADIANS

ECONOMIC VALUE OF  
VOLUNTEERS  
**41.8 BILLION**

**1 IN 3**  
CANADIANS  
VOLUNTEER



\*Statistics Canada. (2019). Non-profit institutions and volunteering: Economic contribution, 2007 to 2017. <https://www150.statcan.gc.ca/n1/daily-quotidien/190305/dq190305a-eng.htm>  
 \*\*Imagine Canada. (2018). Sector Stats. [https://www.imaginecanada.ca/en/360/sector-stats.gclid=CjwKCAiA17P9BRB2EiwAMvwNyPhBZc57b1AGyWoH9sdAmnzhu-U9eCRwzicUZe0zXWZ\\_69IHysRFbBoCUMlQAvD\\_BwE](https://www.imaginecanada.ca/en/360/sector-stats.gclid=CjwKCAiA17P9BRB2EiwAMvwNyPhBZc57b1AGyWoH9sdAmnzhu-U9eCRwzicUZe0zXWZ_69IHysRFbBoCUMlQAvD_BwE)

## YUKON NGO HUB by Angela Krueger, NGO Hub Steering Committee

Angela indicated that to date there has been a survey conducted and feasibility study about a possible NGO Hub in Yukon which looks at the considerations for both a virtual and physical Hub. Aspects of a **virtual Hub** could include shared health benefits plans, group business insurance models, weekly meetings for networking and information sharing, etc. Aspects of a **physical Hub** could include a shared reception area, meeting facilities, rental offices, storage space, etc. There is a steering committee who is working on engaging folks about the idea and writing proposals for funding a business plan and then the creation of a Hub. Currently, the committee is waiting to hear back from the Community Development Fund about funding for the business plan.

**"The nonprofit sector is the heart and soul of our communities."**

- Wendy Morrison.

## REVized by Wendy Morrison, YZED Projects Inc.

An engaging animated video illustrated how REVized is a program to increase the **organizational effectiveness** of nonprofit organizations so they can enhance their social, environmental and economic impact to meet the challenges of today and strengthen resilience for the changes of tomorrow.

## YUKON NONPROFIT ADVISORY COUNCIL, Wendy Morrison & Alex Jegier

The new group was formulated to bring together nonprofit leaders' knowledge and skills to support the nonprofit sector during the COVID-19 pandemic. Members of the Yukon Nonprofit Advisory Council bring experience from various sub-sectors including social services, women's issues, seniors, youth, arts, heritage, sport, environment, industry associations, education and volunteerism. The council is an **opportunity** to connect leaders, communicate opportunities, share ideas and strategies, support organizations and their teams, and plan for COVID-19 recovery practices.

## NEW YUKON SOCIETIES ACT, Assistant Deputy Minister, Community Services Louise Michaud & Registrar Fred Pretarius

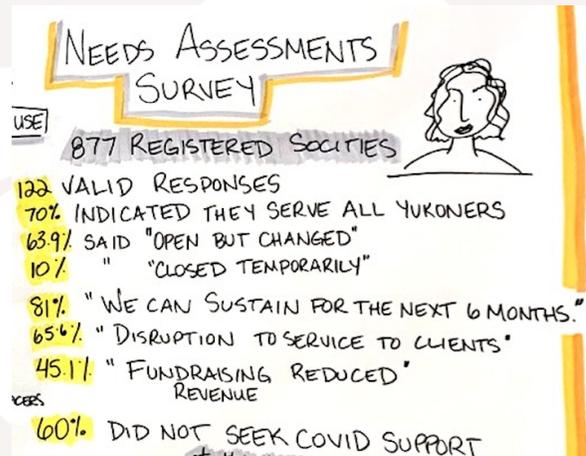
The session covered: the need for new legislation, what societies need to do, what the regulator needs to do and overall what's new. **The new legislation is said to:**

- Empower societies to manage their own affairs
- Less government scrutiny
- Clear rules
- Clear details about duties
- More Yukon Corporate Online Registry (YCOR) online options



## ECONOMIC IMPACTS SURVEY RESULTS, COVID - 19 Impacts on Yukon's nonprofits, Valerie Royle, Deputy Minister, Government of Yukon Department of Tourism

Marjie Cowell of [Majestic Productions](#) graphically recorded the statistics of the survey results. For more details on the findings check out the [link](#).



## UN SUSTAINABLE DEVELOPMENT GOALS, Caitlyn MacMaster, Yukon University, Innovation & Entrepreneurship

Caitlyn introduced the United Nations (UN) 2030 Agenda, including the 17 Sustainable Development Goals (SDGs). She noted that the September 2015 vote by 193 countries in the UN General Assembly to adopt the 2030 Agenda and the SDGs established political will and legal commitment to these shared global goals by nations around the world, including the Government of Canada.

Caitlyn acknowledged that work to improve conditions in these 17 shared goals is not new and that many people around the world, including Yukon First Nations and settlers in the territory, have long prioritized the subjects that are now named as SDGs and will continue to work to improve conditions for people and the planet even after 2030. While the priorities now included in the SDGs are not new, the framework of the 2030 Agenda provides a shared language to speak about the important work that is under way, as well as political will to put attention and resources toward these goals with a sense of urgency and accountability. For organizations in the social sector, framing their work using the language from the SDGs may be a strategic opportunity to access funding, expertise, and other resources by showing alignment with these global priorities.

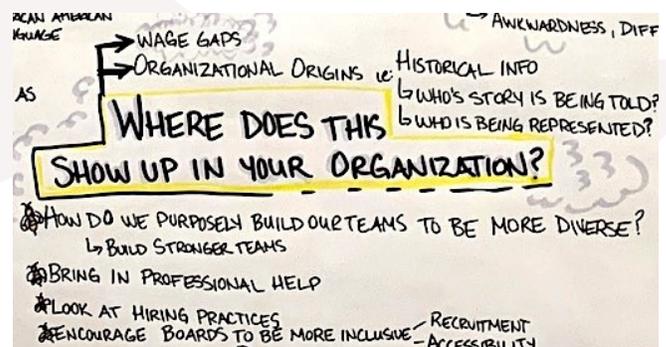


## SOCIAL ENTERPRISE PANEL: Learning about social enterprise in the Yukon, Moderator: John Glynn-Morris

- **Panelists:** Jaret Slipp - MBA Social Enterprise; Jillian Hardie - Challenge Disability Resource Group; Joy Snyder - Raven Recycling; Emily Payne - Rivers to Ridges; Tarek Bos-Jabbar - ColdAcre Food Systems
- Theme & Purpose of the session - **"Entity + Social Purpose + Free Market Goals"**
- How do you interact with the free market - What do you sell ? How to sell ?
  - Face to face marketing
  - Shipping internationally
  - Building community connections
  - Let the community know what you can do
  - Demonstrate values
  - Changing legislations towards waste management practices and recycling

## SHIFT HAPPENS: Moving from systemic racism toward diversity, equity and inclusion in our organizations, Moderators: Asad Chishti & Christopher Samuel Tse

Graphic artist Marjje Cowell captured the rich and thoughtful dialogue from the Shift Happens session. The session was an open dialogue format but focused on the The Characteristics of White Supremacy Culture from Dismantling Racism: A Workbook for Social Change Groups, by Kenneth Jones and Tema Okun.



The session focused on opportunities for the sector to survive, recover, sustain, grow and innovate. The key points are the result of five mini think-tank groups dialoguing about the sector.

## CHALLENGES & THREATS

### External

- Communicating value to society
  - Often lacking
- Change in legislations
  - Getting more complicated
- COVID-19
  - Hard to plan when we don't know what is ahead
  - Unsure of future resources
- Infrastructure (internet, housing, transportation)
  - Internet access (affordability, service speeds, accessibility)

### Internal

- Funding issues & limited resources
- Staffing issues
  - Burn out of staff
  - Retention and recruitment
  - Nonprofit wages
- Organizations staying in their own silo and fear of sharing resources with other organizations
- Space as a limitation
  - Lack of affordable space
- Board recruitment/retention/experience

## IDEAS & SOLUTIONS

- **NGO hub**
  - Both a physical and online community of organizations exchanging resources and information to have a greater impact on the community
  - **Invest in successful collaboration:**
    - Sharing ideas: this is how innovation happens
    - Prevent duplication
    - Having a more united front as a sector carrying the voice louder to government/funders.
- **Improved community engagement**
  - Be bold in our vision
  - Value-led process work
  - Invest initiatives that involve local businesses and broader partnerships
- **Increasing diversity, core values and commitment**
  - Commitment to respecting and including different cultures, values, beliefs, norms and traditions of staff members lays a clear and solid foundation for any organization
  - **Unity in diversity**
- **Share our stories: our value to society (big and small, and about people)**
  - Highlight our relevance and effectiveness
  - Celebrate our partners
- **Improved organizational effectiveness**
  - Build resilience
  - More integrated technology
  - Strengthen Board recruitment, onboarding and retention
  - More connected relationships



# NEXT STEPS

- We hope the **Social Sector Summit** was just the start of the conversation and that we have more opportunities ahead to connect and explore opportunities for the sector.
- There is potential for the Summit to be an annual event.
- In the meantime, there are a few resources and ways conversations are moving forward:
  - Volunteer Bénévoles Yukon (VBY) hosting weekly nonprofit organizations meetings
    - please contact VBY for more information.
  - Yukon Nonprofit Advisory Council will continue to move issues forwards
    - please contact Wendy Morrison for more information.

*"Alone we can do so little; together we can do so much."*

HELEN KELLER

