



# National Day of Conversation (#NDOC)

A DIGITAL DAY OF CONVERSATION ON NOVEMBER 26, 2019

# What is the National Day of Conversation?

**Date:** November 26, 2019

- ▶ **What:** A digital conversation focused on the issue of sexualized violence against fundraisers in the charitable sector
- ▶ **Why:** One year since last dialogue on this issue at AFP Congress and little progress has been made
- ▶ **Goal:** to increase awareness around this issue with charitable sector employees, leadership, and donors

# #NDOC: Sector Statistics

- ▶ **85,000 charities** in Canada generating **\$165 B in revenue** (8.1% of GDP)
- ▶ Employ more **than 2 million** people
- ▶ **70%** of those identify as women
- ▶ **70%** senior leadership positions are held by men
- ▶ Boards of directors predominantly Caucasian (87.6%)
  
- ▶ **Sources:** Imagine Canada; AFP Global; Race to Lead; Schulich School of Business

# #NDOC: Lack of Diversity

- ▶ Lack of diversity at leadership level **leads to blind spots**
- ▶ **Dominant culture leads** (patriarchy, misogyny, racism, sexism etc.)
- ▶ **Harassment and sexualized violence** are rooted in this culture
- ▶ No one is immune from this – including the **charitable sector**
- ▶ **We are ALL responsible** for changing this dynamic

Sources: PWC; Schulich School of Business

# #NDOC: Harassment Statistics

- ▶ **1 in 4 women** in fundraising experience sexually harassment
- ▶ **65%** of the time the **harassers were donors**
- ▶ **95%** of those harassing were **male**
- ▶ **71%** of those who reported **no action taken** by their employer

This is UNACCEPTABLE

- ▶ **Sources:** Imagine Canada; AFP Global

# #NDOC: Protecting People

- ▶ Current charitable regulations focus on **operations and fiscal compliance**
- ▶ Ethics and guidelines focus on **protection of donors** (Donor Bill of Rights; AFP Code of Ethics)
- ▶ No **standards, codes, or laws** for donor conduct towards fundraisers

But **HOW** are we protecting fundraisers?

- ▶ The laws around harassment need to change

# #NDOC: Organizational Change

- ▶ **Policies and procedures** are the bare minimum
- ▶ **Culture is set at the highest level** – senior leaders and boards
- ▶ **Educate everyone** at all levels about this issue
- ▶ **Empower** members of your team **to act**
- ▶ Take a **principled stand** on this issue – lead by example

Our industry must **do better**

# #NDOC: Become an Ally

- ▶ **Allyship is key** to changing the power dynamics
- ▶ **Acknowledge your privilege**
- ▶ **Make space for others** (especially those marginalized)
- ▶ Be willing to have **uncomfortable conversations**
- ▶ **See Something, Say Something, DO something**



# #NDOC: Call To ACTION

## ▶ **SYSTEMS CHANGE:**

- ▶ Advocate for changes to harassment legislation across Canada
- ▶ Push for a Fundraiser Bill of Rights to be adopted by all organizations

## ▶ **ORGANIZATIONAL CHANGE:**

- ▶ Ensure your organization has the policies and procedures to address this issue
- ▶ Culture is key – create a safe space where fundraisers can report

## ▶ **INDIVIDUAL SUPPORT:**

- ▶ Sign up for ROSA and VESTA as tools for employees
- ▶ Bystander training

# #NDOC: Partner Organizations

## **ROSA: Canadian Women's Foundation & After Me Too**

- ▶ Digital platform being developed with Federal funding
- ▶ Centralizes law, reporting options, how to prepare, etc., in one place
  - ▶ **Donations:** <https://www.aftermetoo.com/>
    - ▶ Twitter: @cdnwomenfdn @aftermetoo
    - ▶ LinkedIn: <https://www.linkedin.com/company/the-canadian-women's-foundation/>
    - ▶ Facebook: @CanadianWomensFoundation

# #NDOC: Partner Organizations

## Next Gen Men

- ▶ Social Enterprise co-founded by Jake Sitka and Jermal Alleyne
- ▶ Focused on creating spaces to engage, educate, and empower men and boys around gender.
- ▶ Sign up for more information & support programming
  - ▶ **Donations:** <https://nextgenmen.ca> › donate
  - ▶ **Email:** [info@nextgenmen.ca](mailto:info@nextgenmen.ca)
  - ▶ Twitter, Facebook & Instagram: @nextgenmen
  - ▶ LinkedIn: <https://www.linkedin.com/company/next-gen-men/>

# #NDOC: Partner Organizations

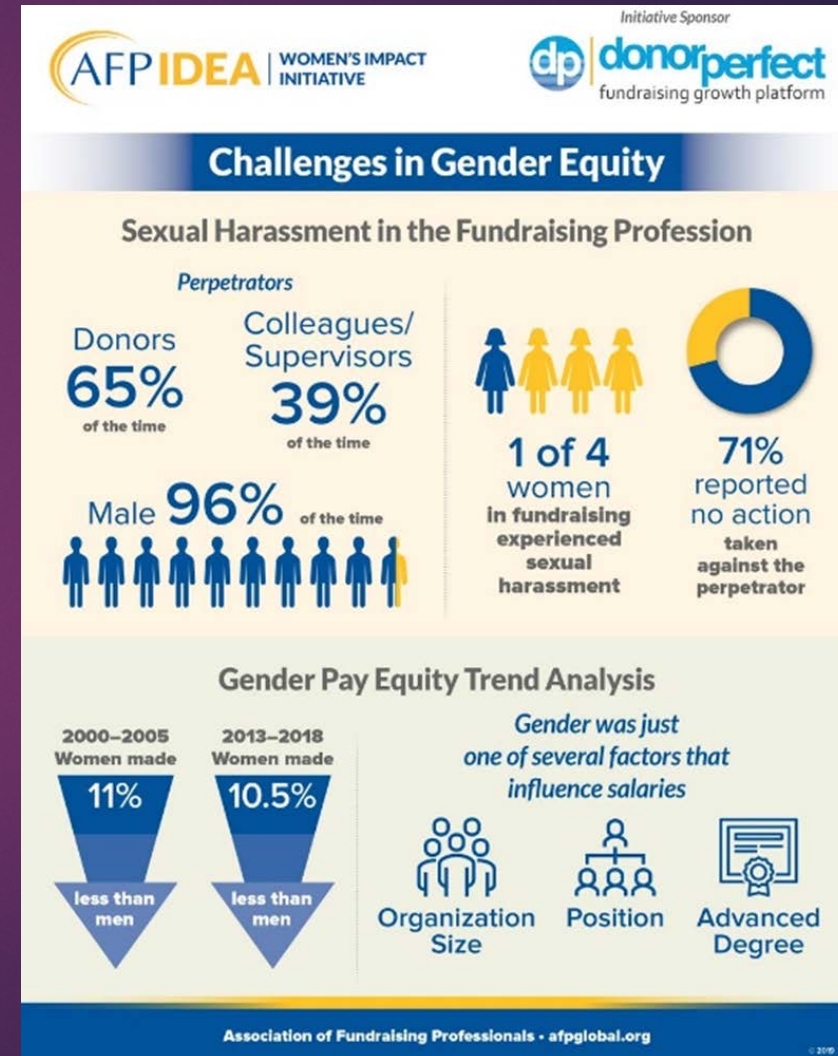
## Vesta Social Innovation Technologies

- ▶ Founded by Lucrezia Spagnolo (CEO)
- ▶ An online platform and app that allows victims of sexual assault and harassment to document their experience in real time
- ▶ To sign up and learn more: <https://www.vestasit.com/>
  - ▶ Twitter: <https://twitter.com/vestasit>
  - ▶ Facebook: <https://www.facebook.com/VestaSIT/>
  - ▶ LinkedIn: <https://www.linkedin.com/company/vesta-social-innovation-technologies/?originalSubdomain=ca>

# #NDOC: Additional Resources

## AFP Women's Impact Initiative

- ▶ Assess, address, and highlight specific challenges that women in the fundraising sector face
- ▶ Library of research and resources available
- ▶ [www.afpidea.org](http://www.afpidea.org)
- ▶ Liz LeClair, Chair 2019-2020



# #NDOC: Schedule for Day

(Eastern Time Zone)

- ▶ **7:00 am EST:** Kick Off for #NDOC (Liz LeClair)
- ▶ **9:00 am EST:** FB Live Discussion on Org Culture (TBC) (Halifax)
- ▶ **11 am EST:** TBC
- ▶ **12:30 pm EST:** Facebook Live with Canadian Women's Foundation (Toronto)
- ▶ **1:00 pm:** Facebook Live Discussion with Jamal Alleyne (KW)
- ▶ **2 pm EST:** Facebook Round Table with Wanda Deschamps (Kitchener Waterloo)
- ▶ **5 pm EST:** Facebook Live Roundtable on Allyship with Next Gen Men (Vancouver)

# #NDOC: Hastags

- ▶ #NDOC
- ▶ #NationalDayofConversation
- ▶ #Women4Women
- ▶ #EquityforAll

# For more information:

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