

# ENGAGING DIASPORA in development

Tapping Our Trans-local Potential for Change  
[www.sfu.ca/diasporas](http://www.sfu.ca/diasporas)

# Professional Development Workshop Series

## Invitation

Are you based in Vancouver, part of a diaspora (i.e., living outside of your community of attachment/homeland) and working on an international development initiative? Are you interested in engaging with other emerging and established diaspora leaders to exchange ideas, experiences, and discover ways to scale up your projects?

If you are interested in applying for this workshop series please complete the on-line application.

**Application link:** <http://bit.ly/fbpgr3>

There is no fee for the workshop but space is limited and priority will be given to those applicants who are engaged in current development projects. Please note that participants are expected to attend all five workshops.

**Please apply by February 28, 2011.**

## Purposes and Methods

Each workshop session will be held on the last Saturday of the month from 1pm to 5pm beginning in March 2011 and running until July 2011. The workshops will draw on your experiences and questions, and will include brief presentations from university and community-based experts to stimulate active and informed dialogue and learning. Participants will be encouraged to deepen their reflection and analysis of their practical experiences by carrying out and presenting a Learning Project\*.

*\*A Learning Project is a reflective and proactive self-designed learning activity intended to advance an aspect of your project. You receive feedback from the workshop facilitators, project mentors, and other participants.*

### For more information:

Email us at [diasporas-info@sfu.ca](mailto:diasporas-info@sfu.ca) or visit [www.sfu.ca/diasporas/workshopseries.htm](http://www.sfu.ca/diasporas/workshopseries.htm)

### Stay updated with us on:



Facebook Group

Engaging Diaspora in Development: Tapping Our Trans-local Potential



[www.twitter.com/SFU\\_Diaspora](http://www.twitter.com/SFU_Diaspora)

## Dates and Themes

**Saturday, March 26, 2011**

### Introduction to the workshop series

- Sharing of experiences
- Core concepts, theories, and practices of development and sustainability

**Saturday, April 30, 2011**

### Project design and development

- Using local and cultural knowledge to identify and implement development initiatives
- Sharing opportunities and experience

**Saturday, May 28, 2011**

### Fundraising

- Interactive funders panel
- Proposal development
- Finding funding
- Working with partners and building alliances

**Saturday, June 25, 2011**

### Engaging the public in your project

- Using visual documentation
- Communicating with creativity
- Special guests from Narrative 360 communications specialists/documentarians

**Saturday, July 30, 2011**

### Learning projects presentation

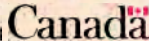
- Feedback on projects by mentors
- Strategies for tapping the potential of your project
- Follow-up planning

Funding support provided by:



Canadian International  
Development Agency

Agence canadienne de  
développement international



This project is undertaken with the financial support of the Government of Canada provided through the Canadian International Development Agency (CIDA).  
Ce projet est réalisé avec l'appui financier du gouvernement du Canada accordé par l'entremise de l'Agence canadienne de développement international (ACDI).

Project partners:



SIMON FRASER UNIVERSITY  
THINKING OF THE WORLD



## EDD Workshop Participants

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**Name :** Amanda Ho  
**Organization / Initiative** International Health Initiatives  
**Email :** Amanda.ho@communitytherapists.com  
**Phone :** 604-828-2807  
**Website :** Internationalhealthinitiatives.com

**Q2 . Brief description of your development initiative (200 words max)**

I have started an initiative comprised of BC trained rehab professionals who are interested in international development. International Health Initiatives acts as a resource for professionals looking to get into international work. Also we partner with other organizations in international projects.

**Q3 . Why do you want to take this workshop? (100 words max)**

As we take on projects, and as the founder and executive member of this group, I would like to increase my knowledge of project development and share this knowledge with my group.

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**Name :** Anita Tavra  
**Organization / Initiative :** Promoting Literacy and Gender Equality  
**Email :** atavra@gmail.com  
**Phone :** 6048684818  
**Website :**

**Q2 . Brief description of your development initiative (200 words max)**

An idea in progress, it is an initiative to strengthen civil society through promoting literacy and gender equality in Bosnia-Herzegovina.

The idea is to bring together citizens and leaders to make sustainable changes in their cities in order to improve their standard of living and quality of life.

**Q3 . Why do you want to take this workshop? (100 words max)**

To learn to about project design, development, fundraising and other useful tools to help with the successful completion of this project.

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**Name :** Atakilt Haimanot  
**Organization / Initiative :** SRHA-Society  
**Email :** athaimanot@shaw.ca  
**Phone :** 604 732 6350  
**Website :** www.srhafoundation.com

**Q2 . Brief description of your development initiative (200 words max)**

Organized 300 "poor" women in four associations and assisted in vegetables production; 100 youth living on the street were provided with shelter and given assistance to attend school and find employment opportunities thereby allowing them to be self-sustaining; Organized and implemented workshops; Provided 28 computers and managed the construction of two school restrooms; Provided school uniforms for 100 students; Assisted in training shoe polishing for street youth; Conduct the day-to-day activities of SRHA-Society; www.srhafoundation.com

**Q3 . Why do you want to take this workshop? (100 words max)**

To update professional development and to share and to be able to assist the end users in a better way. I am a true believer of continuing education.

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**Name :** Bridget Begin  
**Organization / Initiative :** UBC Department of Surgery / Branch for International Surgery  
**Email :** bridget.begin@vch.ca  
**Phone :** 6048755674  
**Website :**

**Q2 . Brief description of your development initiative (200 words max)**

I am currently involved in organizing the 2nd Annual Conference of Surgery and Anesthesia in Uganda. This conference which is scheduled for April 2 2011 will bring together health practitioners from top North American Universities and Uganda to discuss strategies and ways in which development health aid and assistance can be optimized in Uganda. To also find ways in which resources are best allocated to avoid duplication and waste.

**Q3 . Why do you want to take this workshop? (100 words max)**

I would like to most importantly network with professionals in Vancouver that are involved in international development. I would also like the opportunity to engage with them and learn more about different projects that are currently being undertaken.

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**Name :** Carol Magambo  
**Organization / Initiative :** SFU  
**Email :** cmagambo@sfu.ca  
**Phone :** 778-782-5281  
**Website :** n/a

**Q2 . Brief description of your development initiative (200 words max)**

My project is to help build and develop an elementary school in Eastern Uganda. The school at the moment is partially housed in two classrooms while the rest of the children are either in unfinished church building or under a tree. So to help provide a better quality education for these children.

**Q3 . Why do you want to take this workshop? (100 words max)**

this is just the first of many other projects involving improving the educational system and also quality of education in this part of rural Uganda so this workshop would help to know how to register an NGO, identify funders and also work with my fellow Ugandans to upscale level of education in Bunyole county.

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**Name :** Chagai Lual  
**Organization / Initiative :** Padang Lutheran Christian Relief  
**Email :** cclual@plcr.org  
**Phone :** 604 528-3888  
**Website :** www. plcr.org

**Q2 . Brief description of your development initiative (200 words max)**

The Padang Lutheran Christian Relief has built the Sobat Lutheran Academy in Nyongrial village in Southern Sudan. It is the first permanent school building in the entire area since the end of the civil war. Previously, Students used to learn under the shade of fig tree during the dry season. When it rains, the students often go home. Currently, 240 students have enrolled in grade one through grade four. It is our hope to be able to add grade five and grade six as funding permits. To lead the school, Padang Lutheran Christian Relief (PLCR) has employed local teachers to give children an opportunity to learn and hope for a better future.

**Q3 . Why do you want to take this workshop? (100 words max)**

To share my experience with those in the workshop and learn from the workshop as well.

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**Name :** Chantal Kasongo  
**Organization / Initiative :** Shiloh place Orphanage(DRC Congo)  
**Email :** siloplace@gmail.com OR kasongo12@hotmail.com  
**Phone :** (604) 936-2221  
**Website :** www.shilohplace.ca OR siloplace.ca

**Q2 . Brief description of your development initiative (200 words max)**

Shiloh Place is created in Democratic Republic of Congo last June to provide shelter to orphans of both parents who are living in very miserable life and unite them with a loving widow mother. To create an education and career development center.

**Q3 . Why do you want to take this workshop? (100 words max)**

I want to learn more about projects and learn from other's experiences. Since I am seeking for potential donors, sponsor, supporters and volunteers

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**Name :** Dan Badulescu  
**Organization / Initiative :** UBC Faculty of Land & Food Systems, Centre for Applied Ethics  
**Email :** badulesc@interchange.ubc.ca  
**Phone :** 604-7855976  
**Website :** <http://www.ngdi.ubc.ca/>

**Q2 . Brief description of your development initiative (200 words max)**

We are working on health, environment & education initiative in Latin America, specifically in Mexico & Central America. The goal is to build local capacity in the prevention and combat of neglected diseases, in particular HIV and malaria. We are working with local stakeholders, international and national agencies and civil society.

**Q3 . Why do you want to take this workshop? (100 words max)**

This workshop will help us leverage our communities' resources and engage stakeholders in an effective manner. Our goal is to establish sinergies between local indigenous culture and knowledge with emerging technologies and science developed in Canada.

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**Name :** Dexter Hirabe  
**Organization / Initiative** UrbanLands Consulting LTD  
**Email :** dhirabe@urbanlands.ca  
**Phone :** 604-866-0230  
**Website :** www.urbanlands.ca

**Q2 . Brief description of your development initiative (200 words max)**

In the process of providing capacity building workshops for the local governments of secondary and third large cities in East Africa: urban governance, land development and planning permits: bridging the gap between city officials and private sector, etc.

**Q3 . Why do you want to take this workshop? (100 words max)**

To hear and learn from the experiences of other diaspora leaders engaged with similar programs or projects; To network and develop relationship with other organizations.

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**Name :** Elizabeth M. Johnson  
**Organization / Initiative** Grace Rwanda Society  
**Email :** elizabeth@gracerwanda.org  
**Phone :** 604 418 4101  
**Website :** www.gracerwanda.org

**Q2 . Brief description of your development initiative (200 words max)**

Grace Rwanda Society, a Canadian charitable organization since April 2010, exists to collaborate with rural communities to support sustainable development and the education of children and youth in Africa starting in Rwanda. Grace Rwanda focuses on:

1. Building and/or revitalizing educational infrastructure to advance education. Local communities are provided with existing financial resources to construct school buildings, so they in turn can establish and operate schools where none exist.
2. Developing public amenities that contribute to community development. Priority is given to schools, libraries, sports' fields, public recreation grounds and regional community centers, particularly in the remote areas starting in Rwanda, where the focus is to begin in the community of Rwinkwavu, one of twelve Sectors in the district of Kayanza in East Province, one of Rwanda's five provinces.
3. Offering education to deprived youth and adults by providing technical and mechanical apprenticeship programs to alleviate poverty. These programs would operate through existing Rwandan businesses allowing youth and adults to learn a trade or a skill within their own communities.

**Q3 . Why do you want to take this workshop? (100 words max)**

To exchange ideas with other organizations' diaspora leaders so we can learn from their experiences. As a new organization, we are striving to increase our projects operation; therefore, these workshops will be one way to share and learn.

**Name :** Farah Shroff  
**Organization / Initiative :** community building in the Zarthusti community  
**Email :** fms@ece.ubc.ca  
**Phone :** 604 221 7660  
**Website :**

**Q2 . Brief description of your development initiative (200 words max)**

I have been engaged in working in our Zarthusti community since 1981. We are a splintered community--Parsis and Iranis. I have done many projects, engaging youth, families with young kids and women. As an activist i have challenged established norms about women in particular. We have some ways to gather but often it is difficult to bring community members together. Depression and isolation are big barriers. I would like to find new ways of working with our community members.

**Q3 . Why do you want to take this workshop? (100 words max)**

After many years of various kinds of organizing within our community i would like to feel renewed and refreshed. Coming up against a wall of people's pain--usually related to migration, loss of family and friends, needs for connection and understanding etc--I have taken a pause from working in our community. This workshop would help to give me some ideas and flames and choose a new approach and a new project. In the past i have done many projects: organizing young women; interviewing elder women; speaking out against menstrual taboos and more; writing about us has been part of my work too; organizing young families and the greater community to do social activities together. When a woman was murdered by her husband in our community many years ago there was a deafening silence about it. I would like to take up issues like this and feel that we are making progress.

I recently took a 6 day Theatre for Living training and would like to figure out how i can do something like this in our Zarthusti community.

Besides my work in my own (micro) community I am a member of IMA (India Mahila Ass'n) and would like to do more within this community. I also work with South Asian families who have a child with developmental disabilities: teaching yoga, dance, martial arts and more.

Beyond the work here i have been engaged in international development activities since 1985; since then i have worked in almost every continent in community development for health. My field is public health and for a living i teach and research issues related to global population health issues; i recently taught a course on global social movements and am hoping to do more work in this area. I have wanted to do a project with our Parsi community in India and have many contacts there. I have a great deal of energy for taking on this work and look forward to the possibility of gaining inspiration from this training! Thanks for considering me!!

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**Name :** Henry Mwandemere  
**Organization / Initiative :** Baobab Consulting  
**Email :** mwandemere@gmail.com  
**Phone :** 604-415-9621  
**Website :**

**Q2 . Brief description of your development initiative (200 words max)**

Energy and poverty are linked. Energy is crucial to reducing poverty and hunger, improving health,, increasing literacy and education, and improving the lives of women. The United Nation Development Program (UNDP) Human Development Index (HDI), measuring and comparing life expectancy, literacy, education, and standard of living ranks Africa last. HDI relates directly to amount of energy used per person. The more access people have to energy the higher their life expectancy, literacy rates, etc. Lack of electricity, limited availability of other modern fuels and the extensive use of biomass in traditional and inefficient ways are hallmarks of poverty in African countries. Africa's is adversely affected by energy poverty, the absence of sufficient choice in accessing adequate, affordable, reliable, high quality, safe and environmentally benign energy services to support economic and human development. Lack of access to energy contribute to poverty and deprivation and can contribute to economic decline. My goal is to contribute to creating an enabling environment (platform) for identifying, assessing, transferring, and promoting the use renewable energy technologies in Africa.

**Q3 . Why do you want to take this workshop? (100 words max)**

My main reason for wanting to take the workshop is to improve my capacity for project formulation, funding raising, and implementation. The themes of the professional development workshop are relevant to project formulation and implementation. Design and development, fund raising, engaging the public, and project presentation are all key ingredients for developing and implementing a successful project. Learning from facilitators and exchanging experiences with other workshop participants will improve my capacity for project development and implementation.



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**Name :** James Kamau  
**Organization / Initiative** Youth Initiative Canada  
**Email :** youthinitiativecanada@gmail.com  
**Phone :** 604-805-7302  
**Website :** <http://youthinitiativecanada.webs.com/>

**Q2 . Brief description of your development initiative (200 words max)**

Youth Initiative Canada is a Non Profit organization comprised of young people who are peace builders, Musicians, Athletes, Social Entrepreneurs, leaders and mentors. Youth Initiative Can-ada comes in a myriad of challenges facing the young people Globally, where they are growing up in an environment of dynamic change. For some this complexity provides opportunity and choices, for others it means a struggle for survival.

YIC engages young people in multi dimensional programs through sports, Arts and social entrepreneurship with an effort of creating sustainable development by partnering with young people in Canada and Kenya

**Q3 . Why do you want to take this workshop? (100 words max)**

I'm applying to attend the workshop series for various reasons, which include: building my capacity, networking and experiential learning from leaders in Development work.

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**Name :** Jean Bruno Nkondi  
**Organization / Initiative** Improving education  
**Email :** jbnkondi@yahoo.fr  
**Phone :** 778-554-4081  
**Website :** Non available

**Q2 . Brief description of your development initiative (200 words max)**

We are not established yet, but I'm strongly convinced that development will be impossible without education.

We have sent money to rebuilt a school which was destroyed after the war in our country and still waiting to have the pictures of what have been done.

The project we are working on would be set on the capacity building principle because we think that " better to teach someone how to fish than giving him fishes"

**Q3 . Why do you want to take this workshop? (100 words max)**

I always think about setting this project, but I slow down because of lack of trainings that take time to get.

I think that this project is a wonderful opportunity to get the necessary trainings to accomplish my dream of setting a strong organization.

**Name :** Jean de Dieu Tuyisenge

**Organization / Initiative** edu-africa

**Email :** jtuyisen@sfu.ca

**Phone :** 7788617411

**Q2 . Brief description of your development initiative (200 words max)**

We believe in supporting African leaders in their initiatives to improve education in their communities. All too often, their efforts are overshadowed by the well funded marketing campaigns of foreign NGOs. The future of Africa lives with Africans themselves. We are committed to linking these leaders with supporters world wide.

**Q3 . Why do you want to take this workshop? (100 words max)**

To improve my leadership ability by learning from this workshop and other participate diaspora members!

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**Name :** Mahbod Rouhany

**Organization / Initiative :** CBPAR Iranian Community Development Initiative

**Email :** mrouhany@gmail.com

**Phone :** 6047804812

**Q2 . Brief description of your development initiative (200 words max)**

The CBPAR Iranian Community Development Initiative is a project geared towards enhancing the socio-economic and socio-political integration of the Iranian-Canadian Diaspora and enhancing their involvement in the sustainable development of their country of origin. The first phase will focus on better understanding the Diaspora's collective interests, concerns, and existing barriers to integration. Ultimately, the goal of the project is to enhance levels of social capital, trust, and social cohesion, and to embed a stronger culture of civic responsibility within the community, paving the way for greater socio-political and socio-economic integration of the community with the mainstream Canadian society through research, program design, dissemination of results, and awareness raising. The results of the first phase will be used to design programs to improve attitudes towards international development initiatives and enhance support and participation for development assistance and personal actions directed at international development projects for meeting the millennium development goals and enhancing adaptation to climate change.

**Q3 . Why do you want to take this workshop? (100 words max)**

I need to learn to design, develop, and execute a project to ensure sustainable and cost-effective planning and progression of the work. I am looking to better understand and learn about participatory action methods to gather knowledge, better understand barriers, and produce locally appropriate solutions. I need to know how to engage the public to provide clarity and arrive at an enhanced understanding to achieve practical outcomes. There is a lot I need to learn about effective fundraising and proposal writing to ensure the kick-off and continuity of the project. It seems the five workshops are tailored to my needs!

**Name :** Makhbuba Ergasheva  
**Organization / Initiative** EuroAsia Community Initiative  
**Email :** makhbuba10@gmail.com  
**Phone :** 604-618-8317  
**Website :** n/a

**Q2 . Brief description of your development initiative (200 words max)**

I am an immigrant from Uzbekistan, Central Asia. I am trying to unite Central Asian (muslim background) community and initiating diaspora of Central Asians who speaks Russian but not Russians. Planning to organize event Culture Awareness Day in order to introduce to Vancouverites unique culture of our nations once forgotten under Russian domination by USSR. We are now new Canadians a part of multicultural society and would like to introduce our culture and be proud of being vibrant, democratic society.

**Q3 . Why do you want to take this workshop? (100 words max)**

This workshop will help me to learn from experiences of other active diasporas.

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**Name :** Pedram Maghsoudnia  
**Organization / Initiative** Immigrant Services Society of BC  
**Email :** pedram.maghsoudnia@issbc.org  
**Phone :** 604-684-7498 ext.1668  
**Website :** www.issbc.org

**Q2 . Brief description of your development initiative (200 words max)**

I am a counselor, working with government assisted refugees .My regional concentration is the Middle East and I am mostly involved with Iranian, Afghan and Iraqi diaspora. During the last months I have been exploring the possible options for addressing the issue of unemployment among the Middle Eastern youth and young adults. One of the ideas that I have come across is the concept of self-run small businesses and coops. This type of economic enterprise creates an opportunity for the newcomers to surmount the barriers of initial adaptation especially the communicative and language obstacles. By drawing on the other resources available to them such as labour force and communal ties, this model of economic activity could enhance their chance to integrate easier and adapt better to their new situation.

**Q3 . Why do you want to take this workshop? (100 words max)**

Inability to find employment has a destructive effect on the life of diaspora and this factor leads immigrant communities, especially more vulnerable members among them, to various challenges such as mental health issues and illegal activities. The multiplicity of problems associated with unemployment has spurred me to expand my knowledge and gain more information about the issues such fundraising, marketing and conflict resolution. I believe the offered program enables me to benefit from the experience of other people who are active in community development field. Also, I can share my knowledge of the Middle Eastern diaspora and the cultural traits, which is both congenial to economic activity and at the same time impeding economic growth.

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<b>Name :</b>	<b>Sabrina Meherally</b>
Organization / Initiative :	Friends of HOL (grassroots sub-organization of the House of Learning, Tanzania)
Email :	sabrina.meherally@gmail.com
Phone :	604-805-7069
Website :	

**Q2 . Brief description of your development initiative (200 words max)**

The House of Learning (HOL) is a non-governmental and non-profit centre, founded and funded by a local couple in the Kilimanjaro Region of Tanzania. HOL offers education, entrepreneurship workshops, and life skills training to orphans, vulnerable, and underprivileged children, and widows. Under the HOL umbrella are the Quality Training Centre and Valley View Secondary Boarding School. Collectively, these two operations allow over 200 children annually, to obtain free education at the Nursery, Primary, and Secondary level.

“Friends of HOL” was founded recently, upon my return from volunteering at the QTC in Tanzania this past Fall. Friends of HOL is a grassroots organization offering financial and strategic support for the sustainable initiatives of the House of Learning. Our goal is to develop a sustainable, community-funded synergy between HOL’s two operations.

**Q3 . Why do you want to take this workshop? (100 words max)**

My mother was born in East Africa, but left after Idi Amin came into power. I am extremely passionate about philanthropy, and feel very strongly that education is an essential component in sustainable change. I believe that this workshop will not only provide me with skills and tools to run Friends of HOL more efficiently, but also allow me to network with other diaspora, and gain general knowledge and a broader understanding. I also have hopes to further involve myself in international development in the future, and believe that this workshop will be highly beneficial.

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**Name :** Sarah Van Borek  
**Organization / Initiative :** ClicSong  
**Email :** svanborek@gmail.com  
**Phone :** 604 723-8429  
**Website :** currently in development

**Q2 . Brief description of your development initiative (200 words max)**

ClicSong is a dynamic, interactive music television show that features music and music videos made by youth (in Vancouver, Canada and Cape Town, South Africa) as catalysts for North-South dialogue on diversity issues, contributing to lasting changes in policies and practice.

The TV series is driven by a competition between 2 youth groups (1 in Vancouver, 1 in Cape Town), challenging them to apply their talents to the creation of high impact social messaging that addresses complex issues and offers innovative solutions, while encouraging youth to work cooperatively amongst their diverse group members under pressure. A second phase of the competition lies in each group's commitment to taking practical actions towards change through direct community outreach strategies emerging from the TV dialogues.

Building on the potential for real-time video communication and collaboration online, this television show will strategically incorporate elements across diverse media platforms (radio, internet & mobile phones) to encourage community participation in the dialogue of each live TV episode, as well as the overall progression of the series.

**Q3 . Why do you want to take this workshop? (100 words max)**

I am extremely interested in engaging with other emerging and established diaspora leaders based in Metro Vancouver to share, exchange, and support one another while discovering and creating ways of collaborating.

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<b>Name :</b>	<b>Shahin Mitha</b>
Organization / Initiative :	Personal Initiative
Email :	shahinmitha@hotmail.com
Phone :	604-722-6887
Website :	

**Q2 . Brief description of your development initiative (200 words max)**

Have been raising funds by selling pashmina shawls for the last 3 years. Joined a couple of women, one who lives in Edmonton and the other in Toronto, who have been doing this work for the last 20 years. The funds raised goes into doing grass roots projects in villages in East Africa and the Hunza Valley. We have built a borehole in a village in Mombasa Kenya at the request of the local villagers, as well as built latrines and desks and blackboards at a local school there. We also equipped the school with learning materials and feed the children one healthy meal of corn and beans a day so they stay nourished. Have set up a women's vocational center in Yasin, Hunza Valley. We set it up with sewing machines and had women in the village get trained as seamstresses. The center is now self sufficient and has turned into a mini garment factory in the village. This is a huge success story and now other neighboring villages would like the same. Have submitted some photographs of these projects to Joanna last year.

**Q3 . Why do you want to take this workshop? (100 words max)**

I would like to learn more about how to become more effective and how to make a bigger difference. There is so much work to be done out there that the more knowledge one has, the more one can do to help the less fortunate. I have had no formal training, only a lot of passion for the work, as well as 2 very amazing women as mentors. The topics all sound extremely interesting and I would love to learn from the experts and others like me who are trying to make a difference. I would also like to share the stories of what I do.



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**Name :** Shams Alibhai  
**Organization / Initiative :** BC Council for International Cooperation  
**Email :** shams@bccic.ca  
**Phone :** 604 899 4475  
**Website :** bccic.ca

**Q2 . Brief description of your development initiative (200 words max)**

We are a council with up to 50 organizational members from across BC and also individual members. Our aims are to provide networking opportunities for our members and capacity building. We are also involved in supporting our members with their public engagement.

**Q3 . Why do you want to take this workshop? (100 words max)**

We would like to increase our representation of diaspora groups amongst our membership and to connect them with our ngo members.

**Name :** Sudu Vatagoda  
**Organization / Initiative :** Sri Lanka Canada Scholarship Foundation  
**Email :** svatagoda@gmail.com  
**Phone :** 604-589-3920  
**Website :** <http://slcsf.org/>

**Q2 . Brief description of your development initiative (200 words max)**

Sri Lanka - Canada Scholarship Foundation (SLCSF) is a Canada-registered non-profit, volunteer organization registered in British Columbia. Its main objective is human resource development by helping youth become productive citizens through higher education. Through a competitive, objective & humane selection-process, we provide scholarships and educational material to financially disadvantaged students in Sri Lanka and Canada, who continually demonstrate academic excellence. Established in 1998, SLCSF has helped over 700 students graduate to advanced learning & careers. Currently, 290 students in grades 12 and 13 are receiving financial assistance.

**Q3 . Why do you want to take this workshop? (100 words max)**

We find that our ability to meet the actual need of the students is continually very limited. We are actively looking for ways & means & resources to organize ourselves better so that our level of services can be made more meaningful & productive. We hope that the opportunity through this workshop will help us furthering those service-goals as well as tuning up our work plans.

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**Name :** Wazi  
**Organization / Initiative :** UMOJA  
**Email :** wkapenda@hippycanada.ca  
**Phone :** 604.676.8253  
**Website :**

**Q2 . Brief description of your development initiative (200 words max)**

Would like to expand my initiative on women's health and literacy in Swaziland

**Q3 . Why do you want to take this workshop? (100 words max)**

Want to connect with people that have much more experience than myself as well as different perspectives.

## Lessons in Diaspora Approaches to Development from a Collaborative Learning Workshop

Posted September 3, 2011, <http://engagingdiaspora.wordpress.com/2011/09/03/diaspora-learning-workshop/>

*This post was written by Joanna Ashworth, Researcher in the Centre for Sustainable Community Development and Co-Director of Engaging Diaspora in Development.*

We just finished a five-month workshop series with 25 diaspora leaders. Here is a glimpse into what we learned together.



Workshop participants share insights with each other in a discussion circle. Photo: Jean Bruno Nkondi.

### 1. Take time to grow a learning community

One day a month for five months we gathered with SFU's project directors, advisors and 25 diaspora leaders in a workshop series. This gave us the chance to network with fellow diaspora involved in similar development work. We learned so much from hearing about the work people are doing and about how we might collaborate with them. We also wanted to gain more skills and knowledge on how to develop our projects. There was good chemistry between people—we all feel like family now.

### 2. Beyond Technical Information are assumptions about 'development'



Photo: Enspire Foundation <http://enspireme.org>

In the beginning, we were hoping to learn theories and techniques that would help us to start up a project; however, what we achieved was a profound understanding about the nature of the [development] problems in front of us and how delicate and important the relationship is between theory and practice. When we talked about what development means, we began by reflecting on the tensions between the ideal and what was described as the historically Western and/or colonial approach to development in the Global South.

Many of us are suspect about traditional ways of doing development, however we reached a consensus that development is about creating the space for choice and that development needs to address uneven income distribution and huge disparities between rich and poor. We noted that such disparities are present in Canada as well. Development needs to focus on governance as well as health, education and other poverty reduction strategies.

### 3. Design projects that place local people at the centre

Referring to the IDEO Handbook on Human Centered Design, we shared our project design models with each other. The IDEO resource asks: What do people desire? What is technically and organizationally feasible? What can be financially viable? From there we talked about ways to find out what is needed and desirable in a community and shared our own strategies such as the following: listen to the stories of a



Photo: Grace Rwanda  
<http://www.gracerwanda.org>

community, make observations, and push for a deeper understanding of needs, barriers and constraints. That is how we take ideas and then make them tangible.

For example, we heard from Dan about how he is working on Malaria prevention in Central America. James has set up sports programs for youth in Kenya. Sabrina is helping to build a school in Tanzania. The way we design our projects, manage them on a day-to-day basis and track results was all up for examination.

#### 4. Tell our stories with energy



Photo: James Kamau, Youth Initiative Canada  
<http://youthinitiativecanada.webs.com>

“I can’t tell you how important your story is,” says Umeeda Switlo from CUSO-VSO. Funders are looking for stories of success and possibility. One way to tell a story is through the photograph. Drawing from the experience of social documentarians from Narrative 360, we explored what a photo with energy includes: it shows human emotion, fans the heart, provides a window to the soul, tells the full story, can make you laugh, can make you cry, stimulates action, takes your breath away, sticks to your memory, reaches the emotional truth. Our own photos aim to do that. Sometimes they do. Sometimes they miss the mark. We will continue to pay close attention to the way we photograph our work.

#### 5. Find allies who support our work

Throughout the series, we were introduced to funders, social enterprise specialists, professional communicators and academics and most importantly to other diaspora leaders who are passionate and experienced. Here are some of the conclusions we reached about how to keep learning and improving what we do:

- Research is important
- Relationships take time to create and are the key
- Learn first from the community
- Work from within the community with love for the community
- Networking is essential, you can’t do this work by yourself
- Working with women is important, i.e., “When you work with women you educate a community” (but also be inclusive of men).
- It’s important to work with people on the ground who will become the change agents
- A little goes a long way



Workshop participant Dr. Atakilt Haimanot (centre) receives his completion certificate from Engaging Diaspora in Development Co-Directors Joanna Ashworth and Shaheen Nanji. Photo: Jean Bruno Nkondi.

*Learn about how diaspora contribute to development at our final dialogue on September 14, 2011. For more information and to register, please [visit our website](#).*

**WORKSHOP EVALUATION****1. What did you hope to learn at this workshop series?**

- "To gain some tools to help in Int. Development that I can use"
- "Mostly to network with diaspora, gain some tools, collect as many resources to get my project moving"
- "Project design and fundraising"
- "How to improve our productivity & value to the beneficiaries"
- "To network with fellow diaspora involved in similar work and pursuits was a learning experience within itself"
- "What other people are doing and how I can work/collaborate with them. I also wanted to gain more skills and knowledge on how to develop my project and I think I did succeed"
- "Proposal writing"
- "Build networking and friendship & trust"
- "Learn from experiences of other diaspora – how to start and operate a non-profit organization"
- "At the beginning I was hoping to learn theories and techniques to start up a project; however, what I achieved was a profound understanding about the nature of problems in front of us and how delicate and important the relation between theory and practice is."
- "Project management, fundraising, networking, planning"
- "Fundraising skills; partnership & collaborations; donor funding structures"
- "I hoped to meet the donors, so that they can hear from our stories and help us with our projects"
- "Connect with funders, diaspora leaders, activists and learn new ideas"
- "An opportunity for me to reflect on my project & develop it further"
- "How diaspora engages in projects abroad"

**2. Did you have opportunities to engage with other emerging and established diaspora and other community and university leaders to exchange ideas, experiences and visions for their current and/or future development projects? Yes/No (Circle) If yes, what was the highlight for you?**

- "YES – it was encouraging to hear the successes and it was comforting to hear what was not successful & how to not feel alone"
- "YES – the learning process, the energy, the realization that all good projects start as an idea. And yes, it can be done"
- "YES! Finding other people who have projects in the same field or same area, I've connected with them to see how to collaborate and I learned also from them"
- "YES – very encouraging to see how diverse groups/persons work to achieve various philanthropic goals/projects"
- "YES – having to learn about different perspectives that one can use to understand an issue"
- "YES – my highlight was seeing some of the individuals organize and implement a successful fundraiser. I am looking forward in working with one individual or a health project"
- "YES – the passion is high"
- "NO"
- "YES – unanimity in the importance of diaspora in development"
- "YES – how different projects can complement each other"
- "YES – James and his using sport for poverty alleviation"
- "YES – the highlight was making personal connections with diaspora led organizations working in Africa because that presents potential collaborations when the time is right"
- "NO – did not attend all series"
- "YES – meeting people, networking, learning from their experiences"
- "YES – meeting others was a highlight for me. This is a dynamic diasporic group!"
- "YES – the passion and thought behind everyone's work"

**3. *Was this experience valuable to your own personal and professional goals? How do you expect to use the learning in your work?***

- "Yes it was valuable. I have met very interesting, kind people and thus my network has increased. I feel more empowered & confident than before"
- "Personal – continue to take my project to the next level; continue to tap on the existing; Professional – continue to network"
- "I learned more than I expected and I think that I can concretely start my project now"
- "Yes, valuable & helps to keep going through ups & downs"
- "Very valuable & knowing that there are many resources available for the growth of my work but also personally"
- "It was really valuable. In my work I plan to use the photography skills and knowledge as well as the social enterprising information"
- "Yes, personal & professional; extended networking"
- "Yes, be systematic, at times social is better than technical, be liked"
- "Yes, refine my strategy, vision for the organization"
- "Absolutely. It encouraged and triggered a process of reflection and now I feel myself prepared for a longer and more complicated process that what I had expected"
- "Yes, I will use what I learned on planning, fundraising, and social enterprise. Also I will hopefully utilize some of the contacts I made towards my project in addition to volunteering on other peoples projects"
- "The experience was very valuable. I met both my personal and professional goals. It was a great opportunity to connect with most facilitators. I've made follow up plans to continue the conversations"
- "I learned many things that will help me to practice them to my project"
- "I would use my learning in my development work by following or applying ideas learned in this workshop"
- "Yes, strive for blended value when setting up a social enterprise"
- "I shall keep in touch with group and want to update SFU about our achievements"
- "I've sharpened my commitment to being our own experts"
- "Be aware of larger forces & stakeholders at play, network, etc"

**4. *Please share one key moment of learning from the workshop experience.***

- "The whole idea of social enterprise was very interesting to me. It has planted a seed of thought in my head"
- "Many: I learnt a variety of concepts and ideas; social enterprise"
- "I don't know how could I help people back home in my country and getting fund for that purpose without losing my values. Social enterprise seems a great tool to maintain and sustain funding"
- "Insights brought in by "guest experts" on various aspects of volunteer work projects"
- "Listening to other people's stories – what they have learnt, done and also some of their challenges"
- "When people shared their stories of what they do using pictures and video"
- "Guest speaker's wisdom"
- "The telling your story was very key to success in fund raising, implementing and successful outcome"
- "Fascinating coordination by Joanna and Shaheen"
- "The fundraising session was by far the best session"
- "One key moment that blew my mind was the photography workshop. Learning about the key elements of documentative photography was great because my work is very visual"
- "The way to take pictures"
- "Where people could share their thought fearless"
- "Partnerships / collaborative value; accountability, transparency"
- "Photo taking – technical tools which is key what we do"
- "It's great to be in a group of like minded people"
- "Smart to work in networks"

**5. *What would you like to suggest as a follow up to this workshop series?***



- "To keep in touch and follow the work of fellow diasporas"
- "Create a structured group with leadership and organizational structures to act as a conduit for resources. Also, having the name "Engaging Diaspora in Development" copyrighted"
- "Yes, having an umbrella to keep connection, to facilitate further collaboration and to keep diasporas members updated, would be the best outcome of this project"
- "Set up a social networking platform to keep this work going as a 'must have resource' etc."
- "To continue the growth and networking through setting up an umbrella org."
- "Keep in touch and see what projects we can do together as a group (whole group) or in small groups"
- "Get a social media set up for BC diaspora"
- "Pass a resolution"
- "Establish a Canadian/BC diaspora centre/organization for incubation of ideas and partnerships/networking"
- "Organizations, even non-profits and the ones with least hierarchical structures inherently have a tendency to create elites. Elites who are far from real world. I wished to see some of those here and ask them to face realities of the grassroots work"
- "A better balance between teaching, sharing stories, interacting/debate, and introducing references and providing materials. The fundraising session is a good example of such a balance"
- "Build an online community e.g. LinkedIn group or Google group to keep people in the loop of our work and also to share resources"
- "If there is a program or workshop that we will benefit, please let us know"
- "To keep in touch for the future long term development"
- "Raise awareness; engage youth, adults, private sector & non-profit; clearly define the objectives & form a functional structure with the help of a well established organization such as SFU"
- "If we can meet every 2 months once would be great for updates"
- "Specific events for Diaspora Alliance to organize - 1) meeting w/ donor nights; 2) harmonizing values, trouble shooting common problems"
- "An ongoing workshop series over a few years"

#### **6. Other comments?**

- "It would be good if we could get a summary of the outcomes of this workshop. Thank you!"
- "Thank you immensely Joanne & Shaheen for all the help & dedicated enthusiasm you brought in & continued unabatedly. May the "Force be with you" as you continue"
- "It was great! Live being here and learned a lot!"
- "Good idea to have support from SFU to get an ongoing support team"
- "Job well done. Thank you!"
- "I wanna thank the organizers, funders & advisors for planning this great workshop series. The sessions were well planned and implemented"
- "Please continue to update us with new things"
- "Be open minded, take each individual comment kindly & objectively"
- "Thank you for your hard work"
- "Thanks for the invite!"
- "Thank you! Sometimes it was better without guest speakers as the group is so rich"

**Saturday, March 26 2011 Introduction to the workshop series**

- *Sharing of experiences*
- *Core concepts, theories and practices of development and sustainability*
- *Creating a learning community*

**COMMENTS: (What was the most important idea you took from this session? What was missing?)**

- "Learned experiences from different societies of the world brought into Canada"
- "Different and conflicting views on development and aid"
- "Sharing of experiences - indicated benefits to beneficiaries"
- "The areas in which the diasporas were busy; introduction was excellent"
- "Loved hearing about people's projects - the passion and wanting to make a difference"
- "Sharing of experiences provided a rich perspective of where people were coming from & what motivates them"
- "Sharing experiences - valuable; none as missing"
- "I was inspired by different stories I heard on that day"
- "Development and what it means to different people/situations of where one is in life"
- "How to look at the word 'development'"

**Saturday April 30, 2011 Project design and development**

- *Using local and cultural knowledge to identify and implement development initiatives*
- *Sharing experiences with projects*
- *Project design (references from "Human Centred Design" and "Getting Change Right")*

**COMMENTS: (What was the most important idea you took from this session? ? What was missing?)**

- "Not really helpful. I did not see clear sample"
- "Being like a bridge between us here (diasporas) and the people overseas"
- "Too much sharing stories, short on other aspects"
- "Project design - the beneficiaries voice/aspects"
- "It is not easy to design; human centred design - little time was given"
- "Sharing and getting experienced people teaching how to do project design"
- "Liked the fact that a lot of people do not realize the potential that they have; they can make a huge impact if they use all that knowledge they have already"
- "That a project design ought to be aligned with personal core values"
- "The material we received is very useful"

**Saturday, May 28, 2011 Fundraising**

- *Interactive funders panel*
- *Working with partners and building alliances*
- *Guests: Funders Panel: Joe Knockaert, Umeeda Switlo, CUSO-VSO, Vera Radyo, Program Director of the Kenoli Foundation*

**COMMENTS: (What was the most important idea you took from this session? ? What was missing?)**

- "Best session, excellent speakers"
- "Building alliances. Examples of alliances (successful)"
- "Kenoli Foundation was excellent; better CIDA was presented by the current director"
- "Was very inspiring to gain wisdom from practitioners"
- "The panel was very knowledgeable"
- "Speakers input was very valuable; none as missing"
- "I learned about volunteering as non-material fundraising"
- "Different forms/ways and fundraising ideas"
- "I learned networking and tapping into sources from my own diaspora"

**Saturday June 25, 2011 Engaging the public in your projects**

- *Using visual documentation*
- *Communicating with creativity*
- *Guests: Narrative 360 Frank Vena and Kathleen Flaherty*

**COMMENTS: (What was the most important idea you took from this session? ? What was missing?)**

- "This session was a great one. Please expand it a bit in the future"
- "Communicating with creativity - donors"
- "There is big difference to take photo of project and for business. No visit required only message"
- "Gained tips on visual & I will use it to improve our visuals & communication"
- "Loved the 'pictures showing human dignity' - it was so true!!"
- "The importance of photos, pictures in carrying my story across"
- "Using visual documentation was valuable; none as missing"
- "I learned about the impact of photography in project promotion"
- "Excellent eye openers to the importance of photos for marketing and fundraising"

**Saturday July 23, 2011 Creating an Enabling Environment for Diaspora Development Projects**

- *Strategies for tapping the potential of your projects*
- *Follow-up planning*
- *Guests: Community Advisors Barbara McMillian and David LePage*

**COMMENTS: (What was the most important idea you took from this session? ? What was missing?)**

- "Networking; mixed value of social enterprises"
- "OK - good thoughts, ideas, helpful"
- "The tapping part was not well elaborated; few strategies outlined were useful. I think future concrete connections need to be established as an outcome"
- "Collaboration, industry enterprise, how to approach donors and how valuable is having your charity organization registered"
- "I came to learn about how to contact the community foundation"
- "Good speakers and good content, a bit too general"
- "Strategies for tapping the potential of your project - donors"
- "Openness was excellent"
- "Got insight on project funding through community foundation & social enterprise process"
- "Learned a lot about collaboration and networking and the idea of social enterprise - I think this is the way of the future"
- "The importance of not 'doing it' alone - there are partners & collaborators in developing & reaching my goals & dreams for the community"
- "Community guest was very good/resourceful; Group feedback very interesting; none as missing"
- "I learned that social enterprise would be the solution to the sustainable fundraising"
- "Value of creating partnerships; value of telling your story at all times"
- "Both excellent speakers; now look at international development and the work I do with another set of eyes...lot of potential out there"

## SFU's Engaging Diaspora in Development: Tapping Our Trans-Local Potential for Change Professional Development Workshop Series

Saturday March 26, 1-5pm  
International Lounge (AQ 2013) See attached map  
Simon Fraser University, Burnaby Campus

This workshop series is designed for Vancouver-area diaspora (i.e., living outside of a community of attachment/homeland) who are working on an international development initiative. Participants will have opportunities to engage with other emerging and established diaspora and other community and university leaders to exchange ideas, experiences and visions for their current and/or future development projects.

### Objectives of the Workshop Series:

- Create a community of learning that will support the individual and the collective potential of participants
- Critically reflect on and analyze current and potential of trans-local development activities
- Identify opportunities and challenges of planning and implementing development initiatives

### Method and Outcomes

Each workshop session will be held on the last Saturday of the month from 1pm to 5pm beginning in March 2011 and running until July 2011. The workshops will draw on your experiences and questions, and will include brief presentations from university and community-based experts to stimulate active and informed dialogue and learning.

### Objectives of Workshop #1

- Establish a supportive community of learning
- Review the key themes in the series of workshop
- Engage in a deep dialogue about the meaning of "development" and of "diaspora"
- Review personal/professional learning goals for the workshop series
- Identify a "learning project" for the workshop series

### Agenda 1-5pm

- Welcome and Introduction to the workshop series
- Core concepts, theories and practices of diaspora, development and sustainability
- Sharing of participants' development projects and experiences
- Personal learning goals
- Learning projects – Individual and Collective
- Preview of April workshop

Funding support provided by:



This project is undertaken with the financial support of the Government of Canada provided through the Canadian International Development Agency (CIDA).

*Ce projet est réalisé avec l'appui financier du gouvernement du Canada accordé par l'entremise de l'Agence canadienne de développement international (ACDI).*

Project partners:



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**Workshop #1 Notes**  
**Engaging Diaspora in Development: Workshop Series**

**Date:** March 26, 2011

**Location:** SFU Burnaby Campus, International Lounge

Attendees:

Project Management Team: Joanna Ashworth  
Shaheen Nanji  
James Busumtwi-Sam

Workshop Participants:

Atakilt Haimanot	Mahbod Rouhany
Bridget Begin	Makhuba Ergasheva
Chagai Lual	Pedram Maghsoudnia
Dan Badulescu	Sabrina Meherally
Nur Hirabe	Sarah Van Borek
Elizabeth M. Johnson	Shahin Mitha
Farah Shroff	Shams Alibhai
Henry Mwandemere	Sudu Vatagoda
James Kamau	Wazi Kapenda

Workshop Invitees (not able to attend):

Amanda Ho  
Anita Tavra  
Carol Magambo  
Chantal Kasongo  
Jean-Bruno Nkondi  
Jean de Dieu

**Creating a Community of Learning**

Some guidelines proposed by workshop participants on March 28, 2011

- Find other who share interests and connect
- Respect each other's ideas
- Show empathy
- Be supportive and still challenge each other's thinking
- Build capacity for project development
- Take time for self-critical reflection
- Have clarity of expectations
- Be independent of thought
- Recognize the diverse ways of thinking about ideas
- Support diversity and divergence

### **Opening Dialogue: What is Development?**

In a wide ranging opening dialogue participants reflected on the tensions inherent in the exploration of development, tensions between the ideal and what was described as the historically Western and/or colonial approach to development in the Global South.

- Reduce global poverty
- Make change for the better – that is sustainable
- A force of modernization
- A natural phenomenon
- Community Self- reliance,
- Social justice
- Peace
- Expanding choices and options.
- To move a situation from “A” to “B”
- To identify community needs and priorities that begins by engaging the local community and asking them what they want.
- Access to resources
- Traditionally Western approach is a kind of Trojan Horse that legitimized oppression
- The term is over used and “bastardized”
- There needs to be honesty about the North – South relationship
- Development needs to focus on governance as well as health, education and other poverty reduction strategies

### **Themes and conclusions:**

Participants suggested that the opportunity exists to define development as they choose from within the community. In fact, we concluded that development is a discourse that is about creating the conditions for a better way of life. This led the dialogue into exploring the meaning of well-being and happiness and how this is defined in many ways depending on the context. . Many participants are suspect about traditional ways of doing development. There was consensus that development is about creating the space for choice and that development needs to address uneven income distribution and huge disparities between rich and poor. Such disparities are also presents in Canada.

### **Recommended Reading:**

The Open Veins of Latin America by Eduardo Galeano

The Trouble with Billionaires by

### **Experiences with Development of Participants**

After a small group sessions participants share the development work they are currently engaged in and talked about their passions, challenges and lessons learned.



Here is a brief summary that attempts to capture some of the richness of this learning exchange.

*Passions:*

- Motivated to make a difference
- To test models here and in other places e.g., coop models for income generation
- Believing in your cause

*Challenges:*

- Many different challenges specific to the projects e.g., building latrine, schools, responding to environmental issues, food security, literacy, health projects, TV project
- Engagement from/with the community
- Distance
- Competition for resources between organizations working for common purpose
- Funding/financial issues are constant
- Be aware of Western outsiders going in and social engineering

*Lessons:*

- Research is important (fact finding)
- Still learning
- Relationship take time to create and are the key
- Work from within the community with love for the community
- Networking is essential, you can't do this work by yourself
- You must hear from the country/community first before you can make a difference
- Working with women is important, i.e., "When you work with a women you educate a community" (but also be inclusive of men).
- It's important to work with people on the ground who will become the change agents
- Need to learn from the community first
- A little goes a long way

**What does diaspora bring to development?**

We agreed to form a small working group who will begin to develop a "manifesto on diaspora and development" for presentation at the Dialogue in September as part of the public engagement series.

Here are some of the ways diaspora contribute unique skills/perspectives to development:

- Diaspora are agents of change in this process
- We are bridge between two communities

- We need to find ways to have more integration between each of our projects
- Perhaps there is a concrete idea that this group can come up with
- Our small organizations are often fighting for resources
- Each organization needs to be accountable
- The local community trusts us because we share a history and in turn we know where to put our trust

### **Conclusions:**

It was a full afternoon – rich in conversation and sharing. Take away learnings included: Good to meet people who share their passion for change; energized and excited about connecting; the laughter is important in spite of the serious work; can we set up a WIKI or other tools to share information and to connect? good chemistry between people; learned from each other; more time in small groups would be appreciated; enjoyed the session; Feels like we are part of a family; well done.

### **April Workshop**

Next workshop we will examine project design and management issues and showcase some of the participants' project for critical reflection and learning.

**Please read** the resource materials – IDEOS Toolkit outlines a model for innovative and participatory project design called Human Centred Design. The model has three parts: Hear (focus on participatory research), Create (takes the research and develops actions) and Deliver (launches solutions and evaluated them).

To share with others in April, **please prepare** a one-two page overview that reflects on the following questions:

- What is your project design?
- Who are the participants? What is/was their role in the design?  
Implementation?
- What are your project objectives and activities? E.g. what is your project framework? Draw a picture of it (see page 70 in IDEO toolkit for example)
- How are you delivering the solutions?
- How do you know what impact these activities are having and impact? (see page 98 – 102 in IDEO Toolkit)



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**ENGAGING  
DIASPORA**  
in development  
Tapping Our Trans-Local Potential for Change

## **SFU's Engaging Diaspora in Development: Tapping Our Trans-Local Potential for Change Professional Development Workshop Series**

Saturday April 30 12:00-5:00 pm  
International Lounge (AQ 2013)  
Simon Fraser University, Burnaby Campus

This workshop series is designed for Vancouver-area diaspora (i.e., people living outside of a community of attachment/homeland) who are working on an international development initiative. Participants will have opportunities to engage with other emerging and established diaspora and other community and university leaders to exchange ideas, experiences and visions for their current and/or future development projects.

### **Objectives of the Workshop Series:**

- Create a community of learning that will support the individual and the collective potential of participants
- Critically reflect on and analyze current and potential of trans-local development activities
- Identify opportunities and challenges of planning and implementing development initiatives

### **Method and Outcomes**

Each workshop session will be held on the last Saturday of the month from 1pm to 5pm, with lunch served at noon, beginning in March 2011 and running until July 2011. The workshops will draw on your experiences and questions, and will include brief presentations from university and community-based experts to stimulate active and informed dialogue and learning.

### **Objectives of Workshop #2**

- Continue to build a supportive learning community
- Review models and methods for project design and management
- Engage in dialogue about project transparency and approaches to process evaluation
- Identify and examine learning project goals and questions
- Identify the enabling factors for tapping the potential of members of the diaspora working in development

### **Agenda 1-5pm**

- Welcome back to workshop #2
- Methods and models for project design and project management
- Three project presentations and feedback on strengths and challenges
- Exploring the meaning of “transparency” in development projects
- Open Space session – Burning questions and learning projects
- Dialogue on “enabling factors” for supporting diaspora led development
- Preview of May workshop “Fundraising”



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## **SFU's Engaging Diaspora in Development: Tapping Our Trans-Local Potential for Change Professional Development Workshop Series**

**Saturday May 28, 1-5pm**

International Lounge (AQ 2013) See attached map  
Simon Fraser University, Burnaby Campus

This workshop series is designed for Vancouver-area diaspora (i.e., living outside of a community of attachment/homeland) who are working on an international development initiative. Participants will have opportunities to engage with other emerging and established diaspora and other community and university leaders to exchange ideas, experiences and visions for their current and/or future development projects.

### **Objectives of the Workshop Series:**

- Create a community of learning that will support the individual and the collective potential of participants
- Critically reflect on and analyze current and potential of trans-local development activities
- Identify opportunities and challenges of planning and implementing development initiatives

### **Method and Outcomes**

Each workshop session will be held on the last Saturday of the month from 1pm to 5pm beginning in March 2011 and running until July 2011. The workshops will draw on your experiences and questions, and will include brief presentations from university and community-based experts to stimulate active and informed dialogue and learning.

### **Objectives of Workshop #3**

- Continue to build a community of learning
- Share fundraising experiences and strategies
- Engage in dialogue with invited guests about project fundraising strategies
- Identify opportunities for fundraising
- Review criteria for successful approaches to fundraising.

### **Agenda 1-5pm**

- Welcome Back and Introductions of Workshop Guests: Joe Knockeart, Vera Radyo and Umeeda Switlo
- Experience Sharing: Fundraising for International Development/NGO's (All)
- Fundraising Panel: (Vera, Umeeda, Joe)
- Opportunities and some "Do's and Don't" of Fundraising/Resources
- Preview of June workshop and preparation of project "stories" and "visual elements"



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### **NOTES FROM WORKSHOP**

#### **SFU's Engaging Diaspora in Development: Tapping Our Trans-Local Potential for Change Professional Development Workshop Series**

**Saturday May 28, 1-5pm**

International Lounge (AQ 2013) See attached map  
Simon Fraser University, Burnaby Campus

#### **Objectives of Workshop #3**

- Continue to build a community of learning
- Share fundraising experiences and strategies
- Engage in dialogue with invited guests about project fundraising strategies
- Identify opportunities for fundraising
- Review criteria for successful approaches to fundraising.

#### **Welcome Back, Check In with Workshop Participants**

The question for the check in at the workshop was: What are you up to and what challenges/questions do you have about funding?

- Shams: as the director of the BC Council for International Cooperation says that funding is always an issue for their members. There is a growing sense that NGOs want to be more self sufficient and are looking for ways to become so.
- Sabrina noted that in her project Friends of the House of Learning in Tanzania, they are aiming to have strategic approach to fundraising.
- Dan who is working on a health promotion project in Central America pointed out that donors are fatigued – there are many hands reaching out for limited funding and as project leaders we need to keep the focus of the donors by engaging them with the communities who are being supported with our projects. He thinks we can all do a better job with the way we approach funders
- Bridget is working in Uganda and she is most focused on questions of governance as the root cause of problems in the country. Her project focuses on teaching people to hold their leaders accountable and to increase the attention paid to civic engagement and good governance.
- Amanda is working on an International Health Initiatives where health professionals offer training to health professionals in developing nations. She has recently held a fundraiser for her work with some success.
- Mahbod is working in Community development with the Iranian community and is in the process of defining his project.
- Jean Bruno is from the Republic of Congo and his focus is on promoting education and life skills training

- Pedran is working with new comers from Iran and setting up the groundwork for development project here in Vancouver that has a social enterprise approach.
- Sarah is a film maker and is interested in the intersection between traditional South African music, community engagement and video production.
- James leads the Youth Initiative Canada where sport is the focus and he suggests that funders need to be approached in a focused way – for example being asked to contribute x number of soccer balls for a specific community project. This approach shows funders that you understand what they can offer.
- Atakilt is concerned with the complex problems facing women in Ethiopia when it comes to food security and he wishes funders would have more trust in what the diaspora can offer
- Henry is a former UN agency (FAO) officer and is currently working on projects that focus on energy and poverty reduction
- Sudu has developed education programs in Sri Lanka that are sponsored and funded by diaspora communities
- Elizabeth runs the Grace Rwanda project that has introduced libraries into schools and has a goal of supporting 4000 schools in Rwanda. She is familiar with fundraising issues.

Questions about Fundraising generated by participants were addressed throughout the workshop:

- Is there a directory of Foundations?
- What are tips for successful fundraising?
- What do funders look for in monitoring and evaluation?
- What are the opportunities for Social Corporate Responsibility Funds?
- What are the resources for building our capacity for fundraising/grant writing?
- What are the ways to leverage in-kind contributions?
- What are the criteria for CIDA funding? Is there a particular advantage or focus for diaspora?
- What are the models for planned giving?
- What are the opportunities for Social Enterprise?
- What are the opportunities for new organizations that are not NGO's?

### **Introductions of Workshop Guests, Fundraising Panel:**

Joe Knockaert has more than 35 years experience in international development and international education in a career that has seen him work both in Canada and abroad for CIDA, the Department of Foreign Affairs and International Trade, and Simon Fraser University. His work with CIDA has taken him to more than 30 countries, including long term assignments in South Africa, the Caribbean and Indonesia. Management positions at CIDA have included: Director, Strategic Planning (Policy Branch); Director, Pakistan and Afghanistan Programs; and Director, Indonesia Program (based in Jakarta). Joe has also served on international development advisory boards and committees at Capilano University, the University of British Columbia and Simon Fraser University. Most recently Joe was the Director for CIDA's Pacific Regional Office in Vancouver.

Vera Radyo is the Program Director of the Kenoli Foundation, a foundation that she and her husband founded 4 years ago from the assets of an estate. The Kenoli Foundation works primarily in Central America by



supporting NGOs that work on long term development – building community self-sufficiency and empowering women and children. Vera had also worked as a Citizenship Judge and an Executive Director of MOSAIC and AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC) and she has worked for United Way. She has served on a number of Boards, including the Law Foundation of BC. So she knows the grant writing process from both sides – as an applicant and as a funder. She has written lots and lots of proposals – not all successful – and has reviewed lots of proposals.

*Umeeda Switlo leads the public engagement work of CUSO-VSO here in western Canada, CUSO-VSO is one of our community partners on this series and among her many talents Umeeda is a masterful storyteller and fundraiser.*

### **Fundraising Panel: Brief Summary**

Vera introduced the group to the two resources she recommended. The article by MANGO and CIVICUS that identify the types of funding sources (government, foundations, etc) and the types of funding that NGOs need – core funding, project funding, program funding. This is important to distinguish when you are planning fundraising campaigns.

Umeeda stressed the importance of partnerships with organizations like hers (CUSO-VSO) instead of going it alone. CUSO-VSO right now is focused on three countries of priority: Ethiopia, Guiana, and Rwanda

These networks and partnerships make our projects more serious and powerful.

The key to successful partnerships is to be clear about the roles of each organization

- Don't approach funders until you know what their priorities are and what your priorities are
- What makes for good grant writing? Think "CROC" – Criteria, Relevance, Outcomes, Consequences
- Boiler plates do not work
- Every project needs a "one-pager" that includes these elements (remember to show how you will monitor and evaluate)
- In Canada 34 billion dollars goes to charitable giving, and 75% is from individuals!!!!
- Canadians give through estate planning – RRSP's, RIFs, Life Insurance and Bequests.
- Special events for fundraising can actually cost you \$ if you are not careful
- Try the Lottery Corp of BC
- Use legal and accountants for advice
- Build trust by being around for the long-term

**"I can't tell you how important your story is" says Umeeda. Funders are looking for stories of success and possibility.**

Joe reminded the group that CIDA is just one source of funding. The most relevant for this group is the Partners for Development Program that is directed at Canadian NGO's. He provided the link to the website. The criteria are quite well presented in the 32 page guideline – priority areas are on Food and Security, Children and Youth, and Economic Activities. Projects/NGO's need at least 2 years of experience in project delivery in developing countries and track record of funding.

The eligibility section of the guidelines would be very useful -- and it is brief.

[http://www.acdi-cida.gc.ca/INET/IMAGES.NSF/vLUIImages/Partnership/\\$file/under2m-guidelines-eng.pdf](http://www.acdi-cida.gc.ca/INET/IMAGES.NSF/vLUIImages/Partnership/$file/under2m-guidelines-eng.pdf)

There are 20 countries of priority but that doesn't mean other countries are not funded.

Pilot projects must be replicable and they must be appealing in the ways that they build local capacity and systems change rather than simply provide services or build infrastructure.

Joe advised the workshop participants to work closely with their local partners and check with the local Canadian embassy to help their local partners to access project funds called "Canada Fund for Local Initiatives". Each of these funds has a set of local priorities.

### **Ideas Emerging from the Presentations**

- Funding is more successful when we are able to describe our projects clearly
- Tell a compelling story and to be able to demonstrate where other people's money is being used. i.e., accountability and transparency
- Build relationships with funders, think "friendraising" as the key message
- Re: the Mango article (see attached), we need to look at the question of self-financing vs. other means
- Consider non-traditional donors, such as mining companies who have corporate social responsibility (CSR) funds.
- Remember, all funds have limitations
- Find out about Foundations from Charity Village, Imagine Canada, Canadian Association of Gift Giving and Revenue Canada "Foundations"
- Global Giving – check out the website of "From Me to We", in the social category. There is a place where you can promote your project
- Social Enterprises, for example: Enterprising Non-Profits, are structures for attracting funding. VanCity Foundation and the ENP are good resources and fund these models.

All agreed that it is important to tell the story of the project well, clearly, to work in partnerships with others – whether they are diaspora or otherwise, and to be sure to have clarity of roles and networking is an important skill for everyone when it comes to fundraising.

### **Implications for the Diaspora**

- The diaspora has a particular appeal because we are not traditional NGO's, We need to think outside the box – "We can't compete with Oxfam and we shouldn't try"
- CIDA does not have special weighting for diaspora driven projects
- The advantages of the diaspora are: understanding of the local culture, the language and how things get done.
- What are the opportunities for individual diaspora? Less for individuals and more possibilities for well-run organizations.
- How can diaspora gain greater attention of CIDA? Be clear about the unique features of the diaspora and the many ways they are making projects work. It is important to engage in dialogue with CIDA and diaspora driven organizations and through this relationship possibilities share the specific stories of what diaspora are getting done.

### **Reflections on Learning**

Some of the takeaways from the workshop included: the session allowed me to humanize the government, learned about non-traditional funders, be careful about donor fatigue, do more networking, find more ways to share knowledge and expertise. Social enterprise is a new concept, multi-pronged funding was new, practicing



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the “elevator speech” about your project is a good idea, “friendraising instead of fundraising, partnerships/collaboration and finding synergies is important, raise awareness in the media about the diaspora.

**Preview of June 25 workshop and preparation of project “stories” and “visual elements”**

For next workshop on **Telling our Story** on Saturday June 25 1-5pm (lunch at 12 noon) Burnaby Campus, please come prepared with a short, compelling story of your project or one aspect of your project. Bring at least 2 photos (digital or hard copy).

You will have the opportunity to share your story as well as learn more visual storytelling approaches with our special guests from **Narrative 360, a collective of professional visual artists/storytellers.**



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Centre for Sustainable Community Development  
International Development and Faculty Engagement

Engaging Diaspora in Development: Tapping our Trans Local Potential for Change  
Workshop June 25, 2011

#### AGENDA

- 12:00 Lunch
- 1:00 Welcome Back, Introductions (Joanna)
- 1:30 History and Concept of Styles of Storytelling (Narrative 360)
- 2:15 Story sharing with photos (All participants)
  - Feedback
- 3:00 BREAK
- 3:15 Criteria for Visual Storytelling and Photography (Narrative 360)
  - The Importance of Visual Documentation
  - Questions/Dialogue
- 4:15 Wrap-up session on visual storytelling/Take away learnings (All participants)
- 4:45 Preparation for July 23 session /diaspora framework and learning (Joanna and Shaheen)
- 5:00pm Adjourn

Re: the story sharing, please keep in mind that each person has been asked to bring a set of photos and be prepared to tell a one minute story about their project initiative using the photos

#### BIOS OF OUR SPECIAL GUESTS

Kathleen Flaherty is a former theatre director, now radio producer with CBC, mostly for the documentary program Ideas. Kathleen is a founding director of Narrative 360, which is a non-profit group promoting and encouraging independent documentary in all forms. Most of the members, unlike me, are photographers.

Frank Vena has been a photographer since he was seven years old. He worked for many years as the producer for one of Canada's top advertising photography studios Frank strives to communicate our common humanity; the dignity, humour and honesty that unite us and diffuse political and cultural barriers.

## Photo Editor's Perspective

### Warren Watson:

When I was managing editor of the Portland Press Herald/ Maine Sunday Telegram in the early 1990s, our staff, as part of a news improvement program called Editorial Directions, set out to better understand why some news photographs are more effective than others.

The project produced a list of words and phrases that describe what good news photography does. The phrase begins: "A photo with energy ..."

- A photo with energy
  - shows human emotion
  - fans the heart
  - provides a window to the soul
  - tells the full story
  - can make you laugh
  - can make you cry
  - stimulates action
  - takes your breath away
  - sticks to your memory
  - reaches the emotional truth.

**Joe Elbert**, of the Washington Post, approaches the issue from a different angle:

“After a couple of years in the newsroom it occurred to me that some photographers understand photojournalism and some don’t. This gave me the idea of turning around what I learned in the newsroom and translate, in photo speak, to the photographers.”

Elbert divides Post pictures into four categories:

- Informational
- Graphically appealing
- Emotionally appealing
- Intimate

The right combination of these categories in a single image translates into an award-winner, he says.

**Informational:**

This is the lowest standard. It is the overall view of a news event. Elbert calls these pictures "real estate photos."

**Graphically appealing:**

These images are intellectually appealing, but do not tap the heart. Composition, in this category, attempts to carry the situation. This kind of image includes photos with attractive lines and angles, dramatic dimension and depth.

**Emotionally appealing:**

This is the next highest form. These photos can bare the soul, by capturing the right moment — the survivor of a fire looking back at a horrific scene,

**Intimate:**

This is the highest form. "I can't give you a description of an intimate picture, but you can feel it," Elbert said.

**Karl Kuntz**, who heads visuals at the Columbus Dispatch, suggests other questions editors and photographers should keep in mind when looking at photos:

- Does the photo communicate quicker, stronger, better or more eloquently than a simple sentence?
- Does the photo have visual content, or stop short of elevating the story?
- Does the photo go beyond the trite or the obvious?
- Does the photo have enough impact to move the reader?
- Is the photo mindless documentation?
- Does the photo communicate effectively? A good photo should either move, excite, entertain, inform or help the reader understand the story.



## The commonalities in all three surveys:

- Tells the full story – Informational – Communicate effectively
- Sticks to your memory – Graphically appealing – Visual content
- Shows human emotion – Emotionally appealing – Moves the reader
- Reaches the emotional truth – Intimate – Not a mindless documentation

Lets us try to identify to which of the underlined categories belong some of the pictures in the following photo essays.

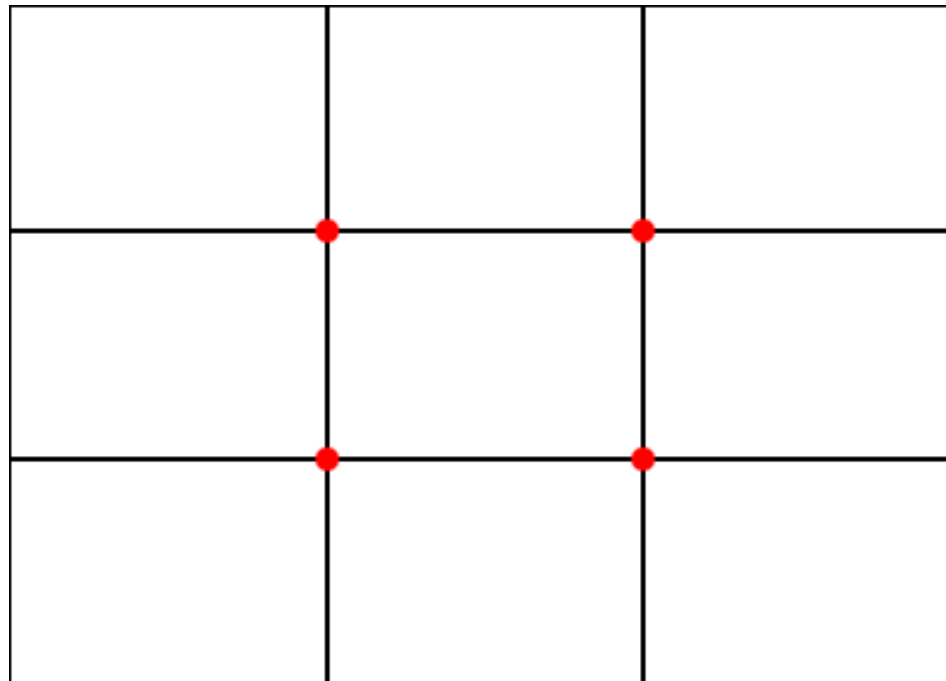
## Basic rules and techniques

- The rule of thirds
- Flash bouncing with on camera flash
- Reading the histogram for improved exposure with digital cameras

## Rule of Thirds

The rule of thirds is a compositional rule of thumb in visual arts. The rule states that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject would.

—Wikipedia



## Endnotes

There is a number of ethical issues one need to be aware of while using camera in developing countries and regions or poor neighbourhoods like Downtown Eastside. Some of these issues were eloquently addressed by a notable Canadian documentary photojournalist Roger LeMoyne in an interview with Christopher Grabowski on the occasion of the launch of Roger's book *Details Obscures*.

**CG:** Photojournalists are often accused of the exploitation of misery and suffering by creating aesthetically pleasing images. As different photographers as Sebastiao Salgado and Shelby Lee Adams have met this kind of criticism in the past. Your own work has been described as both "terrifying and beautiful". What is your thinking on this subject?

**RLM:** Looking at my book, people often say how beautiful the photographs are but then catch themselves, feel a little embarrassed, say that they can't be beautiful because of the subject matter is so grim, so they say that the pictures are powerful. That kind of tension exists in documentary photography, and I think that it is almost an equivalent of dissonance and consonance in music. That tension is part of the medium. It is what makes it interesting.

Something you probably know as a photographer is that you can't really change your eye, or your way of seeing, just as you can't change your voice when singing. If there is such a thing as a gift in photography, that's where it is, in the way of seeing. You can change your technique and your camera and so on, but you can't change your eye. I feel we should accept that there are different kinds of voices in this medium and Salgado's is a romantic voice.

Another point is that if you want to show respect to your subjects bringing certain aesthetics into it is important. It is possible to denigrate and humiliate people with photography. Certainly a lot of people in developing countries are afraid to be humiliated by the media. I've experienced this many times, particularly in Africa where people are in dire situations and quite aware that they are being photographed in their worst possible moment. Dignity is an essential part of being human, and somehow beautiful photographs are more likely to preserve people's dignity than ugly ones. I think there is a value to that.

I try to take the pictures that are resonant of truth of the situation, and that's what's ultimately important. It counts how truthful and how powerful the pictures are.

**CG:** It has been said that in your photography you strive to see "the sameness of self in the other". Do you think that a socially conscious photojournalism has the power to cut through the dehumanization of the 'other' that is rooted in verbal rationalizations like "empire of evil", "the war on terror", "ethnic strife", "third world", "collateral damage" etc?

**RLM:** I began photographing seriously when I began traveling to other countries, experiencing other cultures and recognizing universality in our experiences, recognizing my own feelings in other, very different people. That was the overwhelming experience I drew from traveling with camera to the most distant, remote and dissimilar cultures.

Photography has the power to convince us that we are more similar to other people than we think. Can photography itself have the power to undo the effects of long-term cultural and political processes that push us apart? I don't know, but every little bit helps...

**CG:** Do you think that documentary photojournalism played a significant role in the anti-war movement during the war in Vietnam?

**RLM:** Media certainly did. Inescapable awareness of what war is really like certainly fueled the anti-war movement, any anti-war movement. Media always had that capacity and we should continue to use it that way.

Regarding the role that photojournalism plays in it, I can only say that photography is an emotional medium. Images initially enter your mind in a non-intellectual way. It is an emotional, intuition-based medium by its nature. It reaches people in a very direct manner.



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# ENGAGING DIASPORA in development

Tapping Our Trans-Local Potential for Change

## Engaging Diaspora in Development: Tapping the Trans Local Potential for Change Workshop July 23, 2011 Simon Fraser University, Harbour Centre (Segal Room)

### Building Capacity to Create Change Innovative Strategies and Resources

The word “capacity” literally refers to the amount of space or room available in a container for a particular substance. An empty cup, for example, has the capacity to hold water. So what does it mean when we say a system has the “capacity to innovate”? Surprisingly, the word essentially has the same meaning. Just as a cup only has the capacity to hold water when it's *empty*, a system only has the capacity to innovate when it has *space* for new concepts, ideas, ways of seeing, and relationships. When room exists for these, we can say that a system has the *space* or *capacity* it needs to evolve or adapt. It has the capacity for “learning”.  
– Adapted from Adam Kahane, 2011

**This workshop is dedicated to exploring how to *build the personal and organizational capacity* to innovate, communicate effectively, and work together on our projects and problems.**

12 NOON LUNCH

1:00 PM Inspiring Stories and Supportive Resources

Invited guests: Panel Presentation and Dialogue on Innovative Ways to Create Community Change

- David LePage, Program Manager, *Enterprising Non-Profits*
- Barbara McMillian, Director of Strategic Directions, *Community Foundations of Canada*

2:30 PM BREAK

3:00 PM Building Capacity for Trans Local Change: Personal and Organizational Small Group “World Café” Dialogue

- Share a strategy or story about how to you develop your own personal capacity for change
- Share a strategy about how your organization or project has or is developing its capacity to create change
- What would support your personal and organizational learning?

4:00 PM Implications for Next Steps and a Call to Action

- Vision Statement: What do you support/suggest?
- Experiences and Learning at the Workshop/Evaluation
- Invitation to public dialogue September 14, 2011 Wosk Centre for Dialogue

5:00 PM ADJOURN



Community  
means so many things  
to so many people  
and the world to us.



All for community  
means seeing all of  
a community.

We see all the pieces and how they all fit together.



We connect...



...donors with  
community needs  
& opportunities



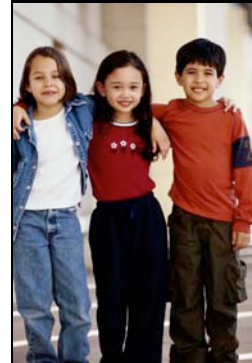
## We are flexible...

...supporting donors'  
different interests & goals



## We grant...

...to a broad range of charities



Social Services  
Education  
Environment  
Health  
Sports & Recreation  
Arts & Culture  
Children & Youth  
Community Economic  
Development



## We identify...

Gaps. Issues. Opportunities.



Community vitality is the ingredient that our  
community thrives upon, or withers without.



We want to help our communities become the best they can, to be:

- Inclusive
- Forward-looking
- Fair
- Collaborative
- Innovative
- Ready



All these things, combined with engaged citizens like you, make our communities vital places to live, work and play.



## Collectively, in Canada in 2010, community foundations:

- Held more than \$3 billion in shared assets
- Contributed more than \$149 million to thousands of charities
- Engaged thousands of volunteers

## A global movement

- In 2000, there were 905 community foundations in 40 countries
- In 2010, there were 1680 community foundations in over 60 countries
- Typical focus is on citizen involvement, building trust between people, and directing resources to work that the community wants to see done

## Engaging Diaspora in Development

Like community foundations:

- working locally and connecting globally
- geographic communities and communities of interest
- focus on charity AND change
- use social capital (relationships) to create financial capital and convert back to social capital

## Success Factors

- Paying attention to the basics
- Knowing, sowing and showing
- Telling your story
- Partnering strategically
- Linking and Thinking like a network

## Paying attention to the basics

- Vision, mission, values
- Governance
- Accountability and transparency
- Human and financial resources
- Communications
- Organizational learning

## Knowing, sowing and showing

- Know your subject, your audience, where you are going, how you will get there, and what will have changed as a result
- Plan well, use appropriate and effective implementation and evaluation strategies, resource adequately
- Demonstrate impact and effectiveness

## Telling your story

Become a “storied organization”:

- Collect and keep the stories that demonstrate why your organization exists: what it does and why it’s important
- Use your stories in awareness building, fund development, grant reports, advocacy and policy work, events, media

## Partnering strategically

Strategic alliances can increase impact and sustainability, but it's essential to:

- Consider your willingness and readiness to partner
- Explore rationale and opportunities for partnering
- Allocate resources for partnering: human, financial, time, space

## Linking and Thinking like a network

- Shift from networking to network weaving
- Understand your network by mapping and analysing it
- Listen to and learn from your network
- Help shape, guide and enhance it
- Use it intentionally and strategically to achieve your goals and objectives



**Celebrate your success!**

And remember.....

**Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.**

*From The Lorax by Dr. Seuss*

## ***Social Enterprise: What & Why***

Engaging Diaspora in Development: Tapping  
Our Trans-Local Potential for Change  
Simon Fraser University



July 23, 2011

***Social Enterprise is  
another tool to help build  
strong non-profits and  
healthy communities***

***Social Enterprise is a “verb”!***

## ***What is Social Enterprise?***

A business operated by a non-profit...

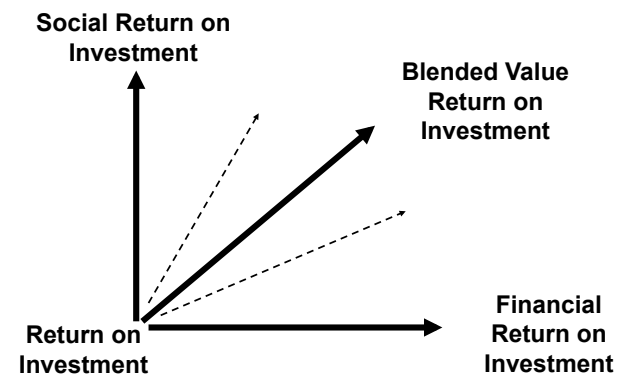
***That is:***

- directly involved in the production and/or selling of goods and services to customers

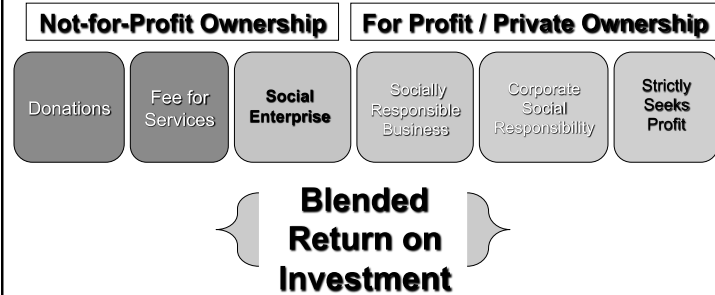
***For the dual purpose of:***

- generating income from sales and
- achieving social, cultural or environmental aims

## ***Social Enterprise Seeks a Blended Return on Investment***



## Business Model Continuum



## Why Start a Social Enterprise

- Fill a community or market need
- Advance non-profit's mission
- Contribute to or Provide financial sustainability

## Local Market Need

**Unavailable Products & Services**

**Food Security**

**Health Care**

**Arts & Culture**



## Market Opportunities

**Value Chain Relationships**

**Local Markets**

**Business Intermediaries**

**Export / Import**





## ***Employment and Training***

**Youth at Risk**

**Women**

**Disabilities**

**Under-skilled**



## ***Financial Sustainability***

**Retail Sales Income**

**Tourism**

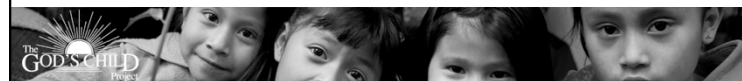
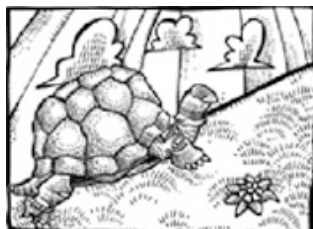
**Ownership of For-Profit Business**

**Partnership with For-Profit**

**Leveraging Assets**



NESsT vision of nonprofit financing  
the long-run approach- more steady flow of secured income  
diverse funding sources, decreased donor dependence more  
"unrestricted" income allowing wider freedom to allocate  
resources to defined organizational needs ability to think and  
plan more strategically and long-term



**Let's be ready**

Preparing Guatemala's rural children to succeed in school



*Niños del Lago*  
Panajachel-Lake Atitlan-Guatemala





**café ético**

fair trade, organic, bird friendly, flavour rich coffee



## ***UK Oxfam Thrift Stores***



## ***BC Based Examples***

*Potluck Catering*

*Atira Property Management*

*Cleaning Solution*

*Haida Gwaii Education Centre*

*QC3 Co-op*

*United We Can*

*The Right Stuff*

*Prince George Aboriginal Centre*

*Cariboo Mobile Abattoir*

*Penny Lane Retail Stores*

*Osoyoos Band Development Businesses*

*Strathcona Dental Clinic*



## ***Key Resources***

[www.setoolbelt.org](http://www.setoolbelt.org)

[www.nesst.org](http://www.nesst.org)

[www.enterprisingnonprofits.ca](http://www.enterprisingnonprofits.ca)



planning | focus | strategy

David LePage

[david@enterprisingnonprofits.ca](mailto:david@enterprisingnonprofits.ca)



## **Development Workshop: Developing your Project and Communicating Success Stories from the Field**

Are you interested in starting or scaling up your development project?

In this workshop you will learn how to move from an idea to a reality and explore fundraising strategies needed to see your project get off the ground. You will also learn about methods for communicating your project's successes from the field.

Date: Tuesday, October 25, 2011

Time: 6:30 – 9:00 PM

Facilitator and Host: Darian Kovacs, [This Global Village](#)

The session will be held in downtown Vancouver. Details will be provided to pre-registered participants.

**Please register by October 21 here:** <http://websurvey.sfu.ca/survey/91232226>

### **About This Global Village**

We believe in the outliers – effective and passionate working outside of large organizations or denominations, independently carrying out the work of caring for our world.

We believe that there are others who want to join us in spreading their stories and we want to encourage and support them in their work.

We believe that every hard-working person deserves support.

We believe in the raw power of their real stories to move us to action.

We believe that in faith, we can meet the challenges together.

We believe that we are all part of a Global Village.

### **About Darian Kovacs**

Darian Kovacs is a highly creative and results-driven non-profit management professional with entrepreneurial passion, drive, and vision. He has more than 15 years experience and expertise in Project Direction, Fundraising, Grant Writing, Web Strategies and Leadership Development. Darian has been a part of seeing numerous charities, non-profits and social ventures launch in the Vancouver area. He's excited to work with you in seeing your dream become a reality.

Darian's LinkedIn profile: <http://ca.linkedin.com/pub/darian-kovacs/40/773/406>

Darian on Facebook: <http://www.facebook.com/darian.kovacs>