

Going beyond the Grant....



Since 2003, The Calgary Foundation (TCF) has provided 170 grantees a free session with a professional consultant to give advice on how to better communicate their work.

This initiative aims to increase an organization's ability to recognize grants, build understanding of different target audiences and assist in developing key messages.

TCF offers this opportunity to a broad range of organizations who have received a Community Grant, are performing compelling work, and would benefit from external resources to help develop an effective communications strategy.

In January 2010, Marilyn Potts from St. Mary's University College met with two consultants from Brainstorm Communications to learn how to more effectively use the internet to promote her organization's project. Marilyn wrote, "We had a very informative, thought provoking session, and received a great amount of information that will enhance our ability to communicate this project to our target audience."

Andrea Sichewski from Between Friends Club reported, "Meeting Beth from Brainstorm was fantastic. She helped us realize that we need to develop our key messages before proceeding with hiring a communications consultant. She also advised what qualities a key message contains and how to go about developing them for each stakeholder."

"The assignment of a communications coach (Anne Georg) provided by The Calgary Foundation was a tremendous asset to our project-- an added bonus to receiving the grant," said Marilyn Nasserden from the University of Calgary Library, "Anne's professional leadership and facilitation provided our steering committee with a common vision and understanding of the project to date, and was an effective way to begin the planning process – it was inspiring to feel the excitement and energy in the room."

This Communications Project is one example of how TCF applies resources, expertise, and leadership to build a strong charitable sector that serves the needs of all its citizens. TCF is also exploring other similar initiatives to enhance the capacity of Calgary and area charities.