



LIBRARY UPDATE

Thursday, June 10, 2010

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Update your bookmarks! Library web address change.

[Français](#)

In April we changed our website address to a more simplified <http://library.imaginecanada.ca>. If you normally access the library catalogue search page, it has also changed to <http://ic.andornot.com>.

As a result of these changes, you may encounter some broken links and error pages. We have fixed these issues and in some cases you will be given direction to the new link on the page itself. We hope that this has not caused you too much inconvenience and please let us know if you have any further concerns at library@imaginecanada.ca

We need your help!

We are looking for volunteers to provide feedback in redesigning the library website. Currently we need two types of volunteer testers:

1. To provide in person feedback (in our Toronto office). Time commitment: about one hour dates: any time between 9-5 June 16, 17, 18
2. To provide testing of beta site (anywhere you are with a high speed connection). We will contact you with further details. Time commitment: one hour.

[Please follow this link if you are interested in participating.](#)

Thank you for your volunteer interests!

SECTOR MONITOR

New from Imagine Canada's research team

Imagine Canada released the first issue of the new Sector Monitor, designed to monitor the state of charities across the country ([you can download the report here](#)). In this issue we focused on the economic downturn and the impact on registered charities (both operating charities and foundations). A great summary of the findings can be seen in the most recent issue of The Philanthropist's "What the Numbers Say" section, "[Highlights from Imagine Canada's Most Recent Sector Monitor](#)". It has also hit the news:

NEW ACQUISITIONS

Check out some of the newest print and electronic resources in our library catalogue:

- [Nonprofit Management](#)
- [Fundraising & Funding](#)
- [Research and Statistics](#)
- [Volunteering & Volunteer Management](#)
- [Corporate Social Responsibility & Social Enterprise](#)

[Click here to see the full list of new acquisitions.](#)

SECTORCASTS

Imagine Canada has recently launched a new [SectorCast Series](#) (web/audio conferences on of-the-moment issues affecting the nonprofit and charitable sector) beginning in June. We have an exciting line-up of leading experts in the field and encourage you to participate in these knowledge-building and timely presentations.

Our new series allows purchases of the bulk series or single webinars. [View the schedule and register for the 2010 SectorCast Series here.](#) Members of Imagine Canada receive a significant discounts. [Read more about the membership program on our website.](#)

- [Globe & Mail - Weakened by recession, charities face uncertain future](#)
- [View the transcript of the live discussion](#) with Cathy Barr, co-author of the Sector Monitor and Director of Research
- [Charity Village - Monitoring the sector: Imagine Canada's Sector Monitor report](#)
- [Canada.com - Some Canadian charities still reeling in wake of recession](#)

NEW & NOTABLE FROM THE LIBRARY

Updated and New subject guides:

- "[Working with Consultants](#)" is an annotated list of links to articles that provide useful information on how, when and why to recruit consultants. This was a co-creation with OCASI [Settlement at Work](#).
- The "[How to Start a Charity or Nonprofit](#)" guide has been updated to include new regulations and links to recorded webinars from our [Charity Tax Tools website](#).

Questions from you!

We receive a number of questions from charities and nonprofits on a weekly basis. This month saw several questions about bequests and planned giving & success rates of direct mail fundraising campaigns.

- **"Caring Canadians, Involved Canadians 2007 Highlights report"** ([Find it here www.givingandvolunteering.ca](#)) Page 14 "Four percent reported making provisions for a donation through a bequest in their will or via another financial planning instrument." According to this survey that is roughly 920,000 individuals.
- Direct Mail and Bequests: The FLA group has published (2009) survey results on these 2 topics:
 1. [Legacy giving growing – latest research findings](#)
 2. [Seventh annual poll of Canadian adults and direct mail charitable giving behaviours](#). [N.B. we recommend that you review the methodology before making any key decisions or generalizations based on the survey data]
- Online fundraising, Canada Helps has released an interesting video "[Did you Know](#)" video that summarizes a lot of different data sources.

New Issue of the Philanthropist:

[The Philanthropist](#), is a journal well worth reading. For one, it is Canadian focused and discusses a variety of issues that are unique to operating charities, foundations and nonprofits in our country. Also, it is free, online, if you want to search for back issues find it in our [Canadian Periodical Index search](#)

The [most recent issue](#) has a number of articles that focus on sustainability and capacity issues for nonprofits. There is something for everyone in this issue, from a feature on social media in practice : [Lessons from the "Front Lines": One ENGO's Foray into](#)

CANADIAN DIRECTORY TO FOUNDATIONS AND CORPORATIONS

Did you know that approximately 9500 public and private Canadian foundations were registered in 2008?

- 5530 of these foundations gave over \$1000 in grants,
- The median amount given by each foundation was \$60,000,
- The total given by these 5530 foundations was over \$3.5 billion dollars!

Subscribe to the [Canadian Directory to Foundations & Corporations](#) to identify and connect with Canadian foundations interested in your cause. For more information or to receive a free demonstration of this Directory, contact [Devon Hurvid](#) or [visit our website](#).

CHARITY TAX TOOLS

Free upcoming webinars from Charity Tax Tools

[Charity Tax Tools](#) is a set of resources built around a free comprehensive information website with easy-to-understand content developed by Imagine Canada that will provide your charity with timely information and tools to ensure you have the resources to meet Canada Revenue Agency (CRA) requirements.

These free webinars will be of interest to Board and staff members of registered Canadian charitable organizations, nonprofits and professionals who serve these organizations and individuals responsible for compliance and accountability reporting.

[For more information about the upcoming webinars or to register, visit the Charity Tax Tools website.](#)

[the Brave New World of Social Media](#) by Ellen Adelberg, to a conversationally presented debate (in the Point/Counterpoint section) on social enterprise: [Social Enterprise Is a Nice Idea, but It Is Not a Panacea that Justifies Rewriting Charity Law](#) between Bob Wyatt & Don Bourgeois. [See the full index here](#)

This quarter's article in French: "[Profession: Philanthrope](#)" by Francois Brouard, Sophie Larivet, looks at a concept that organizations spend a lot of time studying, cultivating, pursuing "*the philanthropist*". Perhaps the concept of the very wealthy, "gentleman donor" comes to mind when this term is invoked and perhaps this is a little out dated? Certainly the authors argue this. On the practical side the authors provide insight into the motivations of donors, who they are, what they do, why they give and what can be seen as a mini crash course of the context that created the framework for Canada Revenue Agency's charitable purposes and other regulatory issues.

STAY CONNECTED



TECH TOOLS AND TIPS

Get the best out of your web metrics:

Web stats are a big issue for charities and nonprofits. Free webmetrics tools (e.g. Google Analytics, Yahoo Web analytics) are great, but how and what to measure can confound the best of us. There is a lot to say about this topic, but the blog [Occam's Razor](#) by Avinash Kaushik has a ton of great advice, screen captures of what to look for in your analytics package and a lot more to help you keep up with the trends.

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