

Resources

Creating Awareness

www.charityfocus.ca/EN/Pages/Home.aspx

Charity Focus. One-stop source of information about registered Canadian charities. It is a valuable tool for both charities and the public. You can review your listing and provide additional links to your key activities and outcomes to customize the information available to the public about your organization.

Getting Ready to Ask for Funding

www.ssireview.org

William Landes Foster, Peter Kim and Barbara Christiansen. *Ten Nonprofit Funding Models*. *Stanford Social Innovation Review*. Spring 2009.

www.imaginecanada.ca/directory

Imagine Canada. *Canadian Directory to Foundations & Corporations*. Treasure trove of information searchable on line. Complimentary 30-minute live tour. Annual subscription fee to access.

www.businessforarts.org

Council for Business and the Arts in Canada. Launched ArtsVest_ www.artsvest.com/artsvest-vancouver First grants have just been announced.

Asking Experts for Advice

www.afpvancouver.org

Association of Fund-raising Professionals Vancouver. Consultants directory search. Mentorship program (next deadline January 31, 2012) The Association of Fundraising Professionals is an international association that offers many resources .

www.allianceforarts.com

Workshop. *Navigating Your Gaming Grant Application*. February 28, 2013.

www.foundationcenter.org

Proposal Writing Short Course (11 pp.) Free download.

Changing Perceptions about Nonprofits as “Charities”

www.uncharitable.net

Dan Pallotta. *Uncharitable: How Restraints on Nonprofits Undermine Their Potential*. Tufts University Press: Medford Mass. 2008.

Changing Expectations of Donors

www.shiftandreset.com

Brian Reich has developed an expertise on the opportunities and challenges that exist for fundraising and communications in the digital age. His book *Shift and Reset* is a provocative challenge to adapt to the new reality.

Resources

Social Media

www.rebeccacoleman.ca

The Guide to Getting Started with Social Media for Artists and Artists. Biz Books. 2011. Rebecca Coleman was involved in the social media workshop offered by the Alliance for Arts and Culture in Vancouver. It's a good guide to using social media effectively.

Branding

Jocelyne S. Daw et al. *Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results*. John Wiley 2011. AFP Fund Development Series published by Jossey-Bass includes

www.ssireview.org

Nathalie Kylander and Christopher Stone. *The Role of Brand in the Nonprofit Sector*. *Stanford Social Innovation Review*. Spring. 2012.

Social Enterprise

www.enterprisingnonprofits.ca

The Canadian Social Enterprise Guide. 2nd edition. Workbook is a free download. This guide helps you understand social enterprise as a source of revenue generation to enhance your programs and services, achieve your mission more effectively, and use the revenue to stabilize and diversify your funding base.

