

FRAMEWORK

2015-2016 Request for Support
to
Suncor Energy Foundation

Suncor Energy Foundation

Suncor Energy Foundation and Community Investment
150-6th Ave SW, Calgary AB

Dear Kim,

Thank you for the opportunity to once again submit a proposal to the Suncor Energy Foundation in support of Framework's work on technology for social change. Framework is requesting support of \$100,000 for 2016. Framework continues to be dedicated to co-creating a better world and framing spaces for collaboration, sharing and openness. This package contains a program review of the successes we've had as a result of 2013-2014 funding awarded to Framework. As we reflect on the work we've accomplished over the last 12 months and project our goals for 2015-2016, several key points remain consistent since we first articulated them to you. Nonprofits continue to struggle:

- **Managing Data** - collecting, organizing and analyzing the data that an organization produces continues to be a stumbling block for all nonprofits. Our research and experience shows that it has never been more cost effective or technologically possible to create an efficient means by which to gather, maintain and share program metrics in *real time*.
- **Tool Selection** - with so many cloud-based tools proffering solutions for fundraising, website building, event registration, email marketing etc, it is time-consuming and overwhelming for small and medium sized organizations (SMOs) to choose tools. Our programming helps organizations architect a solution that is nimble, efficient and cost-effective.
- **Cloud and Mobile Technology** - 2016 will see even more data move to the cloud. And cloud-based technology means that mobile readiness is even more important. According to our website audit research, 75% of nonprofits still don't have mobile versions of their website. With mobile browsing and donations on the rise, organizations that fail to adapt will fail to thrive. As with managing data, technological know-how should no longer be a barrier to success in this arena.

In response, we continue to experiment with the most effective ways of providing nonprofits with the training and resources to be able to take advantage of digital tools to

- Increase donations
- Collaborate and share
- Demonstrate the vitality and impact of their organization and the sector more broadly

The time is now. With over \$16 trillion dollars set to change hands between generations over the next 3 decades, and \$300 billion of that wealth set to be designated for philanthropic purposes, nonprofits, and the entire social sector need to be ready to engage the next generation of donors and demonstrate impact as never before¹. Since 2010 Framework has been stationed at the crossroads of technology and nonprofit trends. In 2016, with Suncor's support we will continue to signpost the way to a deeply engaged digital future.

Alicia Rose

Managing Director Framework

Aine McGlynn

Resource Development

¹ [Wealth-X Family Wealth Transfer Report](#), P. 31

Review 2013-2014 results

Since 2010 Framework has been developing a theory of change that will address the digital gap in the nonprofit sector. It began with Platformation—a project that tracked and evaluated more than 180 cloud-based tools so that a catalogue of tools was available as a resource for organizations to draw upon. Many users of the Platformation catalogue found it hugely beneficial.

However, we found that the digital gap was far bigger than we anticipated. Many of nonprofit professionals we worked with in the Platformation project did not have formal training in computer science related fields. Many people were self-taught or had a large portfolio of technology related tasks and responsibilities within their organizations.

We pivoted to take into account not only this skills gap, but also the more pervasive meta-trend affecting nonprofits in the digital era: the sharing imperative. Simply put, how well can the right data and information (and ultimately wisdom) flow within an organization and amongst its stakeholders in a timely fashion. Nonprofits need guidance pertaining to healthy digital habits which lead to the type of creativity, problem solving and mission-success that is necessary for sector growth. We decided to focus less on the nuts and bolts of technology testing (while it is still critical) and more on the pedagogy needed for people to build the right habits to thrive and survive in the digital era.

In 2011, Platformation became Sharesies — the playful name we gave to the methodology that underpins our work and that, we realized, needed to be adopted by all organizations looking to adapt for the 21st century². Sharesies proved to be thought-provoking as a theoretical model of how incremental digital changes adopted by the sector could produce massive impact. But as a program we struggled to find ways to introduce it to our stakeholders.

In 2012 at the invitation of Social Prosperity Wood Buffalo, Framework was invited to give a workshop on the Sharesies methodology for Leadership Wood Buffalo, Volunteer Wood Buffalo and Link in Fort McMurray. This workshop was the prototype for what would become the TimeraiserPlus program; the name was chosen as a means of attracting the same audience that we had engaged through the Timeraiser events. The funding that Suncor provided over the last three years allowed us to develop that early prototype, to build upon website audits that we had begun with the Wood Buffalo group and to crystalize our theory of change in the context of nonprofits and technology. The results we have achieved under the TimeraiserPlus banner speak for themselves:

² See Anil Patel and Aine McGlynn's 2012 article in the TIM [review](#):

Item	Proposed activities	Actual Activities	Impact
Timeraiser Plus Workshop <i>Concurrent with Timeraiser schedule</i>	<p>Workshops</p> <ul style="list-style-type: none"> - 32 to 37 total workshops - 12 to 15 dates in 2014 - 20 to 22 dates in 2015 - 5 to 7 organizations/ workshop <p>Individual Consultations</p> <p>Provide 400 hours of one-on-one Technology for Change consultation per year</p>	<p>Workshops³</p> <ul style="list-style-type: none"> -25 - 147 unique organizations attended - 239 attendees <p>Individual Consultations</p> <ul style="list-style-type: none"> 43 hours of consultation, 47 hours of prototyping 288 hours of tool testing. 	<ul style="list-style-type: none"> • 95% of attendees embraced the importance of sharing in our sector • 90% of attendees recognized the value of the workshop's stakeholder mapping exercises • Over 90% of attendees recognized new ways to share their mission success with their donors, volunteers, and the public at large
Timeraiser Plus Web Audits <i>Automatic for Workshop Participants and available for any Timeraiser agency</i>	<p>Conduct over 500 web audits per year. In doing so, build our website usability benchmarking database by 50%</p>	<p>Website Audits⁴</p> <p>442 web audits completed.</p>	<p>Web audits consistently rate highest in post-workshop surveys. These results constitute unique and original research that will be published in CIRA's 2015 Factbook.</p>
Timeraiser Plus Nonprofit Makeover <i>Conducted off-cycle outside Timeraiser planning</i>	<p>Undertake 3-4 Digital Makeovers per year, where the organization are completely retrofitted with a new web presence, impact reporting and training to more effectively reach mission.</p>	<p>5 digital makeovers completed⁵. Several in progress:</p> <ul style="list-style-type: none"> Connected in Motion Samara Ten Oaks 4R's youth movement Culture Days 	<p>These organizations realized efficiency across a number of processes: data management, website development, file sharing and real-time impact reporting.</p>

³ Additional workshop metrics in Appendix A.

⁴ Results in Appendix B.

⁵ See Appendix C

Introducing Techraiser

In 2015, after co-creating technology solutions with more than 252 nonprofit individuals through TimeraiserPlus, we are proud to announce the newest iteration of Framework's Technology for Social Change:

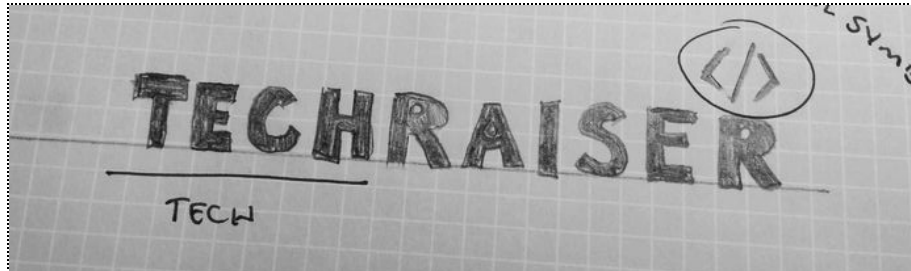


fig. prototyping new logo treatment

Techraiser will similarly allow us to capitalize on the brand recognition of Timeraiser while at the same time, conveying more immediately the focus of the program. We have worked very hard over the last 4 months to consolidate and crystallize our thinking with regards to the Techraiser mission and mandate. Going forward, Techraiser will be known as a project that: “collaborates with small & mid-sized nonprofits to create social change by working smarter in a digital world.”

Techraiser's priorities are fivefold:

- Collaborate with nonprofits across Canada to improve their ability to effectively communicate their impact and mission to their stakeholders.
- Deepen a body of nonprofit sector research about nonprofit use of the internet in Canada
- Turn research into actionable results so that we can improve the digital fluency of nonprofit professionals and strengthen the labour force
- Teach nonprofit organizations to self assess their technology infrastructure and challenges and make improvements internally
- Connect technologists to causes they care about through unique, skills-based volunteer opportunities

How Techraiser will accomplish these goals:

1) Cohort Process

- Beginning in Spring 2016, 10 nonprofits in each of our 10 communities across Canada will apply to take part in the Framework Cohort*. For a span of a year we will take nonprofits across Canada through a series of in-person workshops, e-tutorials, mentorships with individuals from the private sector and webinars delivered through the Techraiser program. The year will culminate in nonprofits attending a Timeraiser in their community in Spring 2017.
- The first 6 months will be comprised of a foundational curriculum that all the nonprofits across Canada will partake in. The final 6 months will split the nonprofits into project-focused groups depending on their goals.



2) [Take Back Your Tech](#)

- A day-long event focused on technology in the nonprofit sector.
 - The morning session delivers a series of Ignite-style talks for leaders from 100 nonprofit loosely based on the theme of demonstrating social value and reporting program impact.
 - In the afternoon, the digital skills solutions lab provides those organizations creates action plans and/or prototypes to solve tech challenges with the help of dedicated mentors.
- There are two primary purposes for the TBYT event:
 - Spark conversations about the importance of investing in and using technology effectively in the nonprofit sector
 - Give participating organizations a starting place for effective tech use by helping prototype a solution to a particular problem

3) **Sector Research**

- **Technology Self-Assessment Tool**

- Develop a data set of 100 nonprofit responses that reveal what tools nonprofits are using behind the scenes to enable their missions. Data will uncover the level of competency for internet-based tool use.
 - Work with TechSoup to customize, distribute and evaluate results of technology self-assessment tool.
 - Start Date: Oct 2015, End Date May 2016
 - Distribute to 650+ nonprofits in Timeraiser network as well as those in TechSoup and CanadaHelps' networks
 - Parse data according to organizational size, revenue and cross reference it against Framework's web audit dataset
 - Publish data in infographic form in May 2016

- **Technology Self Assessment Tool**

- Add 75 additional data points to current webaudit research.
 - Provide 75 additional organizations with a 3rd party evaluation of the website.
 - Encourage those organizations to develop the findings into requests for support (either tech volunteers or donations).

Techraiser Activities Grid

Item	Activities	Outcome	Impact
Take Back Your Tech	<p>Take Back Your Tech 2 gatherings between October 2015-October 2016. TBYT consists of 2 parts:</p> <p>Roundtables Roundtables introduce 100 nonprofit leaders to tech trends through a series of unconference style talks and hands on exercises.</p> <p>Digital Solution Lab⁶ Matches technologists with nonprofits to effect</p>	<p>Participating orgs are enthused about solving their own tech-related challenges.</p> <p>They meet a community of practice to draw on and contribute to.</p> <p>They leave with a prototyped solution to a very specific problem.</p>	<p>Organizations report at least 35% increase in efficiency in one of the following areas: program reporting, budgeting, funding, and volunteer management.</p>

⁶ See Appendix D for sample program guide for Take Back Your Tech. See also <http://www.takebackyourtech.ca/>

	specific solutions to organizational challenges.		
Web Audits and Technology Self Assessment tool	Conduct over 75 web audits in 2016 and host 35 organizations at 7 workshops. Gather data from 100+ organizations through distribution of Technology Self-Assessment tool ⁷ . In doing so, build our website usability benchmarking database by 50%	<p>Increase the sector knowledge about tech adoption - and more importantly usage.</p> <p>Informed research about the gap between stakeholder expectations and abilities of the sector to meet those expectations can have significant effects.</p>	<p>Integration of technology training at the postsecondary level particularly in the context of degrees and diplomas pertaining to the nonprofit sector</p> <p>Release of funding from sources typically not open to providing technology granting. A 2014 report issued by Public Interest Project notes that "82% of organizations said they'd never received funding</p>
Introduce a Cohort Model	<p>10 nonprofits in 10 Canadian communities take part in the first Framework Cohort*.</p> <p>Over a year, these SMO's will participate in Techraiser programming via in-person workshops, e-tutorials, & mentorships with individuals from the private sector.</p> <p>The year will culminate in nonprofits attending a Timeraiser in their community in Spring 2017.</p>	<p>Each organization will implement a new process that has a front-facing impact on their stakeholders</p> <p>nonprofits see a 100% increase in efficiency in one area in the second half of the year.</p> <p>The opportunity to closely follow these organizations and track their transitions - noting which tools are likely to be adopted, how budgets and fundraising is affected by real-time reportings.</p>	<p>Communities across Canada are seeded with a Techraiser alumnus whose journey will be documented and shared at each Timeraiser event</p> <p>Framework integrates programming so that as an organization we become known for our work in the voluntary, cultural and technology sectors.</p>

Appendix A: Workshop Results

Click [here](#) to see the full infographic

⁷ [Tool](#) created by Tech Soup with modifications by Framework. The Tool will be co-distributed by TechSoup and Framework.

WE HAVE HELPED NONPROFITS FROM
ACROSS CANADA TAKE OWNERSHIP OF
THEIR DIGITAL FUTURE:



21 workshops

205 participants

WORKSHOPS COMBINE HANDS-ON TRAINING
AND STRATEGIC PLANNING

ATTENDEES RATE THEIR OVERALL EXPERIENCE

8.5/10



IN THEIR OWN WORDS

Very informative workshop, it is great for non profits to have access to these workshops and they provide us with insight and tools that we would not have known existed otherwise. Thank you!"

"I frequently scour blogs and attend professional development workshops to try and stay up to date with what is happening. When the workshop/blog/speaker addresses new technology, I'm frequently disappointed [...] This wasn't the case today. Everything that was discussed was totally new and actually feasible in the non-profit environment, which is extremely rare!"

"Great workshop!! I feel empowered to implement new digital strategies for our non-profit. To be able to take control of and implement new technological applications for our small organization is amazing. I would strongly recommend this workshop to any non-profit!!"

Appendix B: Website Audit Results

Click [here](#) to view the full infographic

Are Canadian NonProfit Websites Keeping Up?

TimeraiserPlus reviewed

300+ websites

1000 hours of research

Summed up in 1 infographic

Canadians spend more than 41 hours a month online¹

So having a good website is really important for nonprofit organizations. But TimeraiserPlus's website audit research shows that there is a lot of work to do...



Nonprofit websites with online donations

80%



Websites that aren't transparent about financial or governance info

63%



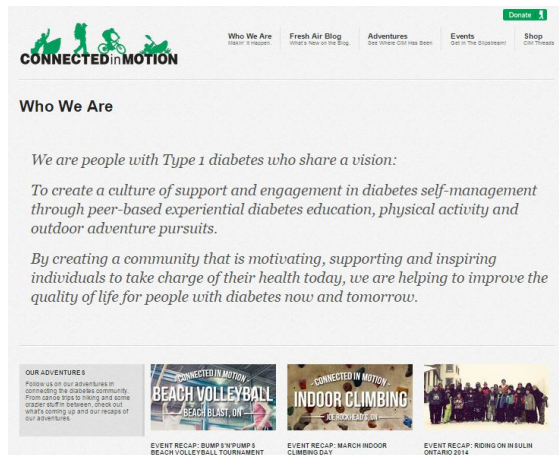
Survey says: People who "are more familiar with charities are more likely to report having a lot of trust in them."²

Real-time reporting of donations, budgets, and program feedback is a win-win situation: organizations know how they are doing, and supporters know their investments are worthwhile

Connected in Motion

Over several days in September 2014, we conducted extensive exploration with the CiM team to understand what they do, who they serve, and the tools they use. In 48 hours we wireframed a new website, set up a new file sharing tool, established a new database and introduced them to a new mail client.

About Us page before



About Us page after



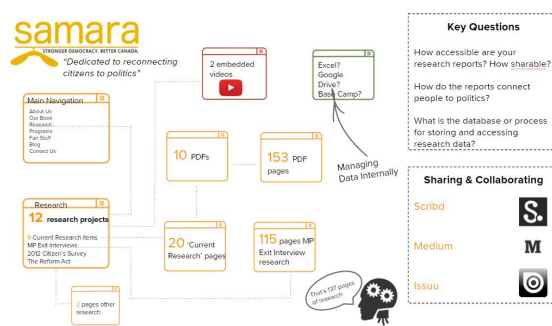
Samara

Samara approached us for help in building out a new database. Our exploration revealed that it wasn't simply a database that they needed, but rather a method by which they could build community. After comparing several tools against their needs, budgets and technical know-how we recommended that they adopt Nation Builder.

Website Audit



Digital Footprint



4R's Youth Movement

We met Jessica Bolduc at the Suncor Gathering in 2014 and spoke with her about 4R's Youth Movement and how the program was developing. 4R's are at a critical moment where they are building out their infrastructure. Working with them now allows us to help them build from the ground up and develop infrastructure that will grow with them and be nimble enough to accommodate new directions that their programming may take. As their programming will be based largely on movement making and engaging youth from across Canada it is crucial that they have interactive and collaborative tools for brainstorming, co-creating and mobilizing. Framework is currently carrying out the following schedule of work:

Area of Work	Task
Website consultation	Review of RFP
File management	Naming/permissions/sharing documentation
Communications Outreach	Best practices for social media, email marketing, and blogging
Impact Reporting	Creating effective surveys for impact reporting
Database Management	Consultation session for Salesforce implementation, and integration with email client and email marketing tool
Communications Outreach	Strategic Advice session
Website Consultation	Digital infrastructure interoperability
Website Consultation	Website Audit