



For Immediate Release

**Local Banks and Sudbury Community Foundation
Announce the Social Investment Partnership (SIPS) Recipient**

Sudbury, ON – June 11, 2008 Sudbury Community Foundation in partnership with BMO, CIBC, RBC Foundation, and Scotiabank announced an innovative new funding project called Social Investment Partners Sudbury (SIPS). The 2008 SIPS recipient is Big Brothers Big Sisters of the Greater City of Sudbury.

The SIPS partnership will provide Big Brothers Big Sisters with in-depth guidance, support, and capital over a two-year period in order to help build its capacity and sustainability. SIPS partners will invest \$25,000 with the charity as the capital portion of the initiative.

The traditional ways in which charities are funded often prevent them from building stable, sustainable organizations so that they can deliver their services most effectively. Capital and business expertise – critical elements which charities need in order to succeed – are scarce and difficult to secure. Even if capital were available, charities may lack the business systems, ability to grow, or ability to scale their organizations to meet the demands of their mission.

“I am greatly impressed by the four banks who have stepped forward to form SIPS,” commented Jo-Anne Palkovits, SCF Past President. “They have seen the potential in this innovative community project and are willing to bring their institution’s money and talent to the table.”

“SIPS gives our local charities a hand up rather than a hand-out,” noted Carmen Simmons, Executive Director of the Foundation. “What a great opportunity for a local charity to access funds, skills, and guidance from among the best business people in our community.”

“Social Investment Partnership” Concept

The SIPS concept is often referred to as “high engagement philanthropy.” Collaborations with the business community are a way to initiate high-engagement investments in our community and contribute to advancing the charitable sector. SIPS is a compelling opportunity for local charities to receive financial and organizational capacity-building help from local businesses willing to share their organizational expertise and sound financial judgment.

SIPS strategies combine financial capital “investments” with some form of additional capacity-building, volunteer support, or technical assistance. Each participating financial institution and the Sudbury Community Foundation together will invest \$25,000 over two years with the selected charity and guide the charity through a two-year business plan that will boost its organizational efficiency and capacity.

The Sudbury Community Foundation’s portion of the investment comes from the Greater Sudbury Charities Fund, a fund established by city council in 2003 “to enhance the operating capacity of registered charities who deliver programs beneficial to the Sudbury community. Earnings may be distributed to a broad range of registered charities including those serving children and youth, seniors, recreation, the arts, culture, education, health, social services, and the environment.”

SIPS Resources

Depending on the needs of the selected charity, the following capacity-building skills could be provided by partners:

- **Financial Management:** Accounting procedures and systems, budget development, financial reporting, and audit readiness.
- **Fund Development:** Fundraising plan development, fundraising software analysis, donor cultivation strategies, campaign planning, and special event planning.
- **Information Technology:** Technology needs assessment, technology planning, software and hardware analysis, systems networking, database development, and website development.
- **Marketing and Communications:** Communications and marketing plan development, collateral material design, media training, marketing campaign development, P/r and media outreach, and communications department planning.
- **Program Design and Evaluation:** Outcome-based program planning, development of evaluation framework and tools, data management and data analysis.
- **Human Resources:** Personnel policy development, Performance management strategies, hiring and recruitment procedures, job description development, staff planning, and succession planning.
- **Mission, Vision, Strategy and Planning:** Organizational assessment, business plan or strategic plan development, long-range planning, needs assessment, and retreat facilitation.
- **Legal Affairs:** Insurance review, employment law, real estate negotiation, contract review, and corporate by-laws development.
- **Leadership Development:** Executive and team coaching, peer mentoring, formal leadership training, and management skills training.
- **Board Leadership:** Board development planning and training, policies and procedures development, skills assessment, board evaluation, and fundraising training.

The Sudbury Community Foundation is an independent public foundation and registered charity. The Foundation has been a gateway to the community since 1996,

enabling donors to create philanthropic legacies that will benefit Sudbury and its people both now and in the future. The Foundation's unique combination of grant-making expertise, knowledge of community needs, professional financial and fund management expertise and knowledge of donor philanthropy, provides donors with higher impact for every dollar donated. In addition, it gives local charities access to a permanent flow of grant dollars. For more information about the Sudbury Community Foundation or the SIPS project, please visit www.sudburycf.ca.

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