

Canadian Federation of Voluntary Sector Networks

December 2, 2015 Teleconference

Participants:

Bill Schaper	Imagine Canada	Ontario
Geoff Braun	Calgary Chamber of Voluntary Organizations	Alberta
Michelle Baldwin	Pillar	Ontario
Gail Joyce	Volunteer Organizations Consortium of BC	British Columbia
Russ Dahms	Edmonton Chamber of Voluntary Organizations	Alberta

Guests:

Nadia Peca	Client Interface and Services Division	Charities Directorate - CRA
Jeannine Leroux-Lafontaine	Client Interface and Services Division	Charities Directorate - CRA
Sophie Amberg	Common Law Policy and External Relations	Charities Directorate – CRA
Gaafar Sadek	Web and Outreach Section	Charities Directorate - CRA

1. Volunteer to take notes

Russ volunteered to take the notes.

2. Who is on the call?

Each person on the call identified themselves and their organization.

3. Canada Revenue Agency

- CRA has historically provided information and training for charities through a variety of methods including face-to-face outreach and information sessions, conferences, website and webinars
- The outreach and education programs have been under review with a view to improving effectiveness. Customer and client research was conducted via surveys, focus groups and web based input
- Presently three approaches are being pursued:
 - WEB BASED – interactive on-line products and services
 - SOCIAL MEDIA – increasing utilization of various social and electronic media
 - INTERMEDIARIES – work with umbrella organizations and associations to increase reach of information and education – leveraging networks to reach a broader stream of charities and employing an “education first” approach by:
 - Producing high impact ‘topic focused’ online webinars
 - Developing a self-assessment tool for organizations interested in seeking charitable status
 - Defining key content areas evidenced by compliance issues and T3010 completion errors
- Federation members expressed interest in communicating information through their respective networks about Charities Directorate educational offerings and providing feedback as may be appropriate. Russ will followup

4. Agenda Review

The agenda was approved.

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- 5. November 5, 2015 Call Minutes**
The November 5 minutes were approved.
- 6. 2014 Counterparts Proceedings**
Deferred to the January conference call
- 7. 2016 Counterparts Gathering**
Deferred to the January conference call
- 8. Antispam Legislation**
Deferred to the January conference call.
- 9. Emergent items**
none
- 10. Roundtable**