



COMMUNITY FOUNDATIONS
OF CANADA
all for community.

FONDACTIONS COMMUNAUTAIRES
DU CANADA
ensemble pour tous.

Building Community Vitality

PRESENTER'S
GUIDE

On the Brink of New Promise
Presenter's Guide
to accompany the
PowerPoint Presentation

April 2009

Presenter's Guide

What is the presentation?

The presentation provides you with a short, accessible briefing about the *On the Brink of New Promise* report and what its findings might mean for your community foundation. It is designed to be given by a community foundation chief executive or an external consultant to an organization's board or staff. It provides a basic introduction to many of the ideas that are explored in greater depth in the full report and in the other tools in the toolkit. The content in the slide show has been modified for a Canadian audience or group, and so is slightly different from the content in the original *On the Brink of New Promise* Report and its accompanying documents.

The presentation is designed to be used in whatever way best suits your organization's time, needs, and interests. It can be shown as a 45-minute orientation for your board or could act as the starting point for a much longer two- to three-hour discussion about how pressures in the world around you may require your organization to change. *Please note that the presentation is meant to be used on a computer screen or projector, not as a printed document.*

This Presenter's Guide walks you through the contents of the presentation, and then suggests several easy ways you can use the slideshow with your staff or board.

Detailed guide to the slides

The presentation has seven major sections that roughly follow the structure of the *On the Brink of New Promise* report and executive summary:

1. Introduction (slides 1 and 2)

These two slides introduce the presentation and the high-level takeaways of the report: (1) the emergence of a new era of community philanthropy; (2) the likelihood that the new era will create new surprises that may fundamentally change the field as much as the entrance of commercial charitable gift funds did in the early 1990s; and (3) the reality that community foundations can no longer be seen as separate from the larger and more crowded field of community philanthropy that they are a part of.

More information on these ideas can be found in the introduction of the *On the Brink of New Promise* report and the executive summary.

2. Today's Landscape for Community Philanthropy (slides 3-6)

These slides focus on the current environment for community foundations and community philanthropy, including the more crowded operating environment, the competitive pressures from outside community philanthropy, and the dynamic forces and pressures that are changing your community and operating environment.

More information on these subjects can be found in the "Today's Landscape for Community Foundations" section of the executive summary and in the "Today's Landscape for Community Foundations" and "The Emergence of the Next Era" sections of the full report.

3. Learning from the Past (slides 7-14)

These slides place today's landscape of community philanthropy within the context of the field's historical development and evolution. They highlight the four major periods of growth and adaptation of community philanthropy since the late 1800s.

More information on this history can be found in the "Learning from the Past" section of the executive summary or the full *On the Brink of Promise* report.

The evolution of the community foundation movement in Canada has been included in here so that your audience can see and understand the growth of community foundations in this country, relative to the US and to external forces at play.

4. Lessons from the Future (slides 15-17)

These slides begin to look at some of the ways that the future might unfold for community foundations, the strategic implications of the new era of community philanthropy, and a set of principles for operating effectively in the new period.

More information on these ideas are found in the sections called "The Future Is Now for Community Foundations" and "Lessons from the Future" in the full report, and more briefly in similarly titled sections of the executive summary.

5. What This Means in Your Community (slide 18)

This slide provides you with the opportunity to tailor the presentation to address some of the issues that these findings suggest for your community. How does the changing environment of community philanthropy look in your area? What are the biggest issues emerging in your community? If you prefer to keep the presentation general and do not want to use this page in your talk, simply delete the slide.

6. Assessment Scales (slides 19-24)

These slides are marked with a "scale" image in the upper-right corner. The six assessment scales provided here are designed to catalyze a discussion about your foundation in the context of the report's findings.

To use the scales with your group, begin by printing the scales exercise template provided at the end of the presentation and taking it to your local copy center in advance of your meeting. Have them enlarge the template to a size that suits your wall space. Copy centers typically carry oversize copier paper in 24", 30", and 36" wide stock. Post the large sheet on your wall. Then provide each participant in your group with a colored dot sticker for each of the scales.

Ask each person to think about each of the scale questions, and to place their dots where they believe the organization now sits on the scales. Notice the spread or clustering of people's assessments.

Then return to the presentation. Click through each of the slides in turn. Each slide displays one of the scales you just used. Talk about what the group observed when everyone placed the dots on that scale. Each slide also includes a set of guiding questions to elicit further discussion on the topic.

If you do not have time to use the assessment scale slides, simply delete them from the presentation. Be careful to delete only those slides with the scale image in the upper right corner.

7. Assessing Your Appetite for Change (slides 25 and 26)

These slides are designed to follow the assessment scales on slides 19-24, but also to work without the scales as the conclusion to slides 1-18 of the presentation. They help you to think about the degree to which your community foundation needs to change in the next 10 years. How many in your group feel “very little” change is needed (0 through 3 on the scale)? How many feel “a fair amount” of change will be needed (4-6 on the scale)? How many think you will need to change “a lot” (7-10 on the scale)? Is there consensus about how much you will need to change?

The next slide then aims to prompt discussion in your group about what the changes you need to make might look like. Are there things you now do that you should continue as you move into the future? Are there things you now do that you ought to stop doing? Are there things you need to learn to do?

The final slide of the presentation simply displays the www.communityphilanthropy.org and www.cfc-fcc.ca website addresses, where participants can obtain more information about the Future of Community Philanthropy project and the *On the Brink of New Promise* materials, as well as CFC’s *Building Community Vitality* toolkit.

How to use the presentation

The presentation can be used in a wide variety of ways. Here are a few illustrations of how a session with the presentation could be structured:

A 45-minute orientation

Before the session, prepare the presentation by deleting the assessment scales (slides 19-24), adding your foundation’s name to the title slide, and tailoring or deleting the “What this Means in your Community” slide (number 18) as appropriate.

At the session, lead your board or staff through the body of the presentation (slides 1-17). Conclude with the “Appetite for Change” slides (numbers 25-26) to prompt a brief discussion about your organization’s readiness for change, and what change might look like.

A 60- to 90-minute briefing and assessment discussion

Before the session, add your organization’s name to the title slide and tailor slide 18 as appropriate. Go to your local copy center and enlarge the template on the final page of the presentation to use with your group.

At the session, show the body of the presentation (slides 1-17). Then stop the slideshow to use the template to do the assessment scales exercise. Restart the presentation and use the questions on slides 18-24 to prompt a discussion about the results of the exercise. Then continue on to slides 25-26 to initiate a conversation about your organization’s appetite for change.

A 3-hour discussion session

Before the session, prepare the presentation as described for the 60- to 90-minute briefing discussion above.

At the session, show the first 18 slides of the presentation. Stop the slideshow and do the assessment scales exercise. Restart the presentation and use slides 19-24 to talk about the exercise. Then lead your group through the separate **Scenario Discussion Guide** from the toolkit as a way to open people's eyes to the many different futures that are possible. Specific instructions for how to use the Scenario Discussion Guide accompany that tool. Then return to the presentation to work through slides 25-26, about your organization's appetite for change. This approach, with or without an independent facilitator, can prompt a deeper discussion about the opportunities ahead and perhaps launch a longer strategic process.