

# 4th Annual Conference of Community Foundations Community Foundations: Innovation and Impact

Sibiu, 5-7 November 2015



Organized by:



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The myths of innovation recount the Eureka moment, flashes of genius or flights of fancy leading absent-minded scientists to amazing discoveries. In reality, history has shown us that significant changes build up in layers and that every major change is the sum of tens or hundreds of small changes. Each generation builds on the foundations laid by its predecessors and innovation is the result of collective endeavors. As Isaac Newton – whose elegant gravitational theory is credited to a proverbial apple – once said, "we are standing upon the shoulders of giants".

Innovation is not exclusively reserved for scientists, but it is an important part of our culture. We find it in arts, sports and everywhere in our communities like a driving force for our restless attempts to live more beautiful and fuller lives together.

Relying on 100 years of experience gained by similar foundations overseas, Community Foundations of Romania are agile organizations which build on youth creativity and passion, bringing together communities, reviving centuries-old traditions or developing new models of cooperation. The paradigm shift to which community foundations contribute is that community involvement is just as cool as different music, movies, banned books, and rebellious actors. Through an ever-growing national network, tens

of thousands of people get involved every year in the programs implemented and the projects financed by community foundations as they become more confident in their ability to help build active, committed, creative, generous and energetic communities.

Each community has its own personality, resources, problems, and innovative solutions. This conference gives us the opportunity to explore them and expand on the experience of the giants from our communities.

On behalf of the Conference Planning Committee:

**Csáki Rozália**

Romanian Federation of Community Foundations

**Mihaela Giurgiu**

Association for Community Relations

**Ciprian Ciocan**

Sibiu Community Foundation

# Join our conference and let's build an experience together by:

- 1** Sharing innovative practices from within and outside of the community foundation movement:
  - *To stimulate the development of community foundations and local communities;*
  - *To generate more visible impact for community foundations;*
- 2** Fostering and strengthening relations between community foundations at both national and international level;
- 3** Getting a better understanding of the current state and evolution of the community foundation movement.





# Conference agenda

## Optional pre-conference event

### **Thursday, 5 November 2015** **Visit to the Sibiu Community Foundation**

Explore some of Sibiu's rich history, discover the people and the organizations that get the local community moving and learn about the significant role that the Sibiu Community Foundation – our conference hosting partner – plays in building a human infrastructure for one of the most vibrant cities of Transylvania.

Established in October 2012, the Sibiu Community Foundation has made grants totaling RON 587,701 for 115 projects from various areas like education, sports, health or social services, developing innovative programs such as the Sibiu Half Marathon, Sibiu YouthBank, or Sibiu Științescu Fund.



# Conference agenda



## Conference Programme

During the conference, you are invited to participate in plenary sessions and in the workshops structured around three main themes: leadership, innovation, and impact.

Leadership sessions (A) will best suit participants like trustees and the executive directors of community foundations, innovation sessions (B) will benefit those in charge of philanthropic counseling and fundraising while impact sessions (C) will target participants responsible for programs, grant-making, and external communication.

Partners and supporters can pick up useful information in any of the three sessions.

## Friday, 6 November 2015

9:00-10:00	Check-in			
10:00-11:30	Opening plenary	<b>First Plenary:</b> Opening remarks. Sibiu Community Foundation and the evolution of the community foundation movement. The role of philanthropy in local community development.		
11:30-12:00	Break	Break / informal discussions		
12:00-13:30	Parallel sessions	<b>A. Leadership</b>	<b>B. Innovation</b>	<b>C. Impact</b>
		<b>1. COOPERATION AND LEADERSHIP FOR LOCAL DEVELOPMENT</b>	<b>1. MODELS FOR WORKING WITH DONORS</b>	<b>1. THE PORTRAIT OF A GRANT-MAKER</b>
13:30-15:00	Lunch	Lunch break		
15:00-16:15	Parallel sessions	<b>2. MODELS AND TECHNIQUES FOR GETTING TO KNOW THE COMMUNITY</b>	<b>2. MECHANISMS FOR SUSTAINABILITY: COMMUNITY CARD AND DIRECT DEBIT</b>	<b>2. HOW DO WE MEASURE PROJECT IMPACT?</b>
16:15-16:45	Break	Break / informal discussions		
16:45-18:00	Plenary	<b>Second plenary:</b> Innovation and impact		
19:30	Reception			

## Saturday, 7 November 2015

10:00-11:30	Parallel sessions	<b>3. AN ACTIVE BOARD - A CRUCIAL STEP TOWARDS MISSION ACCOMPLISHMENT</b>	<b>3. HOW DO WE RAISE THE NEXT GENERATION OF INNOVATORS?</b>	<b>3. HOW DO WE COMMUNICATE IMPACT? OPPORTUNITIES AND CHALLENGES</b>
11:30-12:00	Break	Break / informal discussions		
12:00-13:15	Parallel sessions	<b>4. HOW CAN WE DO MORE WITH LESS? PRACTICAL EXAMPLES FOR INCREASING ORGANIZATIONAL EFFICIENCY</b>	<b>4. TOOLS AND APPROACHES IN THE WORK OF COMMUNITY FOUNDATIONS</b>	<b>4. SCHOLARSHIPS</b>
13:15-14:30	Lunch	Lunch break		
14:30-17:30	Closing plenary	<i>World Café: How do we reach innovation and impact through grantmaking?</i>		

# Plenary sessions



Friday, 6 November, 10:00-11:30

**First Plenary: Opening remarks. Sibiu Community Foundation and the evolution of the community foundation movement. The role of philanthropy in local community development.**

Romanian communities are experiencing ever faster and deeper changes. Population decline and dependence on the resources allocated by central authorities limit their adaptive capacity and development opportunities.

Even under these circumstances, community foundations reach a considerable positive impact when they manage to introduce a new type of local leadership which boosts collaboration between community members for actions that efficiently address relevant needs. Collaboration between community foundations can smooth the process of practice innovation and adaptation.



# Plenary sessions

Friday, 6 November, 16:45-18:00

## Second Plenary: Innovation and impact

Community, environment, innovation, impact – who, where, how and why? Based on a few examples, we will explore the way in which we can contribute to creating physical or virtual environments for vibrant communities.

Collective A is a cultural NGO and the founding member of the contemporary art space The Brush Factory from Cluj. It also manages the community project 'The Fields – A Space for All in Mănăştur'.

Impact Hub is an international concept defined as an innovation lab, a business incubator, a social enterprise, and a community centre.

Vladimir, Cătălin and Marian are booksellers who had a dream: to open their own bookstore. And their dream came true with a lot of work, determination, patience, and passion. The bookstore is called Habitus and has become a hotspot for meeting and debate enjoyed by the people of Sibiu who like to get involved.

Saturday, 7 November, 14:30-16:30

## Third Plenary. World Café: How do we reach innovation and impact through grant-making?

Community foundations perform well mainly due to their excellent adaptation to the local context. Local knowledge thus shapes grant-making programs, with different approaches and visions developed across the network.

We will try to bring these visions together in order to learn from the work of different organizations.

World Café is a structured conversation format which facilitates open and meaningful discussions and connects personal ideas with a broader group perspective to access "collective intelligence".

In a café-like atmosphere, participants move from one table to another, each one dealing with a specific theme (design, monitoring, innovation, evaluation, impact), to discuss and expand on the conclusions they draw together.

# Theme A. Leadership



Friday, 6 November, 12:00-13:30

## 1. Collaboration and leadership for local development

A key role for a community foundation is local leadership. Community foundations bring partners together and foster collaboration to identify solutions and pool the resources needed for their application.

YouthBuild Cluj is a pilot program implemented in Cluj Napoca by Habitat for Humanity Cluj and the Cluj Community Foundation, with the help of the nonprofit organization YouthBuild International.

The program helps young job seekers from disadvantaged backgrounds to develop their entrepreneurial spirit and become involved citizens. During four months of classes and activities, with partners and experts from various fields, youngsters are provided with a setting in which they can find the energy to redesign their lives and contribute to their community.

In May 2014, the Odorheiu Secuiesc Community Foundation (OSCF) started a participatory initiative for finding solutions to environmental problems, such as raising awareness of the region's natural values, public and bike transport, waste management, alternative energy.

A group was set up under the name Livable Odorhei. The group continues to be active even today and OSCF has developed and launched an environmental fund to support such initiatives.

During the workshop, we will explore these two case studies, from Cluj and Odorheiu, and we will discuss the advantages and the challenges of the local leader role and collaborative approach.

*Session facilitated by Simona Șerban, Executive Director of Cluj Community Foundation*

# Tema A. Leadership

Friday, 6 November, 15:00-16:15

## 2. Models and techniques for getting to know the community

To make impactful grants, community foundations need to know better the local community they serve.

Community foundations worldwide have developed complex methodologies – such as Vital Signs – or simpler ones, based on storytelling – like Brooklyn Insights.

Models for getting to know local communities have also emerged in Romania.

Besides complex methodologies and research, community foundations explore their communities through their individual funding experiences. During this workshop, we will look at all these models to choose the right one for our local community.

*Session facilitated by Alina Kasprovski, Executive Director of Bucharest Community Foundation*



# Theme A. Leadership

Saturday, 7 November, 10:00-11:30

## 3. An active Board – a crucial step towards mission accomplishment

Exceptional boards are those which create added value for their organizations and have a significant contribution to their mission. Thus, the Board needs to skillfully combine its role of supervisory body, ensuring respect for the principles embraced by the organization, with that of an actor which actively supports the work of the foundation.

Since this is the kind of Board we want for community foundations in Romania, the workshop dedicated to trustees will provide a great setting for learning and exchanging experiences. We will present different models of functional boards from the movement, we will tackle the challenges they face and we will lay the foundations for a peer support community.

*Session facilitated by Ciprian Păiuș, Executive Director of Iași Community Foundation*



# Tema A. Leadership



Saturday, 7 November, 12:00-13:15

## 4. How can we do more with less? Practical examples for increasing organizational efficiency

Since the setting in which Romanian NGOs operate features limited resources for operating expenses and constant pressure for results delivery, efficiency is a key factor for organizational sustainability.

Starting from practical examples, we will find out how community foundations manage to mobilize tens of thousands of people each year to spark changes in their communities, with agile teams of just a few employees and volunteers.

*Session facilitated by Dan Luca, SAM Coaching*

# Theme B. Innovation

Friday, 6 November, 12:00-13:30

## 1. Models for working with donors

When they work with community foundations to establish a new fund, companies look at the added value we can bring.

Do we understand the local community? Do we develop projects with a solid identity? Do we work with community members for impactful grant-making? Do we share powerful stories and validate corporate involvement? What do companies search for and what can foundations offer?

*Session facilitated by Alina Porumb, Community Foundation Program Director, Association for Community Relations*



Friday, 6 November, 15:00-16:15

## 2. Mechanisms for sustainability: Community Card and direct debit

Organizational sustainability requires impactful community program and mechanism development as well as financial consolidation to avoid major fluctuations in funds or activities. Some foundations have already developed relevant solutions like the Community Card and direct debit.

The Community Card is a community marketing mechanism implemented by three of the network's member foundations, which secures significant cash flow for the grant-making operations of the organization.

Iași Business Angels is a direct debit campaign rolled out by the Iași Community Foundation to raise donations for its mission in the form of unrestricted funds that are later invested to ensure organizational development.

*Session facilitated by Ciprian Păiuș, Executive Director of Iași Community Foundation*

# Theme B. Innovation

Saturday, 7 November, 10:00-11:13

## 3. How do we raise the next generation of innovators?

The Științescu Fund, a grant program developed to support STEM education projects, is a thematic fund intended for projects which stir students' passion for science.

The project was developed in partnership with the Romanian American Foundation and – for its pilot edition – with Bucharest, Cluj, Iași and Sibiu Community Foundations.

The workshop explores the experience of the first two community foundations involved in this project – the ones from Bucharest and Sibiu. How do we evaluate the community's potential for getting involved? How do we mobilize local funds? How do we measure the impact? How can this project be scaled up and replicated? How will the future of Romania change if more children are drawn into studying science?

*Session facilitated by Ciprian Ciocan, Executive Director of Sibiu Community Foundation*



# Theme B. Innovation

Saturday, 7 November, 12:00-13:15

## 4. Tools and approaches in the work of community foundations

Community foundations drive positive changes in the community in which they operate, stimulating local participation and cooperation. They raise funds through donations from individuals and companies from a specific geographical area and they gear them towards local philanthropic causes.

During the workshop, we will look into the other tools or approaches community foundations can use for local development, starting from two projects implemented in Cluj and Mureş.

The COM'ON Cluj-Napoca – Youth Participatory Budget Project, initiated by the local PONT Group, is the first youth participatory budgeting process in Romania, based on a competition of original initiatives presented by informal youth groups from Cluj-Napoca.

Following this participatory process, the Municipality of Cluj-Napoca financed the implementation of the projects initiated and voted exclusively by youth as part of the European Youth Capital 2015. The Cluj Community Foundation administers the fund devoted to the participatory budget project.

In 2012, MuresOnBike was launched in Târgu Mureş as a community project fostering urban mobility. A major objective is to increase bicycle traffic and bikers' safety on the road. This project includes two annual critical mass rides, a SkirtBike event and, from August 2015, a road safety education program for bikers – Velo Academy.

The program is coordinated by the Mureş Community Foundation and concentrates the work of several partner organizations: Pro Biciclo Urbo, unDAverde, Special and Mountain Rescuers Association, Focus Eco Center, VEDEM Association.

*Session facilitated by Simona Şerban, Executive Director of Cluj Community Foundation*





# Theme C. Impact

Friday, 6 November, 12:00-13:30

## 1. The portrait of a grant-maker

Grant-making is one of the three main work-streams pursued by a community foundation, but being a local grant-maker comes with a series of challenges.

The workshop is intended for those who are or want to become a grant-making program manager. We will learn from the experience of several organizations and grant-makers and we will try to understand how their mission is reflected in the grant program management practice from different perspectives: national-local, public-private, small-major funding.

Which elements influence an organization's grant-making strategy the most? How do we evaluate grant-making programs? How do we communicate failure? What does innovation mean for grant-making?

*Session facilitated by Mihaela Giurgiu, Community Foundation Program Manager, Association for Community Relations*



# Theme C. Impact

Friday, 6 November, 15:00-16:15

## 2. How do we measure project impact?

As community foundations gain recognition as local project funders in their communities, they need objective tools to measure their impact.

Beyond the number of participants or beneficiaries, do our projects spark positive changes in the community?

Social Return on Investment is a global methodology used to measure project impact in the community.

Applied by public administrations, nonprofit organizations and companies worldwide, the methodology can provide an answer to this question asked by the community, donors or the boards of community foundations.

*Session facilitated by Mihaela Giurgiu, Community Foundation Program Manager, Association for Community Relations*



# Theme C. Impact

Saturday, 7 November, 10:00-11:30

## 3. How do we communicate impact? Opportunities and challenges

How do we communicate the value created by community foundations, donors, and supported projects?

How can we showcase change with stories about community involvement and related results? How can we best use pictures, videos, and other means of presentation? Who from within and outside of the foundation can help us communicate better?

The workshop will explore the key elements of successful communication based on examples from the Romanian community foundation movement and a few international examples.

*Session facilitated by Alina Porumb, Community Foundation Program Director, Association for Community Relations*



# Theme C. Impact



Saturday, 7 November, 12:00-13:15

## C4. Scholarships

Scholarship funds are increasingly relevant to the local communities in which community foundations operate, with a growing number of scholarship holders supported by the movement.

Donors want to give youth the chance to grasp personal and professional development opportunities so that they can reach their potential. Moreover, they see their involvement as an investment in the future of their local communities. They want these youngsters to develop a culture of philanthropy and give back, when the time is right, to the community which has supported them.

In this context, we would like to share with the movement the operating mechanism and characteristics of a scholarship fund as well as innovative approaches to engage scholarship holders and donors.

*Session facilitated by Ciprian Păiuș, Executive Director of Iași Community Foundation*

# Organizers and participants

The conference is co-organized by the Romanian Federation of Community Foundations, the Association for Community Relations and the Sibiu Community Foundation as the host of the event. The conference is held within the project "A Network for Sustainable Communities: The Romanian Federation of Community Foundations" funded by EEA Grants 2009 – 2014 under the NGO Fund in Romania. It is also supported by the partners and donors of the national community foundation program, especially by the C.S. Mott Foundation.

The conference will be attended by the teams of community foundations (boards, executive teams) from Romania and abroad, members of initiative groups for new community foundations, donors, local and national supporters and partners, and international guests.

The conference agenda was drawn up by the organizers within the Conference Planning Committee comprised of:



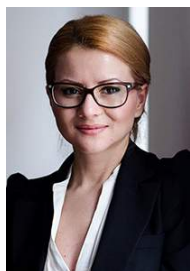
**ROZÁLIA CSÁKI**

*Executive Director of Odorheiu Secuiesc Community Foundation and Conference Program Committee Coordinator on behalf of the Romanian Federation of Community Foundations*



**CIPRIAN CIOCAN**

*Executive Director of Sibiu Community Foundation and delegate of the Romanian Federation of Community Foundations*



**SIMONA ȘERBAN**

*Executive Director of Cluj Community Foundation and delegate of the Romanian Federation of Community Foundations*



**CIPRIAN PĂIUȘ**

*Executive Director of Iași Community Foundation and President of the Romanian Federation of Community Foundations*



**ANA MIRCIOAGĂ**

*Program Assistant, Romanian Federation of Community Foundations*



**ALINA PORUMB**

*Community Foundation Program Director, Association for Community Relations*



**MIHAELA GIURGIU**

*Community Foundation Program Manager, Association for Community Relations*



With the participation of community foundations

