



\$1 Million Raised Three Days Before Year End!

Leveraging the Power of Government Relations to
Increase Revenue for Your Non Profit



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About Me

- Prior to starting my own business, I led the GR department at Indspire. While there, revenue from government grew from approximately \$6M in 2013 to close to \$15M in 2017.
- At Earth Rangers, I secured over \$6M in funding through government sources; and as the Manager of GR for Big Brothers Big Sisters, I secured \$1.5M for in-school mentoring.
- My business develops government funding strategies to help non-profits and private businesses secure government funding.
- My latest obsession is men's boots.

The title of this session – let me explain

- It was March 28....three days before year end for my employer (and the provincial and federal government)
- I received three calls asking me if we could use some of the ministry/department's unspent funds (totaling **\$1,000,000**)...



I said “yes”.

How the *&^%\$ did that happen?

The answer is *government relations*.

The *What, Why, Who, Where* and *How* of Effective Government Relations

This session will answer:

- **What** is government relations?
- **Why** should you practice government relations? What are the benefits?
- **Who** is involved in government relations? Who are the key players?
- **Where** does government relations take place?
- **How** do you “do” government relations to secure funding?

What is Government Relations?

Although there can be many definitions of Government Relations, the one used for the purpose of this presentation is:

*“The process of establishing and maintaining relationships with government to continually demonstrate an organization’s **value proposition**”.*

Value Proposition

A *value proposition* tells government:

- why it should trust your organization to deliver a particular program or service;
- the results your organization has achieved over the years in delivering a program or service;
- the return on investment that your organization offers to government (how it can save tax payer dollars by working with your non-profit)

Simply put, *government relations is about communicating to government what your organization does, how it can help government address a particular issue and why government should work closely with your organization to address and deal with that issue.*

What is *your* Value Proposition?

- What is *your* organization's value proposition?
 - Examples include:
 - Indigenous led
 - National in scope
 - Serve First Nations, Inuit and Metis individuals
 - Track record of success – e.g. 80% success in helping clients find employment

“Since 1985, ABC registered charitable organization has assisted over 10,000 Indigenous women in Ontario improve their labour market readiness with innovative skills training programs. Over 80% of our clients find part-time or full-time work upon completion of their training program”.

Why practice Government Relations?

- Relationship building - getting to personally know the staff at the government agency (it was *me* who received the call about year end funding)
- Having the opportunity to describe the work of your non-profit to the people in charge of **funding** decisions
- Being the non-profit that government thinks of first when developing policy and awarding funding
- Be on the receiving end of calls from government when it is looking to distribute unspent funds!

Relationships increase your chances of funding

Why is Government Relations important to *you*?

- What do you hope to achieve by engaging with government?
 - Funding?
 - Influence public policy?
- Tip - What would you ask government for right now if you had the opportunity?

Who are the key players in government relations?

Inside the Organization

- Smaller organizations - government relations is often the responsibility of the Executive Director, if it is anyone's responsibility at all.
- Medium-sized organizations - government relations is often combined with other roles, such as fundraising or communications.
- Large organizations - will often have one individual whose main job function is government relations. Some large organizations may have a team of GR professionals.

Don't forget to include your Board of Directors

- A well connected board of directors can open many doors, especially to those of legislators and other government representatives.

Who are the key players in government relations? (continued)

Outside the organization

- The elected official – the politician
- Political Staff
 - Chief of Staff – runs the day to day operations of the politician’s office
 - Policy Advisor – provides the politician with policy advice; meets with stakeholders
 - Scheduler – manages the politician’s calendar; schedules meetings
- Public Servants (DM, ADM, Program staff)
 - Public servants can be extremely helpful to an organization when it is dealing with an issue such as changes to rules or regulations that affect the programs or services it delivers or hopes to deliver.

Where does Government Relations take place?

- All three levels of government
 - Municipal, provincial and federal
 - Where does your issue live?
- Lobby Days
 - A day designated by an organization to engage with as many government representatives as possible
- Committees and consultations
 - e.g. pre-budget consultations

How to “do” government relations to secure funding

- Developing a Government Relations and Funding Strategy
 - What do you want funding for?
 - What are government’s priorities?
 - Department/ministry business plans, mandate letters, funding commitments
 - What funding programs exist?
 - Who are the “engagement targets”?
 - Who should you be speaking/collaborating with?

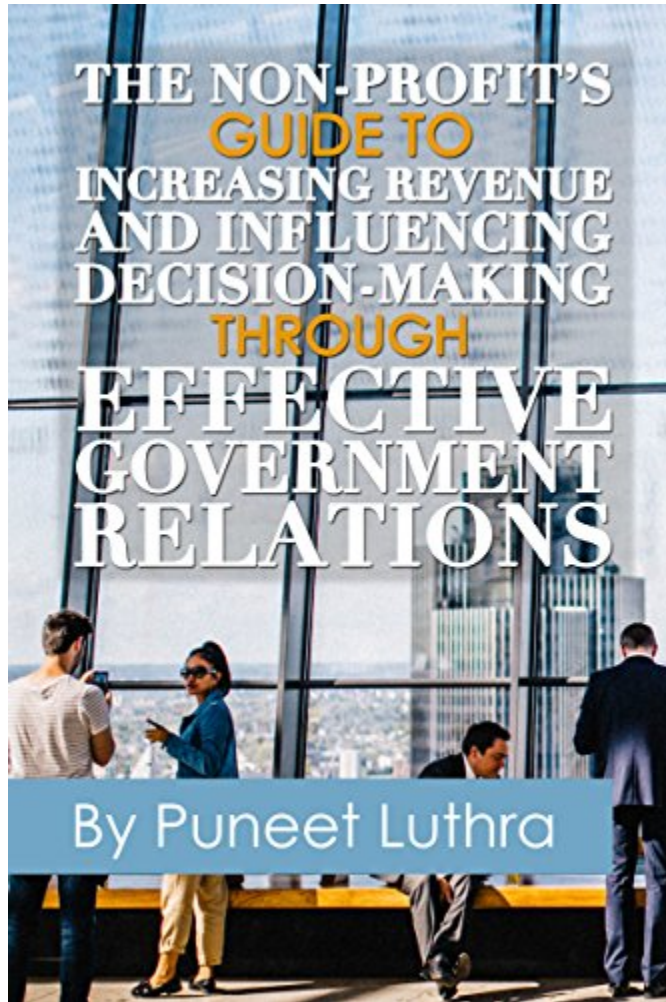
How to “do” government relations to secure funding (continued)



Funding Opportunity Engagement Target	Federal government / National organization	QC	ON	MB	SK	AB
What do you want funding for?	Health Canada (Mandate letter - "advance pan-Canadian collaboration on health innovation to encourage the adoption of digital health technology to improve access, increase efficiency, and improve outcomes for patients")	McGill University Health Centre's Cancer Survivorship Program	Cancer Care Ontario	Healthy Together Now funding program	SK Ministry of Health supports the provincial Prostate Cancer Education Network	Alberta Cancer Foundation and Dr. John Lewis
	Canadian Centre for Applied Research in Cancer Control -research area includes survivorship	McGill University Health Centre Annual Men's Health Awareness Day	Canadian Cancer Survivor Network			Alberta Health Services funds CancerBridges, a province-wide program with a focus on surviving cancer. Through practical, educational presentations for survivors, families and medical professionals, as well as an information-rich website with calendar listings for events across the province and links to survivorship videos.
	CIHR Strategic Plan 2015-2020 - Strategic Priority 2: Health Economics & Health Services Research in Cancer Control -Develop and test optimal models to improve cancer care at the population level across the cancer control continuum, from prevention to survivorship and end-of-life care.					Prostate Cancer Centre (target to deliver TrueNTH); runs the Man Van program
	Canadian Partnership Against Cancer (CPAC) a federally funded independent organization, works with cancer experts, charitable organizations, governments, cancer agencies, national health organizations, patients, survivors and others to implement Canada's cancer control strategy					
	Canadian Cancer Survivor Network - supports the Procure Biobank in Quebec					

Putting it all together

- The previous exercise will allow your organization to determine:
 - Where to focus your government relations efforts (One province? All ten?)
 - Who to speak to (engagement targets)
 - What government is willing to invest in
- Based on the above findings, you will next develop your tactics:
 - Prepare your message
 - Determine who will lead the GR efforts
 - Invest the resources needed – e.g. GR firm, proposal writer, travel expenses



Check out my book at [Amazon.ca](https://www.amazon.ca)!

- *"This is a clear, concise and helpful guide to help get funding from government at any level. It contains sensible and easy to follow advice for success. The author clearly has based this book on his own successful experience and there is no better advice than that which comes directly from experience and success. As a fund development specialist, I highly recommend this book".*
- *"I highly recommend this book for government relations or fundraising professionals in the non-profit sector looking to increase their organization's profile and raise funds. The author shares his expertise in this space, outlining steps for success. I appreciated the real life examples and plan to implement the advice in my career. Great read".*
- *"This is a quick and easy read that provides a practical outline of key government relations functions".*

