

THE ^{Big} SCOOP

What's happening at United Community Services Co-op

#10 – October 20, 2005

The Co-op's AGM (Sept 22nd) felt like a birthday party – time to gather with others of like mind, celebrate the Co-op, and nourish innovation/collaboration. It was our eighth one, and we're happy to share highlights here. Questions? Contact us at info@ucscoop.com or 604-718-8292.

→ Looking Forward by Looking Back

In a provocative AGM Keynote, SPARC's Michael Goldberg named the "utter confusion on the authorities and accountabilities between the federal and provincial governments" as the greatest issue facing our sector. This on the eve of his retirement after almost 35 years in the sector.

He believes progressives in Canada likely still uphold the value of Beveridge's Five Freedoms:

- Freedom from Want – income security
- Freedom from Disease – universal health coverage
- Freedom from Ignorance – public education, including post secondary education
- Freedom from Squalor – affordable housing and community planning
- Freedom from Idleness – full employment

What we don't all agree on is who should do what, and moreover the issues are complex.

If he could name just one principle to guide us, it would be the need for a clear linkage between the authority to act and the accountability to deliver. For more, [click here](#).

→ \$\$\$-SIDE LOOKING GOOD

At the end of our fiscal year (June 30th) we'd doubled fee income (what we earn consulting), we'd doubled grant income and we'd chiseled close to \$5,000 off the Co-op's deficit. Envious financial stats. For the complete picture check out (or request) our Annual Report here.

→ MEMBERSHIP UPDATE

In the past year the Co-op has attracted nine new members to bring our total to 84 (August 31). [Click here](#) for a current list.

Email [Marc Boucher](#) if you can include a Co-op brochure in an upcoming mailing or display.

→ BRANDING THE COMMUNITY SECTOR

Marc Stoiber + Co-op AGM = Lots of energy for branding the community sector.

Marc Stoiber is one of Canada's best and brightest advertising execs, and he's leaving the corporate world to focus his efforts on "making sustainability sexy". BC's environmental movement and the Social Venture Institute have been quick to appreciate his experience, and people at the AGM delighted in Marc as a new ally for the sector.

What does branding the sector mean?

It means gathering lots of information, distilling it into a clear focused essence and blasting that distilled essence out to the world in a myriad of creative ways.

Through a fast-paced one hour version of a two day process, people at the session got an excellent sense of the power of branding. And they wanted more, and were willing to chip in for the costs of taking the next steps to brand the sector as a whole.

Tim Beachy committed to shepherding the process of pulling together a diverse group of ~30 people soon. (Branding is the key strategy identified by the **Being Fierce Together** Working group from the Leading Change event.)

→ DIALOGUE AND CONSULTATION

Imagine Canada, in collaboration with SPARC of BC is hosting a two-part event Nov. 9:

- A dialogue to get feedback on a plan for raising awareness about the role and contribution of Canada's voluntary sector, and
- A discussion on the future direction of the Canada Social Transfer with Peter Bleyer, Interim President of the Canadian Council on Social Development.

Contact Gillian Tong by [email](#) or at 604-718-7751