



CKC FOR CHARITABLE ORGANIZATIONS

WHAT IS CKC?

The Community Knowledge Centre (CKC) is a searchable online resource that showcases charitable organizations working on innovative solutions to our city's most pressing issues. CKC connects donors, community members, policy makers and media to the vibrant nonprofit sector. Through CKC, charitable organizations can inspire citizens to action through compelling stories of impact and encourage investment by providing meaningful ways to contribute.

WHY JOIN CKC?

The Community Knowledge Centre is a reflection of community knowledge the Calgary Foundation has gained over 60 years working with and supporting the charitable sector. The Community Knowledge Centre is informed by Calgary's Vital Signs survey results, community issue research, consultations with community members and Community Knowledge Centre members. Through the CKC process, the Foundation offers free profile creation support through storytelling workshops, online resources and personalized assistance to strengthen the communications and fund development strategies of member organizations. CKC provides Calgarians with a deeper understanding of the unique work of charitable organizations through stories of impact and opportunities to make meaningful contributions.

TO INFORM: CKC informs Calgarians who care about the work of your organization and provides detailed information on how to best support your efforts in the community.

TO INSPIRE: CKC is a searchable resource for donors to find organizations that fit their philanthropic goals. Show your work through compelling stories of impact to instigate action

TO INVEST: CKC showcases ways to invest in your organization through donations, volunteering or other opportunities. Donations can be directed straight to the donor's charity of choice.

HOW TO JOIN CKC

- 1) **Submit an Expression of Interest (EOI):** Complete and submit to ckc@calgaryfoundation.org.
- 2) **Develop your Profile Template:** Develop your future CKC profile and submit to ckc@calgaryfoundation.org for review by the CKC team.
- 3) **CKC Account Set-up:** Account set-up, management instructions and individual feedback from a CKC team member.
- 4) **Refine and Publish:** CKC staff work with you to refine and publish your profile.
- 5) **Recognize your membership:** Recognize your CKC membership on your website and social media channels with this logo:



For more information about CKC, please visit the “For Charities” section on ckc.calgaryfoundation.org or contact Emily Nachtigall at CKC@calgaryfoundation.org or 403 802 7308.



CKC MEMBER TESTIMONIALS

CALGARY HORTICULTURAL SOCIETY

“It can be difficult to tell your story when working in a small, busy, non-profit organization. Limited resources necessitate focusing inward at program funding, objectives, outcomes and personnel. Working with CKC opened my eyes to the need to find magic in the reason we exist (why I believe in the society) and the importance of looking outward and sharing our story. We do change lives: one seed at a time.”

Colleen McCracken, Executive Director

WOMEN'S CENTRE OF CALGARY

“CKC has been a great resource for the Women's Centre of Calgary. We've connected with new volunteers, donors, and friends in the community thanks to this easy-to-navigate resource. Earlier this year, Magic Tours and Travel found us on CKC and hosted a benefit concert! It was a fantastic way to meet our neighbours and raise much-needed funds.”

Sarelle Azuelos, Communications Coordinator

YELLOWSTONE TO YUKON CONSERVATION INITIATIVE FOUNDATION (Y2Y)

“CKC is an inspiring, accessible and vibrant way to showcase both our aspirations and our achievements as a community, and to highlight the special contribution each charity brings. As an innovative, big-picture environmental organization with collaboration at the heart of our work, we love being able to tell our unique story and reach out to more potential partners through CKC.”

Wendy Francis, President

CANMORE MUSEUM

“The Canmore Museum believes that CKC is a wonderful vehicle for showcasing the activities of community minded organisations in the Calgary region. High quality information about many vital social organizations in our society is available in one place, enabling people to make informed decisions about which section of society they wish to support.”

Andrew Holder, Board President

YMCA CALGARY

“As a charity operating for over 113 years, YMCA Calgary is always looking for unique and innovative ways to talk about our three impact areas: the health and wellness of children, youth and adults, community-building and leadership development. CKC gives us a direct, powerful and user-friendly opportunity to share the YMCA story.”

Ken Lima-Coelho, Vice President, Marketing and Communications