

## Introduction to the Not-For-Profit Sector

NTPT6201

### Course Outline

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**Description:** The course will introduce general and specific components of the sector, a Not-For-Profit (NFP), challenges, issues, opportunities, and role in our community. Creating an understanding of a 'culture of philanthropy', this interactive two-day course will ready participants for the road ahead. Tools and techniques, volunteerism, corporate community interests, communications, boards, and fundraising fundamentals will be explored.

The course will be presented in a series of workshops, interactive discussion groups, Q & A's and lecture style sessions. It is intended that participants will bring their own experiences, opinions and perspectives to class and benefit from the skills and backgrounds of each other, as well as from the instructor and a series of guest speakers.

**Course Goals:** To create an understanding and knowledge of the basic foundation of the NFP sector. Challenges and opportunities will be explored.

**Course Objectives:** To explore the NFP organization, governance models, fund development programs and planning matters involved in day-to-day management.

### Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

### Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct:

<http://www.uwo.ca/univsec/board/code.pdf>

# Western Continuing Studies

## Course Schedule:

### Day 1 Agenda

9:00 to 9:30 am	Welcome and Introductions <ul style="list-style-type: none"><li>• Introductions and Logistics</li><li>• Facility &amp; Course Content Overview</li><li>• Approach and Objectives</li></ul>
9:30 to 10:00 am	What is a Not-For-Profit? <ul style="list-style-type: none"><li>• Definition</li><li>• Examples</li><li>• Charity and NFPs</li><li>• Incorporated and Unincorporated</li><li>• Who owns a NFP?</li><li>• How is a NFP different from a for profit organization?</li></ul>
10:00 to 11:00 am	Guest Speaker: TBD NFP and their role in London and Canada
11:00 to 11:15 am	Break
11:15 to 12:00 pm	NFP Sector in Canada and Ontario <ul style="list-style-type: none"><li>• Overview of sector as a whole, including numbers, economic impact, service categories, ranking in the world, roles in our communities</li></ul>
12:00 to 1:00 pm	Lunch Break
1:00 to 2:30 pm	Governance and Organization of NFPs <ul style="list-style-type: none"><li>• Boards</li><li>• Committees</li><li>• Members</li><li>• Staff</li><li>• Volunteers</li></ul>
2:30 to 2:45 pm	Break
2:45 to 3:45 pm	Strategic Planning for NFPs <ul style="list-style-type: none"><li>• Definition and importance</li><li>• Guest Speaker: TBD</li></ul>
3:45 to 4:00 pm	Wrap-Up and Questions

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## Day 2 Agenda

- 9:00 am to 10:30 Funding of NFPs: An Overview
- Sources of revenue and business approaches
  - Corporate Social Philanthropy
  - A culture of Philanthropy
- 10:30 am to 10:45 Break
- 10:45 am to 12:00 Guest Speaker: TBD  
Funding of NFPs
- 12:00 to 1:00 pm Lunch
- 1:00 to 2:15 pm Communications and Volunteers
- The role of communications
  - The role of volunteers
  
  - Guest Speaker: TBD - “Communications for a NFP”
- 2:15 pm to 2:30 Break
- 2:30 pm to 3:30 Issues, Challenges and Opportunities for NFPs
- Efficacy
  - Relevance
  - Workload
  - Image and Perception
  - Sustainability
- 3:30 pm to 4:00 Wrap-Up/Questions and Evaluation

## **Evaluation Method:**

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
  - a. The course content was relevant and valuable.
  - b. The instructor conducted class sessions in an organized, well-planned manner.
  - c. The instructor explained concepts clearly.
  - d. The instructor displayed enthusiasm and energy in conducting class sessions.
  - e. The instructor made me feel comfortable in the learning environment.
  - f. The instructor encouraged my participation and interaction.