



CANADIAN COUNCIL *of* CHRISTIAN CHARITIES
ADVANCING MINISTRY TOGETHER

Effectiveness Trends in Canada

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Three Ways to be Effective

1. Reduce non-program costs
2. Meet minimum standards
3. Good deeds, not charitable deeds





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Reduce Non-Program Costs

- Pay & Perks
 - Bill C-470 – CDN \$250,000 cap on salaries
- Obsession with administrative & fundraising
- “Pushback” against a pure ratio approach
 - Blogs, etc.
 - Globe and Mail May 10, 2010 - education
 - Charity Intelligence Canada – nuanced

analysis



Meet Minimum Standards

- Program standards
- Funder standards
- Charity standards



Good Deeds, Not Charitable Deeds

- Some find charity law too restrictive and that it hampers effectiveness, so they avoid charity altogether
 - Social Enterprise
 - Social Media



Where to?

- Outcomes rather than outputs
- Effectiveness rather than activity
- Efficiency of effective outcomes rather than financial efficiency alone
- Democratization of good deeds



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