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Alcohol Policy **UPDATE**

A Quarterly Newsletter
of the Alcohol Policy Network

Feel free to copy & distribute
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Getting to where you want to go:

Fundraising For a Change

For many of us fundraising is a huge challenge. Over the summer, APN was busy putting together a new *Directory of Potential Funding Sources for Substance Abuse and Injury Prevention Projects in Ontario*. The 76-page resource contains an annotated list of over 150 funders including corporations, private and community foundations, service clubs and government funding sources. It will be distributed free of charge to public health units and selected health and safety groups across the province in October. Another 100 copies will be sold for \$12 each on a first-come, first served basis. Below is an excerpt drawn from the introduction. For additional info or a copy of the order form, visit APOLNET at www.apolnet.web.net.

Before approaching a funder, please consider the following questions:

- *Your project.* What do you want to accomplish? What activities/milestones will get you there? Who else is doing this work? How will you reduce overlap/duplication? How will you promote information-sharing and collaboration while maximizing impact? What human, financial etc. resources will you need? What parts of the project may require external support? What kind of support (money, donated goods or services, volunteer or paid staff, access to networks, etc.) would be useful? What policies/procedures do you need to review/develop before proceeding? How will you ensure the project's integrity is maintained and its outcomes sustained beyond the funding period?
- *Your fundraising strategy.* Who might be interested in partnering with you? How will you make your pitch/demonstrate relevance/value? Does your project meet the funding criteria? Are you able to comply with the funding process/timetable? What are the costs/benefits of partnership? Who will champion your cause in the initial stages? In the long run? Who will actually manage/implement your fundraising strategy?

Fundraising is tough work. To improve the odds of success, we encourage you to:

- *Do some research.* Don't send all prospective funders a form letter. You will be wasting time — not to mention goodwill. Read up on the funder, their criteria, the approval process, funding available and application deadline. Many have this information on their web sites or company brochures. Most are also quite specific about the kinds of activities (eg., conferences, advocacy) or groups (eg. unregistered charities, unincorporated groups) they *won't fund*. As well, many want to know about your organization's fiscal health, reputation, community links and experience in delivering effective programs and services. Be sure to include all the required information and to address it to the right person/department.
- *Pitch your idea* through a short letter before devoting a lot of time to developing a longer proposal that is unlikely to be funded. This will save time if, for example, the organization does not fund the kinds of activities your are proposing or has no money left to allocate. It may also help you to be more creative and persuasive when developing the full-length proposal.
- *Use your networks.* Many companies consider individual employee volunteer interests and recommendations when making funding decisions. Build relationships with people in organizations that you may be targeting for funding. Whenever possible use your networks to champion your idea or even to make the initial pitch.
- *Manage the funding relationship carefully.* Relationships between community groups and funders (and sometimes among partners that have banded together to request funding) can sometimes be soured by poor communication and/or opposing, unrealistic or unclear expectations. Take the time to clarify roles and responsibilities at key stages in your fundraising campaign and project implementation. Develop a mechanism to resolve conflicts in case the project's integrity is ever threatened. Allocate time to maintaining the lines of communication open and dealing with problems as they arise.

On the next page are a few general resources that may be helpful in planning your fundraising strategy or new project. *Good luck!*

Fundraising Resources

Charity Village

Web: www.charityvillage.com

Excellent source of info for Canadian non-profits. Web site organized around village concept. Contains wide selection of resources on fundraising, corporate-non-profit relationships, working with volunteers, etc. Section on funding sources definitely worth a visit. Also worth a look is the **Canadian Centre on Substance Abuse's** Grants and Funding Sources Database at www.ccsa.ca/grants/grantsdb.htm.

Canadian Centre for Philanthropy

Phone: 416-597-2293 Fax: 416-597-2294

Email: general@ccp.ca Web: www.ccp.ca

Canada's premier source of fundraising info. Publishes numerous resources including the *Canadian Directory to Foundations and Grants* also accessible on-line for a fee and in many public libraries free of charge. Searchable web site contains hundreds of articles and links on proposal writing, non-profit management and governance, etc. Some resources available in French. Also of interest are the *Grant Foundations Guide (2000)*, *Ontario Government Programs Guide (1999)*, and *Guide to Granting Corporations*, sold as a set by the **Canadian Information Source**. \$127.93 To order call 800-559-4544 ext. 102.

Health Canada

Web: www.hc-sc.gc.ca

If seeking funding for resource materials, check out the Health Canada web site. Thousands of resources including two must-read articles: *How does literacy affect the health of Canadians: A Profile Paper* and *Plain language health information: What does it look like?* Those with limited web access may order the free best-selling booklet *Plain Language: Clear and Simple*. To order call 1-888-566-6660 or 819-956-4800. Also highly recommended is the *Guide to Project Evaluation: A Participatory Approach* found at www.hc-sc.gc.ca/hppb/phdd/guide. Finally, check out *Effective Partnerships with Corporate Canada: Policy Framework, Tools and Methods*, a downloadable article that may shed some clarity on the benefits and pitfalls of corporate sponsorship. To view go to www.hc-sc.gc.ca/hppb/socialmarketing/effective_partnerships/index.html.

Further info on corporate social responsibility is available on the **Conference Board of Canada** web site, www2.conferenceboard.ca/ccbc and in the *Alcohol Advertising Action Pack* posted on APOLNET by the Association to Reduce Alcohol Promotion in Ontario.

The Foundation Centre

Web: www.foundationcenter.org

US site with links, news, online training and research related to non-profits. Searchable online library full of useful info on proposal writing. Prospect worksheet available for those seeking out additional sources of funding. Annotated links can also be found at www.proposalwriter.com, a site hosted by a private US consultant who specializes in – what else? – proposal writing. On the Canadian front, **Ketchum Fundraising Counsel**, a leading fundraising consulting company, has a useful list of things donors look for when reviewing a case for support. To view, visit its bilingual web site at www.ketchumcanada.com.

Ontario Ministry of Agriculture, Food and Rural Affairs

Tel: 905-562-414 or 800-263-2481

Fax: 905-562-5933

Web: www.gov.on.ca/OMAFRA/english/offices/ouroffices.htm

OMAFRA has developed a number of practical low-literacy factsheets on various aspects of organizational, group and personal development. Although many are out of print, they can still be accessed online at www.gov.on.ca/OMAFRA/english/rural/facts/factshts.htm. OMAFRA also recently developed a 1-day **Proposal Writing Workshop**. The next one will take place **Wednesday, October 6** in Port Colborne. \$45 early bird registration fee, \$55 after Sept 15. For more info contact Bev Brown, Rural Community Advisor, Email: bbrown@omafra.gov.on.ca.

Revenue Canada

Web: www.rc.gc.ca/menu/EmenuZZZ.html

Bilingual info on charitable donations and gifts, registering a charity, etc. Searchable database of 76,000 Canadian charities will be online soon. If considering incorporating your group or applying for charitable status, check out the *Not-for-Profit Incorporator's Handbook* produced by the Ontario government. It's posted online at www.attorneygeneral.jus.gov.on.ca/nfpinc/index.htm. Hard copy can also be ordered from Publications Ontario, 800-668-9938 or 416-326-5300.

The Trauma Foundation

Web: www.tf.org

US organization committed to reducing injuries/injury deaths by focusing on policy development and advocacy. The Alcohol-related Injury and Violence Prevention Project and Center on Alcohol Advertising, explore the relationship between substance abuse and injury prevention. Comprehensive website is an excellent resource for those trying to promote closer linkages between the two fields. For Canadian resources see Health Canada's site. Particularly recommended is *Working Paper: Safety and Safety Promotion: Conceptual and Operational Aspects* found at hwcweb.hwc.ca/hpb/lcdc/publicat/cdic/cdic184/cd184f_e.html.

CERIS-Joint Centre of Excellence for Research on Immigration and Settlement

Tel: 416-946-3110 Fax: 416-971-3094

Email: ceris.office@utoronto.ca

Web: www.ceris.metropolis.net

Those seeking funding for initiatives targeting minority and newcomer communities may want to browse through the CERIS hotlinks or list of holdings at www.ceris.metropolis.net/research-policy/research_content/holdings_990607.htm. Also recommended is Citizenship and Immigration Canada's publication, *A Workbook for Community Planning: helping communities work together to help newcomers* posted online at cicnet.ci.gc.ca/english/newcomer/workbook/wbk-toce.html.

Centre for Addiction & Mental Health - Addiction Research Foundation Division

Web: www.arf.org, www.camh.net, sano.arf.org

Most funders look favourably on proposals that complement and build on initiatives already under way. Before submitting a funding proposal you may want to get in touch with your local CAMH-ARF Community Programs office or its Social Evaluation and Research Dept. in London or Toronto to find out about related programming or research initiatives in your area. You may also want to connect with the **Ontario Prevention Clearinghouse**, 416-408-2121, or the **Health Communication Unit**, 416-978-0522, for technical assistance with your project.

Round Up

Feds pass drinking and driving legislation

On June 17, Bill C-82, *An Act to amend the Criminal Code (impaired driving and related matters)* received Royal Assent. The act strengthens the *Criminal Code* sections dealing with impaired driving. It was passed without the controversial clause that would subject those convicted of impaired driving causing death to an automatic life sentence. The clause was re-introduced as a separate bill, C-87, on June 10. For more info call Susan Baldwin, 613-943-9484.

Workplace drug testing put to the test

On May 4, the Ontario Labour Relations Board unanimously upheld a grievance lodged by the International Union of Operating Engineers against mandatory workplace alcohol/other drug testing at Sarnia Cranes. For details contact Ken Lew, Labour Relations Manager, Local 793, 416-425-8710. For background info see the newly updated APOLNET Action Pack on Workplace Alcohol Policies.

Home hosting cases before the courts

Two Burlington families are seeking more than \$20-million from several home hosts and a bar operator for allegedly serving alcohol to 18 year-old David Campbell who was later involved in a fatal car crash that killed him and 28-year old Rod McGraw, and permanently disabled Scott Dryden. Stay tuned for details. Meanwhile the Hastings & Prince Edward Counties Health Unit recently put together a Party Planning Kit to promote responsible home hosting. For a list of the kit's contents contact the Belleville office at 613-966-5500. For background info on home hosting liability, check out MADD Canada's recently updated brochure *Being Sued Can Ruin a Good Party* available online at www.madd.ca/library/sued.htm.

Stay tuned...

Stay tuned for legislative updates in the next issue of APU.

Research Corner

Below are articles culled from recent issues of alcohol-related journals. For copies or to borrow a journal, contact the CAMH-ARF Library, Tel: 416-595-6144, Fax: 416-595-6601, Email: isd@arf.org. For links to the abstracts, visit APOLNET, www.apolnet.web.net/resources/resources.html.

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Everett, SA, R Lowry, LR Cohen, AM Dellinger. *Unsafe motor vehicle practices among substance-using college students*. **Accident Analysis and Prevention**, Volume 31, Issue 6, Sept 1999:667-673.

Hawks, David. *Not much to ask for, really! The introduction of standard drink labelling in Australia*. **Addiction**, Volume 94 Number 6 June 1999:801-812.

Her, Minghao, Norman Giesbrecht, Robin Room and Jürgen Rehm. *Privatizing alcohol sales and alcohol consumption: evidence and implications*. **Addiction**, Volume 94, Number 8, August 1999:1125-1140. Commentaries by international experts, 1141-1154.

Herring, Rachel and Betsy Thom. *Resisting the 'gaze'?: nurses' perceptions of the role of accident and emergency departments in responding to alcohol-related attendances*. **Critical Public Health**, Volume 9 Number 2 June 1999, 135-

Jonah, B, L Yuen, E Au-Yueng, D Paterson, N Dawson, et al. *Front-line police officers' practices, perceptions and attitudes about the enforcement of impaired driving laws in Canada*. **Accident Analysis and Prevention**, Volume 31, Issue 5, Jul 1999:421-443.

Mäkelä, Pia. *Alcohol-related mortality as a function of socio-economic status*. **Addiction**, Volume 94, Number 6, June 1999:867-886.

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Rehm, Jürgen and Gerhard Gmel. *Patterns of alcohol consumption and social consequences. Results from an eight-year follow-up study in Switzerland*. **Addiction**, Volume 94, Number 6, June 1999:899-912.

Rosow, Ingeborg, Anders Romelsjö & Håkan Leifman. *Alcohol abuse and suicidal behavior in young and middle aged men: differentiating between attempted and completed suicide*. **Addiction**, Volume 94, Number 8, August 1999:1199-1209.

Taylor, Jenny, Naomi Fulop & John Green. *Drink, illicit drugs and unsafe sex in women*. **Addiction**, Volume 94, Number 8, August 1999:1209-1124

Wells, S and S Macdonald. *The relationship between alcohol consumption patterns and car, work, sports and home accidents for different age groups*. **Accident Analysis and Prevention**, Volume 31, Issue 6, September 1999:663-665.

