

# Leadership Wood Buffalo Request for Community Action Project Submissions

## About Leadership Wood Buffalo

Leadership Wood Buffalo is a community leadership development program offered through FuseSocial. The program is designed to help emerging leaders in Wood Buffalo discover and develop their leadership strengths and equip them with practical tools for understanding the dynamics of working within their community. We also strive to connect the participants with a network of other community leaders who are working towards a healthier and more vibrant community.

Leadership Wood Buffalo is entering its 16th year in 2022-2023 and has graduated over 260 community leaders. Our program offers an experiential, hands-on approach, designed to explore and develop leadership capacity within the context of existing community issues in the municipality of Wood Buffalo.

Each year we select a group of emerging leaders from multiple sectors and many diverse social backgrounds. By helping people understand different perspectives, working styles, and collaboration approaches, the real-world conditions of community leadership is reflected.

## What is a Leadership Wood Buffalo Community Action Project (CAP)?

The Community Action Project is a key component of the Leadership Wood Buffalo learning experience. In essence, it is an action-learning process that provides participants with a unique opportunity to develop their leadership skills by working on a real-life community issue in partnership with a local community organization.

Each year the Leadership Wood Buffalo cohort divides into 3-5 working groups of 3-6 people per group. Each group chooses a community-based project to work on for the duration of their 7 months together. Projects are selected based on:

- Passion for improving certain areas in the community
- Service offerings that do not currently exist in the community
- Service offerings that exist but could use improvement
- Social innovation- new social practices that aim to meet social needs in a better way than the existing solutions
- Urgent needs that have arisen in recent times that need immediate attention

Once a group has selected a Community Action Project, they then connect with relevant agencies and/or organizations to obtain further information and create a clear path forward for the next 7 months. In this stage, the group will identify what may already exist to avoid duplication of work. The group may decide to work directly with an agency on the project or simply use the agency as a resource moving forward.

We have seen the greatest success when groups are working on projects that are rewarding, fulfilling, and greatly contribute to the agency and community in an impactful way. Because participants may not be familiar with all the work happening in the social profit sector, sometimes projects are created that duplicate what agencies are already doing. That is why your request for a project is extremely beneficial. We want to allocate resources in the best way possible.

The project group is responsible for creating a plan of action with timelines and deliverables and adjusting those timelines and deliverables if unexpected obstacles occur during the learning journey.

Projects run from September-April each year. After graduation in April, participants are not required to continue working on their projects, so the work must be completed at this time or handed over to an agency who has agreed to further the work. Some participants may choose to continue their project work, but this is not a requirement.

There is no cost to your agency to submit a proposal or if your project proposal is matched with a group. However, if there are costs associated with the project, it is up to the agency and the project group to identify how the funding required will be secured.

The relationship between the partner agency and CAP group will be at the discretion of the CAP group. FuseSocial will not be monitoring this relationship.

#### **What a Community Action Project Is:**

- Project work.
- A new idea that does not already exist and needs to be conceived and brought to life.
- An existing program or service that is not currently working and needs to be adjusted.
- A project that will fit within the organizational plan and is sustainable by the agency.
- Work that can be completed in the 7-month period. However, exceptions can be made if a solid sustainability plan is in place for after the 7-month period.

### What a Community Action Project Is Not:

- A grant. There is no funding attached to these project groups. If your project requires funding, it will be the responsibility of your agency to secure.
- A free source of labor. While the participants do work on the project free of charge, they will be choosing the projects based on a match of community needs and interest in the work.
- A general fundraising initiative. Many of our participants are thought leaders, wishing to bring new ideas that have not been tested before.
- Day to day operational work that the agency is already doing.

### Examples of Past Community Action Projects

- **Social Asset Sharing System (SASS)**- an online hub for sharing physical assets among social profit agencies to save costs.
- **Mental Health Directory**- one stop, online location to find the right mental health resource for you or someone you know.
- **TEDx Fort McMurray** - This group worked with TEDx and created an organizing committee (which consisted of the 5 members of their LWB team plus 3 additional outside members). The event was held with success with 11 local speakers.
- **MACOY (Mayors Advisory Council on Youth) Mentorship** – Awareness campaign with youth to support Canadian Mental Health Awareness and mental health faced by young people.
- **Heart of Wood Buffalo Leadership Awards** – This group collaborated with Social Prosperity Wood Buffalo to create and produce the Heart of Wood Buffalo Leadership Awards, an annual event that recognizes the invaluable contributions to the visionary, passionate, hardworking, and committed people, and organizations in the non-profit sector in Wood Buffalo.
- **Re-Branding Centre of Hope** - This group led an experiential learning day for their cohort and worked with the Centre of Hope to rebrand within the community via a marketing campaign.
- **Social Inclusion of Temporary Foreign Workers** - This group worked with a focus group of Temporary Foreign Workers to understand the struggles and issues that they deal with in our country. The group was then a part of a panel discussion for the remaining LWB participants to understand how they can support TFWs within our community.
- **Safety City Feasibility Study** – Participants constructed a “Safe City” idea that would improve the health and safety of the region by providing educational programs, training facilities, safety resources and professional expertise to educators, residents, and visitors within the RMWB.

## Benefits of Submitting a Proposal

If your project proposal is a match with one of our groups, you will have the opportunity to work with experienced professionals in the community who will dedicate time and expertise to bring this project to life. Their time will come at no cost to your organization. This project and your agency will also get exposure because the graduates are required to present all their work to the community before they graduate. We will also invite organizations who project was selected to speak at the presentations about the benefits that this project has on the community.

Our participants represent a wide range of diversity. They are employed in various sectors such as oil and gas, social profit, government, education, health care, large and small business, etc. The project groups contain vast amounts of expertise, experience, and diversity of thought.

Whether your project is matched or not, by submitting a proposal your agency will gain exposure to a network of people who may not already know about the great work you do in the community or the issues you are struggling with.

## Request for Proposals from Agencies

If your registered, non-profit agency has a project that could benefit from a group of passionate, skilled, diverse professionals in our community, we would like to hear from you. Please provide a description of the work you need assistance with. We will present your project to our cohort in August/September 2022. If a group is interested in this work, they will reach out to you to learn more about getting involved. **Please note:** There is no guarantee your project will be a match for a group.

You will find further details on timelines for this application process below.

### Some things to keep in mind about the cohort members:

- Each participant commits to 30 hours of work on their project over the 7-month period. This includes the time they spend meeting with their project team regularly.
- Once the Leadership Wood Buffalo program finishes for the year, members are not required to progress project work further. Members may choose to continue to work on the project after the program is over however this is not guaranteed. It is important for your agency to have a sustainability plan in place if further work is required.
- Participants in the program are experienced professionals with diverse backgrounds, skillsets, and networks. Cohort members are eager, ready, and willing to engage in a project that is going to both challenge and inspire them to grow.

## Submission Requirements

Please provide the following details in your submission:

- 1) **Description of your agency.** This is an opportunity to talk about your mission, vision, and values; not just what you do, but why you do it. There are agencies in our community doing fantastic work that many people are not aware of. This is your chance to brag and get noticed!
- 2) **Description of the problem or issue at hand and the impact it has on our community. Please provide resources that highlight the need for support.**
- 3) **Description of the work required.**
- 4) **Reasons why your agency needs some assistance.**
- 5) **Agency Support and Capacity-** Is the agency willing and able to commit resources and work together for the duration of the project or will the participants work independently? Who will be the point of contact at the agency?
- 6) **Measuring Success** - At the end of the 7-months, what does your agency wish to receive from the project group? What specific deliverables are being requested?
- 7) **Sustainability** - What happens after the project is over? What is the project's sustainability plan? Who continues the work if there is still work left to be done? Does the agency have the resources to implement the project deliverables into the day-to-day operations?
- 8) **Accountability** - Will there be a reporting structure between the agency and the project group? Who reports to whom? What happens if the agency or the project group is not upholding their obligations to the work? How will mismatched expectations be avoided or addressed if they occur?
- 9) **Contact information-** Who can FuseSocial contact if we have questions.
- 10) **Please ensure you are working with individuals from the same walk of life and lived experience before submitting your proposal. Please provide contact information that we may reference.** For example, if your proposed project goes to support indigenous peoples, how are you ensuring the project is for indigenous by indigenous. Which local nation are you partnering with or consulting with?

Please be thorough but concise and limit your proposal submission to 3 pages or less.

## Next Steps

If you have questions to determine if a Community Action Project is right for your agency, please reach out to Jenna Fewer, Leadership Coordinator, at FuseSocial.  
jenna.fewer@fusesocial.ca

On July 6<sup>th</sup>, FuseSocial will host a virtual information session for any interested agencies to bring their ideas and questions and to receive feedback about the CAPs. Any questions received up until that point will be shared and answered for those in attendance. This meeting will be optional and will provide an opportunity for open discussion about the program and the projects.

### Key Dates:

**Deadline for agencies to submit questions (if applicable):** July 4<sup>th</sup>, 2022

**Optional Question and Answer session via video conference:** July 6<sup>th</sup>, 2022  
1:00pm-2:00pm

<https://us02web.zoom.us/j/83109926938?pwd=dUVzd1RsUzVoNXl5Wld4N1dRcFpwZz09>

**Deadline for proposal submissions to FuseSocial:** July 8<sup>th</sup>, 2022

**FuseSocial to respond to agencies with clarifying questions (if applicable):** August 5<sup>th</sup>, 2022

**FuseSocial to send project details to new LWB participants:** September 2<sup>nd</sup>, 2022

**FuseSocial to inform agencies whose projects were not a match:** Sept 30, 2022

**Agencies to provide FuseSocial a testimonial** April 7<sup>th</sup>, 2023

## Contact Information

All questions and submissions can be directed to Jenna Fewer, Leadership Coordinator at FuseSocial.  
jenna.fewer@fusesocial.ca  
15875707072

For more information on the Leadership Wood Buffalo program, please visit our website:

<https://fusesocial.ca/leadership-wood-buffalo/>