

For Immediate Release

Annual General Meeting Addresses Future Trends of the Not-for-Profit Sector

April 14th, 2010 – Calgary, AB – In this economic climate, transformation for non-profits it is not an option. United Way hosted its Annual General meeting today and as part of it welcomed keynote speaker Brent Copen, a Senior Manager at La Piana Consulting in the United States. La Piana Consulting created the Convergence Report, which explores new strategies to help non-profits succeed.

“As we emerge from this recession, we have to look at things differently and explore new ways of engaging the community and making a difference,” says Ruth Ramsden-Wood, President of United Way.

“United Way brought Brent here for the community and for us to learn about these emerging trends, so we can adapt them into our work,” she says.

La Piana Consulting launched its research initiative “NonprofitNext” in December 2008. The Convergence Report was created from the research conducted and highlights ways for non-profits to shape their futures.

The Convergence Report has documented five emerging trends that are changing the way we’re working, including:

- Demographic shifts,
- Technological advances,
- Expand networks to reach out to more individuals and organizations,
- Civic engagement and volunteerism is on the rise, and
- Be creative in considering and pursuing new partnerships within different business sectors.

United Way is taking a close look at these trends; it is engaging the next generation with its 23-35 initiative that focuses on involvement within the “23-35” age demographic; it has created and is expanding its online presence through social media tools; and it is building its volunteer capacity by creating highly skilled volunteer positions to help us have the greatest impact on our community.

For more information on United Way’s efforts in the community log onto:

www.calgaryunitedway.org

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