

Linking Communities

The Ottawa Community Economic Development Network Newsletter
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NEW LOOK FOR OTTAWA CED NETWORK

New logo, new website

Ottawa CED Network (OCEDN) has a new logo and a newly-launched website. The Network's new logo features an eye-catching sequence of arrows. "CED is about alternatives to the traditional job economy. CED is very innovative, it is going in new and different directions," explains Lisa Jayne, OCEDN Coordinator. The OCEDN's new website (www.ced-dec-ott.net), unveiled this week, features the new logo and an improved interface.

The website is the place to learn about Community Economic Development initiatives in Ottawa. "One of the central mandates of the OCEDN is to promote community economic development in Ottawa. In this age of information technology, a website is one of the most effective ways to reach people," says Jayne. "We certainly feel very fortunate that Sylvia McConnell of *Webview Designs* has helped us out so much. We contracted her to design the logo...but then she donated her time to redesign our whole website!"



The new OCEDN site features web resources on a wide range of topics, including Asset-Based Community Development (ABCD), Community Economic Development (CED) and Corporate Social Responsibility (CSR).

Visitors to the site can sign up for a free membership so that they can directly benefit from quick access to information, expertise and resources about community economic development and regular newsletter and list-serve updates. Visitors can also subscribe to the newsletter. Visit Ottawa CED Network's new site at www.ced-dec-ott.net today!



— Contributed by Lisa Jayne, Coordinator, Ottawa CED Network

Peer-to-peer learning through the Ottawa CED Network is a great way to share ideas, experiences and successes.



EVALUATION REPORT COMMENDS PROGRESS OF OTTAWA CED NETWORK

“...OCEDN has made significant progress over the past few years. The Network and the SPC are playing a key role in supporting local CED organizations in the Ottawa area.”

Doug Kane and Brenda Richardson, New Economy Development Group Inc.

Created in the fall of 1999, the Ottawa Community Economic Development Network (OCEDN) is close to celebrating its 6th anniversary. The OCEDN emerged as a result of community involvement with the Social Planning Council of Ottawa (SPC) and the Task Force on Employment. OCEDN aims to support and service the needs of Community Economic Development (CED) practitioners and stimulate the growth of CED activity in Ottawa. In July of 2004, the New Economy Development Group released a Formative Evaluation Report. The report gauges the effectiveness of the OCEDN and its capacity to meet the expectations of its members and funders.

The report's findings were based on information gathered through focus groups and in-depth interviews with OCEDN stakeholders, including OCEDN members, funders, community representatives, and OCEDN steering committee members. Other sources of information included the Toronto CED Learning Network and feedback from participants of the Asset-Based Community Development (ABCD) Conference.

Overall, respondents were quite satisfied with the OCEDN's ability to assist them. However participants and the evaluation team made the following recommendations as to how to improve the Network:

- Focus on a smaller set of measurable objectives which will address the priority needs of the CED community.
- Develop a more structured form of leadership and governance.
- Expand the OCEDN's membership base to include potential volunteers.
- Initiate contact and follow up with volunteers and corporate businesses who attended the ABCD conference.

- Review the organizational structure of the OCEDN and its relationship to the Social Planning Council (SPC).
- Develop linkages with other Canadian CED Networks.

In summary, the report recommends that the Network's executive and its members reach a consensus on the future direction and form of the organization. The Network needs to redefine its governance structure and review its goals and objectives based on the interests, expectations and contributions of its members. Once these recommendations are duly considered, the OCEDN will be well positioned to move forward on other recommendations. Key priorities include: increasing local business and social development representatives' involvement in program design and service delivery, ensuring the financial stability of the organization and developing effective communication and promotional materials.

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— *Contributed by Alvin Boota, Cheryl Parsons and Amanda Shaughnessy, OCEDN volunteers*

ABOUT THE OTTAWA CED NETWORK

The Ottawa CED Network is a not-for-profit initiative designed to foster community economic development within the Ottawa area. As a project of the Ottawa Social Planning Council funded by the City of Ottawa and the Trillium Foundation, the Network exists to:

- Raise awareness of CED in Ottawa at large and have CED incorporated into policy
- Gather information about sector needs to support parties managing current and future CED initiatives
- Provide networking opportunities for CED practitioners working on similar projects
- Facilitate technical assistance (accounting, administration, business and strategic planning, IT, PR, etc.) for Ottawa CED ventures

The Network seeks volunteers with professional experience, persons running or interested in running a social enterprise and donors.

Contact: Lisa Jayne, Coordinator, Ottawa CED Network

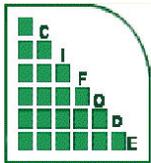
Telephone: 613.236.9300 x.304

Fax: 613.236-7060

E-mail: cednet@spcottawa.on.ca

Web: www.ced-dec-ott.net

CED IN ACTION: CIFODE INITIATIVES



CIFODE: Centre For Integration, Training And Economic Development

The wise Confucius said, "Action fuels the lamp of life and thought ignites it." Thought and action. These two keys unlock the drive of the young members of the Centre for Integration, Training and Economic Development (CIFODE).

Youth Resource Centre (YRC)

One of CIFODE's earliest activities was to create the Youth Resource Centre, which is now a full-fledged component of CIFODE. It was created for the purpose of helping immigrant youth from racial and ethnocultural minorities to overcome the difficulties of entering the formal labour force. The Centre's mission is clear:

- To allow recently arrived youth to acquire Canadian experience in managing youth-related projects.
- To create work opportunities through shared leadership development for youth from racial and ethnocultural minority groups.

While the objectives are clear, achieving them changes from year to year, depending on the creativity and personality of the members. For example, during the summer of 2003, the team focused on marketing and selling food from the BELDAJIA cooperative,* another CIFODE creation. This summer, attention was given mainly to a three-pronged cooperative of work-experience-training. One of its members, Fedora Mushiya, described it as follows at the opening of one of the management training sessions:

"Our centre is a centre of integration in every sense of the word. We focus on direct integration through work—real work, not the simulations of work staged by training firms. We work in partnership with reception centres. We set up word-of-mouth networks for recruiting members and workshop participants. We provide guidance, training and integration by helping youth organize their ideas and prepare résumés. We Linking Communities

introduce them to job searches on the Internet. We also offer them opportunities to work with us as volunteers in order to acquire experience. We are virtually both an employment centre and a training centre given the nature of the workshops we hold."

The Youth Resource Centre also organizes a number of workshops, the most popular of which are the ones where participants learn about their lawful rights and obligations. Other favourites include the A to Z workshops and the cooperative training workshops, which are designed to introduce participants to the social economy and enable them to set up their own businesses within the schools or elsewhere. In line with this, the YRC held a workshop on July 6 at the CIFODE centre. This workshop was led by Céleste Courville and Aisline Bondy from the law faculty of Ottawa University on behalf of the Criminal Injuries Compensation Board. It should also be noted that the A to Z workshop held on July 23, 2004, was led by Dominique Guénette, Coordinator of Cooperative Development-Eastern Region. The 2004 YRC team has five permanent members and several ad hoc members.

CIFODE is backed by a team of volunteers who give generously of their time and energy. Volunteers introduce youth from racial and ethnocultural minority groups to the community development system, familiarize them with the social economy, launch them on the road to autonomy, and support them to become full-fledged citizens. We thank them. We also acknowledge the support received from the Young Canada Works program, *Conseil de la coopération d'Ontario*, Canadian Heritage and Justice Canada (PML).

To learn more, contact Alida Buyoya, Communication and Marketing.



— *Contributed by Marie Goretti, with the assistance of Fedora Mushiya.*

Tel : 613 - 569 2456
Email : info@cifode.ca

THE BELDAJIA COOPERATIVE

Beldajia is a Somali word that means "community sharing."

The Beldajia cooperative was created in January 2002 by the Centre for Integration, Training and Economic Development (CIFODE) to facilitate the socio-economic integration of French-speaking women from racial minority groups in Ottawa. As a business, the coop produces and markets a tropical hot sauce and provides a catering service. As an initiative, it fosters cooperative development and access to alternative funding for French-speaking women from racial minority groups. Because of many cultural and language barriers, socially disadvantaged women do not have access to the mainstream banking system. CIFODE initiated this cooperative with the goal of helping disadvantaged women and giving them an economic and social foothold. Of course, the added challenge of dealing with unfavourable economic conditions necessitates setting up very efficient procedures throughout the cooperative.

The *Conseil de la coopération d'Ontario* provided support for training in the areas of designing, starting up and managing a cooperative.

From the outset, the Beldajia coop has had a clear mission with precise objectives.

- To improve the living conditions of women from racial minority groups through the creation of a cooperative.
- To foster the financial autonomy of women from visible minority groups.
- To foster the participation of members from visible minority groups to develop their own businesses or cooperatives.
- To broaden the capacities of French-speaking women from racial minority groups and increase their employability.
- To offer training on forming and starting a cooperative.
- To encourage partnership in business.

Beldajia Cooperative:
A catering service with a varied menu



Beldajia Cooperative provides a catering service with the following menu selections:

Menu 1

- Baggia with dip (vegetable ring)
- House salad (lettuce, tomatoes, sweet peppers, grated carrots)
- Sugsugar (beef stew with pita bread)
- Surbian fried rice with onions, sweet peppers, tomatoes, and tamarind garnished with raisins
- Labaniad (English cream)

Menu 2

- Beef or vegetable samosa
- Bean salad (chili peppers, tomato, green onions, and kidney beans)
- Chicken or beef Sharma
- Kiki (split peas with vegetables)

Menu 3

- Garden salad (lettuce, tomatoes, onions)
- BBQ chicken with pita
- Steamed vegetables seasoned with hot peppers and coriander
- Adryad dessert (cinnamon and coconut on a bed of vermicelli)

Menu 4

- Baggia and dip (vegetable ring)
- Niçoise salad (Romaine salad with fresh vegetables and tuna or egg)
- Basmati rice with meat sauce seasoned with cumin and curry
- Fruit salad

Menu 5

- Beef or vegetable samosa
- Mixed salad (lettuce, onions, tomatoes, sweet peppers, grated carrots)
- Homestyle spaghetti, three-colour pasta, macaroni with sauce
- Halawad (sugar loaf)



— Contributed by Marie Goretti, with the assistance of Fatouma and Françoise.

CARPE DIEM WORK COOP

...Seize the day

The *Carpe Diem* Work Cooperative provides employment reintegration services for people with mental health problems. A job-ready program is provided to members who are about to return to the work force. *Carpe Diem* has developed a few micro-businesses for this purpose. Members participate in the creation and management of these businesses, which generate employment for members. After two years of operation, *Carpe Diem* has over 70 members.

PROMO-VISION

Promo-vision is an enterprise that sells business cards. For \$99 one can obtain 1000 business cards printed on 12 point paper with a glossy finish and four-colour separation. Promo-vision creates four jobs which provide members with opportunities to build up their work experience. There are two salespersons who find customers and prepare job orders. A designer is responsible for layout, and a clerk handles deliveries. The business may expand its services. The people in charge of Promo-vision are all members of the *Carpe Diem* Work Cooperative.

CAFÉ DES ATELIERS

Café des Ateliers has been in business since October 2002. It is located at 273 MacArthur Avenue and is run by members. Its location fosters social exchanges and reintegration into society. It is also a place where people can feel at ease and not have to face prejudice. Its regular menu of coffee with a variety of meals is rounded out by a special summer menu offering two kinds of salads and two kinds of sandwiches.

Menu items are not expensive: customers can order a meal and a coffee for just \$4. *Café des Ateliers* is open five days a week, including Easter, Christmas and Canada Day.

FROZEN MEALS

A business that sells frozen meals complements the *Café des Ateliers*. The frozen meals are prepared by the employees of the coffee shop. The employees benefit through increasing their knowledge and making the most of their training in the food preparation sector.

Meal prices vary between \$3.00 and \$3.50, depending on the ingredients. The meals are sold at the *Café des Ateliers* to customers for use at home.

KRÉ-AXION

In order to encourage its artistic clients, *Carpe Diem* created Kré-axion with help from *Ateliers de l'Élan* and *Horizons Renaissance*. As a business, Kré-axion produces handicrafts made by French-speaking participants with a mental health problem. They produce primarily greeting cards illustrated with drawings or photographs on suggested themes. They also make bead necklaces manually. The workshop, supervised by a trainer, is open every Tuesday from 1:00 p.m. to 3:00 p.m.

***Carpe Diem* also organizes:**

- Thematic workshops
- Suppers for members organized at the end of every month

Contact Information

338 Montreal Road, Suite 201
Ottawa, Ontario K1L 6B3
Telephone: (613) 742-0053
Extensions: 216 and 218
Fax: (613) 742-0986
E-mail: infos@coopcarpediem.com
Web site: www.coopcarpediem.com



— Contributed by Betty Kamenyero

LA MAGIE DES LETTRES

Mission accomplished!

Created in 1985, *La Magie des Lettres* takes pride in its 19 years of training adults. According to Director Micheline Delorme's words in the 2003-2004 Annual Report, the organization has every right to brag and say "mission accomplished!" Their mission is to **foster the social, political, economic and cultural development of Ottawa Francophones within their community by providing literacy training.**

La Magie des Lettres uses a variety of training workshops to achieve this vast mission, some of which are: literacy training, employability, computer use, French as a second language, the program for the elderly, and family and community literacy.

Literacy training

Every year this program has tangible results. In 2003-2004, for example, ten learners who took the program qualified with equivalent credits and can now pursue their training at *La Cité collégiale*. Eight others have gone on to *Le Carrefour* to earn a high-school diploma.

Employability

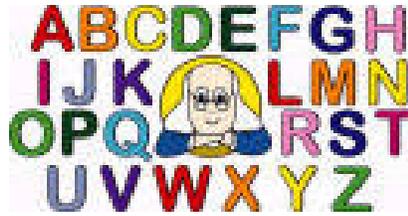
Through this workshop, the learners are led toward a better knowledge of themselves so they can choose a trade or profession that they would like. They learned reading, writing and arithmetic by dealing with topics such as stress, self-image, writing a résumé, writing a covering letter, and so forth.

Computer use

Integrating training in computer use with literacy training proved very effective for learning both French and math, making them more popular and accessible for the clients of *La Magie des Lettres*.

French as a second language

The large numbers of clients seeking to learn a second or third language pushed *La Magie des Lettres* to create another group of literacy training in French as a second language. However, as of *March 2004*, this workshop has been transferred to *La Cité collégiale*.



The program for the elderly

While reducing accident risks, this program also serves to break social isolation and increase the autonomy of elderly Francophones and new Canadians.

Family and community literacy

La Magie des Lettres participates actively in raising public awareness on the importance of reading to one's child. For example, it participated in "parent day" at the Overbrook-Forbes community services centre and in the *Basse-ville en fête* activities.

Daycare

La Magie des Lettres provides a daycare service for the children of its clients; the work done by its caregivers is indisputable.

In addition to its daycare workers, *La Magie des Lettres* has a team of talented trainers and devoted volunteers who give generously of their time and know-how. *La Magie des Lettres* also counts on the support of its partners, namely ABC Canada, National Literacy Secretariat, United Way/Centraide Ottawa-Carleton, and the City of Ottawa.

◆
— *Contributed by Marie-Goretti, with the assistance of Wack Thiam and Lyne Martineau.*

CALL FOR SUBMISSIONS!

ÉCONOMIE ET SOLIDARITÉS:

CIRIEC CANADA SPECIAL EDITION ON SOCIAL ECONOMY, PUBLIC ECONOMY, AND ABORIGINAL ECONOMIC DEVELOPMENT

Économie et Solidarités is an interdisciplinary journal on collective enterprises. Possible topics for papers include:

- Lessons from the Royal Commission on Aboriginal Peoples (RCAP)
- Globalization and Development for the Urban and Rural Poor
- Public - Private Sector and Development
- Development and Access to Education, Information and Communication Technologies
- Biodiversity and Development
- Development and Access to Health
- Development and Access to Housing
- Social and Economic Development through Democratic Participation

The journal accepts original articles in both official languages accompanied by an abstract of 8 to 10 lines in English and in French. Articles should not exceed 17 pages (1.5 spacing, double spacing between paragraphs; 32,000 characters not counting spaces; endnotes). Published texts are evaluated by three readers with expertise in an area of social economy or in the author's discipline.

For further information or to submit contributions by **1 December 2004** (three copies and a disc in Mac or IBM format with software specified), please contact: Professors Lou Hammond Ketilson or Isobel M. Findlay
Centre for the Study of Co-operatives
University of Saskatchewan
Diefenbaker Centre
101 Diefenbaker Place
Saskatoon SK S7N 5B8

◆
- *Contributed by Lisa Jayne, Coordinator, Ottawa CED Network*

COMMUNITY FOUNDATION OF OTTAWA—APPLY FOR A GRANT

What's really important is not what's wrong, but what is right... No community was ever built on the needs and problems of its people. It has always been built on their gifts and capacities, and the use of the assets that are there...

— Professor John L. McKnight, Director of Community Studies, Northwestern University, Illinois



Through its grant-making programs, the Community Foundation of Ottawa is committed to seeding, nurturing, supporting and strengthening our community. Grants are made in support of social services (including projects for the visually impaired, children, youth, and seniors), health, arts, education, animal welfare and the environment, primarily within the Ottawa region. The annual earnings of many of the funds under the Community Foundation's care are disbursed according to advice from the donors.

Grants are made to not-for-profit organizations recognized by the Canada Revenue Agency as registered charities.

The Community Foundation of Ottawa provides funding through two different grant programs: the *Community Grants Program* and the *Strategic Impact Grants Program*. The spring deadline for applications is February 1st and the fall deadline is September 15th (Community Grants only). If this timing is not suitable to your project, please remember that the Community Foundation is interested in hearing about worthwhile initiatives all year round.

The Community Foundation of Ottawa also administers granting programs for *The Ottawa Citizen Literacy Foundation* (the deadline for applications is October 1st) and the *World Exchange Plaza Arts Endowment Fund* (the deadline for applications is January 15th). To learn more, visit the Community Foundation of Ottawa's Web site at www.communityfoundationottawa.ca.



WANT TO REDUCE THE AMOUNT OF ENERGY YOU USE? ARE YOUR ELECTRICITY BILLS TOO HIGH?

Your training as "Savings Coordinator" will help both you and your OCH community (Ottawa Community Housing) to reduce your electricity bills **FOR FREE!**

EnviroCentre offers:

- Free training to help you find the best ways to reduce your electricity bills without spending a lot.
- Suggested improvements that will make your home more energy efficient.
- The possibility of working with your neighbours to help them reduce their electricity bills too.

Reducing electricity usage involves more than just turning out the lights. There are many devices, such as compact fluorescent light bulbs, low-flow showerheads and hot water tank blankets that will reduce the amount of electricity you use without changing your lifestyle.

EnviroCentre will help you to find the best, easy-to-implement ways to save energy.

To register and learn about saving money by protecting the environment, contact Toby Smith at:

City Hall, 110 Laurier Avenue West, Ottawa K1P 1J1

Tel.: (613) 580-2582

Fax: (613) 580-2494

E-mail: envirocentre@ottawa.ca

Subscribe to *Linking Communities!* Send an email to cednet@spcottawa.on.ca with "subscribe CED newsletter" in the subject line. For more information about the Ottawa CED Network, Power Lunches, and other upcoming events, contact Lisa Jayne, Ottawa CED Network Coordinator: 613.236.9300 x.304, or: cednet@spcottawa.on.ca. Or, keep up-to-date with the Network's website at www.ced-dec-ott.net



CALENDAR OF EVENTS

KEEP INFORMED OF OTTAWA CED NETWORK ACTIVITIES!

Read the ABCD conference report at our Web site at www.ced-dec-ott.net/english/news_eng.html.
Subscribe to our newsletter at www.ced-dec-ott.net.
Become a CED member! Details at www.ced-dec-ott.net/english/membership_eng.html.

The results of the evaluation of the ABCD conference are out, and the participants have indicated that the Ottawa CED Network should give priority to the following activities:

- #1 - Activities that increase cooperation and joint endeavours between CED practitioners and the business community.
- #2 - Activities that increase cooperation and joint endeavours among the CED practitioners.

Several activities that take these two priorities into account are organized for this fall.

SEPTEMBER

Friday, September 24

The Ottawa CED Network hosts a meeting titled *Community-Driven Development: Capitalizing on our Assets*. Members of the ABCD Network and CED Network are invited, along with key leaders in ABCD and CED.

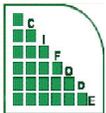
OCTOBER

Monday, October 18, is the deadline for submitting a research project proposal on *Immigration or Justice Issues Related to Homelessness in Canada*.

For additional information on the financial aspects and administration of the Call for Proposals, contact Steven Shostal at 819-994-3623 or by e-mail at stevenpaul-shostal@hrsdcc.gc.ca. See also the related Web site at www.homelessness.gc.ca.

NEXT ISSUE

If you have a business partner that you would like to recognize, or if you would like to contribute an article, resource review, CED venture profile, or advertise a venture or event, contact Lisa Jayne: 613. 236-9300 ext.304 or cednet@spcottawa.on.ca.
Submission deadline: October 3rd, 2004.



Publication of this issue has been sponsored by CIFODE: www.cifode.ca.