



COMMUNITY
FOUNDATIONS
OF CANADA



Interested in connecting with other Social Purpose Organizations and learning in a collaborative environment with others from across Canada?

The Investment Readiness Program (IRP) is designed to support organizations like yours to prepare for social finance investment. As we continue to support the development of new and innovative projects positioned for social finance, it is important that we also build the capacity of the leaders who will bring these projects to life.

As a successful IRP recipient, we invite you to join the first IRP Learning Initiative! This is a valuable opportunity to develop your organization's entrepreneurial capacity and skills with the guidance of experts in the sector. The program will run from Jun 1, 2023 - Nov 30, 2023, and will offer a combination of online lectures, workshops, and one-on-one coaching sessions with a time commitment of 2-3 hours per week. There is no cost to participate, this is a program designed to support you and your organization on your IRP journey.

OUR TEAM OF TRAINERS



RADIUS SFU is a community dedicated to (re)building a regenerative economy where all can flourish. Centering equity, we run community-led innovation labs, incubate social ventures and systems interventions, and offer related consulting and training services.



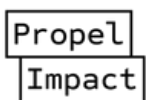
Common Good Solutions CGS is a social impact organization that supports and strengthens communities by converting purpose into action. We support the development of strong-impact businesses, programs, and initiatives that generate value across communities, combined with the right impact practice tools.



LIFT is a national non-profit organization that works with a social purpose organizations to help them strategically reimagine their offering and invest in their organizational capacity leading to greater reach and impact.



Wakopa Financial an Indigenous-owned and operated financial services firm that specializes in social finance and the investment readiness of social purpose organizations, startups, and entrepreneurs who face more barriers to financing because of who they are or what they believe (BIPOC, 2SLGBTQIA+, youth, etc).



Propel Impact is a national nonprofit that leads training programs for people across Canada who want to solve pressing environmental, social, and cultural challenges through careers in social innovation or social finance.



COURSES



Legal Structures

Identifying the right legal structure can be confusing. This course will assist in identifying five key questions to ask when determining the right legal structure, and how to discuss them with Boards. Clearly understanding the pros and cons of each option is critical to decision-making. Using virtual classes, and coaching and sprinkled with real-life examples, this course focuses on determining the “function over form” in decision-making.

Market Research and Pricing

Determining the market viability of a revenue-generating idea is critical. A focus on secondary research that defines the preferred customer and market potential. Using primary research tools to discover a customer’s buying criteria, and matching the right pricing strategy to the marketing strategy is critical before learning how to calculate prices.

Business Model Development and Revenue Diversification for French Leaders

Developed and delivered in French, this course combines business model development with revenue diversification through virtual classes and coaching. Having a sustainable business model prior to securing investment is critical, as is identifying the right product and market, developing strong marketing, and ensuring operational and financial planning is in place. Only then can new revenue sources and financing be identified and pursued.

Strategic Risk Management

Risk management is an often overlooked facet of the business. Using virtual classes and coaching, the five types of risks will be reviewed and assessed, as the impact that changes in revenue sources or financing has on them. Techniques will be shared to avoid, transfer, and manage risk and a priorities-based risk management plan will be created.

Impact Measurement

Choosing and implementing the right measurement system can be a challenge. LIFT’s Impact Measurement course is designed to help social purpose organizations create a simple, best-practice-based measurement system to demonstrate to investors how their initiative leads to greater social impact and to identify opportunities to enhance their social impacts.

Revenue Diversification

A critical component of investment readiness is having a viable revenue model and financial resiliency demonstrated through diversified revenue streams and sustainable cash flow. Through a series of virtual workshops and coaching sessions, social purpose organizations will be supported in their strategic approach to diversifying their revenue by critically assessing their current funding strategy, identifying new revenue and social finance opportunities, and developing a plan to pursue opportunities that are more suitable to their organization’s capabilities and social mission.





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Business Model Development

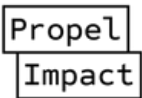
This flexible and responsive course will help organizations to identify and focus on developing the most critical elements in their business model, prior to adding investment. We will first emphasize 1-1 coaching to help you hone your specific challenges, needs, and opportunities, before building on this with responsive workshops designed to meet your specific needs and facilitate peer connections and learning. We typically cover topics like product/market fit, revenue strategies, marketing, operations excellence (including HR and financial basics), and planning for investment, and also may explore others such as equity-centered design, Trauma of Money, or building cultures that help sustain self, team, and organization, depending on interest.

Please note: RADIUS is offering two courses of this Learning Initiative, one open and one "affinity cohort" reserved for interested Black, Indigenous, and racialized applicants. You will have an opportunity in the application to learn more and indicate if you wish to apply specifically for the affinity course serving BIPOC leaders and teams."





Accessing Appropriate Impact Investments

For social purpose organizations that want to diversify their revenues with a new concept or that are looking to expand existing operations, access to capital remains a critical challenge. This course is designed to work closely with social purpose organizations looking to raise impact investment, but who are unsure of how to properly do it. Throughout the course, we will work with you to model out the financial fundamentals, understand what types of impact investment would be right for you, map what types of investors are most appropriate, and put you through the process of pitching and undergoing due diligence. This course is led by BIPOC facilitators with lived experience and uses a two-eyed seeing approach with a mix of workshops, 1-on-1 coaching, learning circles, and engagements with our network of social entrepreneurs and investors.



Interested?

To apply for the Investment Readiness Learning Initiative, you will need to follow these steps:

-  Check your eligibility: The Learning Initiative is open to social purpose organizations that have successfully received IRP funding through Community Foundations of Canada in the 2022/2023 call for applications.
-  Submit an expression of interest: Fill in this tool that will help you determine the course that best fits your needs.
-  Join the Learning Initiative: We will contact you and refer you to the courses that best fit your investment readiness needs.

[**Complete the expression of interest**](#)