

DESIGN *the* SHIFT

WHY:

Design the Shift was born from the recognition that there is a need in our community to create a collaborative hub to support our constituents/stakeholders as they search for resources to support their specific needs and community.

"ALONE WE CAN DO SO LITTLE; TOGETHER WE CAN DO SO MUCH."

- Helen Keller



HOW:

By bringing together individuals, organizations, businesses, and not-for-profit or non-profit agencies, we will connect those who have the skills, tools and resources with those who have a need for their support but are unsure where to turn for help.

The Design the Shift initiative will provide a comprehensive list of resources that can be easily navigated; further it's a space for organizations, businesses and not-for-profit or non-profit agencies to meet and learn together. *It Takes a Community!*

HOPE:

Design the Shift will spark hope and will encourage connection, bringing community together in service to others. Collaboration is an essential part of building a stronger more diverse community.

ENGAGE. INSPIRE. EDUCATE. TOGETHER.

Design the Shift was created in recognition of the following:

Individuals in our community are struggling with a myriad of problems:

People don't know where to look for help.

People don't know what kind of help they might need.

People struggle to navigate what can be a complex system.

People may be reluctant or unable to seek support because cost is a barrier.

Design the Shift was also created to provide a solution to these problems through collaboration and connection:

Assist individuals, organizations, businesses, and agencies to connect with individuals in search of their services. Many organizations are small and do not have the staff or the resources needed to market their services. Accordingly, individuals may therefore be unable to find the resources they need – even though they exist.

Members of the Design the Shift collaborative hub, will benefit through:

Being a part of the community that seeks to be of service to those in need.

Marketing and advertising support through Community Now! Magazine and more!

Community based events and storytelling opportunities.

Networking opportunities, bringing like-minded individuals together to connect, collaborate and learn from each other.

It would allow organizations to:

- Get their name out there – showcasing and sharing their offerings with the broader community.
- An avenue to connect individuals to resources.
- An opportunity for corporate to engage their staff to give back to others in a manner that differs from traditional undertakings.

It will also allow *Organizations* to:

- Meet people in all industries.
- Learn through various workshops.
- Collaborate on events, fundraising, and other opportunities.
- Build a hub to create more opportunities for each other and the community at large.

Our objective is to launch a Pilot Project with the creation of a collaborative hub to address the problems our community has identified!

Together we will build a resource guide for our community that will capture:

- Mental health resources – both public and private options
- Business resources *

Individuals, organizations, businesses, and agencies may opt to become a member of the collaborative hub. Those who become a part of the collaborative hub will benefit as a result of:

1.) Content creation:

- Once a quarter, we will schedule a day to record videos, photos and to create content about each member organization that will be utilized in a variety of ways and on various platforms.
- Organizations will have access to this material to use on their own websites, socials or for other marketing initiatives.

2.) Delivery of resources and information to the community:

- Information about your services or offerings will be featured online via the Community Now! Magazine & platforms, along with partners platforms and more.
- Information about your services or offerings will be featured in print as part of a resource guide that will be distributed to residences, schools, workplaces and more.
- Information about your services or offerings will be featured at an annual in-person public event – i.e.: a tradeshow where you will have an opportunity to showcase your organization.

3.) The HUB: Collaboration:

- All HUB members will be invited to a monthly networking meeting.
- All HUB members will be invited to attend a quarterly workshop that will be delivered online and in-person.
 - o Workshop topics may range from: how to find capital, fundraising ideas, grant-writing, sales, leadership, collaboration, and events. A discounted rate will be provided should an organization wish to have more than two individuals attend one of the workshops.



1-year membership – **phase 1 of design the shift!**

Membership Rates:

1.) Not for profit & Charities \$1,875.00

- \$500 sign up fee // \$125.00 a month for 11 months

2.) Corporate \$2,500.00

- \$500 sign up fee/\$181.81 a month for 11 months

3.) Individual \$1,380.00

- \$500 sign up fee/ \$80.00 a month for 11 months.

**if paid in full you will receive a \$200.00 discount.*

Benefits of membership include:

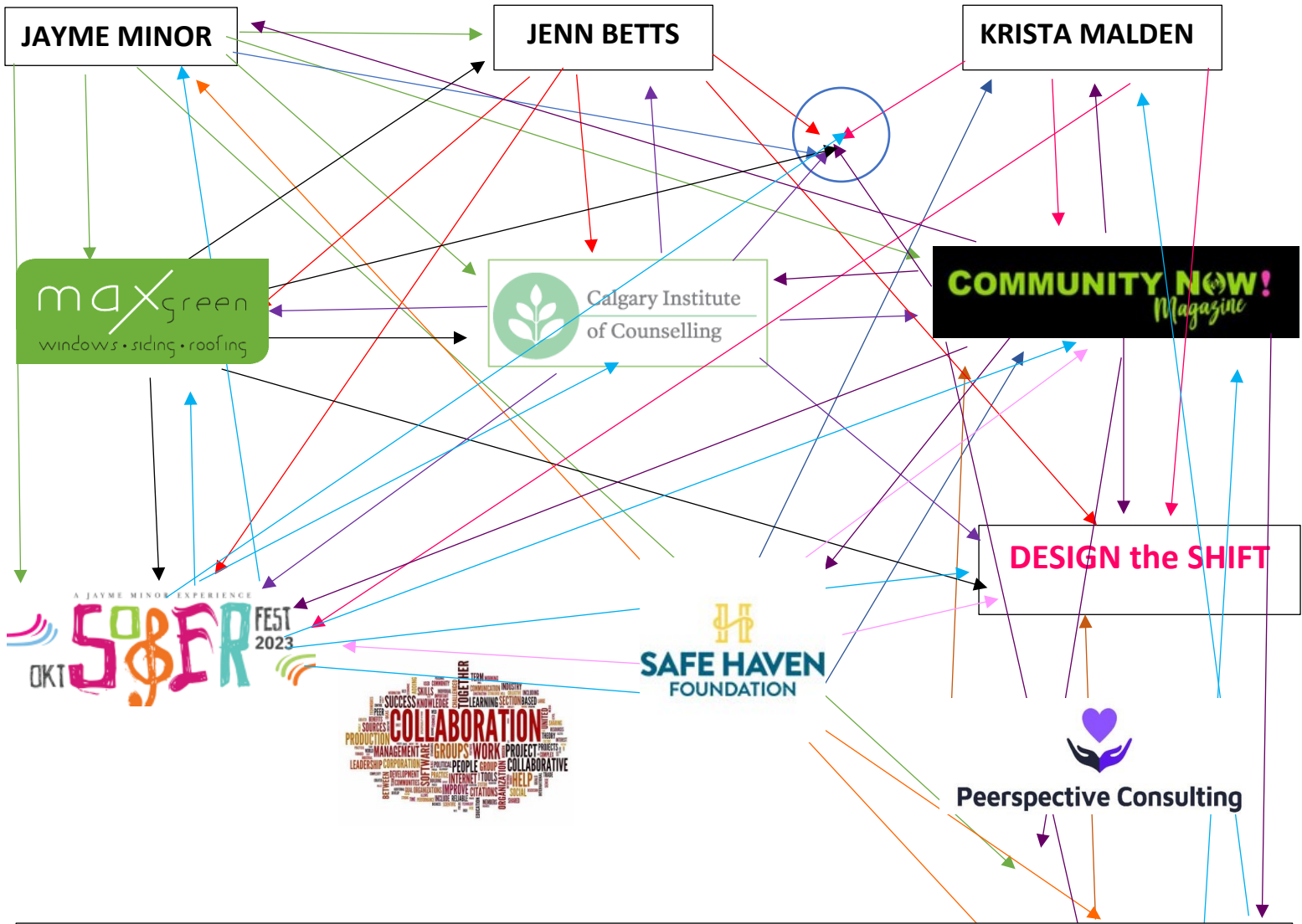
- Profiled in the printed and electronic resource guide.
- Professional videos, photos, written content – which will be used on all of our platforms – you will also receive a copy for your own use.
- Marketing opportunities.
- Networking opportunities.
- Workshop opportunities.
- Public event opportunities to showcase your offerings.
- A team to lean on if, or when, you need help.
- Being a part of a collective dedicated to the service of those in need.

**Note: these rates may be subject to change.*

Launching in February 2024, we undertake to do the following:

- Connect with individuals, organizations, businesses, and agencies through various efforts including a lunch and learn where we will outline our vision and call to action.
- Meet with political leaders to encourage buy-in of our initiative.
- Start drafting a resource guide.
- Build content for our members through:
 - Interviews
 - Photos
 - Videos
- Start marketing and showcasing all the amazing individuals, organizations, businesses, and agencies that offer so much to our community.
- Bring our members together with our first member's networking meet up on February 2, 2024

COLLABORATION



[Community Now! Magazine \(communitynowmagazine.com\)](http://communitynowmagazine.com)
[Design the Shift | Community Now! Magazine \(communitynowmagazine.com\)](http://communitynowmagazine.com)
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Community is integral to the success of this undertaking. A number of individuals have committed their time and resources to launch this initiative. We couldn't do this without them, and we look forward to welcoming others to the fold.