PHILTER ENTERTAINMENT

&

ARTS SOCIETY

THE PEAS MODEL

Building Stronger Communities Through Shared Experiences

British Columbia, Canada
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ABOUT PEAS

Philter Entertainment & Arts Society (PEAS) is a British Columbia non-profit society supporting arts, culture, education, volunteerism, and community events through technical ability, educational opportunities, collaborative partnerships, production resources, and public-benefit programs.

PEAS works alongside nonprofit organizations, community groups, artists, performers, educators, volunteers, businesses, municipalities, and other partners. Its purpose is not to replace organizations or operate as a commercial event vendor. PEAS helps connect people, knowledge, resources, and opportunities so that shared experiences can create benefits that continue beyond the immediate activity.

The PEAS philosophy is simple: Communities are like peas in a pod. People, organizations, skills, resources, and opportunities are stronger when they are connected. PEAS creates opportunities for those connections to happen through shared experiences, participation, and collaboration.

This model is a living framework. It describes how PEAS thinks, works, partners, learns, and creates community value. It is not a program manual, a service catalogue, or a promise that every partnership will look the same.

FOREWORD

Communities are built by people. They are strengthened when people, organizations, knowledge, resources, and opportunities are brought together around a shared purpose.

PEAS grew from a practical understanding of arts, culture, education, volunteerism, and live event production. Over time, that experience led to a broader observation: A community event can be more than the event itself. The planning process can develop volunteers. A technical project can create practical learning. A partnership can create a relationship that continues. Shared knowledge can make the next project easier. A successful experience can leave an organization more capable than it was before.

The PEAS Model describes that way of working. It does not prescribe one solution. It begins with listening, identifies what is already present, considers what is missing, and looks for practical ways people and organizations can work together.

The model is grounded in a simple idea: Communities grow stronger when people grow stronger together.

A VISION FOR STRONGER COMMUNITIES

Every community already contains people with knowledge, experience, creativity, skills, relationships, and a willingness to contribute. Organizations, businesses, educators, artists, volunteers, governments, and community groups each hold different pieces of the picture.

The opportunity is often not to create another organization or another standalone program. It is to connect existing strengths in useful ways.

PEAS envisions community experiences where organizations are strengthened rather than simply supported for one day; where volunteers can learn, contribute, and gain confidence; where technical and practical knowledge is shared; where businesses can participate as community partners; where artists and educators can create accessible opportunities; and where relationships continue after a project ends.

This vision is deliberately broader than event production. Events are important, but they are one of the places where the PEAS approach can operate.

WHY PEAS TAKES A DIFFERENT APPROACH

Community organizations are often asked to accomplish more with limited time, people, funding, equipment, and specialized knowledge. At the same time, volunteers need meaningful opportunities, emerging workers need practical experience, and communities benefit when organizations know one another and share resources.

PEAS responds by looking for connections rather than duplication. The question is not simply, “How can this event be delivered?” It is also, “What can this opportunity create for the people and organizations involved?”

This does not mean every project needs more activity. Sometimes the most useful contribution is a conversation, an introduction, technical advice, mentorship, volunteer connection, access to a resource, or help coordinating several existing contributors.

PEAS does not replace established organizations, volunteer-service organizations, professional vendors, contractors, or community leadership. It works alongside them and respects their roles.

THE PEAS LENS

The PEAS Lens is the perspective used when considering a partnership, program, or community opportunity.

It begins with one question: How can this opportunity leave the people, organization, or community involved stronger than before?

The Lens asks: What does the organization already have? What does it need? Who else may be able to contribute? What knowledge can be shared? Can volunteers gain meaningful experience? Can an emerging person be mentored? Are there existing community resources that can be connected? Can the activity increase participation, belonging, or access? What should remain after the event or project is finished?

The PEAS Lens expands traditional measures of success rather than replacing them. Attendance, fundraising, artistic quality, technical quality, safety, and successful delivery remain important. PEAS also considers what the experience contributes to people, organizations, relationships, knowledge, and future opportunity.

SOCIAL CAPITAL: THE RELATIONSHIPS THAT MAKE COMMUNITY POSSIBLE

PEAS recognizes social capital as an important part of community strength. In practical terms, social capital is the value created through relationships, trust, shared knowledge, connections, and networks that help people and organizations work together.

A community may possess considerable resources but still struggle to use them effectively when people do not know one another, do not know where to find help, or have no established basis for trust. A successful collaboration can change that.

PEAS therefore pays attention not only to what a project produces, but also to the relationships and connections it creates or strengthens. An introduction can become a partnership. A volunteer experience can become a pathway to further participation. Shared technical knowledge can reduce barriers to a future project. A relationship between organizations can create opportunities neither could identify alone.

Social capital is not a separate PEAS program. It is one of the forms of community value that can emerge from meaningful participation and collaboration.

UNLOCKING COMMUNITY POTENTIAL

PEAS starts from the premise that communities are not empty spaces waiting for outside solutions. People already possess knowledge, experience, creativity, practical skills, and relationships. Organizations already have missions, audiences, facilities, volunteers, and community knowledge. Businesses and professionals have expertise and resources. Educational institutions and community groups have networks and learning environments.

PEAS helps create opportunities for these strengths to meet.

That may mean connecting a community organization with technical expertise, helping identify volunteer roles, creating a learning opportunity, introducing a potential partner, sharing practical knowledge, helping coordinate resources, or supporting a project through one of PEAS's programs.

The goal is not dependency. The goal is increased confidence, capability, connection, and opportunity.

ONE EXPERIENCE, MANY OUTCOMES

A community event can produce many outcomes at the same time. The visible outcome may be a festival, performance, workshop, fundraiser, cultural celebration, community gathering, or other public experience. Behind that outcome may be people learning, volunteering, mentoring, organizing, solving problems, building relationships, and sharing knowledge.

PEAS therefore looks beyond the immediate event. A project may strengthen an organization's planning capacity, create practical experience for a volunteer, introduce two organizations, provide a young person with an accessible way to participate, or help a community partner discover resources it did not previously know were available.

Not every project will produce every outcome. The PEAS Model is intentionally flexible. The opportunity is to recognize and support the outcomes that are meaningful to the specific partnership.

THE COMMUNITY IMPACT CYCLE

The PEAS Community Impact Cycle describes how individual experiences can contribute to longer-term community strength.

People bring ideas, skills, experience, relationships, and willingness to participate. Collaboration brings those strengths together. Shared experiences create opportunities to learn, contribute, and build trust. Learning and participation build confidence and capability. Stronger organizations and stronger relationships create new opportunities. Those opportunities lead to further collaboration, and the cycle continues.

The cycle is not strictly linear. A new partnership may begin with a relationship. A learning opportunity may lead to a volunteer role. A volunteer may introduce an organization to a resource. A community event may reveal a need for future training. Each entry point can connect to another.

PEAS's role is to help encourage and strengthen this cycle where appropriate.

COMMUNITY RETURN ON INVESTMENT

Community Return on Investment (CROI) is the PEAS way of describing value that extends beyond immediate financial or operational results.

Community investment includes money, but it also includes volunteer time, professional expertise, equipment, facilities, mentorship, knowledge, introductions, relationships, creativity, and shared effort.

A project may therefore produce returns such as stronger organizations, better-prepared volunteers, new partnerships, shared technical knowledge, greater participation, improved access to resources, increased confidence, or greater readiness to undertake future initiatives.

CROI does not replace conventional financial or event measures. It adds another layer of understanding: What value did the investment create for the people, organizations, relationships, and community involved?

MEASURING COMMUNITY IMPACT

PEAS recognizes that some outcomes can be counted and others must be observed or described.

Possible indicators include volunteer participation, training or mentorship opportunities, new partnerships, resources contributed, attendance, participation, knowledge transferred, repeat collaboration, organizational confidence, skills developed, and new opportunities created.

The appropriate measures depend on the project. PEAS should avoid creating unnecessary reporting burdens or claiming outcomes that cannot reasonably be supported.

The purpose of measurement is learning and stewardship. What worked? What changed? What was useful? What should be repeated, adapted, or stopped?

RETHINKING COMMUNITY INVESTMENT

Community investment is often understood primarily as financial support. PEAS takes a broader view.

Every hour volunteered, every skill shared, every introduction made, every young person mentored, every useful piece of equipment contributed, every lesson learned, and every relationship strengthened can represent an investment in community capacity.

This broader understanding is particularly important when resources are limited. A community may be able to accomplish something not because one organization has everything it needs, but because several contributors each provide part of what is required.

PEAS seeks to help those contributions connect in ways that are transparent, appropriate, practical, and beneficial to the community.

SHARED SUCCESS

PEAS views success as something that can be shared rather than owned by a single organization.

A community partner brings leadership and local knowledge. Volunteers contribute time and effort. Businesses may contribute expertise or resources. Artists and educators contribute creativity and knowledge. Professional vendors may provide specialized services. Sponsors and donors may provide financial or in-kind support. PEAS may help connect and coordinate these contributions.

The credit for a successful community experience belongs appropriately to the people and organizations that made it possible. PEAS seeks to strengthen those relationships rather than compete for recognition.

Shared success means that one successful experience can create opportunities for others.

PRINCIPLES OF THE PEAS MODEL

1. Community Benefit — PEAS considers the public and community benefit of its work.

2. Listen First — Every partnership begins with understanding the organization, people, goals, constraints, and resources involved.

3. Collaboration Creates Capacity — People and organizations can accomplish more when useful strengths are connected.

4. Knowledge Should Be Shared — Practical experience, lessons, and technical knowledge can strengthen future participation.

5. Every Person Has Something to Contribute — PEAS seeks meaningful and accessible ways for people to participate within appropriate role and safety boundaries.

6. Respect Existing Roles — PEAS works alongside organizations, volunteer-service organizations, professional vendors, contractors, and other established contributors rather than unnecessarily replacing them.

7. Think Beyond the Event — Immediate delivery matters, but so does what the experience leaves behind.

8. Build for Tomorrow — Partnerships should, where practical, strengthen future capability, relationships, and opportunity.

9. Inclusion, Safety, and Responsibility — Participation should be accessible where reasonably possible and conducted with appropriate safeguards, supervision, qualifications, and role clarity.

10. Learn and Adapt — The PEAS Model is living. PEAS evaluates experience and adapts responsibly without losing its underlying purpose.

THE PEAS MODEL

The PEAS Model is a framework for turning shared experiences into lasting community value.

At its center are people, purpose, and possibility. Community organizations bring ideas and local leadership. Volunteers bring time and willingness to contribute. Artists and educators bring creativity and learning. Businesses and professionals bring expertise and resources. Community partners bring relationships and experience.

PEAS connects these contributions through its current program areas: The Youth Arts & Community Connection Program, the Arts & Technical Education Program, and the Community Production Partnership Program.

These programs are different expressions of the same approach. Youth Arts and Community Connection Program provides opportunities for children and youth to explore creativity, develop confidence, and build connections through arts, storytelling, performance, and creative production experiences. Arts and Technical Education creates accessible learning, mentorship, and practical experience in arts and technical disciplines, including live-event production. Community Production Partnership Program supports community and nonprofit events and projects through individualized collaboration, production coordination, technical expertise, volunteer development, mentorship, and access to resources.

PEAS may also develop additional programs and initiatives as community needs, partnerships, and opportunities emerge. Community Collaboration & Support Program is one such future area, intended to connect people, organizations, resources, knowledge, and opportunities beyond a single production or learning experience.

The programs are not rigid or strictly linear. A person may encounter PEAS through a learning opportunity, a volunteer role, a community project, a partnership, or an event. Experiences can lead to other experiences, depending on interest, readiness, opportunity, and community need.

THE ROLE OF PEAS

PEAS is a connector, collaborator, educator, coordinator, and community resource. It does not need to perform every function itself.

PEAS listens first. It identifies practical opportunities. It helps connect organizations with people, volunteers, technical knowledge, community resources, educators, businesses, and other partners. It may coordinate a project, facilitate learning, support volunteer development, provide technical knowledge, or help a community organization navigate available resources.

PEAS is not a commercial event production company operating through a nonprofit structure. PEAS does not act as an event vendor, and PEAS generally does not charge community organizations for PEAS program support. Where a project requires paid commercial production, rental, contracting, or other vendor services, those services may be provided through an appropriate direct vendor-client relationship rather than being represented as a PEAS service.

This distinction protects the integrity of the Society's public-benefit purpose while allowing the expertise, resources, and professional relationships surrounding PEAS to contribute appropriately to community projects.

PEAS also does not operate as a standalone volunteer-placement agency. Where appropriate, PEAS works with established volunteer-service organizations and other community partners while maintaining the basic internal volunteer infrastructure needed for safe, clear, and responsible PEAS participation.

THE THREE PROGRAM AREAS

PEAS currently has three developing program areas. Each reflects a different way PEAS can create opportunities for participation, learning, collaboration, and community connection.

Youth Arts & Community Connection Program

The Youth Arts & Community Connection Program introduces children and youth to creative experiences that encourage imagination, confidence, participation, and connection.

Through activities such as storytelling, playbuilding, puppetry, performance, visual arts, and behind-the-scenes production roles, participants can explore both creative and practical ways of contributing.

The Youth Arts & Community Connection Program is designed to create accessible opportunities for young people to discover their capabilities, work together, and build confidence through shared experiences.

Arts & Technical Education Program

The Arts & Technical Education Program (ATEP) provides opportunities to learn through practical experience, mentorship, workshops, and participation across the arts, entertainment, and technical disciplines.

ATEP may include areas such as sound, lighting, staging, event operations, production technology, film and media, costume and creative fabrication, technical theatre, and other related fields.

The program emphasizes hands-on learning, safety, appropriate supervision, role clarity, and opportunities to develop practical skills and confidence through experience.

ATEP is intended to complement existing education and training opportunities by connecting learning with real-world creative and production environments.

Community Production Partnership Program

The Community Production Partnership Program (CPPP) explores how PEAS can work with community organizations and other partners to develop meaningful opportunities through shared projects and experiences.

CPPP takes a listen-first approach. Each potential partnership begins by understanding the organization's needs, goals, existing resources, and challenges rather than applying a standard package or service.

Depending on the project, PEAS may help connect people, knowledge, volunteers, technical expertise, resources, partnerships, and other forms of support.

The goal is not simply to help deliver an individual project. It is to create opportunities for learning, participation, stronger relationships, shared knowledge, and new possibilities that can continue beyond the project itself.

PROGRAM DEVELOPMENT

These three programs are developing areas of PEAS rather than rigid or independent programs. Their form and scope may continue to evolve as PEAS gains experience, develops partnerships, and learns from the communities it works with.

PEAS may develop additional programs or initiatives in the future as opportunities and community needs become clearer.

BUSINESSES AS COMMUNITY PARTNERS

PEAS recognizes businesses as potential community partners, not merely as suppliers or sponsors.

A business may contribute financial support, equipment, materials, expertise, volunteer time, mentorship, educational opportunities, or professional services. The appropriate form of participation depends on the project and the interests and responsibilities of the parties involved.

Where commercial services are required, PEAS keeps the roles clear. A business may have a direct vendor-client relationship with an event organizer or community organization. PEAS may help identify, introduce, coordinate with, or collaborate alongside that provider where appropriate, but PEAS does not present a commercial vendor's paid services as PEAS's own service.

All such relationships remain subject to PEAS's conflict-of-interest, related-party transaction, resource stewardship, safety, and other applicable governance and operational requirements.

COMMUNITY CAPACITY BUILDING

Community capacity building is an outcome of the PEAS Model, not a separate program.

Capacity can grow when volunteers gain practical experience, organizations develop knowledge and self-sufficiency, leaders expand relationships and networks, technical skills are shared, and people become more confident in creating future opportunities.

PEAS seeks to avoid creating dependency. The intention is to leave knowledge, confidence, relationships, resources, and capability behind whenever practical.

A successful partnership should make the next opportunity more possible, not merely make the current opportunity easier.

PUTTING THE PEAS MODEL INTO PRACTICE

Every PEAS opportunity begins with listening. The Society seeks to understand the purpose of the activity, who is involved, what already exists, what barriers are present, and what the community partner actually needs.

The next step is connection. PEAS considers people, volunteers, educators, technical professionals, community organizations, businesses, vendors, facilities, equipment, knowledge, funding opportunities, and other resources that may already exist.

The approach is then matched to the opportunity. Sometimes the right contribution is small: an introduction, a technical answer, a volunteer connection, or a resource referral. Sometimes a more involved partnership is appropriate. There is no standard package.

During delivery, PEAS maintains appropriate role boundaries, safety practices, supervision, documentation, and communication. Afterward, PEAS looks at both immediate results and what the experience may have created for the future.

This is the practical expression of the PEAS Model: Listen, connect, collaborate, learn, strengthen, and continue.

A LIVING MODEL

The PEAS Model is intentionally a living framework. PEAS is a newly incorporated society, and its programs, partnerships, tools, and experience will continue to develop.

Living does not mean directionless. The Constitution establishes PEAS's legal purposes. The Bylaws establish governance. Policies and operational guides establish responsibilities and safeguards. The PEAS Model provides the philosophy and practical framework that connects those elements to the Society's work.

As PEAS gains experience, the Board may refine language, measures, program methods, partnership practices, and operational tools while preserving the underlying public-benefit purpose and core approach.

AN INVITATION TO THINK DIFFERENTLY

Every community has ideas worth pursuing. Every organization has strengths worth connecting. Every volunteer has something valuable to contribute. Every partnership can create possibilities beyond the immediate activity.

PEAS invites community organizations, artists, educators, volunteers, businesses, governments, and other partners to look at familiar opportunities from a wider perspective.

A community event can be a performance and a learning opportunity. A technical project can be a production and a mentorship opportunity. A volunteer role can be a contribution and a pathway to confidence. A partnership can solve an immediate problem and create a relationship for the future.

The PEAS Model does not promise that every project will transform a community. It offers a practical way to look for value that might otherwise be missed.

Communities are like peas in a pod. We grow stronger when we grow together.