

Domestic Violence: Communicating with the Community

Includes:

Final Research Project

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Completed for:

Rural Outreach Committee

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Trent-Centre for Community-Based Education

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Funding Proposal Final Report

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Prepared for
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Buckhorn, ON

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Presented to:
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I. Introducing the Project

“Communications Plan # 662,” a formal request for partnership between the Rural Outreach Committee (ROC) and the Trent Centre for Community Based Education (TCCBE), had originally outlined a variety of areas identified by the ROC where assistance was needed.

Recognizing the breadth and depth of the requests by the ROC in their initial request, a revised project outline was agreed upon by the course instructor, student researchers, members of the Committee, and representatives of the TCCBE. As such was the case, the project outline was modified to reflect the following:

“Our research, in conjunction with the Rural Outreach Committee, will focus on raising awareness of homelessness and domestic violence within rural communities. Through the provision of ‘best practices policies’ and standardization of the funding application process for future volunteers we intend to create an enhanced awareness of the issues dealt with by the ROC. We seek to increase networks of support for victims and the centre alike through public and private institutions, and create new opportunities for the Committee and shelter.”

In essence, the purpose of this project is to expand the opportunities for victims of ‘family violence’ by increasing the networks of financial support for the Rural Outreach Committee. By researching and providing a standardized means by which to apply for funding (highlighting specific criteria of interest to donor organizations), we hope to broaden the horizons of support for the ROC and allow it to continue to perform, and enhance its vital role within Peterborough County.

II. Methodology

In our efforts to fulfill the outlined goals of the project, a list of several ‘key research questions’ were developed. These questions, formulated by the student researchers, with review and input from the course instructor; members of the ROC; and representatives of the TCCBE, are as follow:

- ✚ What is the ROC and what services does it provide?
- ✚ What does ROC require in terms of funding in order to operate?
- ✚ What is the current financial standing of the committee?
- ✚ What steps have been taken in the past by the ROC in order to obtain funding?
- ✚ What is the current government strategy (federal, provincial and municipal) on funding and support for rural victims of domestic

violence?

- # What is the availability of funding for an organization such as the ROC?
- # What are the 'best practices' for obtaining funding?

In order to answer the above questions, the student researchers engaged in a series of interviews with members of the ROC, conducted research on 'the rural situation' and 'family violence', government strategies to combat the problem, and engaged various other non-profit organizations within Peterborough County (such as the John Howard Society, Salvation Army, Brock Mission, and Housing Resource Centre) in order to determine the best opportunities for funding.

NOTE: The answers to these key questions can be found within the body of this report, the "Blue Print for Success," the sample funding proposal, and our critical reflections on the project.

III. Introducing the ROC

The Rural Outreach Centre is a not-for-profit community organization located in Buckhorn, Ontario. The outreach centre was founded in order to assist victims of family violence, poverty, and victims of natural disaster. Specifically, the ROC has been designed in order to actively develop prevention and intervention strategies in order to address issues of emotional, psychological, and physical abuse within the rural communities of Peterborough County.

At the core of the ROC's mandate is the desire to increase public awareness, public participation, and accessibility of services for victims family violence, poverty, and natural disaster within the rural towns, hamlets, and villages within a fifty kilometre radius of Buckhorn, Ontario. Within this region the ROC represents the sole support group for those who have been victimized/abused, live in impoverished conditions, and those who have suffered as a result of natural disaster. As such is the case, the ROC acts as an essential provider of emergency services including support through individual and group counselling, the provision of a toll-free 24 hour emergency support phone-line, temporary accommodation and basic goods, as well as assistance in locating permanent housing, employment, and various other networks of support.

Through an emphasis on awareness and prevention, the ROC strives to reduce the incidences of victimization as a result of abuse, combat issues of poverty, and facilitate healing and transition following incidents of natural disaster. When the services of the ROC are requested, volunteers facilitate the timely removal of victims from their situation (in co-operation with local law enforcement officials when necessary). Moreover, the aim of the committee and its volunteers is to protect the aforementioned victims from their negative circumstance through the provision of the security and counselling necessary to facilitate healing. The provision of this temporary safe haven, emotional and legal

support, and assistance in finding affordable housing, the ROC acts as a stepping stone along the path to a brighter, more promising future for rural victims of abuse, the impoverished, and victims of natural disaster.

As the ROC offers a variety of services to individuals and families, sustainable funding must be maintained in order to provide equal and accessible services within the rural communities of the Peterborough County.

IV. Case Specific Terminology

As defined by the Federal Department of Justice, family violence is a term that is used to refer to the varying forms of “abuse, mistreatment or neglect that adults or children may experience in their intimate, kinship or dependent relationships.”¹

TABLE 1: Types of Family Violence

<p>Sexual abuse and exploitation</p>	<ul style="list-style-type: none"> • all forms of sexual assault, sexual harassment, or sexual exploitation. • forcing a person to participate in any unwanted, unsafe or degrading sexual activity. • using ridicule or other tactics to try to denigrate, control or limit a person's sexuality or reproductive choices. • using a child for sexual purposes—including fondling, inviting, manipulating or forcing a child to engage in sexual activity or intercourse rape, sodomy or exhibitionism.
<p>Neglect</p>	<ul style="list-style-type: none"> • failing to provide what a child or dependent adult requires for his or her physical, psychological or emotional development and well-being. • failing to provide or denying food, clothing, shelter, sanitation, medical care, protection from harm, or a sense value and love.
<p>Emotional abuse</p>	<ul style="list-style-type: none"> • harming a person's sense of self and putting them at risk of serious behavioural, cognitive, emotional or mental disorders. • attacking a person verbally – i.e. yelling, screaming, name calling, criticizing, threatening or intimidating. • using criticism, verbal threats, social isolation, intimidation or exploitation to dominate someone. • routinely making unreasonable demands. • criminally harassing or "stalking" a person or their loved

	<ul style="list-style-type: none"> ones, damaging their possessions or harming their pets. • Terrorizing a person.
Economic or financial abuse	<ul style="list-style-type: none"> • stealing from or defrauding someone. • withholding money to buy food or medical treatment. • manipulating or exploiting someone for financial gain. • denying access to financial resources. • preventing a person from working, or controlling their choice of occupation.
Spiritual Abuse	<ul style="list-style-type: none"> • preventing a person from engaging in their spiritual or religious practices. • using a person's religious or spiritual beliefs to manipulate, dominate or control them. • Ridiculing or denigrating someone's beliefs.

Information Courtesy: Family Violence Fact Sheet, Department of Justice

Note: With respect to family violence, it is important to be aware that frequently an abuser uses different methods of intimidation and control over the victim. Moreover, it is likely that the abuser will attempt to prevent the victim from communicating her/his abusive situation and/or leaving. It is also important to note that ‘family violence’ may occur in only one of the above mentioned categories. However, it is often the case that multiple methods and means of abuse occur in repeated patterns over extended periods of time. Often the abuser will modify the form of abuse in order to demonstrate dominance over the victimized individual(s).

V. A ‘Blue-Print’ for Success

This blueprint is meant to provide a step-by-step outline in the process of funding proposal building. The following steps are intended to simplify and accelerate this process.

Before beginning, be sure to consider the following points:

- ✚ Know your goals and outcomes, be sure that they are achievable and have these outlined.
- ✚ Be sure to have thoroughly researched your potential donor, this will be helpful to tailor your proposal to their specific interests.

Key Elements of a Proposal

- ✚ Summary
- ✚ Introduction

- # Definition of the Issues
- # Desired Results
 - a) Outputs
 - b) Outcomes
 - c) Impacts
- # Resources and Activities
- # Budget
- # Evaluation Plan
- # Sustainability
- # Conclusion
- # Appendices

Summary

This is one of the more important elements of your funding proposal. It will provide an overview of the proposal and introduce the reader to your intentions. This section of the proposal will be viewed first but should be written last to ensure consistency from beginning to end. The summary will:

- # Be no more than two pages; clarity and precision are essential.
- # Include a statement of the projects overall intentions.
- # Stress why and how the ROC affects your community and target audience.
- # Mention briefly the ROC's overall record, the issue(s) addressed, outcomes, and methods.

Introduction

In the introduction you will briefly describe the ROC and how it will address the proposed activities.

- # Provide a description of what the ROC does (i.e. purpose, goals, programmes, etc).
- # Establish your organizations credibility.
- # Describe past successes of the ROC, include testimonials from clients.
- # Provide statistics in support of the ROC's accomplishments.

Definition of the Issues

In this part of your proposal include a description of the needs and issues of your community that your organization intends to address or resolve.

- # Present the issues in terms of the community's needs rather than those of the ROC.
- # How will the ROC address the issues? Be sure to connect your mission and the issues.
- # Clarify the specific audience/group of the community that is affected by the issue.

- ✚ Up-to-date statistics should be included. These will help to reaffirm the importance of the issues at hand.
- ✚ Be realistic about what your organization can accomplish.

Desired Results

This section provides the intended outcome of the ROC's proposal by outlining what achievements are expected in both the long and the short-term. This section can be divided into three sections:

- ✚ Outputs
- ✚ Outcomes
- ✚ Impacts

Outputs

- ✓ What are the direct results of your initiative?
- ✓ Describe the ROC's outputs in terms of the size and scope of services and products provided (workshops, hours of operations, resources delivered, etc.).
- ✓ For each of the activities provided by your organization include what the outputs will be, and include specific information on your client's situations.
- ✓ Be sure your outputs are concrete and measurable.

Outcomes

- ✓ Outcomes are the changes in attitude, behaviour, skills, knowledge, programme use etc. that you expect to result from the ROC's activities.
- ✓ Express these outcomes at an individual level, rather than broad group-based expectations.
- ✓ In the case of numerous outcomes, state each outcome in one sentence.
- ✓ When organizing your outcomes be sure they are S.M.A.R.T. [Specific, Measurable, Achievable, Realistic, Timely]

* It may be useful to determine outcomes prior to establishing outputs, impacts, activities and inputs.

Impacts

- ✓ These are community and/or system level changes expected to result from the ROC's initiative.
- ✓ The impacts of your initiative may include: improved quality of life measurements, changes in policy, reduction in the degree of social inequalities, increased community involvement, etc.

Resources and Activities

In this section you will include how the ROC will implement its objectives, and the resources that are required. Connect the resources and activities to the desired results outlined above.

*Resources and Activities are often referred to as ‘inputs.’

Resources:

- ✓ What will the ROC require to implement its programme?
Eg. Human, financial, organizational, and community resources.
- ✓ Include specific numbers of volunteers and their qualifications for addressing the issue.
- ✓ Include other resources at the ROC’s disposal i.e. board members, community members, equipment, research resources (TCCBE).

* Be sure to convince your potential donor that you have the right resources to carry out your programme.

Activities:

- ✓ Create a step-by-step work plan, be specific.
- ✓ Explain why the steps the ROC takes directly address the issues. Eg. after consultation with experts, research, activities in other communities.
- ✓ Describe specific responsibilities and who is responsible for what, i.e. financial management, programme outcomes, reporting, etc.

* Be reasonable: include a realistic timeline and scope of activities with the resources available.

Budget

This section needs to demonstrate the ROC’s financial management capabilities, outlining effectiveness and responsibility.

- ✚ Provide a realistic estimate of the fund required to carry-out the ROC’s objectives.
- ✚ Include an outline of the cost of the programmes initiative.
- ✚ What are the other sources of funding? Committed funding may influence the donor in granting additional resources.
- ✚ In the form of a table present your budget. The first column should outline incoming source amounts, and the adjacent column should provide expense amounts and items.

Note: Incomes include earned incomes (product sales), contributed incomes (donations, grants, fundraising), and finally donations in kind (donations of labour, meeting space equipment use). Similarly, expenses include:

salaries/benefits, rental administration, travel and lodging, programme materials, etc.

- ✚ Clearly explain any assumptions being made, explain any unusual items in footnotes.

- * Base your figures on sound research, be sure all calculations are accurate and that the budget balances.

Your Evaluation Plan

The evaluation plan will allow you to describe how you plan to assess the ROC's value and results. This process will allow you to determine if the ROC's anticipated outcomes are achieved, and the effectiveness of its implementation. This acts as a mechanism of accountability to the donor.

- ✚ Include a plan for evaluating the ROC's success as it evolves, and for modifying various aspects of the organization.

- ✚ Evaluate the costs in your budget: estimate your costs, materials, resources, services required.

- ✚ Try to include potential partners and participants with the ROC, as well as stakeholders in the development of evaluation criteria.

- ✚ What are your indicators of success? Be sure these are measurable.

- * Evaluation plans often include quantitative and qualitative methods of measurement.

Note: Quantitative measurements can be counted. For example volunteers, number of participants/clients, number of counselling sessions, etc. Qualitative criteria are more in-depth information on individual experiences, perspectives, reports by clients, et cetera.

- ✚ Include a description of how the data will be collected (surveys, tracking forms, interviews, letters, etc), analyzed, and stored.

- ✚ How will you use this information? How will it be communicated to community members or potential donors?

Sustainability

Through the development of future sustainability strategies a funding organization will realize how the ROC will benefit the community long-term to allow for broader access and care.

- ✚ Describe plans to continue activities, future developments and goals.

- ✚ Provide a detailed plan for obtaining future funding and support from alternative sources.

Conclusion

In this section you will make your final comments to support your proposal. Briefly state what the ROC plans to do and why it is important to your community in one or two paragraphs.

- ✚ Emphasize the strengths of the ROC.
 - ✚ Tell about your alliances or partnerships with other community groups.
 - ✚ Stress the value for money.
 - ✚ Time coordination
- * Be sure to be confident. The conclusion is the last opportunity to express confidence in the ability of the ROC to obtain results outlined in the proposal.

Appendices

The Appendices should include supplementary information such as:

- ✚ List of the Board of Directors
- ✚ Reference names and contact information, be sure these individuals are familiar with the ROC. It is most beneficial to provide a copy of your proposal to your references.
- ✚ Testimonials
- ✚ Legal documents
- ✚ Financial documents
- ✚ Annual Reports
- ✚ Publications such as brochures
- ✚ Relevant articles or summaries of reports
- ✚ Media clippings about the ROC

VI. Sample Funding Proposal

As government and corporate funding organizations receive numerous requests for financial and material support, it is best to keep the funding proposal as concise as possible. Keep only the pertinent information in your final copy. Most importantly, remember that the template is flexible. You do not have to answer every single question specifically; the goal is to present a well thought out, flowing piece of material, quickly read and easily understood by the agency in question.

It is also important to realize that government and corporate funding organizations offer a finite amount of money. As such is the case, funding application failure rates are high. However, it is important that community groups remain diligent. Groups may have to apply several times in order to obtain the necessary funding for their proposal.

Summary

The Rural Outreach Committee is a not-for-profit community organization located in Buckhorn, Ontario. The outreach centre was founded in 2002 to assist victims of family violence, poverty, and natural disaster within the rural communities of Peterborough County. Specifically, the ROC has been active within the region through its actions as an advocate of awareness, prevention, and intervention strategies that address many of the issues present in the rural regions of Peterborough County.

At the core of the ROC's mandate is the desire to increase public awareness, participation, and accessibility of services for victims of family violence, poverty, and natural disaster. Within the rural setting of greater Peterborough County, the ROC represents the sole support group for those who have been victimized, live in poverty, and/or suffer as a result of natural disaster. As such is the case, the ROC acts as an essential provider of services to the community. Specifically, the members of the ROC participate in community outreach programmes, administer a 24 hour toll-free emergency support line for clients, provide a temporary transitional shelter and basic amenities, individual and group counselling, as well as assistance locating affordable housing and legal support when necessary. It should be noted that the ROC works in active partnership with numerous community groups to co-ordinate services, eliminate overlap, and provide for an efficient and positive experience for the clients.

As a result of numerous speaking engagements and participation in a variety of community events, the ROC places a strong emphasis on awareness and prevention of family violence and poverty, and seeks to facilitate healing and transition following incidents of natural disaster. When the services of the ROC are requested by a client, our volunteers act immediately to address the situation. If/when necessary we co-ordinate the timely removal of our clients from their negative situation, offer them a temporary safe haven in addition to a variety of emotional, psychological, and logistical (housing and legal support) services. While the shelter is meant for transitional purposes, our clients often retain the support of the ROC well into the future through continued counselling and 'logistical' assistance.

As the ROC offers a variety of services to individuals and families, sustainable funding is necessary to provide equal and accessible services within the rural communities of the Peterborough County.

Introduction

In a location, and setting such as the rural communities of greater Peterborough, the ROC offers a variety of services designed to address many of

the problems which persist. We offer a wide variety of services and co-ordinate with other groups to ensure the best, most effective care of our clients.

As mentioned above, the ROC is an active community participant, seeking to create awareness and prevention strategies designed to combat issues of family violence, poverty, and natural disaster. We offer our clients a variety of highly flexible healing services in order to help them on their way to a better future. As word continues to spread throughout the rural setting, the ROC is increasingly relied upon. While we do not receive many clients as a result of natural disaster, we receive numerous requests for assistance as a result of family violence and poverty. This demonstrates a continuing need for infrastructures of support within the rural communities of Peterborough County.

To date, the ROC has helped a number of clients on the road to recovery and success. Whether clients seek the use of the crisis line, the transitional shelter, counselling services, or assistance obtaining affordable housing or legal council, numerous clients have of them return to the shelter or write letters in order to express their gratitude for the services provided. Feedback from clients continues to be positive and helps to remind us of the challenges facing the rural community everyday. As stated in a recent letter of support for the ROC,

[The] ROC has demonstrated the desire to help anyone who comes to them. Unlike many human services agencies that focus on their “specialty”, the ROC focuses on how to help and support [all]... I personally believe that the ROC is an ideal “model” for service to those who are in desperate need within a rural community. They so clearly demonstrate that neighbours can help neighbours. Their *compassion, devotion, and love* for people, regardless of their personal circumstances, are obvious...

-Bill McNab, Exec. Director, Brock Mission

******Ideally you would like to back up the claims made in this section with some type of statistical data demonstrating the frequency of usage, and the efficacy of the ROC******

Definition of the Issues

The vital role that any shelter and healing service provider plays within any community cannot be overstated. This being the case, it is important to note the specific situation which affects clients of the ROC. As our clients come from the rural communities of Peterborough County there are significant barriers to accessibility of services which exist.

Unique to their geographic location, victims of family violence, poverty and natural disaster within rural communities often encounter difficult physical, social, and emotional obstacles that prevent them from obtaining the services and support necessary to improve the living situation. Within the rural setting, people often to live significant distance from one another. This physical isolation can

result in a number of barriers that prevent emancipation. Individuals suffering from family violence, poverty, and natural disaster in the rural communities of Peterborough County often have to limited access to services. Frequently there are no sources of public transportation, and the cost of long distance phone calls, travel by taxi, and/or a vehicle has increased considerably as of recent. Moreover, this physical isolation can create enhanced feelings of emotional and societal isolation. The lack of accessible and effective community support mechanisms within the rural community creates a more volatile situation, and can cause increased, reliance and dependency on negative vices (particularly in cases of family violence).

Not only do geographic factors influence the accessibility of services and support for the victimized, poor, or those who have suffered as a result of nature, but the social atmosphere of the rural setting can cause tension and unease. Within the rural setting, potential clients often avoid approaching community members for support due to the incidences of gossip that often occur. As many people are uncomfortable in their living situation, the lack of assured anonymity associated with asking a fellow community member for assistance can result in a failure for the individual to seek change.

The ROC will continue to address the structural and social barriers that exist within the rural setting by seeking to reduce incidents of family violence and poverty through prevention and awareness campaigns within the community. We recognize that the concepts of bring to an end to family violence, ending poverty, and preventing natural disaster are beyond the means of the ROC. Therefore, we will continue to seek flexible methods of adapting our services to best fit the needs of our rural community. Recently, we have begun to co-ordinate travel to-and-from the shelter for our clients through our volunteers, local law enforcement, and the commission of taxi-cabs. While this does result in extra expense, it helps to create a more accessible infrastructure of support for potential and current clients.

Desired Results

Outputs

Through the actions of the ROC, the rural communities of Peterborough County have been exposed to educational information and prevention strategies with respect to family violence, poverty, and natural disaster. As a result of this, increasing numbers of people within the community are requesting the assistance of the ROC. As previously noted, the ROC offers a variety of services to its clients. Our members and volunteers work tirelessly to provide 24 hour crisis counselling, logistical assistance, and countless violence prevention workshops in the schools, churches, and halls of communities both locally and throughout eastern Ontario. As such is the case, the ROC continues to act as a beacon for hope within the outlying regions of Peterborough County.

Outcomes

As a result of the variety of support services offered by the ROC, we are able to create changes in attitude, behaviour, skills, and knowledge. We actively assist people in overcoming their tumultuous situations and help them on the road to recovery. In some cases this means the permanent removal of clients from their negative situations, the creation of better living conditions, a better emotional state, as well as prosecution of the perpetrators.

Impacts

At community level, the ROC has been highly effective at increasing awareness and quality of life for victims of family violence, poverty and natural disaster. While we reach the community on a general level through awareness and prevention campaigns, we greatly impact the quality of life for our clients by removing them from violent and/or abusive situations, squalor conditions, and situations resulting from natural disaster, by helping them through their experience by way of counselling, provision of temporary accommodation and supplies, and long term housing and legal assistance. As a result of increased signage, involvement in the community, word-of-mouth reporting, and partnerships with local universities and colleges, both the use of services and the number of volunteers continue to grow.

Resources and Activities

Resources

As the ROC continues to offer a diverse array of support and services to our clients, we require additional financial resources and volunteers to fulfill our mandate. At minimum, our clients require the ROC to have a number of volunteers trained in crisis management to operate the crisis line. Operation of this line using cellular telephones (so that volunteers are reachable at all times) and crisis training for volunteers account for a considerable percentage of our operating budget. Provision of these services will require sustained funding in order to assist our clients.

It is important to note that the ROC does have a variety of resources at its disposal. Sustained financial support from the Faith Works organization, the Township of Galway-Cavendish & Harvey, local religious organizations, and a variety of private contributions have allowed the ROC to offer its current level of services. Moreover, the ROC has partnered with other non-profit and community groups (dealing with similar issues) such as the Peterborough Housing Resource Centre, the Brock Mission, Trent University, and Sir Sanford Fleming College in order to better serve the interests of our clients. These strategic partnerships have created increased support and service diversity for our clients, as well as rendered

valuable knowledge and expertise. As we continue to expand networks of support for our clients and the ROC alike, we strive to establish new partnerships and opportunities for growth.

Activities

After consultation and study, in co-ordination with a series of student researchers from Trent University, clients, and similar non-profit organizations, the ROC has developed its flexible mandate and array of services in order to best address the unique situation created by the rural environment.

As an oversight mechanism, all projects, fundraising activities, and financial decisions are controlled by the ROC Board of Directors. All decisions are discussed in an open and transparent manner, voted upon, and documented in meeting notes and financial records. Many members of the Board hold specific portfolios (Eg. the executive director, treasurer, and reeve) and all must document and report on their respective areas to the entire board. As such is the case, the creation and implementation of programmes may be deliberated over the course of several meetings with an emphasis placed on efficacy and efficiency.

Budget

As this funding proposal will require the most up-to-date financial data possessed by the ROC, and as a means of ensuring confidentiality, we feel that the ROC should simply 'cut and paste' their most recent budget into this section. The budget should be outlined in chart form and must follow the template laid out in the 'Blue Print for Success'...

Sustainability

The ROC plans to continue to perform its vital role within the rural communities of Peterborough County. The crisis line, transitional shelter, counselling services, and logistical assistance continue to result in increased usage and appreciation by our clients. As a community support group, we plan to expand our presence within the community with increased advertising regarding our services, developing new networks of support, and continuing to be a prominent actor within the schools, churches, halls, and club meetings of greater Peterborough County.

In the future, we will continue to maintain a close connection with Faith Works, Galway-Cavendish & Harvey Town Council, local religious groups, and those who provide private donations. Particularly with respect to private donations, we intend to increase the publicity of fundraising events. Moreover, as time passes, annual events such as concerts and performances continue to create increased revenue and awareness of the ROC within the community.

Finally, we intend to use funding related research and best practices policies developed by student researchers from Trent University in order to bolster our networks of financial support. Based on this research we intend to create new funding opportunities by applying to a variety of government and corporate entities alike.

Conclusion

In conclusion, it is important to reiterate that the ROC continues to be an active participant in strengthening the communities of rural Peterborough County by offering a unique variety of services and support to individual clients and families alike. We have sought to, and succeeded, at offering a variety of highly flexible, efficient, and effective services designed to fit the rural setting.

However, perhaps what has made the ROC most effective to our clients is our co-ordination with other non-profit organizations, churches, and educational institutions. This has allowed us to assist our clients to the best of our ability, while referring them to alternative service providers within the community. With this we have been able to create better 'customer satisfaction' and avoid excess and overlap. It is through these strategic partnerships that the ROC has been able to accurately understand and address problems related to family violence, poverty, and natural disaster.

Moreover, it is these strategic partnerships which allow for effective use of donor dollars. When we are able to co-ordinate and facilitate healing and help with other community groups it allows for effective and efficient use of scarce financial resources. While the primary emphasis of the ROC is on a transition to healing and rehabilitation, we are aware of the financial constraints which exist and continue to seek out new, innovative means of making our dollars work better for our clients.

Appendices

In this section you will want to include all of the pertinent information listed in the 'Blue Print for Success.'

VII. Government Strategies

Federal Government

National Clearinghouse on Family Violence:

Federal Family Violence Initiative:

http://www.phac-aspc.gc.ca/ncfv-cnivf/familyviolence/pdfs/2004-Family-Violence-Initiative_E.pdf

The Family Violence Initiative's mandate for the past two years has continued to focus on:

- ✦ Promoting public awareness of the risk factors of family violence and the need for public involvement in responding to it.
- ✦ Strengthening the ability of the criminal justice, health and housing systems to respond.
- ✦ Supporting data collection, research and evaluation efforts to identify effective interventions.

Family Violence: A Fact Sheet from the Department of Justice Canada

<http://canada.justice.gc.ca/en/ps/fm/familyvifs.html>

Touches on the following topics:

- ✦ What is family violence?
- ✦ How wide-spread is family violence in Canada?
- ✦ What factors contribute to family violence?
- ✦ What are the consequences of family violence?
- ✦ Preventing and responding to family violence
- ✦ Suggested resources on family violence
- ✦ Where to get more information on family violence

Family Violence in Canada: A Statistical Profile 2005

<http://www.statcan.ca/english/freepub/85-224-XIE/85-224-XIE2005000.pdf>

Statistics on the following:

- ✦ Trends in self-reported spousal abuse.
- ✦ Stalking-criminal harassment.
- ✦ Family homicides.
- ✦ Family homicide-suicide
- ✦ Family violence against children and youth.
- ✦ Family violence against older adults

Nationally Organized Initiatives

Rural Women and Substance Use: Issues and Implications for Programming

http://www.hc-sc.gc.ca/ahc-asc/alt_formats/hecs-sesc/pdf/pubs/drugs-drogues/rural-women-substance-use/rural_e.pdf

- ✦ Explore the life circumstances of rural women and issues related to rural living and women's problematic use of alcohol, tobacco, medications and illicit drugs.
- ✦ Examine related programs for rural women to draw out important learning's for future programming.
- ✦ Suggest solutions for overcoming barriers to programming in rural settings.
- ✦ Provide an initial list of resource materials and contacts for health and social service providers.

“Family Violence” in Rural, Farm and Remote Canada

<http://www.acjnet.org/docs/famvidoj.html>

Addresses the following:

- ✚ Proposes to create awareness of family violence in rural, farm and remote regions.
- ✚ Looks to determine the relationship between stress on the family farm and family violence.
- ✚ Aims to educate rural and farm families of all the types of family violence.
- ✚ Looks to identify barriers to the recognition of family violence in rural, farm and remote regions.
- ✚ Identifies the factors contributing to family violence that are unique to the rural, farm and remote regions.
- ✚ Intends to identify methods for prevention and solutions of family violence in rural, farm and remote regions.
- ✚ Proposes to encourage rural and farm families, communities and governments to work together to eliminate family violence in our society.
- ✚ Looks to implement the solutions.
- ✚ Aims to reach the goal of "O" Tolerance of family violence in rural, farm communities.

Provincial Government

Ontario Ministry of the Attorney General: “Violence in the Family”

<http://www.attorneygeneral.jus.gov.on.ca/english/family/violence.asp>

- ✚ Provides a number of aids for individuals subject to family violence
- ✚ Provides an outline of relevant laws pertaining to family violence
- ✚ Provides an idealized list of actions to be taken in situations of family violence

Ministry of Community and Social Services: “A Domestic Action Plan for Ontario 2005”

<http://www.cfcs.gov.on.ca/CFCS/en/newsRoom/backgrounders/050308.htm>

Outlines the Ontario government commitment with respect to family violence via the following avenues:

- ✚ Better community-based support for victims
- ✚ Identify women and children at risk and intervening earlier
- ✚ Change attitudes to prevent family violence
- ✚ Strengthen the justice system response
- ✚ Improve access to French language services

Investing in Women’s Futures

<http://www.citizenship.gov.on.ca/owd/english/community/investing.htm>

The Investing in Women’s Futures programme supports 26 women’s centres in communities across Ontario to provide programmes to prevent violence against women and promote women’s economic independence. Through this programme, the women’s

centres deliver activities to support women in developing assets to reduce their vulnerability to poverty and abuse: employment and entrepreneurial training and supports; safety planning for women experiencing abuse; public education to prevent violence against women; and information and referrals

Provincially Organized Initiatives

Centre for Research on Violence Against Women and Children

<http://www.crvawc.ca/>

- ✚ Promotes the development of community-centred, action research on violence against women and children.
- ✚ Aims to facilitate the cooperation of individuals, groups and institutions representing the diversity of the community to pursue research questions and training opportunities to understand and prevent abuse.
- ✚ Initiates and seeks funding for projects related to:
 - violence and its impacts on health and well-being
 - healthy relationships, etc.
- ✚ Conducts research and education that is relevant to legislative reform.

Ontario Women's Justice Network - Article

“Stats Can Report Confirms Low Sentence in Family Violence Cases”

<http://www.owjn.org/info/low.htm>

- ✚ Reflecting on a Stats Can study on family violence (link to report provided)
- ✚ Highlights relevant and important statistic on incidence of family violence and related rates of incarceration

Municipal Government

Peterborough County-City Health Unit “Family Violence Prevention”

- ✚ Provides information and services on the nature, extent and impact of family violence
- ✚ Works with other community agencies to develop local education and prevention programmes
- ✚ Provide referrals to alternative community support agencies and counselling agencies.
- ✚ Includes a list of local emergency numbers for women in crisis

VIII. Potential Funding Sources

Government

Imagine Canada

http://www.imaginecanada.ca/page.asp?foundation_directory

Canadian Directory to Foundation and Corporations.

Canada's most accurate and detailed fundraising database. Must subscribe to receive information.

http://www.governmentgrants.ca/Forms/Ontario_form.htm

This source provides a complete listing of federal and provincial funding sources. The main drawback of this initiative is that it costs \$99.77 for the information.

If the ROC is interested in this information print out a copy of the form and mail it to the accompanying address.

Corporate and Other

Hewlett Packard

It is not possible to receive funding from HP through direct application. It is important first to take a few minutes to fill out their introductory application (possible to cut and paste from the TCCBE proposal Joel and Erin have completed). If the ROC is an organization that appeals to HP, you will be contacted.

<http://www.hp.ca/corporate/philanthropy/form.php>

Canadian Tire

The Foundation for Families does not have an application process.

The Foundation for Families works closely with Canadian Tires Associate Dealers and with corporate employee volunteer teams to help identify charities that fit with its mission. If the ROC fits their mission and would like to make a written request to the Foundation for Families, or if you would simply like to learn more about the Foundation for Families, please contact:

Mailing address: Canadian Tire Foundation for Families, 2180 Yonge Street, 10th Floor
Toronto, Ontario M4P 2V8

Telephone: 1-877-616-6600 E-mail: foundationforfamilies@cantire.com

Canadian Women's Foundation

Canadian Women's Foundation funds projects and programmes that help women rebuild their lives after experiencing violence, or that work with girls and teens to prevent violence against women. For this purpose, the foundation makes an annual call for violence prevention grant applications from women's organizations across the country.

<http://www.cdnwomen.org/eng/4/4f1.asp>

It is only possible to apply during the call for applications. For 2006 the deadline was 1 February. It is suggested to begin the application process at the end of this year/ the beginning of next year.

Contact:

Toll free: 1-866-293-4483, Local: 416-365-1444 info@canadianwomen.org

Royal LePage Shelter Foundation

The non-profit Royal LePage Shelter Foundation focuses on enabling women and children to live safe, healthy lives, and reach their full potential unhindered by violence.

<http://www.royallepage.ca/CMSTemplates/AboutUs/ShelterFoundation/ShelterTemplateL.aspx?id=820&a=821&b=822&c=823&d=824>

Contact: Pamela Kempthorne at (416) 510 5750 or email pkempthorne@royallepage.ca.

Quaker

All applications are processed through the Donation Sponsorship Committee. It takes 6-8 weeks for processing.

Pepsi-QTG Canada
Donation Sponsorship Committee
14 Hunter St. E.
Peterborough, ON
K9J 7B2
fax : (705) 876-4141

Tim Horton's

Smile Cookie Programme

This is a community-oriented sponsorship programme that raise funds for a worthy local charity. Tim Horton's stores sell special double-sized chocolate chip cookies, sporting a happy face, for a limited time with all proceeds going towards the charity of choice.

Contact local franchise for detailed information.

Coca-Cola

All donations flow through local bottling companies. Please contact Coca-Cola to locate the one nearest to Peterborough:

Coca-Cola Ltd.
42 Overlea Boulevard, Ste. 100
Toronto, Ontario
M4H 1B8
(800) 218-2653

IX. Future Recommendations

This section is intended to let the ROC know areas that we felt could be improved or modified to make the process of obtaining funding, and writing funding proposals easier for members of the ROC or others in the future. These are simply areas where we felt that more information would have been more beneficial to the project, and by extension the ROC.

One major area we felt the need to highlight was the lack of statistical and numerical data held by the ROC, with respect to usage. Potential sponsors like to understand not only the role of the agency in question, but also the frequency with which it acts and participates within the community. For the ROC specifically, we would like to suggest a few easy areas of statistical data to monitor for future reference. These areas include keeping official documentation of:

- ✚ The frequency of speaking/awareness engagements for the ROC on a monthly basis
- ✚ The number of phone calls received by the crisis line each month
- ✚ The number of times the shelter is used on a monthly basis
- ✚ The number of times clients request counselling with and without using the shelter
- ✚ The incidents of the provision basic goods to clients inside and outside of the shelter
- ✚ The number of times children are involved in incidents
- ✚ The number of times clients request assistance in finding affordable housing resources from the ROC
- ✚ The number of times the ROC is able to co-ordinate with other groups to assist the clients

In general, keeping official documentation of these (and more) criteria will allow persons writing funding proposals (or any other documentation) to create a statistical profile of the ROC and those it assists. This will allow people, particularly within the business and governmental communities, to understand and interpret the main functions of the organization in a clear, concise manner. It will also help to demonstrate the need for sustained funding and the ROC's commitment to putting dollars into action to help the community.

Moreover, there are a variety of courses which exist to aid people and organizations in preparing funding proposals. As this area is 'foreign' to many, we would suggest using some of the ROC's funds to send a representative to one of these

courses and/or hire an 'expert in the field' to obtain more funding in the future. With respect to this matter, a good resource for the ROC can be found at:

<http://www.charityvillage.com/CV/learn/index.asp>

VIII. Conclusions & Critical Reflections

Erin Winger

What I am going to look at in the following few paragraphs are my thoughts and feeling on the project and its progression. I will examine some of the difficulties faced throughout the project as well as highlight the positive experiences I felt have come from doing the TCCBE project for the Rural Outreach Committee.

I had considered doing a TCCBE project in the past but was unable to fit it into my schedule. I had wanted to do a project that would do more than be marked and placed on a shelf, giving back to the community was the best alternative. When Professor Chupik mentioned in class that we would be given the option of doing a TCCBE project rather than a paper I seriously considered. During the presentation by Jennifer of the TCCBE one of the projects mentioned was for the Rural Outreach Committee (ROC) of Buckhorn. My interest was peaked further so I decided I would look into the project. While the initial stages of contact were being completed between myself and the TCCBE I spoke to Joel about doing the project with me. We had known each other from past courses and both felt that this project specifically would benefit from having both male and female perspectives.

After our initial meeting with Cathy and Ron of the ROC we had a project that was too large for the amount of time that we would be able to put into it. Through discussion with Jessa, the TCCBE, and the ROC our project was narrowed down to a

specific examination of fundraising with the aim of simplifying the process for the volunteers of the committee.

Though we were in contact with the TCCBE often via e-mail we did not have a face-to-face meeting with anyone from the organization until much later into the project. If I were to do this again I would be sure to have a meeting with someone from the TCCBE early in the project to ensure that all direction is clear from every interested party. One of the other small issues related to the TCCBE is the change in contact. Initially our contact and support at the TCCBE had been Sylvia, halfway through the year our contacts switched to Jennifer and Barb. Though all of these women were a great help to our project there was some misunderstanding and miscommunication regarding the focus of our research that complicated things for a short bit, but was eventually addressed and resolved.

The ROC is a fantastic organization that through the hard work of volunteers provides a service, which has been greatly neglected, to the community. When completing the research agreement it was decided that because of the topic of our course, “Canadian Social Policy,” we would focus on sources of funding from the three levels of government. All interested parties agreed on this and we were off to research. At one point in a meeting between Cathy, Ron, Joel and myself it was mentioned that the ROC receives ninety percent of funding from faith-based organizations, and that the ROC wishes for it to remain as such. This bit of information sent Joel and I into a bit of a spin because this newest information was very contrary to where we were researching, and where we felt familiar. After several meetings with Jessa, Jennifer of the TCCBE, and between the two of us it was decided that we would continue on the course of our

research into government. We felt an examination into sources of funding through the government would be most beneficial to the ROC because it appeared to be the area of least familiarity to the organization.

Working with a partner, I believe, was essential for this project. Though initially I thought it would be manageable on my own, I am very glad Joel agreed to work with me. This project proved to be more work than initially expected, and I believe Joel and I worked well together and were able to produce an excellent finished product. Joel is both personable and charismatic which, I feel, benefited our relationship with Ron and Cathy of the ROC. His critical reflections have been beneficial at every level of our research. We began the project trying to complete all aspects together, but quickly learned that we were very concerned with ensuring we were both content with every phrase and as a result of this our writing was stagnating, as Joel so accurately put it. Upon this realization we decided to divide up the various aspects of the project to quicken the pace, this proved to be extremely productive. We compiled our work to ensure fluidity throughout the project and from there developed what we feel is an excellent piece of work.

I am very thankful for having been given the opportunity to do a TCCBE project. It has, however, proven to be a great deal of work in conjunction with work for class. I feel that expectations of the TCCBE were slightly different from that of Professor Chupik's. While Jessa had expected that we would spend the same amount of time on these projects as we would have writing a paper, approximately fifty hours, I feel that the TCCBE had expected us to spend much more time than allotted. Perhaps in years to come the TCCBE will arrange to have smaller projects designed for completion in conjunction with in class readings and assignments.

I feel like the project Joel and I have completed for the ROC is an invaluable experience. Not only is the research completed and compiled meant to be put to practical use, but the experience has provided us with the opportunity to be involved in the community and apply what we learn in class to a real situation. We have been given this great opportunity to become involved in a community organization that we have grown to greatly respect and admire. I feel that TCCBE projects are an essential part of Trent and the Trent experience, and I am pleased that I have chosen to take advantage of this opportunity. Though I have not yet decided what I will ultimately do with my degree I had hoped that it would involve government and/or not-for-profit work. Completing this project has given me the opportunity to look closer into both of these areas as well as has provided me with practical experience.

Joel Gunther

At the outset of the school year, I had not given much thought to the prospect of doing a community based project. However, after the presentation by Jennifer of the TCCBE, my interest was provoked. Within days of the presentation I received an email from Erin expressing an interest in working together on a project. We surveyed a few proposals and decided on the ROC.

What interested me most about the ROC was the fact that it was a stand-alone not-for-profit organization located in a rural community. Coming from the small town of Blackstock, ON, I was acutely aware of the structural barriers which exist in the rural setting. As a teen, I worked closely with the Cartwright Youth Activity Centre. This organization worked to provide youth within the rural setting an opportunity to

participate in activities designed to foster leadership, communications, and life skills through sports, youth dances, a smoking cessation program, and environmental awareness programs. When parents and community members began to speak to me about the importance of providing such services within the rural community, I became aware of the lack of social support infrastructure which existed beyond the city-limits. When I read about the ROC and met with representatives, I immediately identified with their circumstance and felt the desire to help.

From the outset, the Cathy and Ron of the ROC were very willing to meet and discuss the project with us, make necessary accommodations, and were generally very positive. Over the duration of the school year, Ron and Cathy were always very prompt in their communications with Erin and I. This made the whole process move in a fluid fashion, and helped to make project more enjoyable. Moreover, the ROC was able to offer us a variety of their own literature and research on issues of family violence, poverty, and the structural barriers which affect people living in rural communities.

Coming from a rural community such as Blackstock, the prospect of working on a project which dealt directly with issues of family violence and poverty interested me greatly. When one lives within a rural community it is often unlikely that people will suspect incidents of family violence are taking place. I became aware of this when my neighbour attempted to murder his wife one night. It seemed completely odd that this would have happened, but apparently it was a final event in a relationship marred by family violence for years. Both the victim and the perpetrator were known within the community, yet physical/geographical isolation limited the ability for people within recognize and respond to the situation. As the ROC seeks to directly prevent, intervene,

aid, and assist victims of family violence within the rural setting, I felt as though this project was a perfect fit.

Working with Erin has also proven to be an enjoyable experience. Though working with a partner can prove problematic at times (in terms of scheduling, coordination, and a common vision) I think Erin and I worked remarkably well with one another. Aside from a few scheduling problems (which are inevitable), Erin and I worked very productively, determinedly, and most importantly, honestly with one another. From the outset we established that being completely open and honest with one another, politely asserting our own opinions, and offering only *constructive* criticism (when necessary) was the only way we would achieve a project we were proud of. In the end, I think Erin and I have come out of this developing a positive working relationship, increased practical knowledge with respect to the funding application process, and a greater understanding of the problems and possibilities facing non-profit organizations. In conclusion, as most of my university career has involved 'solo' projects, I thought that this was a valuable learning experience in human interaction. Learning to work with a partner (Erin), two interlocutors (the TCCBE & Jessa), as well as an external group (the ROC) will prove valuable beyond the classroom, into the future. I can only hope that the ROC has found this experience equally as productive.

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