

**Vital Conversation:**

# “UnCharitable” Screening and Discussion

This document aims to summarize participants' responses after the screening of the documentary Uncharitable and the ensuing conversations. These responses capture a wide range of perspectives from people intimately involved in the charitable sector—including volunteers, donors, nonprofit leaders, beneficiaries, and community champions.



This summary serves as a foundation for ongoing dialogue. By collecting these insights, we hope to cultivate a deeper understanding of the communities' needs and develop solutions that support both the organizations and the communities they serve, while also identifying potential pathways for positive change.

Our sincere thanks go to all participants for their invaluable contributions, insights, and commitment to making a difference.

We would like to thank our sponsor Valley First Credit Union, Keremeos Branch, and the team at Row Fourteen for their hospitality.

We look forward to future discussions and collaborations towards creating a more vibrant and inclusive future.

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Community Foundation South Okanagan|Similkameen

*We acknowledge that this event took place on the traditional, ancestral, and unceded territory of the sm̓əłq̓m̓ix people of the syilx nation. We pay our respects to the elders, both past and present, recognizing their enduring connection to the land, culture, and community.*

*As we reflect on the history and heritage of this land, honoring the contributions and sacrifices of the syilx peoples. We are grateful for the opportunity to come together and remain committed to cultivating meaningful relationships with Indigenous communities, working towards a more just and inclusive future where everyone can thrive.*

## Question 1:

### What were your thoughts coming into the afternoon, and did anything surprise you?

- I wasn't sure what to expect before coming; my mind has been opened regarding how nonprofits spend money.
- Any nonprofits in Canada that operate successfully in the examples shown in the documentary?
- Many unheard voices
- Reaffirmed that nonprofits have to always struggle
- Community involvement
- Water issues locally
- Need more voices participating in community development
- Have no specific expectation, but curious to learn more about the nonprofit world
- Agree on funding; not agree in marketing.
- Great turnout!
- The impact that media can have on a charity
- Pleasantly surprised by the number of people in attendance
- Surprise was the portion of speakers and their drive, the downfall that they had to overcome.
- When I walk in, I always look to see whose voices are being represented, who will be heard and valued.
- I wasn't sure what to expect but I was pleasantly surprised at how many people attended; what a great community.
- Did not know why we were coming. Not sure of the framework of discussion.
- I attend to support the Community Foundation; I believe in long-term endowments.
- Constant solicitations can be problematic, mixed feelings about overhead.
- Local orientation with long term stability
- I wasn't sure what to expect but was surprised by how moved I was; how previously blind I was.
- Not sure what to expect. Great turnout; very amazing break down of topics.
- Surprised at the (illegible) and roles of media in charity.
- First thought: the event was going to be about (illegible) but turned into a discussion of how charities are done.
- Surprise: the film was about charities and overhead.
- Not sure what to think. Interesting, side conversations, right colour, minority, tax free?
- Expectations: realities of discrimination in the nonprofit sector.
- Begging for many.
- Curiosity: it was surprisingly irritating how ignorant the world/media can be in portraying mistruths
- I thought that Uncharitable would be about people not doing or giving enough. I was upset about how people are so easily swayed by the media.
- Thought this would be about fundraising strategies. Nice to see this is about mindsets with regards to NPOs.

- I didn't expect to be emotionally moved.
- Propaganda, "Blue Sky"; refreshing.
- Excited to see the work and experiences of the charitable NP sector highlighted.
- Cynical, a lecture on not doing enough.
- General turnout for the event: lots of people care!!
- Curiosity and hopeful (the food)
- I thought the approach would be accusatory of nonprofits.
- Was unsure what to expect, this was new information for me. Excited to see the direction changes may go.
- Surprised by # of people who support community; proportion of women/men
- Surprises? Misconception of how money is spent
- How much media manipulates information
- Movie portion: reverse of what I prejudged; I reckoned it was to bash misuse of donated money.
- Was pleased the movie portrayed the need to spend to achieve.
- Main message to me was the amount spent to create a want (becoming a need) for useless promotion (coca cola, cosmetics) war, on and on, more than enough to really address societal problems, trends, styles.
- The power of irresponsible media with no real ability to address it. How generous to the average person is when a cause touches them.
- No conception prior to movie (good movie).
- Money spent on projects like going to the moon, what did it achieve really? (Because we could? We should? Or some other reason?)
- Finding solutions sometimes means taking on very powerful enterprises, climate change, fossil fuels, industry, war, health, pesticides, junk food industry)

**Question 2: What messages did you find yourself agreeing or disagreeing with?**

- I agree with the premise put forth regarding the benefit of spending more money on overhead if I can trust the info (proof) is accurate.
- Agree with the concept of results vs % to calculate impact. More investment should be made in finding the right people. Disagree that overhead shouldn't be a metric for monitoring as there can be mismanagement of funds can happen.
- Agree: why are we not keeping big corp. as accountable as nonprofits?. Disagree: still don't think fancy fundraising parties are necessary?
- NPs need to make profit the same way corporations make money; also, the tax breaks (better ones needed)
- I have experienced the expectations that service providers remain poor.
- Overhead is important and needed!!
- I agree with the need for overhead spending for NPs to be successful in their missions.
- NPs need management costs and outcomes are looked relatively to each other. Results up, management, up.
- I agree with the need to have NPs in the world. I disagree with the movie was all USA and no Canadian NP examples.

- I agree with NPs having their hands tied by restrictions, how much overhead they can spend. I disagree with the media allowed to say incorrect information.
- I agree with NPs being allowed to pay their staff accordingly as for profits are allowed. There still needs to be accountability to costs of NPs and benchmarks.
- There needs to be a new lens on NPs to make change.
- I found that I agreed with most aspects of the film.
- Only agree we should be funding the business behind the cause. For the hardest work they need the reward, we cannot expect work for free.
- Power of genuine belief in making a difference.
- Accountability very important.
- NPs are handicapped.
- Inaccurate journalism can be devastating.
- Frustration of being unable to ensure victims receive assistance.
- Interesting solution to separate “donation for services” vs “donations for overhead/organization/administration. But does not undermine the NPs.
  - Good to have the ability to select where you want your donation to go to.
  - Option “Where is most needed” is good.
- Didn’t necessarily disagree with anything. Need lots of communication.
- Agree NPs: accept risk; constrained by “overhead” restrictions. Encourage NPs to be entrepreneurial.
- Agree: yes, need publicity, vision. Concerned: capitalist vision, Disney, Space Age, American perspective. Reward seen as high salary.
- Agree with the premise of the film. Didn’t agree with the length of the film.
- How do we fund the next big idea?
- Nothing I did not know or have thought about. The business of how marketing is done, would like more info!
  - How do we help NPs learn how to fundraise and spend overhead wisely?
  - What are the unconventional methods of fundraising?
  - How do we communicate results/impact to donors?
- NPs (illegible) to fight to justify existence.
- The never ending lend of heaven forbid we pay people to organize, lead our NPs to success.
- No preconception
- Clean water for all, including here.
- Myth of need/money = not caring
- Agree: need to pay money for great innovators in NPs
- There is hope to solve the problems of human kind.
- Be together. Not the same.
- Stop insisting that we keep doing things the same as always. Let’s innovate!
- Very much agree with fair pay for labour. The blending of volunteer and paid positions causes burnout and moral dilemma.
- Agreed to salary gap in NFP vs FP. Disagree to ways to handle “overhead”, instead it would be an educational program to explain the functioning.
- Need to compensate properly for a persons worth no matter the company!

- We need to rethink fundraising for NPs
- I agree that NPs are judged, and adequate funding and wages are always a challenge.
- Roots of the have and have not's is important.
- Mainstream media biases and sensational reporting skews and destroys.
- Truth of history, what we did growth and (illegible), defensiveness of the records of fundraising and truth.
- Agreed with the premise: "more you put into something, the more you get out". Media are too irresponsible in reporting more objectivity; focus was too centred on we need more funds.

### **Question 3: A) What's Going Well?**

Based on your experiences, what successful practices and strategies are you currently using that contribute to a greater impact?

### **B) What Are the Barriers to Success?**

Given the current landscape, what obstacles or challenges do you face in achieving your vision for greater impact, and what steps are necessary to overcome?

- There are more programs offered to our community, more variety for the needy.
- We are connected to LSIB and USIB to bridge the communication gap and start to live, work, and play together!
- It would be great if the needy could feel safe and more to contribute it would be great to teach children about charity from kindergarten onwards.
- Collaborate with other NPs that have more experience or resources (such as LSCSS)
- Check it our yourself: know your strength.
- Invest in communication to discussion of what works and what doesn't; obstacles and barriers – more conversation!
- Going well: Starfish program; community after school theatre program.
- Ensure that individuals get the assistance they need.
- Increase in % of donations for other programs.
- Going well: local thrift store is keeping prices low.
- Initiatives and programs make a difference.
- Leadership programs in local high schools teaching next generation importance.
- Things going well is the community commitment and willingness to give back.
- Feed the Valley, so much support from locals out here!
- Working for a company that promotes volunteering and donating; local awareness of community needs, Feed the Valley, Starfish, a town full of people looking to help.
- We are successful because of our talented volunteers who work for nothing are happy to help people.
- Right: training people to the idea to leadup change.
- Just doing it – not asking permission
- Communication, network building
- Local shops for recognition and community collaboration
- The presence of the charity if part of the overhead.
- Things have changed from a funding project to more ongoing support, form a new idea every year to (illegible) alive.
- Cooperation between parties and organizations benefit the community.

- Leveraging relationships, partnerships, efficiencies. Local donors who understand the need for administration, infrastructure. Local support!
- People engagement and wants to be involved and aware. Knowledge and information from reliable and independent sources. Food culture revolving to ...the use of process food to the bare minimum.
- Connecting with the LSIB and USIB to build community connections and to work towards reconciliation.
- I have joined the Keremeos ESS to help my community during emergencies.
- Communication, network building.
- Learn to tell the dream when you have identified it.
- You must develop a network of positive supporters.
- Partnerships with schools to develop educational material to end cycle of food insecurity.
- Partnerships and volunteers.
- Gather data about needs/trends in the community.
- Separation/isolation from your community keep people from caring “out of sight, out of mind”.
- Mutual respect and an even playing field creates...word of mouth.
- Fundraising is directly related to marketing.
- I volunteer with the Starfish program, helping children.
- Community partnerships and communication.
- Applying for grant funding! Many volunteer programs e.g. meals on wheels, visitors centre, technical help.
- Advertise for volunteers in areas that attract the volunteers needed. Be more descriptive; you are selling a position. You are not desperate. Learn to say no, both parties can say no.
- Grants, funders, volunteers.
- How do we get young people to participate in the sector?
- Community Foundation and LSCSS is present and making impact locally.
- Barrier: Frenzied spending at year end to get next year’s money, we need to know there is ongoing funding available.
- Barrier: “That’s the way we have always done it.”
- Hard to get volunteers for the available program and times.
- Lack of funding; stigma; without more participation from gov we are behind “catching up” perpetually.
- Time, wages, staff burnout.
- Diversity, lack thereof.
- Barriers: Families/households too challenges by work, financial concerns to volunteer and donate. Resources and money needed to support polices, practices, with core funding.

**Question 4: If you knew you couldn’t fail, what would your community dream be? What bold actions are you prepared to make that vision a reality?**

- I dream of a community that shares knowledge of where food comes from and how to live a healthy lifestyle. I dream that food education is done at school, and community centres.
- Bold idea: get rid of the saying, “That’s the way we’ve always done it”.

- Inclusion and diversity and ensuring that we can include people from different ethnic backgrounds in fundraising.
- LSIB Community Garden to feed ALL. No overhead. Empower everyone!
- Your hands get on something, you try to start, to not give up. There would be no homeless, hungry, or poor.
- My community dream would be to have a home for everyone regardless of race, income, health.
- Because of my role in the community, I face challenges in achieving greater impact because I must follow political policies and procedures.
- Fundraising, family involved.
- Time and money! To be able to expand all programs through greater funding. To reach goal of providing services for everyone that needs them.
- Need volunteers with time and physical abilities and stick with-it-ness; everyone volunteer/give, everyone receive.
- Time always steps in the way. I want to reduce hunger and homelessness, not sure of what bold action.
- Financing and time. With the way we look at only giving when we have funds left over.
- Progress for entry into education for young moms.
- Season of need for farmers makes them less likely to take part in things.
- Fear of change, lack of communication and trust. Disconnect/mistrust. Have to be overcome with time resources to proof. I'd love to get the whole community together to collab and help each other.
- Structure the requirement of the funding.  
Funding stream options: short, one off. Medium 1-3 years, long 5-10 years.
- Strong community value here!
- Healthy land, healthy water, inclusiveness
- Narrow (illegible) viewpoints
- Short term funding, medium 3-5 years
- Ignorance, people just don't know what they don't know. People don't know how to dream or that they can today, here. I know more, I'm less ignorant. I'm believing in new possibilities.

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