

Timeraiser 2014-2017

Case for Support Presented to Nexen by Framework

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Nexen

c/o Fiona Buchanan
Analyst, Community Investment
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Calgary, Alberta, Canada
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September 12th, 2013

Re: Timeraisers 2014-2017

Dear Fiona,

Thank you again meeting with me in June and for all of Nexen's support over the past 6 years. We're really excited to continue the relationship between Nexen and Framework and acknowledge Nexen's help in achieving our goals for the years ahead.

REQUEST FOR SUPPORT

By the end of 2013 we hope to have achieved the following milestones

- \$800,000 invested in Artists
- 136,000 hours raised
- 9000 Canadian volunteers engaged
- 550 Agencies matched with skilled volunteers

The following proposal outlines our goals and objectives for the upcoming 2014-2017 Timeraiser season. Framework is requesting a \$75,000 donation to the Calgary Timeraiser allocated over three years and distributed as follows:

Item	Per year	Notes
Investment in Artists	\$15,000	20 pieces of artwork yields 2,400 volunteer hours
Transaction costs	\$5,460	Acquiring, administering, storing, delivering artwork comes with associated costs. \$273/piece
Marketing and Promotion	\$4,500	Promoting calls to artists, engaging arts community, promoting Timeraiser event

These costs are contextualized within the larger Calgary Timeraiser event budget which can be viewed [here](#). This budget lists material costs associated with running the event.

SOCIAL RETURN ON INVESTMENT

The Timeraiser program yields a 2x social return on every dollar invested in the program. It is impactful in several different ways.

- commitment to arts community
- capacity building with non-profits
- investment in social enterprises

Support for Artists

In Calgary since 2006, the Timeraiser program has invested \$147,074 into the careers of emerging artists. Some artists' reflect on the event:

Selling art is such a tough business. I'm part of a number of art groups that struggle with this. How to find a venue that's affordable that prospective customers will come to. We've gone the one day community centre route for years but it doesn't attract enough of the type of customer we need, the type of people that I saw at the Calgary Timeraiser. Thanks very much for the opportunity to show at Timeraiser. - [Janie Lockwood](#)

Timeraiser forces the issue or respect re: the 1) monetary value of art and the fact it costs money to artists to make, frame, and present work and 2) connects artists to the bigger community and 3) underlines the importance of participating in society through volunteering. - [Karen Hibbard](#)

Support for Non-Profits

The investment in artists has yielded 21,000 hours of volunteer time for more than 200 Calgary area non-profits. While this number accurately reflects the number of volunteer hours raised through bids on artwork, the real number of volunteer hours generated by the Calgary Timeraiser is more difficult to calculate. We track only those volunteers who are actively completing artwork pledges and not the hundreds of attendees who pledged 20 hours regardless of whether they won art or not. If even a third of those who made the 20 hour pledge completed their hours, the Timeraiser can be credited with contributing an additional 8000 hours of volunteerism to Calgary. Those numbers combined (29,000 hours) is the equivalent of 14.5 years of full-time employment added to the non-profit sector.

Nonprofits are re-applying at a rate of 50% which indicates a high degree of satisfaction with their Timeraiser experience.

It was a great event. You know you are getting quality people who are there because they want to volunteer. Great recruiting and stewardship event. - Calgary 2013 Agency

The event is creative and engaging - kudos to the organizers who did a stellar job. We were also impressed with the sincerity (and qualifications) of those attending. - Calgary 2013 Agency

NEW FOR NONPROFITS IN 2014

Timeraiser Plus, Technology for Social Change

“How well does your organization share?” remains the most important question an organization can ask. In a recent thought-leadership document published by the Ontario Trillium Foundation, Marcel Lauziere, CEO of Imagine Canada comments *“96% feel it’s important for charities to share information about their impact, but only 38% feel that organizations are doing it well”*. For several years, we have been advocating greater levels of transparency/openness which leads to easier collaboration and increased efficiency, and we are delighted to have been on the leading edge of a sector wide trend towards sharing better. We have been able to identify four keystone habits that high performing workers in the nonprofit sector need to exhibit:



However, what we have witnessed as a small, meta-non-profit, is that there are precious few opportunities for organizations to learn HOW to implement sharing in day-to-day practice. The Sharesies methodology, which we introduced to you last year, encourages organizations to adopt open architecture to find greater internal efficiencies while using the *same* infrastructure to push information outwards.

Item	Activities	Outcome	Impact
Timeraiser Plus Workshops <i>Concurrent with Calgary Timeraiser schedule</i>	Workshops - 2 total workshops - 5 to 7 organizations/ workshop ¹	Participating organizations rate workshops and modules with 85% satisfaction level, attain productivity increase of 3x in at least one business process.	By providing over 25 professional development opportunities, participants will bring learnings into their organizations
Timeraiser Plus Web Audits <i>available for any Timeraiser agency</i>	Conduct over 30 web audits per year. ² In doing so, build our website usability benchmarking database by 50%	75% will of respondents will ‘strongly agree’ the audit helped them better understand process improvements	These audits will be used by organizations in applications for IT systems that <i>leverages up to \$100k</i> from other funders ³ .

¹ No registration fee would be required for 2014 while we build out social enterprising impact research for 2015

² Free of charge in 2014. Offered in 2015 as part of a Timeraiser participation fee.

³ We presented the Audits to one granting professional who regularly receives request for IT funding noted that, if this type of documentation was included in the request, more requests would be successful

SOCIAL ENTERPRISE SPENDING

Our procurement policy is to secure catering, supply rentals, printing, etc from socially/environmentally responsible vendors, and where possible social enterprises - especially ones funded by our local partners such as United Ways & Community Foundations. It makes sense. Our hard earned Timeraiser dollars can go further if our spending helps support social enterprises doing important community work through a viable business.

The following illustration summarizes what qualifies in our social procurement calculations.



In 2012 we procured 6% of all artwork, 21% of all venues, 21% of all catering and 54% of all printing from social enterprise businesses, In 2013 we are set to surpass those numbers: 7% of artwork, 42% of venues, 56% of catering and an impressive 85% of all printing costs. This means that 18% of the Timeraiser expenses and 25% of the Timeraiser Plus expenses are being spent within the Social Purpose sector.

NEXEN AND TIMERAISER

We would like to continue to recognize Nexen as a Founding Sponsor of the Calgary Timeraiser and would continue to offer a number of benefits of sponsorship including:

- Unlimited tickets for Nexen employees⁴ - Hosting artwork at Nexen Offices
- Custom communications to be distributed to Nexen employees
- Opportunities for Lunch and Learns to promote Timeraiser and Nexen's employee volunteerism
- Inclusion of Nexen logo on all print and web assets

As we enter our 10th year of partnership with Nexen, we know that we enjoy a great deal of trust and good-will from Nexen in light of our consistent performance and impact. Your commitment and trust in our ability to steward your brand in partnership with our programming is a source of great pride for Timeraiser; our staff, volunteers, and participants.

⁴ over 120 Nexen employees have attended at least one Timeraiser.