

The Canadian Federation of University Women
Report
Survey-New Beginnings

CFUW Survey-New Beginnings

Executive Summary

Initially a survey of Club and membership activity was proposed at a pre AGM meeting in June 2012 to facilitate sharing of ideas on fundraising and advocacy. The survey expanded to include membership, community outreach, communications/technology and affinity programs.

The survey was written and analysed by a committee of Regional Directors (RDs) with support from the President, CFUW staff and other Board members.

There was an excellent response rate of 103/108 functioning clubs, a 95.4% response rate.

This information is available for use at both the national and Club levels to enhance work being done across Canada. These results are available on the CFUW admin website.

Trends:

- The reported Charitable Trust donations from Club budgets have decreased over the last year and larger clubs were more likely to donate to the Charitable Trust.
- 6% of clubs have had membership number decreases since 2007-2008; smaller clubs are losing members at twice the rate of larger clubs.

What we learned:

Fundraising:

- Clubs are quite active with fundraising, often in combination with a social activity; 87% of clubs indicate having a scholarship or endowment fund.
- The most popular fundraisers are book sales, raffles/tickets, auctions, luncheons and dinners, lectures or presentations, art or musical shows, and house tours.
- Over 70 Clubs received bequests or `in memoriams, with 82% being required by the donors to direct them to scholarship funds.

Membership

- The three greatest membership recruitment or retention challenges were: aging membership (92%); many other clubs and activities for women of any age (61%); and yearly fee is too high (47%).
- The three most successful membership recruitment strategies were:
 - Asking each member to bring another woman to a CFUW event (77%);
 - Developing club materials brochures etc. (54%); and
 - Contacting recently retired women (37%).
- Having a website and a variety of interest groups were important strategies for increasing membership but none of the current recruitment strategies are sufficient to attract new members.
- Smaller Clubs are more likely to report recruitment challenges.

These strategies are quite similar with large or small clubs.

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Advocacy

- Clubs' attention to the most frequently occurring issues (Poverty, Housing or Homelessness, Local Issues, Education and Childcare/Children) appears fairly even across CFUW Clubs regardless of size.
- The most popular issues for Clubs' advocacy were firearms/gun control, Bill C-400 (National Housing Strategy) and CFUW AGM resolutions and activities were poverty, local issues, education and child care.
- More Clubs: met with their Municipal elected members than with Provincial or Federal elected members; wrote letters to Federal members than to Provincial or Municipal elected members. There is less interaction with School Boards overall but this interaction is slightly more from smaller clubs. Those Clubs were also active with addressing other Advocacy issues.
- About half the Clubs work in partnerships or coalitions.
- All CFUW advocacy tools were seen as useful; exception was the templates circulated through Week in Review where only half saw them as useful.
- Aspects of CFUW's membership in IFUW were perceived as valuable by the majority and approximately half reported aspects of UNCSW connection as valuable.

Outreach

- Most Clubs participate in outreach projects
- The most frequently recorded categories of projects are:
 - Projects to help alleviate homelessness/poverty or hunger and education;
 - Projects related to health/wellness;
 - Literacy projects;
 - Projects related to violence prevention; and
 - Artistic projects.
- Most Clubs actively partner with: shelters for women/children, Women's Advisory groups or councils, Libraries, and Grandmothers to Grandmothers and the YW or YMCA.
 - Seven Clubs partner with Social Services, six with the local police or fire departments, and five with Breaking Bread for Afghanistan.
- 83 Clubs reported a Club presence on their local university or College campuses with 68 being recognized for their CFUW scholarships or bursaries.

Communications and Technology

- Most Clubs are successfully using e mail for notifications and promoting Club activities.
- Computer literacy is a challenge from many Clubs and there is a low use of social media tools by most Clubs members

Affinity Programs

- About half of the CFUW Clubs believe that their members are aware of the Affinity Programs.

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Recommendations:

There are 69 recommendations in this report. The recurring themes are:

- Workshops at AGMs and at the local level on: fundraising; investing scholarship money; assisting Clubs in addressing advocacy issues; and how to develop partnerships;
- On line webinars on: fundraising; investing scholarship money; Charitable Trust; membership recruitment; communicating the CFUW message (including the advocacy message); and the Affinity Program.
- More information sharing on: fundraising; membership initiatives that are successful; and successful advocacy initiatives.
- Raise the profile of CFUW and make tools available to Clubs to help them raise their profiles; make membership recruitment very prominent in all our material.
- Build on our scholarship programs and track past winners to increase recognition of the contributions of CFUW Scholarships and Fellowships.
- Be visible, get a website (that is updated regularly) and be accessible, interesting and welcoming, and use a variety of recruitment approaches at the Club level.
- Ensure that promotional material is accessible and widely distributed at a Club level.
- Link websites to the nearest university/community college and to partner groups.
- Enhance the profile of the Charitable Trust with information that is relevant to Clubs; develop a plan to enhance funding level and share with membership.
- Build, maintain, and enhance partnerships for fund raising, outreach, and advocacy.
- Develop a stronger on-line presence with a virtual Club.
- Encourage Clubs to have specific advocacy committees.
- Ensure that communications tools of CFUW respond to Clubs/members needs; use them to promote Club activities for information sharing; make tools readily available.
- Develop a multifaceted promotional campaign for the Affinity Programs by CFUW National Office with newsletter articles, splash page graphics that Clubs could use with their newsletters/websites, flyers that were made widely available, regular reminders in all communications material.

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Introduction to CFUW Survey-New Beginnings

Why Have a Survey?

The idea of surveying Club Presidents was expressed at a Pre AGM meeting held at Victoria BC, June 2012 when the Regional Directors (RDs) were considering how to facilitate the sharing of ideas on fundraising and advocacy among the then 110 self-funded CFUW Clubs across Canada. Although for CFUW fundraising is not a strategic aim in itself, the provision of scholarships, bursaries, and fellowships is. RDs had been present at a press conference at AGM 2011 in St. John's when CFUW's public profile had been enhanced by the announcement that the organization was contributing about one million dollars annually to support the education of women. This is one of CFUW's continued successes in working to "*Promote high standards of public education in Canada, advanced study and research by women, and a sound concept of lifelong learning*". In order to facilitate the sharing of ideas on sustaining this contribution, it was realized that first the information about exactly what was being done would have to be gathered.

The second area which the RDs realized they should include in a survey was advocacy. Clubs engage in various types of advocacy on local, provincial, federal and international issues as they fulfill another CFUW purpose to "*Advocate for the advancement of the status of women, human rights, and the common good locally, nationally and internationally*". However, exactly what each Club did, and what tools and strategies they might be able to share was not known; nor was usage of the advocacy tools being provided through the Advocacy Committee and National Office

The plan to conduct an informal survey was reported to the Board where it was seen as an opportunity for the organization to obtain needed information and the areas surveyed expanded to include Membership, Community Outreach, Communications / Technology and Affinity programs.

The Process

The survey was written by a committee of RDs, Linda Russell, Leila Metcalf, and Grace Hollett (chair) with President Susan Murphy (ex officio), and Executive Director Robin Jackson providing support from National Office. Other RDs were given an opportunity for input and Committee chairs were consulted, in particular Teri Shaw (VP Advocacy) and Patricia Duval (Membership). The survey was administered online through the company Constant Contact.

Most of the questions asked the Club Presidents to check off a prepared list of options. Where appropriate, the option "Other" was given so that respondents could write in their response if different from the given options. Some questions also gave the opportunity to write a comment. Only 4 questions of the 46 were completely open-ended.

RDs contacted the Club Presidents in their areas on many occasions and encouraged them to respond to the survey. A print copy was provided for initial preparation and consultation with other Club Executive members, and technical problems were addressed.

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Response of Clubs

Out of 110 Clubs, with 8772 members, 103 responded to all or most of the questions as shown in the tables. Two Clubs had closed (Norfolk and Fort McMurray). 1 Club responded to the personal information (#47) by replying “none” to #46 asking what additional services National Office might provide and was not included in the 103 respondents. The membership of that Club and of the other 4 non-responding Clubs totaled 237 giving the representation of members through their President as 8535:237 or 97.3%. The response rate was then 103 of the 110 Clubs or 93.6%; more accurately, by removing the Clubs who had closed, 103:108 or 95.4 % of functioning Clubs.

Data Display and Analysis of the Report

The tables showing the data from the survey included, for each question; the number of Clubs responding to that question, the number of responses (since multiple responses were present in some questions), relevant percentages, the number of Clubs responding to the option “other” and the number of Clubs responding in the “comments” section. The committee had access to all of the suggestions in the latter two areas with the accompanying Club names. They received a list of all Clubs who responded to each option in each question. This was necessary for cross-checking responses when an option was omitted in the check off option(s) to a question but the information was given in the category “other” or in the “comments. e.g. if a respondent missed checking “Auctions” in the check off option of question #1, but reported in the comments that they held a quilt auction. This required a great deal of detailed work. It was done mainly by Roseline Anderson and is recorded separately.

In addition to the data found in the main questions, a great deal of information is contained in the sections “other” and “comments” This information is presented in the report and forms part of the analysis.

Graphs are used to represent and display the data when it is felt that they will enhance the interpretation of the numbers. In some cases a double bar graph is used to show the correlation with Club size. For this purpose Clubs were separated into those above and below the median size.

The ongoing work of analysing the survey results is being done by the committee appointed by the President with members, Linda Russell, Roseline Anderson, Patricia Duval, Doris Mae Oulton, Grace Hollett (chair) and President Susan Murphy (ex-officio) with office support from Janice Pillon who also checked the data from the company, created many of the graphs, and continued the support offered in the earlier stages by E.D. Robin Jackson. The mandate of the committee is to organize and analyse the results, to report on the findings to the Board in May and June, to the AGM in July, and prepare a plan for distributing the information to the membership so that what has been learned can be shared with Clubs as was the original goal of the RDs.

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Section 1: Funding for Scholarships and Bursaries (Questions 1-11)

Introduction to Funding for Scholarships and Bursaries

1.1 Fundraising for scholarships and bursaries (Question 1)

Table 1.1: Ways Clubs fundraise for scholarships and bursaries

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Table 1.13: Additional contributions to Charitable Trust 2011-2012, 2012-2013 (from *comments* of **Table 1.11**)

1.5 Summary for Section 1: Funding for Scholarships and Bursaries (Questions 1-11)

1.5.1 What we have learned about Funding for Scholarships and Bursaries

1.5.2 Related information that would be useful: Funding for Scholarships and Bursaries

1.5.3 Recommendations: Funding for Scholarships and Bursaries

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Introduction to Funding for Scholarships and Bursaries

When responding to the survey in early 2013 Clubs were in the midst of continuing to plan, conduct and publicize their many fundraising activities. This section explores different aspects of the commitment of close to 8772 women who fundraise in aid of CFUW scholarships and bursaries. The section also explores other aspects of obtaining funds for scholarships as noted in the questions below.

The following questions were explored in this section:

- Exactly what fundraising activities are conducted by CFUW members and which Clubs engage in each?
- Which Clubs have scholarships or endowment funds?
- Whose responsibility is the investment of these funds, are Clubs planning to change this and is the Club still contributing to the fund?
- Which Clubs have bequests or memorial donations?
- Do the donors of these grants specify how much must be directed to scholarships?
- What is the level of contribution by Clubs and by individual members to the CFUW Charitable Trust for fellowships?

1.1: Fundraising for scholarships and bursaries (Question 1)

The tables which accompany each question list the options with the number of responses for each and the accompanying response ratio as a percent. In questions where multiple responses were allowed as in #1, the percentages do not add to 100%.

Table 1.1: Ways Clubs fundraise for scholarships and bursaries

| Ways Clubs fundraise for scholarships and bursaries | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| Auctions | 33 | 32.04% |
| Book Sales | 51 | 49.51% |
| Luncheons or Dinners | 31 | 30.10% |
| House Tours | 4 | 3.89% |
| Raffles/Tickets | 39 | 37.86% |
| Art or musical shows | 18 | 17.48% |
| Lectures or presentations | 21 | 20.39% |
| Our Club does not do fundraising for scholarships/ bursaries | 3 | 2.91% |
| Other | 55 | 53.40% |
| Total Clubs Responding | 103 | 100% |
| 26 Comment(s) | | |
| Clubs responding (including comments): 103 | | |

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The data in **Table 1.1** was compiled from the responses of Clubs who checked off all types of fundraising that applied to them. The data in **Table 1.2** was compiled using the list of Clubs who responded to each of the items in **Table 1.1** to show the involvement of each individual Club. It is obvious from both Tables that most Clubs are quite active with fundraising, often in combination with social activities. Of the three Clubs who do not fundraise, two reported having investments on which they draw for scholarship funding e.g. Charlottetown states in the comments section of question 1 that *they "...received a large legacy a few years ago which has to date provided us with sufficient funds to give \$11,500 worth of scholarships each year...."*, Similarly, London reports later in question 3, when commenting on investments, that they *"...received a large sum of money in 1994....Each year \$2,000 is donated to the University of Western Ontario to be given to two students ..."*

Clubs gave more examples of their fundraising in the sections *Other* and *comments* and if this included examples of fundraising activities different from the options listed in **Table 1.1**, they were noted in the last column of **Table 1.2** under "Additional fundraising recorded in *other* or in *comments*."

Table 1.2: Fundraising involvement of each Club collapsed table

| CLUBS who responded to question #1 Including more from <i>other</i> and <i>comments</i> | Auctions | Book Sales | Luncheons/ Dinners | House Tours | Raffles/ Tickets | Art/Music Shows | Lectures Presentations | (No Fundraising) | More from <i>other</i> & <i>comments</i> |
|--|----------|------------|-----------------------|-------------|------------------|-----------------|---------------------------|------------------|--|
| Totals | 33 | 51 | 31 | 04 | 39 | 18 | 21 | 03 | 55 |
| Total Clubs 103 | 32.0% | 49.5% | 30.1% | 3.9% | 37.9% | 17.5% | 20.4% | 2.9% | 53.4% |

See Appendix 1 for the complete table

The activities of the last column of **Table 1.2** as found in responses in the sections *other* and *comments* were categorized and are shown below in **Table 1.3**

Table 1.3: Other types of fundraising done by Clubs for scholarships and bursaries

| Other types of fundraising for scholarships and bursaries | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| Additional fees/ donations, (7 events) | 29 | 28.16% |
| Activity Events (8 events) | 17 | 16.50% |
| Sale of other specific items (11 events) | 14 | 13.59% |

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| | | |
|--|---|-------|
| Special events, (5 events) | 9 | 8.74% |
| Shows, Displays (3 events) | 7 | 6.80% |
| Tours /(2 event) | 3 | 2.91% |
| Other Funds(2 events) | 2 | 1.94% |
| Total Clubs Participating (in this other fundraising) 55 | | |
| 55 Clubs recorded 81 <i>other types of funding</i> . | | |

The percentages are calculated out of 103 as this is an extension of the data in **Table 1.2**.

This list is expanded further in **Table 1.4** which denotes each of the additional fundraising activities of **Table 1.3** by Club name.

39 Clubs are recorded as participating in 1 event each.

Clubs are recorded as participating in from 2-5 events each as delineated below:

- 11 Clubs in 2 extra events
- 2 Clubs in 3 extra events
- 1 Club in 4 extra events
- 2 Clubs in 5 extra events

Note that If Clubs are involved in more than one event within a category they are counted in each for *Total responses for Participating Clubs*.

Table 1.4: Scholarship and bursary funding (from *other* and comments of Table 1.3) collapsed table

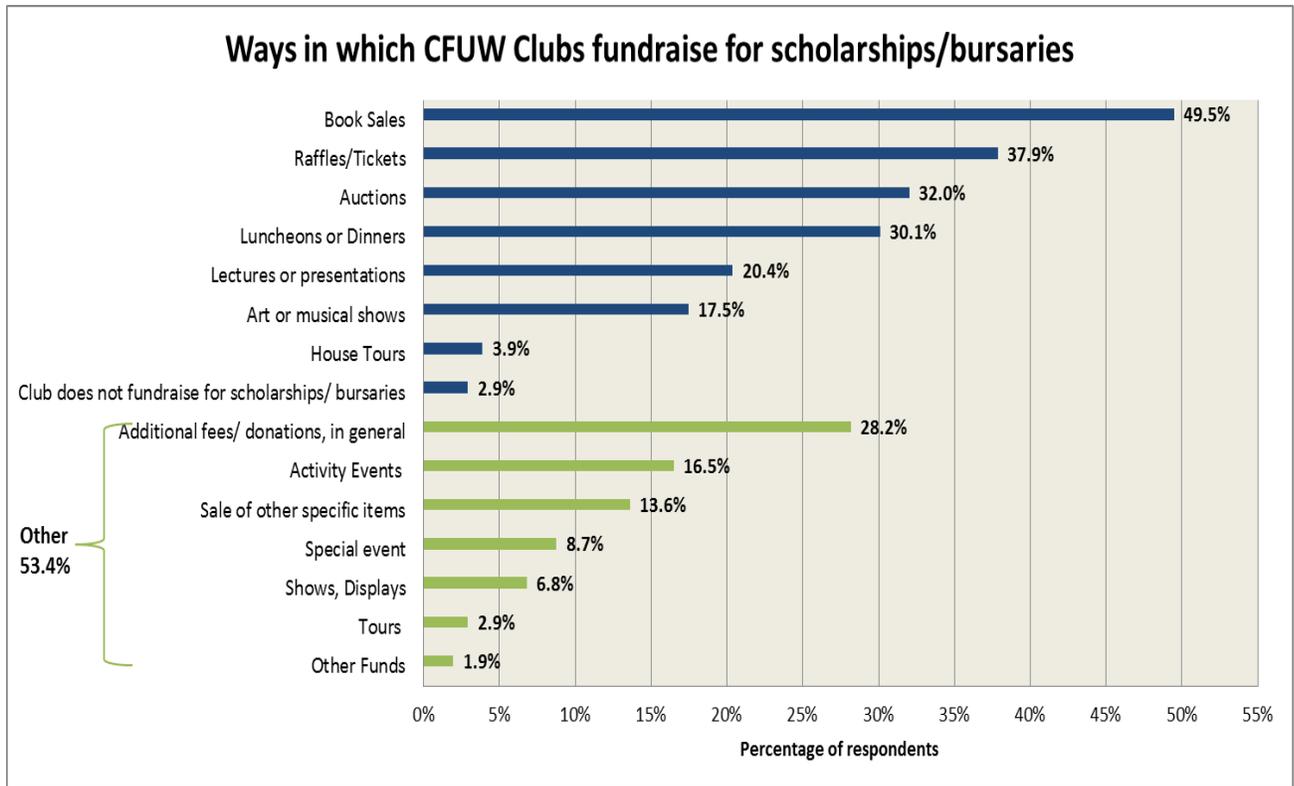
| |
|--|
| Scholarship and bursary funding (from <i>other</i> and comments of Table 1.3) |
| 55 Clubs recorded 81 <i>other types of funding</i> . |

See Appendix 2 for the complete Table

Graph 1.1 below displays the fundraisers of CFUW Clubs as tabulated in **Tables 1.1-1.4**.

Graph 1.1: Ways in which CFUW Clubs fundraise for scholarships/bursaries (All percentages are based on a total of 103 Clubs)

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1.2: Funding scholarships through investments (Questions 2-5)

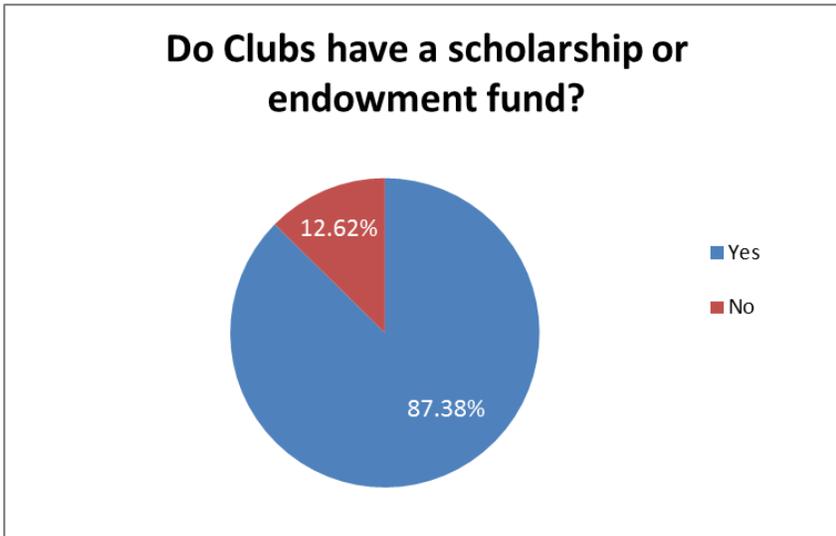
It was realized that one factor affecting fundraising for scholarships and bursaries is whether or not a Club has a sufficiently large amount of money invested to generate the funding of scholarships. This section deals with those funds, their management and sustainability.

Table 1.5: Clubs with a scholarship or endowment fund

| Response | Number of Responses | Response Ratio (%) |
|-------------------------|---------------------|--------------------|
| Yes | 90 | 87.38 |
| No | 13 | 12.62 |
| Total Clubs Responding: | 103 | 100% |

Graph 1.2: Clubs with a scholarship or endowment fund

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Of the 103 respondents, 90 report having a scholarship or endowment fund. However, 12 of the 13 Clubs that do not have such a fund were among those who reported in #1 that they do fundraising for scholarships. The other Club doing no fundraising reported having a large Club investment, not designated as a Scholarship/Endowment Fund, from which they give scholarships. There were no comments requested in this question.

Respondents who said in question 2 that they had a scholarship or endowment fund were asked which of the responses listed in **Table 1.6** describes who is responsible for the investment/management of the fund.

Table 1.6 below records 92 who responded to this question. The choice *non-applicable* in the Survey question elicited 6 responses, however all had responded *no* in question 2 as discussed and they were not recorded in **Table 1.5** for analysis. 18 eligible Clubs responded in two categories.

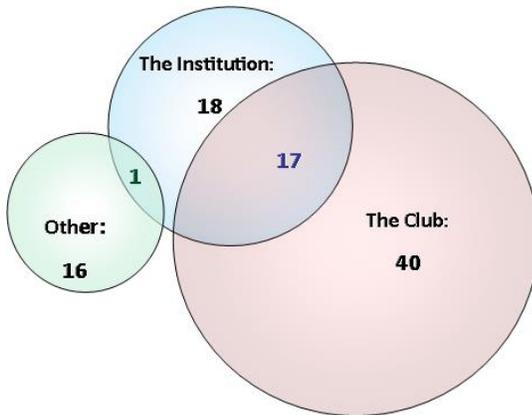
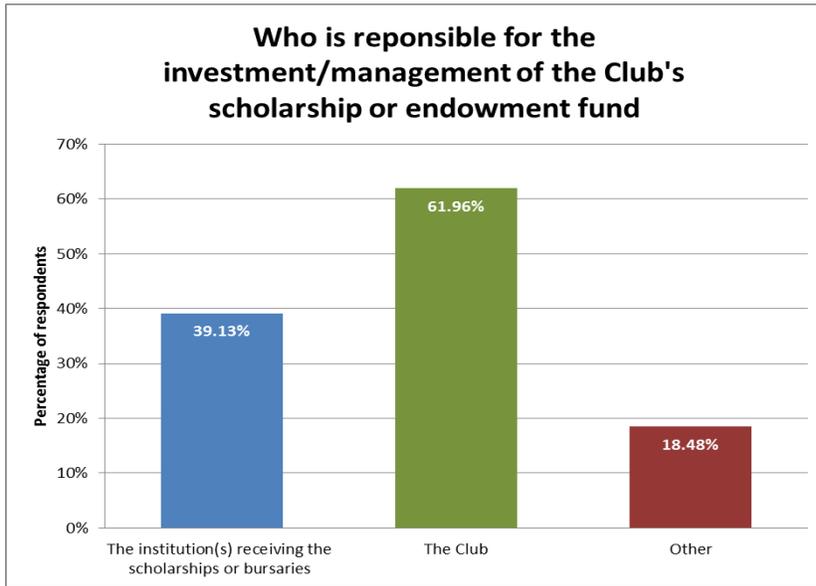
Table 1.6: Responsibility for investment/management of scholarship/endowment funds

| Responsibility for investment/management | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| The institution(s) receiving the scholarships or bursaries | 36 | 39.13 |
| The Club | 57 | 61.96 |
| Other-who is responsible? | 17 | 18.48 |
| Total Clubs responding | 92 | 100% |
| Comments | | 44 |

Graph 1.3: Responsibility for investment/management of scholarship/endowment funds

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Note: Certain responses count in more than one category.



Graph 1.4: Responsibility for investment /management of scholarship/endowment funds showing shared arrangements

Graph 1.4 shows who is responsible for the investment/management of the scholarship or endowment fund and highlights the Clubs who have more than one arrangement. These 92 Clubs are not mutually exclusive as shown in **Graph 1.4** which indicates the relationship among the number of Clubs who responded that they have more than one arrangement. 17 Clubs responded to #1 and #2 (The institution receiving the scholarships or bursaries, and the Club) 1 responded to both #1 and #3 (The institution receiving the scholarships or bursaries and *other*)

Investment/Management of the Fund (from 44 Club comments)

Further description of investment/management of the scholarship fund was given by 27 Clubs, while 6 indicated a separate foundation/community foundation, 5 indicated a scholarship trust fund, 3 indicated arm's length with scholarship trust fund, 1 indicated a charitable trust board, 1 indicated Education council and 1 indicated a Heritage fund. 2 Clubs reported having Charitable status.

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The majority of comments could be grouped into seven categories and are arranged below based on the degree of involvement the Club has in managing and investing its scholarship funds. The institutions/groups managing the fund in items 1-7 below are usually but not necessarily the organizations to which CFUW Clubs donate their scholarships.

The range outlined below runs from being managed primarily by the University or outside organization to complete investment and management by the Club.

- 1. Managed by the University/ Foundation/Outside Organization, etc.**– indicates that the University/ Foundation/outside organization is responsible for investing money and may or may not select recipients. The Club's main role is to raise funds and donate to the scholarship.
- 2. Managed by the University/ Foundation/ Outside Organization- with partial Club management** – indicates that the University/*Foundation/Outside Organization* is largely responsible for investing and managing the scholarship, but that the Club assists in some way (e.g. such as study area, top-up, delegate selection or supervision)
- 3. Both** – The Club has two separate scholarship funds. At the local university, the fund is managed and invested by the university. At a high school level, the Club manages and invests the scholarship funds. (*Note: this was the case for all 4 responding Clubs*)
- 4. Matched Investment Scheme** - The Club has an agreement with the University or government that they will match whatever funds CFUW raises (usually on a 1:1 basis) for the chosen scholarship.
- 5. Arm's length Committee /Trust/ Education Council**– The Club has a bursary/scholarship trust committee composed of members which operates somewhat independently of the Club to decide on items such as: how to invest, how to manage the fund, and in some cases involvement in selecting award winners.
- 6. Club-managed with investment assistance** – Indicates that the Club is assisted by an investment firm, broker or agency, but that the management has been left up to the Club.
- 7. Club-managed** – The Club itself is responsible for managing and investing all or part of the scholarship fund. Typically, this is either handled by a single member with a background in investing, or because the fund is small.

The breakdown of the comments show in slightly more detail how much involvement Clubs have in managing their scholarship funds and what sort of resources they are using to do so.

- A majority of responding Clubs appear fairly independent in terms of management, which is consistent with the multiple choice response.
- It may be of interest to Clubs to be able to view other options for handling their scholarship funds, or different avenues to pursue.

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Question 4 was directed to those who had responded in the previous question that their fund was being invested/managed by the institutions receiving the scholarships and bursaries. This question asked if the Club continued to contribute to the fund.

Those who responded to the choice *non-applicable* have not been recorded in **Table 1.7** below. On cross-checking Club names of the remaining respondents against those who had responded “Yes” in question 3, the number of valid responses was reduced to “Yes”= 24 and “No”= 5 as shown below and it is on those 29 that the analysis is based.

Table 1.7: Clubs contributing to fund invested/managed by the receiving institution(s)

| Club continuing to contribute? | Number of Valid Responses | Response Ratio (%) |
|---|---------------------------|--------------------|
| Yes | 24 | 82.76% |
| No | 5 | 17.24% |
| Total Clubs Responding as per criteria: | 29 | 100% |

Table 1.8: Clubs planning changes to their current investment arrangement(s)

| Clubs planning changes | Number of Responses | Response Ratio (%) |
|------------------------|---------------------|--------------------|
| Yes | 11 | 12.22% |
| No | 79 | 87.78% |
| <i>Not applicable</i> | (12) | |
| Total Clubs Responding | 90 | 100% |
| Comments | 44 | |

The percentages are calculated out of 90, the Clubs to whom the question applies, i.e., those who have investments for scholarships and bursaries. A majority are not planning any changes in their current investment arrangements.

1.3: Bequests and other donations (Questions 6-9)

Clubs were also asked about their bequests from members or donations in their memory from their families or friends. As well, an accompanying question asked if Clubs had been the recipient of other sizeable financial donations that were not bequests and not in memory of someone. The responses for both questions are summarized below in **Table 1.9**.

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Table 1.9: Bequests from members, in memoriam donations, and other financial donations

| Club that received bequests from members, or donations in their memory from family or friends | Bequests and in memoriam donations (Question 6) | | Other donations (Question 8) | |
|---|---|--------------------|------------------------------|--------------------|
| | Number of Responses | Response Ratio (%) | Number of Responses | Response Ratio (%) |
| Yes | 70 | 68.63% | 22 | 21.36% |
| No | 32 | 31.37% | 74 | 71.84% |
| * Total Clubs Responding | 102 | | 96 | |

*Two other survey questions, 7 and 9 were linked to questions 6 and 8 whose data is in **Table 1.9** above. These questions were directed towards the respondents who had replied positively in **Table 1.9**. The focus here was on how much of the total amount donated had been specified by the donors to be directed towards scholarships and bursaries. This data is in **Table 1.10**.

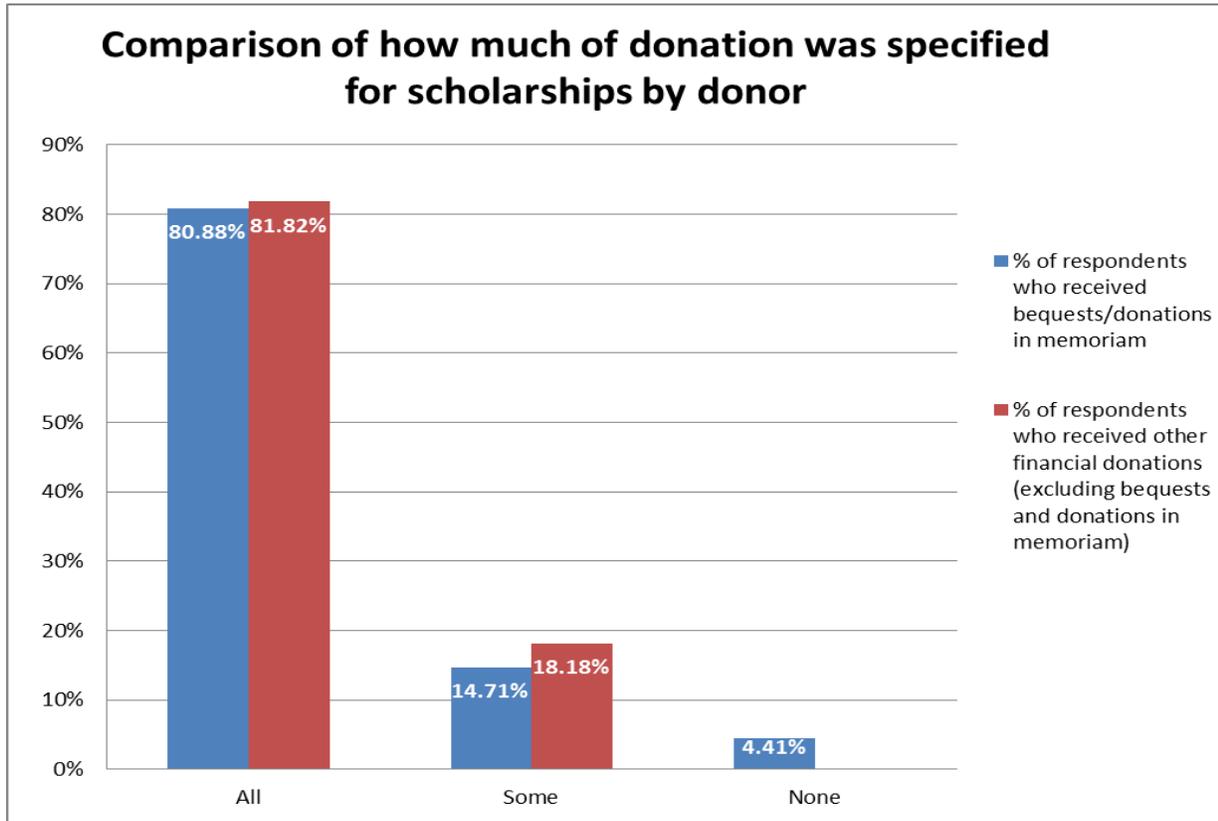
Table 1.10: Bequests/other donations specified by donors for scholarships and bursaries

| The amount of donated money that is specified by donor to be spent on scholarships/bursaries | Bequests and In memoriam donations (Question 7) | | Other donations (Question 9) | |
|--|---|--------------------|------------------------------|--------------------|
| | Number of Responses | Response Ratio (%) | Number of Responses | Response Ratio (%) |
| All | 55 | 80.88% | 18 | 81.82% |
| Some | 10 | 14.71% | 4 | 18.18% |
| None | 3 | 4.41% | 0 | 0% |
| Total Clubs Responding | 68 | | 22 | |

Table 1.10 above shows a comparison of the responses regarding funding from bequests, and other donations, being directed by the donor towards scholarships. The percentages giving direction for all of the money to be so directed are almost identical. This is also illustrated in the next graph.

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Graph 1.5: Comparison of donations specified by donor for scholarships and bursaries



1.4: The CFUW Charitable Trust for Fellowships (Questions 10 -11)

CFUW supports graduate study, literacy and the creative arts through awards and grants. The CFUW Charitable Trust, set up in 1967, receives donations and supports this program. The trust administers funds for Graduate Awards and Fellowships, for a biennial CFUW Creative Music Award through The Banff Centre in Alberta and for its contribution to the biennial CFUW Library Award.

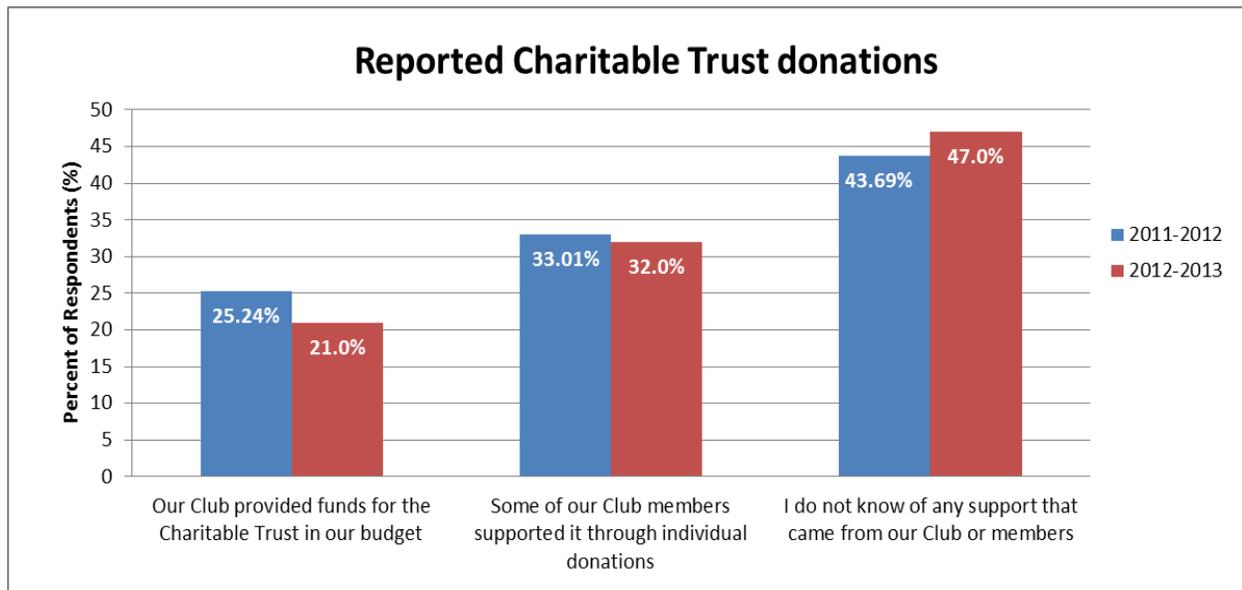
The Trust is supported by CFUW Clubs, individual Club members and non-members. Questions 10 and 11 of the survey asked about support from Clubs and members, for 2011-12 and for 2012-2013.

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Table 1.11: Club Financial support for Charitable Trust 2011-2012 and 2012-2013

| Options to describe Club financial support of the CFUW Charitable Trust for CFUW Fellowships | Club Support for Charitable Trust 2011-2012 | | Club Support for Charitable Trust 2012-2013 | |
|--|---|--------------------|---|--------------------|
| | Number of Responses | Response Ratio (%) | Number of Responses | Response Ratio (%) |
| Our Club has budgeted funds for the Charitable Trust | 26 | 25.2% | 21 | 21% |
| Some of our Club members will support it through individual donations | 34 | 33.0% | 32 | 32% |
| I do not know of any support coming from our Club or its members | 45 | 43.7% | 47 | 47% |
| Other | 10 | 9.7% | 9 | 9% |
| Total Clubs Responding | 103 | 100% | 100 | 100% |
| Comments | 23 | | 18 | |

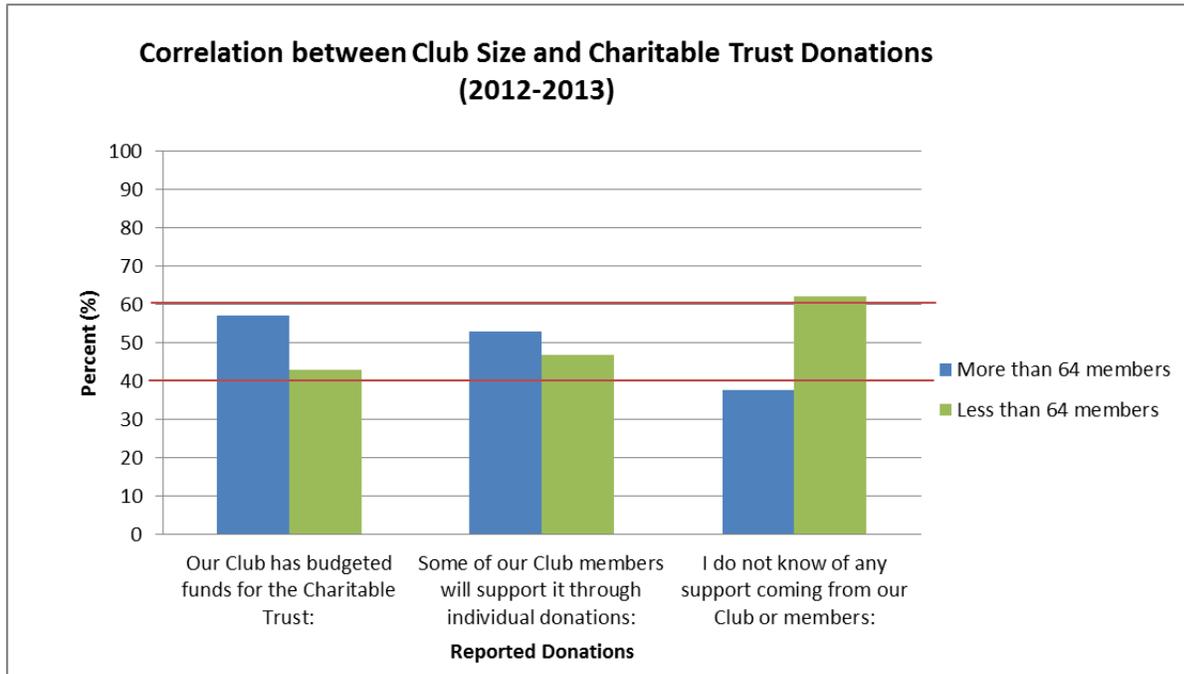
Graph 1.6: Reported Charitable Trust donations 2011-2012 and 2012-2013.



The overall trend suggests that the number of Clubs budgeting for a Charitable Trust donation has decreased over the last year.

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Graph 1.7: Correlation between Club size and Charitable Trust donations (2012-2013)



(Any value that falls outside of the red lines at 40% and 60% can be considered to be statistically significant)

The above graph reflects that while there is not a strong correlation between Club size and reported Charitable Trust donations, a weak pattern is present in the data, suggesting that Clubs with more members are slightly more likely to have contributed to the Charitable Trust (2013-2013), while Clubs with fewer members are statistically less likely to have done so.

Between *other* and *comments*, an additional 8 Clubs (for 2011-2012) and 7 Clubs (for 2012-2013) reported on donations to the Charitable Trust in ways that did not fit into the question options. For those fundraisers listed in comments rather than with the *other* option it appears that those Clubs may not have thought to record these in *other* or did not consider these items as contributions to the Charitable Trust. The responses to *other* are summarized in **Table 1.12** for both years and the responses to *comments* in **Table 1.13** for both years.

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Table 1.12: Additional contributions to Charitable Trust 2011-2012, 2012-2013, (from *other* of Table 1.11)

| Responses in <i>other</i> for 2011-2012 contributions to the CFUW Charitable Trust | Responses in <i>other</i> for 2012-2013 contributions to the CFUW Charitable Trust |
|---|---|
| 8 indicated type of fundraiser (3 auction, 2 attend Shaw Festival , 3 other (Loonie/Toonie drive, donations in kind, donate to AGM auction) | 9 gave a description of fundraisers in support of Charitable Trust (ex: AGM silent auction, local auction, memorial donations, etc) |
| 1 indicated how funds are allocated | 2 indicated that they donated to other causes, mainly local scholarships, rather than to the Charitable Trust. |

Table 1.13: Additional contributions to Charitable Trust 2011-2012, 2012-2013, (from *comments* of Table 1.11)

| Responses in <i>comments</i> for 2011-2012 contributions to the CFUW Charitable Trust | Responses in <i>comments</i> for 2012-2013 contributions to the CFUW Charitable Trust |
|---|---|
| 12 clubs gave description of their fundraisers(One reported 2 items. See next 5 rows) | 1 commented that they will have less funds available with increased dues. |
| 4 contributed to silent auction at AGM | 4 donate to the auction at AGM |
| 2 attended breakfast at AGM | 2 attended breakfast at AGM. |
| 2 attended annual dinner | |
| 2 Did other fundraisers | 1 local silent auction, 1 École Polytechnique support |
| 3 did collections | 1 annual collection |
| 3 indicated no support | 5 indicated no support |
| 4 don't know re members contributing including: "some did in past" (1), don't have this information (2) and don't ask members (1) | 1 don't know re individual support |
| 4 gave description of how funds are allocated in the Club | 3 described how fund is allocated from their Club |
| 23 comments | 18 comments |

It is known that other Clubs contribute to the Charitable in ways similar to those listed in **Table 1.12** and **Table 1.13**. Many Club members attend the Charitable Trust Breakfast where the profit goes to the Trust, and similarly Clubs and Club members contribute to the Charitable Trust Boutique or silent Auction held at the AGMs. As with all other questions where a respondent was given the opportunity to give additional information the data from those respondents is not

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usually unique to that Club. Had the original question asked about those categories of support it is likely that more Clubs would have responded positively.

1.5 Summary for Section 1: Funding for Scholarships and Bursaries (Question 1-11)

1.5.1 What we have learned about Funding for Scholarships and Bursaries

- 100 Clubs engage in fundraising for scholarships and bursaries and at least 2 of the other 3 Clubs have sizeable investments to provide scholarships.
- The most popular fundraisers (from the check off options) are: Book sales, Raffles/Tickets, Auctions, Luncheons and Dinners, Lectures or Presentations, Art or Musical Shows, and House Tours.
- 55 Clubs also engaged in 81 other fundraisers
- Individual Clubs are listed for each type of fundraiser and this information will be accessible to Clubs.
- 90 Clubs have a scholarship or endowment fund
- More scholarship investment funds are managed by Clubs than by any other group
- 40 Clubs manage/invest all their funds while 18 have the institutions receiving the scholarships doing all of this.
- 17 Clubs have some funds managed/invested by the receiving institutions and some by the Club.
- 16 Clubs have other arrangements for investing their funds.
- 1 Club has another arrangement for some funds while other funds are managed/invested by the receiving institutions.
- 24 of the 29 respondents continue to contribute to funds being managed/invested by the receiving institution
- Of the 90 Clubs who have scholarship investments 79 are not planning any change in their investment arrangements.
- 70 Clubs report having received bequests from their members or donations in their memory.
- 22 Clubs report receiving other sizeable donations that are not bequests or in memoriam
- For bequests and in memoriam donations the amount of the fund that has been specified by donors to be directed toward scholarships is (out of 68 respondents): All: 55 (80.88%), Some: 10 (14.71%), and None: 3, (4.41%).
- For donations that are not bequests or in memoriam the amount of the fund that has been specified by donors to be directed toward scholarships is (out of 22 respondents): All: 18 (81.82%), and Some: 4 (18.18%).
- Fewer Clubs budgeted for a Charitable Trust donation in 2012-2013 than in 2011-2012. (25.24% to 21%)

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- Slightly fewer members were thought to have contributed to the Trust in 2011-2012 than in 2011-2012; (33% to 32%)
- Clubs with more members are slightly more likely to have contributed to the Charitable Trust.

Clubs noted that they also contribute to the Charitable Trust through the École Polytechnique donation, attendance at the Trust Breakfast at the AGM, and through donations to the AGM Boutique.

1.5.2 Related information that would be useful: Funding for Scholarships and Bursaries

The amounts raised from various fundraisers.

1.5.3 Recommendations: Funding for Scholarships and Bursaries

CFUW National Office:

Address the strategic aim of supporting Clubs in their scholarship programs:

1. Provide AGM workshops on fundraising, particularly the more popular events
2. Provide on line webinars on fundraising to reach more members than those attending AGMs
3. Facilitate Club access to information on fundraising especially from Clubs of comparable size
4. Provide AGM and on line webinars on investing money to support scholarships
5. Provide follow up stats to Clubs in the future about fundraising and investment of funds
6. Provide an avenue for sharing success stories in fundraising amongst Clubs and from each province
7. Reorganise our profiling of CFUW activities – really build on that aspect of what we are doing, how many women we affect. Scholarships are a ‘tag-along’ in our communications activities – they should be a cornerstone

Address the strategic aim of strengthening the effectiveness of national fellowship programs:

8. Embark on a PR initiative to raise awareness of the Charitable Trust program amongst the membership
9. Develop a plan to increase the funds in the Charitable Trust and share this plan with the membership
10. Provide AGM workshops and on line webinars to increase awareness of the Charitable Trust and offer Clubs options to support the Charitable Trust
11. Start national project called tracking our scholarships just to see where the women we have supported have gone and the contributions that they have made.

Local CFUW Clubs:

12. Take advantage of the extensive Club information on fundraising and seek more information from clubs of similar size to improve on their own fundraising efforts.

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13. Ensure that all public promoting of CFUW fundraisers keeps a focus on the link with scholarships and bursaries
14. Profile women who have been awarded your Club scholarships and bursaries. (The consistency of Clubs in supporting scholarships and bursaries and their importance suggests that we need to reorganise our profiling of CFUW activities – really build on that aspect of what we are doing, how many women we affect. Scholarships are a ‘tag’ along’ in our communications activities – they should be a cornerstone)
15. Consider forming partnerships to help with some of the work of fundraising

Section 2: Membership (Questions 12-17)

Introduction to Membership

2.1 Membership trends (Question 12)

Table 2.1: Six year membership trends

Graph 2.1: Perceived Club membership trends (2007-2013)

Graph 2.2: Actual Club membership trends (2007-2013)

2.2 Recruitment and retention (Questions 13-14)

2.2.1 Recruitment and retention challenges (Question 13)

Table 2.2: Recruitment and retention challenges reported by Clubs

Table 2.3: Additional recruitment and retention challenges

Graph 2.3: Recruitment challenges

Graph 2.4: Club size and recruitment challenges

Graph 2.5: Recruitment obstacles and Club size

2.2.2 Recruitment and retention strategies (Question 14)

Table 2.4: Successful recruitment strategies

Table 2.5: Additional successful recruitment strategies

Graph 2.6: Successful recruitment strategies

Graph 2.7: Club size and recruitment strategies

2.3 Membership requirements (Questions 15-16)

Table 2.6: Members with/without degrees

Table 2.7: Recruiting members without degrees

2.4 All-Canada CFUW project (Question 17)

Table 2.8: Club suggestions for an All-Canada CFUW project

2.5 Summary for Section 2: Membership (Questions 12-17)

2.5.1 What we have learned about Membership

2.5.2 Recommendations: Membership

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Introduction to Membership

This section deals with membership. It aims to obtain a picture of our Clubs' membership today compared to six years ago, and Clubs' success with attracting non-degreed members. It also tries to determine their problems and successes with recruitment and retention of members. The successful strategies can be shared with other Clubs. Identifying the challenges will help all Clubs and the national organization to develop strategies to resolve the difficulties.

The following questions were explored in this section:

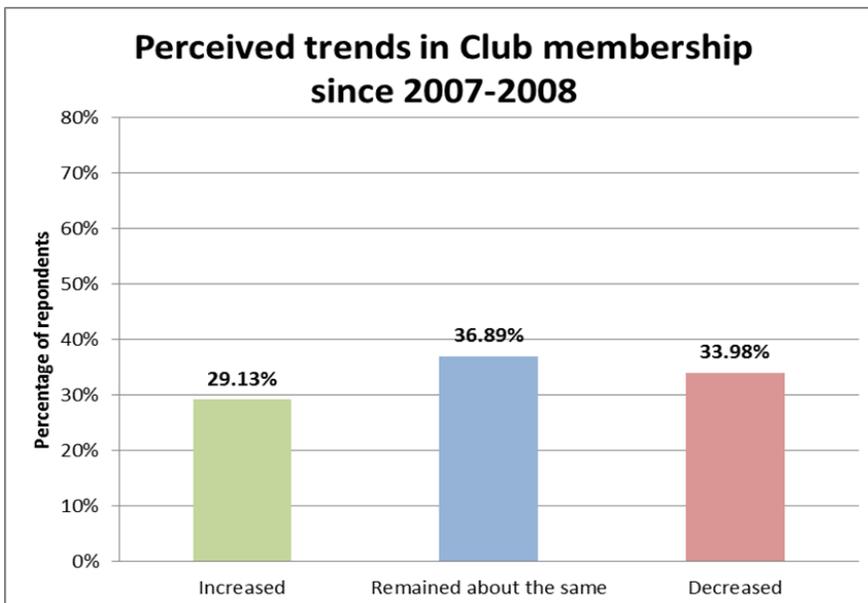
- Have Club membership numbers changed from 2007-2008 to the present?
- What are the membership recruitment or retention challenges for Clubs?
- What have been successful membership recruitment strategies for Clubs?
- Do Clubs have non-degreed members?
- When recruiting new members, are non-degreed women welcomed as well as those with degrees?
- Clubs were asked for a recommendation of a suitable project that could be promoted as an "All-Canada CFUW Project".

2.1 Membership trends (Question 12)

Table 2.1: Six year membership trends

| Club membership numbers in 2012-2013 compared to 2007-2008 | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| Increased | 30 | 29.13 |
| Decreased | 35 | 33.98 |
| Remained About the Same | 38 | 36.89 |
| Total Clubs Responding | 103 | |

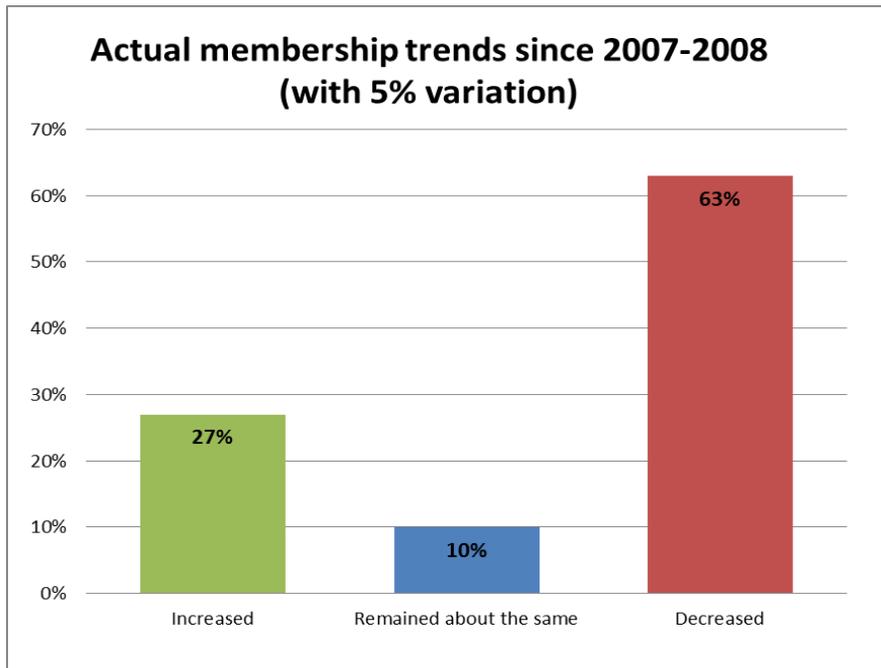
Graph 2.1: Perceived Club membership trends (2007-2013)



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Graph 2.2: Actual Club membership trends (2007-2013)

(allowing for $\pm 5\%$ of membership numbers from 2007 to qualify as “remained the same”)



Club membership is declining, but Clubs' perceptions are more optimistic than the reality.

Clubs with increasing members had accurate replies to the question. However, clubs with declining memberships more often saw them as “about the same”. The responses show about 29.13% of clubs increasing, 33.98% declining, and 36.89% about the same. The reality is 27% increasing, 63% decreasing and 10% about the same (using +/- 5% variance).

The clubs' responses indicate that large and small clubs are losing members at about the same rate. Actually, smaller clubs (less than 64 members) are losing members at twice the rate of larger clubs: 17% vs. 8% over the last 6 years. This may be because smaller clubs do not have the resources to track their membership statistics over time, or that small differences from year to year are not as evident as the cumulative effect, which amounts to 1,000 members.

Note:

- Between 2007 and 2013, a total of 12 clubs have closed, all of them Clubs with a membership of less than 30 members.
- Of the 9 Clubs which participated in the Small Club Membership Conference Calls, 66% have increased their membership, compared to 27% of Clubs overall.

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2.2 Recruitment and retention (Questions 13-14)

2.2.1 Recruitment and retention challenges (Question 13)

Table 2.2: Recruitment and retention challenges reported by Clubs

| Membership recruitment and retention challenges | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| Too few interested people in the area | 33 | 32.67 |
| An aging membership | 93 | 92.08 |
| Demographics of the area | 42 | 41.58 |
| Access to other groups focused on younger women | 36 | 35.64 |
| Many other clubs and activities for women of any age | 62 | 61.39 |
| CFUW seen as part of the local University/College | 9 | 8.91 |
| The yearly fee is too high | 47 | 46.53 |
| None of the above | 3 | 2.97 |
| Other | 11 | 10.89 |
| Total Clubs Responding | 101 | |
| Comments | 32 | |

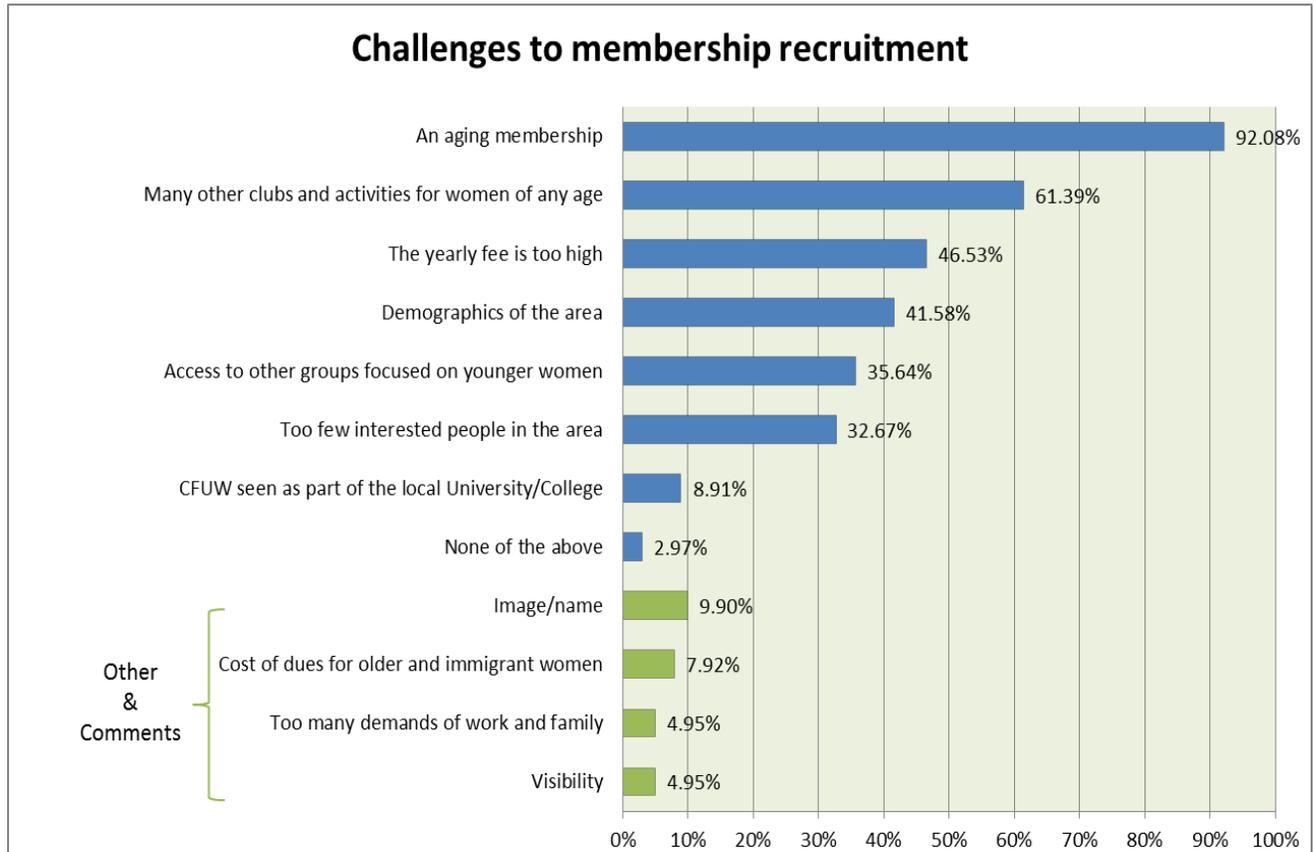
In addition to the actual question, many clubs included additional information in the *Other & Comments* sections (See Table 2.3). Not all comments are listed, as some were elaborations of answers to the multiple choice question above.

Table 2.3: Additional recruitment and retention challenges (from other and comments of Table 2.2)

| Recruitment or retention challenges (from <i>other & comments of Table 2.2</i>) | Number of Responses |
|--|---------------------|
| Image/name (elitist/only about education/old ladies/ only for women with university degrees) | 10 |
| Cost of dues for older and immigrant women | 8 |
| Visibility (people don't know we exist/CFUW acronym is not easily recognizable) | 5 |
| Too many demands of work and family | 5 |
| Lack of programs/interest groups relevant to younger women | 2 |
| Competing groups and a finite population | 2 |
| Some women are not interested in an all-women's club | 1 |
| Meeting times in the daytime | 1 |
| Older members don't engage in recruiting | 1 |
| A rural club with members living over a fairly large area | 1 |

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Graph 2.3: Recruitment challenges

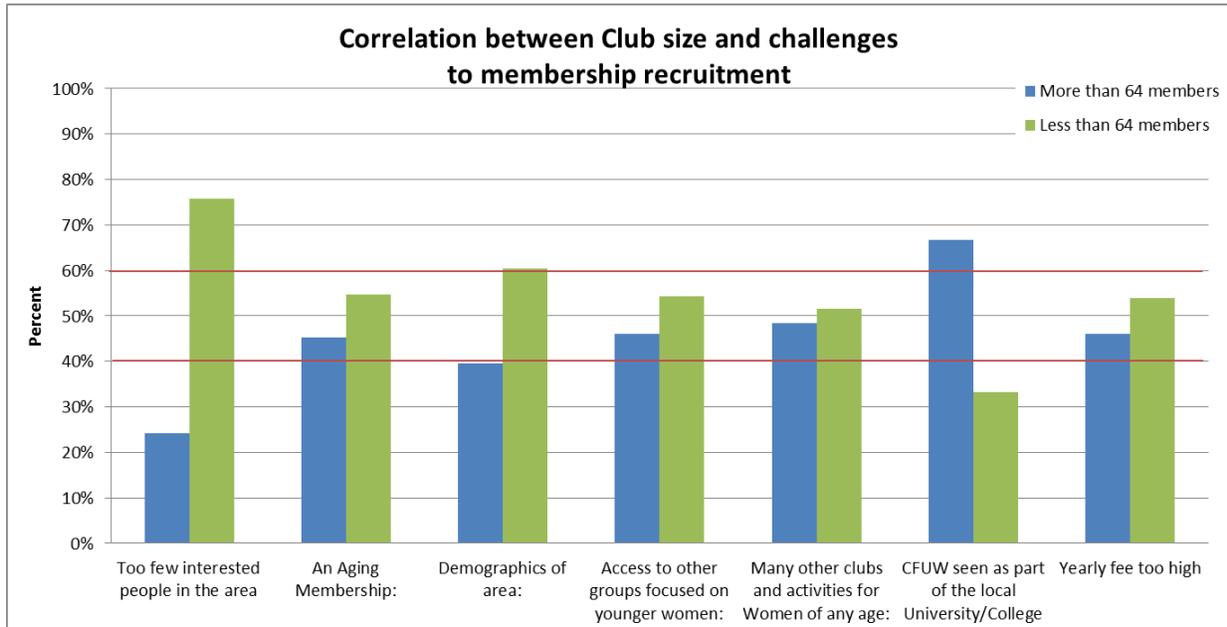


Many organizations are experiencing decreases in membership. CFUW was founded when most women stayed home to raise their families and were looking for social and intellectual outlets. The majority of today's women work outside the home and have limited free time to commit to activities outside of their work and families.

An aging membership is problematic not only because of a natural decline in membership, but because these older members are less able to actively recruit other members. It also contributes to our image as a group of older women and may limit a Club's activities and advocacy efforts to those of little interest to younger women.

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Graph 2.4: Club size and recruitment challenges



We have two main types of target members, younger women and recently retired women.

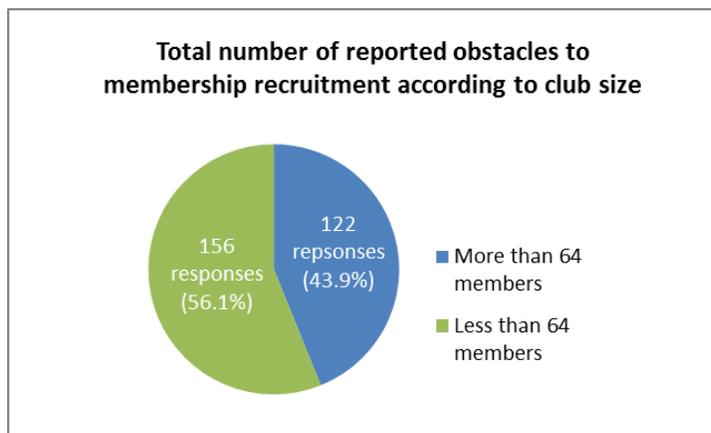
The frequency of reported obstacles to membership recruitment, compared with the 2013 club membership numbers suggests that obstacles which proportionally affecting smaller clubs more include:

- Too few interested people in the area
- The demographics of the area

An obstacle which proportionately affects larger clubs more is

- CFUW being seen as part of the local University/ College.

Smaller clubs are also more likely to report recruitment challenges. This is reflected in the fact that smaller clubs are losing members much faster than larger clubs. (See Section 2.1)



Graph 2.5: Recruitment obstacles and Club size

2.2.2 Recruitment and retention strategies (Question 14)

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Table 2.4: Successful recruitment strategies

| Successful membership recruitment strategies | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| Sponsoring seminars that include invited community groups | 20 | 20.00 |
| Sponsoring public forums | 32 | 32.00 |
| A well-publicized CFUW open house | 28 | 28.00 |
| Developing club materials, e.g., brochures to promote membership | 53 | 53.00 |
| Circulating materials from National Office | 16 | 16.00 |
| Asking each member to bring another woman to a CFUW event | 76 | 76.00 |
| Contacting recently retired women | 37 | 37.00 |
| None of the above | 6 | 6.00 |
| Other | 23 | 23.00 |
| Total Clubs Responding | 100 | |
| Comments | 35 | |

In addition to the actual question, many clubs included information in the *other & comments* sections.

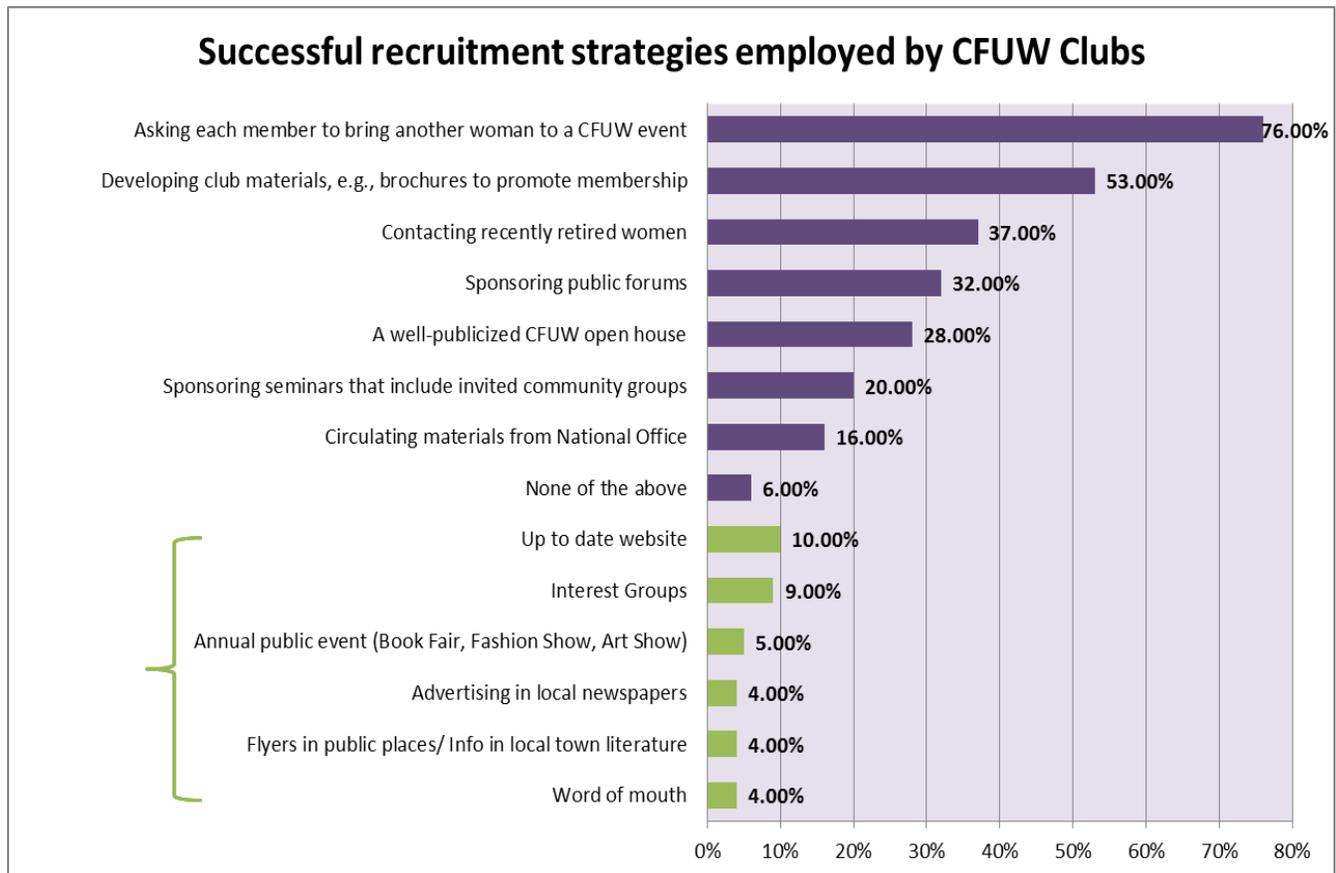
Table 2.5: Additional successful recruitment strategies (from other and comments of Table 2.4)

| Successful recruitment & retention strategies (from other and comments of Table 2.4) | Number of Responses |
|---|---------------------|
| Up to date website | 10 |
| Interest Groups (retention also) | 9 |
| Annual public event such as a Book Fair, Fashion Show, Art Show | 5 |
| Advertising in local newspapers | 4 |
| Flyers in libraries, churches, Welcome Wagon, Info in local town literature listing club activities | 4 |
| Word of mouth | 4 |
| Connect with other agencies/ Contact local women's groups and invite them to meetings. | 3 |
| Open Houses/Guest Nights | 3 |
| Open meetings, especially with a high profile speaker | 3 |
| Interesting Monthly program (retention also) | 2 |
| Table at Community Open House | 2 |
| Ads placed in local university alumni magazines | 2 |
| Potluck dinner open to all women/ food and beverage receptions | 2 |
| Monthly articles in the local newspaper | 2 |
| Small club conference calls | 2 |
| Inviting scholarship winners and their mothers, sisters, etc to join. | 1 |
| Letter writing | 1 |
| Approaching other agencies for small group casual 'coffee conversations' | 1 |
| Public forums such as International Women's Day events | 1 |

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| | |
|---|---|
| Flash mob on IWD | 1 |
| Writing contest with newspaper | 1 |
| Meetings at convenient times & places | 1 |
| Retention - a new member buddy program | 1 |
| Women who have moved here and belonged to CFUW in their last place of residence | 1 |

Graph 2.6: Successful recruitment strategies

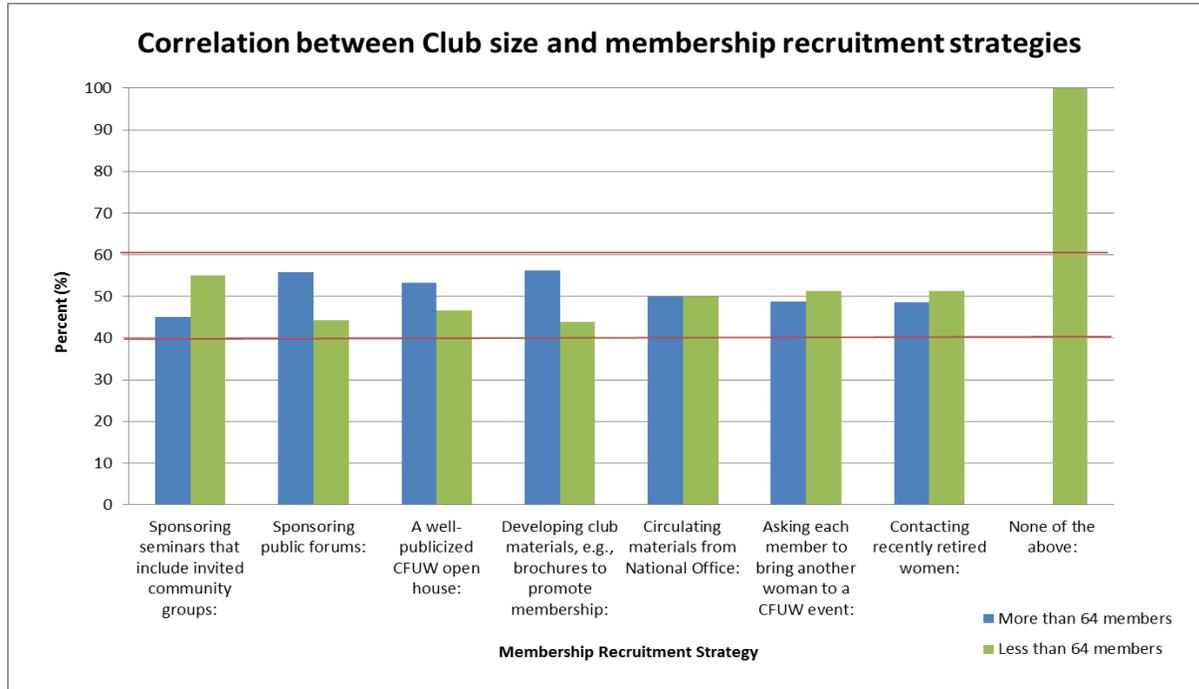


The most common recruitment strategy (76%) is asking members to bring a friend. Several Clubs commented that it is their most successful strategy. However, since only 27% of Clubs have increasing membership, it is clear that this strategy alone is not enough in today's world. It is limited to friends of existing members, and therefore will not attract new residents or members of different ages or ethnic groups.

Having a website and a variety of interest groups were the most common strategies listed in the comments. Without a website, even a simple one, a Club is invisible to many younger women. And without interest groups to help new members make friends and stay involved and interested, this year's new member may well not be there next year.

Graph 2.7: Club size and recruitment strategies

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The data suggests that membership recruitment strategies are fairly similar between Clubs of all sizes. It appears that, with most recruitment strategies and in general, clubs with more members tend to be only slightly more proactive about recruitment.

However, of the 6 clubs who answered that they pursue none of the above options for membership recruitment, 100% of them belonged to clubs with less than 64 members.

Again, smaller clubs often have limited resources for recruitment. The problem is worse as the remaining Club members age and lose the energy to make changes

2.3 Membership requirements (Questions 15-16)

Table 2.6: Members with/without degrees

| Clubs who have members without degrees | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| Yes | 71 | 71.00 |
| No | 29 | 29.00 |
| Total Clubs Responding | 100 | 100.00 |

It appears that the majority of Clubs are now accepting non-degreed members. However, it should be noted that the answer to this question does not agree with the number actually registered at National Office:

Clubs with non-degreed members = 47

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Clubs with student members & no non-degreed members = 6

Clubs with no non-degreed members = 54

It is possible that the person filling out the survey did not have the correct information. It is also possible that the Clubs filling out the information on the website are not sure about the criteria. More information is needed to determine the reason for the discrepancy, as this could have an impact on the amount of IFUW dues that CFUW is paying.

Table 2.7: Recruiting members without degrees

| Clubs who welcome new members without degrees | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| Yes | 96 | 95.05 |
| No | 5 | 4.95 |
| Total Clubs Responding | 101 | 100.00 |

The response would indicate that the great majority of Clubs would welcome more non-degreed members than they currently have. It is likely that this is due, at least in part, to our name and our image, as well as to our past policy of accepting only women with degrees.

2.4 All-Canada CFUW project (Question 17)

When the Survey questions were being constructed, the Membership Committee was looking for a suitable project that could be promoted as an "All-Canada CFUW Project". Clubs were asked to suggest one or two projects (not necessarily involving fundraising) that they had done and could recommend. There were 41 responses with suggestions and these are shown below in **Table 2.8**.

Table 2.8: Suggestion from Clubs for an All-Canada CFUW project

| Suggestion from Clubs for an All-Canada CFUW project | |
|--|--|
| Woman Of The Year Award | We fundraise for education for mature women |
| Reduction of poverty by supporting families | Support of post secondary education and training |
| Sponsor advertising in universities & large unions | A project called "Women in Politics" |
| 'Casual Coffee Conversation Gatherings' | Advocate e.g. media awareness of misogyny |
| Campaign School for women considering public office | Bring in guest speakers |
| Presentations Letter writing to old /prospective | Poverty project: preparing food for local homeless persons |
| We stock a bookshelf at the local Food Banks. | Community partnerships for IW Day |
| Status of Women Day Event; bring in quest speakers | Breaking Bread-Canadian Women 4 Afghan Women |
| An event honoring local "Amazing Women" on IW Day | National housing/daycare/safe guard local food program |

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| | |
|--|---|
| Something history related, cross generational? | Concentrate on child poverty. |
| Aid working-age poor through child care & education. | Response to #18 below: local committees as needed |
| "Eating for Education" lunch | Early learning/childcare coalitions & child poverty |
| Person's Day Breakfast | Encourage women to pursue post-sec education. |
| Initiated a Integration Transportation Project | Something flowing from one of our resolutions |
| CFUW Day declared by province and city | A national day-care program. About time! |
| Book of biographies of local women | Red Door Campaign- bring toiletries for shelters |
| Project for AGM Was "Women We Should Know" - bios. | Literacy, Homelessness (poverty) |
| Undergraduate scholarships | More Computer Skills linking young/old generations |
| Scientists in Schools | Writing contest partnered with local newspaper |
| Habitat Women Builds | |

2.5 Summary for Section 2: Membership

2.5.1 What we have learned about Membership

- Club numbers are declining, and Clubs' perceptions are more optimistic than the reality.
- Although club responses indicated that large and small clubs are losing members at about the same rate, the actuality is that smaller clubs are losing members at twice the rate of larger clubs.
- The main challenges to membership recruitment and retention are:
 - Aging membership
 - Many other clubs and activities available
 - Cost of dues, especially for older women and immigrants
 - Demographics
 - Access to other groups focused on younger women
 - Too few interested people in the area
 - Our image/name (elitist, old ladies, only about education, only for University grads)
 - CFUW seen as part of the local university/college
 - Visibility (people don't know we exist, CFUW acronym not easily recognized)
 - Lack of time for working mothers
 - Lack of relevance to younger women
- The most common recruitment strategy is asking members to bring a friend with recruitment strategies being fairly similar between Clubs of all sizes.
- Having a website and a variety of interest groups were the most common strategies listed in the comments.
- The current recruitment strategies are not sufficient to attract new members.
- Six clubs answered that they pursue none of the listed options for membership recruitment, all of them clubs with less than 64 members.
- Smaller clubs often have limited resources for recruitment, the problem being worse as Club members age.
- Smaller clubs are more likely to report recruitment challenges.

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- The majority of Clubs are now accepting non-degreed members with the number reported being more than the number registered at National Office.
- Most Clubs would welcome more non-degreed members than they currently have.

2.5.2 Recommendations: Membership

CFUW National Office:

1. Adapt the organization to the changing world, and the different needs of our two main target members: younger and recently retired women.
2. Develop a stronger on-line presence, with a virtual Club and more web-based material such as webinars for a broader reach. The virtual Club could include web-based discussion groups and access to on-line seminars which could be valuable resources for regular Clubs and especially for smaller Clubs and those in rural areas.
3. Increase the focus on recruitment and retention initiatives for Clubs, especially smaller Clubs.
4. Develop more training sessions on recruitment and retention and include follow-up on the recruitment initiatives undertaken.
5. Determine the reason for inaccurate reporting of non-degreed members and provide both clarification of membership categories and requirements to the Clubs as well as clarification of reporting instructions on the Admin website.
6. Provide a clear message in our brochures, etc. explaining our current membership policy.
7. Provide information for Clubs and members on how to communicate membership policy information when talking about CFUW.

Local CFUW Clubs:

8. Encourage Clubs, especially smaller Clubs, to focus on membership recruitment and retention initiatives on an ongoing basis.
9. Be visible (Get the Club's name out in the community)
10. Get a website (A static page is better than no website)
11. Be accessible (Invite the public to meetings & events. Have meetings at a public location, and not just during the day)
12. Use more than one recruitment strategy
13. Be interesting (Have a variety of interesting events, programs and interest groups)
14. Be welcoming (Retention is equally important. Involve new members in interest groups, etc.)

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Section 3: Advocacy (Questions 18-33)

Introduction to Advocacy

3.1 Advocacy issues worked on, tracked, or discussed by Clubs 2012-2013 (Question 20)

- Table 3.1:** Issues worked on, tracked or discussed by Clubs 2012-2013
- Table 3.2:** *Other* issues worked on, tracked or discussed by Clubs 2012-2013 (in *other* of **Table 3.1**)
- Table 3.3:** Additional Issues (in *other* of **Table 3.1** listed *once each*)
- Graph 3.1:** Percentage of Clubs who reported selected advocacy issues were being worked on, tracked or discussed in 2012-2013
- Graph 3.2:** Correlation between Club size and Issues worked on, tracked or discussed (2012-2013)
- Graph 3.3:** Total number of reported advocacy issues being worked on, tracked or discussed by Clubs according to Club size in 2012-2013
- Graph 3.4:** Frequency distribution of number of Issues being worked on, tracked or discussed per Club 2012-2013
- Table 3.4:** Comments about Issues being worked on, tracked or discussed by Clubs in 2012-2013 (in comments of **Table 3.1**)
- Table 3.5:** Record of issues individual Clubs worked on, tracked, or discussed 2012-2013 (*collapsed table*)

3.2 Club interaction with elected members (Questions 18, 19, 21, 23, 26)

- Table 3.6:** Club interaction with elected members at the federal, provincial, municipal and school board levels
- Graph 3.5:** Clubs who met with their elected members at the federal, provincial municipal and school board levels, or held public forums
- Graph 3.6:** Clubs who wrote letters to their elected members at the federal, provincial, municipal and school board levels
- Graph 3.7:** Correlation between Club size and the level to which Clubs addressed their letters
- Table 3.7:** Record of Club advocacy committees, public forums, and involvement with elected members, through meetings and letter writing 2011-2013 (*collapsed table*)
- Table 3.8:** Facts about advocacy committees and forums
- Graph 3.8:** Relationship between: Clubs with advocacy committees, and Clubs holding public forums/all candidates' meetings
- Graph 3.9** Correlation between Club size and the existence of an advocacy committee

3.3 Issues discussed with elected members in meetings and letters (Questions 22, 24)

3.3.1 Issues discussed with elected members in meetings (Question 22)

- Table 3.9:** Issues Clubs discussed with elected members in meetings
- Graph 3.10:** Open-ended responses listing issues discussed by CFUW Clubs

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at meetings with their elected members

Table 3.10: *Other* issues discussed at meetings with elected members

3.3.2 Issues referenced in letters to elected members (Question 24)

Table 3.11: Issues referenced in letters to elected members

Graph 3.11: Open-ended responses listing issues referenced by Clubs in letters to their elected members

Table 3.12: Additional issues referenced in letters to elected members

3.4 Advocacy Initiatives (Questions 27-28)

3.4.1 Main topics discussed at public forums/all candidates' meetings (Question 27)

Table 3.13: Topics discussed at public forums/all candidates' meetings hosted by CFUW Clubs

Graph 3.12: Main topics discussed at public forums/all candidates' meetings hosted by CFUW Clubs

Table 3.14: *Other* Topics discussed at public forums/all candidates' meetings hosted by Clubs

3.4.2 Specified club initiatives 2011-2013 (Question 28)

Table 3.15: Club advocacy initiatives 2011-2013

Graph 3.13: Advocacy initiatives taken by CFUW Clubs in 2011-2013

Graph 3.14: Correlation between Club size and type of advocacy initiatives undertaken in 2011-2013

Table 3.16: *Other* advocacy Initiatives 2011-2013

Table 3.17: Comments about advocacy initiatives

Table 3.18: Comments from 16 Clubs

3.5 Advocacy tools supplied by CFUW (Questions 25, 29)

Table 3.19: Advocacy tools that have been or are useful to Clubs

Graph 3.15: Advocacy tools that have been or are useful to Clubs

3.6 CFUW's presence in international organizations (Questions 30-33)

3.6.1 Visibility of UNCSW and IFUW to CFUW members (Questions 30 & 32)

Table 3.20: Members who are informed of CFUW's work with UNCSW and aware of CFUW's membership in IFUW

Graph 3.16: Have Clubs been informed about CFUW's work with the UNCSW?

Graph 3.17: Are the majority of members aware that CFUW is a member of the IFUW?

3.6.2 Perceived value of UNCSW to Club members (Question 31)

Table 3.21: Aspects of UNCSW connection seen as valuable by Club members

Graph 3.18: Aspects of CFUW's connection with UNCSW that are seen as valuable by Club members

Table 3.22: Perceived value of UNCSW to Club members (from comments)

3.6.3 Perceived value of CFUW membership in IFUW (Question #33)

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Table 3.23: Perceived value of CFUW membership in IFUW

Graph 3.19: Perceived value of CFUW membership in IFUW

Table 3.24: Perceived value of CFUW membership in IFUW (from comments of Table 3.23)

3.7 Summary for Section 3: Advocacy (Questions 18-33)

3.7.1 What we have learned about Advocacy

3.7.2 Recommendations: Advocacy

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Introduction to Advocacy

One of CFUW's stated purposes is to "advocate for the advancement of the status of women, human rights, and the common good locally, nationally and internationally". How this purpose is actioned is explained in the following website link to Advocacy;

CFUW advocates for women's equality in Canada and abroad, and is concerned with a wide range of other public policy issues important to women, including: aboriginal affairs, education, the environment, peace, justice and human rights, among others. CFUW advocacy is guided by the policies voted on by CFUW members every year at our Annual General Meeting. These policies come from the grassroots of our organization and are the result of extensive research, debate, and consultation. At the national level, we monitor federal legislation and policies and stay in contact with the Government of Canada and other government officials to communicate our members' views'

A considerable amount of CFUW human resources is focused on advocacy at the Club, National and International levels. Club Executives and committees focus and facilitate advocacy efforts of the membership, while the VP Advocacy on the National Board, a National Advocacy committee, and the expertise at CFUW's National office in Ottawa identify and develop advocacy action plans and materials that can be used at both levels. Direct advocacy with the Federal government at Ottawa through the National Office, and CFUW's effort on the International scene through the UNCSW and, through the VP International Relations, our membership in IFUW and international advocacy are part of this CFUW advocacy focus. This survey examines advocacy by exploring the questions listed below. While some questions were factual others required the Club Presidents to give their perceptions of their members' knowledge and evaluation.

The following questions were explored in this section and are reported in this order rather than in the order of the questions on the Survey:

- Which Clubs have an Advocacy committee and does it report to the Executive
- What kinds of advocacy issues are Clubs exploring?
- To what extent do Clubs meet with their elected officials or write letters to them?
- What issues are discussed during those contacts?
- What kinds of advocacy initiatives have clubs undertaken?
- How valuable to clubs are the advocacy tools from National Office?
- What aspects of CFUW's work with the UN on the Commission on the Status of Women (UNCSW) are valued by Clubs?
- What aspects of CFUW's membership with the IFUW are valued by Clubs?

3.1 Advocacy issues worked on, tracked or discussed by Clubs 2012-2013 (Question 20)

In this section categories of Advocacy issues were listed so that Club Presidents could check all that applied to their individual Clubs. The results were recorded in **Table 3.1** below. Other issues were listed by Clubs and those 24 issues were categorized and recorded in **Tables 3.2 and 3.3**. The horizontal bar graph gives the percentage of Clubs addressing each issue and in

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this graph the 24 other issues are shown in the bottom bars. The correlation graph which follows investigates the connection between Club size and the issues with which the Club dealt.

Table 3.1: Issues worked on, tracked or discussed by Clubs 2012-2013

| Issues | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| Aboriginal Issues | 29 | 29.29% |
| Climate Change | 23 | 23.23% |
| Childcare/Children | 52 | 52.52% |
| Democracy | 9 | 9.09% |
| Education | 54 | 54.54% |
| Energy | 12 | 12.12% |
| The Environment | 40 | 40.40% |
| Full Accessibility for Persons with Disabilities | 26 | 26.26% |
| Gendered Violence | 37 | 37.37% |
| International issues | 25 | 25.25% |
| Justice Issues | 27 | 27.27% |
| Local Issues | 54 | 54.54% |
| Mental health | 31 | 31.31% |
| Poverty/Housing or Homelessness | 59 | 59.59% |
| Women in Skilled Trades and non-traditional occupations | 28 | 28.28% |
| Other | 20 | 20.20% |
| Total Clubs Responding | 99 | 100% |
| 28 Comments | | |

There were 20 clubs who responded to the option *other* with 24 additional issues being reported (See **Table 3.2** and **Table 3.3**).

Table 3.2: *Other* issues worked on tracked or discussed by Clubs 2012-2013 (in *other* of Table 3.1)

| The <i>other</i> responses include the following 20 issues: | |
|--|---|
| 7 Health: | 2 health (New Westminster, Edmonton) 2 aging/senior (North York, Brantford) 1 natural health/nutrition (Moncton) 1 Hospice Care (Kanata) 1 asbestos (Oakville) |
| 7 CFUW resolutions: | 3 resolutions 2013 (Niagara Falls, Kanata, Regina) 1 policies 2012 (Nanaimo) 2 resolutions (Renfrew, Halifax) 1 Nurse-Practitioner resolution at BC Council (Sunshine Coast) |
| 4 Women's issues: | 1 inequality (Burlington) 1 women's right to choose (Cambridge) 1 young women in need (St. Catharines) 1 court decision on prostitution (Regina) |
| 2 Public Transit: | 1 general public transit (Burlington) 1 Integrated Public Transportation Project (Stratford) |

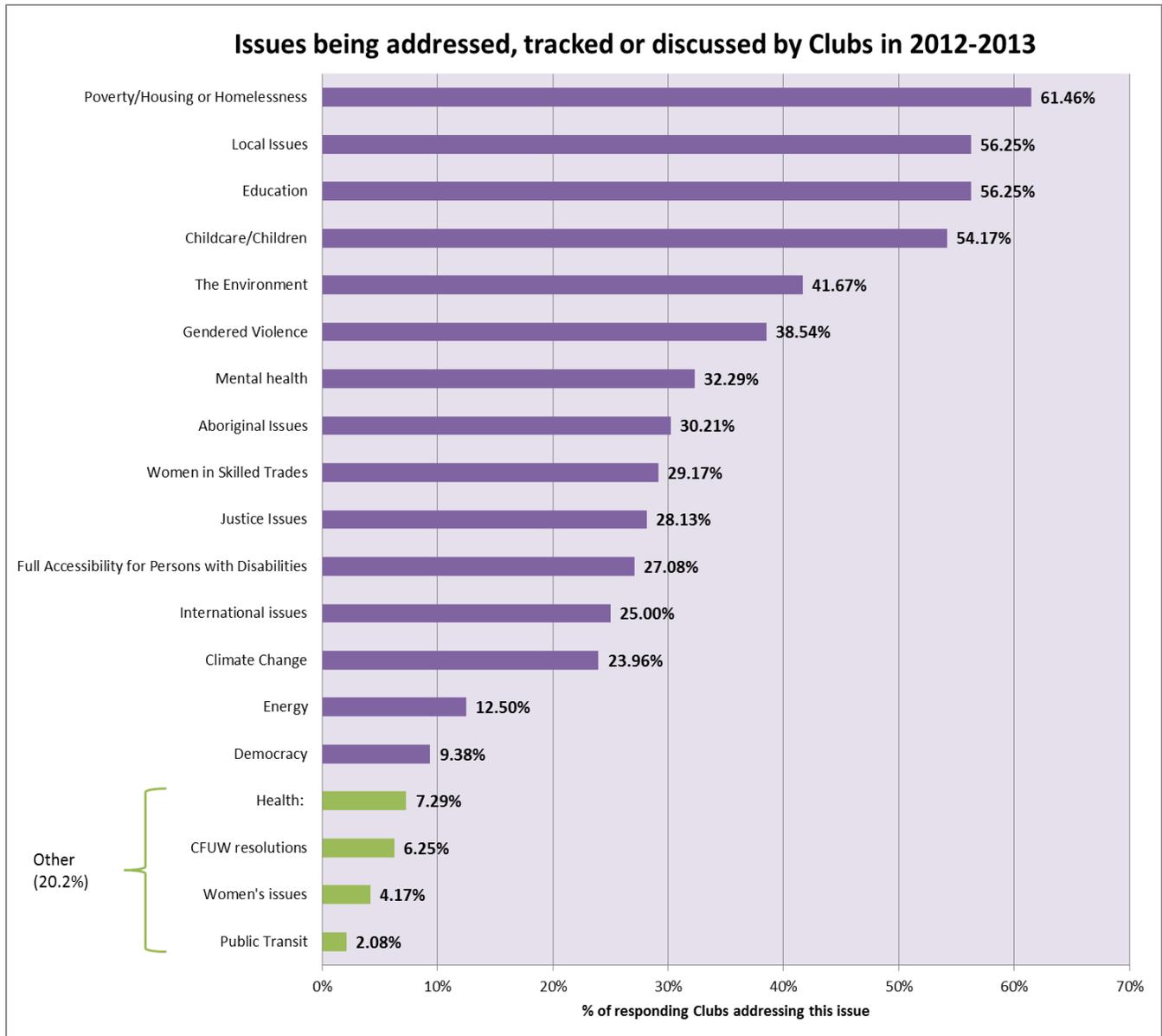
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Table 3.3: Additional Issues (in *other* of Table 3.1 listed once each)

| |
|--|
| Additional 4 issues in <i>other</i> (listed once each): |
| Financial Literacy (Montreal South Shore) |
| Land Mines (Vernon) |
| Long gun registry (Oakville) |
| Media awareness (Cornwall & District) |

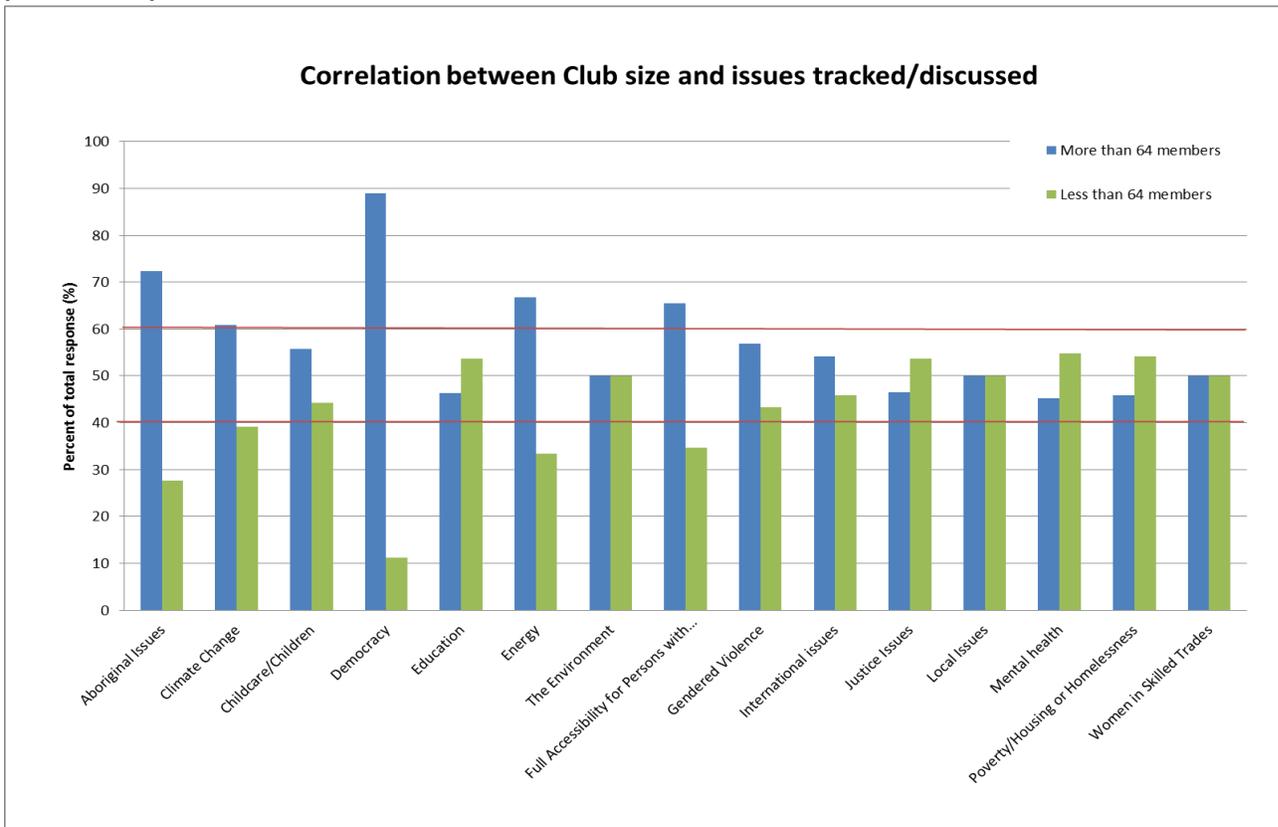
Graph 3.1 which follows displays the degree to which each of the issues listed in the survey has been part of the work of the responding Clubs during 2012-2013. It is followed by a graph showing the correlation between Club size and the issues dealt with by those Clubs during 2012-2013.

Graph 3.1: Percentage of Clubs who reported selected advocacy issues were being worked on, tracked or discussed in 2012-2013



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Graph 3.2: Correlation between Club size and Issues worked on, tracked or discussed (2012-2013)



Any value that falls outside of the red lines at 40% and 60% can be considered to be statistically significant). The data reveals that certain issues are proportionally addressed more often depending on how many members a Club has.

Democracy, which ranked lowest in overall issues, is far more likely to be addressed by Clubs that have over 64 total members (88.1% vs. 11.1%). Smaller Clubs appear to be less active in addressing this issue. The sample size is small (9 respondents), which may partially account for the difference; however the sample size is similarly small for Energy (12 respondents), which also was more likely to be addressed by Clubs with over 64 members, but sees a slightly more even distribution (66.7% vs. 33.3%)

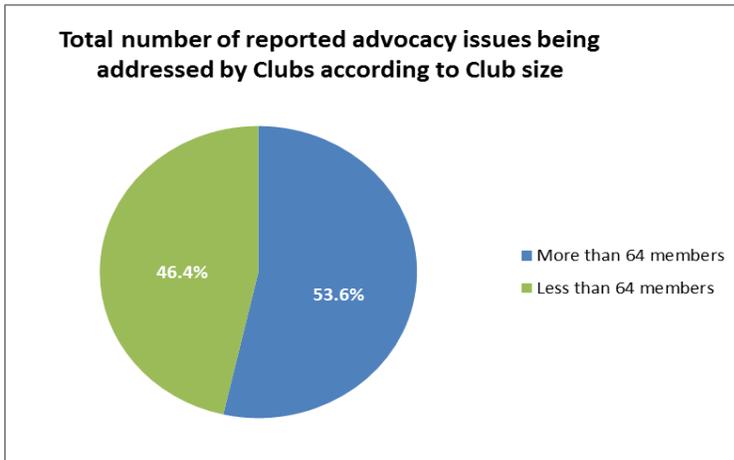
Aboriginal issues also appears much more likely to be addressed by Clubs that have over 64 members (75% vs. 25%), with a sample size of 28, as does Full Accessibility for Persons with Disabilities (65.4% vs. 34.6%), with a sample size of 26.

Attention to the most frequently occurring issues (Poverty/Housing or Homelessness, Local Issues, Education and Childcare/Children) appear fairly even across CFUW Clubs regardless of size. Attention to the less frequently occurring issues appears to be more prevalent with Clubs with higher membership.

Data for the other categories may be significant, but at this point it cannot be determined.

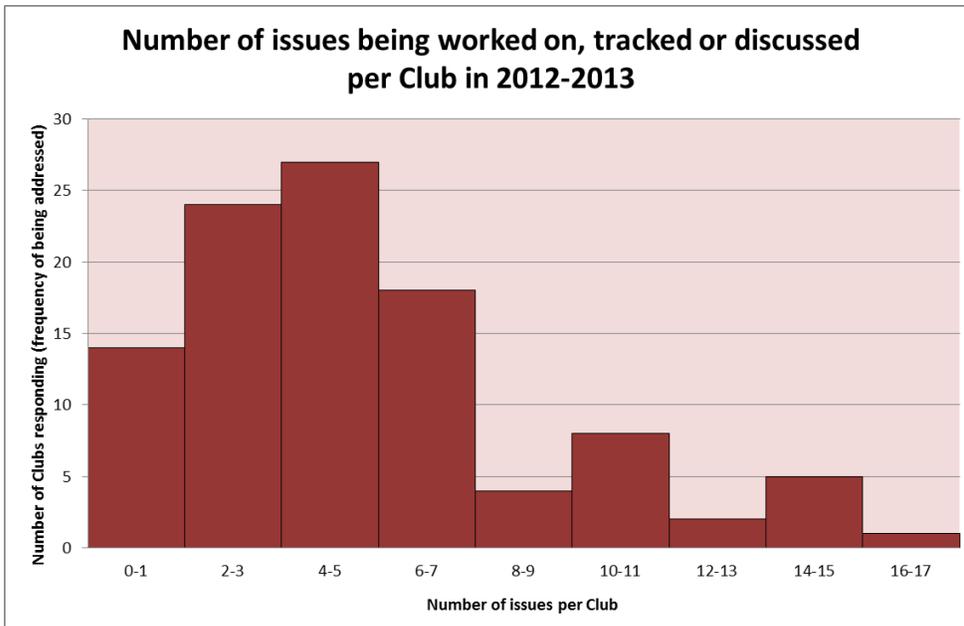
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Graph 3.3: Total number of reported advocacy issues being worked on, tracked or discussed by Clubs according to Club size in 2012-2013



Clubs with fewer than 64 members report addressing/discussing advocacy issues slightly less than Clubs with greater than 64 members. This may not be statistically significant.

Graph 3.4: Frequency distribution of number of Issues being worked on, tracked or discussed per Club 2012-2013



The data of **Graph 3.4** takes into account all of the 103 Clubs who participated in the Survey and uses the information reported in **Table 3.1**. It shows that for 2012-13, “working on 4-5 issues” applied to more Clubs (27 Clubs) than did any other range. However the ranges for 2-3 issues (24 Clubs) and 6-7 issues (18 Clubs) were significant. An expected smaller number of Clubs engaged in the higher ranges shown in the graph, however 20 Clubs (19.42% of respondents to

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the Survey) engaged in more than 7 issues.

There were 28 Clubs who provided an additional 31 comments recorded in **Table 3.4**.

Table 3.4: Comments about Issues being worked on, tracked or discussed by Clubs 2012-2013 (in comments of Table 3.1)

| Comments From Clubs | Number of Responses |
|--|---------------------|
| Provided further description of issues being worked on provided, description of how advocacy issues managed within Club | 22 |
| Described lack of interest | 4 |
| Indicated a new committee just getting started | 1 |
| Indicated not aware of any | 1 |
| Indicated they have a very active committee x20 years | 1 |
| Indicated a challenge to keep advocacy group going, easier if handed a package, no issues interest group, no VP x2 years and that is the role that follows up on advocacy | 1 |
| Is grateful for research skills of CFUW, the extensive policy background and willingness to become involved in advocacy for a better tomorrow. Thanks to local organizations re local issue involvement (re public transit) and indicated response to this CFUW initiative as overwhelmingly encouraging. Indicates website (re this issue). | 1 |
| Indicated Aboriginal issues can include other topics from the list including education, childcare, gendered violence, justice issues, mental health and poverty/housing or homelessness | 1 |
| Indicated Equal advocacy and awards | 1 |

The information displayed in the preceding tables and graphs relates to Clubs as a group. To facilitate the sharing of information among Clubs on exactly what each Club is doing, **Table 3.5** was constructed to show advocacy on a Club by Club basis. With this information any Club can contact any other Club to discuss projects using the contact information in the CFUW Directory. The Directory can be accessed and downloaded at the website cfuwadmin.org. The user name and password are required for the admin website.

Below is the collapsed **Table 3.5** showing the heading and last line.

Table 3.5: Record of issues individual Clubs worked on, tracked, or discussed 2012-2013 (collapsed table)

| Issues Clubs worked on or tracked or discussed 2012-2013 | | | | | | | | | | | | | | | | |
|--|-------------------|----------------|----------------------|-----------|-----------|--------|-----------------|---------------|-------------------|----------------------|---------|--------------|---------------|-------------------------------|-----------------------------------|-------|
| CLUBS LISTED | Aboriginal Issues | Climate Change | Childcare / Children | Democracy | Education | Energy | The Environment | Accessibility | Gendered Violence | International Issues | Justice | Local Issues | Mental Health | Poverty/Housing/ Homelessness | Women Skill Trades Non-Trad. Work | Other |
| Totals | 29 | 23 | 52 | 9 | 54 | 12 | 40 | 26 | 37 | 25 | 27 | 54 | 31 | 59 | 28 | 20 |

See Appendix 3 for the complete table.

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3.2 Club Interaction with elected members (Questions 18, 19, 21, 23, 26)

Clubs were asked if in the past 2 years they had met with any elected members, if they had written letters to them on specific issues, and if they had held any Public Forums/All-Candidates' meetings. (Questions 21, 23, 26). Some Clubs are identified as having met with elected members and also having written letters to their elected members. A similar overlap occurs with Public Forums.

Table 3.6: Club interaction with elected members at the federal, provincial, municipal and school board levels

| Club interaction with elected members | | | | | | |
|---------------------------------------|------------------------------------|--------------------|------------------------------------|--------------------|--------------------------------------|--------------------|
| Level | Meetings held with elected members | | Letters written to elected members | | Public forums/all candidate meetings | |
| | Number of Response | Response Ratio (%) | Number of Responses | Response Ratio (%) | Number of Responses | Response Ratio (%) |
| Federal | 22 | 21.36% | 64 | 62.14% | 29 | 28.16% |
| Provincial | 26 | 25.24% | 53 | 51.46% | | |
| Municipal | 28 | 27.18% | 33 | 32.04% | | |
| School Board | 13 | 12.62% | 7 | 6.80% | | |

The percentages in **Table 3.6** are calculated from the 103 who responded to the survey.

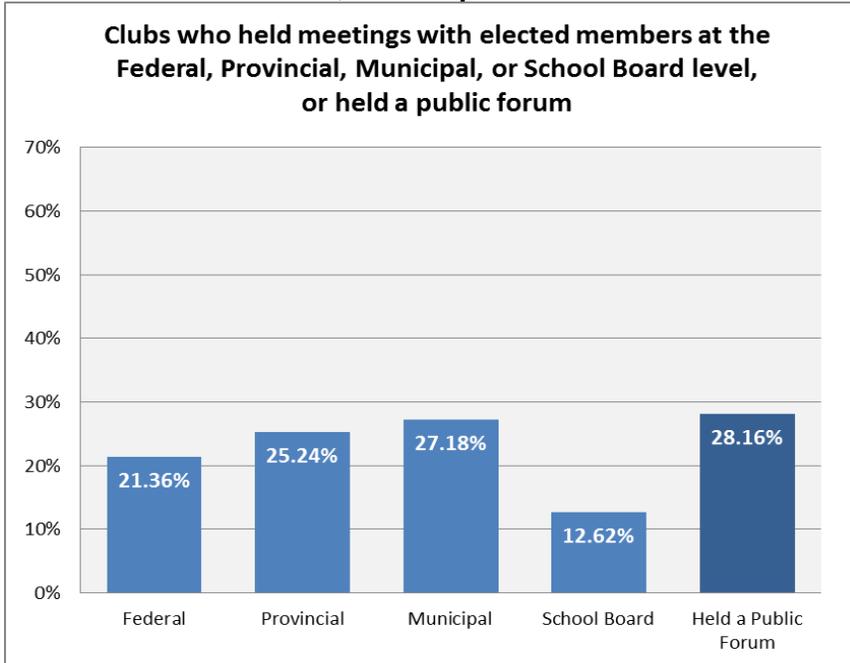
More Clubs met with their Municipal members than met with Provincial or Federal members; however, the order reverses for letter writing where more write letters to Federal members than write letters to Provincial or Municipal members. This may be reflective of the fact that template letters were provided by National office for some federal issues.

While School Board contacts rank last in both cases, the representation is by Clubs who are quite active with advocacy. Of the 13 Clubs who had meetings with their School Board members, 12 have Advocacy Committees, 10 held Forums/All Candidates' Meetings, and all engaged in other meetings with elected representatives and or writing letters to them.

The data of **Table 3.6** is shown in **Graph 3.5, Graph 3.6 and Graph 3.7** which follow.

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Graph 3.5: Clubs who met with their elected members at the federal, provincial, municipal and school board levels, or held public forums

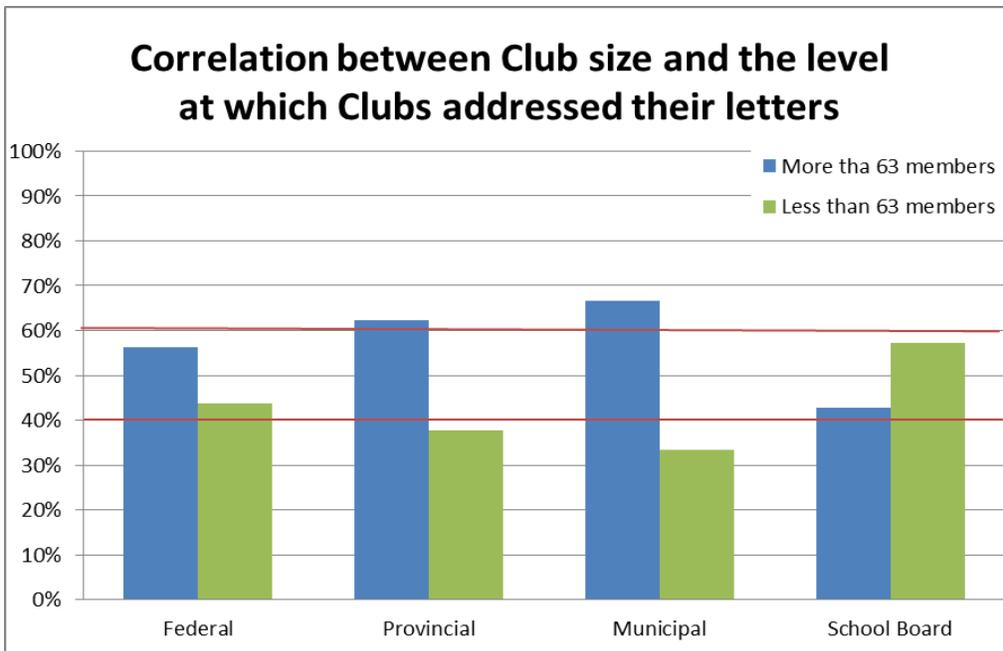


Graph 3.6: Clubs who wrote letters to their elected members at the federal, provincial, municipal and school board levels



Graph 3.7: Correlation between Club size and the level to which Clubs addressed their letters

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Graph 3.7 shows that Clubs below the median Club size wrote letters to school board members more than larger Clubs did. This reversed for letters to federal, provincial and municipal members, but the difference was less with letters to Federal members.

In **Table 3.7** below the information presented in **Table 3.6** is given on a Club by Club basis. The table also includes information on Clubs who have a committee to deal with advocacy and Issues. In this report the committee is called an **advocacy committee**.

Table 3.7 has been collapsed and can be found in Appendix 4. If Club Presidents wish to contact each other about any of the advocacy actions shown in **Table 3.7** they can, as noted above for **Table 3.5**, access the online CFUW Directory cfuwadmin.org with their Club user name and password, to find contact information for any other Club.

Table 3.7: Record of Club advocacy committees, public forums, and involvement with elected members, through meetings and letter writing 2011-2013 *collapsed table*

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| Clubs who have an advocacy committee, dates of most recent provincial elections, and Clubs who held public forums/all candidates' meetings in 2011-2013 | | | | Clubs who in 2011-2013 met with elected members at those levels | | | | Clubs who in 2011-2013 sent letters on specific issues to elected members at those levels | | | |
|---|--------------------|---------------------|---------------|---|------------|-----------|--------------|---|------------|-----------|---------------|
| CLUBS Responding to advocacy questions | Advocacy Committee | Provincial Election | Public Forums | Federal | Provincial | Municipal | School Board | Federal | Provincial | Municipal | School Board. |
| Question # | #18 | Date | #26 | #21 | #21 | #21 | #21 | #23 | #23 | #23 | #23 |
| Totals | 61 | | 29 | 22 | 26 | 28 | 13 | 64 | 53 | 33 | 7 |
| Total Clubs | 103 | | | | | | | | | | |

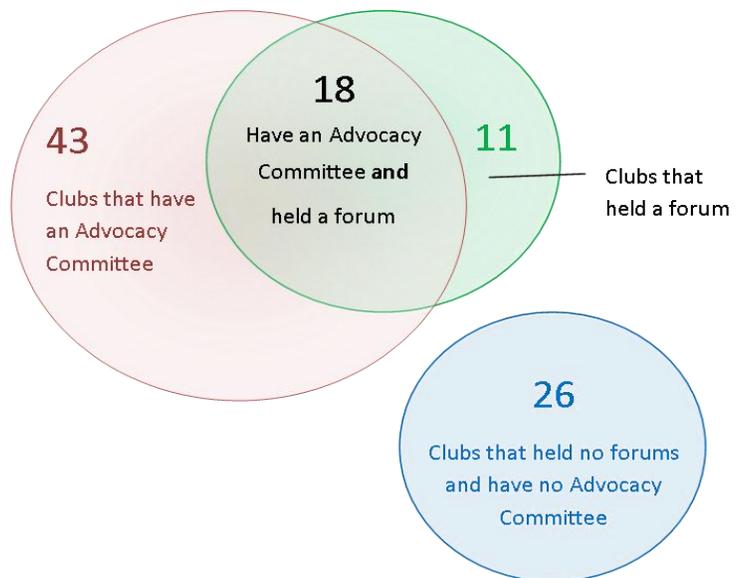
See Appendix 4 for the complete table

Table 3.8: Facts about advocacy committees and forums

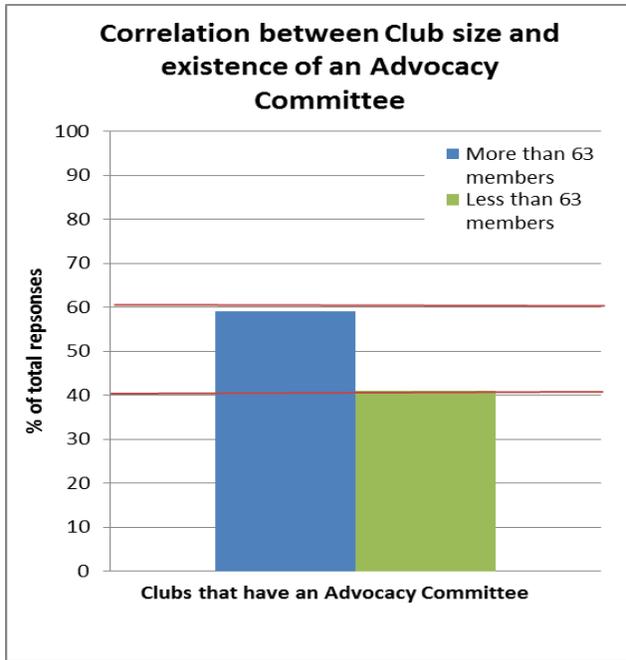
| Some facts about advocacy committees and forums | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| Responding Clubs that have Advocacy/Issues Committees | 61 | 61.82% |
| Clubs that held Public Forums/ All Candidates' Meetings | 29 | 28.16% |
| Clubs who held forums and also had Advocacy Committees | 18 | 62.07% |
| Clubs who held no forum and also had no Advocacy Committee | 26 | 37.93% |
| For Clubs holding Forums the likelihood of there being an Advocacy Committee in the Club was 18 to 11 | | |
| Most (87%) of the advocacy committees report to their Club executives. | | |

The relationships recorded in Table 3.8 are shown in Graph 3.8 below.

Graph 3.8: (Venn Diagram)
Relationship between: Clubs with advocacy committees, and Clubs holding public forums/all candidates' meetings



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Graph 3.9: Correlation between Club size and existence of an advocacy committee

(Any numbers falling outside the red lines are considered to be statistically significant.)

The ratio for advocacy committees in larger Clubs compared with smaller clubs is about 3:2. Most likely in smaller Clubs the advocacy work is done through the Executive.

Having a group in place, e.g., an Advocacy Committee or other sub-committee of the Club Executive would appear to be particularly relevant for Club events relating to an election. In the last Provincial elections the time between the election call and the actual election ranged from 22 days in Newfoundland to 35 in each of Nova Scotia and Quebec. The time interval was 37 days for the most recent Federal election. It is obvious that if Clubs are going to hold Public Forums/All Candidates' meetings then the planning would need to be done well in advance of the election call. Consideration could be given to meeting nominated candidates, getting them acquainted with CFUW, and having plans in place with them for a CFUW organized Forum once the election is called. It might be strategic to plan holding a Forum prior to an election call. Collapsed **Table 3.7** noted above (and in Appendix 4) gives the date of the latest elections in each Club's district. Nova Scotia and New Brunswick Clubs did not have a Provincial election in the past 2 years prior to responding to the Survey in March/April of 2013 and that may have been a factor in a Club not holding a Forum. However all Clubs experienced a Federal election in May 2011.

3.3 Issues discussed with elected members in meetings and letters (Questions 22, 24)

3.3.1 Issues discussed with elected members in meetings (Question 22)

The two Survey questions #22 and #24 were opened-ended. The responses are categorized and the main ones are shown in **Table 3.9** for issues discussed at meetings with elected members.

In Section 3.3.2, in **Table 3.11**, the issues referenced in letters to elected members are recorded.

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Information about other issues which appeared less frequently is summarized below in **Tables 3.9 and 3.10** for meetings and in **Tables 3.11 and 3.12** for letters.

The main 14 categories of issues discussed at meetings with elected members and reported most frequently (from 2-13 times) are shown in **Table 3.9** below and in **Graph 3.10**. Other issues reported only once follow the graph.

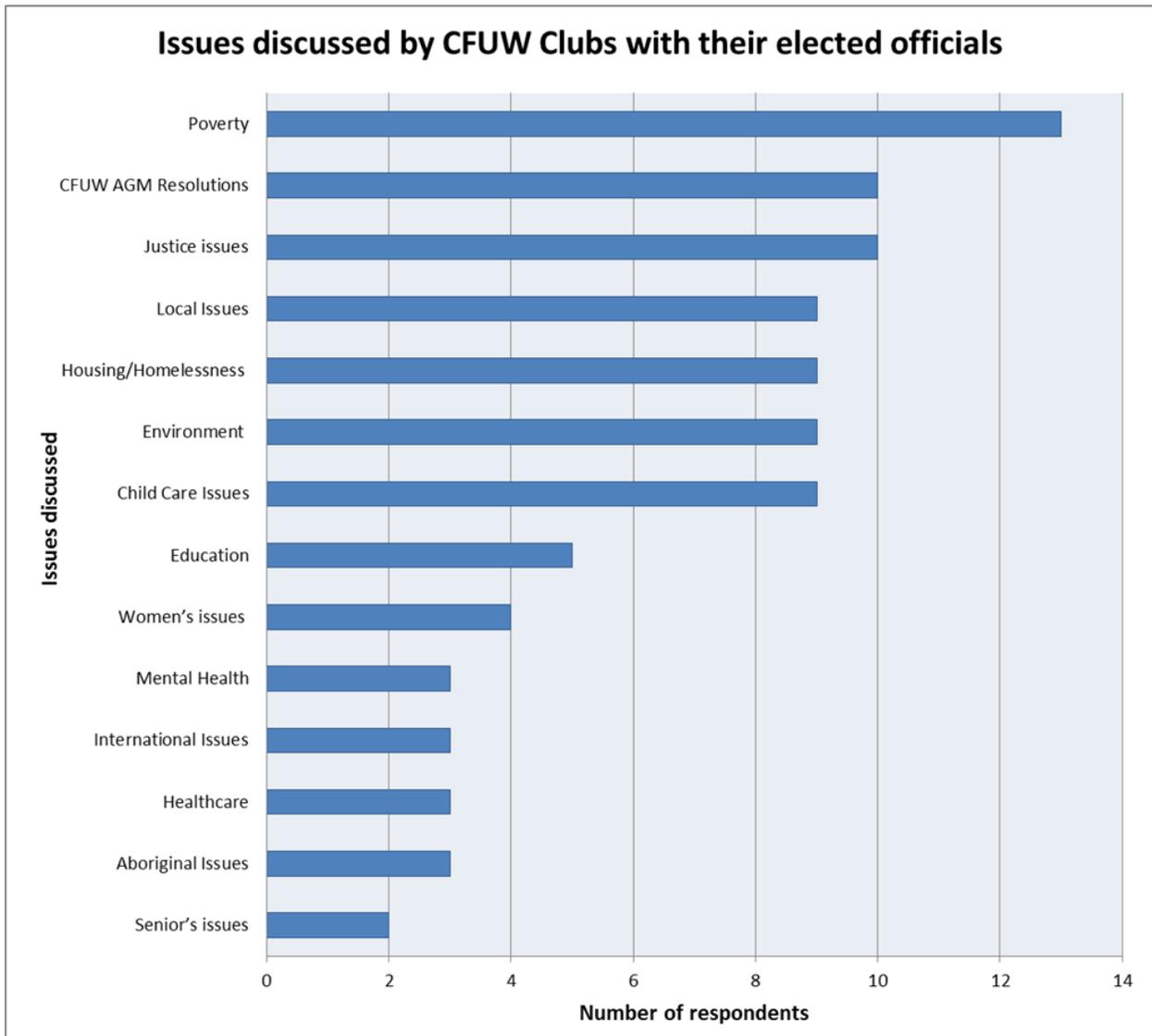
48 Clubs responded to this question.

Table 3.9: Issues Clubs discussed with elected members in meetings

| Issues discussed at meetings with elected members | Number of Responses | Response Ratio(%) |
|---|---------------------|-------------------|
| Poverty/Child Poverty/Poverty Reduction | 13 | 27.08% |
| Justice issues including crime/change criminal code/gendered violence/human trafficking/non state actor torture/fire arms/gun control | 10 | 20.83% |
| National AGM Resolutions, CFUW Policy, CFUW Advocacy issues | 10 | 20.83% |
| Child Care Issues/National Children's Advocate | 9 | 18.75% |
| Environment including climate change/water/land use/energy | 9 | 18.75% |
| Housing/Homelessness | 9 | 18.75% |
| Local Issues | 9 | 18.75% |
| Education | 5 | 10.42% |
| Women's issues including women in politics/women in skilled trades and non traditional occupations | 4 | 8.33% |
| Aboriginal Issues | 3 | 6.25% |
| Healthcare | 3 | 6.25% |
| International Issues | 3 | 6.25% |
| Mental Health | 3 | 6.25% |
| Senior's issues | 2 | 4.17% |

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Graph 3.10: Open-ended responses listing issues discussed by CFUW Clubs at meetings with their elected members



In addition to the issues discussed at meetings with their elected members as recorded in **Table 3.9**, there are 9 other issues listed once only. These are recorded below in **Table 3.10**.

Table 3.10: *Other* issues discussed at meetings with elected members

| 9 other issues (listed once each): |
|---|
| Animal rights |
| Anti-bullying |
| Asbestos |
| Cuts to Parks Canada |
| Democracy |

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| |
|--|
| Fracking |
| Full accessibility for persons with disabilities |
| Scholarships |
| Trades |

Responses were compared between (1) those of the 48 Clubs to question 22, *issues discussed with elected members*, and (2) responses of the larger set of 99 respondents to question 20, *issues Club is working on/tracking/discussing*.

It was seen that certain issues appear frequently but not necessarily in the same rank order.

Poverty was still the most frequent topic of discussion.

Justice Issues ranked 2nd in **Table 3.9** (question #22), and 10th in **Table 3.1** (question 20).

Local Issues ranked 4th in **Table 3.9** and 2nd in **Table 3.1**.

Education Ranked 8th in **Table 3.9** and 2nd in **Table 3.1** (with Local Issues).

The Environment was a 4th most popular topic of discussion in **Table 3.9**, and was the 5th most popular in **Table 3.1**.

Childcare ranked 4th in both **Table 3.1** and **Table 3.9**.

We notice also that many Clubs are choosing to discuss the Resolutions with their elected members and that most of the issues listed above are related to Resolutions of the last few years.

Note that Gun Control (categorized under Justice Issues) was not part of the multiple choice part of any question on the survey but appeared 3 times as a response to open ended question 22.

Interestingly it is the top ranked issue clubs discussed in letters to elected members as shown in **Table 3.11** below. Also Justice issues included Gendered violence in **Table 3.9** but was a separate category in **Table 3.1** where the ranking was 6th.

For a list of Clubs who met with their elected representatives at the Federal, Provincial, Municipal or School Board levels please refer to **Table 3.7**: Record of Individual Club Advocacy Committees, Public Forums and Involvement with Elected Members through Meetings and Letter Writing in 2011-2013. It appears above in collapsed form and in full in Appendix 4.

3.3.2 Issues Referenced in Letters to Elected Members (Question 24)

This question was open ended and asked respondents to provide a brief list of issues referenced in Club letters to elected members. The multiple responses of 73 Clubs are recorded below. The first 18 most frequently occurring issues are in **Table 3.11** and shown in **Graph 3.11** which follows the table. The remaining issues representing one Club for each issue are listed in **Table 3.12**. The remaining issues representing one Club for each issue are listed following the graph in **Table 3.12**.

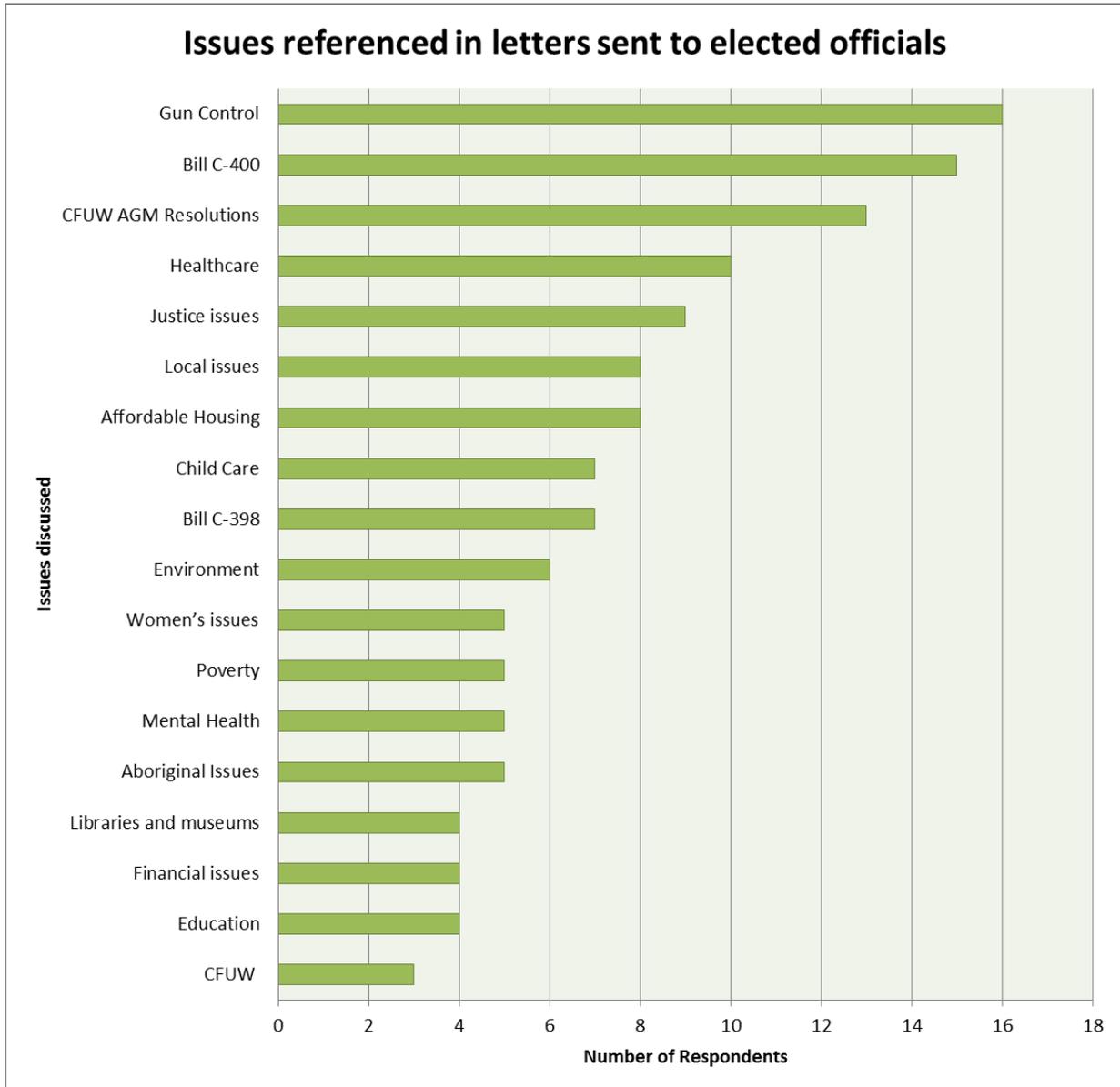
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Table 3.11: Issues referenced in letters to elected members

| Issues Referenced in Letters to Elected Members | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| Firearms/gun control | 16 | 21.92% |
| Bill C-400 (National Housing Strategy) | 15 | 20.53% |
| CFUW AGM Resolutions/Advocacy Issues | 13 | 17.80% |
| Health including Health accord, drug reform, infection control, Fetal Alcohol syndrome, abortion, asbestos | 10 | 13.70% |
| Justice issues including violence against women, changes to justice system, human trafficking, non state actor torture, right to choose, C-510 changes to criminal code | 9 | 12.33% |
| Housing/Affordable Housing | 8 | 10.96% |
| Local issues including anti-idling | 8 | 10.96% |
| Bill C-398 (Lower cost generic drugs to developing countries) | 7 | 9.59% |
| Child Care | 7 | 9.59% |
| Environment/Climate Control including safe water | 6 | 8.22% |
| First Nations Issues including Idle No More | 5 | 6.85% |
| Mental Health/MH strategy/MH funding | 5 | 6.85% |
| Poverty/Child Poverty/Food Security | 5 | 6.85% |
| Women's issues including women in skilled trades, status of women, International Women's Day, women in the workplace, inequality for women | 5 | 6.85% |
| Education | 4 | 5.54% |
| Financial issues including student loans, standard of living, financial literacy, minimum wage | 4 | 5.54% |
| Libraries and museums including national libraries and archives | 4 | 5.54% |
| CFUW including support for CFUW day of recognition, promoting awareness of Club and What CFUW does | 3 | 4.12% |

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Graph 3.11: Open-ended responses listing issues referenced by Clubs in letters to their elected members



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Table 3.12: Additional issues referenced in letters to elected members

| | |
|---|--|
| <p>Note that Table 3.11 and Graph 3.11 show that:</p> <p>Gun control is surprisingly popular given that so few people (3) listed addressing it in personal discussions with their elected officials. Similarly;</p> <p>Healthcare was a surprisingly popular concern that was not as targeted in personal discussions with elected officials.</p> <p>Many target specific bills and justice issues, possibly demonstrating that CFUW's advocacy template letters are effective.</p> <p>Poverty concerns ranked surprisingly low considering how many Clubs reported that they are discussing/tracking/addressing the issue. However other issues listed such as housing have a poverty component.</p> <p>The Environment also scored relatively low, given the results of Question 22.</p> <p>Again, many of our Clubs chose to address specific CFUW Resolutions with their elected leaders.</p> | <p>18 Issues Each Referenced by 1 Club</p> |
| | <p>Art gallery BC Council on Child Porn Bottle labelling Bullies Care for elderly Child abuse wording Children in care Cosmetics Cuts to Parks Canada Disability access Industrial wind turbines Omnibus bill Preschool support Prohibiting bulk water removal from Great Lakes Public transit Trades Welfare of families and children</p> |

3.4 Advocacy initiatives (Questions 27-28)

3.4.1 Main topics discussed at public forums/ all candidates' meetings (Question 27)

This section deals with responses from the 29 Clubs who had reported in the linked question #26 that their Clubs had held Public Forums/ All Candidates' Meetings on issues during the past 2 years. Clubs in response to an open-ended question listed the main topics of such events. These are categorized in **Table 3.13** and shown in **Graph 3.12**. Please refer to **Table 3.7** in Appendix 4 for a listing of the 29 Clubs who responded that they had held Public Forums/All Candidates' Meetings. An earlier discussion on Forums/All Candidate meetings is found immediately following **Graph 3.9** in section 3.2.

Table 3.13: Topics discussed at public forums/all candidates' meetings hosted by CFUW Clubs

| Topics discussed at forums | Number of Responses | Response Rate (%) |
|---|---------------------|-------------------|
| Meeting the candidate, the election | 8 | 27.59% |
| Women's issues (advancement, inequality, women in transition, violence against, policy etc) | 6 | 20.69% |
| Child Care | 5 | 17.24% |
| Poverty (youth, child etc) | 4 | 13.79% |
| Education/Early Learning | 3 | 10.34% |

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| | | |
|---|---|--------|
| Local issues | 3 | 10.34% |
| Agriculture versus development, urban expansion | 2 | 6.90% |
| Housing/affordable housing | 2 | 6.90% |

Graph 3.12: Main topics discussed at public forums/all candidates' meetings hosted by CFUW Clubs

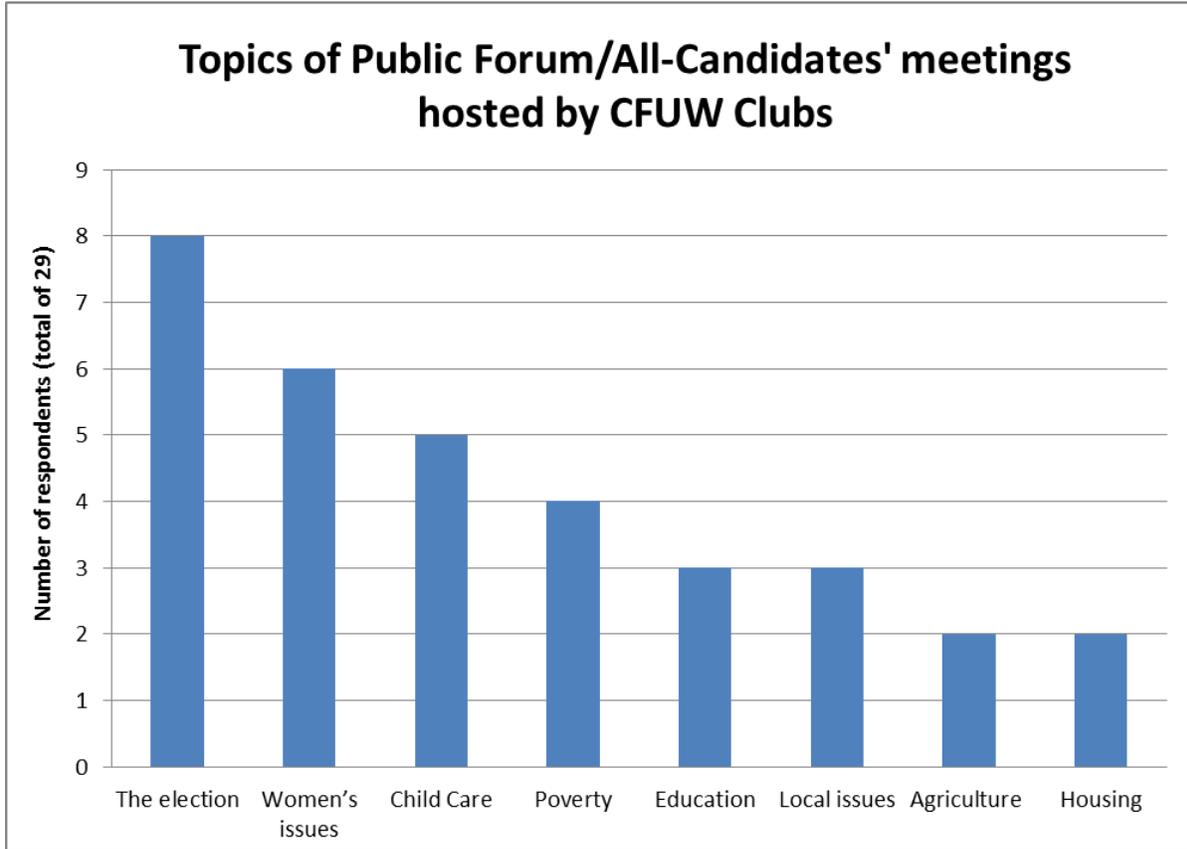


Table 3.14: *Other* topics discussed at public forums/all candidates' meetings hosted by CFUW Clubs

| <i>Others</i> (listed once each): |
|--|
| Aboriginal issues (rights) |
| Arts |
| Employment |
| Intercultural connections |
| International Women's Day |
| Open forum based on submitted questions |
| Polygamy in Bountiful BC |
| Public transit |
| Recruitment/retention of physicians |
| Senior health |

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- At Public Forum/ All Candidates' meetings, issues around the election were most popular.
- Women's Issues were second.
- Child care, Poverty, Education and Local issues continue to be a common theme for CFUW Club public advocacy.

3.4.2 Specified Club initiatives 2011-2013 (Question 28)

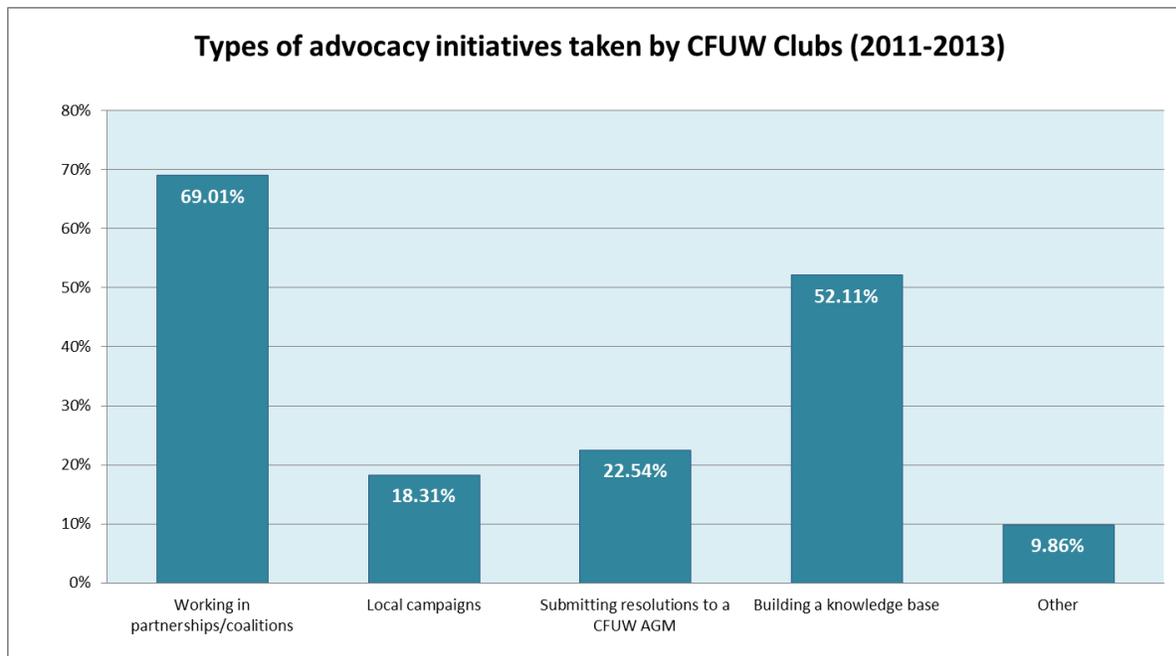
Although it was known that CFUW Clubs engage in each of the four areas delineated in the options of question 28 as listed in **Table 3.15**, the extent of this was unknown. The question was directed at 2011-2013. Of the 71 Club responding several responded to more than one option, while 7 Clubs specified other initiatives not listed in **Table 3.15** below. These are recorded in **Table 3.16** instead.

Table 3.15: Club advocacy initiatives 2011-2013

| Advocacy initiatives taken 2011-2013 | Number of Responses | Response Rate (%) |
|---------------------------------------|---------------------|-------------------|
| Working in partnerships or coalitions | 49 | 69.01% |
| Local campaigns | 13 | 18.31% |
| Submitting resolutions to a CFUW AGM | 16 | 22.54% |
| Building a knowledge base | 37 | 52.11% |
| Other | 7 | 9.86% |
| Total Clubs Responding | 71 | 100% |
| 18 Comment(s) | | |

The information from **Table 3.15** is shown in **Graph 3.13** and is explored further in **Tables 3.16 and 3.17** which follow.

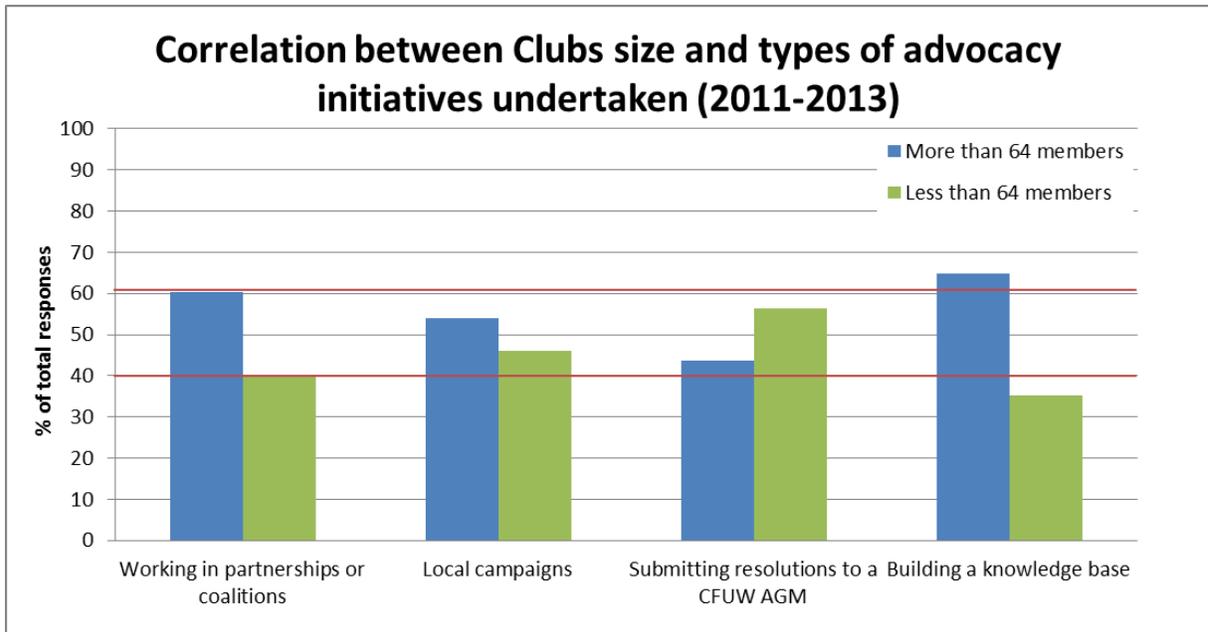
Graph 3.13: Advocacy initiatives taken by CFUW Clubs 2011-2013 by CFUW



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From **Table 3.15** and **Graph 3.13** it can be seen that 69% of the 71 respondents to this question are engaging in coalitions. If we were to consider all 103 Clubs who responded to the survey this rate would still be high at 47.6%. The survey did not ask what kind of partnerships or coalitions were involved but some Clubs told us that in their comments as summarized below in **Table 3.17** (referenced in **Table 3.18**). It would be worth looking at the focus of such partnerships and the benefits to the other organizations involved, to the community and to CFUW Clubs. **Table 3.16** gives initiatives classified as *other* in **Table 3.15**, while **Table 3.17** provides several comments.

Graph 3.14: Correlation between Club size and type of advocacy initiatives undertaken in 2011-2013



7 Clubs responded to the *other* option listed in **Table 3.15**, providing additional advocacy initiatives as listed in **Table 3.16** and providing 20 comments as listed in **Table 3.17**.

The difference between Clubs is significant for the option *Building a knowledge base* and close to being significant for *Working in partnerships or coalitions*.

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Table 3.16: Other advocacy initiatives in 2011-2013

| Other (listed once each): |
|---|
| Supporting campaigns of others (Guelph) Supporting provincial and national initiatives (Nanaimo) |
| Community Garden Plots(2) worked by Club members (Richmond) |
| Financial literacy workshops (UWC Montreal) |
| First Call, North Shore Women's Centre, other Clubs, NSCR (West Vancouver) |
| Maintain a list of members who are on Community Boards and Committees (Niagara Falls) |
| Transportation, voting level research, speaker themes (Stratford) |

Table 3.17: Comments about advocacy initiatives

| Comments: | Number of Responses |
|---|----------------------------|
| Provided a description of initiatives* (See list below in Table 3.18) | 16 |
| Worked on IFUW Aboriginal resolution | 1 |
| Has some authors in the Club, an historian and a social historian | 1 |
| Suggested National office could encourage Clubs to develop resolutions that have a good chance of success as policy, eg. Gov willing to discuss | 1 |
| Worked on IFUW Aboriginal resolution | 1 |

Table 3.18 below gives further information found in the 16 Comments noted in **Tables 3.15 and 3.17**. *Items that had been planned for later are in italics*

Table 3.18: Comments from 16 Clubs

| * Description of Club advocacy initiatives (see Table 3.17) |
|---|
| Attempting to raise profile & visibility in the community. <i>Will show Status Quo film and participate in IWD March(future).</i> |
| Attended One Billion Rising event and joined the International Campaign to Stop Rape and Gender Violence in Conflict. |
| Working along with Status of Women Council regarding Violence toward young women on Campus |
| Hypersexualization: Countering Exploitive Child Images in the Media |
| We hold membership status with Pay Equity and support them financially. We join with another CFUW club to discuss Resolutions and send in any amendments we feel necessary. |
| Supported provincial and national initiatives. |
| Worked with the Grandmother's Rally |
| Work in partnership with another CFUW club in writing letters |
| Working with other groups in Toronto caucus on poverty and early learning childcare initiatives |
| Members of the Executive represent our club on committees for events such as IWD |
| Involved in the Persons' breakfast and December 6 th memorial |
| <i>Joining local food security agency as CFUW rep.(future)</i> Working with same agency & others to create a city Food Charter |
| CFUW rep on local Child First/Child Charter city committee |
| As a club we belong to the provincial coalition on pay equity. |
| Knowledge base through program topics. Distribution of Week in Review, Resolution discussions, Partnerships for IWD Day, Networking workshops with other groups – this year Metabolic Syndrome Workshop |
| Working with YWCA to develop and provide program to promote life skills in older teen/young adult population |

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Worked with local anti-idling group

Public forum on child poverty planned for April 2013 (future).

Questionnaire on child poverty to be given to potential candidates in upcoming provincial election. This started as a club project but will be used by Vancouver Island clubs and perhaps all clubs in BC (future).

3.5 Advocacy tools supplied by CFUW (Questions 25,29)

Through CFUW, Clubs can access most of the resource materials needed for their advocacy programmes. The intent of this question was to give feedback as to whether or not Clubs found these Advocacy tools useful.

Respondents were asked to check all of the advocacy tools that had been useful to their Clubs. There were 100 respondents in total. Not everyone responded to all questions even though they were Yes and no responses. Perhaps if an option were unfamiliar, then it could not be evaluated as useful or not, and consequently that option received no response. If a Club did respond then it is reasonable to think that they had caused it, or had attempted to use it. Reporting the tool not useful could mean it had been tried and found not useful or that it had not been tried. The option *don't know* would have been useful here.

Club responses on advocacy tools that they have found useful are found below in **Table 3.19** and in **Graph 3.15**.

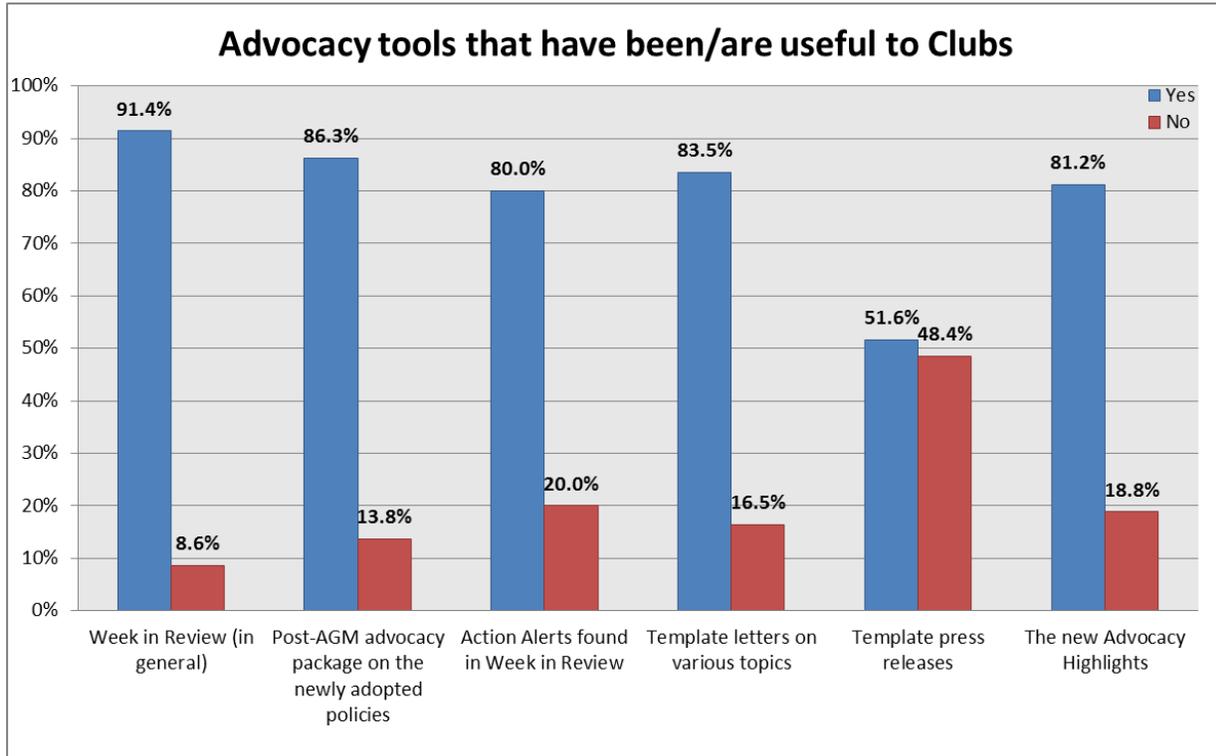
Table 3.19: Advocacy tools that have been or are useful to Clubs

| Advocacy Tool | YES, USEFUL | | NO, NOT USEFUL | |
|--|---------------------|--------------------|---------------------|--------------------|
| | Number of Responses | Response ratio (%) | Number of Responses | Response ratio (%) |
| Week in Review in general | 85 | 91.40% | 8 | 8.60% |
| Post AGM advocacy package on newly adopted policies | 69 | 86.25% | 11 | 13.75% |
| Action Alerts found in Week in Review | 60 | 80.00% | 15 | 20.00% |
| Template letters on various topics, usually circulated in Week in Review | 66 | 83.54% | 13 | 16.46% |
| Template Press releases, usually circulated through Week in Review | 33 | 51.56% | 31 | 48.44% |
| The new Advocacy Highlights, circulated through CFUW News + Updates | 56 | 81.16% | 13 | 18.84% |

The percentages are based on the number of respondents to that particular item of the question.

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Graph 3.15: Advocacy tools that have been or are useful to Clubs



The Week in Review in general ranks as the most widely useful tool according to our Clubs (91.4%), followed closely by the Post-AGM advocacy package (86.3%).

All materials were seen as useful by a large majority, with the exception of the template press releases circulated through Week in Review where 51.6% found them useful and 48.4% did not find these useful).

The 4th item “Template letters on various topics, usually circulated in Week in Review” received 66 positive responses and 13 negative responses. Similarly when considering only the Clubs who wrote letters in Question 25, 67 of the 77 respondents found the template letters useful. This is 87% which compares well with 83.5% of Question 29. 13 Clubs who responded negatively in Question 29 were checked against their responses to question 25 “*Were the template letters prepared by National Office useful when composing your letters to your elected representatives?*”

Of the 13 Clubs the responses for Question 25 were: 2 did not respond to Question 25, 5 did not write letters, 4 said they were not useful and 2 said they were useful. The only completely divergent responses were the two Clubs who found them useful in Question 25 and not useful in Question 29.

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3.6 CFUW's presence in international organizations (Questions 30-33)

Although strictly speaking it is CFUW as a national body that is a member of IFUW, many CFUW members regard themselves, as individuals, to be IFUW members.

Looking through the information supplied by Clubs in this Survey it becomes obvious that there is a significant international involvement especially in the area of advocacy.

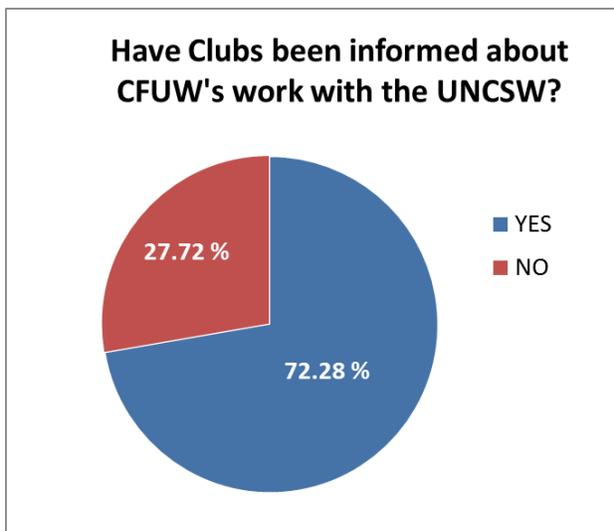
3.6.1 Visibility of UNCSW and IFUW to Club members (Question 30 & 32)

The two areas explored were CFUW's work with the United Nations' Commission on the Status of Women (UNCSW)(Question #30) and CFUW's membership in the International Federation of University Women (IFUW)(Question #32). The results from both questions are summarized in **Table 3.20**.

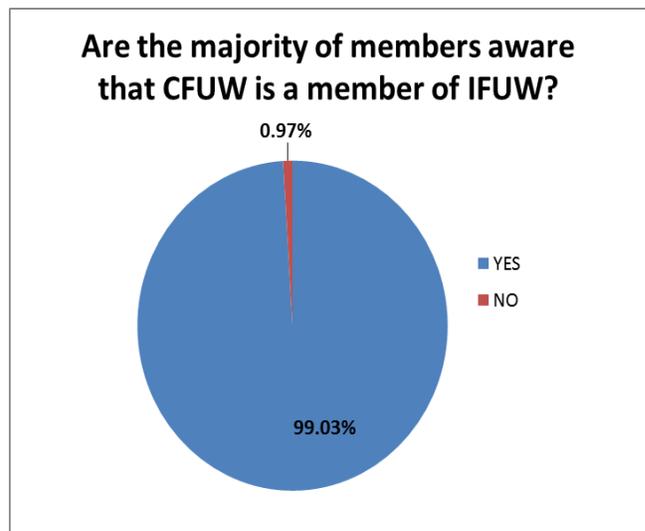
Table 3.20: Members who are informed of CFUW's work with UNCSW and aware of CFUW's membership in IFUW

| International organization | Yes, informed about | | No, not informed about | |
|--|---------------------|--------------------|------------------------|--------------------|
| | Number of Responses | Response ratio (%) | Number of Responses | Response ratio (%) |
| United Nations' Commission on the Status of Women (UNCSW) work | 73 | 72.28% | 28 | 27.72% |
| International Federation of University Women (IFUW) membership | 102 | 99.03% | 1 | 0.97% |

Graph 3.16: Have Clubs been informed about CFUW's work with the UNCSW?



Graph 3.17: Are the majority of members aware that CFUW is a member of the IFUW?



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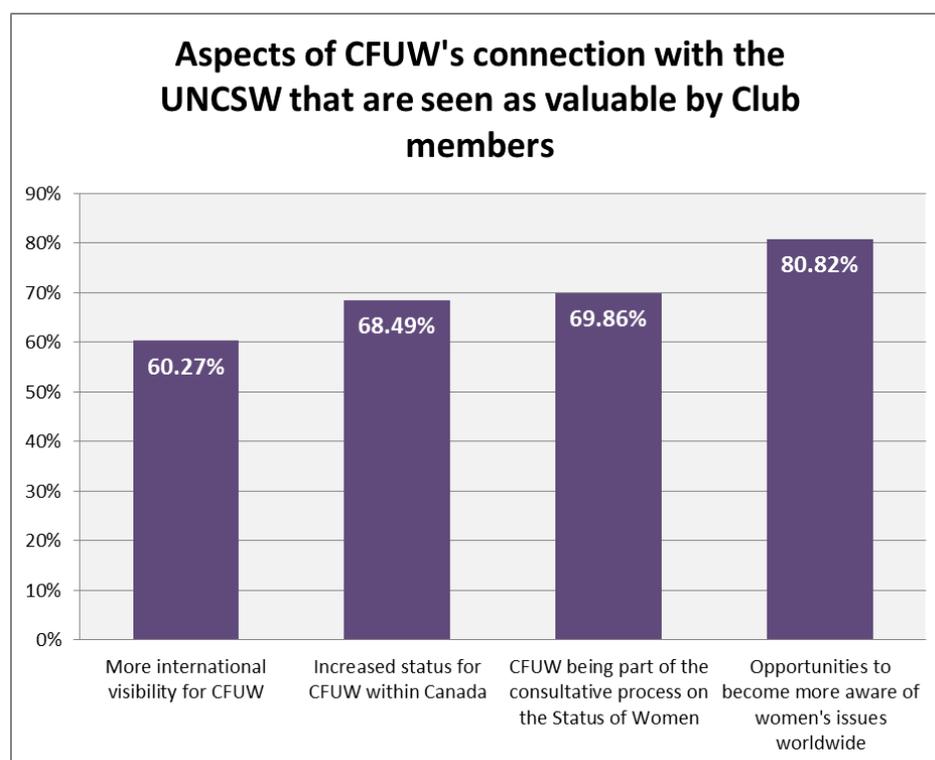
3.6.2 Perceived value of UNCSW to Club members (Question 31)

All 73 Clubs who had responded positively in the linked Question 30, responded in Question 31 as shown in **Table 3.21** and **Graph 3.18**.

Table 3.21: Aspects of UNCSW connection seen as valuable by Club members

| Aspects of UNCSW connection seen as valuable by Club members | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| More international visibility for CFUW | 44 | 60.3% |
| Increased status for CFUW within Canada | 50 | 68.5% |
| CFUW being part of the consultative process on the Status of Women | 51 | 69.9% |
| Opportunities to become more aware of women's issues worldwide | 59 | 80.8% |
| Other | 0 | 0% |
| Total | 73 | |
| 16 Comment(s) | | |

Graph 3.18: Aspects of CFUW's connection with UNCSW that are seen as valuable by Club members.



The correlation with Club size was checked and there were no significant differences in Club responses correlated to Club size

16 Additional comments were provided and are listed in **Table 3.22** below.

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Table 3.22: Perceived value of UNCSW to Club members (from comments)

| Perceived value of UNCSW to Club members (from comments) | Number of Responses |
|---|---------------------|
| Provided description of activity of Club to make members more aware of UNCSW (speakers, newsletter) | 6 |
| Indicated low interest in the topic/minimal attention to topic/reduced involvement and 1 other indicated no feedback from members on this matter | 4 |
| Indicated “Concerns by members at UN” | 1 |
| Indicated “IFUW Nominations for Open Positions” | 1 |
| Indicated “New forms of communications have enabled a huge attention to be placed on International Women’s Day and the UN Commission on the Status of Women.” | 1 |
| Stated the above aspects often impress politicians | 1 |
| Stated these (her comments) are personal observations of her committee. Important for CFUW nationally to keep membership informed in these areas. | 1 |
| Stated Club collected to help fund two Grad students to the UNCSW sessions | 1 |

3.6.3 Perceived Value of CFUW membership in IFUW (Question 33)

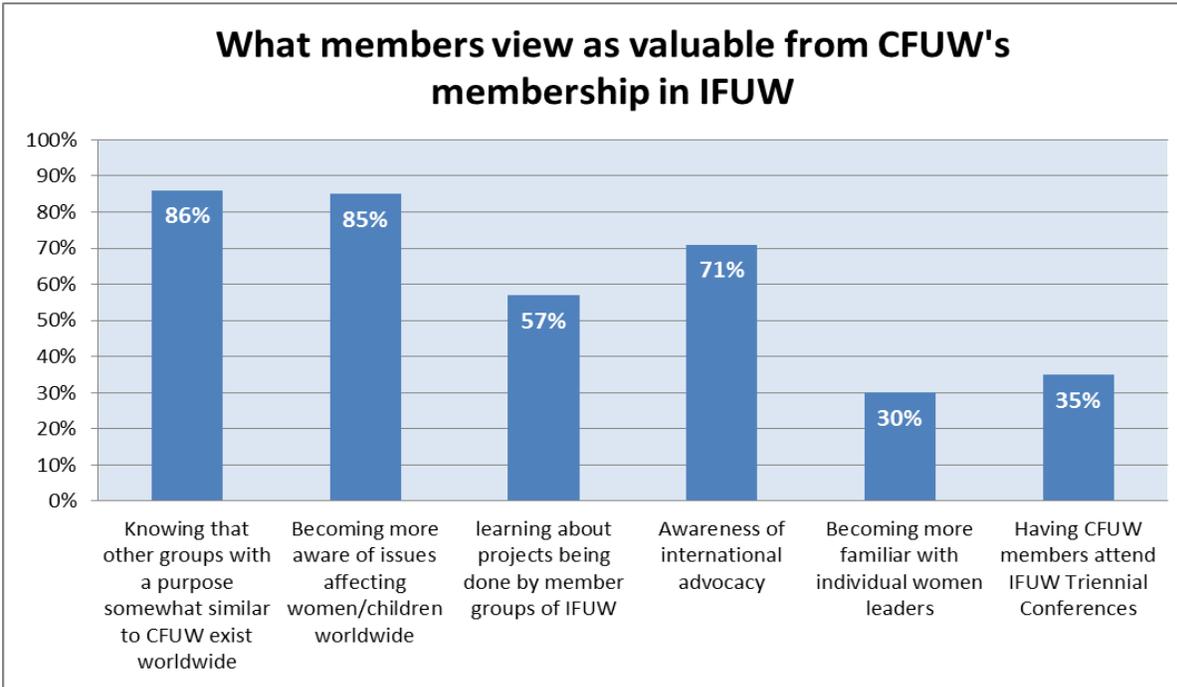
Table 3.23 and **Graph 3.20** provide information on the perceived value to Club members, of these two international connections as reported by the Club representatives in the Survey.

Table 3.23: Perceived value of CFUW membership in IFUW

| Perceived value of CFUW membership in IFUW | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| Knowing that other groups with a purpose somewhat similar to CFUW exist worldwide | 86 | 86% |
| Becoming more aware of issues affecting women/children worldwide | 85 | 85% |
| learning about projects being done by member groups of IFUW | 57 | 57% |
| Awareness of international advocacy | 71 | 71% |
| Becoming more familiar with individual women leaders | 30 | 30% |
| Having CFUW members attend IFUW Triennial Conferences | 35 | 35% |
| Other | 0 | 0.0% |
| Total Clubs Responding | 100 | |
| 13 Comment(s) | | |

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Graph 3.19: Perceived value of CFUW membership in IFUW



The only statistically significant difference is that *becoming more familiar with individual women leaders* was found to be more valuable to Clubs with over 64 members.

13 comments were provided indicating what is seen as valuable by members in CFUW's membership in IFUW and are found below in **Table 3.24**.

Table 3.24: Perceived value of CFUW membership in IFUW (from comments of Table 3.23)

| Comments on what is seen as valuable in CFUW membership in IFUW | Number of Responses |
|---|---------------------|
| Indicated members not interested including: -members aware of these things but feel far removed from them and don't have the interest in advocacy they might have had several years ago -IFUW referred to at meetings, in newsletters and on the websites but this is not what attracts most of our members' interest -Club does not seem very interested in advocacy, have a small committee who seem to be away most of the year, not very effective | 3 |
| They are a small club but many of them have worldwide vision | 1 |
| A member of their chapter and will be attending the IFUW in Turkey in 2013-05-19 | 1 |
| Members appreciate out connection to and support of IFUW | 1 |
| 1 member went to Zambia in December, another to Ukraine to observe the democratic election | 1 |
| A member is recognized as assistant Treasurer of IFUW | 1 |
| Because of illness was not able to keep up with mailings and forwarding to members, they are helpful but Club not utilizing them fully | 1 |
| Response was that of committee, in the past several have attended IFUW meetings and Club members | 1 |

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| | |
|---|---|
| That some points are redundant | 1 |
| Importance of having reliable information on women and children especially. This gives us a chance to address issues and concerns and gives a voice in world affairs. | 1 |
| Rayonnement Communautaire | 1 |

3.7 Summary for Section 3: Advocacy (Questions 18-33)

3.7.1 What we have learned about Advocacy

- Although Clubs are certainly engaging in advocacy work, the data reveals that certain Advocacy issues are proportionally addressed more often depending on how many members a Club has.
- Clubs with fewer than 64 members report addressing/discussing advocacy issues slightly less than Clubs with greater than 64 members.
 - Overall, Clubs' attention to the most frequently occurring issues (Poverty, Housing or Homelessness, Local Issues, Education and Childcare/Children) appear fairly even across CFUW Clubs regardless of size.
 - Attention to the less frequently occurring issues such as Democracy, Energy, Aboriginal Issues and Full Accessibility for Persons with Disabilities appears to be more prevalent with Clubs with greater than 64 members.
- The majority of Clubs in 2012-2013 indicate addressing/discussing between 2 and 7 Advocacy issues.
- About 59% of Clubs indicate having a committee that deals with issues and advocacy with the majority of these reporting to the Club Executive.
- Differences were noted as to which level (Federal, Provincial, Municipal or School Board) Clubs addressed Advocacy issues:
 - More Clubs met with their Municipal elected members than with Provincial or Federal elected members.
 - More Clubs wrote letters to Federal members than wrote letters to Provincial or Municipal elected members. This may be reflective of the fact that template letters were provided by National office for some federal issues.
 - There is less interaction with School Boards overall but this interaction is slightly more from smaller clubs. Those Clubs were also active with addressing other Advocacy issues.
- Having a group in place such as an Advocacy Committee or other sub-committee of the Club Executive is particularly relevant for Club events relating to an election.
- Differences in Advocacy Issues addressed were seen between meetings held with elected members, letters sent to elected members and Public Forums/All Candidates Meetings:
 - In meetings with elected members, the most prevalent topics discussed were Poverty, CFUW AGM Resolutions and Justice followed by Local Issues, Housing/Homelessness, Environment and Child Care.

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- In letters sent to elected members, the most prevalent topics referenced were Gun Control, Bill C-400(National Housing Strategy), CFUW AGM Resolutions and Healthcare followed by Justice, Local Issues and Affordable Housing.
- At Public Forum/ All Candidates' meetings, issues around the election were most popular followed by Women's Issues.
- Many of the letters to elected members target specific bills and justice issues possibly demonstrating that CFUW's advocacy template letters are effective.
- Approximately half of CFUW Clubs are working in partnerships or coalitions.
- All CFUW advocacy tools were seen as useful by a large majority of Clubs with the exception of the template press releases circulated through Week in Review where half found them useful.
- There is a significant international involvement especially in the area of advocacy by CFUW Clubs.
- Aspects of CFUW's membership in IFUW were perceived as valuable by the majority and approximately half reported aspects of UNCSW connection as valuable.

3.7.2 Recommendations: Advocacy

CFUW National Office:

1. Encourage Clubs to emphasize working towards CFUW's purpose: "Advocate for the advancement of the status of women, human rights and the common good locally, nationally and internationally".
2. Address CFUW's strategic aim "Increase the effectiveness of CFUW's advocacy role and extend our impact through partnerships" through:
 - a. Development of training initiatives to assist Clubs in addressing Advocacy Issues at the local level.
 - b. Development of support initiatives specific to smaller Clubs to assist them in addressing Advocacy Issues with small membership numbers.
 - c. Provision of training initiatives on the development of community partnerships and coalitions.
3. Encourage all Clubs to have committees that deal with issues/advocacy providing guidelines and support for their operation.
4. Further study the focus of partnerships or coalitions related to Advocacy and the benefits to the other organizations involved, to the community and to CFUW Clubs.
5. Continue with the provision of the following advocacy tools to support Clubs in their Advocacy role: Post AGM advocacy package, Action Alerts in Week in Review, Template letters on various topics and Advocacy Highlights in CFUW News and Updates.
6. Investigate further the use of template press releases by Clubs to determine reasons for their more limited use or other more appropriate tools or actions.
7. Enhance the information provided to Clubs concerning CFUW's role with UNCSW and membership in IFUW and its relation to CFUW's purpose.

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Local CFUW Clubs:

8. Establish a committee within your local Club to deal with Advocacy issues at the local and national levels.
9. Increase membership awareness of advocacy issues by regularly updating them on issues within your community and at the National level utilizing the advocacy tools as provided from National Office.
10. Establish Advocacy as an important role within your local Club determining priority issues to address in your community.
11. Look at establishing partnerships/coalitions with other community groups to address advocacy issues at the local level.
12. Increase visibility in your community on advocacy issues being supported by CFUW including interacting with elected members.
13. Look to other Clubs of similar size to help with addressing Advocacy Issues at the local Club level by utilizing the detailed Club by Club information provided in this survey. (Any Club can contact any other Club to discuss Advocacy Initiatives using the contact information in the CFUW Directory at cfuwmembership.org.)
14. Look to National office to support your local Club in Advocacy Initiatives including information on specific issues, interacting with elected members as well as partnerships and coalitions with community groups.
15. For Clubs wanting to hold Public Forums/All Candidates' meetings, plan well in advance of the election call. Consider meeting nominated candidates, getting them acquainted with CFUW, and having plans in place with them for a CFUW organized Forum once the election is called or holding a Forum prior to an election call.

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Section 4: Community Outreach (Questions 34-36)

Introduction to Community Outreach

4.1 Community outreach projects of Clubs or projects co-sponsored with the community 2011-2013 (Question 34)

Table 4.1: Community outreach projects of Clubs or projects co-sponsored with community

Graph 4.1: Types of community outreach projects

Graph 4.2: Correlation between Club size and type of community outreach projects

Table 4.2: Other community outreach projects (in *other of Table 4.1*)

Table 4.3: Community outreach projects (in *comments of Table 4.1 and* listed more than once)

Table 4.4: Other community outreach projects (in *comments of Table 4.1* listed once)

4.2 Clubs and partners in the community (Question 35)

Table 4.5: Community groups and Club partnerships (ad hoc and/or ongoing)

Graph 4.3: Community groups and Club partnerships (ad hoc and/or ongoing)

Graph 4.4: Correlation between Club size and types of Club partnerships

Table 4.6: Community groups (in *other of Table 4.5*)

Table 4.7: Additional community groups (in *other of Table 4.5*, listed once each)

Table 4.8: Information on partnerships (in *comments of Table 4.5*)

Table 4.9: Additional *comments* on partnerships (in *comments of Table 4.5*, listed once each)

Table 4.10: Record of individual Clubs and involvement with community outreach and partnership 2011-2013 *collapsed table*

4.3 The presence of CFUW Clubs at local universities and colleges (Question 36)

Table 4.11: The presence of CFUW Clubs at local university or college campuses

Graph 4.5: The presence of CFUW Clubs at local university or college campuses

Table 4.12: The presence of CFUW Clubs at local university or college campuses (from *other of Table 4.11*, listed once each)

Table 4.13: The presence of CFUW Clubs at local university or college campuses (from *comments of Table 4.11*, 23 responses)

Table 4.14: Additional *comments* on the presence of CFUW Clubs at local university or college campuses from *comments of Table 4.11* listed once each).

4.4 Summary for Section 4: Community Outreach (Questions 34-36)

4.4.1 What has been learned about Community Outreach

4.4.2 Related information that would be useful

4.4.3 Recommendations: Community Outreach

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Introduction to Community Outreach

CFUW Club's community outreach into communities locally and internationally and of partnering for a cause is well aligned with the purposes of the organization. In addition to the general contributions to communities, that are inherent in the projects themselves, this involvement provides a social component with cooperation and networking among Club members and other women. Opportunities arise to increase the Club's visibility and new partnerships may bring new members to local Clubs.

CFUW 's presence on local campuses and colleges is explored beyond the usually expectation that there would be some recognition of CFUW Clubs from their long history of awarding scholarships and bursaries.

The following questions are explored in this section:

- With what kinds of community outreach programs have Clubs been involved or co-sponsored during 2011-13, and how extensive is that participation?
- With which community groups are Clubs partnering on an ad hoc or ongoing basis, and how extensive is the participation?
- How is the presence of CFUW Clubs evident at local university or college campuses?

4.1 Community outreach projects of Clubs or projects co-sponsored with the community 2011-13 (Question 34)

To determine the kinds of Community Outreach projects in which Clubs were involved or which they had co-sponsored with community group(s) in 2011-2013, respondents were given six general types of community outreach projects to check. They were also given the opportunity to record additional responses in *other*, and to write *comments*.

The responses to Question 34 on Community Outreach are recorded in **Tables 4.1-4.4** and displayed in **Graphs 4.1 and 4.2**. The options listed in **Table 4.1** are categories rather than a list of typical outreach projects and were created from the Survey Committee's general knowledge of Club involvement in the Community. The responses recorded in *other* or in *comments* are generally specific projects. The examples in *other* are presented as recorded, however the information from *comments* is presented in **Table 4.3** under general categories and then the specific projects are listed.

In section **4.2 Table 4.10** records on a Club by Club basis their participation in the options listed in both question 34 (Community Outreach) and question 35 (Partnerships). This table is shown in collapsed form in the body of the report and in its entirety as #5 of the Appendix.

By referring to **Table 4.10**, not only will a Club know that 32 Clubs recorded that they were engaged in *Projects related to violence prevention* but the range of outreach involvement is

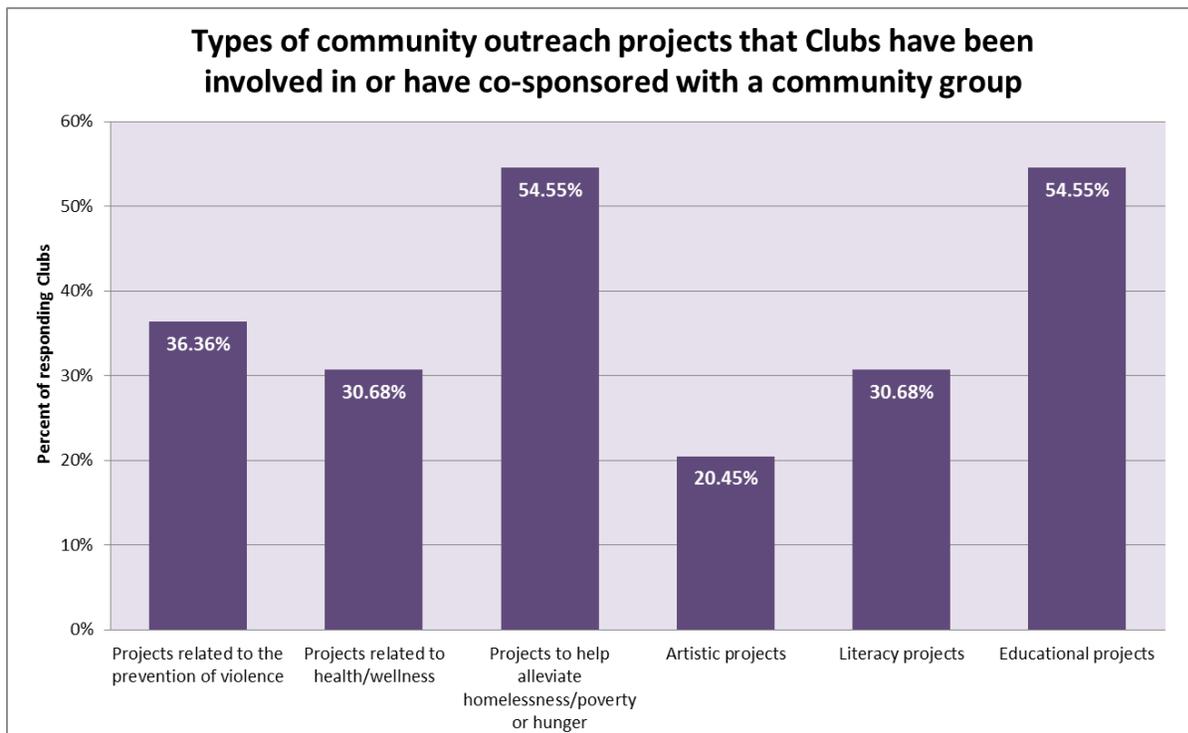
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shown also. Some Clubs were involved in many projects while others chose to concentrate on fewer of the listed options.

Table 4.1: Community outreach projects of Clubs or projects co-sponsored with the community

| Community Outreach Projects by Clubs | Number of Responses | Response Ratio |
|---|---------------------|----------------|
| Projects related to violence prevention | 32 | 36.7% |
| Projects related to health/wellness | 27 | 30.7% |
| Projects to help alleviate homelessness/poverty or hunger | 48 | 54.6% |
| Artistic projects | 18 | 20.4% |
| Literacy projects | 27 | 30.7% |
| Educational projects | 48 | 54.6% |
| Other | 11 | 12.5% |
| Total <u>Clubs</u> Responding | 88 | |
| 27 Comment(s) | | |

Graph 4.1: Types of community outreach projects



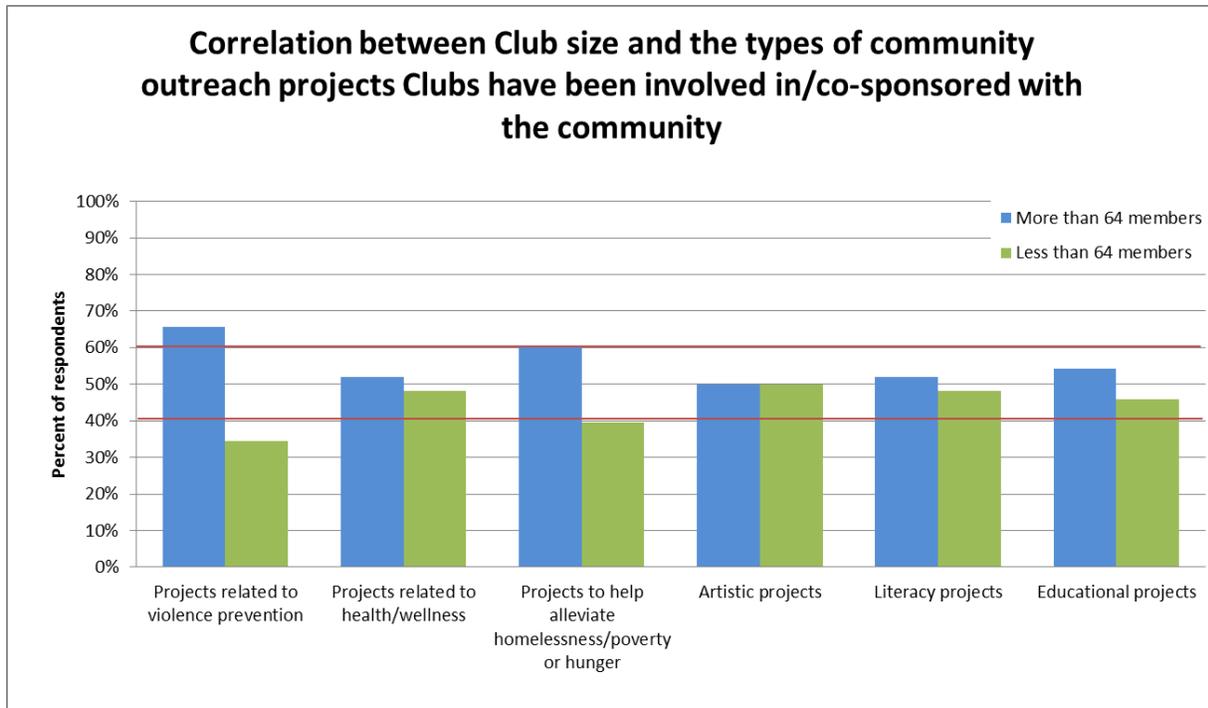
Graph 4.1 above, shows the relative frequency of the responses for each option in **Table 4.1**. Most Clubs responded to more than one option. Note that the percentages are calculated out of 88, the number of Clubs responding to question 34 and that the Graph is truncated at 80%. The

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percentages will be slightly lower when calculated out of the 103 who responded to most questions in the Survey, nevertheless, the results show a very strong CFUW Club, Community Outreach connection.

Simply calculating the number of connections a Club makes in Community Outreach does not show the relative importance of the connections, as they may differ in purpose, impact and in the amount of significant involvement by Club members and the Community.

Graph 4.2: Correlation between Club size and type of community outreach projects



This graph was designed to show if there is any real significant difference between Clubs whose size is below the median of 64 members and those above the median. (Any value that falls outside of the red lines at 40% and 60% can be considered to be statistically significant) Clearly the greatest difference occurs with *projects relating to violence prevention* where Clubs above the median size were represented about twice as often as were Clubs below the median Club size. Apart from *projects to help alleviate homelessness/poverty or hunger* where larger Clubs were represented more often, the other projects were not particularly more represented by larger or smaller Clubs and for *Artistic projects* the representation was equal.

The following Community Outreach projects were in **Table 4.1** under *other*, and are identified here by title and Club for each of the 11 respondents.

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Table 4.2: Other community outreach projects (in *other of Table 4.1*)

| Community outreach projects of Clubs (listed in <i>other of Table 4.1</i> and listed once each: |
|--|
| Aboriginal students, women's network (Kitchener-Waterloo) |
| Afghan women support, \$1500.00/year (Leaside/East York) |
| Annual donations to community organizations (Welland & District) |
| Climate change forum (Halifax) |
| Co-sponsored a women's International Women's Day potluck event (Nanaimo) |
| Daycare at local high school (Belleville & District) |
| Financial, insurance, real estate (Montreal Lakeshore UWC) |
| Living Library project (Orangeville) |
| Program on e-readers (New Westminster) |
| Share It – Environmental (Burlington) |
| Status Quo film screening (Orillia) |

The descriptions in **Table 4.3** and **Table 4.4** are taken from the *comments* section of Question 34. Club names are being recorded to facilitate the sharing of project ideas among Clubs. Since this information came from comments and not in response to a list of options to check off as shown in **Table 4.1**, it is reasonable to expect that other Clubs may be participating in similar projects but did not record descriptions in the comments section and they were not asked directly to provide those details. Note that not all Clubs gave comments.

Table 4.3: Community outreach projects (in *comments of Table 4.1*, listed more than once)

| Club comments on types of community outreach projects |
|--|
| 10 descriptions of homelessness/poverty/hunger projects including: Women's shelter donations(1)(Milton), donations/support to food bank/Meals on Wheels/Out of the Cold(4)(Perth & District, Etobicoke, Edmonton, Kent), support to 2 school girls in Haiti (for uniforms and school supplies)(1)(Fredericton), donations to local initiatives re homelessness(1)(Perth & District), Adopt-a-Family project raises \$3000-\$4000/year for disadvantaged families not served by other community groups(1)(Sudbury), Ontario Council AGM, poverty theme(1)(Oakville), snacks for local school with population of underprivileged children(1)(Winnipeg), soaps/shampoos to local women's shelter and mission for homeless(1)(Winnipeg), IWD luncheon to recognize female leader and raise funds for women's shelter in neighboring community(1)(Edmonton), Stepping Stones Youth Alliance (group involved with teen single parents doing training so they won't end up on welfare) – provide monthly food and diapers(1)(North Delta/Surrey) |
| 7 descriptions of Literacy projects including: Book donations to literacy groups(1)(Milton & District), support to Perth, Smiths Falls & Lanark summer reading programs(1)(Perth & District), Ready-2-Read program at 2 elementary schools(1), gifts to rural elementary school libraries(1)(Fredericton), Junction Literacy Spelling Bee(1)(Vernon), book fair donations to literacy programs(1)(Moncton), Battle of the Books(Literacy focussed event for grades 4-6)(1)(Markham/Unionville) |
| 5 descriptions of education projects including: HIPPY program (Home Instruction for Parents of Preschool Youngsters) in a school readiness program for low income(often immigrant) families(1)(Ottawa), 1000x5 local book recycling project providing books to low income families, goal to be exposed to 1000 books before kindergarten, with Rotary(1)(Saanich Peninsula), support to School for Young Moms(1)(Peterborough), provision of volunteers for Regina Early Learning Centre(1)(Regina), Early Learning Childcare Initiative(1)(North Toronto) |
| 4 descriptions of health/wellness projects including: Co-hosted event with Canadian Club to sponsor |

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| |
|---|
| Dr Anne Braun re depression in elderly(1)(Oakville), Three programs on health issues co-sponsored with New Westminster Public Library(1)(New Westminster), Board member on home for adults needing assisted living care(1)(Kent), host series of health information sessions with Dean of Medicine, local health authority, all levels of government stakeholders to respond to local medical situation(1)(Yorkton) |
| 4 provision of scholarships/bursaries/education awards (Perth & District, Moncton, Kincardine, Fredericton) |
| 3 descriptions of prevention of violence projects including: speaker from Regina Police Service(1)(Regina), working with shelter to bring awareness to the public re women in violence (1)(Yorkton) donation to local initiatives re violence against women(1)(Perth & District) |
| 2 supported music festivals (Fredericton, Moncton) |
| See Table 4.4 for other community outreach projects listed once |

Table 4.4: Other community outreach projects (in comments Table 4.1 listed once)

| |
|--|
| 13 Other Community projects (listed once) |
| presentation by Art Eggleton on "Time for National Housing Strategy" (North York) |
| presentation by David Crombie on the future of Toronto (North York) |
| Toronto Caucus April 2012 Early Years 3 presentation by Margaret McCain & Kerry McCuaig at OISE (North York) |
| Historica Canada (Perth & District) |
| donation to local Transition House (North Bay) |
| indicated general meetings are open to interested persons (Nelson) |
| CFUW sponsored and well attended travel slide shows at local library twice monthly(New Westminster) |
| description of artistic project: assist artist-in-residence re 100 th anniversary of Saskatchewan Legislative Building (Regina) |
| indicated issue of Polygamy in Bountiful (Sunshine Coast) |
| Living Library (Orangeville) |
| Board member for Library (Kent) |
| co-hosted IWD (Yorton) |
| information session on Visual Stress and Colorimetry (Kanata) |

From all of the information presented it is clear that Clubs are engaging in a wide variety of Community Outreach projects with many Clubs being involved in multiple projects. The collection of this information should be of benefit to other Clubs who are considering expanding their profile in their Communities.

4.2 Clubs and Partners in the Community (Question 35)

This area deals with actual partnerships between CFUW Clubs and Community groups. Some partnerships were on an ad hoc basis whereas others were ongoing (Clubs were not asked to specify). Community Outreach, the focus of Question 34 might involve a partnership. A partnership usually but not necessarily, involved Community Outreach. Clubs might engage in projects that were solely of their initiation or jointly formed or the projects were ones that existed in the Community already. The options of question 35 are mainly categories but several *like Grandmothers to Grandmothers and Breaking Bread for Afghanistan* are more specific.

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Table 4.5: Community groups and Club partnerships (ad hoc and/or ongoing)

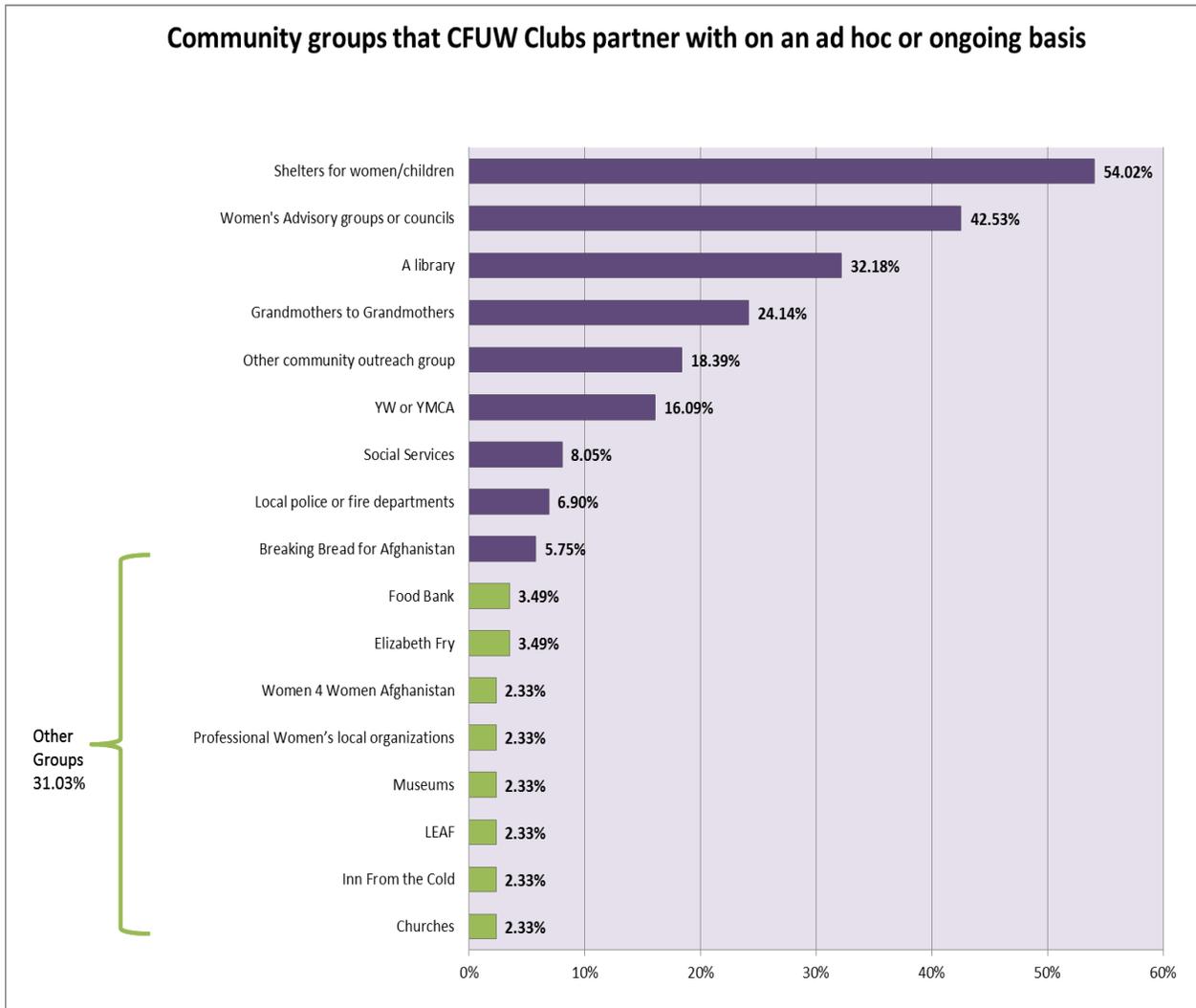
| Partnerships in the community | Number of Responses | Response Ratio (%) |
|-------------------------------------|---------------------|--------------------|
| Shelters for women/children | 47 | 54.02% |
| Women's Advisory groups or councils | 37 | 42.53% |
| A library | 28 | 32.18% |
| Grandmothers to Grandmothers | 21 | 24.14% |
| Other community outreach groups | 16 | 18.39% |
| YW or YMCA | 14 | 16.09% |
| Social Services | 7 | 8.05% |
| Local police or fire departments | 6 | 6.90% |
| Breaking Bread for Afghanistan | 5 | 5.75% |
| Other | 27 | 31.03% |
| Total Clubs Responding | 87 | 100% |
| 25 Comment(s) | | |

The results for each category of **Table 4.5** have been arranged in descending order and are displayed similarly in **Graph 4.2** (Note that in the original Question 35, the item *Other community outreach group* was positioned logically i.e., after the other 8 choices.)

The item appearing most frequently in responses was *Shelters for women/children*. This is somewhat similar to the top choice of **Table 4.1** for Community Outreach, which was *Projects to help alleviate homelessness/poverty or hunger*

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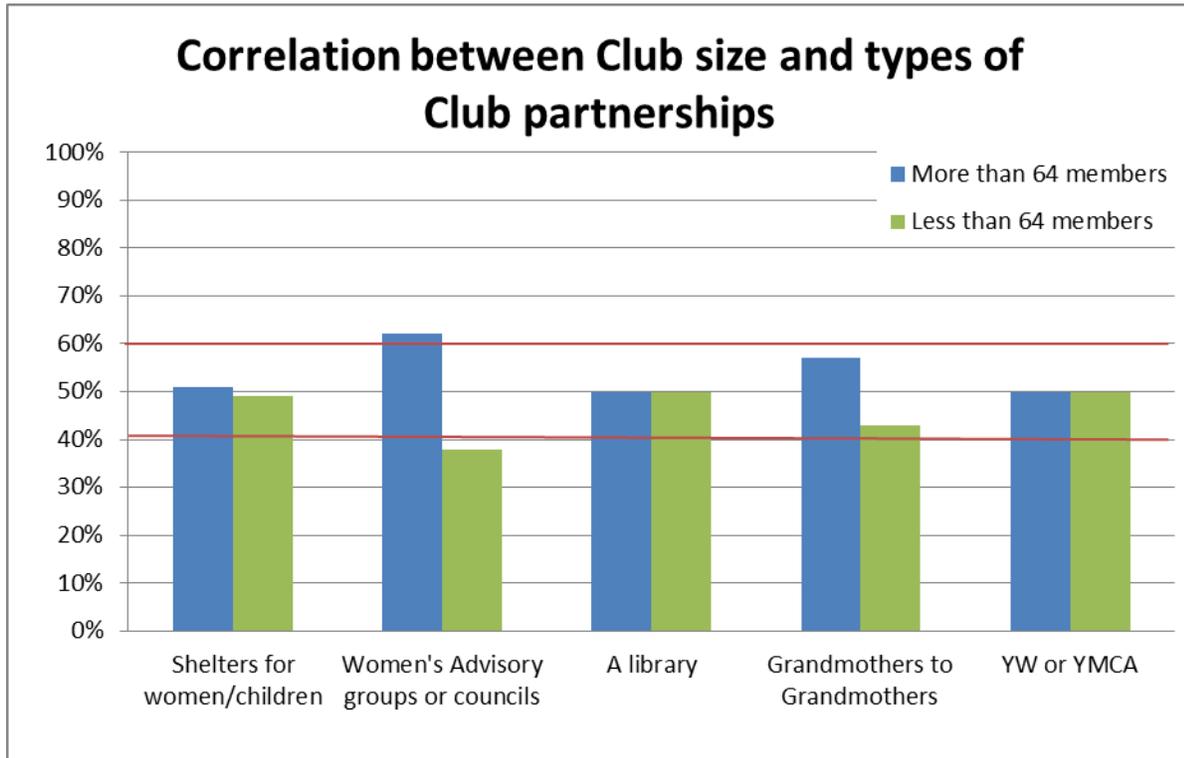
Graph 4.3: Community groups and Club partnerships (ad hoc and/or ongoing)



There were 27 additional community groups recorded in the response option *other* as shown in the green bars on **Graph 4.1** and recorded in **Table 4.6**, and for those with only one response, in **Table 4.7**.

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Graph 4.4: Correlation between Club size and types of Club partnerships



There is a slight indication that larger Clubs are more likely to partner with Women’s Advisory groups or councils than are smaller Clubs.

Table 4.6: Community groups (in other of Table 4.5)

| Community groups (in other of Table 4.5) |
|---|
| Food Bank(s) (3) (Saskatoon, Edmonton, Aurora/New Market) |
| Elizabeth Fry (3) (Ottawa, Kelowna, Prince George) |
| Women 4 Women Afghanistan (2) (Montreal South Shore, UWC Vancouver) |
| Professional women’s local associations (2) (Cambridge, Moncton) |
| Museums: including museum (1) (Orillia), Welland museum (1) (Welland & District) |
| LEAF (Women’s Legal Education and Action Fund) (2) (Sudbury, UWC Vancouver) |
| Inn From the Cold (2) (Calgary North, Scarborough) |
| Churches including: local church (1)(St John’s), Welcome table (1)(Aurora/New Market) |

Table 4.7: Additional community groups (in other of Table 4.5, listed once each)

| Community partners listed in other of Table 4.5 (listed once each) |
|--|
| Canadian International Council (CIC) local branch (Thunder Bay) |
| Lakehead Social Planning Council (Thunder Bay) |

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Richmond Food Security Society (Richmond)
 Child First/Child Charter city committee (Richmond)
 Aboriginal students on UW campus (Kitchener-Waterloo)
 Junction Literacy (Vernon)
 Crimestoppers (Prince George)
 Salvation Army (Prince George)
 St Vincents (Prince George)
 Rotary (Saanich Peninsula)
 Habitat for Humanity (Strathcona County)
 Egadz (Youth Centre) (Saskatoon)
 CORE (Community Group Affiliation)(Oakville)
 CUPS (Calgary Urban Project Society) (Calgary North)
 Women's Centre (Calgary North)
 Women's Resource Centre (Calgary North)
 Community arts/childhood arts programs (North Vancouver)
 Council of Canadians (Prince Albert)
 Amnesty International (Halifax)
 CDFM Wendake (Quebec)

In addition to the information recorded for the given options of question 35, and those in **Table 4.5** from the option *other*, additional partnerships were described in the comments of 27 Clubs. Some reported on more than one partnership. These are recorded in **Table 4.8** and **Table 4.9**. The bracketed numbers indicate the number of Clubs making that or a similar comment.

Table 4.8: Information on partnerships (in comments of Table 4.5)

| Information on partnerships (in comments of Table 4.5) |
|--|
| <p>5 individual members belong to and support many of these groups through other community organizations (1)(Burlington), belong to other community groups and keep club informed of projects and events (1)(Saskatoon), active members tend to be members or on executive of many of these organizations (1)(Northumberland), individual members support Grandmothers to Grandmothers and Friends of Honduran Children (1)(Peterborough), individually mostly but members let us know where help is needed (1)(Kent)</p> |
| <p>5 donations to: shelter for teen-aged girls (1)(Fredericton), to Egadz youth center, Saskatoon food bank and Friendship Inn (local shelter/meals) (1)(Saskatoon), make regular donations of gently used items for women to use at E Fry (1)(Ottawa), donate to literacy shelves at St Vincent's and Salvation Army (1)(Prince George), annual gift of clothing to local women's shelter (1)(Cornwall & District)</p> |
| <p>18 partnerships were reported/described once only in comments and are found in Table 7 below*.</p> |

Table 4.9 Additional comments on partnerships (in comments of Table 4.5, listed once each)

| 18 Additional comments on partnerships (in comments of Table 4.5, listed once each) |
|--|
| <p>No YM/YWCA (Cranbrook) Toronto caucus (North York) Screening films on women from India, Africa & Central America (partnered with local CIC). Film maker</p> |

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Kelly Saxberg and Professor Harpelle (Lakehead U) have done extensive international research on these issues. (Thunder Bay)
 creating a city food charter (Richmond Food Security Society) (Richmond)
 provided financial support for local educational, cultural and family/child agencies (Truro)
 donate a book to the local library in memory of deceased members (Fredericton)
 joined by Ottawa Council of Women for IWD celebrations each year (Ottawa)
 close relationship with local E Fry society (Ottawa)
 1000x5 book recycling project with Rotary (1000 books by kindergarten) (Saanich Peninsula)
 CORE (Community Group Affiliations) raises club's profile in the community(Oakville)
 annual fundraising auction for pre-designated community organization (Cornwall & District)
 partnered with CFUW Regina to co-sponsor a IWD (Weyburn)
 social groups involved with homelessness, aboriginal education and child poverty (Victoria)
 partner with elementary schools (White Rock/Surrey)
 support the school library (Kent)
 ongoing Children's Aid Society, Yellow Brick House (emergency shelter for women and children), local newspaper. (Aurora/New Market)
 Champlain College (Montreal South Shore)
 Centre de formation de la main d'oeuvres des Premieres nations (Quebec)

Note:

Of the 16 who indicated Other community outreach group, only 6 provided further details in the other or comments section.

A summary of the activities of Clubs from the data of question 34 (**Table 4.1**) and question 35 (**Table 4.4**) is recorded in **Table 4.10**. The information as to which Clubs are engaging in Community Outreach projects and which Clubs are engaging in Community Partnerships is recorded for each individual Club. Because of its length the table is found in Appendix.5. The collapsed table is shown below.

Table 4.10: Record of individual Clubs and Involvement with community outreach and partnership 2011-2013 collapsed table

| | Community outreach projects of Clubs or co-sponsored with the community 2011-2013 (Question 34) | | | | | | | Club - Community partnerships on an ad/hoc or ongoing basis 2011-2013 (Question 35) | | | | | | | | | |
|--------|---|------------------|-------------------|----------|----------|-----------|-------|---|-----------------------|--------------|---------|-----------------|----------|----------------------|---------------------|--------------------|-------|
| | Violence Prevention | Health /Wellness | Homeless/ poverty | Artistic | Literacy | Education | Other | Women's Advisory | Police or Fire Depts. | YWCA or YMCA | Library | Social Services | Shelters | Grandmothers to..... | B Bread Afghanistan | Oth. Com. Outreach | Other |
| Totals | 32 | 27 | 48 | 18 | 27 | 48 | 11 | 37 | 6 | 1 4 | 28 | 7 | 47 | 21 | 5 | 1 6 | 27 |

See Appendix 5 for the complete table.

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4.3 The presence of CFUW Clubs at local university and college campuses (Question 36)

Table 4.11: The presence of CFUW Clubs at local university or college campuses

| Presence of CFUW Clubs at local university or college campuses | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| Recognized for CFUW scholarships or bursaries | 68 | 81.93% |
| Club members attend functions to represent CFUW | 36 | 43.37% |
| Club members are on the faculty or staff or committees | 33 | 39.76% |
| CFUW functions are listed/promoted on their websites | 13 | 15.66% |
| Faculty/staff speak at some Club functions | 46 | 55.42% |
| Free space has been provided for functions or meetings | 18 | 21.69% |
| Other | 6 | 7.23% |
| Total Clubs Responding | 83 | 100% |
| 23 Comment(s) | | |

Graph 4.5: The presence of CFUW Clubs at local university or college campuses

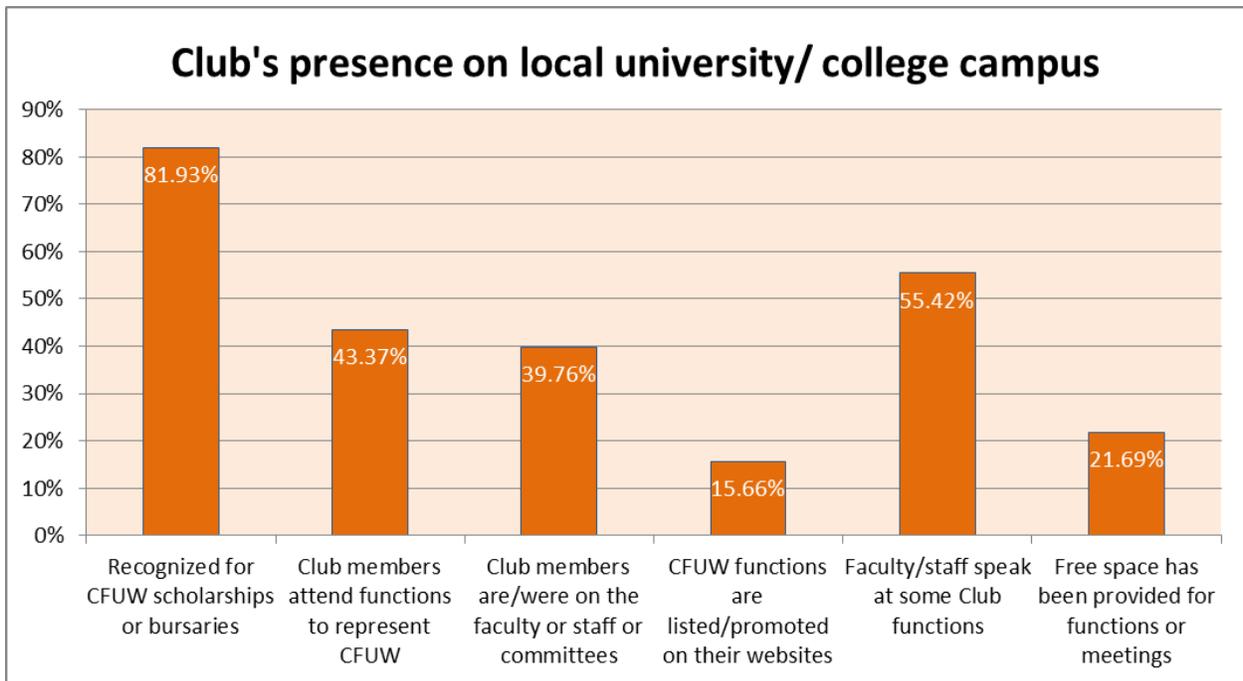


Table 4.12: The Presence of CFUW Clubs at local university or college campuses (from *other* of Table 4.11, mentioned once each)

| Presence of CFUW Clubs at local university or college campuses (from <i>other</i> mentioned once each) |
|--|
| Members act as tutors (Vernon) |
| Learning in Retirement at Selkirk College (Nelson) |
| Mentorship program (Oakville) |
| Support university's art culture activities (Calgary North) |

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| |
|--|
| Status Quo film screening (Orillia) Newsletter distributed to alumni org and endowment office (Nanaimo) |
|--|

A total of 23 Clubs commented on question 36

Additional information on CFUW Club presence can be found in Tables 4.13 and 4.14 in Appendix 6 and Appendix 7.

Table 4.13: The presence of CFUW Clubs at local university or college campuses (from comments of Table 4.11)

See Appendix 6 for the complete table.

Table 4.14: Additional *comments* on the presence of CFUW Clubs at local university or college campuses (from comments of Table 4.11 and mentioned once each)

See Appendix 7 for the complete table.

4.4 Summary of Section 4: Community Outreach (Questions 34-36)

4.4.1 What we have learned about Community Outreach

Community Outreach:

- 88 Clubs of the 103 responding Clubs participate in Community Outreach projects.
- The total number of projects from the response options of **Table 4.1** is 211, an average of 2.4 projects per Club. (This is when *other* is counted as one entry per responding Club.)
- The most frequently recorded categories of projects are
 - Projects to help alleviate homelessness/poverty or hunger; and Education projects;
 - Projects related to violence prevention;
 - Projects related to health/wellness; and Literacy projects
 - Artistic projects.
- Clubs are involved in a wide variety of projects related to each of the five categories noted above.
- Both large and small Clubs participated in community outreach. In most cases there was little difference in the participation rate.
- The participation rate was slightly higher for Clubs above the Club median size for two projects: Projects to help alleviate homelessness/poverty or hunger and projects related to violence prevention.
- 87 Clubs are involved in partnering with other community groups on an ad hoc or ongoing basis.
- 208 partnerships occur among 87 Clubs resulting in an average of 2.4 partnerships per Club. (This is when *other* is counted as one entry per Club responding to that option.)
- Partnering that occurs most often relates to shelters for women/children, Women's Advisory groups or councils, Libraries, and Grandmothers to Grandmothers and the YW or YMCA.

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- Seven Clubs partner with Social Services, six with the local police or fire departments, and five with Breaking Bread for Afghanistan.
- Clubs also partner with 16 other community groups with a participation rate of two to four Clubs per group, and with 19 other groups with a participation rate of one Club for each group.
- The information on a Club by Club tabulation for community Outreach and Partnerships shows
 - 83 Clubs reported a Club presence on their local university or College campuses with 68 being recognized for their CFUW scholarships or bursaries.
- Other evidences of a CFUW presence in descending order were:
 - Faculty/staff speak at some Club functions,
 - Club members attend functions to represent CFUW,
 - Club members are on the faculty or staff or committees, and
 - CFUW functions are listed/promoted on their websites
- Six other examples of a CFUW presence were noted once each
 - CFUW members act as tutors or mentors,
 - A Learning in Retirement program,
 - Supporting the University's Art/Culture activities,
 - The status Quo film showing,
 - Club newsletter is distributed to the alumni organization, and
 - Club newsletter is distributed to the endowment office.

4.4.2 Related information that would be useful

- How is Club involvement in Community Outreach and in Partnering making a difference to Communities and to Clubs?
- Who usually initiates the outreach and the partnering, the Club or the community group and what are successful processes?

4.4.3 Recommendations: Community Outreach

CFUW National Office:

1. Highlight the contribution of Clubs in the area of Community Outreach in CFUW communications e.g., in the Communicator.
2. Include Community Outreach suggestions in the follow-up to AGM resolutions when applicable
3. Collate suggestions on processes for initiating worthwhile partnerships with communities that are of mutual benefit and or of significant benefit to another group
4. Encourage Clubs to continue engaging in Community Outreach
5. Initiate online Club discussion groups about Community Outreach

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Local CFUW Clubs:

6. Check the list of Community Outreach projects for those that might have some applicability to their Clubs. Clubs having experienced these projects may be contacted for further details.(For contact information see online CFUW Directory)
7. Explore Partnerships as a way to achieve goals that may be beyond those of a single Club.
8. Continue engaging in Community Outreach projects and utilize the media and their own websites to increase the visibility of the Club/ and the Community Outreach projects
9. Record the perceived benefit of their Outreach Program to the Community, to other involved groups and to the Club.
10. Promote CFUW and CFUW membership in their interactions with the Community where appropriate
11. Have materials about their Club for distribution to other Community groups.
12. Investigate having a link to the Club website from other Community groups involved in the Club's Community Outreach or Partnering.
13. Inquire about having a link to the Club website from the closest Universities and Community Colleges, especially those receiving CFUW scholarships.

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Section 5: Communications and Technology (Questions 37- 44)

Introduction to Communications and Technology

5.1 Information by email (Question 37)

Table 5.1: Club information received by email

Graph 5.1: Club information received by email

5.2 Use of Media Tools (Questions 38)

Table 5.2: Use of various social media tools

Graph 5.2: Number of Clubs whose members use various social media tools

5.3: Computer Literacy Training (Question 39 & 40)

Table 5.3: Number of Clubs indicating need for computer training for members

Table 5.4: Actions being taken by Clubs to increase members' computer literacy

Table 5.5: Additional actions by Clubs to increase members' computer literacy

5.4: Assistance from CFUW National Office in computer literacy training (Question 41)

Table 5.6: Assistance from National Office to increase members' computer literacy

5.5 Regional technology sessions/workshops (Question 42)

Table 5.7: Regional technology sessions/workshops to increase members' computer literacy

5.6 Website Access (Question 43)

Table 5.8: Members access to CFUW website information

Graph 5.3: How do members access CFUW website information

Table 5.9: How members are getting information posted on the CFUW website (from *other* and *comments*)

5.7 Services from CFUW (Question 44)

5.8 Summary for Section 5: Communications and Technology (Questions 37- 44)

5.8.1 What we have learned about Communications and Technology

5.8.2 Recommendations: Communications and Technology

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Introduction to Communications and Technology

This section deals with Communications and Technology. It reviews the way Clubs receive their information, the both the perceived computer literacy levels of Club members and the ways Clubs have sought or could utilise to improve those levels. It examines the use of the CFUW website and other tools and outlines suggestions for the role that the national office for CFUW could assist members.

The following questions were explored in this section:

- What percentage of Club members are sent Club information by email and the usage of such material?
- What computer training is required to improve computer literacy?
- What ways are Clubs working to improve that literacy?
- What assistance might the National Office of CFUW offer to assist Clubs in increasing members' computer literacy?
- What technology sessions/workshops would help increase computer literacy among members?
- How do members get information on the cfuw.org website?
- What services could be provided by the National Office of CFUW for Clubs?

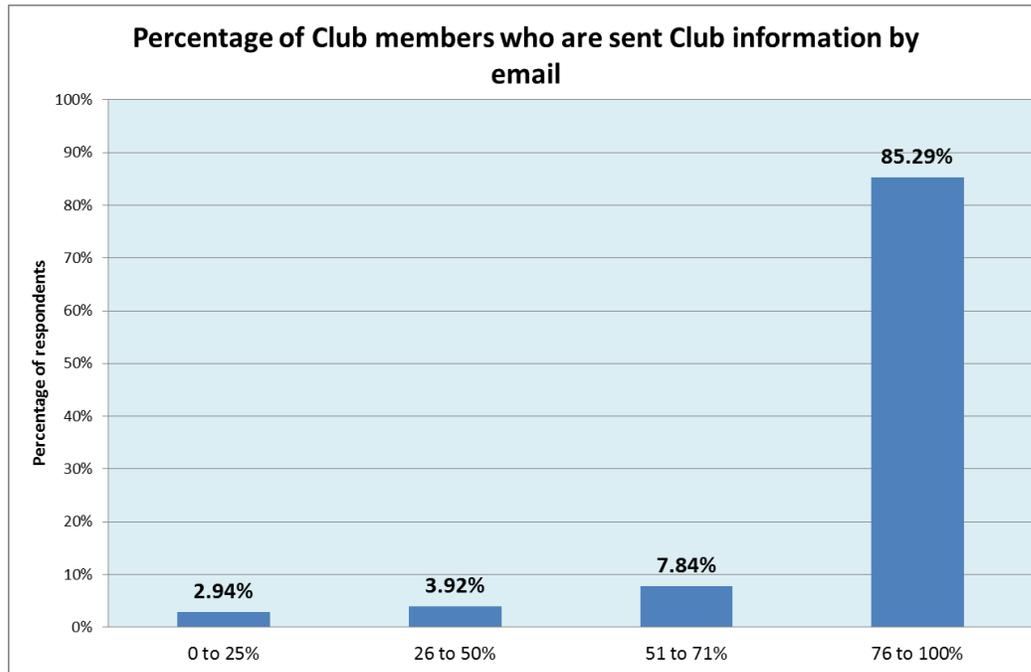
5.1 Information by email (Question 37)

Table 5.1: Club information received by email

| Percentage of Club members who are sent Club information by email | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| 0 to 25% | 3 | 2.94% |
| 26 to 50% | 4 | 3.92% |
| 51 to 71% | 8 | 7.84% |
| 76 to 100% | 87 | 85.29% |
| Total Clubs Responding | 102 | 100.00 |

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Graph 5.1: Club information received by email



Over 75% of Clubs indicate using email for Club communications. Most information is either referred directly from the CFUW website or from a Club e mail. In many cases information is from either the Regional Director or the Club’s executive.

In cases where some Clubs members do not use a computer, a variety of solutions have been undertaken: newsletters are hand-delivered, members offer one to one assistance.

A number of Clubs are using media projectors and mikes to increase accessibility of information at their meetings.

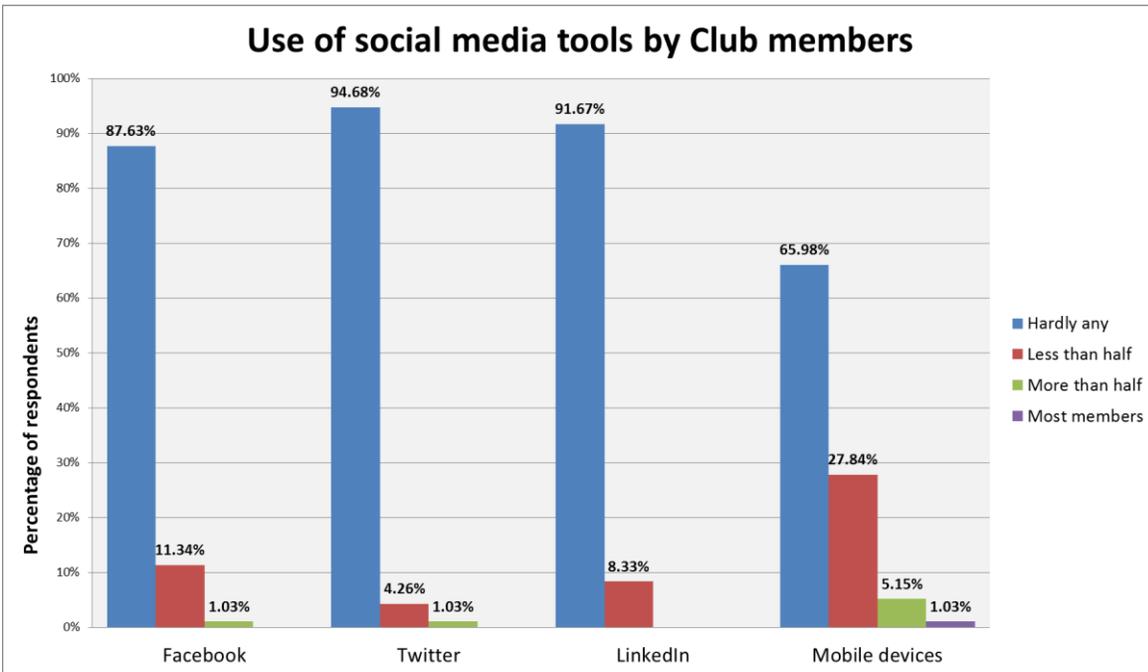
5.2 Use of media tools (Question 38)

Table 5.2: Use of various social media tools

| Social media tools used by Clubs | Hardly any members | | Less than half our members | | More than Half of our members | | Most of our members | |
|--|--------------------|------------------|----------------------------|------------------|-------------------------------|------------------|---------------------|------------------|
| | Response Number | Response Ratio % | Response Number | Response Ratio % | Response Number | Response Ratio % | Response Number | Response Ratio % |
| Facebook | 85 | 87.5% | 11 | 11.3% | 1 | 1.1% | 0 | 0% |
| Twitter | 89 | 94.7% | 4 | 4.3% | 1 | 1.1% | 0 | 0% |
| Linkedin | 88 | 91.7% | 8 | 8.3% | 0 | 0% | 0 | 0% |
| Mobile devices, e.g., smart phone to access cfuw.org | 64 | 65.9% | 27 | 27.8% | 5 | 5.2% | 1 | 1% |

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Graph 5.2: Number of Clubs whose members use various social media tools



Overall, the majority of Cubs indicated very low use, by their members, of social media tools.

About CFUW Clubs report hardly any use social media: 88 % for CFUW Facebook Group; 94% for Twitter; and 92 % for LinkedIn. The greatest use in the social media techniques was through the use of mobile devices.

When asked if members need some training to become more computer literate, the following responses were provided.

5.3 Computer literacy training (Question 39 & 40)

Table 5.3: Number of Clubs indicating need for computer training for members

| Clubs indicating the need for training to become more computer literate | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| YES | 68 | 68.7% |
| NO | 31 | 31.3% |
| Total Clubs Responding | 99 | 100.0 |

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Table 5.4: Actions being taken by Clubs to increase members' computer literacy

| What action is being taken by Clubs to improve members' computer literacy | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| Organizing small group instruction through a library or other community group | 6 | 5.88% |
| Offering tutoring or small group instruction by club member(s) | 17 | 16.67% |
| Organizing sessions by a paid tutor | 3 | 2.94% |
| Promoting courses at your college or other educational institution | 3 | 2.94% |
| Nothing at present | 64 | 62.75% |
| Other | 8 | 7.84% |
| Total Clubs Responding | 102 | 100% |
| 33 Comment(s) | | |

Additional information was provided in the other and comments sections of this question and are presented in **Table 5.5** below.

Table 5.5: Additional actions by Clubs to increase members' computer literacy

| From <i>other</i> (8) responses and <i>comments</i> (33) | Number of Responses |
|---|---------------------|
| Considering initiatives and perceive it as necessary to improve computer literacy | 6 |
| Addressing – on an as-needed basis: members helping members | 6 |
| Addressing – some Club initiative has been undertaken: | |
| • guest speakers | 4 |
| • technology column in Club newsletter/Club info given | 4 |
| • web tutorials on Club site | 1 |
| • conferences, courses and workshops, interest groups | 4 |
| • increasing functionality to club website/Facebook site | 1 |
| Addressed: | |
| • an initiative has worked | 1 |
| • the Club reported a low percentage who are not computer literate | 5 |
| Low level of computer literacy, but do not want or need training / report lack of motivation and interest | 8 |

- Some Clubs have web tutorials available on their websites or articles in their newsletters; some Clubs have contacted local organizations who offer media literacy; one Club has an interest group called "Computers for the faint of heart".
- The majority of clubs who commented show a strong interest in pursuing some kind of computer literacy training.
- Email, social media and basic computer skills are areas of interest for the clubs who commented.
- Common initiatives included: having a technology column in the Club newsletter/providing information on computer use by the Club; holding conferences or workshops; and hosting guest speakers.

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- A general lack of motivation or interest in computers/technology was a common theme among those who did not want to improve their computer literacy.
- Many Clubs have members helping their own members on an informal, as-needed basis.
- Several comments expressed the sentiment that the responsibility of improving computer literacy lies with the individual rather than the Club as a whole.
- Some Clubs have a divided attitude towards improving Club literacy, often reporting that older members are resistant to assistance.

There is mixed interest in media training at the Club level with some Clubs noting that their members were as media literate as they wished to be. Some Clubs have said that this is an important issue as members need basic computer skills, email, attachments to emails, and word processing.

5.4 Assistance from CFUW National Office in computer literacy training (Question 41)

When asked in an open ended question what assistance if any could be offered from National Office to Clubs in increasing computer literacy among members, 55 Clubs responded and the responses are presented below in **Table 5.6**.

Table 5.6: Assistance from National Office to increase members' computer literacy

| Responses | Number of responses |
|---|---------------------|
| Suggestions for new technology-related CFUW services: (17) | |
| Needs some kind of web training (unspecified) | 2 |
| Online tutorial or webinar | 4 |
| Workshop or hands-on session | 6 |
| CFUW should offer funding for workshops/local training | 3 |
| Memo or instructions on using Facebook | 2 |
| Suggestions to improve existing technology-related CFUW services: (7) | |
| Clearer instructions on using the CFUW websites | 1 |
| "Continue making access easier" | 1 |
| Website design and maintenance | 1 |
| Upload the resolutions individually | 1 |
| Send files as pdf only | 1 |
| Easier survey | 1 |
| Week in Review is too frequent | 1 |
| None: (32) | |
| Lack of interest/ too old | 4 |
| Local resources available for this | 8 |
| Prefer to call National Office for assistance | 2 |
| More important issues for National Office to focus on | 1 |

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| | |
|------------------------------------|----|
| Not a CFUW mandate | 1 |
| Group is already computer literate | 1 |
| No reason given | 15 |
| Total responses | 56 |

Comments in this section:

- Some of those who did not feel that the National Office should provide them with assistance felt that there were enough local resources for their Club to teach its own members or for members to teach themselves. A lack of interest was a common theme.
- Of the 6 who recommended holding workshops, three specified that this should take place at an AGM.
- Web tutorials and workshops were common suggestions; three clubs felt that funds should be provided by CFUW for Clubs to do this.
- Two clubs again commented that instruction on Facebook would be of use.
- Several clubs are reporting various issues with the website.
- Clearer instructions on using the CFUW websites.
- One Club wanted the resolutions uploaded individually.
- Website design and maintenance is an issue.
- A number of comments focused on ways to make access easier.

5.5 Regional technology sessions/workshops (Question 42)

Table 5.7: Regional technology sessions/workshops to increase members' computer literacy

| Interest in technology sessions/ workshops on specific topics at a Regional AGM, Conference, or other Regional gathering to help increase members' computer literacy | Number of Responses | Response Ratio (%) |
|--|---------------------|--------------------|
| Yes | 58 | 61.7% |
| No | 36 | 38.3% |
| Total Clubs Responding | 94 | 100% |

Some Clubs have had sessions on social media safety since their members are reluctant to use such things as Facebook as they have safety concerns. The 2013 April CFUW BC AGM/Conference had a session on Technology.

5.6 Website access (Question 43)

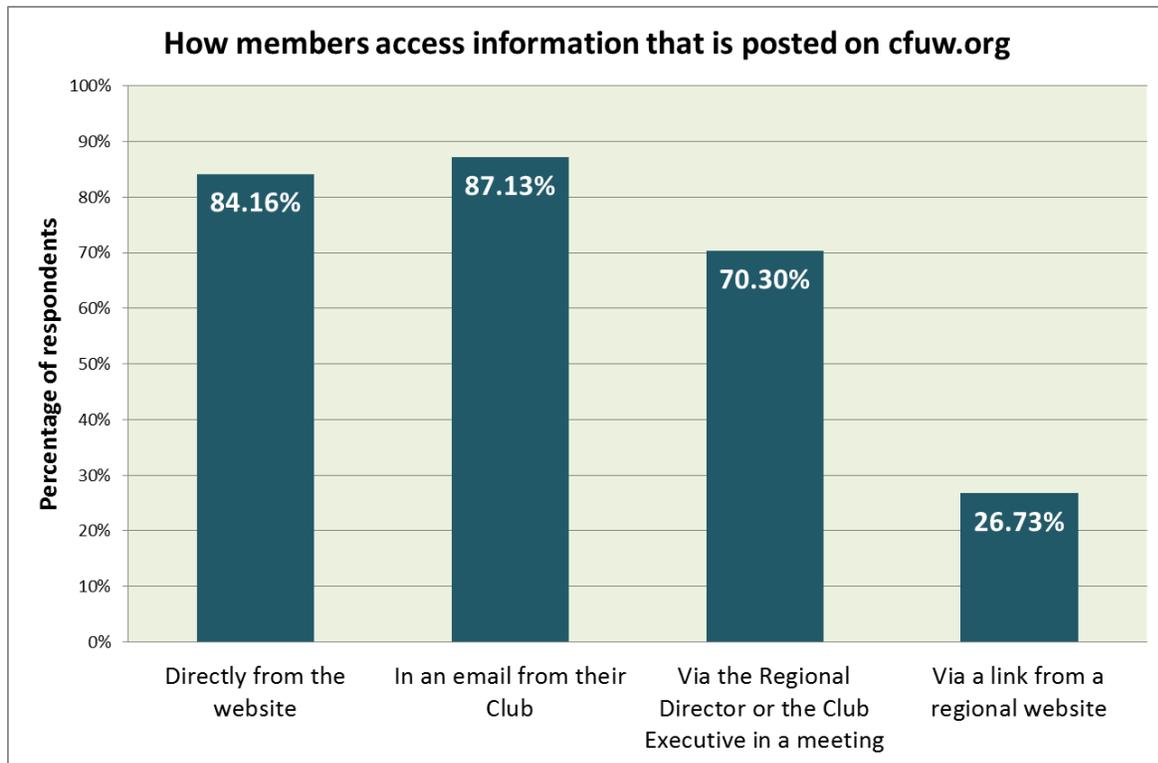
Table 5.8: Members access to CFUW website information

| How members access information that is posted on cfuw.org | Number of Responses | Response Ratio (%) |
|---|---------------------|--------------------|
| directly from the website | 85 | 84.7% |

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| | | |
|--|-----|-------|
| in an email from your club | 88 | 87.1% |
| via the Regional Director or the Club Executive in a meeting | 71 | 70.3% |
| via a link from a regional website | 27 | 26.7% |
| Other | 15 | 14.9% |
| Total Clubs Responding | 101 | 100% |
| 20 Comment(s) | | |

Graph 5.3: How do members access CFUW website information



Additional *other* responses and comments received provided further information on how members are getting information posted on cfuw.org website and are listed in **Table 5.9** and the additional comments below.

Table 5.9: How members are getting information posted on the CFUW website (from *other* and comments)

| <i>Other</i> responses and <i>comments</i>: | Number of Responses |
|--|----------------------------|
| Synopsis provided in Club newsletter of CFUW articles and posts | 6 |
| Updates/Week in Review/ newsletters from CFUW are forwarded to members by the President/another member of the club | 3 |
| Webmaster/President reports on the news in general meetings | 5 |
| Email directly from CFUW to members | 3 |

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| | |
|---|---|
| One person prints out information and mails it by post to members without email | 1 |
| Synopsis of articles and updates from CFUW are posted on the Club's own webpage | 1 |
| Do not use computers/the CFUW website | 2 |

Additional comments on how members are getting information:

- Want regular club members to have access to information (without editing), rather than having it channelled to them through their Presidents
- Better social media options as a way to reach out to younger generations
- Would like to know how many of their members are receiving Week in Review
- Would like a decrease in the volume of emailed information from National Office
- Would like to know after reading "Week in Review" and the calls for action if there are any resolutions in place, so the Club will know whether to respond as a club or an individual
- 2 clubs report that their members do not open links very often; strictly read the emails
- Several Clubs noted that a single member reports the news to the Club either at the general meetings, in newsletters, or by doing both
- Several clubs reported forwarding emails they receive, while others receive the email directly
- Suggestions for improving access to CFUW/IFUW information have been incorporated into communications section.

Approximately 85 % of the information transmittal of information from the CFUW website to Club members is done individually or by Club email messages. The role of Club executive and Regional Directors in the communications process remains very significant with more than 70% accessing information in this manner. About one quarter of the membership access information through regional websites.

5.7 Services from CFUW (Question 44)

In an open ended question Clubs described which new services, if any, they would like National Office to provide their Club. The following listing provides this information.

41 Comments on new services Clubs would like CFUW to provide included:

Communications and Technology (14):

- Live feed of Week in Review to CFUW Club's website
- DVD for clubs showing winners of CFUW scholarships
- Website management
- Website start-up and maintenance
- Workshop on navigating, finding info on CFUW site
- Newer technological communication modes
- Guidelines for using CFUW Facebook
- 1/2 page monthly insert for our newsletter

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- Ability to interact with other clubs
- Enrolment #s for national emails (week in review etc)
- Paper leaflets
- Club members are unaware of the current services
- More ease in changing information you need from us
- Reduced detail in communications from National

No suggestions/pleased with what is given/don't know (12)

Publicity/Awareness/Public Relations/Recruitment (8):

National:

Awareness/ad campaign/ stronger national profile/ visible PR and presence:

Local:

Generic business cards as a recruiting tool

Funding for regional groups for publicity

Membership recruitment ideas, materials

Other (7):

More lead time with info that requires an input

Narrow mandate to the doable

Discussion of how to simplify, particularly resolution process

Surveys that work

Membership seminars stressing inclusiveness

Directory of speakers or workshops by region

User friendly guides to National Websites

Other comments (2):

Worried about increasing costs

Applaud National for work

Services requested from National Office of CFUW were varied, the theme was increased CFUW visibility and accessible tools to make use of media and information provided clear and readily useable.

It was suggested that there be clearer instruction on the website for its use - for example a web tutorial for the use of national sites; better instructions on how to use Facebook; that files be sent only in pdf format for ease of access.

Specific comments about media tools:

- One response said Week in Review is too frequent;
- Club websites make extensive use of the CFUW website and Facebook.

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5.8 Summary for Section 5: Communications and Technology (Questions 37 – 44)

5.8.1 What we have learned about Communications and Technology

- It is important, as CFUW is moving forward, that our communications tools take into account the limitations of members' use of the tools available.
- Clubs use a variety of solutions to make information available to members who do not use the computer.
- The role of Club executives and RDs is very important and ensuring that lines of communication are well established with these groups is important.
- Few members use social media tools such as Facebook, Twitter and LinkedIn; there is some use of mobile devices such as cell phones to access cfuw.org
- Clubs have taken a number of steps to increase computer literacy amongst members, and the majority feel that this is best undertaken by local Clubs.
- There is some interest in online tutorials being provided by CFUW for such things as Facebook, website navigation and safety on social media.
- There was some interest (about 62%) in Regional supports for computer literacy training.
- Most members who access the CFUW website do so in a variety of ways; either as a result of an email sent from the Club (87%) or directly from the website (85%) or via the RD or Club Executive (70%)

5.8.2 Recommendations: Communications and Technology

CFUW National office

1. Make better use of the Club newsletters with articles specifically for them being provided from CFUW National Office.
2. Design tools (CFUW National Office) especially for Club websites and e mail use.
3. Compile a central list of Club newsletter editors and webmasters and make communications tools available to them.
4. Develop instructions on the use of and how to navigate the CFUW websites
5. Develop a Facebook `how to`.
6. Develop a protocol for sending files that ensures they are accessible.
7. Provide articles on web safety.
8. Undertake a review of CFUW Communications tools to assess response to members' needs.
9. Develop a stronger CFUW profile with PR supports for Clubs to use.
10. Provide funding for regional computer training initiatives.

CFUW Clubs

11. Offer a Communications technology interest group to provide access for members to newer communications systems

CFUW Survey-New Beginnings

Section 6: Affinity Programs (Question 45 & 46)

Introduction to Affinity Programs

6.1 Awareness of affinity programs (Question 45)

Table 6.1: Awareness of CFUW's affinity programs

6.2 How CFUW could help Clubs promote affinity programs (Question 46)

6.3 Summary for Section 6: Affinity Programs (Questions 45 & 46)

6.3.1 What we have learned about Affinity Programs

6.3.2 Recommendations: Affinity Programs

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Introduction to Affinity Programs

This section deals with the Affinity programs offered by CFUW. These programs have been developed to supplement income from Club dues and provide added value to members.

The following questions were explored in this section:

- Have Club members been made aware of these programs?
- What can the National Office of CFUW do to help increase awareness?

6.1 Awareness of affinity programs

Clubs were asked if members had been made aware of CFUW's affinity programs. The responses are recorded in **Table 6.1** below.

Table 6.1: Awareness of CFUW's affinity programs (Question 45)

| Awareness of CFUW's affinity programs | Number of Responses | Response Ratio (%) |
|---------------------------------------|---------------------|--------------------|
| Yes | 50 | 49.02% |
| No | 52 | 50.98% |
| Total Clubs Responding | 102 | 100.00 |

Slightly less than half of all Clubs are providing information about the CFUW Affinity Program.

6.2 How CFUW could help Clubs promote Affinity Programs (Question 46)

In an open ended question, Clubs were asked what CFUW could do to help Clubs make members more aware of affinity programs. 91 Clubs responded and the results are provided below.

More than half of all Club members are not familiar with the Affinity Programs from CFUW. Most Clubs showed little interest in any further promotion of the programs. Their main suggestions for increasing participation were to:

- have more regular reminders from National Office
- provide articles that could be used in Club newsletters
- have flyers available
- promote the financial benefits to CFUW from participation.

One Club has successfully incorporated the promotion of the affinity programs into their website.

Section 6.3 Summary for Section 6: Affinity Programs (Question 45 & 46)

6.3.1 What we have learned about Affinity Programs

- Clubs need very accessible material in order to promote the affinity programs.

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- The financial benefits of the CFUW Affinity Programs need to have increased visibility. The connection to the Clubs needs to be strengthened, perhaps with Clubs incentive programs.

6.3.2 Recommendations: Affinity Programs

CFUW National office

1. Develop a multifaceted promotional campaign by CFUW National Office with newsletter articles, splash page graphics that Clubs could use with their newsletters/websites, flyers that were made widely available, regular reminders in all communications material – perhaps developing a tag line.

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Summary of Report-New Beginnings

For a compilation of the six sections on what we have learned from the Survey-New Beginnings please see Appendix 9, and for a compilation of all the recommendations please see Appendix 10.

Survey-New Beginnings

Appendix

CFUW Survey-New Beginnings

Appendix 1 (From Funding for Scholarships and Bursaries)

Table 1.2: Fundraising involvement of each Club

| CLUBS who responded to question #1 Including <i>other</i> and <i>comments</i> | Auctions | Book Sales | Lunch/ Dinner | House Tours | Raffles/ Tickets | Art/Music Shows | Lectures Presentations | (No fundraising) | More from other & comments |
|---|----------|------------|------------------|-------------|---------------------|-----------------|------------------------|------------------|----------------------------|
| AFDU Quebec | | | | | | | | | Y |
| Abbotsford | Y | | | | | | | | Y |
| Aurora/ Newmarket | | Y | Y | | Y | Y | | | Y |
| Barrie and District | | | | | | | | | Y |
| Belleville and District | Y | Y | Y | Y | Y | | | | Y |
| Brampton | | | | | Y | | | | Y |
| Brantford | | Y | | | | Y | Y | | Y |
| Burlington | | Y | | | | Y | Y | | Y |
| Calgary | | | Y | | Y | | | | |
| Calgary North | Y | | Y | | Y | | | | Y |
| Cambridge | | | Y | | Y | Y | Y | | |
| Cape Breton | Y | Y | | | | | | | |
| Charlottetown | | | | | | | | * | |
| Comox Valley | Y | Y | | | | | | | |
| Coquitlam | Y | Y | | | Y | | | | Y |
| Corner Brook | | Y | | | Y | | | | |
| Cornwall and District | Y | Y | | | | | | | |
| Cowichan Valley | | | Y | | Y | | Y | | |
| Cranbrook and District | | | | | | | | | Y |
| Dartmouth | | | Y | | Y | | | | Y |
| Edmonton | | Y | Y | | Y | | Y | | Y |
| Estevan | Y | Y | Y | | | | | | |
| Etobicoke | | | | | | | | | Y |
| Fredericton | | Y | | | | | | | |
| Georgetown | Y | Y | | | | | | | Y |
| Grimsby | Y | Y | Y | | Y | | | | |
| Guelph | Y | | | | | | | | Y |
| Haliburton Highlands | | | | | | Y | Y | | Y |
| Halifax | Y | | Y | | | Y | | | Y |
| Hamilton | | | | | | | | | Y |
| Kanata | Y | | Y | | Y | | | | |
| Kelowna | | | | | Y | | Y | | Y |
| Kent | | Y | | | | | | | Y |
| Kincardine | | Y | Y | | Y | | | | Y |
| Kingston | | | | | Y | | | | Y |
| Kitchener/ Waterloo | | Y | | | Y | | | | |
| Leaside/East York | | | | | | | | | Y |
| Lethbridge | Y | | | | | | | | |
| London | | | | | | | | * | |

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| | | | | | | | | | |
|--------------------------|---|---|---|---|---|---|---|--|---|
| Markham/Unionville | | Y | | | Y | | Y | | Y |
| Milton and District | | Y | | | | | | | |
| Mississauga | | | | | | Y | | | Y |
| Moncton | | Y | | | | | | | |
| Montreal Lakeshore | | Y | | | Y | Y | | | Y |
| Montreal South Shore | Y | Y | Y | | Y | | | | Y |
| Muskoka | | | Y | | | | Y | | Y |
| Nanaimo | Y | Y | | | Y | | | | Y |
| Nelson | | | | | | | | | Y |
| Nepean | | | Y | | | | | | Y |
| New Westminster | | | | | | | | | Y |
| Niagara Falls | | Y | Y | | Y | Y | | | |
| North Bay | Y | Y | | | Y | | | | Y |
| North Delta/Surrey | | Y | | | | | | | |
| North Toronto | Y | Y | Y | | Y | Y | | | Y |
| North Vancouver | Y | Y | | | Y | Y | | | |
| North York | | Y | | | | | | | |
| Northumberland | | | Y | | | | | | |
| Oakville | Y | Y | Y | | Y | | Y | | |
| Orangeville and District | Y | Y | | | Y | | | | Y |
| Orillia | | | | Y | Y | | | | |
| Ottawa | | Y | Y | | | | Y | | |
| Owen Sound and Area | | Y | | | Y | | Y | | |
| Parksville/Qualicum | | Y | | | | | | | Y |
| Perth and District | | Y | | Y | | | | | Y |
| Peterborough | | | | | | | | | Y |
| Portage la Prairie | | | | | | Y | | | |
| Prince Albert | | Y | | | | | | | |
| Prince George | | Y | | | | | | | y |
| Regina | | | Y | | | | | | |
| Renfrew and District | | Y | | | | | | | |
| Richmond | | | | | | | | | Y |
| Saanich Peninsula | Y | Y | Y | | Y | | Y | | y |
| Saint John | Y | | | | Y | Y | | | Y |
| Salt Spring Island | Y | | Y | | | | | | Y |
| Sarnia/Lambton | | Y | | | | | | | |
| Saskatoon Inc | Y | Y | | | | | | | Y |
| Saugeen | | | | | | | Y | | |
| Scarborough | | Y | Y | | | | | | Y |
| Sherbrooke and District | Y | Y | | | | Y | | | |
| South Delta | | | | | | Y | | | Y |
| St. Catharines | Y | | | Y | | | | | |
| St. John's | | Y | | | | | | | |
| St. Thomas | | | | | Y | | | | Y |
| Stratford | | | Y | | | | Y | | |
| Strathcona County | Y | | Y | | Y | | | | |
| Sudbury | Y | Y | | | | | Y | | Y |
| Sunshine Coast | Y | Y | | | Y | Y | Y | | |
| Thunder Bay | | | | | | | | | Y |
| Toronto | | | Y | | | Y | Y | | |
| Truro | | Y | | | | | | | |
| UWC Montreal | Y | | | | Y | | | | Y |

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| | | | | | | | | | |
|----------------------|--------|--------|--------|-------|--------|--------|--------|-------|--------|
| UWC Vancouver | | | | | | | | | Y |
| Vaughan | | | Y | | Y | | | | |
| Vernon | Y | | | | Y | | Y | | |
| Victoria | | | | | | | | | Y |
| Welland and District | | Y | | | | | | | |
| West Vancouver | | | Y | | | Y | Y | | |
| Weyburn | Y | | | | Y | | | | |
| White Rock/Surrey | | Y | Y | | | | | | |
| Windsor | | | | | | | | * | |
| Winnipeg | | | | | | | | | Y |
| Wolfville | | Y | | | | | | | |
| Yorkton | | Y | | | Y | | Y | | Y |
| Totals | 33 | 51 | 31 | 04 | 39 | 18 | 21 | 03 | 55 |
| Total Clubs 103 | 32.04% | 49.51% | 30.10% | 3.89% | 37.86% | 17.48% | 20.39% | 2.91% | 53.40% |

*These Clubs entered comments about their fundraising but did not record any involvement in the types of fundraising covered in **Table1.2**.

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Appendix 2 (From Funding for Scholarships and Bursaries)

Table 1.4: Scholarship and bursary funding (from *other* and comments of Table 1.3)

(Note this list continues from **Table 1.1**, and is shown in Graph 1.1 under *other*

If Clubs are involved in more than one event within a category they are counted in each for *Total Participating Clubs*.)

| Scholarship and bursary funding (from <i>other</i> and comments of Table 1.3) |
|--|
| <p>Item 9 in Table 1.1 - Additional Fees/ Donations: 7 events, Total participating Clubs 29</p> <p>Part of membership fees: (6) Barrie & District, Leaside/East York, Burlington, Markam/Unionville, Thunder Bay, Victoria</p> <p>Individual Donations: (15) Leaside/East York, Calgary, Abbotsford, Dartmouth, Kingston, Nanaimo, New Westminster, Peterborough, Saskatoon, South Delta, Nelson, UWC Montreal, UWC Vancouver, Winnipeg, Aurora/New Market</p> <p>Interest group donations/fees: (2) Nanaimo, Victoria</p> <p>Bequests: (3) Saskatoon, UWC Vancouver, Prince George</p> <p>Donation cards: (1) Saint John NB</p> <p>Additional Charges/Donations for Special Events: (1) Guelph</p> <p>Fee (as tickets) added to annual dues: (1) Richmond</p> |
| <p>Item 10 - Special Events: 5 events, Total participating Clubs 9</p> <p>Theatre: (4) Richmond, Orangeville (Theatre tickets), North Toronto, Leaside/East York</p> <p>Shows: (1) Saint John NB</p> <p>Concerts: (1) Saint John NB</p> <p>Trivia Night: (1) Brantford</p> <p>Author Night: (2) Hamilton, Sudbury</p> |
| <p>Item 11 - Sale of Other Specific Items (not books sales): 11 events, Total participating Clubs 14</p> <p>Calendars: (1) Kincardine</p> <p>Clothing: (1) Victoria</p> <p>Cookbooks: (1) North Toronto</p> <p>Femeneno Coffee: (1) Kelowna</p> <p>Hot dogs/hamburgers: (1) Yorkton</p> <p>Jewellery: (1) Nelson</p> <p>Knitted felted animals: (1) Kelowna</p> <p>Plants: (1) Victoria</p> <p>Thrifty's Smile Cards: (1) Salt Spring Island</p> <p>Used Christmas decorations: (1) Nepean</p> <p>Yard /Garden Sales/Flea Markets: (4) Parksville/Qualicum, Saint John NB, Halifax, Victoria</p> |
| <p>Item 12 - Activity events: 8 events, Total participating Clubs 17</p> <p>Card/Bridge Parties/Tournaments: (10) Aurora /Newmarket, Belleville & District, Coquitlam, Dartmouth, Etobicoke, Haliburton Highlands, Mississauga, Saanich Pen, Saint John NB, St. Thomas</p> <p>Cookies in a jar: (1) Haliburton Highlands</p> <p>"A Bake Off": (1) Montreal South Shore</p> <p>Bridge classes: (1) Muskoka</p> <p>Bike tours: (1) Perth and District</p> <p>Games days: (1) Montreal Lakeshore</p> <p>Working at casinos: (1) Edmonton</p> |

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| |
|--|
| Sharing talents: (1) North Bay |
| Item 13 - Shows/Displays: 3 events, Total participating Clubs 7 Craft shows: (1) Kent Artisan bazaars: (1) Cranbrook Fashion shows: (5) North Toronto, Georgetown, Kelowna, Brampton, Scarborough |
| Item 14 - Tours: 2 events, Total participating Clubs 3 Garden Tours: (2) North Bay, Montreal South Shore Fundraising trips: (1) (voyages benefices)AFDU Quebec |
| Item 15 - Other Funds: Total 2 Matching government grants: (1) Edmonton BC gaming funds: (1) Kelowna |
| 55 Clubs recorded 81 <i>other types of funding.</i> |

CFUW Survey-New Beginnings

Appendix 3 (From Advocacy)

Table 3.5: Record of issues individual Clubs worked on, tracked, or discussed 2012-2013

| CLUBS | Issues Clubs worked on or tracked or discussed 2012-2013 | | | | | | | | | | | | | | | |
|-------------------------|--|----------------|----------------------|-----------|-----------|--------|-----------------|---------------|-------------------|----------------------|---------|--------------|---------------|-------------------------------|-----------------------------------|-------|
| | Aboriginal Issues | Climate Change | Childcare / Children | Democracy | Education | Energy | The Environment | Accessibility | Gendered Violence | International Issues | Justice | Local Issues | Mental Health | Poverty/Housing/ Homelessness | Women Skill Trades Non-Trad. Work | Other |
| AFDU Quebec | Y | | | | Y | | | | | Y | | | | | Y | |
| Abbotsford | | | Y | | Y | | Y | | | | Y | Y | | Y | | |
| Aurora/ Newmarket | Y | | Y | | Y | | Y | | Y | Y | Y | Y | Y | Y | Y | |
| Barrie and District | | Y | Y | | | | | Y | | | | Y | Y | | Y | |
| Belleville and District | Y | | Y | | | | | Y | | | | Y | | Y | | |
| Brampton | | | Y | | Y | | | | Y | | Y | | | | | |
| Brantford | Y | | | | | | Y | | Y | | | Y | | | | Y |
| Burlington | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| Calgary | | | Y | | Y | | Y | | Y | | Y | | | Y | | |
| Calgary North | | | Y | | Y | | | | Y | | | | | Y | | |
| Cambridge | | | | | | | Y | | | | | Y | | | | |
| Cape Breton | | | Y | | | | | | | | | | | Y | | |
| Charlottetown | | | | | | | | | | | | Y | Y | | | |
| Comox Valley | | | | | | | | | | | Y | | | Y | | |
| Coquitlam | | | Y | | Y | | | | | | | | | Y | | |
| Corner Brook | | | | | | | | | | | | Y | Y | | | |
| Cornwall and District | | | | | | | | | Y | | | | | | | Y |
| Cowichan Valley | | Y | Y | | | | Y | | Y | Y | | | | | | |
| Cranbrook and District | Y | Y | Y | | Y | | Y | Y | Y | | Y | Y | Y | Y | Y | |
| Dartmouth | | | | | Y | | | | | | | | | Y | | |
| Edmonton | | Y | Y | | | | Y | | | | Y | | | Y | | Y |
| Estevan | | | | | Y | | | | | | Y | | | Y | | |
| Etobicoke | Y | | Y | Y | | Y | | | Y | | Y | Y | | | | |
| Fredericton | | | | | Y | | Y | | | | | | | Y | | |
| Georgetown | | Y | | | Y | | Y | Y | | | Y | | | Y | | |
| Guelph | Y | | Y | | | | | | | | Y | | | Y | | |
| Haliburton Highlands* | | | | | | | | | | | | | | | | |
| Halifax | | Y | | | | | Y | | Y | Y | | | | Y | | Y |
| Hamilton | | | Y | | | | | | Y | | | | | Y | Y | |
| Kanata | | | | | Y | | | | | | | | | | | Y |
| Kelowna | Y | | Y | | Y | | | | | | | | | Y | | |
| Kent | Y | | | | | | | | | | | Y | Y | | | |
| Kincardine | | | Y | | Y | Y | Y | | | | Y | Y | Y | | | |
| Kingston | | | Y | | | | Y | | | | Y | Y | | | Y | |

CFUW Survey-New Beginnings

| | | | | | | | | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Kitchener/ Waterloo | Y | | | | | | | | Y | | | | | Y | Y | |
| Leaside/East York | Y | | Y | | Y | | | | | | | | | | | |
| Lethbridge | | | Y | | Y | | | | | | Y | Y | | Y | | |
| London* | | | | | | | | | | | | | | | | |
| Markham/ Unionville | Y | Y | Y | | | Y | Y | Y | Y | | | Y | Y | Y | Y | |
| Milton and District | | | | | Y | | | | | | | Y | | | | |
| Mississauga | Y | Y | Y | | Y | Y | Y | Y | Y | | | Y | | Y | Y | |
| Moncton | | | | | Y | | | | | | | | | Y | | Y |
| Montreal South Shore | | | | | Y | | | | | | | | | | | Y |
| Muskoka | Y | Y | | | Y | Y | Y | | Y | | | Y | Y | | | |
| Nanaimo | | | | | | | | | | | | | | | | Y |
| Nelson | | Y | Y | | Y | | Y | Y | Y | | Y | Y | | Y | Y | |
| Nepean* | | | | | | | | | | | | | | | | |
| New Westminster | | | Y | | Y | | Y | | | Y | Y | | | | | Y |
| Niagara Falls | | | | | Y | | | | | | | Y | | | | Y |
| North Bay | Y | Y | Y | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | |
| North Toronto | Y | | Y | Y | Y | | | | Y | Y | Y | | Y | Y | Y | |
| North Vancouver | | | Y | | Y | | | | | | Y | | | Y | Y | |
| North York | | | Y | | | | | | | | | | | | | Y |
| Northumberland | Y | | | | Y | | | | Y | Y | Y | Y | Y | | | |
| Oakville | | | | Y | | | | | | | Y | | Y | Y | | Y |
| Orillia | | | Y | | | | | | | | | Y | | | | |
| Ottawa | Y | Y | Y | | | | Y | Y | Y | Y | Y | Y | Y | Y | | |
| Owen Sound and Area | | Y | Y | | | | Y | Y | Y | Y | Y | Y | | | | |
| Parksville/ Qualicum | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | |
| Perth and District | | Y | Y | | Y | Y | Y | | | | | Y | | | | |
| Peterborough | | | | | Y | | | | Y | | | | Y | Y | | Y |
| Portage la Prairie | | | | | | | Y | | | | | Y | | | | |
| Prince Albert | | | | | Y | | | | | | Y | Y | | | | |
| Prince George | | | Y | | Y | | | | | | | Y | | | | Y |
| Regina | | | Y | | Y | | | | Y | Y | | Y | | | | Y |
| Renfrew and District | | | | | | | | | | | | | | | | Y |
| Richmond | | | Y | | Y | | Y | | | | | Y | Y | Y | | |
| Saanich Peninsula | Y | | Y | | Y | | | | | | | Y | | Y | | |
| Saint John NB * | | | | | | | | | | | | | | | | |
| Salt Spring Island | | | Y | | Y | | | Y | | | | | Y | Y | | |
| Sarnia/Lambton | | | | | | | Y | | | | | Y | | Y | Y | |
| Saskatoon Inc | | | Y | Y | Y | | | | Y | Y | | Y | Y | Y | | |
| Saugeen | | | | | Y | | | | | | | Y | Y | Y | Y | |
| Scarborough | | | Y | | Y | | | Y | | | | | | Y | | |
| Sherbrooke and District | Y | | | | Y | | | | Y | | | | Y | | | |
| South Delta | | | Y | | | | | | | | | Y | | | | |
| St. Catharines | | | | | | | | | Y | | | | Y | | Y | Y |
| St. John's | | Y | | | | | | | Y | | | | | Y | Y | |
| St. Thomas | | | | | Y | | | | Y | Y | | | Y | | | |
| Stratford | | | | | | | | | | | | | | | | Y |
| Strathcona County | | | | | Y | | | | Y | Y | | | Y | | Y | |
| Sunshine Coast | | | Y | | | | | | Y | | Y | | Y | Y | Y | Y |
| Thunder Bay | Y | Y | | | | | | Y | | Y | | Y | | Y | Y | |

CFUW Survey-New Beginnings

| | | | | | | | | | | | | | | | | |
|-----------------------|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Toronto | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | |
| Truro | | | | | | | | | | | Y | | | Y | | |
| UWC Vancouver | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | |
| Vaughan | | | | | Y | | | | | | | Y | | | | |
| Vernon | | | Y | | Y | | Y | | Y | Y | Y | Y | Y | Y | Y | Y |
| Victoria | Y | Y | Y | | | | Y | Y | Y | Y | | | Y | Y | Y | |
| Wellsand and District | | | | | Y | | | | | | | Y | | | | |
| West Vancouver | | | Y | | Y | | | | | Y | Y | | | Y | Y | |
| Weyburn | Y | | | | | | Y | | | | | Y | | Y | | |
| White Rock/Surrey | | | Y | | | | Y | | | | | | | | | |
| Windsor | | Y | | | Y | | Y | Y | Y | | | Y | Y | Y | Y | |
| Winnipeg | Y | Y | Y | | Y | | Y | Y | Y | | Y | Y | | Y | Y | |
| Wolfville | | | | | | | Y | | | | Y | | Y | Y | | |
| Yorkton | Y | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | |
| Question #:20 | | | | | | | | | | | | | | | | |
| Totals | 29 | 23 | 52 | 9 | 54 | 12 | 40 | 26 | 37 | 25 | 27 | 54 | 31 | 59 | 28 | 20 |

CFUW Survey-New Beginnings

Appendix 4 (From Advocacy)

Table 3.7: Record of Club advocacy committees, public forums and involvement with elected members through meetings and letter writing, 2011-2013

| Clubs who have an Advocacy Committee, dates of most recent Provincial Elections, and Clubs who held Public Forums/All Candidates' Meetings 2011-2013 | | | | Clubs who met with elected members at those levels 2011-2013 | | | | Clubs who sent letters on specific issues to elected members at those levels 2011-2013 | | | |
|--|--------------------|---------------------|---------------|--|------------|-----------|--------------|--|------------|-----------|--------------|
| CLUBS Responding to Advocacy questions | Advocacy Committee | Provincial Election | Public Forums | Federal | Provincial | Municipal | School Board | Federal | Provincial | Municipal | School Board |
| FDU Quebec | | 2012 | | | | | | Y | | | |
| Abbotsford | Y | 2013 | | | Y | Y | | | | Y | |
| Aurora/ Newmarket | Y | 2011 | | | Y | | | Y | | | |
| Barrie and District | Y | 2011 | | | | | | Y | Y | | Y |
| Belleville and District | Y | 2011 | Y | | | | | | | Y | |
| Brampton | | 2011 | | | | | | | | | |
| Brantford | Y | 2011 | | | | | | | | | |
| Burlington | Y | 2011 | Y | Y | Y | Y | | Y | Y | Y | |
| Calgary | Y | 2012 | | | Y | | | Y | Y | | |
| Calgary North | | 2012 | | | | | | Y | Y | | |
| Cambridge | Y | 2011 | Y | | | | | Y | Y | | |
| Cape Breton | Y | 2009 | | | | Y | | Y | Y | | |
| Charlottetown | | 2011 | | | | | | | | | |
| Comox Valley | | 2013 | | Y | | | | Y | Y | Y | |
| Coquitlam | | 2013 | Y | | | Y | | | | | |
| Corner Brook | | 2011 | | | | | | Y | Y | | |
| Cornwall and District | Y | 2011 | | | | Y | | | | | |
| Cowichan Valley | Y | 2013 | | | | | | Y | | | |
| Cranbrook and District | Y | 2013 | | | | Y | Y | Y | Y | Y | Y |
| Dartmouth | Y | 2009 | | | | | | Y | | | |
| Edmonton | Y | 2012 | | | Y | Y | | | Y | Y | |
| Estevan | | 2011 | | | | | | | Y | | |
| Etobicoke | Y | 2011 | | Y | Y | Y | | Y | | | |
| Fredericton | Y | 2010 & 2012 | | | | | | | Y | | |
| Georgetown | | 2011 | Y | | | Y | | | Y | Y | |
| Grimsby | | 2011 | | | | | | | | | |
| Guelph | Y | 2011 | | Y | Y | | | Y | Y | Y | |
| Haliburton Highlands | | 2011 | | | | | | Y | | | |
| Halifax | Y | 2009 | | | | | | Y | | | |
| Hamilton | Y | 2011 | | | | Y | | Y | Y | Y | Y |
| Kanata | Y | 2011 | Y | | | | | | | | |
| Kelowna | Y | 2013 | Y | Y | | | | Y | | | |
| Kent | Y | 2010 & | | | | | Y | Y | Y | | |

CFUW Survey-New Beginnings

| | | | | | | | | | | | |
|-----------------------------|---|-------------------|---|---|---|---|---|---|---|---|---|
| | | 2012 | | | | | | | | | |
| Kincardine | | 2011 | Y | | Y | Y | | Y | Y | Y | |
| Kingston | | 2011 | Y | | | | | | Y | Y | |
| Kitchener/ Waterloo | Y | 2011 | | | | | | Y | Y | | |
| Leaside/East York | Y | 2011 | | Y | Y | | | Y | Y | | |
| Lethbridge | Y | 2012 | | | Y | Y | | Y | | | |
| London | | 2011 | | | | | | | | | |
| Markham/ Unionville | Y | 2011 | | | | | | Y | Y | Y | |
| Milton and District | Y | 2011 | Y | | Y | Y | Y | | | | |
| Mississauga | Y | 2011 | | | Y | Y | Y | Y | Y | Y | Y |
| | | 2010 & 2012 | | | | | | | | | |
| Moncton | | | | | | | | | | | |
| Montreal Lakeshore | | 2012 | | Y | | | | Y | Y | | |
| Montreal South Shore | | 2012 | | Y | | Y | | | | | |
| Muskoka | | 2011 | | | Y | | | Y | | | |
| Nanaimo | | 2013 | Y | | | | | Y | Y | Y | |
| Nelson | Y | 2013 | Y | | | Y | Y | Y | Y | Y | |
| Nepean | | 2011 | | | | | | | | | |
| New Westminster | | 2013 | | | | | | | | | |
| Niagara Falls | | 2011 | | | | | | | | | |
| North Bay | Y | 2011 | | Y | Y | | | Y | Y | | |
| North Delta/Surrey | | 2013 | | | | | | Y | Y | | |
| North Toronto | Y | 2011 | | Y | Y | Y | | | Y | Y | |
| North Vancouver | | 2013 | Y | | | | Y | | | | Y |
| North York | Y | 2011 | Y | | Y | Y | Y | Y | | Y | |
| Northumberland | | 2009 | | | | | | | | | |
| Oakville | Y | 2011 | Y | Y | Y | | | Y | Y | Y | |
| Orangeville and District | | 2011 | Y | | | | | | | | |
| Orillia | | 2011 | Y | Y | Y | Y | | Y | Y | Y | |
| Ottawa | Y | 2011 | | Y | | | | Y | Y | Y | |
| Owen Sound and Area | Y | 2011 | | | | | | Y | | | |
| Parksville/ Qualicum | | 2013 | Y | | Y | | | Y | Y | | |
| Perth and District | Y | 2011 | | | | Y | | | | Y | |
| Peterborough | Y | 2011 | Y | | | | | Y | | | |
| Portage la Prairie | | 2012 | | | | | | Y | | | |
| Prince Albert | | 2011 | | | | | | Y | | | |
| Prince George | | 2013 | Y | | | | | | Y | | |
| Regina | Y | 2011 | | | | | | Y | Y | Y | |
| Renfrew and District | | 2011 | Y | | | | | | | | |
| Richmond | Y | 2013 | Y | | Y | | Y | Y | Y | Y | |
| Saanich Peninsula | Y | 2013 | Y | Y | | | Y | Y | Y | | |
| | | 2010 & 2012 | | | | | | Y | Y | | |
| Saint John | | | | | | | | | | | |
| Salt Spring Island | | 2013 | | | | | | Y | Y | | |
| Sarnia/Lambton | Y | 2011 | | | | | | | Y | Y | |
| Saskatoon Inc | Y | 2011 | Y | | | | | Y | Y | | |
| Saugeen | Y | 2011 | | | | | | Y | | | |
| Scarborough | Y | 2011 | | | | | | Y | Y | Y | |
| Sherbrooke and District | | 2012 | | Y | | | | Y | | | |
| South Delta | Y | 2013 | | Y | | | | Y | | | |

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| | | | | | | | | | | | |
|----------------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| St. Catharines | | 2011 | | | | Y | | | | | |
| St. John's | Y | 2011 | | | | | | Y | | | |
| St. Thomas | | 2011 | | | | | | | | | |
| Stratford | Y | 2011 | | | | Y | | Y | Y | | |
| Strathcona County | | 2012 | | | | Y | | | | Y | |
| Sudbury | | 2011 | | | Y | | | y | Y | Y | |
| Sunshine Coast | Y | 2013 | Y | | Y | Y | Y | | | | |
| Thunder Bay | Y | 2011 | | Y | Y | Y | | Y | | | |
| Toronto | Y | 2011 | | | | | | | | | |
| Truro | Y | 2009 | | Y | | | | | Y | | |
| UWC Montreal | | 2012 | | | | | | | | | |
| UWC Vancouver | Y | 2013 | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| Vaughan | | 2011 | | | | | | | | Y | |
| Vernon | Y | 2013 | | | | | | Y | Y | Y | |
| Victoria | Y | 2013 | | | | | | Y | Y | | |
| Welland and District | Y | 2011 | | | | Y | | Y | Y | Y | |
| West Vancouver | Y | 2013 | Y | Y | Y | | | Y | y | | |
| Weyburn | | 2011 | | | | | | | | | |
| White Rock/Surrey | Y | 2013 | | | | | Y | Y | Y | Y | |
| Windsor | Y | 2011 | Y | | | | | Y | Y | | |
| Winnipeg | Y | 2011 | | Y | | | | Y | Y | | |
| Wolfville | Y | 2009 | | | | | | | | | |
| Yorkton | Y | 2011 | Y | y | Y | y | y | Y | Y | Y | Y |
| Question #: | #18 | Date | #26 | #21 | #21 | #21 | #21 | #23 | #23 | #23 | #23 |
| Totals | 61 | | 29 | 22 | 26 | 28 | 13 | 64 | 53 | 33 | 7 |
| Total Clubs | 103 | | | | | | | | | | |

11

CFUW Survey-New Beginnings

Appendix 5 (From Community Outreach)

Table 4.10: Record of Individual Clubs and involvement with community outreach and Partnership 2011-2013

| Clubs | Community outreach projects of Clubs or co-sponsored with the community 2011-2013 (Question 34) | | | | | | | Club - Community Partnerships on an ad/hoc or ongoing basis 2011-2013 (Question 35) | | | | | | | | | |
|-------------------------|---|------------------|-------------------|----------|----------|-----------|-------|---|-----------------------|--------------|---------|-----------------|----------|------------------------------|--------------------------------|---------------------------|-------|
| | Violence Prevention | Health /Wellness | Homeless/ poverty | Artistic | Literacy | Education | Other | Women's Advisory Councils | Police or Fire Depts. | YWCA or YMCA | Library | Social Services | Shelters | Grandmothers to Grandmothers | Breaking Bread for Afghanistan | Other. Community Outreach | Other |
| AFDU Quebec | | | | | | Y | | | | | | | | | | | Y |
| Aurora/ Newmarket | Y | Y | Y | Y | | Y | | | | | Y | Y | Y | | | | Y |
| Barrie and District | Y | | | | | | | Y | | | Y | | Y | | | | |
| Belleville and District | Y | | Y | Y | | Y | Y | Y | | | Y | | Y | | | Y | |
| Brampton | | | | Y | Y | Y | | | | | Y | | | Y | Y | | |
| Brantford | Y | | | | Y | | | | | | | | Y | | | | |
| Burlington | Y | | | | | Y | Y | Y | | | Y | Y | | Y | | | |
| Calgary | Y | | | | Y | Y | | Y | | | Y | | | Y | | | |
| Calgary North | | Y | Y | | | | | Y | | | Y | | | | | | Y |
| Cambridge | | | | | | | | | | | | | Y | Y | | | Y |
| Charlottetown | | | | | | | | Y | | | | | | | | | |
| Comox Valley | | Y | Y | | Y | | | | | | | | | | | | |
| Coquitlam | | | Y | Y | | | | | | Y | Y | | Y | | | Y | |
| Corner Brook | Y | | Y | | | | | Y | | | | | Y | | | | |
| Cornwall and District | | | | | | | | | | | Y | | Y | | | Y | |
| Cowichan Valley | Y | | Y | Y | | | | Y | | | | | Y | | | Y | |
| Cranbrook and District | Y | Y | Y | | Y | Y | | Y | Y | | Y | | Y | | | | |
| Dartmouth | Y | Y | Y | | Y | | | | | | | | Y | | | | |
| Edmonton | Y | | Y | Y | | | | Y | | | | | | Y | | | Y |
| Estevan | | | Y | | | | | | | | | | | | | | |
| Etobicoke | | | Y | | | | | | | | | | | | | | |
| Fredericton | | | | | | Y | | | | | Y | | Y | | | | |
| Georgetown | | | Y | | | | | | | | Y | | | | | | |
| Guelph | | | Y | Y | | | | | | | | | Y | | | Y | |
| Haliburton Highlands | | | Y | | | | | | | Y | Y | | | | | | |
| Halifax | | | | Y | | | Y | Y | | Y | | | Y | Y | | | Y |
| Hamilton | Y | | Y | | | | | Y | | Y | | | | | | | |
| Kanata | | | | | | Y | | | | | | | Y | | | | |
| Kelowna | | | Y | | Y | Y | | Y | | Y | | | Y | | | | Y |
| Kent | | | Y | | Y | Y | | | | | Y | | Y | | | | |

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|-----------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Kincardine | | | | | | Y | | | | | | Y | Y | Y | | | |
| Kingston | | | | Y | Y | | | | | | | | | | | | |
| Kitchener/ Waterloo | | | | | | | Y | Y | | | | | | Y | | | Y |
| Leaside/East York | | | | | | | Y | | | | | | Y | | Y | | |
| Lethbridge | | Y | Y | | | Y | | | | Y | | | | | | | |
| Markham/ Unionville | | | | | Y | Y | | | | | Y | | | | | | |
| Milton and District | Y | Y | Y | | Y | Y | | Y | | | | | Y | | | | |
| Mississauga | Y | | Y | Y | Y | Y | | | | | Y | | Y | | | | |
| Moncton | | | | Y | Y | Y | | | Y | | | | | | | | Y |
| Montreal Lakeshore | | | | | | | Y | Y | | | Y | | | | | | |
| Montreal South Shore | | | | | Y | Y | | | | | | | | | | | Y |
| Muskoka | | | | | | Y | | | | | | | | | | | |
| Nanaimo | | | | | | | Y | Y | | | | | Y | | | | |
| Nelson | | Y | Y | | | Y | | | | | | | | Y | | | |
| Nepean | | | | | | | | | | | | | | | | | |
| New Westminster | | Y | | Y | | Y | Y | Y | | | Y | | | | | | |
| Niagara Falls | | | | | | Y | Y | | | | Y | | | | | Y | |
| North Bay | Y | Y | | | Y | Y | | Y | | | | | Y | Y | | | |
| North Delta/Surrey | | | Y | | | | | | | | | | | | | Y | |
| North Toronto | | | | | | Y | | | | | | | Y | Y | | | |
| North Vancouver | Y | | Y | Y | | Y | | Y | | | Y | Y | | | | | Y |
| North York | | Y | | | | Y | | | | | | Y | Y | | | Y | |
| Northumberland | Y | | Y | | | Y | | | | | | | | | | | |
| Oakville | | Y | Y | | | | | Y | | | | | | | | | Y |
| Orangeville and District | Y | | | | | | | | | | Y | | | | | | |
| Orillia | Y | Y | Y | | | | Y | Y | | | Y | | Y | Y | | Y | Y |
| Ottawa | | Y | | | | Y | | Y | | | | | | | | | Y |
| Owen Sound and Area | Y | | | | | Y | | | | | | | Y | | | | |
| Parkville/ Qualicum | | Y | Y | | Y | Y | | | | | | | | Y | | Y | |
| Perth and District | Y | | Y | | Y | Y | | | | | Y | | Y | | | | |
| Peterborough | | | | | | Y | Y | | Y | | | | Y | | | | |
| Prince Albert | | Y | Y | | Y | Y | | Y | Y | | | | | Y | | | Y |
| Prince George | Y | Y | | | Y | | | | Y | | | | Y | | | | Y |
| Regina | Y | | | Y | | Y | | | Y | Y | | | | | | Y | |
| Richmond | | Y | Y | | | | | | | | | | | | | | Y |
| Saanich Peninsula | | Y | Y | | Y | Y | | Y | | | | | | | | | Y |
| Saint John | | | | | | | | | | | | | Y | | | | |
| Salt Spring Island | Y | Y | | | | Y | | Y | | | | | Y | Y | | | |
| Saskatoon Inc | | Y | Y | Y | | Y | | Y | | | | | Y | | | Y | Y |
| Saugeen | | | | | | | | | | | | | Y | | | | |
| Scarborough | Y | | Y | | | | | | | | | | Y | Y | | | Y |
| Sherbrooke and District | | Y | | | | Y | | | | Y | | | | Y | | | |
| St. Catharines | | | Y | | Y | | | Y | Y | | | | | | | | |
| St. John's | | | Y | | | | | | Y | | Y | | Y | | | Y | Y |
| St. Thomas | | | | | | | | | Y | Y | | | | | | | |
| Stratford | Y | | Y | | | | | | | Y | | | | | Y | | |
| Strathcona County | Y | | Y | | Y | | | | | | | | Y | | | | Y |

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| | | | | | | | | | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|---|----|----|---|----|----|---|----|----|
| Sudbury | | | Y | | | | | | Y | | | | | | | | Y |
| Sunshine Coast | Y | Y | Y | | | Y | | Y | | | Y | Y | Y | | | | |
| Thunder Bay | | | Y | | | | | Y | | | | Y | | | | | Y |
| Toronto | Y | | Y | | | | | | | | | Y | | | | | |
| Truro | | | Y | | | | | | | Y | | Y | | | | | |
| UWC Montreal | | | | | Y | | | Y | | | | Y | | | | | |
| UWC Vancouver | | Y | | Y | | Y | | Y | | Y | | | | | | | Y |
| Vaughan | | | | | Y | Y | | | | | | | | | | | |
| Vernon | | | | | Y | Y | | | | | | Y | Y | | | | Y |
| Victoria | | | Y | | Y | | | | | | | | | Y | Y | | |
| Welland and District | | | Y | | | Y | Y | | | | | | | Y | | | Y |
| West Vancouver | | | Y | | | Y | | Y | | | | Y | | | | | |
| Weyburn | | | | Y | | Y | | | | | | | | | | | |
| White Rock/Surrey | | | | | Y | Y | | | | | | Y | | | | | |
| Windsor | | | | | | Y | | | | | | | | | | | |
| Winnipeg | Y | Y | Y | | | | | Y | | | | Y | | | | | |
| Wolfville | Y | Y | Y | Y | | Y | | | | Y | | | Y | | | Y | |
| Yorkton | Y | Y | | | | | | Y | Y | | | Y | Y | | | | Y |
| Totals | 32 | 27 | 48 | 18 | 27 | 48 | 11 | 37 | 6 | 14 | 28 | 7 | 47 | 21 | 5 | 16 | 27 |

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Appendix 6 (From Community Outreach)

Table 4.13: The presence of CFUW Clubs at local university or college campuses (from comments of Table 4.11)

| Comments: The presence of CFUW Clubs at local university or college campuses |
|--|
| 5 comments re location including: Not close to any institutions, on an island(1), not located near a university or college(1), No universities in our area, just small satellite college (1), No universities nearer than Moncton and Sackville(1), Have no local university but have Algonquin College and some of our award winners have attended this college(1) |
| 4 description of "Faculty/staff speak at some Club functions" including: Nell Redley (Sr Development Officer) spoke re focus of new University of Oshawa (University of Ontario Institute of Technology)(1), faculty/staff have spoken before but not recently(1), many of aging members were faculty or spouse's of, have had faculty speak(1), Many of monthly speakers are from university(1) |
| 3 description of "Free space has been provided for functions or meetings" including: Acadia University provides free space for Book Sale Committee to sort, mark and store books in preparation for annual sale (1), Local university provides free space for club to conduct interviews as part of bursary program (1), Stonehaven Manor provides us with free meeting room for general meetings(1) |
| 12 additional comments with one response for each were recorded and are found in Table 4.14 below. |

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Appendix 7 (From Community Outreach)

Table 4.14: Additional comments on the presence of CFUW Clubs at local university or college campuses (from comments of Table 4.11, mentioned once each)

12 additional comments for presence of CFUW Clubs at local university or college campuses (mentioned once each)

Advocating for a new Education Village to be built in our community, Sir Wilfred Laurier U may establish a campus in our town.

Our staff at the college that are members have since retired from the college but have a good connection there still

Connect through use of Faculty Twitter and club's Twitter

Description of scholarship/bursary funds including: provided scholarship amounts(1)

Many members belong to group having weekly seminars at Selkirk College (Learning in Retirement)

Oakville sponsors a mentorship of journalism student at Sheridan College and she has written up our events for publicity outlets

Discussing potential strategies to forge better and ongoing connections with local university (VIU)

Very low visibility, gradually increasing

Has 2 members who are on faculty at Western

Club generally not supported by faculty at university or community college

Didn't find question clear (re members on faculty, yes, but not there on behalf of CFUW

Description of "Club members attend functions to represent CFUW" including: Attend the University dinners for bursary sponsors (1)

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Appendix 8:

CFUW 2012-2013 Club membership figures

| Club Name | Degree | Non-Degree | Student | Total |
|------------------------------|--------|------------|---------|-------|
| AFDU Québec | 33 | 0 | 1 | 34 |
| CFUW Abbotsford | 48 | 10 | 0 | 58 |
| CFUW Ajax/Pickering | 28 | 0 | 0 | 28 |
| CFUW Aurora/Newmarket | 227 | 0 | 0 | 227 |
| CFUW Barrie and District | 44 | 1 | 0 | 45 |
| CFUW Belleville and District | 153 | 0 | 0 | 153 |
| CFUW Brampton | 17 | 1 | 0 | 18 |
| CFUW Brantford | 89 | 3 | 0 | 92 |
| CFUW Burlington | 140 | 0 | 1 | 141 |
| CFUW Calgary | 110 | 0 | 0 | 110 |
| CFUW Calgary North | 57 | 0 | 0 | 57 |
| CFUW Cambridge | 52 | 3 | 0 | 55 |
| CFUW Cape Breton | 18 | 0 | 0 | 18 |
| CFUW Charlottetown | 10 | 0 | 0 | 10 |
| CFUW Chatham/Kent | 28 | 0 | 0 | 28 |
| CFUW Comox Valley | 35 | 2 | 2 | 39 |
| CFUW Coquitlam | 37 | 5 | 0 | 42 |
| CFUW Corner Brook | 13 | 0 | 0 | 13 |
| CFUW Cornwall and District | 61 | 0 | 0 | 61 |
| CFUW Cowichan Valley | 60 | 5 | 0 | 65 |
| CFUW Cranbrook and District | 11 | 0 | 0 | 11 |
| CFUW Dartmouth | 30 | 4 | 0 | 34 |
| CFUW Edmonton | 117 | 0 | 3 | 120 |
| CFUW Estevan | 7 | 0 | 0 | 7 |
| CFUW Etobicoke | 282 | 8 | 0 | 290 |
| CFUW Fort McMurray | 0 | 0 | 0 | 0 |
| CFUW Fredericton | 27 | 1 | 0 | 28 |
| CFUW Georgetown | 85 | 13 | 0 | 98 |
| CFUW Grimsby | 32 | 0 | 0 | 32 |
| CFUW Guelph | 166 | 1 | 3 | 170 |
| CFUW Haliburton Highlands | 42 | 4 | 0 | 46 |
| CFUW Halifax | 40 | 0 | 0 | 40 |
| CFUW Hamilton | 94 | 0 | 0 | 94 |
| CFUW Kanata | 94 | 10 | 0 | 104 |

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| | | | | |
|-------------------------------|-----|----|---|-----|
| CFUW Kelowna | 73 | 2 | 0 | 75 |
| CFUW Kent | 9 | 2 | 0 | 11 |
| CFUW Kincardine | 21 | 0 | 0 | 21 |
| CFUW Kingston | 37 | 0 | 0 | 37 |
| CFUW Kitchener/Waterloo | 235 | 1 | 0 | 236 |
| CFUW Leaside/East York | 78 | 10 | 0 | 88 |
| CFUW Lethbridge | 25 | 0 | 0 | 25 |
| CFUW London | 44 | 0 | 0 | 44 |
| CFUW Markham/Unionville | 102 | 0 | 0 | 102 |
| CFUW Milton and District | 44 | 4 | 1 | 49 |
| CFUW Mississauga | 205 | 0 | 0 | 205 |
| CFUW Moncton | 46 | 0 | 1 | 47 |
| CFUW Montreal South Shore | 63 | 8 | 0 | 71 |
| CFUW Muskoka | 60 | 3 | 0 | 63 |
| CFUW Nanaimo | 124 | 6 | 1 | 131 |
| CFUW Nelson and District | 47 | 0 | 1 | 48 |
| CFUW Nepean | 31 | 0 | 0 | 31 |
| CFUW New Westminster | 8 | 0 | 0 | 8 |
| CFUW Niagara Falls | 61 | 3 | 1 | 65 |
| CFUW Norfolk | 14 | 0 | 0 | 14 |
| CFUW North Bay | 58 | 5 | 0 | 63 |
| CFUW North Delta/Surrey | 11 | 0 | 0 | 11 |
| CFUW North Toronto | 135 | 0 | 0 | 135 |
| CFUW North Vancouver | 59 | 2 | 0 | 61 |
| CFUW Northumberland | 96 | 8 | 0 | 104 |
| CFUW Oakville | 226 | 0 | 0 | 226 |
| CFUW Orangeville and District | 102 | 0 | 0 | 102 |
| CFUW Orillia | 68 | 7 | 1 | 76 |
| CFUW Oshawa and District | 67 | 0 | 0 | 67 |
| CFUW Ottawa | 477 | 24 | 2 | 503 |
| CFUW Owen Sound and Area | 53 | 5 | 0 | 58 |
| CFUW Parksville/Qualicum | 74 | 9 | 0 | 83 |
| CFUW Perth and District | 103 | 0 | 0 | 103 |
| CFUW Peterborough | 62 | 0 | 0 | 62 |
| CFUW Pictou County | 4 | 0 | 0 | 4 |
| CFUW Portage la Prairie | 14 | 0 | 0 | 14 |
| CFUW Prince Albert | 10 | 0 | 0 | 10 |
| CFUW Prince George | 33 | 0 | 0 | 33 |
| CFUW Regina | 64 | 4 | 0 | 68 |
| CFUW Renfrew and District | 24 | 0 | 0 | 24 |
| CFUW Richmond | 81 | 1 | 0 | 82 |

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| | | | | |
|------------------------------|-------------|------------|-----------|--------------|
| CFUW Saanich Peninsula | 81 | 0 | 0 | 81 |
| CFUW Saint John | 60 | 0 | 0 | 60 |
| CFUW Salt Spring Island | 71 | 3 | 0 | 74 |
| CFUW Sarnia/Lambton | 80 | 0 | 0 | 80 |
| CFUW Saskatoon Inc | 77 | 0 | 0 | 77 |
| CFUW Saugeen | 17 | 0 | 2 | 19 |
| CFUW Scarborough | 61 | 2 | 0 | 63 |
| CFUW Sherbrooke and District | 91 | 12 | 0 | 103 |
| CFUW South Delta | 59 | 0 | 0 | 59 |
| CFUW Southport | 68 | 3 | 0 | 71 |
| CFUW St. Catharines | 232 | 0 | 0 | 232 |
| CFUW St. John's | 95 | 0 | 0 | 95 |
| CFUW St. Thomas | 38 | 0 | 0 | 38 |
| CFUW Stratford | 70 | 3 | 0 | 73 |
| CFUW Strathcona County | 14 | 0 | 0 | 14 |
| CFUW Sudbury | 104 | 0 | 3 | 107 |
| CFUW Sunshine Coast | 62 | 0 | 0 | 62 |
| CFUW Thunder Bay | 53 | 0 | 0 | 53 |
| CFUW Truro | 26 | 0 | 0 | 26 |
| CFUW Vaughan | 22 | 0 | 0 | 22 |
| CFUW Vernon | 38 | 1 | 0 | 39 |
| CFUW Victoria | 237 | 0 | 1 | 238 |
| CFUW Welland and District | 56 | 3 | 0 | 59 |
| CFUW West Vancouver | 78 | 0 | 0 | 78 |
| CFUW Weyburn | 6 | 0 | 0 | 6 |
| CFUW White Rock/Surrey | 108 | 2 | 0 | 110 |
| CFUW Windsor | 20 | 0 | 0 | 20 |
| CFUW Wolfville | 59 | 2 | 0 | 61 |
| CFUW Yorkton | 27 | 0 | 0 | 27 |
| Montreal Lakeshore UWC | 194 | 6 | 0 | 200 |
| UWC Montreal Inc. | 102 | 5 | 0 | 107 |
| UWC of North York | 213 | 0 | 0 | 213 |
| UWC Toronto | 61 | 11 | 0 | 72 |
| UWC Vancouver | 338 | 20 | 0 | 358 |
| UWC Winnipeg | 138 | 9 | 0 | 147 |
| Total | 8491 | 257 | 24 | 8,772 |

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Appendix 9: What we have learned from the whole CFUW Survey-New Beginnings

Fundraising for Scholarships and Bursaries:

- 100 Clubs engage in fundraising for scholarships and bursaries and at least two of the other three Clubs have sizeable investments to provide scholarships.
- The most popular fundraisers (from the check off options) are: book sales, raffles/tickets, auctions, luncheons and dinners, lectures or presentations, art or musical shows, and house tours.
- 55 Clubs also engaged in 81 other fundraisers
- Individual Clubs are listed for each type of fundraiser and this information is accessible in the full report on the CFUW admin website.
- 90 Clubs have a scholarship or endowment fund.
- More scholarship investment funds are managed by Clubs than by any other group.
- 40 Clubs manage/invest all their funds while 18 have the institutions receiving the scholarships doing all of this.
- 17 Clubs have some funds managed/invested by the receiving institutions and some by the Club.
- 16 Clubs have other arrangements for investing their funds.
- 1 Club has another arrangement for some funds while other funds are managed/invested by the receiving institutions.
- 24 of the 29 respondents continue to contribute to funds being managed/invested by the receiving institution.
- Of the 90 Clubs who have scholarship investments 79 are not planning any change in their investment arrangements.
- 70 Clubs report having received bequests from their members or donations in their memory.
- 22 Clubs report receiving other sizeable donations that are not bequests or in memoriam.
- For bequests and in memoriam donations the amount of the fund that has been specified by donors to be directed toward scholarships is (out of 68 respondents): All: 55 (80.88%), Some: 10 (14.71%), and None: 3, (4.41%)
- For donations that are not bequests or in memoriam, memoriam the amount of the fund that has been specified by donors to be directed toward scholarships is (out of 22 respondents): All: 18 (81.82%), and Some: 4 (18.18%).
- Fewer Clubs budgeted for a Charitable Trust donation in 2012-13 than in 2011-12. (25.24% to 21%).
- Slightly fewer members were thought to have contributed to the Trust in 2011-12 than in 2011-12; (33% to 32%).
- Clubs with more members are slightly more likely to have contributed to the Charitable Trust.

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- Clubs noted that they also contribute to the Charitable Trust through the École Polytechnique donation, attendance at the Trust Breakfast at the AGM, and through donations to the AGM Boutique.

Membership:

- Club numbers are declining, and Clubs' perceptions are more optimistic than the reality.
- Although club responses indicated that large and small clubs are losing members at about the same rate, the actuality is that smaller clubs are losing members at twice the rate of larger clubs.
- The main challenges to membership recruitment and retention are:
 - Aging membership
 - Many other clubs and activities available
 - Cost of dues, especially for older women and immigrants
 - Demographics
 - Access to other groups focused on younger women
 - Too few interested people in the area
 - Our image/name (elitist, old ladies, only about education, only for University grads)
 - CFUW seen as part of the local university/college
 - Visibility (people don't know we exist, CFUW acronym not easily recognized)
 - Lack of time for working mothers
 - Lack of relevance to younger women
- The most common recruitment strategy is asking members to bring a friend with recruitment strategies being fairly similar between Clubs of all sizes.
- Having a website and a variety of interest groups were the most common strategies mentioned in the comments.
- The current recruitment strategies are not sufficient to attract new members.
- Six clubs answered that they pursue none of the listed options for membership recruitment, all of them clubs with less than 64 members.
- Smaller clubs often have limited resources for recruitment, the problem increasing as Club members age.
- Smaller clubs are more likely to report recruitment challenges.
- The majority of Clubs are now accepting non-degreed members with the number reported being more than the number registered at National Office.
- Most Clubs would welcome more non-degreed members than they currently have.

Advocacy:

- Although Clubs are certainly engaging in advocacy work certain Advocacy issues are proportionally addressed more often depending on how many members a Club has.
- Clubs with fewer than 64 members report addressing/discussing advocacy issues slightly less than Clubs with greater than 64 members.
 - Overall, Clubs' attention to the most frequently occurring issues (Poverty,

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- Housing or Homelessness, Local Issues, Education and Childcare/Children) appears fairly even across CFUW Clubs regardless of size.
- Attention to the less frequently occurring issues (Democracy, Energy, Aboriginal Issues and Full Accessibility for Persons with Disabilities) appears to be more prevalent with Clubs with greater than 64 members.
 - The majority of Clubs in 2012-2013 indicate addressing/discussing between two and seven advocacy issues.
 - About 2/3 of Clubs indicate having a committee that deals with issues and advocacy with the majority of these reporting to the Club Executive.
 - Differences were noted on Club interactions to address advocacy Issues with different levels of responsibility of elected members:
 - More Clubs met with their Municipal elected members than with Provincial or Federal elected members.
 - More Clubs write letters to Federal members than write letters to Provincial or Municipal elected members. This may be reflective of the fact that template letters were provided by National office for some federal issues.
 - There is less interaction with School Boards overall but this interaction is slightly more from smaller clubs. Those Clubs were also active with addressing other Advocacy issues.
 - Having a group in place such as an Advocacy Committee or other sub-committee of the Club Executive is particularly relevant for Club events relating to an election.
 - Differences in Advocacy Issues addressed were seen between meetings held with elected members, letters sent to elected members and Public Forums/All Candidates Meetings:
 - In meetings with elected members, the most prevalent topics discussed were Poverty, CFUW AGM Resolutions and Justice followed by Local Issues, Housing/Homelessness, Environment and Child Care.
 - In letters sent to elected members, the most prevalent topics referenced were Gun Control, Bill C-400(National Housing Strategy), CFUW AGM Resolutions and Healthcare followed by Justice, Local Issues and Affordable Housing.
 - At Public Forum/ All Candidates' meetings, issues around the election were most popular followed by Women's Issues.
 - Many of the letters to elected members target specific bills and justice issues possibly demonstrating that CFUW's advocacy template letters are effective.
 - Approximately half of CFUW Clubs are working in partnerships or coalitions.
 - All CFUW advocacy tools were seen as useful by a large majority of Clubs with the exception of the template press releases circulated through Week in Review where half found them useful.
 - There is a significant international involvement especially in the area of advocacy by CFUW Clubs.
 - Aspects of CFUW's membership in IFUW were perceived as valuable by the majority and approximately half reported aspects of UNCSW connection as valuable.

Community Outreach:

- 88 Clubs of the 103 responding Clubs participate in Community Outreach projects.
- The total number of projects from the response options of **Table 4.1** is 211, an average of 2.4 projects per Club. (This is when *other* is counted as one entry per responding Club.)
- The most frequently recorded categories of projects are

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- Projects to help alleviate homelessness/poverty or hunger; and Education projects;
- Projects related to violence prevention;
- Projects related to health/wellness; and Literacy projects
- Artistic projects.
- Clubs are involved in a wide variety of projects related to each of the five categories noted above.
- Both large and small Clubs participated in community outreach. In most cases there was little difference in the participation rate.
- The participation rate was slightly higher for Clubs above the Club median size for two projects: Projects to help alleviate homelessness/poverty or hunger and Projects related to violence prevention.
- 87 Clubs are involved in partnering with other community groups on an ad hoc or ongoing basis.
- 208 partnerships occur among 87 Clubs resulting in an average of 2.4 partnerships per Club. (This is when *other* is counted as one entry per Club responding to that option.)
- Partnering that occurs most often relates to shelters for women/children, Women's Advisory groups or councils, Libraries, and Grandmothers to Grandmothers and the YW or YMCA.
- Seven Clubs partner with Social Services, six with the local police or fire departments, and five with Breaking Bread for Afghanistan.
- Clubs also partner with 16 other community groups with a participation rate of two to four Clubs per group, and with 19 other groups with a participation rate of one Club for each group.
- The information on a Club by Club tabulation for community Outreach and Partnerships shows
 - 83 Clubs reported a Club presence on their local university or College campuses with 68 being recognized for their CFUW scholarships or bursaries.
- Other evidences of a CFUW presence in descending order were:
 - Faculty/staff speak at some Club functions,
 - Club members attend functions to represent CFUW,
 - Club members are on the faculty or staff or committees, and
 - CFUW functions are listed/promoted on their websites
- Six other examples of a CFUW presence were noted once each
 - CFUW members act as tutors or mentors,
 - A Learning in Retirement program,
 - Supporting the University's Art/Culture activities,
 - The status Quo film showing,
 - Club newsletter is distributed to the alumni organization, and
 - Club newsletter is distributed to the endowment office.

Communications and Technology:

- It is important, as CFUW is moving forward, that our communications tools take into account the limitations of members' use of the tools available.
- Clubs use a variety of solutions to make information available to members who do not use the computer.
- The role of Club executives and RDs is very important and ensuring that lines of

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communication are well established with these groups is important.

- Few members use social media tools such as Facebook, Twitter and LinkedIn; there is some use of mobile devices such as cell phones to access cfuw.org
- Clubs have taken a number of steps to increase computer literacy amongst members, and the majority feel that this is best undertaken by local Clubs.
- There is some interest in online tutorials being provided by CFUW for such things as Facebook, website navigation and safety on social media.
- There was some interest (about 62%) in Regional supports for computer literacy training.
- Most members who access the CFUW website do so in a variety of ways; either as a result of an email sent from the Club (87%) or directly from the website (85%) or via the RD or Club Executive (70%).

Affinity Programs:

- Clubs need very accessible material in order to promote the affinity programs.
- The financial benefits of the CFUW Affinity Programs need to have increased visibility. The connection to the Clubs needs to be strengthened, perhaps with Clubs incentive programs.

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Appendix 10: Recommendations from the whole CFUW Survey-New Beginnings

Fundraising for Scholarships and Bursaries:

CFUW National Office:

Address the strategic aim of supporting Clubs in their scholarship programs:

1. Provide AGM workshops on fundraising, particularly the more popular events.
2. Provide on line webinars on fundraising to reach more members than those attending AGMs.
3. Facilitate Club access to information on fundraising especially from Clubs of comparable size.
4. Provide AGM and on line webinars on investing money to support scholarships.
5. Provide follow up stats to Clubs in the future about fundraising and investment of funds.
6. Provide avenue for sharing success stories in fundraising amongst Clubs and from each province.
7. Reorganise our profiling of CFUW activities – really build on that aspect of what we are doing, how many women we affect. Scholarships are a ‘tag-along’ in our communications activities – they should be a cornerstone.

Address the strategic aim of strengthening the effectiveness of National Fellowship programs:

8. Embark on a PR initiative to raise awareness of the Charitable Trust program amongst the membership.
9. Develop a plan to increase the funds in the Charitable Trust and share this plan with the membership.
10. Provide AGM workshops and on line webinars to increase awareness of the Charitable Trust and offer Clubs options to support the Charitable Trust.
11. Start a national project called tracking our scholarships just to see where the women we have supported have gone and the contributions that they have made.

Local CFUW Clubs:

12. Take advantage of the extensive Club information on fundraising and seek more information from clubs of similar size to improve on their own fundraising efforts.
13. Ensure that all public promoting of CFUW fundraisers keeps a focus on the link with scholarships and bursaries.
14. Profile women who have been awarded your Club scholarships and bursaries. (The consistency of Clubs in supporting scholarships and bursaries and their importance suggests that we need to reorganise our profiling of CFUW activities – really build on that aspect of what we are doing, how many women we affect. Scholarships are a ‘tag’ along’ in our communications activities – they should be a cornerstone).
15. Consider forming partnerships to help with some of the work of fundraising.

Membership

CFUW National Office:

1. Adapt the organization to the changing world, and the different needs of our two main target members: younger and recently retired women.

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2. Develop a stronger on-line presence, with a virtual Club and more web-based material such as webinars for a broader reach. The virtual Club could include web-based discussion groups and access to on-line seminars which could be valuable resources for regular Clubs and especially for smaller Clubs and those in rural areas.
3. Increase the focus on recruitment and retention initiatives for Clubs, especially smaller Clubs.
4. Develop more training sessions on recruitment and retention and include follow-up on the recruitment initiatives undertaken.
5. Determine the reason for inaccurate reporting of non-degreed members and provide both clarification of membership categories and requirements to the Clubs as well as clarification of reporting instructions on the Admin website.
6. Provide a clear message in our brochures, etc. explaining our current membership policy.
7. Provide information for Clubs and members on how to communicate membership policy information when talking about CFUW.

Local CFUW Clubs:

8. Encourage Clubs, especially smaller Clubs, to focus on membership recruitment and retention initiatives on an ongoing basis.
9. Be visible (Get the Club's name out in the community)
10. Get a website (A static page is better than no website)
11. Be accessible (Invite the public to meetings & events. Have meetings at a public location, and not just during the day)
12. Use more than one recruitment strategy
13. Be interesting (Have a variety of interesting events, programs and interest groups)
14. Be welcoming (Retention is equally important. Involve new members in interest groups, etc.)

Advocacy

CFUW National Office:

1. Encourage Clubs to emphasize working towards CFUW's purpose: "Advocate for the advancement of the status of women, human rights and the common good locally, nationally and internationally".
2. Address CFUW's strategic aim "Increase the effectiveness of CFUW's advocacy role and extend our impact through partnerships" through:
 - a. Development of training initiatives to assist Clubs in addressing Advocacy Issues at the local level.
 - b. Development of support initiatives specific to smaller Clubs to assist them in addressing Advocacy Issues with small membership numbers.
 - c. Provision of training initiatives on the development of community partnerships and coalitions.
3. Encourage all Clubs to have committees that deal with issues/advocacy providing guidelines and support for their operation.
4. Study further the focus of partnerships or coalitions related to Advocacy and the benefits to the other organizations involved, to the community and to CFUW Clubs.
5. Continue with the provision of the following advocacy tools to support Clubs in their Advocacy role: Post AGM advocacy package, Action Alerts in Week in Review,

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Template letters on various topics and Advocacy Highlights in CFUW News and Updates.

6. Investigate further the use of template press releases by Clubs to determine reasons for their more limited use or other more appropriate tools or actions.
7. Enhance the information provided to Clubs concerning CFUW's role with UNCSW and membership in IFUW and its relation to CFUW's purpose.

Local CFUW Clubs:

8. Establish a committee within your local Club to deal with Advocacy issues at the local and national levels.
9. Increase membership awareness of advocacy issues by regularly updating them on issues within your community and at the National level utilizing the advocacy tools as provided from National Office.
10. Establish Advocacy as an important role within your local Club determining priority issues to address in your community.
11. Look at establishing partnerships/coalitions with other community groups to address advocacy issues at the local level.
12. Increase visibility in your community on advocacy issues being supported by CFUW including interacting with elected members.
13. Look to other Clubs of similar size to help with addressing Advocacy Issues at the local Club level by utilizing the detailed Club by Club information provided in this survey. (Any Club can contact any other Club to discuss Advocacy Initiatives using the contact information in the CFUW Directory at cfuwmembership.org.
14. Look to National office to support your local Club in Advocacy Initiatives including information on specific issues, interacting with elected members as well as partnerships and coalitions with community groups.
15. For Clubs wanting to hold Public Forums/All Candidates' meetings, plan well in advance of the election call. Consider meeting nominated candidates, getting them acquainted with CFUW, and having plans in place with them for a CFUW organized Forum once the election is called or holding a Forum prior to an election call.

Community Outreach

CFUW National Office:

1. Highlight the contribution of Clubs in the area of Community Outreach in CFUW communications e.g., in the Communicator.
2. Include Community Outreach suggestions in the follow-up to AGM resolutions when applicable
3. Collate suggestions on processes for initiating worthwhile partnerships with communities that are of mutual benefit and or of significant benefit to another group
4. Encourage Clubs to continue engaging in Community Outreach
5. Initiate online Club discussion groups about Community Outreach

Local CFUW Clubs:

6. Check the list of Community Outreach projects for those that might have some applicability to their Clubs. Clubs having experienced these projects may be contacted for further details. (For contact information see online CFUW Directory)
7. Explore Partnerships as a way to achieve goals that may be beyond those of a single

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Club.

8. Continue engaging in Community Outreach projects and utilize the media and their own websites to increase the visibility of the Club/ and the Community Outreach projects
9. Record the perceived benefit of their Outreach Program to the Community, to other involved groups and to the Club.
10. Promote CFUW and CFUW membership in their interactions with the Community where appropriate
11. Have materials about their Club for distribution to other Community groups.
12. Investigate having a link to the Club website from other Community groups involved in the Club's Community Outreach or Partnering.
13. Inquire about having a link to the Club website from the closest Universities and Community Colleges, especially those receiving CFUW scholarships.

Communications and Technology

CFUW National Office:

1. Make better use of the Club newsletters with articles specifically for them being provided from CFUW National Office.
2. Design tools (CFUW National Office) especially for Club websites and e mail use.
3. Compile a central list of Club newsletter editors and webmasters and make communications tools available to them.
4. Develop instructions on the use of and how to navigate the CFUW websites
5. Develop a Facebook `how to`.
6. Develop a protocol for sending files that ensures they are accessible.
7. Provide articles on web safety.
8. Undertake a review of CFUW Communications tools to assess response to members` needs.
9. Develop a stronger CFUW profile with PR supports for Clubs to use.
10. Provide funding for regional computer training initiatives.

Local CFUW Clubs:

11. Offer a Communications technology interest group to provide access to the members to newer communications systems

Affinity Programs

CFUW National Office

1. Develop a multifaceted promotional campaign by CFUW National Office with newsletter articles, splash page graphics that Clubs could use with their newsletters/websites, flyers that were made widely available, regular reminders in all communications material – perhaps developing a tag line.

Appendix 11: Questions used in CFUW Survey- New Beginnings

Section 1: Funding for Scholarships and Bursaries

- 1 Check all the ways your Club fundraises for scholarships/bursaries. (See response options in **Table 1.1**)
2. Does your Club have a scholarship or endowment fund?
3. If you answered "yes" to the last question which response describes who is responsible for the investment/management of this fund? (See response options in **Table 1.6**)
4. If your fund is invested /managed by the institution(s) receiving scholarships/bursaries does your club continue to contribute to the fund?
5. Is your club planning any changes to your current investment arrangement(s) for scholarships or bursaries?
6. Has your Club received bequests from its members, or donations in their memory from their families or friends?
7. If you answered "yes" to the last question how much of the Total Clubs Responding amount was specified by the donor(s) to be directed towards scholarships or bursaries? (Response options were: all, some, none)
8. Has your club been the recipient of other sizeable financial donations that are not bequests and not in memory of someone?
9. If you answered "yes" to the last question, how much of the total amount was specified by the donor(s) to be directed towards scholarships or bursaries? (Response options were: all, some, none)
10. Check any that apply to financial support from your Club in the past year 2011-12 for the CFUW Charitable Trust for CFUW Fellowships. (See response options in **Table 1.11**)
11. Check any that apply to financial support from your Club in the current year 2012-13 for the CFUW Charitable Trust for CFUW Fellowships. (See response options in **Table 1.11**)

Section 2: Membership

12. Compared with your Club's membership number in 2007-08, the numbers for 2012-13 have: (Response options: increased, decreased, remained about the same)
13. Check any of the following that are membership recruitment or retention challenges for your Club. (See response options in **Table 2.2**)
14. Check any of the following that have been successful membership recruitment strategies in your Club. (See response options in **Table 2.4**)
15. Do you have non-degreed members in your Club?
16. When recruiting new members do you welcome non-degreed women as well as those with degrees?
17. The Membership Committee is looking for a recommendation for a suitable project that could be promoted as an "All-Canada CFUW Project". If your Club has had projects (not necessarily involving fundraising) that you would recommend, please list one or two below

Section 3: Advocacy

18. Does your Club have a committee that deals with issues and advocacy?
19. If you replied yes to the last question, does this committee report to your Club Executive on Advocacy plans and/or activities?
20. Check all of the issues that your Club is working on/tracking/discussing this year. (See response options in **Table 3.1**)
21. In the past two years, did your Club meet with any of your elected members at the Federal level, Provincial level, Municipal level or School Board level?
22. If you did meet with anyone (question 21), please give a brief list of issues discussed.
23. During the past 2 years have letters on specific issues been sent by your Club President to any of your elected members at the Federal level, Provincial level, Municipal level or School Board level?

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24. If you did send letters (question 23), please provide a brief list of issues referenced in your letter(s).
25. Were the template letters prepared by National office useful when composing your letters to your elected members?
26. Did your Club hold any Public Forums/All-Candidates' meetings on issues during the last 2 years?
27. If you answered yes to the last question, please list the main topics.
28. Check any of the following advocacy initiatives that your Club has undertaken during the past 2 years. *(See response options in Table 3.9)*
29. Check all of the following advocacy tools from National Office that have been/are useful to your Club. *(See response options in Table 3.19)*
30. Have your members been informed about CFUW's work with the United Nations' Commission on the Status of Women (UNCSW)?
31. If you answered "Yes" to the last question, check any of the following aspects of this UNCSW connection that are seen as valuable by your members. *(See response options in Table 3.21)*
32. Are the majority of your members aware that CFUW is a member of the International Federation of University Women (IFUW)?
33. If you answered "Yes" to the last question, check any of the following that are seen as valuable by your members. *(See response options in Table 3.23)*

Section 4: Community Outreach

34. Check any of the following types of community outreach projects in which your Club has been involved or which it has co-sponsored with community group(s) over the past 2 years. *(See response options in Table 4.1)*
35. Check any of the following community groups that your Club partners with on an ad hoc or ongoing basis. *(See response options in Table 4.5)*
36. Check any of the following that describe your Club's presence on your local university or college campus(es) *(See response options in Table 4.11)*

Section 5: Communications/Technology

37. Choose the percentage range that indicates the number of your Club members who are sent your Club information by email *(See response options in Table 5.1)*
38. For the following please provide an indication (estimate) of usage. *(See response options in Table 5.2)*
39. Do your members need some training to become more computer literate?
40. Check any of the following that indicate what your Club is doing to help your members increase their computer literacy. *(See response options in Table 5.4)*
41. What assistance if any could be offered from National Office to assist your Club in increasing computer literacy among your members?
42. Could technology sessions/workshops on specific topics (e.g., Facebook) at a Regional AGM and Conference, or at any regional gathering of Clubs, help your Club increase computer literacy among your members?
43. Check all the ways your members get information that is posted on the cfuw.org website. *(See response options in Table 5.8)*
44. Which new services, if any, would you like National Office to provide for your Club?

Section 6: Affinity programs

45. CFUW has affinity programs to supplement income from Club dues and provide added value to members. Have your members been made aware of these programs, such as the Personal Insurance?
46. What can National Office do to help your Club make your members more aware of affinity programs? if you cannot make suggestions, please write "none".