Project Description: Charity Website Exploration (OSI-CAN Saskatchewan)

*By **Brooklyn Coulson** (Digital Impact Officer, Saskatchewan Community Foundation), and **Julius Brown** (Executive Director, OSI-CAN Saskatchewan).*

Overview

Here at the Saskatchewan Community Foundation, we believe in facilitating Saskatchewan values, supporting local charities and developing our community so that our home is a more vital, strong, and fair place to live, work and play. We invest for the long-term with Legacy (endowment) Funds that focus on sustainable impact in our community. In addition to distributing grants to worthy causes throughout the year, we pool many visionary Saskatchewan citizens and organizations' donations – investing them together for a higher return. This allows donors to see their donations granted out to charities not just once, but year after year. It provides sustainable funding to the charitable sector for generations to come.

Another purpose of a community foundation is to provide a variety of supports to the charitable sector. This includes the charitable organizations who actively work to provide programming, services, and emergent relief to those in need within our communities. Through our most recent Vital Signs research, it was noticed that many charitable organizations don't have a cohesive and user-friendly website. Having a strong online presence is crucial for these organizations to communicate their programs/services and calls to action. Unfortunately, most do not have the capacity or resources to put towards updating and upgrading their websites.

The Challenge

Traditionally, charitable organizations operate large scale projects, programs, and services while trying to use what limited resources they have; they try to make the largest community impact in the most efficient way possible. Often, this means organizations operate with small teams and have their employees wear multiple hats. Funding can be competitive and is often restricted to being used only for the programs and projects identified by a specific funder. As a result, charities don't have the flexibility to spend precious time or money on strategy building – even though this would have long-term benefits to their ability to serve the community.

The proposed solution is provide registered charities within Saskatchewan the opportunity to update their website and technology infrastructure in a sustainable way, with minimal cost to the charity, whilst simultaneously ensuring that they will be able to continue to maintain that website so long as they continue to operate. Through this collaborative partnership between the Foundation and the University of Regina, students can explore different ways to update the designs of a charity's website, and attempt to solve unique pain points experienced by both the charity and their users.

The Opportunity

As part of course-based learning activities, to work alongside the Community Foundation, OSI-CAN Saskatchewan, and Reach Autism Learning in exploring new and innovative web designs that allow these charities to efficiently and effectively communicate their organizations mission/vision/values, their programming/services, and calls to action. High-level guidelines, principles, constraints, & assumptions include:

- **Design approach:** Design Thinking (Agile)/Fast Feedback Cycle
- **License:** Creative Commons Share & Share Alike (CC BY-SA 4.0)
- **Technology/Programming environment:** StoriesOnBoard (Tim/Adam will be creating user accounts), Figma, WordPress, Local by Flywheel, GitHub (public repository required)
- **Initial design notes**
    - *Basic website criteria*
        - Home page
            - Engaging and inviting
            - Place to highlight relevant and timely content
        - Contact Page
            - Includes various ways to engage with the charity (phone number, email, address, social medias, etc.)
        - Call to Action Page
            - Must have a clear call to action (to donate, or engage in other ways applicable)
        - About Page
            - Who the charity is, their mission/vision/values, other information about the charity (how they started, who makes up their staff/board, etc.)
        - Programs/Services
            - Should be able to communicate what programs/services the charity provides to the public
    - *Current website pain points to solve*

1911 Broad St., Regina, Saskatchewan S4P 1Y1
Telephone: (306) 751-4756 Toll Free: 1-877-751-4756
info@sscf.ca www.sscf.ca

Registered Charity No. 890271448 RR0001

- Make it clear that OSI-CAN support extends beyond Occupational PTSD, it also includes trauma not related to a person's employment
- Explore ways to organize and display their resources
  - Make sure to still differentiate OSI-CAN resources from additional resources
  - Make it easy to manage from a website maintenance standpoint
- Ways to effectively communicate programs/targeted information

1911 Broad St., Regina, Saskatchewan S4P 1Y1
Telephone: (306) 751-4756 Toll Free: 1-877-751-4756
info@sscf.ca **www.sscf.ca**

Registered Charity No. 890271448 RR0001