

Summarized Customer Notes

Team name: Bridging the Gulfs

Team Members:

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Non profit sector

- some just volunteers
- some have paid employees
- goal is not to make profit but to provide support
- sometimes receive government funding but usually goal is to give back
- usually support vulnerable populations

South Saskatchewan Community Foundation (SSCF)

- work as facilitator b/w charities and donors
- interest gained goes back to the community
- smart way of long term investing/giving back
- pool everything together
 - secures the fund but income earned will go back
- currently hold close to 100 mil investments
- returned over 6.5 mil back 2019
- 53 years returned 60 mil
- local org but has national backing/resources
 - Van, Edmonton, Winnipeg
 - these are usually municipal, but we are area/region based
 - everything Davidson south in Sask
- donations will give back to the community forever

Vital signs research

- deeply understand the local emergent needs
- vital signs community foundations of Canada (look up examples)
- guides how grants go to charities
- community members understand needs where they live
 - hone in on what their community needs rn
 - for everyone (businesses, individuals, volunteers, etc)
- 5 key issues
 - sustain rural communities

- attack drug abuse/addiction
- racism towards immigrants/indigenous
- safety in communities
- homelessness/affordable housing
- 6th added
 - mental health/wellbeing
- revamping approach to the report
 - 2019 report, maybe pull for dummy data sets
 - this example was conversation based
 - ours will be more quantitative based
 - Victor
 - 10 pages in and only now starting to get into some data
 - poke around other community reports
 - compare past/other examples
- lots of good info
 - however *LOTS* of info
 - have to invest in heavier reading (time)
- make it easier/quicker to digest
 - don't need to read the whole report to get the ideas
 - can dive deeper into topics they care about
- how can we bring the community in
- not always clear
 - what do we do with the info
 - here's the info, this is CLEAR what you (user) can do about it (volunteer)
 - NEEDS and the GAPS
 - this will be a tool for that
 - what is requested, what is available, and why do we give
- building the infrastructure
 - not necessarily the specific info
 - lots of places to get the raw data
- interactive online version to make more accessible to people
 - modular interactive platform
 - create now but it needs to be able to be built upon later/expanded in a few years
 - looks like this for the next 5-15 years ideally

Sustainable development goals

- United Nations developed
- 17 global goals
- goal to achieve by 2030
- very broad areas

- this report will show the progress of how local work is making an impact towards these goals
- consider these as filters perhaps
- align with these themes
 - how are we actually funding these themes based on the requests of charities

Why are we doing this

- impact our community for years
- increases the usefulness of the research data
- understand our community at a deeper level
- crucial **part of a call towards action**

What do we need to do

- interactive browser based experience
- responsive design (mobile, desktop)
- data that is easy to update
- easy way to filter data
 - some other old examples lack in this
 - focus areas
 - not sure what they are rn
 - examples: poverty, food security, education, racism, gender equality
 - choose the area of region
 - regina, south west, south east
 - end of term maybe
 - build upon this
 - 3 types of content
 - visual data
 - infographics
 - quick easy to understand community needs/gaps
 - like your 1 sentence/headline
 - impact stories
 - from charities, relating to data
 - empathy
 - connect viewer emotionally and personally to content
 - backup data with stories
 - video, written, audio content
 - long form written data
 - nitty gritty
 - info should be more meaningful at this point

- can be intimidating if this is delved into "first"
 - Like the setup up of previous reports
- info supporting the headline

How can we do this

- built on Wordpress using elementor
 - probably try to make something easy for them to implement
 - don't really have too much of a tech team to take raw css/html and make it work
 - builder not req
- can live directly on sscf.ca OR standalone website too
- web-based experience
- given
 - the visual stuff they prefer
 - fonts, color palettes

Primary users

- donors/charities
 - motivated by something that matters
 - issues
 - problems they're passionate about
 - very personal
 - if the impact stories are tied to data then they're more likely to participate
 - tangible connections
 - more one on one experience
 - put them in the shoes
- volunteers/community members (carryover customers here)
 - charities can come here to look for volunteers

Secondary users

- gov officials