ANNIVERSARY REPORT

TECH4GOOD

OTTAWA

We're bringing together Ottawa's
charitable and technology sectors to
build a community that helps us all do better.

ANNIVERSARY REPORT
OUR FIRST YEAR

TECH4GOOD OTTAWA

AND SO IT BEGINS...

It started as a Twitter conversation, naturally.

In March 2015, Holly attended the Nonprofit Technology Conference in Austin, Texas and the idea to bring a tech club to Ottawa was born.

The group was assembled and here we are with a year of programming and seven events under our belt.

> **Holly Wagg** @HollyWagg ⚙ Following
>
> Apparently Ottawa needs a tech club. @elijah is gonna help us out. Are you up for it? Cc @NTENorg #Ottawa #15NTC

These events have brought together people in the non-profit, tech and social enterprise communities in Ottawa and through them, we have:

- Networked and met cool new people
- Learned how to fail
- Shared stories
- Talked digital disruption
- Discovered how e-commerce can be a platform for fundraising
- Gained insight into how Google AdWords works
- Held a hack-a-thon to help 5 community organizations up their tech game

Having a successful first year and putting on these events would not have been possible without the support of our partners. They are amazing!

This anniversary report recaps Tech4Good Ottawa's first year, recognizes the people who have made it happen and looks ahead to another year of fun.

We hope to see you at a Tech4Good event soon!
- Tech4Good Ottawa Steering Committee

ABOUT US

HELLO MY NAME IS
TECH4GOOD OTTAWA

We are a team of marketers, fundraisers, web developers, board members, and everything in between. We're all learning from each other, all the time. That's something we wanted to bring to Ottawa on a wide scale.

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How many times have you stared at your database, or your website, or your email client, beyond frustrated. We've all thought it: "There has to be a better way."

We agree.

We think there is almost always a better way. In fact, we're betting someone already knows what that better way is. And best of all? We can introduce you.

That's the idea that Tech4Good Ottawa is built on. **We're bringing together Ottawa's charitable and technology sectors to build a community that helps us all do better**. We're linking up people from both sectors to create amazing partnerships. We're leading big-picture thinking about how tech and non-profit organizations can work together. We're helping NPO professionals get concrete skills from the cutting-edge of the tech world, and helping them actually put their ideas into practice.

Tech4Good Ottawa is a local chapter representing the Nonprofit Technology Network (NTEN), a membership organization of non-profit technology professionals. Members share the common goal of helping nonprofits use all aspects of technology more effectively. NTEN connects and educates on issues of technology use in nonprofits, and spearheads ground-breaking research, advocacy, and education on technology issues affecting the community. Tech4Good Ottawa is part of NTEN's Nonprofit Tech Club program.

We noticed that we knew people with problems, and people with solutions – but nowhere where they could find each other, especially outside of their own sector. Our goal is simple: to create the go-to community of practice in Ottawa for charities and technology to collide. We bring together both these groups and give them more ways to learn from one another. We help charities use technology to the max.

T4G OTTAWA BY THE NUMBERS

| **6** STEERING COMMITTEE MEMBERS | **7** EVENTS | **9** SPEAKERS | **270** ATTENDEES | **MANY, MANY** GLASSES OF CRAFT BEER & WINE | **COUNTLESS** SNACKS & TREATS |

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WHO ATTENDS?

➢ Areas of work: Marketing/Communications, Fundraising, IT, Client/Partner Management
➢ Diversity of sectors - nonprofit, for profit and social enterprise

EVENT RECAPS

Creating a Culture of Storytelling
July 7, 2015

We kicked off Tech4Good Ottawa's first-ever event with speakers from local charitable organizations. They shared why a culture of storytelling took their work to the next level. Then, they explored how to build that culture in your own org. We covered things like building the right team, using the right platforms, and crafting the right process.

Here's a quick overview of our speakers and what they had to say:

Anne Botman, Head of Content Development, Canadian Museum of Nature
- The museum's online presence includes a fully bilingual web site, blog, social media channels, and mobile apps. Anne shared the museum's strategies, including COPE (create once, publish everywhere) and getting experts to tell stories.

Conor Leggot, Web Content Producer, Students on Ice
- Students on Ice tells digital stories to share the journey of their students with people worldwide. Their stories come through blogs, websites, videos, pictures, and even songs! Students on Ice has changed and adapted with stories, and plans to expand their storytelling strategy even further.

Brendan Mullen, Director of Communications & Content, United Way Ottawa
- United Way Ottawa is a very active and well-known organization in Ottawa, with lots of campaigns. Brendan spoke about one specific campaign and how it succeeded, thanks to stories.

Also, Conor wrote a fantastic article that was published in September's NTEN Connect. It's a great read on "A Tradition of Digital Storytelling with Students on Ice."

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Starting from Scratch – Big Ideas From The Beginning
October 7, 2015

Caroline McNaught, Brand Manager at PageCloud (an Ottawa startup) showed us how they are disrupting the internet with a new way to design and create websites.

She also showed us how "good enough" and conventional approaches were abandoned in the pursuit of real innovation, solutions, and change. PageCloud is a product for which the greatest differentiator lies in the 'how' rather than the 'what.' That approach is what can set a good solution apart from a bandaid fix, and can set you apart from your competition. What if you could start from scratch? What if doing so wasn't so intimidating?

Speed Networking with a Purpose
November 10, 2015

Ottawa is a city full of great people doing incredible work. Meeting those people – especially if they're outside of your field – can be challenging. We saw great connections happen at our first two events, so we hosted an event dedicated to meeting new people, having great conversations, and tackling some common issues, including: Communications, Tech Platforms, Fundraising, Community Engagement, and an Open category.

Fundraising and E-commerce:
A (Surprise) Match Made in Heaven
February 17, 2016

54% of Canadians are shopping online at least once a month. It's a big audience – but it's one charities miss out on all the time.

While the private sector has kept up with tech-savvy online consumers, charities are often sentenced to a lifetime of playing tech catch-up. Not to mention that charities often don't have any products or services to "sell" to their donors. Sounds like a bad idea already – or is it?

In this session, we heard from Amanda Powell, Digital Fundraiser with the UN Refugee Agency. She showed us how a not-so-nimble charity used one of the leading e-commerce platforms to generate much-needed revenue during the largest refugee crisis of our generation.
Amanda's Slides for Fundraising and E-commerce: A (Surprise) Match Made in Heaven

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Kick Starting Your Google Ad Grant with Mark Hallman
March 30, 2016

So your organization has a Google Ad Grant. What's next? For those of us who weren't sure where to start or were feeling overwhelmed, Google Partner Mark Hallman patiently led us through each step of getting our AdWords campaigns off the ground.
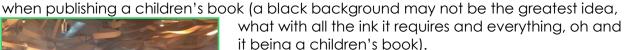
It was a thorough, hands-on working session and participants left feeling more confident with their ability to drive qualified search traffic to your website, and get the word about the awesome work you do to even more people!

Tech4Good Ottawa + FuckUp Nights
April 28, 2016

Sometimes, things just don't get your way. We get it. We've been there. Shit happens.

When things go wrong, do you keep it inside and never tell anyone? Nope. You learn from it. You decide to do better next time. And tell your friends about it over a beer, so they don't make the same mistake.

For this event we partnered with the Ottawa chapter of FuckUp Nights, the international movement of being honest about dropping the ball. Together we hosted a FuckUp Night with a non-profit twist. Our friends from the charitable sector, Habitat for Humanity and Child and Nature Alliance Canada shared some of the failures they've experienced (how about a direct mail piece, where each letter was addressed to Sarah) and what they learned in the process. We also heard from Thomas Girard about the many failures and lessons encountered when publishing a children's book (a black background may not be the greatest idea, what with all the ink it requires and everything, oh and it being a children's book).

While it wasn't so easy tracking down people who would stand up publicly and admit failure, it was well-worth the effort. It was an enlightening evening, where we learned that, ultimately, failing is okay and often leads to outcomes you couldn't have created in the first place.

Random Hacks of Kindness
June 24 – June 26, 2016

Random Hacks of Kindness is a hackathon for social good that brings together volunteer developers and tech-savvy do-gooders to work with charities, community groups and social enterprises.

Random Hacks of Kindness (RHoK) Ottawa is part of a global movement that organizes hackathons that bring together problem solvers, creative thinkers, and technologists for a weekend to bring technology solutions to challenges faced by charities, not-for-profits, and civic organizations. Over the course of a weekend, teams of volunteers bring their creative, technical, and problem-solving know-how to tackle and solve several of these challenges.

This year, hackers worked on projects for the following community organizations:
- BeeHive
- Care Canada
- Ten Oaks
- CISED
- Sens Foundation

For more info, check out: http://rhok.ca

SPONSORS

When you're building a community, it takes a whole lot more than just 6 people. Our goal with Tech4Good Ottawa is to bring as many people and organizations from the non-profit and tech sectors into the fold as we possibly can. We want to get people thinking together, and working together. It's a tall order, but we really believe it's worth doing.

That's a big part of why we work with community partners and sponsors for every single Tech4Good Ottawa event. We love putting the spotlight on local businesses whenever we can. It helps bring us all even closer together. Our community partners provide venues, catering, logistics, and speakers. They design events right alongside us. Our sponsors give us the budget we need to get each event off the ground.

If you've ever joined us for an event, you might recall that it was free to attend. It'll always be that way. We don't charge admission for Tech4Good Ottawa. It helps keep events open and accessible to everyone and anyone. And it's only possible because we have the support of the best partners and sponsors around.

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LOOKING AHEAD

We heard from attendees at Tech4Good Ottawa events over the past year and you've told us that you want to see more: networking, knowledge sharing, exposure to new ideas, learning & building skills.

Our programming line-up for the late Summer/Fall promises to deliver on all of the above. For a look at our upcoming events, visit: http://tech4goodottawa.ca/events/

Based on some of the other feedback we receive, we also hope to:
> up our tech game (it is in our name after all)
> host events in spaces that are conducive to networking and chatting (noisiness has been flagged as an issue at a couple of events)
> continue providing free-of-charge events with delicious food & drinks, courtesy of our local partners and sponsors

If you have an idea for an event, are looking to partner or speaker, please feel free to drop us a line at info@tech4goodottawa.ca.

ABOUT THE LOGO

Our logo was designed by the wonderful and talented Caroline Guindon.

If you run another Tech4Good chapter around the world, please feel free to use this logo.

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STEERING COMMITTEE MEMBERS

HOLLY WAGG
Digital Architect and
Philanthropic Counsel –
Good Works

BRETT TACKABERRY
Technical Director –
bv02

SARAH McKINNON
Development Officer,
Annual Giving & Direct
Marketing – Spinal
Cord Injury Ontario

ERICA WEBSTER
Communications
Officer – Centretown
Citizens Ottawa
Corporation

CHARLOTTE FIELD
Communications and
Marketing Coordinator
– Good Works

ERIN SEEGMILLER
Communications and
Admin Assistant –
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