



## PROJECT COLLABORATORS



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# Project Overview

## Co-creating a Community Well-being Framework with Manitoba Community Foundations

### WHAT IS THE PROJECT?

This project uses a community-based research approach, employing think-tank style sessions to investigate Manitoba community foundations' understanding of the Canadian Index of Well-being (CIW) and reflect on how a well-being framework can be leveraged within their operations, specifically on grant making and strategic initiative activities. These insights will be used to develop incremental ways community foundations can integrate the well-being framework in their operations, and inform how Endow Manitoba can provide support that enhances community foundations' capacity and leadership within their communities. These case studies and briefs on adapting the CIW to the community foundations' capacity and development level will provide best practices and strategies for how community foundations can positively impact well-being in communities, in Manitoba and across Canada.



The Canadian Index of Wellbeing (CIW) network is housed within the Faculty of Health at the University of Waterloo. This CIW Model was created by Information Orillia

## WHY IS THIS PROJECT IMPORTANT?

Community foundations play a critical role in community well-being in the Canadian context, especially considering declining government investments in rural communities and municipalities. Given these circumstances, community renewal and sustainability efforts have fallen to rural communities and external stakeholders like community foundations to lead change that will have a lasting impact on these communities. While community foundations play a key role in community building, especially in the rural context, there is significant diversity in asset base and human capacity within Manitoba's community foundations. Few operate with professional staff with many relying on a volunteer base to manage communication, steward donors, and respond to grant requests. The challenge for many community foundations is finding the ways and means to advance their organizational and operational capacities to plan and achieve social and economic impacts that enhance community well-being.

## WHO ARE THE RESEARCH PARTNERS?

Throughout the duration of this project, the Rural Development Institute will work in partnership with Endow Manitoba, a program of The Winnipeg Foundation dedicated to enhancing the sustainability, growth, and impact of Manitoba community foundations. RDI is pleased to welcome Courtney Feldman, Kevin Parsons and Alan Goddard from The Winnipeg Foundation who will share their experience and expertise working with community foundations in collaboration with community leaders. The team is eager to collaborate with Kara Gray of Gray Matter Insights. With a foundation in healthcare, economics, and public policy, Gray is channeling her expertise into CIW-aligned projects for community wellbeing, initiating partnerships with Manitoba community foundations such as the Winkler Community Foundation.

## WHAT IS RDI'S ROLE?

RDI's main activity in the project focuses on facilitating the research activities, data collection, and analysis of findings leading to the community foundation case studies. The RDI team will coordinate with Endow Manitoba on the knowledge mobilization of the research findings to academic and non-academic audiences, ultimately advancing the research literature on community foundations and contributing practicable recommendations for applying a community well-being framework.

## HOW IS RDI CONTRIBUTING?

RDI has considerable experience designing, executing, and reporting on research projects leading to case studies. This project builds on this expertise by including a community-based methodology in the research activities. RDI will assist Endow Manitoba in designing and implementing the study, engage the community foundations to gather data, and ensure the research is conducted ethically and responsibly. This project also builds on RDI's contributions to the 2020-2021 research project with Endow Manitoba. In this case, RDI will contribute its expertise on community capacity building and organizational development within the context of a community capitals framework to the discussion on how community foundations can leverage a well-being framework to enhance community impact.



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With partners in communities, agencies, and among academics and students, RDI continues to initiate new outreach activities, research, and learning options. These partnerships also contribute to addressing rural development issues and responding to development opportunities. The Institute builds on a strong history of collaborative activities while enhancing resource capabilities and programming. As a leading source of information on rural areas, RDI continues to deliver new knowledge of rural issues and helps create opportunities for vibrant rural communities and regions.