



## Northern Scoping Exercise

### United Way of Northern British Columbia – Community Development Institute at UNBC

#### An Important Partnership

The Northern Scoping Exercise is an important partnership for northern communities. The deliverables will assist communities and regional districts to better understand the social challenges and pressures faced by their communities and work within local partnerships to address those issues. Addressing social issues will have a direct impact on the economic stability, quality of life, and sustainability of northern communities. We wanted to make you aware of this project and ask you to play a role in it.

As communities work to diversify their economies, they need sufficient capacity to support new developments. Such capacity can help communities capitalize on opportunities. Social services help communities to cope with economic restructuring and transition. Without local social service providers, residents would have to cope with the additional burden of having to leave their home to access assistance. The relationships, partnerships and trust created through this process can lead to innovative ways for delivering services where they might otherwise not exist.

#### Information Collection

Information collected through the Northern Scoping Exercise will be garnered through Statistics Canada census information, with supplementary trend and forecast information from BC Stats. Building on that general census data, emerging issues and needs will be identified within clusters of communities across the service area. The focus will be on strategic topics aligned with the five pillars of the United Way of Northern British Columbia's Action Plan (successful kids, empowered families, involved seniors, healthy citizens, and supportive communities).

As a component of our expanding role in servicing the northern BC region, and in line with United Way's evolution towards an issues-based community impact organization, this project will be critical in present and future strategic planning, fundraising campaigns and community development investments in your area.

#### Emerging Issues and Outcomes

The emerging issues and needs will be identified through a series of local interviews and reviewed in focus group meetings with the United Way's regional advisory committees. Our intent is not to duplicate any other studies that have been conducted in this area, but rather to compliment and build on the information gathered, as well as develop and implement collaborative strategies with our community partners to address the issues. The Northern Scoping Exercise will pull all relevant information together into one comprehensive resource.

The outcomes of the research include socio-demographic data summaries for each municipality and regional district, and an issues/needs report for each of the identified clusters of communities within the United Way's service area. We hope to begin the project in the next few weeks, with final results provided in the spring of 2010.

#### United Way of Northern British Columbia

Formerly known as the Prince George United Way, we have changed our name to better reflect the vast area in which we provide services and the many communities in which we operate. We look forward to working more rigorously with you and other community leaders, volunteers, and regional and local agency partners, and to providing increasing measurable impact on issues of priority in your community and region. The Northern Scoping Exercise will help move all of us collectively towards this enhanced impact.

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The United Way's planned approach is a constant cycle of effort to ensure critical needs are identified, cooperative strategies are developed, and donations are invested in a way to have the greatest impact on the community.

To support our campaign in your workplace please call Prince George (250) 561-1040 • Fort St. John (250) 263-9266





### Community Development Institute at UNBC

The Community Development Institute at UNBC is interested in two fundamental issues for communities in northern BC: community capacity and community development. By undertaking research, sharing information, and supporting education outreach, the Institute is becoming a vital partner to communities interested in making informed decisions about their own futures.

The institute emphasizes the importance of capacity-building, collaboration, learning, and complementarity between UNBC research centres. Research that is undertaken balances academic credibility with practical relevance. Beyond research, the Institute is involved in outreach activities and serves as a conduit to expand and enhance local educational opportunities related to community development.

### Contact Information

You are welcome to direct questions or feedback to:

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**We** make a big impact.

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