



**PILLAR**  
nonprofit network





DAVID BILLSON &  
MICHELLE BALDWIN

Sometimes organizations grow through small, incremental changes that happen over months or years. Other times, organizations have rapid growth spurts that catapult them forward.

Pillar saw rapid growth in 2014 as the backbone of the Social Innovation Shared Space initiative. In August, we announced the acquisition of 201 King Street, officially launching London's own shared space for social innovation. We were proud to partner with Emerging Leaders, London Heritage Council and London Arts Council and have received tremendous support from our local community partners to advance the project. We are grateful for the contributions of our various partners and co-visionaries and for their dedication to the success of this significant change project for London.

We also enjoyed growth in our core programs and services and celebrated many successes: we were excited to welcome 800 attendees to the 2014 Pillar Community Innovation Awards to celebrate those making our community brighter; we had excellent participation from all three pillars of our community - nonprofit, business and government - at the Community Collaboration Forum; and we took the lead on the DiverseCity onBoard provincial program to change the face of leadership.

We are thankful for over 340 member organizations, over 20 Sustainers, and the many supporters who support our mission to strengthen the impact of the nonprofit sector.

On behalf of the Pillar Board of Directors and staff, we extend our sincere thanks to all of our supporters and our community for the great work being done to create transformational change for a vibrant, engaged and inclusive London.

David Billson, Board Chair  
Michelle Baldwin, Executive Director

FROM OUR BOARD CHAIR &  
EXECUTIVE DIRECTOR



## Pillar Community Innovation Awards 2014

Over 800 community members celebrated with us at the 8th annual Pillar Community Innovation Awards and were inspired by 12 outstanding finalists, chosen from individual and nonprofit, business and government sector nominations.

### 2014 Award Recipients

#### **Innovation**

100 Women Who Care

#### **Leadership**

Jeff Flesher

#### **Impact**

N'Amerind Friendship Centre - Community Liaison Program

#### **Collaboration**

London CARES

“ It was an honour to be at the Pillar Community Innovation Awards and take part in the energy and enthusiasm in the room. Congratulations on an excellent event and thank you so much for the good work you do on behalf of all Londoners. ”

Gerry Macartney  
London Chamber of Commerce

SHARE. INSPIRE. RECOGNIZE.

Platinum Sponsor - Libro Credit Union



We offered our first webinar series on Social Media. Participants received tips on LinkedIn, Facebook, Twitter and how to create the perfect post.

We held a special Volunteer Appreciation event at Aroma Mediterranean Restaurant to honour the many, many volunteers who support Pillar in our mission to strengthen the nonprofit sector.

Pillar staff donned superhero T-shirts and volunteered their superhero talents at the 2014 Special Olympics.



ChangeTheWorld Ontario Youth Volunteer Challenge engaged 2,202 London and Area youth who contributed 8,096 volunteer hours between April 6 - May 19. Their efforts had a significant impact within their communities and in support of the nonprofit sector.

As part of Western Continuing Studies Diploma in Not-for-Profit Management, Pillar engaged the next generation of nonprofit leaders by teaching a course on "Emerging Trends in Not-for-Profit Organizations".



We brought Vital Smarts' innovative Crucial Conversations training to our community to support individuals and small to medium sized organizations.

Pillar Consulting & Advisory Services worked with over 30 organizations on a wide array of projects ranging from strategic planning and board governance training to team-building and leadership coaching.

More than 150 business, public and nonprofit stakeholders convened for the third and final Community Collaboration Forum to interact with a cross-sector panel of community leaders.

Pillar surveyed local municipal election candidates and coordinated a Mayoral debate on London's nonprofit sector in preparation for the 2014 municipal election.





## Collaborating for Community Impact

Over the past three years, funded by the Ministry of Citizenship & Immigration, the Collaborating for Community Impact program has provided space for our community to consider how its businesses, educational and health institutions, nonprofits and government might collaborate in new ways to make our great city even better. We plan to carry on this important work through the Social Innovation Shared Space project and other initiatives.



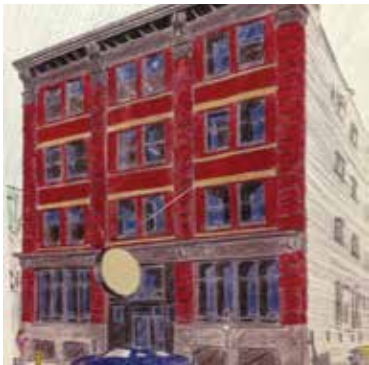
## Community Rolodex Project

Pillar Nonprofit Network and Goodwill Industries in collaboration with London Life are working to create, manage and share a community database of volunteer business advisors, mentors and contacts that will deliver support services to social entrepreneurs in London and area. This shared community-centric model will facilitate effective connections between advisors/mentors and entrepreneurs seeking supports.



## Social Enterprise Coaching and Advising

Pillar Nonprofit Network has become recognized as a leader in providing support to businesses with a social mission. We have assisted many entrepreneurs in achieving their goals, including Textbooks for Change who this year became the first social enterprise in London to be granted B Corporation certification and to be listed on the SVX - a local, impact-first platform connecting social ventures, impact funds and impact investors.



## Social Innovation Shared Space Sparking Social Innovation and Change

In August 2014, we announced the purchase of 201 King Street, soon to become a shared space for social innovation.

With Pillar Nonprofit Network serving as the backbone, working in partnership with Emerging Leaders, London Arts Council, and London Heritage Council, London's new shared space will offer 32,000 square-feet and four floors of private offices, desk clusters, private desks, a variety of flex-desk packages, communal meeting rooms, and open-concept social hubs which are specifically designed to generate conversation, cooperation and collaboration.

By bringing together nonprofits, social enterprises, social purpose businesses and entrepreneurs, a shared space and incubator will create a place for co-location, co-working, nurturing new ideas and fostering social innovation and positive social change.

“ A shared space for social innovation removes barriers for communication, provides lubricants for conversation, and fosters an environment where the friendly collision of ideas, resources and people can result in the activities, associations, and applications that is the stuff of a better tomorrow for all. ”

Adam Caplan  
Founder, Video Production Start-up [web.isod.es](http://web.isod.es)

In 2014 Pillar processed **344** nonprofit organization and individual memberships.

Over **1,600** people attended Pillar's professional development programs in 2014.

Pillar connected over **18,700** people to volunteer opportunities in London.

We provided service to and engaged over **82,600** individuals and organizations through our website and social media and mail, telephone and walk-in inquiries.

Our volunteers contributed **2,500** hours of their time in 2014.

London has over **1,800** nonprofits and charities.

**60%** of Londoners volunteer.

Value of contribution of London's volunteers is **\$672M** a year.



# DiverseCity onBoard

Effective  
**LEADERSHIP**  
for Modern  
Governance



## DiverseCity onBoard Program Changing the Face of Leadership

Pillar Nonprofit Network is excited to lead the DiverseCity onBoard provincial program. This award winning program was developed at the Maytree Foundation and is now housed at the Global Diversity Exchange, Ted Rogers School of Management, Ryerson University.

The DiverseCity onBoard program offers board matching and governance training to ensure that qualified candidates from visible minorities and under-represented groups are not excluded from positions of decision-making and influence.

This Ontario collaborative will seek, collectively, to make tangible and measurable change to the face of leadership in four of Ontario's largest and most diverse cities - Hamilton, Toronto, London, and Ottawa - by connecting qualified visible minorities and under-represented immigrants to agencies, boards, and commissions in the public and nonprofit sectors.

“ Our community's most effective, creative and innovative solutions come about when we seek out a diversity of thought, perspective, and experience. I believe that by enhancing diversity on boards, organizations can improve organizational performance and create a more prosperous community for everyone. ”

Andrew Lockie  
Chief Executive Officer, United Way London & Middlesex

WHAT'S NEW AT PILLAR?

This program is generously funded by:  
Ontario Trillium Foundation



## Why Admit Failure?

I recently came across a report by Dogwood Initiative called *Failing Forward*. It is a sixteen-page document akin to an annual report only instead of focusing on what went right, this report is a “systematic confession” disclosing the things that went wrong; a frank discussion of failure intended to build trust and catalyze a more transparent dialogue among nonprofits and their collective funders.

Pillar believes wholeheartedly that innovation and calculated risk-taking are essential to creating significant community impact. Being a role model for the nonprofit sector means being bold which inevitably leads to failing sometimes. Sharing our failures and learning from the times when things go wrong contributes to our creativity and success. It is with this in mind that we proudly share our learnings from our top failures this year.

Michelle Baldwin  
Executive Director

“Occasionally success is achieved on the first try, but more often, it requires a process of failing forward - it’s how we got the light bulb, the Model T and just about everything we now accept as a successful innovation. All of these required risk tolerance, a desire to innovate and transparency in sharing results.”

[admittingfailure.com](http://admittingfailure.com)

## Kingsmills: From Setback to Success

After several months of public promotion, planning and due diligence, we made the tough decision that the Kingsmills building was not the right fit for the Social Innovation Shared Space. However, Fanshawe College soon secured this historic building - a great move for our downtown and for London - and we found 201 King Street as an ideal home for the shared space. We learned that what may feel like a failure often leads to something even better.

## Website Updates: Change in Scope

In 2013 we made updates to our website to improve the user experience and automate the membership sign up and renewal processes, freeing up staff time. The latter involved CRM integration which has resulted in a year of expensive troubleshooting and disruptions in the membership renewal process, impacting renewal rates. We learned that developing a website and developing a website that integrates with a CRM system are two different beasts.

## Rolling Memberships: Better Planning

In an effort to streamline our membership process, we moved from a fixed membership structure (Jan-Dec) to rolling memberships. We did not anticipate that membership revenue would now be spread across the membership year, which left us significantly under-budget in the first year of the new system. We learned to always consult our Finance Manager before making structural changes to revenue-generating programs. We cannot operate in silos.

“Community is the cornerstone of prosperity in London. Events like [the Pillar Community Innovation Awards] are proof positive that we have extraordinary people in this city working to make great things happen. This is truly a celebration of caring people who inspire all of us.”

Matt Brown  
Mayor of London

“Working with Pillar has been highly valuable in taking The New School of Colour to the next level as a social enterprise. Pillar has helped us to manage the many small details that arise when building and expanding a business, while ensuring that we never lose focus of the bigger picture... Pillar’s support has truly embraced the idea of The New School of Colour as a community organization. It has connected The New School of Colour with other individuals and ideas in the local community, opening up the possibilities for the social enterprise in the future.”

Natasha Shew  
Volunteer, The New School of Colour

“In 2013, four participants from Neighbourhood Watch London took part in the “All About Boards” training. This was the first time we had taken part in the Pillar program. Since then we have enrolled four more Board members in the 2014 training. All of our participants agree that it has been of great benefit to them personally and to our organization.”

Simon B. Pont  
Executive Director, Neighbourhood Watch London

“Pillar Nonprofit Network has provided a wonderful hub for local nonprofits and charities. I have used their services to post volunteer opportunities, job listings and agency events. I have received a great response from all of these listings, especially in the case of volunteers. If any issues arise regarding memberships, account accuracy or system issues, Pillar’s staff is eager to help and go above and beyond to serve their members.”

Sam Goving,  
Interim Program Coordinator, LDA London Region

WHAT ARE PEOPLE SAYING ABOUT PILLAR?

## SUPPORTERS

3M  
Astra Zeneca  
Auburn Development  
Freeman Audio Visual  
Bell Media  
Canadian Federation of Voluntary Sector Networks  
CBRE  
Centre for Social Innovation  
Citi Plaza  
City of London  
Continuing Studies at Western  
Cornerstone Architecture  
Craven Consulting Group  
CTV  
CultureWorks  
Davis Martindale  
Decade Group  
Devonshire Financial  
Digital Extremes  
Downtown London  
Ellipsis Digital  
Ernst & Young  
Fanshawe College  
Foundation Western  
Harrison Pensa LLP  
Highstreet Asset Management  
Horizon Leadership Institute Inc.  
Imagine Canada  
Investors Group  
KPMG LLP  
Lerners Business Law Group  
Libro Credit Union  
Lina Bowden  
Lissa Foster  
London & Area Association for Volunteer Administration  
London Convention Centre  
London Economic Development Corporation (LEDC)  
The London Free Press  
London Life  
London Public Library  
The Londoner  
Mackenzie Investments  
Maridian Systems  
MaRS Discovery District

McCormick Canada  
Metro News  
Miller Thomson LLP  
Ministry of Citizenship & Immigration  
Mischievous Cat Productions  
Nathan Garber & Associates  
Nothers Awards & Signage  
ON Communication Inc.  
Ontario Nonprofit Network  
The Ontario Trillium Foundation  
Ontario Volunteer Centre Network  
Pacific & Western Bank of Canada  
PHC-Advisors  
Platinum Leadership  
PricewaterhouseCoopers LLP  
Richard Ivey School of Business  
Rogers TV  
Scotiabank  
Selectpath  
Sisters of St. Joseph  
snapt London  
Southside Group  
SportsXpress  
Spriet Family Companies  
Stevenson & Hunt  
TD Bank Group  
The Tricar Group  
United Way of London & Middlesex  
universitybrand  
Ursuline Sisters  
VIA Rail Canada  
Voices.com  
Voyageur Transportation Services  
web.isod.es  
Westminster College Foundation  
W.J. Thompson and Associates

## SUSTAINING MEMBERS

3M  
BDO Canada LLP  
Brian Meehan  
Canadian Mental Health Association - Middlesex  
Children's Aid Society of London & Middlesex  
Ellipsis Digital  
Fanshawe College Foundation  
Foster, Townsend Graham and Associates  
Goodwill Industries - Ontario Great Lakes  
Greg Moran & Mindy Gordon  
Harrison Pensa LLP  
Horizon Leadership Institute Inc.  
Jones Packaging Inc.

Kovacs Group  
The Lawson Foundation  
Libro Credit Union  
Lissa Foster  
London & Region Fundraising Executives (LRFRE)  
London Community Foundation  
London Convention Centre  
London Economic Development Corporation  
PricewaterhouseCoopers LLP  
sagecomm  
The Tricar Group  
Westminster College Foundation  
W.J. Thompson & Associates

## PROFESSIONAL DEVELOPMENT SPEAKERS

Wendy Arnott  
Oana Branzei  
David Canton  
Reva Cooper  
John Craven  
Holly Doty

Geoff Evans  
Stephen Faul  
Janet Frood  
Nathan Garber  
Michelle Hurtubise  
Nicole Kovacs

Chris Moss  
Tim Nash  
Mike Sereda  
Norm Taveski  
Paul Tufts  
Corinne Walsh

## BOARD OF DIRECTORS

Rose Aquino  
Ericka Ayala Ronson  
David Billson, Chair  
Maria Luisa Contursi  
Kate Graham, Vice Chair

Jason Kerr  
Josie Lane  
Brian Meehan  
Russell Monteith  
Dipesh Parmar, Treasurer

Michelle Quintyn  
Yvette Scrivener  
Tyla Thomas-Jacques



BOARD OF DIRECTORS  
Missing: Jason Kerr, Josie Lane

THANK YOU FOR THE SUPPORT

## ABOUT PILLAR NONPROFIT NETWORK

Pillar Nonprofit Network supports nonprofit organizations in fulfilling their missions in our community, while also making connections for community impact.

Pillar provides leadership, advocacy and professional development, and promotes volunteerism, networking opportunities, and information sharing. Pillar also believes fostering social enterprise, social innovation and cross-sector collaboration are key strategic priorities in building stronger and more inclusive communities.

### MISSION

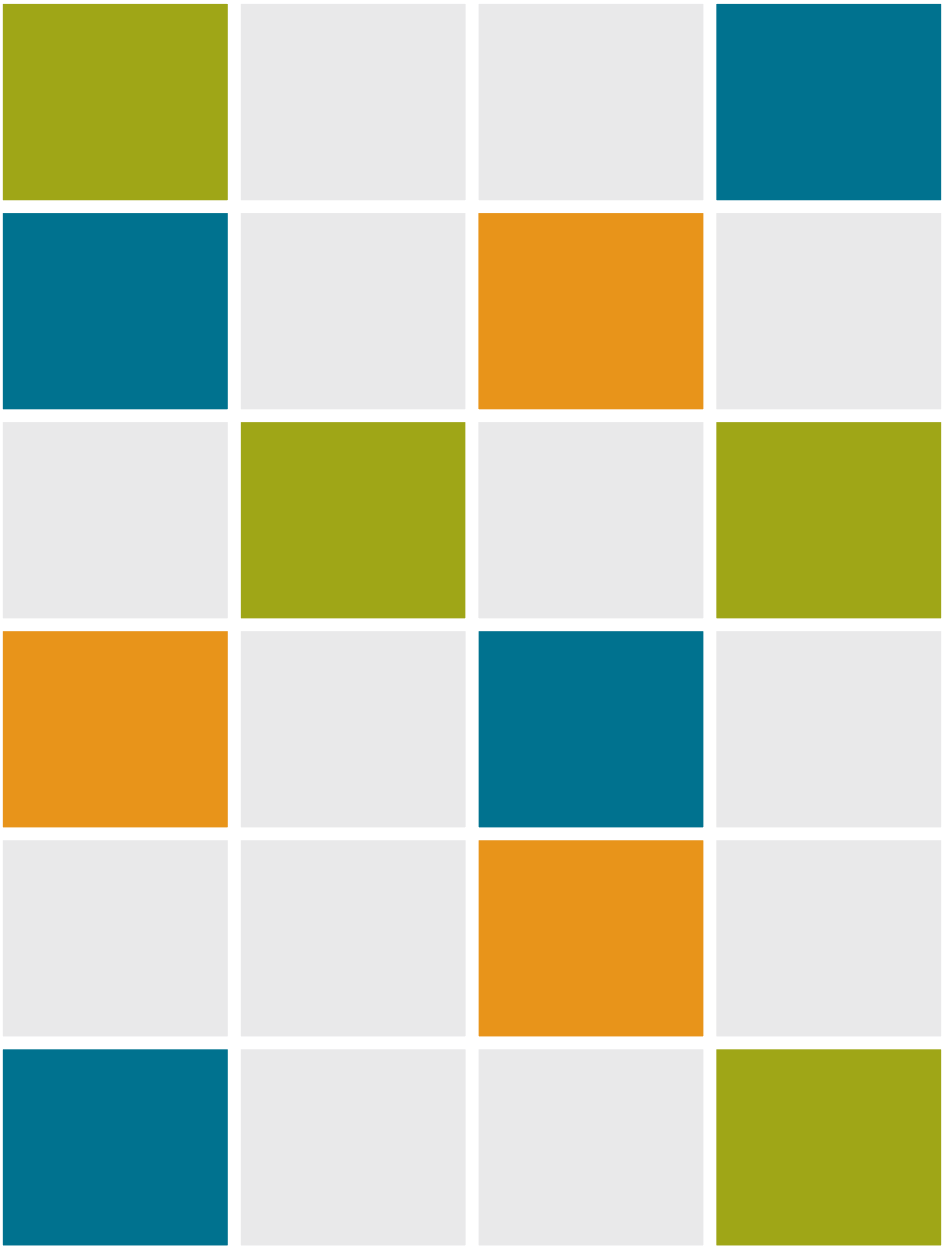
To strengthen the impact of the nonprofit sector.

### VISION

A stronger nonprofit sector for an engaged, inclusive and vibrant community.

## PROGRAMS AND SERVICES

- Advocacy and Awareness for the Nonprofit Sector
- Backbone Initiatives: Social Innovation Shared Space and VERGE Social Finance
- Collaborating for Community Impact
- Consulting and Advisory Services
- DiverseCity onBoard Program
- Information Sharing and Research for the Nonprofit Sector
- Mayor's Featured Community Organization
- ChangeTheWorld Ontario Youth Volunteer Challenge
- Pillar Community Innovation Awards
- Professional Development for the Nonprofit Sector
- Social Enterprise Program
- Volunteerism Promotion and Effective Volunteer Management
- Willy Van Klooster Nonprofit Governance Scholarship



# Pillar Nonprofit Network

251 Dundas Street, London, ON N6A 6H9  
519-433-7876

[www.pillarnonprofit.ca](http://www.pillarnonprofit.ca)