



Toward Wicozani (a healthy community) Star blanket

Toward Wicozani is Local Investment Toward Employment's (LITE) response to the Truth and Reconciliation Commission (TRC) Calls to Action. Wicozani is a Dakota word meaning "a healthy community". Toward Wicozani encourages community organizations to engage in a conversation and concrete action around **one or more** TRC Calls to Action with their supporters, using the star blanket for inspiration, a starting point, and a learning and story-telling opportunity.

Toward Wicozani supports community economic development in Winnipeg's inner city through the purchase of star blankets from local, Indigenous-owned businesses operating in Winnipeg's inner city. Blankets are purchased by LITE and gifted to community organizations to use in their fundraising efforts. Purchases fulfill LITE's goal of supporting economic development and creating jobs.

Star blankets carry significant meaning within Indigenous communities. To receive a star blanket is considered an honour, medicine, and a recognition of generosity and accomplishment. Because star blankets should be treated with respect, LITE's Toward Wicozani program works with organizations to create a relational fundraising plan with their gift by offering a free fund development workshop for all recipients (value of \$200). In this way LITE's Toward Wicozani program aims to strengthen the fundraising efforts of our partner community organizations.

Community organizations wishing to receive a star blanket should be excited to engage staff and supporters with one or more of the TRC Calls to Action, be able to dedicate some staff time to the project, and be looking for better ways to increase donor support of their work.

Eligibility criteria

- Be able to demonstrate support for Community Economic Development (CED) principles (list of CED principles are at the end of the application)
- Have as an organizational activity the provision of services/supports to people living on a low income
- Be a registered Canadian charity

If your organization is chosen to receive a star blanket, your gift includes:

- A queen-sized star blanket
- A fundraising development session on relational fundraising. This workshop will help you develop a plan to use your star blanket in fundraising that is inspired by the TRC calls-to-action *and* is feasible for your organization (Approx. 3-4 hours, value of \$200)
- A template and feedback to create a fundraising budget and plan with a goal to raise \$3,000

What we ask in return:

- Sign a gift agreement prior to receiving the star blanket. The agreement will stipulate how to recognize LITE's contribution and confirm your participation at the fundraising

development workshop.

- After you complete your fundraising activity, send us a brief **report** by March 13, 2020. Report your learning(s) and action, and the amount of money raised.
- Use your star blanket in a meaningful way: for example, as a gift to a long-serving volunteer or as part of a draw of people who participate in your star blanket activity.
- Although we strongly discourage using your star blanket for a raffle, should your organization go this route, you must comply with municipal licensing regulations when holding your fundraiser. Community raffle applications may be obtained from the Liquour and Gaming Authority of Manitoba at <http://lgamanitoba.ca/liquor-gaming-applications/charitable-gaming-licence/raffle/>.

Please answer all questions and submit by **May 6, 2019** by email to info@lite.mb.ca

Blanket recipients will be notified by **May 21, 2019**.

If you need help in completing this application or have questions, please call LITE at 942-8578.

Name of organization: _____

Name of project: _____

Contact person: _____

Address: _____

Phone number: _____ Fax Number: _____

Email address: _____

Charitable tax number : _____

Evaluation questions:

1. Does your organization focus on poverty reduction? Please provide a brief description of your services/programs offered to people living on a low income.

2. Please describe how your organization actively supports Community Economic Development (CED) Principles (see below for list of CED principles).

3. Briefly tell us what you'd like to raise funds for:

4. Please confirm your commitment to participating in the fundraising development workshop,

and creating a fundraising plan with a TRC call-to-action as an outcome of your activity.

[] – Yes, we can confirm our commitment to participating in a fundraising development workshop and creating an action plan around a TRC call-to-action.

(Optional) If you already know which call-to-action your organization would like to focus on, please let us know here:

Community Economic Development Principles

- Use of locally produced goods and services • Production of goods and services for local use
- Local re-investment of profits • Long-term employment of local residents • Local skill development
- Local decision-making • Public health • Healthy physical environment • Neighbourhood stability
- Human dignity • Support for other CED initiatives

Truth and Reconciliation Commission Calls to Action

- LEGACY Child welfare • Education • Language and culture • Health • Justice • RECONCILIATION Canadian Governments and the United Nations Declaration on the Rights of Indigenous People (UNDRIP) • Royal Proclamation and Covenant of Reconciliation • Settlement Agreement Parties and the UNDRIP • Equity for Aboriginal People in the legal system • National Council for Reconciliation
- Professional development and training for public servants • Church apologies and reconciliation
- Education for reconciliation • Youth programs • Museums and archives • Missing children and burial information • National Centre for Truth and Reconciliation • Commoration • Media and reconciliation • Sports and reconciliation • Business and reconciliation • Newcomers to Canada

Find the full Calls to Action at

http://www.trc.ca/websites/trcinstitution/File/2015/Findings/Calls_to_Action_English2.pdf