



67 DAYS UNTIL JANUARY 1, 2012.

Or ...5,788,800 seconds, 96,480 minutes, 1608 hours or 9 weeks

October 26, 2011 update on International Year activities from On Co-op. Please feel free to forward to others.

- 1. ONTARIO BILLBOARD CAMPAIGN.** Please read [the document at this link](#) to learn about how you can participate in the IYC Ontario Billboard Campaign to increase awareness of Ontario co-operatives. A minimum of 20 billboards will be placed in Ontario communities at the end of this year. Your support will be crucial to the success of this campaign, and we're hoping that we can place many more billboards across the province - maybe in your community - with your support.
- 2. IYC PRESENTATIONS.** On Co-op has been talking to various groups all over the province about IYC. In recent weeks, we have spoken to Homestarts Inc. (providers of housing co-op management), the Canadian Council of Ukrainian Credit Unions and the Ontario Student Co-operative Association. Many people and groups know something about the International Year, but there are still many who don't know about the opportunities that IYC can bring to our co-ops. On Co-op can provide speakers, take part in lunch and learn sessions, teleconferences, etc, to assist you in telling your staff, board or members about IYC. UPCOMING PRESENTATION: The Directors' Forum will be presenting an early morning workshop on "What IYC 2012 Means for Your Credit Union" during the Central 1 fall conference in Toronto on November 3. For more information, contact Mark Ventry or register for this event through the [Central 1 online registration system](#).
- 3. WHAT IS A CO-OP?** Before we can educate our communities, we need to ensure our staff, managers, board and members know about co-operatives in general, and the differences co-ops make in their own communities. On Co-op has created a co-op facts and stats sheet entitled "Co-ops Work". It provides a great deal of information about co-operatives in Ontario in a colourful, graphical format. It is also single-sided, so that you can put your own co-op's message or facts and stats on the back. You may download the "Co-ops Work" facts and stats sheet in PDF format from this link http://www.ontario.coop/cms/documents/564/Facts_and_Stats_Oct_2011.pdf. Feel free to add your information to the other side.

On Co-op also has a series of text-based FactSheets on a broad number of items from the difference between a co-op and other forms of business enterprise, to making the co-op principles work for your organization. View the list of FactSheets here

http://www.ontario.coop/cms/documents/498/Complete_list_of_FACTSheets_-_Updated_July_2011.pdf.

4. **IYC LAUNCHED IN ONTARIO.** The calendar might say otherwise, but the International Year of Co-operatives has launched in Ontario. It happened at about 9.15am on Wednesday, October 19, 2011 as part of the Co-operative Conference and Gala. On Co-op board chair, Barry Hannah, did a New Year's Eve-style countdown to mark the occasion. The Conference included a presentation and Q&A session with International Co-operative Alliance president, Dame Pauline Green, and a presentation by Mike Colledge of Ipsos Reid on the results of a national survey by CCA on co-operative awareness and knowledge in Canada.

In the afternoon, a breakout session featured special guests talking about IYC - Andrea Cumpston from USA-based National Cooperative Business Association, Tanya Gracie from the Canadian Co-operative Association, and Mark Ventry from On Co-op. Summaries of conference sessions, including the IYC afternoon workshop, will be posted to the On Co-op website [at this link](#) within the next few days. The event program included letters of congratulations and support for IYC from Prime Minister Stephen Harper; Ontario premier Dalton McGuinty; ICA director general Charles Gould; and United Nations Director for Social Policy and Development, Daniela Bas. A copy of the program is also available from the Gala pages of the On Co-op website.

5. **CO-OP WEEK AND SOCIAL MEDIA.** To promote co-ops and increase awareness of the International Year, On Co-op suggested that its friends and supporters change their social medial profile photos (such as Facebook, LinkedIn, Youtube, etc) to the IYC logo. Thanks to the hundreds and hundreds of people who changed their photo from October 16-22. Consider using this idea later in the year when promoting IYC to YOUR community.
6. **LOTS OF IYC IDEAS.** Want to kick start your IYC campaign? Check out our list of easy and inexpensive "Things You Can Do For IYC" document. If every co-op in Ontario does just ONE thing to celebrate IYC, that makes 1,300 ways we're getting the co-op message out there. **TIP:** Don't let the magnitude of the world wide celebrations shock you into inaction, bundle IYC themes into the activities and projects you're already doing - your annual general meeting, your email autosignature, member appreciation day, etc. Download the document from our IYC page here: http://www.ontario.coop/all_about_cooperatives/2012_the_international_year_of_cooperatives
7. **IYC SUBSIDY PROGRAM.** On Co-op will be launching a subsidy program for Ontario co-ops that could otherwise not afford to take part in IYC celebrations. Details of the program, which begins January 1, 2012, are available [here](#). Ontario co-ops can apply to receive up to \$150.00 for money they have spent on eligible IYC projects and activities.
8. **CO-OP CLUSTERS CONTINUE TO FORM.** One of the goals of IYC Ontario is to foster co-operation amongst co-operatives, and the creation of co-op networks or "clusters." The Guelph Co-op Network was a leader in this area. The CECO cluster has formed in southwestern Ontario, the Ottawa cluster has hosted events, and Toronto and Kingston clusters are in early formation. For assistance in networking with co-ops in your area, contact Mark Ventry. Reaching out to other co-ops in your area all starts with a phone call, an email or a visit!

9. **IYC ITEMS AVAILABLE FOR PURCHASE AND DOWNLOAD.** The www.canada2012.coop website includes an IYC co-op toolkit and resource centre. Promotional items available for purchase include buttons, pins, signs and magnets. [Visit the promotional items page here](#). Downloadable items to help you promote IYC and your co-op, such as PowerPoint templates, proclamations and resolutions, talking points, ads and media releases will be available soon from [this link](#).

On Co-op has created a number of sticker and brochure templates that you can download [here](#). The IYC logo is also available for download from the CCA and On Co-op sites. The logo is free to [download](#) and no usage agreement has to be signed.

10. **MOBILE SIGN CAMPAIGN.** To deepen the awareness of IYC, On Co-op spearheaded a mobile sign campaign in October 2011, asking all co-ops in the province with street-front access to put up a mobile sign. One side of the sign has the IYC theme, "Co-operative Enterprises Build a Better World". The other side promotes the marketing message of the individual co-op. Thanks to everyone who has taken part. The same message broadcast by a diverse group of co-ops and credit unions is a powerful awareness building tool! We'd like to repeat this for October 2012, so please include the \$175-\$200 it costs in your next budget (or see item #7 above).

Thanks.

Mark

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Co-op Enterprises Build a Better World. Get involved in [IYC 2012](#).

CO-OPERATIVE ENTERPRISES BUILD A BETTER WORLD

