



Ontario Council Advocacy Awards 2016 - 2017

OC Advocacy Awards submissions due April 15, please send to the Ontario Council President at president@cfuwontario.ca , and copy your Regional Director

The **Purpose of the Awards** is to acknowledge the work of CFUW Ontario clubs in their advocacy efforts.

Criteria

An **Award** is for advocacy action (s) that ***are different from previous years.***

Please see the Award lists from 2012-2016 on the Ontario Council website or your booklets from the May AGMs.

Clubs who have an ongoing issue/advocacy project, need to ***demonstrate they have built on this initiative. This action needs to be a visible action (s)***

Example: CFUW Ottawa was recognized previously for their support of education for Afghan girls. They expanded upon their advocacy with a GWI session and workshop, and then a workshop at the UN a few years later. Recognized three times.

Background:

Definitions of Advocacy (as per Advocacy Handbook)

- 1. Advocacy is about influencing people and institutions** particularly decision makers (political, corporate organizational) and the general public to support a course of action. **It's about change.**
- 2. It's about helping people** as an advocate for an individual person requiring access to supports and services, or as an advocate for a cause affecting a number of people.
- 3. "Advocacy, in general terms, can be defined as the act of speaking or of disseminating information intended to influence individual behaviour or opinion, corporate conduct, public policy and law. Advocacy often occurs in the context of activities intended to educate and inform, while at other times it could be described as a political activity. There is a widely shared view that the act of advocacy, as a form of free speech, is an essential part of democracy".**

4. Advocacy can be defined as “public support for or recommendation of a particular cause, policy, etc.”
5. Advocacy is the art of effective persuasion.

EXAMPLES OF ADVOCACY—may be others not listed

- A body of work--resolution, toolkit, briefs, resource guide
- Public forums, lectures, film showings
- Contact with local officials
- Workshops--local, national, international

- Hosting a Fall Gathering, Ontario Council AGM with a theme focus on an issue
- Forming partnerships in advocacy
- Club written articles in the newspaper/media pertaining to a new action or built on activity

- Letter writing campaign, demonstrates results (CFUW Stratford –Transportation, i.e.)
- All Candidates meeting
- December 6 related to advocacy
- IWD to do with advocacy
- Starting an issues group
- Responding to Advocacy requests from Ontario Council or CFUW National

Submissions

1. Deadline for submissions ***April 15***

Format

2. Maximum-- one page—Font--Calibri
Provide contact information, person, name of club,
--List Advocacy actions with bullets in point form
3. Send to OC President president@cfuwontcouncil.ca
4. Copy your Regional Director



Please copy and paste into a Word document, complete and email to Sandy Thomson, president@cfuwontcouncil.ca

ONTARIO COUNCIL ADVOCACY AWARDS 2016-2017

NAME OF CFUW ONTARIO CLUB _____

NAME OF CONTACT PERSON _____

CONTACT INFORMATION _____

ADVOCACY ACTIONS (List with bullets in point form; use extra pages, if necessary)