



*We create opportunity  
by building strong relationships*

*Fundraiser Proposal to*

# VANCOUVER AQUARIUM

*from Robert Friedrich*



## VISION

Our vision, is that the Vancouver Aquarium would have strong national and international financial partners, a committed base of supporters from across Canada and the World, each working in support of you and your employees.

My name is Bob Friedrich I specifically assembled a team to help your organization gain increased financial independence, a stronger sense of belonging, and commitment from your employee's all the while knowing that the public has become your biggest supporter.

It's all about following your own values and principles and carrying them through to your public supporters. In today's world the public is searching for value based relationships, once filled by institutions of faith and good works. With changing times a vacuum has been left with a public still searching for organizations that espouse strong values/principles and follow through on them. Your organization can and does fill that vacuum.

This is why we place such an emphasis on values, and principles because they form the basis for what we call **integrity partnerships**.

## WHAT MAKES AN INTEGRITY PARTNERSHIP ?

It is where you, your organization, and the public come together in agreement on what really matters. Our team believes **values and principles inform all relationship transactions**. To bring a third party sponsor into this relationship we need to have complete confidence they will accept your values as part of their business model. This is where we can help. The real **dividend** is that their employees become part of that integrity partnership adopting your values and principles, **becoming YOUR active agents** along with their customer base. This can explode into huge numbers in the case of large national companies with large employee and customer bases.

*How do we get to know what your values and principles are?*

**Simple, we ask you, your employees and your volunteers to share with us what they are, so we fully understand who you are and why you do what you do.**

We then track how these values/principles translate into **beliefs**. One example of yours could be "to understand our common relationship with the natural environment". We then link your values/principles to your current actions programs, projects and services, giving us a strong understanding of your organization's direction and focus

*This gives us an insight into what we have to share with the wider world. The two underlying drivers are your employee's commitment and the public's support for that commitment. All of this standing on common beliefs, shared values and principles these are what we will build and trade on. These are the deep seated value assets that fill the emotional bank account of your employees, the public and what your financial partners will want to be part of.*

Looking deeper into your organization we know these beliefs are embedded in your high value visible assets which are your current actions, and future intended actions. In other words your projects, programs, and capital projects are the **Physical ASSET** manifestation of them.

We know these high value assets have buyers in the market place. We believe all positive relationships ultimately start from people being **attracted to the good they see in each of us and our actions**.

Value based organizations and their partners know this as it feeds both their image, their employee's motivation, and ultimately informs their customers of the kinds of organizations they are.

Your supporting sponsors become one with you. This is the building of your **community** partners and the process of engaging them.

## Community Engagement Strategy Through Integrity Partnerships



### COMMUNITY ENGAGEMENT TRIANGLE

We have created an image of a triangle to demonstrate what Community Engagement looks like through Integrity Partnerships. **The foundational piece is shared values/principles, common commitment, and integrity of approach. These inform all our relationships.**

The middle layer is management, employees, volunteer/public support, and current funding partners, all of this demonstrated by principle/ value reflective projects/programs.

The top layer is your new partners, their employees their customers pulling along the public supporting our new projects/ programs.

### WHAT IS THE PROCESS?

The steps we would take, start with engaging you and your staff in a facilitation usually one to two days no longer) to confirm your values, principles, beliefs and complete an asset map. From there we meet with you to learn your next big directions in programming and projects.

With this in hand we conduct a search for a matching sponsor. Your new sponsors would need to have national and international operations. Once a match has been found we would spend time with both of you to move towards an integrity partnership. We would avoid relationships where you check for compliance, as these take too much valuable time from your core activities. We find that service, research, education, and mentoring are some of the most attractive areas to enter and provide huge payoffs.

Please feel free to email Bob at [bob@bobfriedrich.ca](mailto:bob@bobfriedrich.ca) or call 1-306-533 3634

### OUR TEAM

**Bob Friedrich-** BA, Bob has postsecondary training in Alternative Dispute Resolution. As well Bob attended a Jesuit College and received a certificate in Chaplaincy. Bob was a federal public servant who spent most of his working life providing financial support to not for profit organizations. The bulk of his work was at the Secretary of State Department and Canadian Heritage. There he worked on local, national and international projects. Most of this in race relations, cultural diversity and multiculturalism. "Working in these areas gave me the insight I needed to fully understand how to build an organization's ability to grow successfully". Bob has received a number of awards for his work both nationally, regionally, and locally. He has consulted and or taught one off classes at the University of Regina for a number of departments.

**Peggy MacDonald-** BA, MBA, CFRE, Peggy has experience in many sectors of the philanthropic environment including post-secondary, arts, health and human services.

Peggy has a career path that demonstrates progressively senior positions in community engagement and philanthropy and currently serves as the Director of Alumni and Community Engagement for the University of Regina. Having worked in Saskatchewan, Alberta and most recently in British Columbia she has developed a solid understanding of volunteers and the voluntary sector. She has a BA from the University of Alberta, an MBA from the University of Regina and a CFRE (certification in professional fundraising). In 2005 she was awarded the Association of Fundraising Professionals Outstanding Professional Fundraiser award in her community.

**Erwin Allerdings-** MSc.in range ecology and a BSc.in Forestry he is also a Certified Trainer and Facilitator for ICA Associates Inc. in participatory methods for groups and organizations.

Erwin regularly delivers public training courses in B.C. and Saskatchewan and in-house courses to Saskatchewan Government. The primary focus of this training is related to Group Facilitation methods, meeting design, implementation and facilitation of planning processes.

Erwin facilitated the establishment of Strategic Frameworks and accompanying performance measurement systems for over 15 agencies such as, Saskculture, the national office in Ottawa of the Canadian Wildlife Federation, Saskatchewan Apprenticeship and Trade Commission, Ministry of Irrigation and Water (Government of Egypt). Other work included facilitating projects for the Department of Canadian Heritage one such example was the modelling of Canada's Multicultural reality into major games in Canada using the Canada Games as platform out to the Vancouver 2010 Olympics.

**Paul Callon-** brings to the table a long history of business connections in British Columbia especially in the contracting and financial industry areas.

Currently Paul is engaged in a new company which allows him to take advantage of knowing numerous architects, developers and consultants that he worked with for 50 years. Paul says, "My background allows me to work well in our role of presenting our clients and their projects to our fund managers in London and New York". Our present company, has access to capital and assistance in obtaining loans for industrial and commercial projects worldwide through our boutique European Investment House".

He is also the past President of his own mechanical contracting company and past principle in a Green Energy Company that went public. Paul also works as a land developer in the lower mainland. He is past president and member of the Refrigeration and Air Conditioning Contractors Association of BC, he is also a member of the Mechanical Contractors Association and of the Building Owners and Managers Association. (BOMA). Paul's volunteer work includes charities such as Canuck Place, Children's Hospice and the Delta Mental Health Association.

Robert W.  
Friedrich

---



*6 Leslie Place*

*Regina, Saskatchewan | S4S 6R2*

*phone: 306.533.3634*

*fax: 306.522.5135*

*email: [bob@bobfriedrich.ca](mailto:bob@bobfriedrich.ca)*

