

NEWS RELEASE

For immediate release

A Sustainable and Strong Social Profit Sector Prioritized as a Tumultuous 2020 Winds Down.

(Fort McMurray, AB – December 14, 2020) – In alignment with FuseSocial’s strategic planning, they are pleased to announce their recently launched research project that will engage the local sector to identify active non-profit organizations in the Wood Buffalo region, the types of services being provided and the community needs they address. Not only will the data collected support FuseSocial’s mission to help strengthen the social profit sector, but the benefits of this project will be far reaching – providing the entire community an accurate picture of the social profit sector, and the local perspective of current challenges and needs of organizations.

“I would like to commend and thank leadership and staff at FuseSocial for all of their efforts in strengthening our valuable social profit sector, including this important research project,” said Mayor Don Scott. “Our social profit organizations – and the great people that work hard every day to make our home a better place to live – are needed now more than ever. My hope is that this project can contribute to informing how we can build towards improving social sustainability and wellness in the years ahead.”

Throughout the timeline of this project, FuseSocial will engage with social profits to gather valuable knowledge, experience and new ideas from the sector. “We know that our social profit sector is diverse and having an improved understanding of the sector landscape was identified early on in our [recent strategic planning](#). This knowledge is pivotal to supporting our sector and strengthening their capacity through education, development, innovation and collaboration,” says Chantal Beaver, FuseSocial’s Executive Director. “It is our desire to work alongside our sector partners to determine the best ways to utilize the data and build sustainable, community-based solutions. Their support and investment will be key to making this kind of sector-wide collaboration accurate, meaningful and impactful.”

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The project is in its early stages, with FuseSocial planning on engaging agencies early in the new year. With an estimated count of 300 plus non-profits operating in the region, they anticipate the information gathering process will continue into the late spring of 2021. Pending a completed report, this project will be shared openly with social profit agencies, as well as other interested stakeholders. FuseSocial would like to encourage all societies and groups registered under the societies act to participate when contacted or by emailing shannon.rex@fusesocial.ca.

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About FuseSocial | fusesocial.ca

FuseSocial is a trusted leader in the Fort McMurray Wood Buffalo social profit community and is dedicated to strengthening the capacity of all social profit agencies through education, development, innovation, research, and collaboration. FuseSocial plays an active role in the continued development of the Fort McMurray Wood Buffalo social profit sector by participating and leading various community initiatives aimed at identifying social needs and building sustainable, community-based solutions.

For more information directly related Profiling Fort McMurray and Wood Buffalo's Non-Profit Sector Project, please contact:

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