

**June 26, 2025**

## **City Investing in the Financial Resilience of Campbell River's Non-Profit Sector, through Partnership with Campbell River Community Foundation and Scale Collaborative**

The City of Campbell River is pleased to announce the launch of the Thriving Non-Profits Community Boot Camp program in Campbell River. This acclaimed program is designed to equip local non-profit and charitable organizations with the strategies and tools needed to build long-term financial sustainability and resiliency. The program is being delivered to the community via a partnership with the Campbell River Community Foundation (CRCF) and Scale Collaborative. Typically offered for \$3,900 + GST per organization, Thriving Non-Profits is now exclusively available, due to this partnership, to Campbell River Non-Profits and Charities at just \$100 per person.

The Thriving Non-Profits program directly addresses the sector's need to diversify revenue streams beyond traditional grant funding. Through expert-led training sessions and dedicated coaching, participating organizations will develop customized action plans that focus on entrepreneurial approaches such as social enterprise, fee-for-service models, and strategic partnerships.

*"A resilient, sustainable non-profit sector is the bedrock of a healthy community," says Alaina Maher, City of Campbell River Director of Financial Services. "Council's new Financial Assistance Policy is designed to be fair and sustainable, but we recognize that it brings change to the sector. As part of this, we see a crucial role for the City in supporting these community partners through the transition by providing opportunities and capacity building. Bringing the Thriving Non-Profits program to Campbell River organizations is a proactive way to help empower these essential organizations with the skills they need to not just survive these economically challenging times but thrive for years to come."*

The City is funding this strategic investment in the community's social infrastructure to proactively support organizations in adapting to a changing funding environment and strengthening their operational resilience. As a public charity that builds and manages endowment funds to support organizations in Campbell River and the surrounding area, the CRCF plays a key role in connecting and supporting the local non-profit sector and is a vital partner in this program.

*"The Community Foundation constantly has its ear to the ground, listening to what our community's vital non-profit organizations need to succeed," says Michaela Arruda, Executive Director of the Campbell River Community Foundation. "We recognized a critical need for practical, empowering training that helps organizations build their own financial strength. We are thrilled to be partnering with the City and Scale Collaborative to bring this best-in-class program to Campbell River."*

The program curriculum was developed by Scale Collaborative, a Vancouver Island-based social enterprise dedicated to helping non-profits and social-purpose organizations build their financial strength and deepen their community impact through innovative strategies and expert coaching. They have a proven track record of helping non-profits increase their impact.

*"Thriving Non-Profits was created by non-profit leaders, for non-profit leaders, to address the very challenges Campbell River organizations are facing," says Kristi Rivait, Co-Founder of Scale Collaborative. "The program moves beyond theory to help participants build a concrete roadmap for generating new revenue and creating greater financial stability. We are excited to partner with the Campbell River Community Foundation and the City of Campbell River to bring these transformative tools to the local non-profit community."*



## News Release

The first training sessions of this three-day workshop will be held on August 18 and 19, 2025, with ongoing coaching and a final session held in early October. For more details, and to register, visit [crfoundation.ca/event/tnpcr](https://crfoundation.ca/event/tnpcr).

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