



National Advisory Council [^] meeting

June 12 2021

Team leaders participating: Brianne (FOK Toronto) Erin (Port Hope for Future)
Janet (Eco-Elders for Climate Action) Lori (FOK North Island)
Marianne (FOK Ottawa-Gatineau) Natalie (PNE/FOK Montréal)
Tarlan (FOK Vancouver)

For Our Kids Board members: Kevin Millsip, Karen Campbell

For Our Kids national: Amber, Lella, Matt

Intro

Matt provided an overview of the purpose of this first advisory council meeting: to check in on the bigger picture to see where we've come from and where we are heading as a network of local teams and groups, and for teams to have a say about the network's strategic direction.

Goals for the meeting:

1. Establish a pattern of **governance** input from the network
2. Check in on the 2021 **strategic plan** and progress - has anything new emerged?
3. Ask teams what's working and what could be better in terms of **support**

1. **Governance:** How and where do are FOK network decisions made?

Karen spoke about the main role of the board (Kevin, Karen, Matt) as managing fiduciary responsibility for FOK, rather than setting strategic direction, while local teams have, by design, been the drivers of actions and campaigns taken on by the network.

The board is interested in being flexible about its role and composition; input about this is welcome from teams.

Comments:

- The grassroots, bottom-led approach means more work for local teams (vs. a comprehensive, top-down approach), but it is worth it.
- Are there pieces of work the board or network can take on to make it easier for local teams, without diluting local voices/actions?

2. **2021 Strategic Plan review:** How are we doing? What needs to change for the rest of the year?

Matt provided an overview of the goals set for the year and progress to date.

Goal one: Achieve policy victories

- help local teams secure local victories
- help the network also focus on a few feature campaigns

Goal two: Grow the network

- double the number of active teams
- expand our reach via email and social media

Goal three: Become more diverse, resilient, and accountable

- be more intentional about building diversity in our network
- use our privilege to amplify marginalized voices
- look for opportunities to collaborate with groups from racialized/marginalized communities
- strengthen our systems and governance

Summary of feedback from teams about the strategic plan (Jan/Feb 2021)

- *We need help with how we start and keep team motivated; also connection/emotional support. And a better start up manual?*
- *Concrete actions to amplify BIPOC voices? Cultural connector?*
- *Need coordination to take on non-local stuff; too much non local?*
- *How about non parents/grandparents?*
- *Focus on climate ed in schools?*
- *Teams in new places; focus on the newbies*

Comments:

- FOK's theory of change is not well-known by teams; could help with understanding of strategic direction.
If we frame action on climate change as the desire of parents to protect and care for their kids, then we can recruit, mobilize, and organize a powerful new constituency to both help put the Canadian climate debate on a moral footing and drive more ambition with all levels of government.
- Support is needed for teams outside large metro areas (TO/Montreal/Vancouver) and in regions where climate action is less popular
- Lori & Erin shared that they have both felt there is less anonymity in smaller areas and team members are subjected to community judgement and possible retribution. Strategies they've used to deal with this include focusing on community education and raising awareness of issues, looking for actions that involve kids, and finding ways to link national campaigns with a local issue

- 3. Network Support for Teams:** What support is offered? What's working? What could be better? Lella and Amber provided a brief overview of how support to teams has evolved as the network has expanded and matured, and opened the discussion to ideas from team leaders about what kinds of support would be most helpful.

Comments:

- Resources for actions/campaigns
 - important to value all types and sizes of action, to recognize different entry points and engagement levels of those who are joining (individual action/family-based action/local/regional/national actions) – this diversity could be supported on website and as part of on-boarding new teams/members
 - more resources for teams including toolkits, tips, etc. should be on website, and website could be re-designed to showcase these – is it possible to hire a designer for website?
 - resources could be arranged in categories: (some examples: schools, anti-racism, mental health support/eco-anxiety etc.)
 - practical training sessions (using social media, organizing, engaging with elected officials, etc.)
- Actions of the month (AOM)/feature campaigns
 - AOM can be helpful for new teams and for “gaps” when teams don't have a particular action to work on
 - They are good for inspiring ideas, but it's difficult to get to the AOM in time
 - Could change from tying actions/months to having four/year as spotlight campaigns or national strategies (question: how do we identify what those campaigns should be?)

- Need to allow balance between teams identifying local issues they want to work on, and using national/regional/feature campaigns – and provide ways for larger campaigns to be tied to local issue
- Important to include “smaller actions” as well, to help teams take on smaller activities when they have a short time between local or larger campaigns
- Important to have activities that groups don’t have to invent themselves and can help build group cohesion and engagement
- Social media
 - it is overwhelming for teams to maintain their own social media platforms and keep up to date with streaming news and activities, as well as share with FOK national to profile on network sites
 - would be helpful to find ways to streamline social media posts and take a national approach, but it’s critical not to dilute local actions and local teams’ preferences for managing social media
- Support for new vs established teams
 - currently this support is split between two organizers: is this the best way to provide support? time differences (east/west) are an issue and the number of teams may not be equal
 - how/when does a team move from being “new” to being “established”
 - for some teams, it is more helpful for new members to be contacted first by FOK and then forwarded to the team; for others, it works better for the team to make first contact because they are more informed about local issues & actions
- Keep doing: regular meetings with organizer for new teams, facilitating national strategy discussions, research, flow of decisions, updating website, weekly summaries on Slack and team leader updates

Next steps

- Notes will be shared with participants and with all teams for comments
- Amber, Galen, Lella & Matt will review the input on June 14, consider possible options for addressing the suggestions made by teams, and set up time/methods for follow-up discussion