

# IMPACS Communications Centre

IMPACS Communications Centre is a nonprofit social enterprise providing communications skills training and services to other nonprofit organizations, helping them focus their limited resources on becoming more articulate about their causes and more effective at telling their stories.

Launched in 1998, the Centre has evolved from an early mixed model of subsidized services to a fully sustainable social enterprise, existing on fees for service from its diverse client base. It has effectively married a communications consultancy with a focus on capacity building for its clients.



Services include the development of multimedia campaigns, communications plans, opinion research strategies, branding and full-service media relations support. Training seminars and online workshops provide participants with the opportunity to apply what they learn to the situations they face in their work. The Centre also offers a number of free, how-to articles on a variety of communications and media-related topics for download off its website, and publishes a free monthly electronic newsletter, containing communications tips and feature stories on communications strategies.

Canada's only full-service, nonprofit public relations and communication training organization, IMPACS Communications Centre specializes in working with nonprofits whose work focuses on the root causes of social problems in the areas of community economic development, environmental issues, public health, social justice, gender equity, human rights, peace and democratic development.

**[Click here](#) to read *A Social Economy Showcase – BC Stories* in its entirety.**