



VOLUNTEER
BÉNÉVOLES
CANADA

Volunteer Canada



A YEAR OF STRATEGIC CLARITY

2015-2016
Annual Report

www.volunteer.ca

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A Year of Strategic Clarity

Volunteer Canada has had a year of clarity, cohesion, and renewal. As our landscape continues to evolve, we have embraced a broader definition of volunteering and expanded our sphere of connections. In addition to the high rate of formal volunteering through organizations, Canadians are doing great things through organic movements – spontaneously mobilizing their social networks to raise awareness about issues, to raise funds for causes they care about, and to raise spirits in their schools, workplaces, and neighbourhoods. Within this context, we have taken a step back to sharpen our focus and renew our relationships.

In September 2015, the Board of Directors of Volunteer Canada adopted a Strategic Planning Framework to chart our course to 2020. We launched our strategic planning process in 2014 by participating in the Strategic Clarity Module of the Innoweave Program, funded by the J.W. McConnell Family Foundation, with support from the PwC Foundation. We began by asking ourselves some basic questions: What do we do? Who do we work with? What is the world calling for us to do? What difference do we want to make? How will we know when we get there? Our answers led to the creation of our Theory of Change, illustrated below:

Theory of Change

VISION Involved Canadians build strong and connected communities to create a vibrant Canada

MISSION Volunteer Canada provides national leadership and expertise on volunteerism to increase the participation, quality and diversity of volunteer experiences.

Who we work with	What we do	What difference it will make
<ul style="list-style-type: none"> • Volunteers • Volunteer centres • Non-profit organizations • Businesses • Governments • Educational institutions 	<ul style="list-style-type: none"> • Provide leadership and Expertise on volunteerism. • Promote and facilitate volunteer engagement. • Convene, connect, and collaborate with all sectors 	<ul style="list-style-type: none"> • Non-profit organizations of different sizes and mandates can more easily engage a diverse range of volunteers. • Volunteer centres are more equipped, connected and positioned to strengthen volunteering. • Businesses are more equipped, connected and positioned to support employee volunteering • Volunteers from diverse backgrounds are more aware of/able to access a wide range of volunteer opportunities. • Key players are working together to create collective impact. • Governments are better equipped to develop informed public policy on volunteerism; • Volunteer Canada is recognized as the national leader on volunteerism.

ULTIMATE IMPACT: Involved Canadians build strong and connected communities to create a vibrant Canada

Values, knowledge, and experience

Anchoring our Theory of Change to our core values, experience, and knowledge was critical to our process. Our discussions surfaced two main beliefs: (1) Citizen engagement is fundamental to a just and democratic society and (2) Volunteering builds strong and connected communities.

Beyond the programs and services provided, volunteers are leading profound societal changes, significantly shaping Canadian communities and, as global citizens, participating in global movements, with their counterparts around the world. We know that, through volunteering, people grow in a multitude of ways, acquiring new skills, gaining life-changing experiences, and developing a sense of purpose and belonging. We see the ripple effect of volunteering where volunteers, organizations, communities, and society all benefit.

What is the impact we are trying to achieve?

Building on our values, beliefs, and knowledge, Volunteer Canada seeks to enhance the participation, quality, and diversity of volunteering. It is not enough to have more people volunteering more time if this does not result in great impact for everyone. We are working within the sector to increase the diversity of the people we engage and the range of volunteer opportunities that we offer. Ultimately, we aim to build strong and connected communities, through volunteering.

Who do we work with?

One of the first questions we were asked to consider, during the Strategic Clarity Module, was “Who are the beneficiaries of our programs and services?” We quickly realized that this was not the right question for Volunteer Canada. Strengthening volunteerism requires a systems approach. To inspire Canadians to volunteer without ensuring that organizations are prepared to meaningfully engage them could create more harm than good. Whether we are working with schools to engage students or businesses to engage employees, we are serving as bridges and brokers of reciprocal relationships. Funders, policy-makers, and regulators often play a key role in facilitating or encouraging voluntary action. It became clear that we work with all the key players: volunteers, volunteer centres, not-for-profit organizations, businesses, governments, and educational institutions.

What do we do?

We identified three key activity areas: (1) providing leadership and expertise on volunteering; (2) promoting and facilitating volunteer engagement; and (3) convening, connecting and collaborating with all sectors. The first two areas are exemplified by our sector-leading research and resources, and our National Volunteer Week campaign encouraging volunteer recognition. The third area involves convening each of the key player groups to connect with one another. Examples of this are hosting a forum for volunteer centres, and meetings of the Corporate Council on Volunteering. We also create opportunities for different players to connect, such as the Business-Community Engagement Forum, where not-for-profits and businesses engaged in dialogue, and the Healthy and Resilient Communities Conference, when volunteer centres, colleges, and universities came together to discuss student engagement.

What difference will these activities make?

The following immediate outcomes were identified. They are the changes we want to see and to which we will hold ourselves accountable.

- Non-profit organizations of different sizes and mandates can more easily engage a diverse range of volunteers.
- Volunteer centres are more equipped, connected, and positioned to strengthen volunteering.
- Businesses are more equipped, connected, and positioned to support employee volunteering.
- Volunteers from diverse backgrounds are more aware of/able to access a wide range of volunteer opportunities.
- Key players are working together to create collective impact.
- Governments are better equipped to develop informed public policy on volunteerism.
- Volunteer Canada is recognized as the national leader on volunteerism.

With that in mind, we have identified 4 strategic priorities to address from now to 2020:

1. Strengthening the relationships among local volunteer centres and between volunteer centres and Volunteer Canada.
2. Identify, generate, and mobilize knowledge about volunteer engagement.
3. Customize outreach and communications to the key players in volunteer engagement.
4. Elevate policy dialogue on volunteerism.

You will read in the pages that follow the amazing range of activities we have undertaken in these four areas. You will also read about the amazing partners, collaborators, funders, and colleagues we have had the privilege of working with.

A personal thank you to the spectacular staff team, who have provided steadfast leadership and expertise this past year, and to the members of our board of directors for their dedication and support. Finally, we want to thank all of you who contribute to enhancing the participation, quality, and diversity of volunteering to build strong and connected communities.

Paula Speevak
President and CEO

Lawrie Portigal
Chair, Board of Directors



Vision

Involving Canadians build strong and connected communities to create a vibrant Canada.



Mission

Volunteer Canada provides national leadership and expertise on volunteerism to increase the participation, quality and diversity of volunteer experiences.



Strategic Directions

1. Strengthen relationships within the Volunteer Centre Network
2. Identify, renew, generate, and mobilize relevant tools and resources (knowledge assets)
3. Customize outreach and communications
4. Elevate policy dialogue on volunteerism



1. Strengthen relationships within the Volunteer Centre Network



Volunteer Centre Network: Centreville Calls

Volunteer Canada partnered with the Volunteer Centre of Southeastern New Brunswick on an initiative to better connect volunteer centres across Canada. The monthly conference calls provided the opportunity for centre-to-centre sharing, mentoring and learning. There were five calls in total - one per month from November through March. The volunteer centre developed the agendas with input from other centres and facilitated the calls, with logistics and research support from Volunteer Canada.



Speaking Engagements

Volunteer Canada was invited to speak at over 30 member non-profit organization or other key player events. Speaking engagements allow Volunteer Canada to share research and resources with members, and connect with local people and issues. Some of the organizations we presented to include:

- The Canadian Bushplane Heritage Centre, Sault Ste. Marie, ON
- Canadian Ski Patrol, Montreal, QC
- The Navy League of Canada, Ottawa, ON
- Manitoba Association of Volunteer Administrators, Winnipeg, MB
- Volunteer Victoria, Victoria, BC
- Ontario Volunteer Centre Network, Innisfil, ON



Volunteer Centre Technology Working Group

The Volunteer Centre Technology Working Group, comprising representatives from Volunteer Centres across the country who first convened via teleconference call in March of 2015. The group's purpose is to provide a framework for volunteer centres to co-ordinate efforts in accessing technology to support their mission and to deliver services. The objectives of the group are: to better understand the technology needs of volunteer centres; to assess available technology products; and to support access and integration of technology systems.



Board Representation

Volunteer Canada's Board of Directors comprises representatives from volunteer centres and provincial associations from across the country including members from Volunteer BC, Volunteer Alberta, Volunteer Manitoba, Ontario Volunteer Centre Network, Volunteer Action Centre Kitchener-Waterloo, Fédération des centres d'action bénévole du Québec, and Community Sector Council Newfoundland and Labrador.





2. Identify, renew, generate, and mobilize relevant tools and resources (knowledge assets)

Youth Engagement

Volunteer Canada was contracted by Employment and Social Development Canada to gather knowledge on youth engagement and youth volunteering to help the Department to formulate policy and to design programs to support and increase volunteering among youth. At the same time, it was aimed at equipping organizations to better engage youth volunteers. The main objective of the project was to gather insights and potential strategies to engage youth in communities by looking at volunteering as a vehicle for skills-transfer and the role volunteering plays in social inclusion of youth.



Canadian Code for Employer-Supported Volunteering and Group Volunteering Checklists

With funding from Cenovus Energy, two new resources were launched in 2015-16 to support our work in the area of employer-supported volunteering (ESV). The Canadian Code for Employer-Supported Volunteering outlines values, guiding principles and standards of practice to support workplaces developing or enhancing their ESV programs. The Code for ESV parallels the Canadian Code for Volunteer Involvement for non-profit organizations. The Group Volunteering Kit is a set of checklists that provides tips for organizing successful group volunteering events from start to finish.

Handbook for Volunteer Coordination

In March 2016, Volunteer Canada was contracted by Immigration, Refugees and Citizenship Canada to develop content for a Handbook for Volunteer Coordination to support organizations that welcome newcomers to Canada. The Handbook provides a framework for consistency in volunteer management.



Employer-Supported Volunteering in the SME Sector

Small and medium-sized enterprises (SMEs) have more informal connections to community and may approach ESV differently from large businesses. Supported by AMEX Foundation, Volunteer Canada produced a research report on Employer-Supported Volunteering in the SME sector which examined their approaches to engaging employees in volunteering, some of the challenges they may face and opportunities for support.



Leveraging Collective Assets

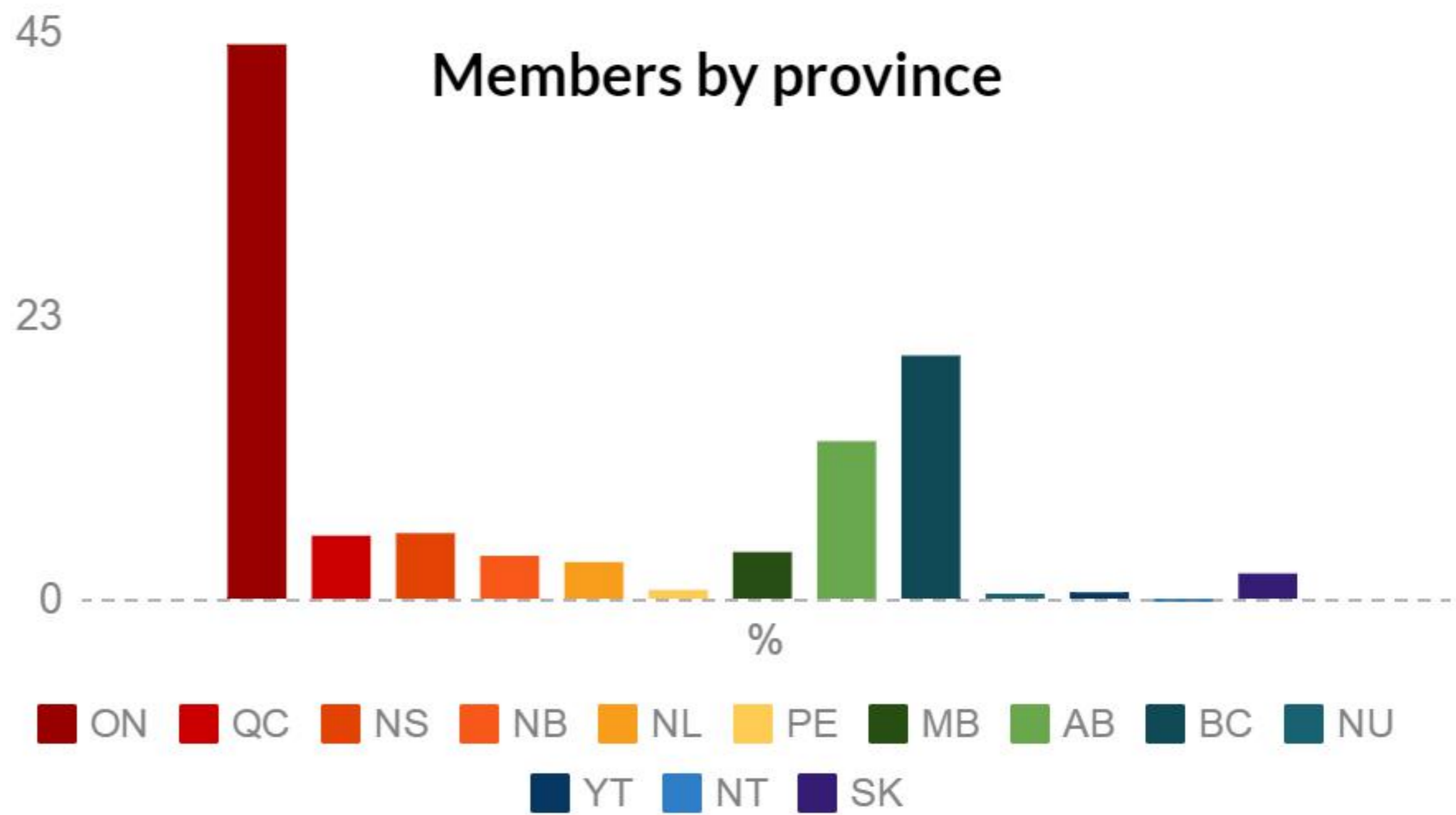
Volunteer Canada and RBC convened a meeting of key players in the field of corporate community investment in Canada. The group identified opportunities to promote and support each other's work and will be exploring other areas for collaboration, such as professional development and accreditation programs. Volunteer Canada will partner with LBG Canada to provide their audited benchmarking module on employer-supported volunteering to all members of the Corporate Council on Volunteering, as part of council membership.



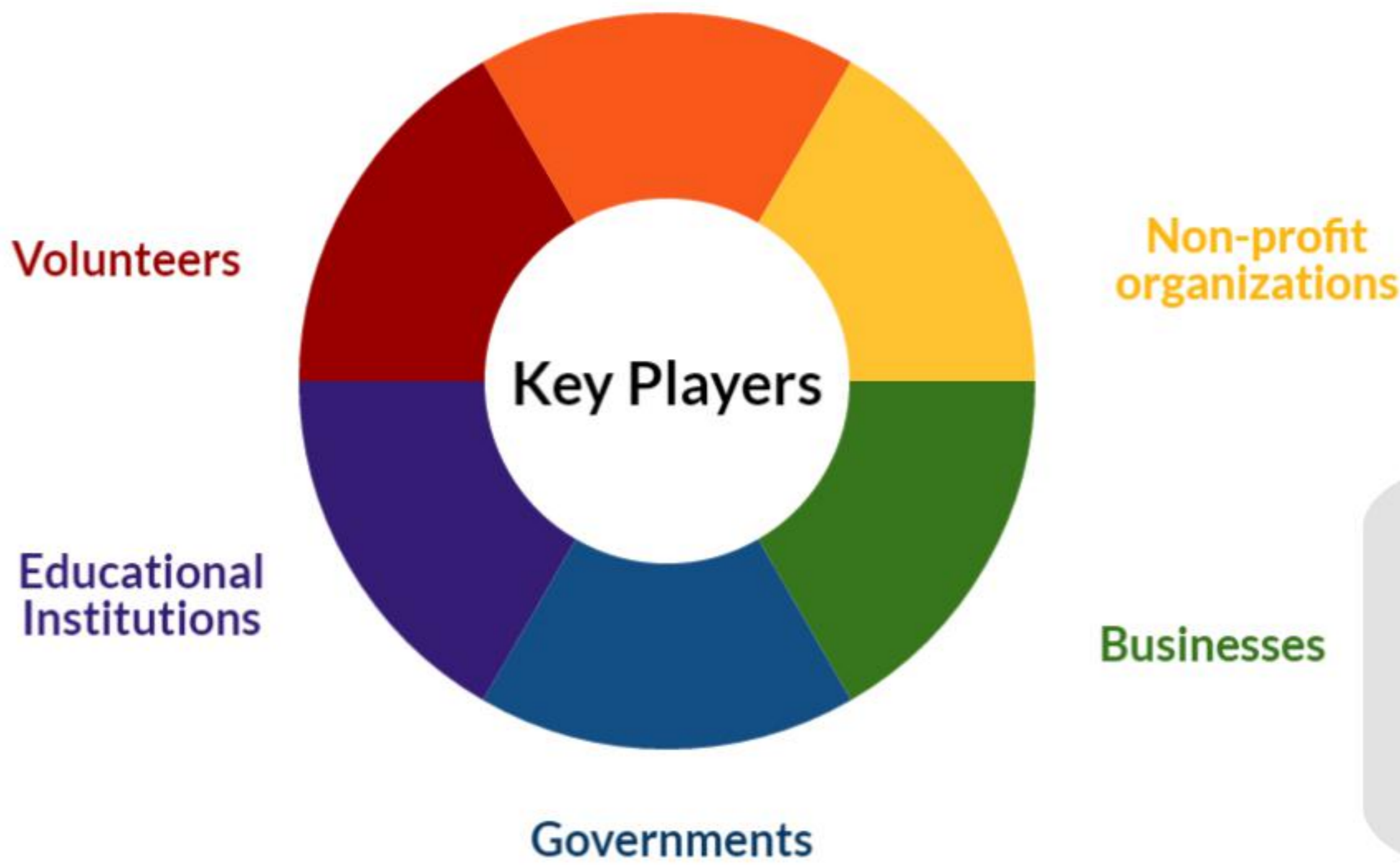


Membership

Volunteer Canada continues to engage a diverse range of organizations throughout Canada. This year, our membership comprised 1,200 non-profit and charitable organizations, individuals, volunteer centres, government agencies and businesses.



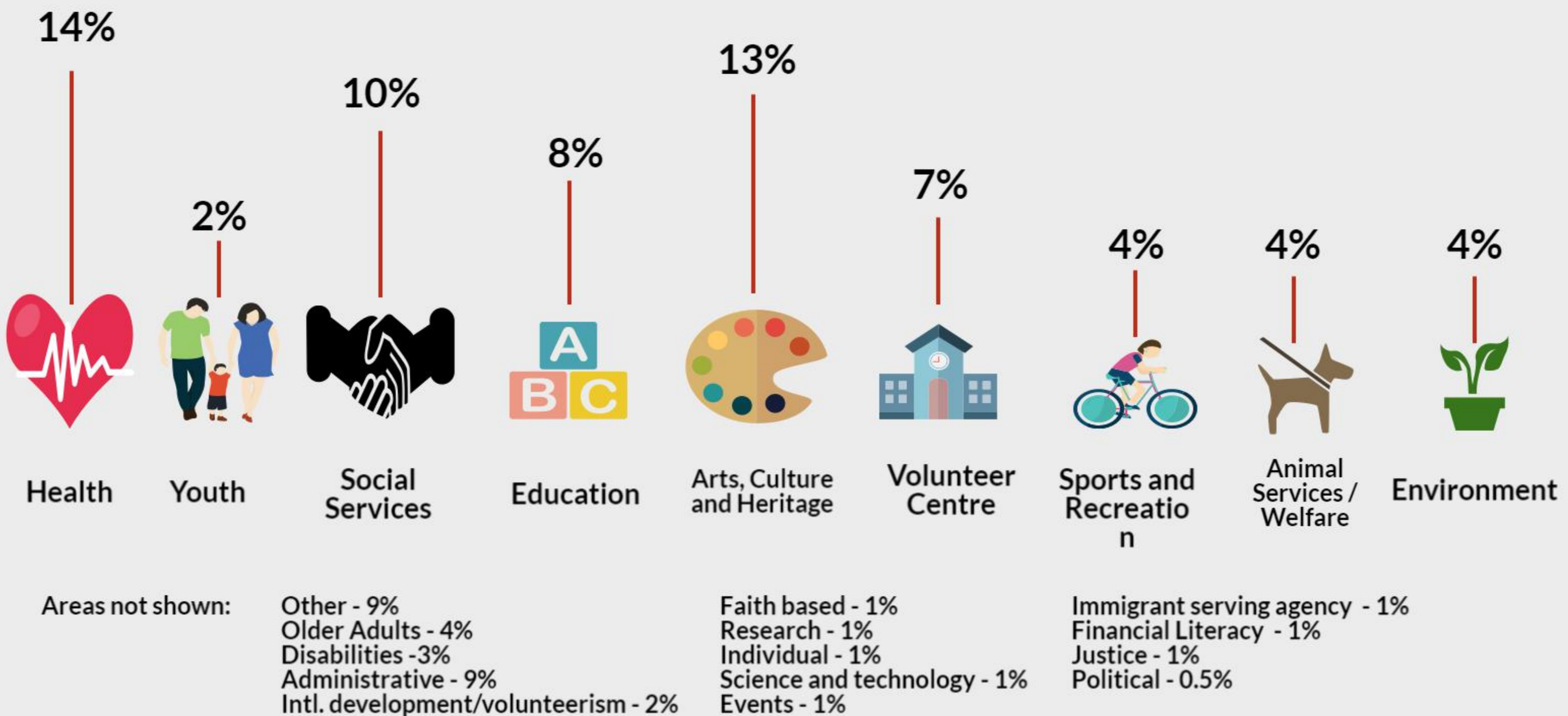
Volunteer Centres



Customized Outreach

In Theory of Change, Volunteer Canada identified key players to which we will customize our communications and outreach.

Membership: Areas of Interest





Media Hits

The Brampton Guardian (March 12, 2015)
Service clubs cope with changing face of volunteerism in Peel [Volunteer Canada mentioned]

Cambridge Times (April 1, 2015)
Time to volunteer [Paula Speevak quoted]

Inside Halton (April 1, 2015)
April perfect time to start volunteering [Volunteer Canada mentioned]

Charity Village (April 8, 2015)
The New General Social Survey - Giving, Volunteering and Participating (GSS GVP) [Volunteer Canada mentioned]

Winnipeg Free Press (April 6, 2015)
Award a tribute to family's giving [Volunteer Canada mentioned]

Kenora Daily Miner & News (April 16, 2015)
National Volunteer Week honours those who donate their time to community service [Volunteer Canada mentioned]

Etobicoke Guardian (April 16, 2015)
Lifelong Queensway hospital volunteer honoured for commitment to patients, staff [Volunteer Canada mentioned]

City Centre Mirror (April 16, 2015)
Recognition of community service a potential win-win [Volunteer Canada mentioned]

Edmonton Examiner (April 15, 2015)
How to show volunteer appreciation [Volunteer Canada mentioned]

Richmond Review (April 15, 2015)
Richmond's volunteers honoured at Volunteers are Stars [Lawrie Portugal mentioned]

Inside Halton (April 15, 2015)
This week special time to thank local volunteers [Volunteer Canada mentioned]

The Prince Albert Daily Herald (April 15, 2015)
A great week to say thanks [Volunteer Canada mentioned]

The Suburban (April 15, 2015)
Celebrating National Volunteer Week [Volunteer Canada mentioned]

Lethbridge Herald (April 14, 2015)
Saying thanks to our volunteers [Paula Speevak quoted]

Whistler Question (April 14, 2015)
WSL volunteers create a legacy of volunteering [Volunteer Canada mentioned]

Pincher Creek Echo (April 13, 2015)
Thank you, volunteers [Lainie Towell quoted]

Barrie Examiner (April 13, 2015)
Barrie kicks off National Volunteer Week [Volunteer Canada mentioned]

Castanet (April 11, 2015)
Volunteers drive healthcare [Volunteer Canada mentioned]

Delta Optimist (April 10, 2015)
Efforts made by volunteers produce a ripple effect [Volunteer Canada mentioned]

Northumberland View (April 9, 2015)
Volunteers Make A Positive Difference To Families And Communities [Volunteer Canada mentioned]

Surrey Now
Volunteers rock – and a new initiative wants to prove it [Volunteer Canada mentioned]

Edmonton Examiner (June 24, 2015)
Volunteer Edmonton: What kind of volunteer are you? [Volunteer Canada mentioned]

Charity Village (July 8, 2015)
It's not just fun and Games: The volunteer legacy of large-scale sporting events [Volunteer Canada mentioned]

Edmonton Examiner (September 9, 2015)
Teens can give back, too [Volunteer Canada mentioned]

CBC News (October 1, 2015)
High school volunteering: As some struggle to secure hours, others raise bar [Paula Speevak quoted]

Edmonton Examiner (September 23, 2015)
Volunteers need love, too [Volunteer Canada mentioned]

Airdrie City View (August 20, 2015)
Volunteer Airdrie aims to build community through service [Volunteer Canada mentioned]

“Volunteers form the bedrock of Canadian communities. With each of the two billion hours Canadians volunteer each year, people are reaching their potential, organizations are stronger, communities are healthier and more resilient and society is more inclusive and just,” notes Paula Speevak, president of Volunteer Canada.
Cambridge Times, April 1, 2015

In an ideal world, this taste of giving back would turn teens into life-long volunteers. But there's little conclusive evidence that's the case, Speevak says. "What we don't know is whether or not somebody who participates in a mandatory program is more or less likely to volunteer later in life than those who have come to it voluntarily," she says.
CBC News, October 1, 2015

“Younger people more often look to do things outside of a traditional organization,” Speevak said Friday. “They’ve seen that they can make things happen quickly and naturally through social media and some may feel the structures in organizations are too cumbersome, too slow.”
The Chronicle Herald, October 18, 2015



Screening

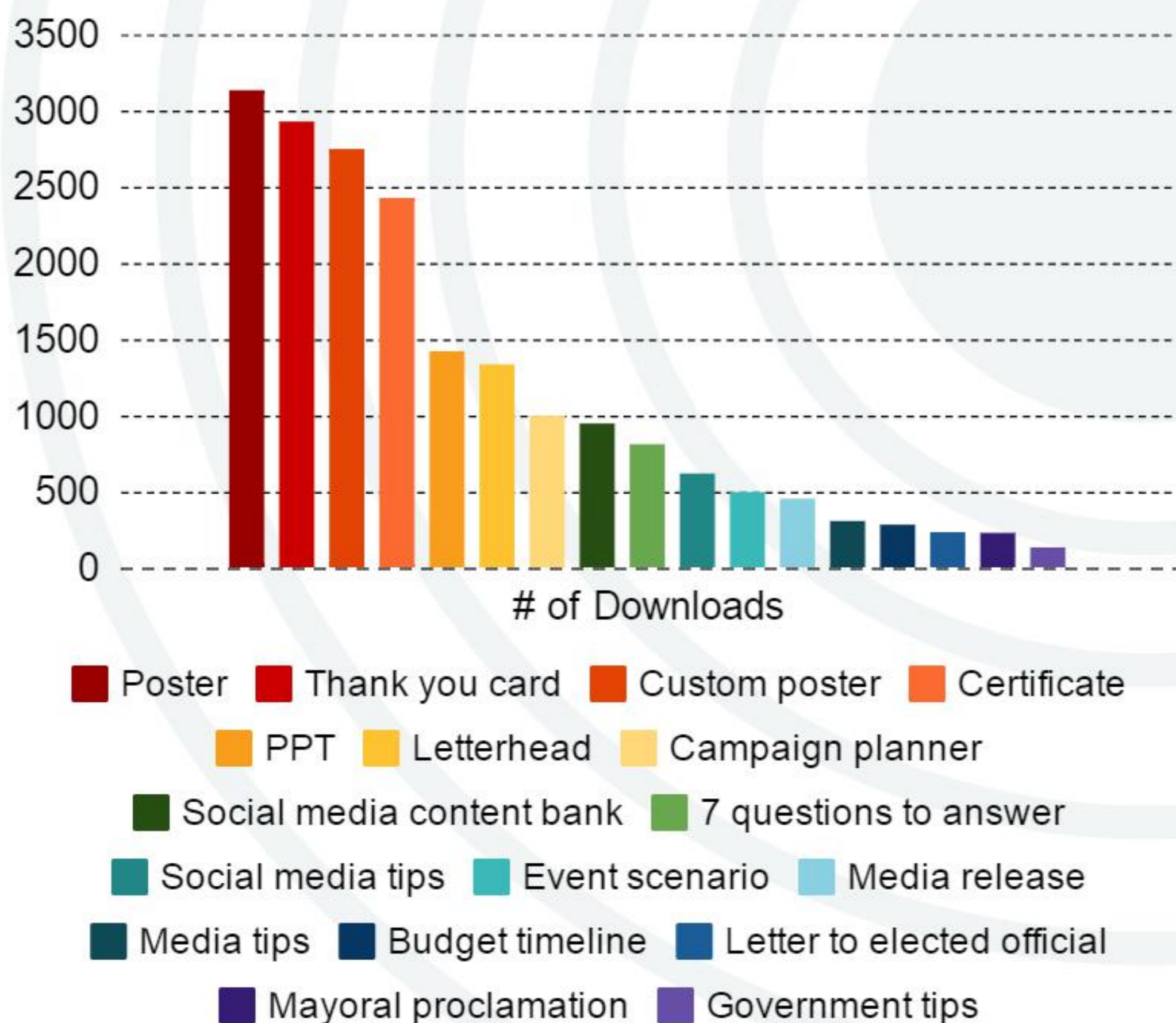


Volunteer Canada hosted the third National Dialogue on Screening in September 2015, bringing together leaders and practitioners from the public, private, and non-profit sector to explore the issue of screening volunteers. Public policy related to screening and policy records checks varies significantly among the provinces and territories as does the awareness and capacity of non-profit organizations across the country. An overview of the ten steps of screening was presented to ensure an understanding that screening is more than police records checks, that screening provides a framework for finding the best match between people and organizations, and that screening can enhance both the quality and safety of programs and services. Updates from Volunteer Alberta, the Ontario Non-profit Network, and Volunteer BC illustrated various models for supporting the screening practices for volunteer engagement. Participants called for increased education on the ten steps of screening, for a more cohesive and consistent system across the country for administering police records checks and vulnerable sector checks, and to explore technology solutions for a centralized online screening platform. Volunteer Canada agreed to connect with Public Safety Canada and to pursue these recommendations.

National Volunteer Week 2015

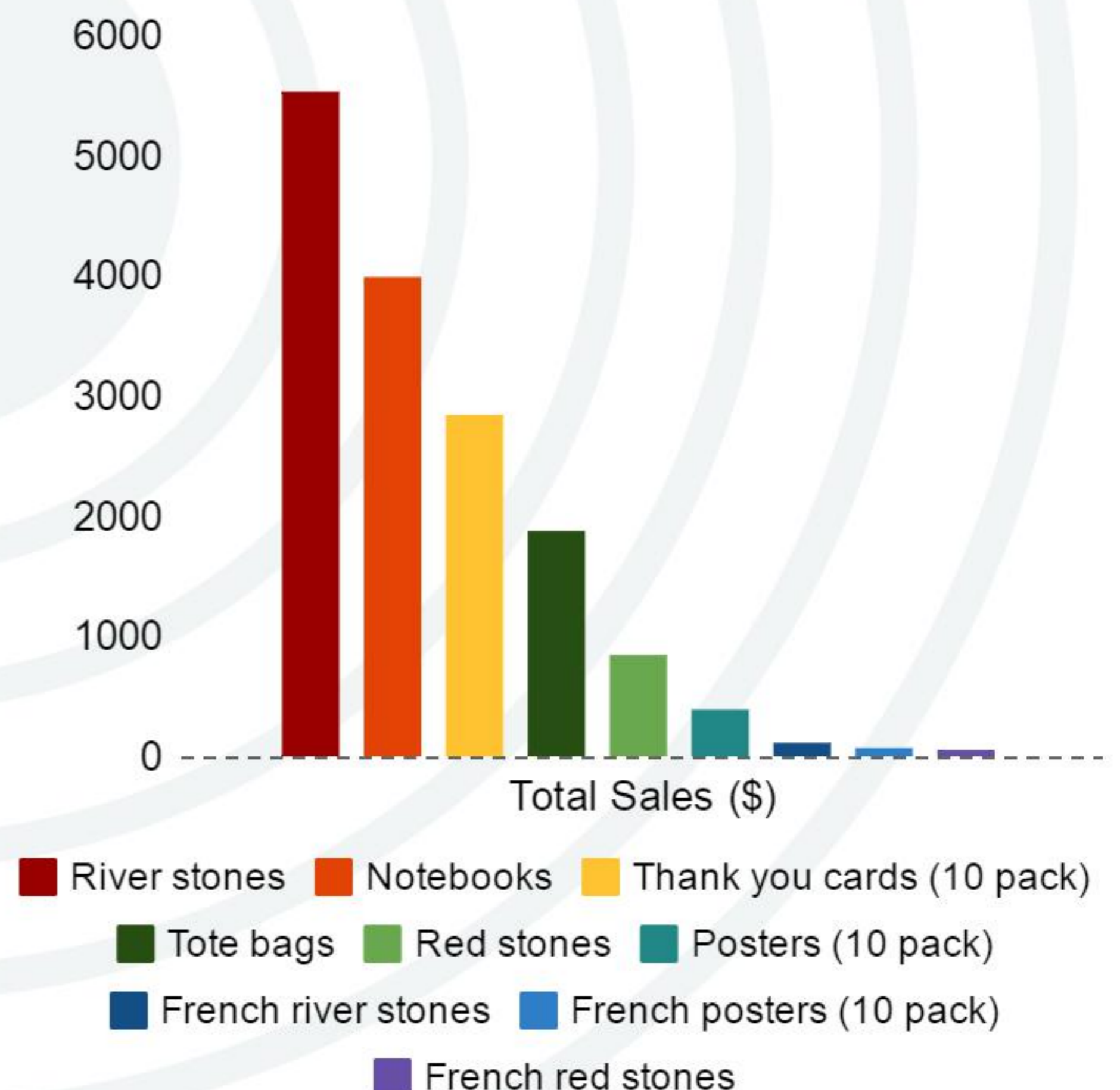
National Volunteer Week (NVW) is an annual campaign delivered in partnership with Investors Group to help organizations recognize Canada's 12.7 million volunteers. Held April 12-18, the theme of NVW 2015 was "Volunteers are part of the ripple effect". Organizations and individuals were encouraged to give NVW token stones to volunteers. As well, Volunteer Canada encouraged organizations to integrate the ripple effect theme into their own local NVW celebrations and activities. The E-Store sold out of NVW stones three times and the campaign creative was so popular other items sold out as well. The campaign was supported by public figures, including the Governor General of Canada, who made a video referencing the ripple effect theme.

Campaign Kit Downloads



Total downloads: 19,474

E-Store Sales



Gross sales: \$15,705.75



Corporate Council on
Volunteering | Conseil des entreprises
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CCOV : 10th Anniversary

In 2015, we celebrated the 10th anniversary of the Corporate Council on Volunteering. Founded by Volunteer Canada in 2005, with support from The Home Depot Canada, the Council convenes national dialogues, participates in initiatives within the broader field of corporate social responsibility and creates innovative tools and resources to strengthen employer-supported volunteering in Canada.

CCOV: Membership 2015-2016

Accenture
American Express
BMS Group
Best Buy
Cenovus Energy
CIBC
Deloitte
Investors Group
Keurig Canada
Loyalty One

Manulife Financial
Meridian Credit Union
PricewaterhouseCoopers Canada LLP
RBC
SAP Canada
Salesforce
TD Bank Group
Tangerine
The Home Depot Canada

Our Volunteers

Board of Directors

- Lawrie Portigal, Chair - President of Volunteer British Columbia
- Francis (Frank) Séguin, Vice-Chair - Senior Manager, Deloitte & Touche LLP
- Sissi Meng, Treasurer - Finance Manager, MDS Aero Support Corporation
- Noreen Mian, Secretary - Executive Director, Volunteer Manitoba
- Jann Beeston, Volunteer Centre Designate - Executive Director, Volunteer Alberta
- Jane Hennig - Volunteer Centre Designate - Executive Director, Volunteer Action Centre of K-W
- Penelope Rowe, Member at Large - CEO, Community Sector Council Newfoundland and Labrador
- Kirk Muise, Member at Large - Regional Vice President, Eastern NB & PEI, Royal Bank of Canada
- Leila Fenc, Member at Large - Director, Corporate Responsibility & Deloitte Foundation, Deloitte
- Fimba Tankoano, Member at Large - Executive Director, Fédération des centres d'action bénévole du Québec
- Lynne Douglas, Member at Large - DIRTT Environmental Solutions
- Susan Scotti, Member at Large - Senior Vice President, Planning and Operations, Canadian Council of Chief Executives

Audit Committee

- Lawrie Portigal, Volunteer British Columbia
- Sissi Meng, MDS Aero Support Corporation
- Francis Séguin, Deloitte & Touche LLP
- John McBride, J.K. McBride Financial Management Ltd.
- Lee Close, Ernst & Young Inc.
- Jennifer Penney, Medical Council of Canada
- Melanie Platt, PricewaterhouseCoopers LLP

Advisory Council of Volunteer Centres

- Anne-Marie Koeppen, Volunteer Cowichan
- Fimba Tankoano, Fédération des centres d'action bénévole du Québec
- Jane Hennig, Volunteer Action Centre of Kitchener Waterloo
- Katherine Topolniski, Volunteer Alberta
- Lawrence Portigal, Volunteer British Columbia
- Noreen Mian, Volunteer Manitoba
- Penelope Rowe, Community Sector Council Newfoundland
- Stacy Ashton, Fraser North Community Volunteer Connections

SUMMARY STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2016

	2016 \$	2015 \$
ASSETS		
Total current assets	668,059	658,916
Tangible capital assets	10,014	4,841
Total assets	678,073	663,757
CURRENT LIABILITIES AND NET ASSETS (NET DEFICIT)		
Total current liabilities	115,918	66,381
Deferred revenue	252,825	268,183
Deferred contributions	308,262	398,256
Net assets (net deficit)	1,068	(69,063)
Total liabilities and net assets (net deficit)	678,073	663,757

SUMMARY STATEMENT OF OPERATIONS YEAR ENDED MARCH 31, 2016

	2016 \$	2015 \$
REVENUE		
Corporate	599,339	775,424
Memberships and donations	279,023	320,517
Registration, sales and fees for services	188,991	231,487
Government	83,204	62,498
Total revenue	1,150,557	1,389,926
EXPENSES		
Core Programs and Services	586,393	656,010
Administration / Overhead	253,315	364,884
Special events, tools and research	187,741	241,006
Fund development	52,977	60,711
Total expenses	1,080,426	1,322,611
EXCESS OF REVENUE OVER EXPENSES	70,131	67,315

The summary financial statements are based on audited financial statements which are available upon request.



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