



VOLUNTEER CANADA 08/09

— annual report —

Aussi disponibles en français

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The Power of Collaboration

Over the past year, Volunteer Canada has experienced renewal, growth, and success. Acting on our new core organizational value of *collaboration*, we have developed new partnerships while enhancing existing ones to expand on our role as the national leader on volunteerism.

With the support of our funding partners, we have continued to deliver our flagship campaigns, including National Volunteer Week and International Volunteer Day – December 5th. Canada's major corporations have also continued their participation and support of Volunteer Canada's corporate volunteerism initiatives, relying on our expertise and working with us to research and promote the value of employer-supported volunteering.

We have also established new relationships with Members of Parliament, Senators, and government officials from across the country as we continue to engage in dialogue around the need for leadership to further enhance and grow volunteerism in Canada. These collaborative efforts are strengthening Volunteer Canada's credibility as the "go to source" for all things that affect Canada's volunteers, as witnessed by our continuous media coverage throughout the year.

The year 2008/2009 also saw a new level of commitment of Volunteer Canada to its members. From downloadable resources to monthly news updates and online forums to connect and share information, we are making every effort to enhance the experience of being a member of our organization. Moving forward, we will be planning and executing an ambitious plan to expand the reach of our organization, both within and outside of the voluntary sector.

The hard work of Volunteer Canada's staff and volunteers has made 2008/2009 a successful year. The following pages of this annual report showcase the year's various highlights and achievements.



Elizabeth Specht
Chair of the Board

Ruth MacKenzie
President

Vision, Mission & Values

OUR VISION

Canada fosters volunteerism and recognizes volunteer involvement as essential to building healthy, quality communities.

OUR MISSION

Volunteer Canada leads the advancement of volunteerism in strengthening society and improving quality of life in Canada.

OUR VALUES

Integrity. We are reliable and act with honesty and fairness, striving in all our work for the highest standards of ethical practice and accountability.

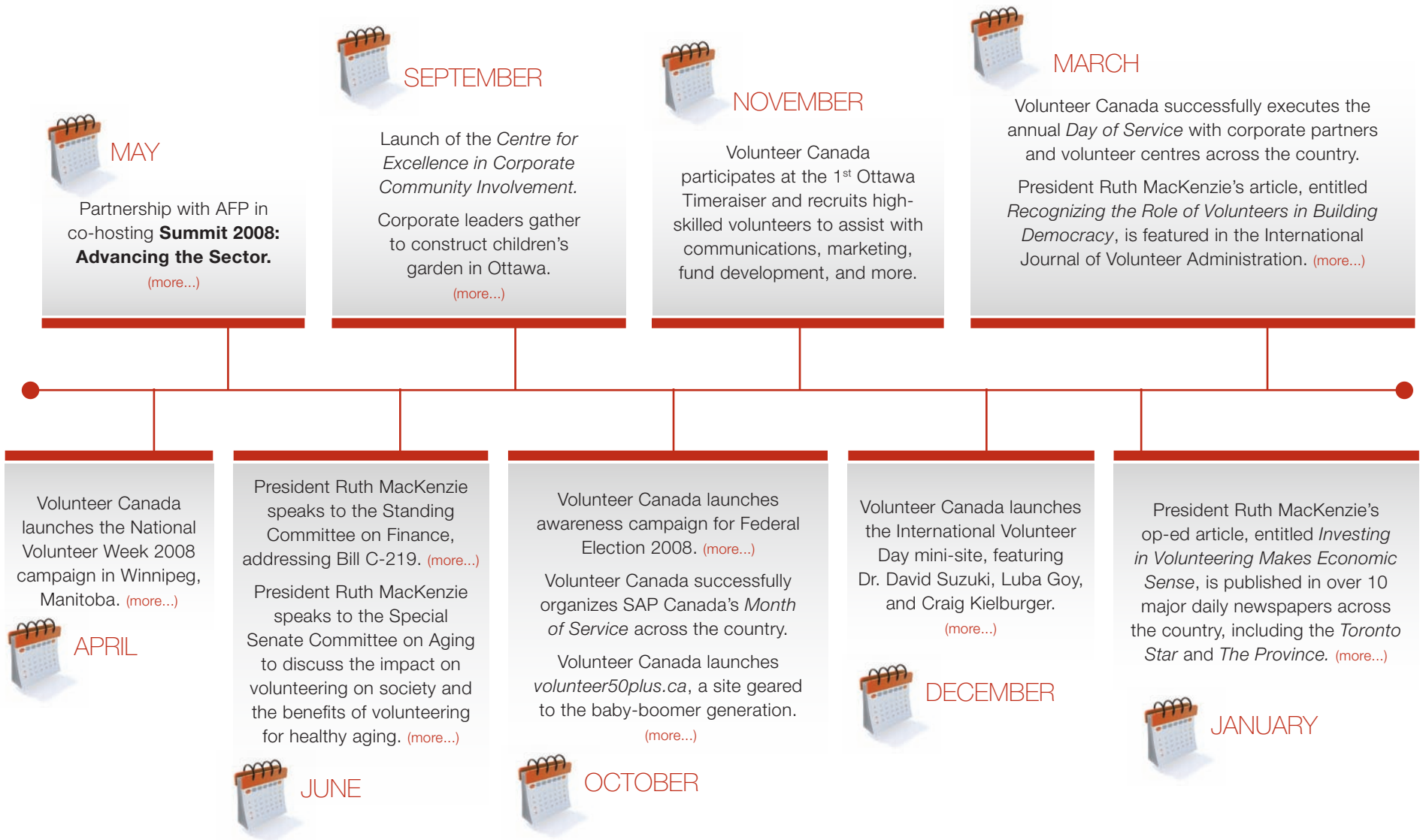
Diversity. We embrace diversity and the strength that comes from involvement of those from a wide variety of backgrounds and perspectives.

Innovation. We are agents of positive change, creatively responding to challenges and opportunities with courage and determination for the betterment of our communities.

Collaboration. We create and seek out opportunities for partnerships and alliances, recognizing that volunteerism intersects with all segments of society.



Milestones from 2008/2009



Corporate Involvement

Founded in 2005, the Volunteer Canada Corporate Council on Volunteering is setting the standard on corporate and employer-supported volunteerism that makes a *real* difference. With 24 of Canada's major corporations actively participating in this groundbreaking initiative, the Council continues to showcase the benefits of employer-supported volunteering and is the largest initiative of its kind in the country.

In September 2008, over 100 senior executives and managerial staff gathered to help construct a children's garden in the heart of the nation's capital, Ottawa. They volunteered with students from a local elementary school, completing the project within a day – an impressive showcase of corporate volunteerism, community engagement, and environmentalism at work!

CENTRE FOR EXCELLENCE IN CORPORATE COMMUNITY INVOLVEMENT

Fall 2008 also featured the launch of the *Centre for Excellence in Corporate Community Involvement*, an innovative forum to share information and best practices, and bring the non-profit and business communities together to discuss employer-supported volunteerism. With over a year's worth of consultations and dialogues with stakeholders and research institutions, the *Centre for Excellence* was successfully launched with the first Leadership Summit in Ottawa, featuring Ruth MacKenzie (President, Volunteer Canada), Annette Verschuren (President, The Home Depot Canada & Asia), and Sarah Saso (Director, Community Relations, Manulife Financial).

“EMPLOYER-SUPPORTED VOLUNTEERING IS A QUICKLY-GROWING GLOBAL PHENOMENON AND VOLUNTEER CANADA PROVIDES US WITH THE OPPORTUNITY TO CHAMPION THIS CAUSE. THROUGH INITIATIVES LIKE THE CANADIAN CORPORATE COUNCIL ON VOLUNTEERING, NATIONAL CORPORATIONS CAN JOIN TOGETHER TO MAKE A REAL DIFFERENCE.”

– ANNETTE VERSCHUREN, President of The Home Depot Canada and Asia

CHECK OUT THE GARDEN PROJECT! >>



MEMBERS OF THE CORPORATE COUNCIL ON VOLUNTEERING

- AON Reed Stenhouse
- Atlantic Lottery Corporation
- Bell
- Best Buy
- Deliotte & Touche LLP
- Ernst & Young LLP
- Future Shop
- IBM Canada Ltd.
- Investors Group
- KPMG
- Manulife Financial
- MBNA / Bank of America
- Microsoft Canada
- Molson
- Power Corporation of Canada
- PwC Canada
- RBC
- SAP Canada
- St Joseph Communications
- TELUS
- The Home Depot Canada
- TransAlta
- UPS
- Wal-Mart Canada Corp



Campaigns

NATIONAL VOLUNTEER WEEK 2008

With the generous support of Investors Group, Volunteer Canada successfully implemented the National Volunteer Week 2008 campaign with a new slogan: “volunteers. from compassion to action.” The campaign was launched in Winnipeg, Manitoba, where Volunteer Canada’s president Ruth MacKenzie joined Murray Taylor, President and CEO of Investors Group, to kick-off the nationwide celebration. During the week, Members of Parliament, representing the various regions across the country, also delivered statements in the House of Commons on the importance of volunteerism in their local communities and abroad.

The campaign’s website featured downloadable resources and graphics, a campaign toolkit, and an online marketplace with promotional items to help organizations across the country develop their own, customized campaign.

INTERNATIONAL VOLUNTEER DAY DECEMBER 5TH AND GLOBAL YOUTH SERVICE DAY

Volunteer Canada launched a mini-site to celebrate International Volunteer Day 2008. In addition to numerous links and stories on international volunteerism, the mini-site also featured interviews with prominent Canadians – David Suzuki, Luba Goy, Craig Kielburger – and their own personal connections to volunteerism.

Volunteer Canada was identified as a Lead Agency to deliver the Global Youth Service Day campaign in Canada. With the support of Youth Service America (YSA), the GYSD Canada campaign featured a dynamic website to generate dialogue and raise awareness around community-based contributions made by youth.





Public Policy

Over the past year, Volunteer Canada has made progress on a variety of fronts dealing with public policy and its impact on volunteerism. With the help of our Public Policy committee and an established government relations strategy, Volunteer Canada was actively engaged in broad-based dialogues with various levels of government, at both the political and bureaucratic level.

Volunteer Canada presented a brief on the need to support and foster volunteering to the Special Senate Committee on Aging in April 2008. This brief was well-received and, in 2009, the Senate Committee adopted many of its ideas in its recommendations. Volunteer Canada's president subsequently met with members of the Senate to explore the possibility of establishing a Senate Subcommittee to examine the challenges of maintaining a vibrant volunteer culture in Canada.

Volunteer Canada was also invited to appear as a witness to the Standing Committee on Finance in June 2008 to comment on Bill C-219: An Act to Amend the Income Tax Act (a deduction for volunteer emergency service).

In collaboration with Imagine Canada and the Association of Fundraising Professionals, Volunteer Canada co-convened Summit 2008: An Action Plan in Toronto on May 27th, 2008. This became a working day for over 300 leaders and volunteers in the sector to actively participate in developing solutions to some of the key issues facing the sector: financing, public policy and government relations, standards, and volunteerism.

“Now, more than ever, the federal government needs to recognize volunteerism as part of the social and economic infrastructure of this country. To do so requires shedding the common perception that volunteerism just happens, when in fact promoting, recruiting, training, engaging and recognizing the efforts of volunteers requires support and expertise that is often unrecognized or overlooked and definitely under-resourced. An investment in volunteerism will ensure that the efforts and skills of Canada's volunteers will be invested right back into our communities. And this will also help our government with its goals, such as creating an efficient healthcare and education system, environmentally sustainable communities, safe neighbourhoods, and providing skills training for Canadians.”

– Ruth MacKenzie, president of Volunteer Canada

Partnerships, Programs & Services

PARTNERSHIPS

VOLUNTEER CENTRES

In 2008, Volunteer Canada worked with Harris/Decima to complete a profiling survey of the country's volunteer centres. The completed survey will serve as an invaluable resource and add to Volunteer Canada's understanding of the centres' infrastructure, programs and services, ultimately helping us to implement effective training and other activities. Harris/Decima conducted the survey between August 13th and November 28th, 2008, yielding a response rate of 91.8%.

Harris/Decima is one of Canada's most established names in public opinion and market research, with a 25-year track record of innovation and client satisfaction. Today, the firm is among Canada's largest full service research firms and fastest growing success story. Volunteer Canada would like to acknowledge Harris/Decima for conducting this survey as a pro-bono effort.

Volunteer Canada continues to work with volunteer centres across the country to implement programs and services, and continues to work with the Advisory Council of Volunteer Centres (ACVC) to identify strategies and issues that have an impact on volunteerism in the country.

UPS VOLUNTEER CENTRE TOOLKIT

With generous funding from the UPS Foundation and designed specifically for volunteer centres, an online toolkit was developed as a "one-stop shop" for building strong and healthy volunteer centres in Canada. Within the toolkit, volunteer centre members can find sample material submitted by volunteer centres across Canada plus key reading material to help strengthen their baseline operations.

NNVIO

The Network of National Volunteer-Involving Organizations (NNVIO) is an important component of Volunteer Canada's efforts to work with organizations on the national level to lead the advancement of volunteerism in the country. The members of NNVIO represent a wide spectrum of national nonprofit organizations that have an embedded interest in the voluntary sector. In 2008, an online "extranet" tool was designed to enhance the communication between members and Volunteer Canada. This tool, in addition to various updates from the sector, was shared at a face-to-face meeting last fall.



Partnerships, Programs & Services

PROGRAMS AND SERVICES

EMERGENCY PREPAREDNESS

As a member of the Advisory Group for Enhancing the Role of the Voluntary Sector in Health Emergencies project, Volunteer Canada has played an important part in the development of an online campaign to assist and enhance the capacity of voluntary organizations to maintain and offer expanded services during a time of disaster or health emergency. A comprehensive website, readyforcrisis.ca, offers practical tools to help communities and voluntary organizations, with an online tutorial for service continuity planning, a readiness survey, and a community resiliency handbook containing activities for organizations to understand risk factors in their communities.

VOLUNTEERING & HEALTHY AGING

Over the past year, Volunteer Canada has continued its partnership with Investors Group to develop and implement the Volunteering & Healthy Aging Project, a program designed for the Canadian baby boomer population as well as nonprofit organizations who want to engage them as volunteers. Volunteer Canada recently launched volunteer50plus.ca, an online resource to help baby boomers determine their “best fit” in terms of volunteer opportunities, as well as information on how to connect with community organizations and volunteer centres. A comprehensive guide, entitled *Baby Boomers: Your New Volunteers*, was also published, with tools and resources designed to help volunteer centres, voluntary organizations, employers, and retirement planners to attract and engage Canadians aged 50 and above.





Internal Volunteer Program

Volunteer Canada relies on the generosity and expertise of volunteers. The valued participation of volunteers as members of the Board of Directors helps to inform decision-making and guide policy development. As well, many individuals volunteer as members of advisory committees, working groups, selection committees, and focus groups. Our volunteers also help with the day-to-day tasks associated with work at the national office, supporting all of our departments in invaluable ways. Volunteer Canada is grateful to the following volunteers for their dedication and commitment:



VOLUNTEER LIST

Debbie Ammeter	Mark Climie	Manon Harvey	Majeed Mogharreban	Pat Spadafora
Doug Appleby	Lee Close	Annette Hegel	Asem Mohd	Elizabeth Specht
Connie Berry	Judy Cutler	Wayne Helgason	Peter Nicholson	Jane Swan
Jennifer Bishop	Michael Cybulski	Liz Hong-Farrell	Katiocha Numa	Cathy Taylor
Sue Blythe	Nicole Delisle	Aaron Kaiserman	Tomomi Okubo	Annette Vautour-MacKay
Gabrielle Bonneville	Sylvie Desjarlais	Colleen Kelly	Martha Parker	Daniele Vismara
Charline Boudreau	Barney Ellis-Perry	Karen Lynch	Leopold Papez	Olivia Yahaut
Francis Bowkett	Charles Feaver	Nadine Maillot	George Roter	Victoria Zeppa
Rosemary Byrne	Barbara Fernandez	John McBride	Dave Roxborough	
Roger Christie	Deborah Gardner	Annie McEwen	Sarah Saso	
Patty Clark	Sylvie Grenier	Etienne Merven	Ishneet Singh	





Financial Statement

SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2009

	2009	2008
ASSETS	\$	\$
Total current assets	629,179	1,245,493
Capital assets	1,699	2,392
Total assets	630,878	1,247,885
LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	142,589	577,004
Deferred contributions	244,748	342,797
Net assets	243,541	328,084
Total liabilities and net assets	630,878	1,247,885

SUMMARY STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MARCH 31, 2009

	2009	2008
REVENUE	\$	\$
Donations and sponsorships	749,907	669,714
Funded programs and initiatives	312,722	195,881
Other revenues	192,563	191,181
Product sales	38,295	48,221
Volunteer Place Bénévoles	0	90,935
Total revenue	1,293,487	1,195,932
EXPENSE		
Core program	863,026	966,273
Funded programs and initiatives	312,722	195,881
Administration	200,054	260,551
Amortization	2,228	2,318
Total expense	1,378,030	1,425,023
EXCESS OF REVENUE OVER EXPENSE	-84,543	-229,091

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



