



VOLUNTEER
BÉNÉVOLES
C A N A D A

2012/2013
Annual Report



Table of Contents

Letter from Board Chair and President	..ii
About this Annual Report1
Section 1: Thought Leadership1
Section 2: Practice Leadership3
Section 3: Relationships5
Section 4: Organizational Health and Sustainability7
Corporate Council on Volunteering8
Our Volunteers9
Summary Financial Statements 10



Letter from Board Chair and President

What it means to “get involved” is constantly changing. Notions of “volunteerism” are constantly in flux, thanks to all sorts of changes taking place in the world around us. Technological developments are revolutionizing the way we get involved in our communities online/in virtual capacities. Canadians can now microvolunteer using their smartphone while waiting for the bus. Meanwhile, more traditional means of civic engagement still exist – from lending a hand on the ground with a community organization, serving on a board of directors, fundraising and more.

At Volunteer Canada, we refer to this beautiful array of opportunities as the **Spectrum of Volunteer Engagement**. And to a large degree, Volunteer Canada exists to support Canadian volunteer-involving organizations in their efforts to engage volunteers along this spectrum, and encourage Canadians to find themselves within the spectrum.

From disaster relief to helping out at mass-scale athletic events, from raising awareness around a cause dear to one’s heart to doing what we can to provide food and shelter to those in need, we all have a right and responsibility to get involved in our communities. What’s more? There are always opportunities to get involved in ways that suit one’s lifestyle, interests and goals. In other words, we can all find ourselves somewhere within the spectrum – it’s just a matter of finding where... and that’s where we come in.

In the words below, you’ll learn about what Volunteer Canada has been up to these past 12 months. We’ve tried to keep the written blurbs short, pointing you to the appropriate tools, resources and websites instead – so that you can get the full story on your own terms. As always, please feel free to get in touch anytime with questions, comments or ideas.

Thanks for reading, and for supporting our vision of:
Involved Canadians. Resilient communities. A vibrant Canada.

Paula Speevak Sladowski
Interim President & COO

Ilona Daugherty
Board Chair



SPECTRUM OF VOLUNTEER ENGAGEMENT



SECTION I

THOUGHT LEADERSHIP

2012 Canadian Code for Volunteer Involvement

Launched in April of 2012, at a National Volunteer Week kick-off roundtable event, featuring comments by the Governor General of Canada, the Right Honourable David Johnston

Thanks to the support of **The Home Depot Canada Foundation, PwC** and members of the Advisory Council of Volunteer Centres, Volunteer Canada revised the **CCVI** to better reflect today's volunteer landscape. This adaptable framework for involving volunteers in all levels of an organization aims to improve volunteer involvement from coast to coast. Revisions took into account the shifting realities of today's volunteers and volunteer engagement practices, and entailed the release of supplementary materials, including a Code Audit Tool and The Code in Action.

Since launching the **2012 edition of the Code**, Volunteer Canada has largely focused its efforts on its national dissemination. Training sessions on current trends in volunteering in Canada were held in four provinces, with over 276 participants from various organizations, volunteer centres and communities learning about the Code. These sessions, in conjunction with a social media marketing campaign, have resulted in continued enthusiasm and adoption of the Code by Canadian organizations, as demonstrated by the growing list of **adoptees**. In addition, Volunteer Canada has developed

the **Harbourfront Case Study**, where a Toronto organization went through the process of adopting the Code. This case study can be used as an example for organizations considering adopting the Code, or for those that have already adopted it and are interested in reviewing their current practices.

"Building the Bridge" newcomer engagement tools

Launched in August of 2012, in partnership with Volunteer Greater Fredericton as their inaugural training event

One in five Canadians is born outside of Canada, and immigration now accounts for close to 70% of our population growth (Statistics Canada). Thanks to support from **Manulife Financial** and the Government of Canada's Social Development and Partnership Program, Volunteer Canada developed a suite of tools, *Building Blocks for Engaging Newcomer Volunteers: A Guide for Organizations* and *A Guide on Volunteering*, both available on GetVolunteering.ca. Based on key insights found in the *Bridging the Gap* research report, these guides consolidate current information, tools and resources for both organizations looking to engage newcomers and newcomers interested in the concept of volunteering.

ABOUT THIS ANNUAL REPORT

This year's annual report is divided into four sections, themed according to Volunteer Canada's four key strategic objectives:

Thought Leadership

Practice Leadership

Relationships

Organizational Health and Sustainability

By ensuring that everything we do relates back to one of these key areas, we maintain our position as a leading national voice on volunteerism in Canada.

TIMELINE

2012 >

NVW 2012

CCVI LAUNCH

APRIL 2012 >





2012 Screening Handbook

Launched in October of 2012, at a ceremony featuring comments from Minister of Public Safety Canada the Honourable Vic Toews

On behalf of **Public Safety Canada**, Volunteer Canada created the **2012 edition of The Screening Handbook** with the goal of building awareness around the importance of volunteer screening, as well as capacity among volunteer-involving organizations to effectively screen volunteers. Screening is a process that helps match people with volunteer positions while improving the quality and safety of the programs and services offered in communities. The handbook provides a guideline for organizations of all sizes and mandates on screening volunteers by laying out the ten steps for developing screening policies and providing information and resources to support ongoing screening practices.

Conference Board survey

Released in March of 2013

Volunteer Canada's **Corporate Council on Volunteering** supported **The Conference Board of Canada's** national survey of the community investment activities of 180 corporations in Canada. This survey marks the first time data has been compiled detailing Canadian corporations' investment in community, and it resulted in the **Canadian Corporate Community Investment Benchmarking Report**.

NEWCOMERS TOOL LAUNCH



AUGUST 2012 >



SECTION 2

PRACTICE LEADERSHIP

Public Policy Summit

Jointly sponsored by Volunteer Canada, **Deloitte Canada** and **University of Ottawa's Centre on Governance**, the **Public Policy Summit of 2012 on Volunteering, Citizen Engagement and Social Inclusion** was held on September 17th in Ottawa, Ontario. The Summit explored topics such as public policy and place making, multi-jurisdictional public policy, how to encourage civic engagement in making public policy, and multi-sectoral shared governance. A plan was outlined to establish a citizen engagement public policy exchange platform, to host regional policy summits in other parts of Canada, and to convene online dialogues that identify and promote public policy options that strengthen citizen engagement, social inclusion and community resiliency.

New **www.volunteer.ca** and continued API work

Thanks to funding from the Government of Canada, Volunteer Canada launched the new **volunteer.ca**, a refreshed version of the organization's website to mark International Volunteer Day on December 5, 2012. Based on key findings emphasized in the **United Nations Volunteers' State of the World's Volunteerism Report**, Volunteer Canada designed the website to make it easier to connect with community involvement opportunities in person and virtually. The new website recognizes the geographic location of each visitor and provides them with their nearest volunteer centre on the

homepage. A database, including contact information, of every volunteer centre in Canada is also available on the website, giving quick access to local and provincial experts on 21st-century volunteering. Strategic priorities for the website include serving francophone and culture communities effectively, and developing new online volunteering services and tools.

As part of this project and in partnership with **Getinvolved!**, Volunteer Canada also completed the technical build and pilot testing of an Application Programming Interface, which connects databases of volunteer opportunities from across Canada and display them in multiple online locations, including on the **Get Matched tool**. The API consolidated volunteer opportunities without creating extra work for organizations wanting to post them in multiple databases, and raises awareness of local volunteer opportunities and volunteer centres among Canadians.

National Volunteer Week 2013

National Volunteer Week 2012 marked the 70 years since the first National Volunteer Week, Canada's largest celebration of civic participation. Funded by Investors Group, NVW 2012 featured the theme: **Volunteers: Passion. Action. Impact**, highlighting the importance of volunteers to Canadian communities. In 2012, Volunteer Canada produced a series of video seminars, designed to assist organizations in planning their own NVW campaigns, focusing on event planning, media relations, social media and government relations.

PUBLIC POLICY SUMMIT

AGM

SEPTEMBER 2012 >



Spotlight on Starbucks: Volunteer Canada and Group Volunteering

Volunteer Canada collaborated with **Starbucks Coffee** through the **Thriving Neighbourhood campaign** to encourage Canadians to get involved in their own communities. As part of this campaign, Starbucks Canada partnered with local volunteer centres across the country to host public conversations about community involvement. They also offered the option to donate 10 cents to Volunteer Canada when purchasing a coffee with a reusable travel mug.

This year, **Starbucks Canada** came to us with the goal of igniting employees to take action towards the company's goal of one million hours of community service by 2015. We helped them celebrate 40 years of business by beautifying a rundown city park in Toronto and another in Vancouver, resulting in the participation of more than 1,200 employees who logged nearly 10,000 hours of community services in just one day. Further, more than 700 Starbucks employees build educational gardens, a rainwater catchment system, composters and greenhouses at the Jane Finch Centre in Toronto.

The level of customer service, attention to detail, and "can do" friendly attitude was something I've never experienced before working with a supplier or non-profit. I also received incredibly positive feedback from all parties involved in this project around the level of service, professionalism and expertise of the crew from Volunteer Canada. This event was the start of our relationship and one we are absolutely looking forward to continue. We really couldn't have pulled off a successful program without their help and guidance!

— Colette Bennett, Starbucks Coffee,
Marketing Manager

SCREENING HANDBOOK LAUNCH

OCTOBER 2012 >

BRIDGING THE GAP
IN ONTARIO LAUNCH



SECTION 3

RELATIONSHIPS

The Government of Canada

Volunteer Canada continues to enjoy working closely with various departments within the Government of Canada. Human Resources and Skills Development Canada supported the launch of our new website in December of 2012. Public Safety Canada hired us to produce the 2012 Edition of the Screening Handbook, which we released together in October of 2012.

We have also continued our work with Rideau Hall and the Office of the Secretary to the Governor General of Canada. His Excellency participated in our National Volunteer Week 2012 kick-off /2012 Canadian Code for Volunteer Involvement launch event, as well as a first-ever “interactive Twitter chat” around the importance of volunteer recognition that same day. Our President and CEO also holds a seat on His Excellency’s Philanthropy and Volunteerism Advisory Council.

Corporate Canada is getting involved!

The Corporate Council on Volunteering continues to grow

Volunteer Canada has more than a decade of experience driving corporate citizenship in Canada. We have helped many large corporations adopt gold standard employer-supported volunteering programs and supported a variety of group volunteering events.

A decade of support for National Volunteer Week

National Volunteer Week 2013 marked a decade of support for the campaign by **Investors Group**.

Three more years to Get Volunteering

During 2012, **GetVolunteering.ca** was updated with a sleek new look and easy navigation. The **Get Volunteering campaign**, produced by Volunteer Canada in partnership with **Manulife Financial**, received an Ovation Award of Excellence from the Toronto chapter of the International Association of Business Communicators and a Silver Leaf award of merit from the International Association of Business Communicators.

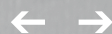
Volunteer Centre Relations

Volunteer Canada continues to work closely with the Canadian Volunteer Centre Network and its 200 members of volunteer centres and provincial/territorial association of volunteer centres. The CVCN strengthens volunteer centres, individually and collectively, to better promote volunteering, provide leadership on volunteer engagement and make connections in their own communities and across Canada. We have also continued to convene the Advisory Council of Volunteer Centres. This group of individuals in senior management at volunteer centres across the country provides a forum for communication between Volunteer Canada and local volunteer centres to foster and strengthen the development of the Volunteer Centre Network. As a network, we strive to establish a common voice and build a unified knowledge base to strengthen volunteering and to increase the effect of volunteer centres locally, provincially and nationally.

ZOOMER IN TORONTO



OCTOBER 2012 >



Non-profit

Volunteer Canada works in partnership with local, provincial and territorial leadership organizations in the non-profit sector to advance our shared interests in volunteering and citizen engagement. We work alongside many national organizations, including Big Brothers Big Sisters of Canada and VON Canada, who have been critical to our pan-Canadian outreach, like the Volunteer Screening Training project, PREB and the Building the Bridge workshops. The Conference Board of Canada has also become a key partner in our corporate community investment research.

Fostering relationships with professional associations is a priority, and we have renewed our connection with the Canadian Association of Volunteer Resources, the Canadian Journal of Volunteer Resource Management and many local associations of volunteer administrators. We also have joined our international colleagues to participate in global initiatives through the International Association of Volunteer Effort.

The Social Sciences and Humanities Research Council has invited the University of Ottawa and Volunteer Canada to co-apply for a partnership grant to develop a tool to measure the social and economic value and impact of volunteering, with many of the partners listed above.

Membership is healthy as ever

2012 saw Volunteer Canada have a membership of 1,267 individuals, volunteer centres and non-profit organizations from coast-to-coast. This marked an increase of 80 members compared to the previous year, thanks to a new suite of membership benefits, including a CCVA program discount, a daily media monitoring service, discounted access and a free trial of Ajah Fundtracker, and the introduction of bi-annual member briefings.

Increase in speaker requests

- Actua
- Alzheimer
- Canadian Forces Health Services Centres
- Canadian Parents for French
- Civicus
- CMA Canada
- CW4WA
- Kid Sport Canada
- Kin Canada
- Lithuanian Canadian Community
- NCC
- OACETT
- Tennis Canada

Media

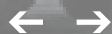
- Toronto Star, 01/01/2012: Microvolunteering site brings together non-profits and volunteers
- Charity Village, 01/03/2012: Volunteer Canada wants your perspective on volunteer engagement
- Charity Village, 06/07/2012: Volunteer Canada creates new video resource for volunteer managers
- Maclean's, 09/04/2012: Why forcing kids to volunteer is a great idea
- Huffington Post, 09/05/2012: Want to Volunteer? Here's Where to Start
- Samaritan Mag, 09/17/2012: Starbucks' Thriving Neighbourhoods Program Makes it Easy to Act Locally
- Stratford Beacon Herald, 09/18/2012: Clinic covers volunteer screening
- Oak Bay News, 09/26/2012: Oak Bay girl goes on the road to Ecuador
- The London Free Press, 10/01/2012: Shift focus to be more community-minded; Retirement: Volunteering, donating to your charitable organization are ways you can help in your post-work years
- 680 News, 10/18/2012: Go-to guide for Canadian volunteer screening process gets upgrade
- Northumberland View, 10/18/2012: National News: Minister Toews Launches Updated Volunteer Screening Handbook
- Charity Village, 10/30/2012: NDP MP proposes tax credit for volunteers
- Ottawa West EMC, 11/01/2012: The house the community built in Morrison Gardens
- The Stony Plain Reporter, 11/09/2012: Supporting non-profit organizations in the community

INTERNATIONAL VOLUNTEER DAY

(IVD)



DECEMBER 2012 >



SECTION 4

ORGANIZATIONAL HEALTH AND SUSTAINABILITY

Volunteer Canada worked diligently this year to create a more focused and resilient organizational structure. By consolidating our resources and programs and embracing a more distributed leadership model with our partners and members, we have created a stable foundation for both continuity and innovation.

With our core group of six professional staff, nine brilliant board members and a group of dedicated corporate community investors, we are well positioned to advance volunteering and citizenship in Canada and to join our counterparts in global efforts.

We have streamlined our organization's work, and although we are leaner in terms of financial and human resources, we are still producing volumes of sector-leading work. This past year saw the launch of the 2012 edition of the Screening Handbook, the revised Canadian Code for Volunteer Involvement and new research on volunteer recognition. We have built upon the new volunteer.ca, which is overflowing with resources for volunteers, organizations, corporations, policy-makers and researchers alike. In the coming year, Volunteer Canada will be leveraging these resources to build the capacity of Canadian organizations from coast-to-coast to better engage today's volunteers.



NEW VOLUNTEER.CA

DECEMBER 2012 >



VOLUNTEER ENGAGEMENT WEEK
(CHARITY VILLAGE)

JANUARY 2013 >

PAN-CAN
KNOWLEDGE EXCHANGE



CORPORATE COUNCIL ON VOLUNTEERING

Founded by Volunteer Canada, in partnership with The Home Depot Canada, the Corporate Council on Volunteering works collaboratively to deliver strong leadership in the area of corporate citizenship in Canada. It brings together a diverse and talented group of businesses innovators from all sectors to lead dialogues and initiatives focused on corporate citizenship. Thank you for the positive impact you make in the communities in which you work and live!

ZOOMER IN VANCOUVER



FEBRUARY 2013 >

MEMBERS

Accenture

Aon Reed Stenhouse

BlackBerry

Cenovus Energy

CIBC

Deloitte

GMCR Canada

Investors Group

Loto-Québec

Macquarie Group

Manulife Financial

Microsoft Canada

Pfizer

RBC

Salesforce.com Foundation

SAP Canada

Starbucks Coffee Canada

Target Canada

TD

TELUS

The Home Depot Canada

UPS Canada

Walmart Canada Corporation



OUR VOLUNTEERS

Volunteer Canada wishes to thank all the volunteers who contributed their time and talent to strengthening our organization. We greatly appreciate your tremendous support.

THANK YOU!

NEW PSA HITS AIRWAYS
(SHOUT-OUT TO Q MEDIA)



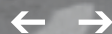
MARCH 2013 >

Doug Appleby
Stacy Ashton
Richelle Benoit
Diana Bumstead
Melissa Carter
Hannah Choat
Nick Clement
Lee Close
Ann Coburn
Joan Crittenden
Russel Dahms
Ilona Dougherty
Josée Dufresne
Dennis Dyck
Kristin Dyer
Anne-Kellie Eliacin
Dorothy Engleman
Christine Epp
Jacqui Fedor

Jocelyn Formsa
Monique Héroux
Chris King
Anne-Marie Koeppen
Lisa Larter
Nancy Lewis
Scott Lundell
Karen Lynch
John McBride
Mina McNamee
Gaspard Michardière
Angelica Miller
Richard Norton
Christine Oldfield
Martha Parker
Jennifer Penney
Jill Peters
Melanie Platt
Lawrence Portigal

Toby Robonavitz
Penelope Rowe
Susan Scotti
Keith Seel
Frank Séguin
Erin Spink
Alison Stevens
Christopher Stoney
Jillian Stothart
Rosanne Tolleanor
Katherine Topolinski
Robin Tourangeau
Cathy Taylor
Liz Weaver
Claire Wilkinson
Melanie Winterle
Beverly Wong
Andrea Wong
Alexandra Wright

TODAY



VOLUNTEER CANADA

FINANCIAL STATEMENT

SUMMARY STATEMENT OF FINANCIAL POSITION • AS AT MARCH 31, 2013 AND 2012

	2013	2012
ASSETS	\$	\$
Total current assets	490,455	756,579
Capital assets	4,048	8,920
Total assets	494,503	765,499
LIABILITIES AND NET DEFICIT	\$	\$
Total current liabilities	380,031	347,338
Deferred contributions	272,600	709,676
Net deficit	(158,128)	(291,515)
Total liabilities and net deficit	494,503	765,499

SUMMARY STATEMENT OF OPERATIONS • YEARS ENDED MARCH 31, 2013 AND 2012

	2012	2011
REVENUE	\$	\$
Contributions and sponsorships	627,958	872,297
Funded programs and initiatives	1,620,338	1,372,490
Other revenues	42,841	86,004
Product sales	4,374	13,924
Total revenue	2,295,511	2,344,715
EXPENSES	\$	\$
Core program	359,712	1,115,769
Funded programs and initiatives	1,620,338	1,372,490
Administration	182,074	196,486
Total expenses	2,162,124	2,684,745
REVENUES OVER EXPENSES	133,387	(340,030)

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