

ANNUAL REPORT

VOLUNTEER CANADA

2014/15



VOLUNTEER  
BÉNÉVOLES  
CANADA

[volunteer.ca](http://volunteer.ca)

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## Letter from Board Chair and President

On behalf of the board and staff of Volunteer Canada, we want to thank everyone who contributes to strengthening volunteerism in Canada. We work with volunteers, volunteer centres, non-profit and charitable organizations, businesses, educational institutions, government departments and our international counterparts to better understand and respond to the evolving world of volunteering. This annual report highlights some of our key activities and reflections for the year.

Volunteer Canada had the pleasure of participating in Innoweave's Impact and Strategic Clarity Module, thanks to funding from the J.W. McConnell Family Foundation. We revisited some core questions: What do we do? Why do we do it? Who do we work with? What is the world calling for us to do? What difference do we want to make? Where do we want to go as an organization and how will we know when we get there? Our answers formed the basis of our Theory of Change and will serve as a foundation for our work in the years to come.

In January 2014, Statistics Canada released the results of the 2013 General Social Survey – Giving, Volunteering and Participating. Canadians continued to be generous with their time and were highly engaged in their communities. Every year, 12.7 million Canadians (44% of Canadians aged 15 and older) each volunteer an average of 154 hours. As impressive as these two billion volunteer hours may be, we are seeing a slight decrease in the number of volunteers and the hours they are giving. However, these statistics do not capture the informal volunteering that goes on in neighbourhoods throughout our country. Volunteer Canada will continue to examine how the changing demographics and social trends are influencing the ways people get involved in their communities. With this, we can develop innovative and meaningful engagement strategies.

In preparation for Canada's 150th Anniversary, we convened a series of roundtables and asked Canadians to consider what they wanted the world of volunteering to look like in 2017 and beyond. Many imagined a more inclusive and broader definition of volunteering: one that upholds standards, policies and practices to ensure program safety and quality, while also embracing informal volunteering and organic movements.

At Volunteer Canada, we believe that volunteerism contributes to healthy and resilient communities. Volunteer Canada's work in the coming year will continue to focus on improving the participation, quality and diversity of volunteering in Canada.

With enormous appreciation to our members, collaborators, funders and everyone who uses our resources, thank you for a spectacular year.



Paula Speevak  
President and CEO



Lawrence Portigal  
Board Chair

## ABOUT THIS ANNUAL REPORT

This year's annual report is made up of four sections:

1. Thought Leadership
2. Practice Leadership
3. Relationships
4. Organizational Health and Sustainability

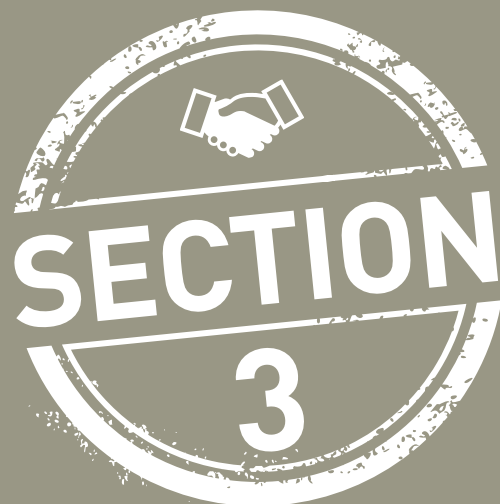
These sections represent Volunteer Canada's four pillars of work. Together, they help us achieve our mission of providing leadership in strengthening citizen engagement and serving as a catalyst for voluntary action.



Thought Leadership



Practice Leadership



Relationships



Organizational Health  
and Sustainability



## Thought Leadership

*Leadership and expertise on  
volunteer engagement*

### **Healthy Resilient Communities Conference**

#### **Volunteer Centre Leadership Forum**

On May 29, 2014, volunteer centre leaders from coast to coast met in Ottawa to share their collective knowledge and to discuss best practices. The Volunteer Centre Leadership Forum was part of the Healthy Resilient Communities Conference. The conference was co-hosted by Algonquin College, the Canadian Alliance for Community-Service Learning, Community First: Impacts of Community Engagement and Volunteer Canada.

### **Business and Community Engagement Forum**

From September 9-10, 2014, the Business and Community Engagement Forum showcased and explored practices, models and tools that strengthen community engagement and employer-supported volunteering in Canada. The Forum was co-hosted by Carleton University, the RBC Foundation and Volunteer Canada.

### **Employer-Supported Volunteering: The Practice and the Promise of Community Engagement**

On September 10, 2014, Volunteer Canada and the RBC Foundation released *Employer-Supported Volunteering: The Practice and the Promise of Community Engagement*. It was the first publication of the Canadian Institute for

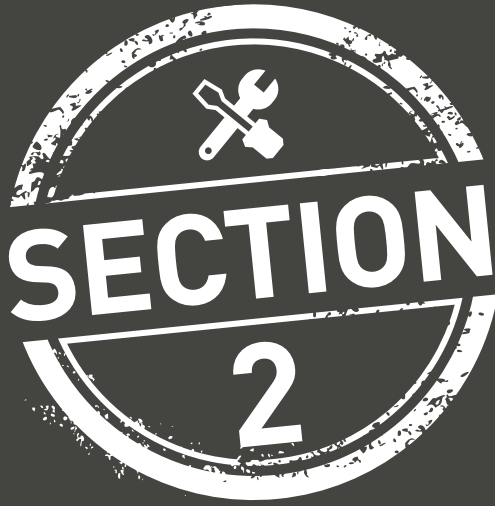
Business and Community Engagement, a joint effort by the RBC Foundation, Carleton University and Volunteer Canada. This publication covers statistics, trends and best practices in employer-supported volunteering. It also explores the benefits and challenges associated with facilitating an employer-supported volunteering program.

### **Statistics Canada's 2013 General Social Survey – Giving, Volunteering and Participating**

On January 30, 2015, Statistics Canada released data from the 2013 General Social Survey - Giving, Volunteering and Participating, indicating a decrease in the volunteer rate among Canadians. Volunteer Canada hosted Imagine Canada, Statistics Canada and sector leaders for the launch and a discussion on what the findings mean for the charitable and non-profit sector.

### **Value of Volunteering: A National Dialogue on Measuring Impact**

On January 19, 2015, Volunteer Canada brought together leaders and practitioners from the public, private and non-profit sectors for *Value of Volunteering: A National Dialogue on Measuring Impact*. Participants explored the social and economic value and impact of volunteering from various perspectives, including organizations, communities, businesses, governments, educational institutions and volunteers.



## Practice Leadership

*Tools and resources to facilitate  
volunteer engagement*

### Volunteer Recognition Tool

In partnership with Investors Group, Volunteer Canada celebrated International Volunteer Managers Day on November 5, 2014, by launching a new volunteer recognition tool. Inspired by findings from the *2013 Volunteer Recognition Study*, the tool helps volunteer managers learn about their volunteers' motivations and how they prefer to be recognized. This information helps volunteer managers plan meaningful recognition activities to increase volunteer retention.

### Get Matched by Manulife

Volunteer Canada continued to work in partnership with Manulife. Together, we encouraged volunteerism across Canada through Get Matched by Manulife - a tool that matches volunteers with opportunities on [Getinvolved.ca](http://Getinvolved.ca).

### Group Volunteering Events

In April 2014, over 200 American Express employees donated over 100 hours of time to build bike safety and craft kits for the Children's Breakfast Club and the Sick Kids Hospital.

In September 2014, Volunteer Canada worked with Home Depot Canada to help plan and deliver projects with the Youth Emergency Shelter in Edmonton and Street Culture Kidz in Regina.

In October 2014, over 300 SAP employees engaged with 15 non-profits in the Toronto area during SAP's Global Month of Service.

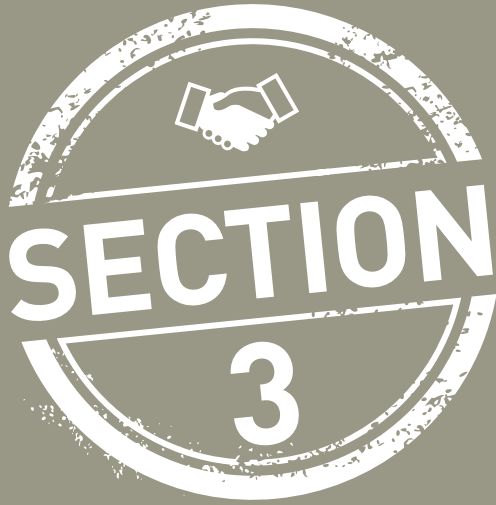
### National Volunteer Week 2014

Volunteer Canada delivered a successful campaign in partnership with Investors Group to help organizations recognize Canada's volunteers during National Volunteer Week, from April 6-12, 2014. The theme was "Volunteer work speaks volumes" and Canadians were encouraged to call the Volunt-Hear Hotline to leave an impact statement and thank a volunteer for their efforts. The hotline received 291 messages, including one from the Governor General of Canada. By the end of NVW, the messages had been listened to 15,263 times on the audio platform SoundCloud.

### PREB

In 2014, Volunteer Canada launched a promotional video for the volunteer recognition program, PREB, created by the Centre d'action bénévole de Québec and supported by Investors Group. The video was used as an introduction for a volunteer centre training session at the Healthy Resilient Communities Conference in May 2014.

Volunteer Canada also participated in the development of the PREB-Ontario system, which was created as a legacy project for the 2015 Pan/Parapan American Games.



## Relationships

*Convening, connecting and collaborating for collective impact*

### Membership

Volunteer Canada's 2014 membership base remained strong, including over 1,200 individuals, volunteer centres and non-profit organizations nationwide.

As of January 2015, BMS Canada Risk Services became the new broker for Volunteer Canada's member-exclusive insurance program, Under Our Wing.

### Government of Canada

On April 9, 2014, Volunteer Canada co-hosted a parliamentary reception for National Volunteer Week in Ottawa with NDP Member of Parliament Jean-Francois Larose. The event brought together 85 non-profit, corporate and government leaders from across the National Capital Region and Canada, including Liberal MP Irwin Cotler, Green Party MP Bruce Hyer and Conservative MP Candace Bergen – all of whom delivered speeches.

On January 30, 2015, Volunteer Canada hosted Statistics Canada for the launch of the 2013 General Social Survey - Giving, Volunteering and Participating and a discussion on what the findings mean for the charitable and non-profit sector.

Volunteer Canada continued working closely with Public Safety Canada on issues of volunteer screening.

### Corporate Canada

For the 11th consecutive year, Volunteer Canada worked with Investors Group to deliver a National Volunteer Week campaign.

Volunteer Canada continued to work with Manulife to help Canadian volunteers and

organizations find a volunteer match online.

In partnership with Carleton University and the RBC Foundation, Volunteer Canada released the Canadian Institute for Business and Community Engagement's first publication.

Volunteer Canada began a partnership with Cenovus Energy to create a new resource on employer-supported volunteering.

### Volunteer Centre Relations

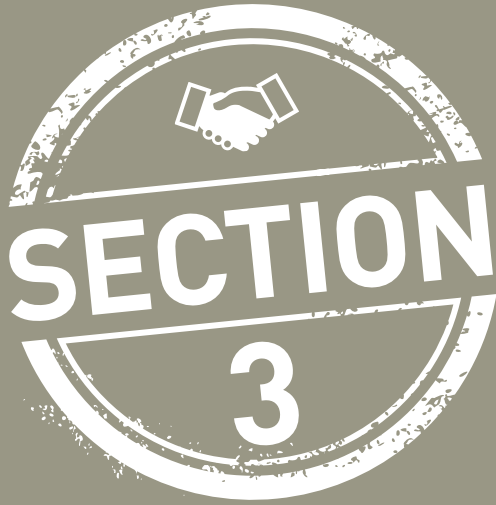
Volunteer Canada continued to work with the Canadian Volunteer Centre Network, the Advisory Council of Volunteer Centres and the 200 volunteer centres across Canada.

On May 29, 2014, Volunteer Canada hosted the biennial Volunteer Centre Leadership Forum. It explored strengthening volunteerism for healthy and resilient communities. This framed several group discussions around four successful programs that practitioners were implementing in their respective communities:

1. Volunteer MBC's Step Up Youth Volunteer Ambassadors
2. Community Volunteer Connections' Flying Squad
3. Saint John Volunteer Centre's Workshops
4. Cowichan Valley Volunteer Management Group

### Speaker Requests

4-H Canada  
BC Rugby Union  
Canadian Association of Fairs and Exhibitions  
Canadian Organization for Rare Disorders  
Canadian Parents for French  
Canadian Ski Patrol



## Relationships

*Convening, connecting and collaborating for collective impact*

CNIB  
Cold Lake FCSS  
Community Reach  
Conference Board of Canada  
Foresters  
National Association of Federal Retirees  
Oakville Arts Council  
Pickering Museum Village  
Professional Organizers of Canada  
Special Olympics Canada  
The Navy League of Canada  
The Robert McLaughlin Gallery  
Town of Richmond Hill  
World Help Center  
YMCA of Greater Toronto

### Media Coverage

1. Charity Village (April 2, 2014) **Celebrating National Volunteer Week 2014: In praise of volunteers** [Steven Tipman quoted]
2. Kelowna Capital News (April 2, 2014) **National Volunteer Week: Recognizing volunteer impact** [Volunteer Canada mentioned]
3. Inside Halton (April 3, 2014) **Volunteers vital to Burlington Community Foundation's success** [Volunteer Canada mentioned]
4. Medicine Hat News (April 4, 2014) **Eye on the Esplanade: 'Couldn't do it without volunteers'** [Volunteer Canada mentioned]
5. Delta Optimist (April 4, 2014) **Volunt-Hear Hotline gives public chance to say thanks** [Volunteer Canada mentioned]
6. Fresh Print Magazine (April 7, 2014) **Celebrating 2014 Volunteer Week** [Volunteer Canada mentioned]
7. Getinvolved! (April 7, 2014) **Volunteer Recognition in a Changing Landscape** [Written by Paula Speevak Sladowski]
8. Lethbridge Herald (April 10, 2014) **Volunteers make key contribution** [Volunteer Canada mentioned]
9. The Record (May 5, 2014) **Inspiring children to 'hope for greatness'** [Volunteer Canada mentioned]
10. Trojan360 (June 9, 2014) **Making an Impact: Volunteers & Corporate Canada** [Volunteer Canada mentioned]
11. CharityVillage (July 2, 2014) **The changing face of volunteering in Canada** [Volunteer Canada mentioned]
12. CharityVillage (August 12, 2014) **Focusing on shared value: The changing nature of nonprofit and business partnerships** [Paula Speevak quoted]
13. CharityVillage (September 11, 2014) **Canadian Institute for Business and Community Engagement releases first resource guide** [Volunteer Canada mentioned]
14. Yonge Street Media (September 24, 2014) **Rewiring the education system: CSR's evolving role in the classroom** [Steven Tipman quoted]
15. Cambridge Times (October 9, 2014) **The benefits of employer-supported volunteerism** [Volunteer Canada mentioned]
16. The Sector (October 24, 2014) **The Sector Episode 25: Volunteer Canada** [Paula Speevak interviewed]
17. Volunteer Alberta (November 12, 2014) **Volunteer Recognition: Good & Cheap** [Volunteer Canada mentioned]
18. Ottawa Community News (November 20, 2014) **Community leaders share secrets to success** [Paula Speevak quoted]
19. The Brampton Guardian (March 12, 2015) **Service clubs cope with changing face of volunteerism in Peel** [Volunteer Canada mentioned]



## Organizational Health and Sustainability

*Strengthening our capacity to  
embrace the future*

In 2014, Volunteer Canada embarked on a process to define our organization's impact and refine our strategic clarity model. Led by Innoweave, the 5-month learning module focused on the following 3 key areas:

- 1.** Commitment to achieving a defined impact
- 2.** Identifying the steps required to achieve that impact
- 3.** Determining how to explain the organization's directions to key stakeholders

These key areas were central in drafting and testing Volunteer Canada's Theory of Change framework.





## CORPORATE COUNCIL ON VOLUNTEERING

*Founded by Volunteer Canada in 2005, with support from The Home Depot Canada, the Council is driven by leaders from corporations of diverse industries, sizes and structures.*

The Council advances employer-supported volunteering and facilitates multisector collaboration to maximize collective community impact. Members share their experiences on a range of practical issues, including innovative program models, technology platforms, outcomes measurements and how best to align community engagement strategies with business objectives. 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.

The CCOV currently features a diverse group of 19 business leaders:

Accenture	Meridian Credit Union
Amex	RBC
Best Buy Canada & Future Shop	SAP Canada
Cenovus Energy	Starbucks Coffee Canada
CIBC	Tangerine
Deloitte	TD
Investors Group	The Home Depot Canada
Keurig Canada Inc.	UPS Canada
Loyalty One	Walmart Canada Corporation
Manulife Financial	

# CORPORATE COUNCIL



## VOLUNTEER CANADA VOLUNTEERS

Volunteer Canada recognizes all the volunteers who contributed their time and talent to help strengthen our organization.

Thank you for your support.

Fimba Tankoano

Francis Séguin

Ilona Dougherty

Jane Hennig

Jann Beeston

Jennifer Penney

John McBride

Josée Dufresne

Lawrence Portigal

Lee Close

Leila Fenc

Lynne Douglas

Martha Parker

Melanie Platt

Noreen Mian

Penelope Rowe

Sade Foster

Susan Scotti

# OUR VOLUNTEERS



# VOLUNTEER CANADA

## FINANCIAL STATEMENTS

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

### SUMMARY STATEMENT OF FINANCIAL POSITION • AS AT MARCH 31, 2015

	2015	2014
<b>ASSETS</b>	<b>\$</b>	<b>\$</b>
Total current assets	658,916	656,968
Tangible capital assets	4,841	6,418
<b>Total assets</b>	<b>663,757</b>	<b>663,386</b>
<b>CURRENT LIABILITIES AND NET DEFICIT</b>	<b>\$</b>	<b>\$</b>
Total current liabilities	66,381	104,199
Deferred revenue	268,183	319,255
Deferred contributions	398,256	376,310
Net deficit	(69,063)	(136,378)
<b>Total liabilities and net deficit</b>	<b>663,757</b>	<b>663,386</b>

### SUMMARY STATEMENT OF OPERATIONS • YEAR ENDED MARCH 31, 2015

	2015	2014
<b>REVENUE</b>	<b>\$</b>	<b>\$</b>
Corporate	775,424	713,424
Memberships and donations	320,517	334,015
Registration, sales and fees for services	231,487	183,466
Government	62,498	32,210
<b>Total revenue</b>	<b>1,389,926</b>	<b>1,263,115</b>
<b>EXPENSES</b>	<b>\$</b>	<b>\$</b>
Core programs and services	656,010	568,544
Administration / Overhead	364,884	342,585
Special events, tools and research	241,006	150,661
Fund development	60,711	107,242
<b>Total expenses</b>	<b>1,322,611</b>	<b>1,169,032</b>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>67,315</b>	<b>94,083</b>

# FINANCIAL STATEMENTS

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