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# **ANNUAL REPORT 2017 - 2018**

**National leadership and expertise on volunteering** 

# CHAIR & PRESIDENT

As Volunteer Canada celebrated its 40th anniversary, we paid tribute to all the people, places, transitions and transformations that have been part of our history and the history of volunteering in Canada. This year, in collaboration with 220 community volunteer centres, we tackled some big issues like the expanding definition of volunteering, the link between volunteering and the Sustainable Development Goals (SDGs), youth engagement, and the fragmented screening system.

Volunteer Canada was approached in June 2017 to submit a proposal to develop a Pan-Canadian Volunteer Matching Platform for Youth, in support of the Prime Minister's Youth Service Initiative, now called the Canada Service Corps. Given that local volunteer centres know their communities and the organizations seeking volunteers; that most centres have some sort of volunteer matching system; and that local volunteer centres provide support to organizations to create meaningful volunteer programs, we proposed a data-hub model. Today, we have 156 centres connected, offering collectively more than 75,000 volunteer opportunities.

When we look at the 17 United Nations Sustainable Development Goals (SDGs) that Canada committed to achieving by 2030, there is not a single goal that does not involve volunteers. They contribute to eliminating poverty, advocating for human rights, protecting the planet, and creating thriving and resilient communities. Volunteer Canada is collaborating with Employment and Social Development Canada to explore the link between volunteer activities of Canadians and the SDGs.

We continued to work with Public Safety Canada to explore models to streamline the process of screening volunteers, based on successful models in Australia and Ireland. Co-sponsored by Deloitte Canada, we hosted a successful National Round Table on Screening Volunteering that identified the need to deal with portability, real-time updates, cross-jurisdictional variations, and increased awareness of the Ten Steps of Screening.

We also continued to strengthen our relationship with local volunteer centres through the establishment of the Volunteer Centre Council, facilitating quarterly teleconferences among volunteer centres (Centreville calls), and by having a dedicated volunteer centre liaison on staff.

The Value of Volunteering Wheel was developed as part of the National Volunteer Week Campaign, sponsored by Investors Group. It illustrates the many benefits of volunteering and helps you explore the many studies, tools, and resources on the value of volunteering.

The Canadian Journal of Volunteer Resources Management (CJVRM) made the transition to Volunteer Canada, after many years of being published by an extraordinary volunteer editorial board. In the coming year, we will re-launch it as part of our blog and will continue to solicit contributions from leaders, researchers, and practitioners from around the country.

There are many people who contributed to the success of our year together. We want to thank our members, volunteer centres, businesses who serve on our Corporate Council on Volunteering, and leaders serving on the Volunteer Centre Council. An enormous thank you to our dedicated board members who lead, guide, and support the work of Volunteer Canada. We want to express our appreciation to our colleagues at Statistics Canada, Public Safety Canada, and Employment and Social Development Canada for your commitment to volunteering and community building. To our amazing staff team, thank you for your inspired, focused, and innovative approach to our work as we collectively provide national leadership and expertise on volunteering in Canada.

Paula Speevak
CEO & President

Francis (Frank) Séguir

Chair

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#### **OUR**

# VISION & MISSION

Throughout the 2017-18 fiscal year, Volunteer Canada worked across sectors and jurisdictions with volunteer centres, community organizations, government departments, businesses and educational institutions to recognize, celebrate and support quality volunteer experiences.

**MISSION** 

Volunteer Canada provides national

diversity of volunteer experiences.

leadership and expertise on volunteerism to increase the participation, quality and

#### **VISION**

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

#### WHAT WE DO

Provide leadership and expertise on volunteerism

Promote and facilitate volunteer engagement

Convene, connect, and collaborate with all sectors

#### WHO WE WORK WITH













#### **VOLUNTEER CANADA'S** —

# STRATEGIC OUTCOMES

#### THE CHANGES WE ARE STRIVING TO ACHIEVE:



#### **OUTCOME 1**

Non-profit organizations of different sizes and mandates can more easily engage a diverse range of volunteers.



#### OUTCOME 2

Volunteer centres are more equipped, connected and positioned to strengthen volunteering.



#### **OUTCOME 3**

Businesses are more equipped, connected and positioned to support employee volunteering.



#### **OUTCOME 4**

Volunteers from diverse backgrounds are more aware of and able to access a wide range of volunteer opportunities.



#### **OUTCOME 5**

Key players are working together to create collective impact.



#### **OUTCOME 6**

Governments are better equipped to develop informed public policy on volunteerism.



#### **OUTCOME 7**

Volunteer Canada is recognized as the national leader on volunteerism.

Non-profit organizations of different sizes and mandates can more easily engage a diverse range of volunteers.

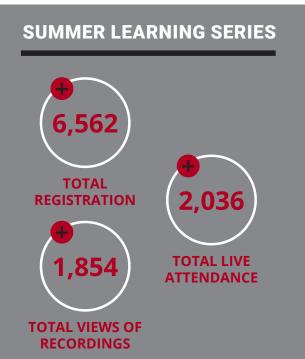
#### **MEMBERSHIP**

Volunteer Canada's membership program includes nearly 1,200 non-profit and charitable organizations, individuals, volunteer centres, governments agencies and business from across Canada. Through the member exclusive online Code Audit tool, the Under Our Wing insurance program and National Volunteer Week marketing materials, our members are empowered and equipped to engage with volunteers effectively and meaningfully.



# SUMMER LEARNING SERIES WITH CHARITY VILLAGE In the summer of 2017 Volunteer Canada presented

In the summer of 2017, Volunteer Canada presented a series of webinars in partnership with Charity Village. The presentations aimed to build capacity among non-profit organizations and volunteer centres to engage volunteers in building strong and connected communities. Three webinars were offered across the summer months. One focused on working with companies on employer-supported volunteering; another on volunteer recognition, the concept of Individual Social Responsibility (ISR) and renewed ways of recognizing volunteering across the spectrum; and the final on insurance and risk management issues for non-profits. Over 2000 people attended the live webinar summer series, and early as many have viewed and continue to access the recorded webinars.



# CANADIAN CODE FOR VOLUNTEER INVOLVEMENT 2017 UPDATE

The Canadian Code for Volunteer Involvement (CCVI) is a guide for involving volunteers in all levels of an organization. It provides a framework for discussion and decision making within organizations, sets out guiding principles that frame the relationship between the volunteer and organization, and provides standards of practice for involving individuals in meaningful ways.

In 2017, Volunteer Canada released an updated version of the CCVI with updated standards and a more streamlined format. A new resource, Putting the Code Into Action, was also developed to help organizations implement the CCVI's ten standards of practice. As part of the CCVI Training and Implementation Expansion Project, Volunteer Canada updated the online Code Audit tool to further assist organizations looking to assess the effectiveness of their volunteer involvement

"I liked having the different dynamic of going through the training and then having the Audit Tool. [...] I think that is a huge benefit to make sure whatever is learned in the training isn't lost afterwards"

#### CCVI Training and Implementation Project Participant

practices against the CCVI and provided free access for a year to the member exclusive tool to 600 subsidy recipients.

#### NATIONAL VOLUNTEER WEEK

National Volunteer Week (NVW) is an opportunity to recognize, thank and celebrate Canada's 12.7 million volunteers. Volunteer Canada is proud to have partnered with Investors Group for over 15 years to deliver NVW campaigns. NVW 2017 took place from April 23-29, 2017. During Canada's 150th anniversary, the campaign aimed to spark a national discussion about what constitutes volunteering. To collectively celebrate all volunteers, Volunteer Canada released a series of crossword puzzles that revealed the impacts, benefits and diverse ways Canadians were involved in communities. Some answers were more obvious, while others caused Canadians to stop and say: "Volunteering, Eh?"

Planning for NVW 2018 began in September 2017 including the development of the campaign theme: Celebrate the Value of Volunteering – Building confidence, competence, connections and community. Just as there are diverse forms of volunteering, there are many ways in which volunteering creates value for individuals, organizations, businesses, communities and society.

Volunteer Canada commissioned a report by the Conference Board of Canada on the economic contributions and broader benefits of volunteering. This was complemented by the Value of Volunteering Wheel which illustrated the many benefits of volunteering to building confidence, competence, connections and community.



### **VOLUNTEER RECOGNITION STUDY 2017**

Volunteer Canada and Investors Group engaged Ipsos Public Affairs to conduct an opinion poll, to examine Canadians' perceptions and attitudes on volunteering. Results from Recognizing Volunteering in 2017 revealed that community involvement is increasingly varied and diverse and may not always fall into the traditional definition of volunteering. From the research emerged the notion of Individual Social Responsibility (ISR), a concept that disrupts the traditional definition of volunteering and offers a more inclusive and progressive way to frame volunteering and community engagement. The study was released April 12, 2017.



## SUSTAINABLE DEVELOPMENT GOALS PROJECT

When we look at the 17 United Nations Sustainable Development Goals that Canada committed to achieving by 2030, there is not a single goal that does not involve volunteers. Volunteers contribute to eliminating poverty, advocating for human rights, protecting the planet, and creating thriving and resilient communities.

In 2017, Volunteer Canada began to collaborate with Employment and Social Development Canada to explore the link between volunteer activities of Canadians and the SDGs. Our interest was threefold

- 1 Raise awareness that the SDGs are as relevant to Canada as they are to other regions of the world;
- 2 Illuminate how volunteers were contributing to these goals; and
- **3** Test out whether promoting volunteering within the framework of the SDGs would present a compelling recruitment strategy.

This was done by mapping the types of volunteer activities reported by Canadians in the Canada Survey: Giving, Volunteering, Participating against the SDGs, collecting stories from local volunteer centres that demonstrated how volunteers were involved in initiatives that address the SDGs, and convening a round table with volunteer centres and another with government departments engaging volunteers, as a springboard to explore the potential effectiveness of integrating the SDGs into recruitment and recognition efforts. Participants at the round tables unanimously agreed that linking their programs to the SDGs was valuable in terms of reporting, program development, volunteer recruitment, and volunteer recognition. A report will be released in the winter of 2018

Volunteer centres are more equipped, connected and positioned to strengthen volunteering.

#### **VOLUNTEER CENTRE COUNCIL**

The Volunteer Centre Council was created to take a leadership role in strengthening the collective capacity, cohesion, and influence of volunteer centres in Canada. Membership is made up of senior leaders in centres and provincial associations from across the country. Building on the knowledge and experience of its members, the council is working to advance both thought and action on issues affecting volunteerism and the capacity of volunteer centres. The first meeting was held in September 2017, followed by two quarterly teleconferences. Priorities for action identified by the Council include new funding/business models for volunteer centres, volunteer screening, the revised Canadian Code for Volunteer Involvement (CCVI) and planninf for a Volunteer Centre Leadership Forum.

#### **CENTREVILLE CALLS**

Four times a year volunteer centres are invited to attend a conversation, facilitated by Volunteer Canada, in which they create the agenda. Issues, challenges, new strategies, tools and programs are proposed for discussion or simply as requests for advice or input from colleagues across the country. Participants forge connections with their peers by sharing their ideas, their experience, and their expertise. They can choose to participate in English, French or both languages. The French calls are co-hosted with the Fédération des centres d'action bénévole du Québec (FCABQ). Every call brings a mix of veteran and new voices.





#### ENGLISH PARTICIPANTS

# OF PEOPLE WHO

JOINED 2 OR MORE
CALLS

AVERAGE # OF PEOPLE PER CALL



#### FRENCH PARTICIPANTS

# OF PEOPLE WHO

JOINED 2 OR MORE
CALLS

AVERAGE # OF PEOPLE PER CALL

Businesses are more equipped, connected and positioned to support employee volunteering.

# CORPORATE CITIZENSHIP CONSULTING PROJECTS AND PROGRAM DEVELOPMENT

Volunteer Canada supports companies with strategic consulting and program development services to advance their volunteering and community engagement programs for their employees and other stakeholders. We customize programs to fit every business's capacity and community involvement goals with actionable insights and strategies based in knowledge of global trends and innovations. From strategy development to stakeholder engagement, partnership brokering to execution of volunteering projects nationwide, Volunteer Canada has supported the development of successful corporate community investment programs from coast to coast.

#### In 2017 - 2018, Volunteer Canada provided services to:

- American Express Canada
- CIBC
- Coast Capital Savings
- Deloitte
- Electronic Arts
- Home Depot Canada
- Manulife
- Merck Canada
- Meridian Credit Union
- Newell Brands
- RBC
- SAP

- SunLife Financial
- SNAP
- UBS
- VISA Canada
- Wasserman

This year, Volunteer Canada worked with **over 40 community organizations** across Canada to create corporate volunteering opportunities for employees and collaborated with the following **Volunteer** 

**Centres** to create some of these opportunities:

- Burnaby Volunteer Centre Society
- Edmonton Chamber of Voluntary Organizations
- Propellus (Calgary, AB)
- Vantage Point (Burnaby, BC)
- The Volunteer Centre of Southeastern New Brunswick
- Volunteer Mississauga, Brampton, Caledon
- Volunteer Toronto
- Volunteer West Island



SAP Canada employees planting trees with Ontario Streams.

#### CORPORATE COUNCIL ON VOLUNTEERING

The Corporate Council on Volunteering (CCOV) works collaboratively to deliver strong leadership in the area of corporate citizenship in Canada. The CCOV was founded by Volunteer Canada, in partnership with The Home Depot Canada, in 2005. It brings together a diverse and talented group of business innovators from many industries to:

- Learn together in a supportive peer environment;
- Benefit from Volunteer Canada's experience and consultation services; and
- Generate and promote thought-leadership on community investment practices that create value for community, employees, and business.

In 2017-18, the CCOV hosted several webinars and two face-to-face gatherings (June and November 2017). Topics discussed included: measuring impact on employees; skills-based and pro-bono volunteering; renewing the value proposition of corporate volunteering with the C-Suite; the Canada Service Corps national service initiative for Canadian youth; volunteering for remote employees; 'job purposing'; new research on individual social responsibility and what it means to company volunteering programs; employee volunteering in disaster response situations; Edelman research on public perceptions of business as agents of social change; and techniques to spark innovation and rally support.

## CORPORATE COUNCIL ON VOLUNTEERING MEMBER COMPANIES 2017 - 2018

































Volunteers from diverse backgrounds are more aware of and able to access a wide range of volunteer opportunities.

# PAN-CANADIAN VOLUNTEER MATCHING PLATFORM FOR YOUTH

Volunteer Canada, in collaboration with volunteer centres across Canada, launched the Pan-Canadian Youth Opportunities Platform in January 2018, a key component of the Canada Service Corps, a new national service initiative for Canadian youth. This platform enables young Canadians to find and be matched with volunteer opportunities locally and across the country. Each province and territory have connections to the platform, either through local volunteer centres or agencies that build capacity within their region. The platform has assisted with:

 Increasing opportunities for youth to be engaged in Canadian communities;

- Strengthening existing networks such as the Ontario Volunteer Centre Network;
- Strengthening relationships with Volunteer Centres;
- Laying the foundation for building capacity in areas that don't have a volunteer centre; and
- Demonstrating the roles of local, provincial and national organizations within the voluntary sector and how they interact to support positive change and build capacity in communities across the country.

From coast to coast, volunteer centers are seeing an increase in the usual number of volunteers accessing their databases.

**AS OF MARCH 30, 2018** 

79,912

9,800

Total Volunteer
Opportunities
Posted

Total Unique Visitors

#### **VOLUNTEER CANADA ONLINE**

#### **SOCIAL MEDIA**



14,100

views



27,170

f

11,870

**NEWSLETTER** 



6,147 26.7%

subscriber

open rate

Key players are working together to create collective impact.

### COMMUNITY CAMPUS ENGAGE CANADA

Volunteer Canada re-connected with the Community First: Impacts of Community Engagement (CFICE) research project team, a project dedicated to helping identify, capture and share how community organizations and post-secondary institutions are collaborating to positively impact communities across Canada. As the project entered is final years, Volunteer Canada had the pleasure of working with local, regional and national organizations to help inform the development of the new Community-Campus Engagement in Canada (CCEC) network with a view to continued learning and sharing of positive and constructive community-campus experiences.

# CO-HOSTED CSR-BUSINESS [UN]USUAL: PROFIT FROM PURPOSE CONFERENCE

Volunteer Canada co-hosted the "Business [Un]Usual: Profit from Purpose" conference with the Conference Board of Canada and the Canadian Business for Social Responsibility (CBSR) in October 2017. The conference provided business leaders with insights on the new demands of our rapidly changing world, how to navigate these changes, build resilience and capitalize on the opportunities these transformations may bring. The concept of Individual Social Responsibility and driving engagement through purpose were explored.

# CANADIAN JOURNAL OF VOLUNTEER RESOURCES MANAGEMENT

The Canadian Journal of Volunteer Resources Management (CJVRM) published its final issue in December of 2016 and ownership of the Journal was transferred to Volunteer Canada. Building on the foundation of the Journal, a new product will be launched in the fall of 2018 focusing on volunteer engagement in four areas: research, public policy, management practices, and employer-supported volunteering. Following in the tradition of the Journal, contributions will be actively sought from all regions of the country as well as from practitioners, leaders, academics, and policy makers. An online survey was developed to help identify relevant and timely topics and archived copies of the Journal posted on the Volunteer Canada website.

Volunteer Canada would like to thank the many volunteers who contributed to the editorial team and to the regional representatives for enriching the Journal through their knowledge, experience and impressive professional and community networks.

### VOLUNTEER CENTRE LEADERSHIP FORUM

Volunteer Canada approached the Volunteer Management Professionals of Canada (VMPC) to discuss the possibility and benefits of joining Volunteer Canada's Volunteer Centre Leadership Forum to their annual national conference. The outcome of this initiative is the creation of a new partnership and the planning of a joint conference to be held in May 2019 in Ottawa.

As VMPC works with a provincial association of volunteer management professionals to present their conferences, the partnership also includes PAVRO (Professional Association of Volunteer Leaders Ontario). Volunteer centres and volunteer management professionals have obvious shared interests and issues. Bringing these groups together will enhance both the learning and networking experience for all who participate.

"Any one organization could not have accomplished this work on their own [...] Each partner brought particular knowledge and skills to the partnership which contributed to the success of the project."

Excerpt from CCVI Training and Implementation Expansion evaluation report

# CANADIAN CODE FOR VOLUNTEER INVOLVEMENT TRAINING AND IMPLEMENTATION EXPANSION

Volunteer Canada partnered with the Ontario Volunteer Centre Network (OVCN), Volunteer Toronto, Volunteer MBC and the Volunteer Centre of Guelph Wellington, to increase access to the updated Canadian Code for Volunteer Involvement (CCVI) and accompanying Code Audit tool. Through this project, online and in-person training was made available to 223 people throughout Ontario, including 23 individuals from 16 volunteer centres. Volunteer Canada extended the reach of these training opportunities and materials by hosting a train-the-trainer session for volunteer centres outside of Ontario and translating the training materials into French. Volunteer Canada continues to work with OVCN and volunteer centres across Canada to extend access to train-the-trainer sessions and online training modules.

## Strategic OUTCOME 6

Governments are better equipped to develop informed public policy on volunteerism.

Volunteer Canada continued to collaborate with the Government of Canada through three key departments: Employment and Social Development Canada, Public Safety Canada, and Statistics Canada. The Community Partnership Directorate of Employment and Social Development Canada is the lead department on volunteerism within the federal government and we continued to work closely on various matters related to volunteering including the link between volunteerism and the Sustainable Development Goals, screening, employer-supported



Paula Speevak speaking at the NVW 2017 Reception on Parliament Hill in Ottawa, ON.

volunteering, youth engagement, and volunteering as a vehicle for skills development and social inclusion.

Serving on the steering committee for the General Social Survey: Giving, Volunteering, and Participating, Volunteer Canada and local volunteer centres were pleased to see Statistics Canada respond to feedback by including a module on informal volunteering in the 2018 survey.

We continued to meet with Public Safety Canada to explore international models for centralized, portable, real-time, online screening portals. Hosted by Deloitte Canada, a successful National Round Table on Screening Volunteers was held with participation from various federal departments, the Royal Canadian Mounted Police (RCMP), leaders from the sector, and people with expertise in law enforcement, human rights, and protection of privacy. A video presentations from the Blue Card program in Australia and AccessNI in Northern Ireland were also provided.

## Strategic OUTCOME 7

# Volunteer Canada is recognized as the national leader on volunteerism.

Volunteer Canada's leadership and expertise was reflected in numerous invitations to speak at workshops, conferences, webinars, and interdepartmental meetings including the Kings Volunteer Resource Centre Volunteer Leadership Symposium, the St. Michael's CSR and Sustainability Certificate program, the Ontario Volunteer Centre Network Conference, the Atlantic Region Association of Immigrant Serving Agencies (ARAISA) Professional Development regional event, a Human Resources Professional Association (HRPA) webinar and executive dinner, and a Professional Association of Volunteer Leaders - Ontario (PAVRO) panel on corporate volunteering.

Volunteer Canada was also asked to serve as a witness before senate committees and parliamentary committees including:

 The Open Caucus on Youth Engagement in the Community, Lily Viggiano, Youth Engagement



(left to right) Kathy Magee, Lily Viggiano & Samantha Dignam at the Open Caucus on Youth Engagement in Ottawa, ON.

Specialist, Volunteer Canada's Pan-Canadian Volunteer Matching Platform

- Standing Committee on Human Resources, Skills and Social Development and the Status of Persons with Disabilities (HUMA), Experiential Learning and Pathways to Employment for Canadian Youth, Meeting 105, Paula Speevak, President and CEO, Volunteer Canada
- The Special Senate Committee on the Nonprofit and Charitable Sector, Paula Speevak, President and CEO, Volunteer Canada.

#### **OUR**

# VOLUNTEERS & STAFF

## WE WANT TO THANK THE FOLLOWING PEOPLE FOR THEIR AMAZING WORK.

#### **BOARD OF DIRECTORS**

Francis (Frank) Séguin, Chair
Jane Hennig, Vice-Chair
Sissi Meng, Treasurer
Kirk Muise, Secretary
Lawrence (Lawrie) Portigal, Past Chair
Jann Beeston, Member at Large
Penelope Rowe, Member at Large
Deborah Swartz, Member at Large
Fimba Tankoano, Member at Large
Lynne Douglas, Member at Large \*
Noreen Mian, Member at Large \*
Doug Watson, Member at Large \*

#### **AUDIT COMMITTEE MEMBERS**

Lee Close
Jane Hennig
John McBride
Sissi Meng
Kirk Muise
Jennifer Penney
Melanie Platt
Francis (Frank) Séguin

#### **VOLUNTEER CENTRE COUNCIL**

Lynda Barrett Anne-Marie Koeppen Dawn Bourbonnais Sara Langford Bruno Bourdache Cody Palmer Michel Alexandre Penny Rowe Cauchon Diana Sim Tracey Davidson Katherine Topolniski Marie Eveline Annette Vautour Jane Hennig Louise Howes \*

## CORPORATE COUNCIL ON VOLUNTEERING CO-CHAIRS

Tanya Bell Deborah Swartz

#### **OUR TEAM**

Paul Speevak, President & CEO
Martha Aynalem, Chief Financial Officer
Alison Stevens, Volunteer Centre Liaison
Elizabeth Dove, Director - Corporate Citizenship
Eric Shirley, Manager - Corporate Events & Projects
Karine Diedrich, Director - Public Engagement &
Stakeholder Relations
Katrielle Ethier, Membership & Outreach Officer
Samantha Dignam, Communications Coordinator
Laura Allardyce, Manager - Communications \*
Lainie Towell, Director of Innovation & Public
Engagement \*

<sup>\*</sup> Left or completed term in 2017 / 2018

#### SUMMARY -

# FINANCIAL STATEMENTS

### **SUMMARY STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2018**

ASSETS	2018 \$	2017 \$
Total Current Assets	1,001,740	620,365
Tangible Capital Assets	5,830	6,023
Total Assets	1,007,570	626,388
CURRENT LIABILITIES AND NET ASSETS	2018 \$	2017 \$
Accounts Payable and Accrued Liabilities	195,455	97,272
Deferred Revenue	304,183	235,158
Deferred Contributions	375,213	196,706
Net Assets	132,719	97,252
Total Liabilities And Net Assets	1,007,570	626,388

## **SUMMARY STATEMENT OF OPERATIONS YEAR ENDED MARCH 31, 2018**

REVENUE	2018 \$	2017 \$
Corporate	303,325	441,558
Memberships and Donations	287,358	306,025
Registration, Sales and Fees For Services	304,187	302,740
Government	684,221	32,077
Total Revenue	1,579,091	1,082,400
EXPENSES	2018 \$	2017 \$
Core Programs and Services	1,193,079	465,917
Administration / Overhead	249,217	272,172
Special Events, Tools and Research	55,607	197,050
Fund Development	45,721	51,077
Total Expenses	1,543,624	986,216
EXCESS OF REVENUE OVER EXPENSES	35,467	96,184

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





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