



# ANNUAL REPORT

## 2018 / 2019

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Thank you to Lufan Yang for the design and layout of this annual report.

# MESSAGE FROM THE **CHAIR AND PRESIDENT**

Volunteer Canada, along with volunteer centres around the country, have furthered our reach and have expanded our scope, providing leadership and expertise in volunteer engagement to address critical social, economic, and environmental issues. Not-for-profits and charities of all sizes and shapes, businesses, educational institutions, and government departments have been involved in a collective effort to better understand and recognize an ever more diverse spectrum of engagement, as people express their values and shape our communities.

Several local volunteer centres joined forces with their municipalities to mobilize volunteers in emergency response efforts after floods, fires, tornadoes, and other events that had wide-scale impact on communities. Many volunteer centres, businesses, and educational institutions launched significant initiatives to support youth in gaining skills through volunteering. Other volunteer centres have remained actively involved in regional strategies by engaging volunteers in welcoming immigrants and refugees.

The shifts in demographics, evolving definition of volunteering, and changing nature of work have all had an impact on how Volunteer Canada and volunteer centres provide leadership on effective and meaningful volunteer engagement. The plethora of volunteer matching platforms and volunteer management software has called on us to better understanding the technological landscape.

After adopting the UN 17 Sustainable Development Goals (SDGs), in 2017, we explored the link between the efforts of volunteers and non-profit organizations and the SDG's. In collaboration with Employment and Social Development Canada, we co-produced a study, **The Sustainable Development Goals and the Volunteer Factor**, that illustrates how volunteers are already contributing to achieving the SDG's and supports the potential of the SDG's as a framework to engage and recognize volunteers.

By the end of March 2019, 156 local volunteer centres were connected to the **Pan-Canadian Volunteer Matching Platform for Youth**, in support of Canada Service Corps. Together we offered youth tools and resources to discover their interests, skills, and goals, search more than 75,000 volunteer opportunities, and reflect on how their experiences have impacted their educational, vocational, and life journey. The success of this initiative is a testament to the strength of the relationships among volunteer centres and to the innovative technology that linked independent volunteer matching systems through a data-hub.

Volunteer Canada continued to provide leadership and expertise in the area of screening, with support from Public Safety Canada. Led by Deloitte Private, we produced a feasibility study and business plan in consideration of a Volunteer Screening and Education Centre, modeled after some of the international experiences in Australia and Northern Ireland.

**National Volunteer Week** was a tremendous success in terms of uptake and feedback. "Celebrate the Value of Volunteering – Building Confidence, Competence, Connections and Community" became more than a tagline. The theme was brought to life throughout the week by organizations and Canadians who recognized and thanked volunteers for the social and economic value they bring to our lives.

We do not work alone – our accomplishments are made possible through the collaboration and support of our members, volunteer centres, provincial / territorial associations, organizations, businesses, and, most importantly, the 12.7 million Canadian volunteers. A special thank you to members of Volunteer Canada's staff team, board of directors, volunteers, and funders for an exceptional year of service.

This report contains highlights of the work we have done to enhance participation, quality, and diversity of volunteer experiences to build strong and connected communities. It contains links to many new tools and resources that we have produced and the research that grounded our creations.

 **Paula Speevak**  
CEO & President

 **Francis (Frank) Séguin**  
Chair



## 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.



## WHAT WE DO

Provide leadership and expertise on volunteerism.

Convene, connect, and collaborate with all sectors

Promote and facilitate volunteer engagement.

# Provide Leadership and Expertise on Volunteerism

## SCREENING

Canada does not currently have a streamlined or standard volunteer screening process, leading to processes and policies that vary widely between organizations and between regions. Volunteer Canada with Deloitte Private and with support from Public Safety Canada produced a feasibility study and business plan in consideration of a Volunteer Screening and Education Centre.

We consulted with stakeholders from a range of sectors, geography, and expertise, including human rights, access to information and privacy, law enforcement, and volunteer resource management. These stakeholders provided our teams with insights

into the key issues they see related to volunteer screening and with feedback on suggested models and approaches. After examining models adopted by countries such as Australia and Northern Ireland and based on stakeholder feedback and insights, our teams developed a suggested framework for the creation and implementation of a Volunteer Screening and Education Centre.

## SUSTAINABLE DEVELOPMENT GOALS AND THE VOLUNTEER FACTOR

The United Nations Sustainable Development Goals (SDGs) consist of 17 goals to mobilize global efforts and build a better world for people and our planet by 2030. They were adopted by all United Nations (UN) member states, including Canada, in 2015. To better understand and recognize the role volunteers play in achieving these goals, with support from Employment and Social Development Canada, we mapped existing data on volunteerism in Canada to the SDGs and conducted roundtables with several non-profit organizations and federal departments.

The findings in the report confirmed the impact volunteers already have in advancing the SDGs, their relevance in Canada and identified opportunities for increased engagement of volunteers. We shared our findings through presentations at various conferences in Canada and the United States, an infographic, several blog posts, a recorded webinar hosted by Charity Village with over 2,100 registrants. With the support of Loblaws Canada, we also produced a video emphasizing the link between volunteering and the SDGs.

The SDGs where Canadians volunteer...

the most: Social Services



the least: Law, Advocacy & Justice



“

When you talk about things people can relate to, such as ending poverty and hunger, people are able to see the link between goals and the volunteer role.

– Anonymous roundtable participant

”

# ChangeMakers @Work

A Corporate Citizenship  
Webinar Series



Participants from over  
**50**  
companies



In the 5 months  
following the launch:



**5,000** visitors



**28** blog posts

## CURATING AND SHARING EXPERTISE

### Changemakers@Work webinar series

With over 50 companies represented and as many as 150 participants registered per webinar, the Changemakers@Work webinar series' inaugural year was an astounding success! Volunteer Canada brought in leaders in the field from 13 companies and organizations across all sectors to share their expertise and practical knowledge in 7 webinars. These create accessible learning opportunities for corporations and employers of all kinds by exploring a variety of topics within corporate community engagement including:

- **Pro-Bono and Skills-Based Volunteering: What's New, What's Working**
- **Unleashing Changemakers: Creative Approaches to Engage Employees in Community**
- **Best Workplaces for Giving Back**
- **And more!**

### Volunteer Vibe

Launched on November 5, 2018, International Volunteer Manager's Day, the Volunteer Vibe blog brings the ethos of the Canadian Journal of Volunteer Resources Management (CJVRM) together with Volunteer Canada's blog and voice. There, we explore all aspects of community engagement from corporate citizenship, to volunteer management and even public policy. It is a place for Volunteer Canada and expert guest authors to:

- Explore the impact of volunteering on individuals, organizations, businesses and communities.
- Learn, share and examine volunteer engagement trends, tools and practices.
- Analyze the systems and structures that influence if, when, and how people engage in creating stronger, more connected communities.

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### CJVRM History:

*From the Spring of 1992 to December 2016, the Canadian Journal of Volunteer Resources Management (CJVRM) highlighted the management of volunteer services and connected managers of volunteer resources across Canada. Ownership was transferred to Volunteer Canada in 2017 and we are pleased to provide access to archived copies of the journal on our website.*

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## VALUE OF VOLUNTEERING

Volunteering reflects our values – what we care about, our vision for our community and, our sense of responsibility for the planet and those with whom we share it. It also generates value for organizations, neighbourhoods, businesses, society, and volunteers. The interplay between what we value and the value we create through our actions is what is behind the Value of Volunteering Wheel and the Value of Volunteering in Canada report.

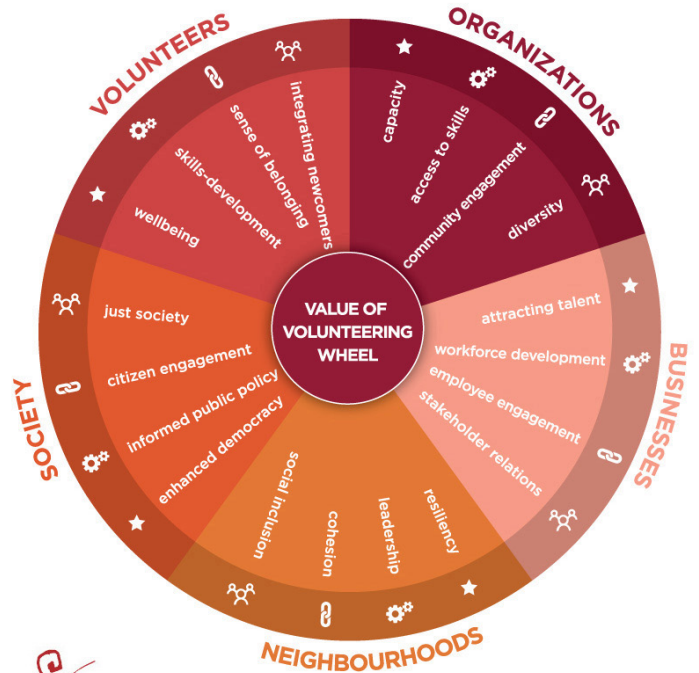
The Value of Volunteering Wheel illustrates the many values of volunteering and provides links to studies and resources that demonstrate each one. Once published, the Wheel took on a life of its own! Shared around the world, it was a catalyst for conversation about how volunteering is valued. By highlighting how volunteering builds confidence, competence, connection and community for all, the Value of Volunteering Wheel provides volunteer engagement professionals with an evidence-based tool that clearly demonstrates the value of volunteering beyond the hours given or the number of volunteers.

Volunteer Canada also commissioned the Conference Board of Canada to create the Value of Volunteering in Canada report. This report looks at the value of volunteering through an economic lens. While the dollar amount attributed to volunteering is an inadequate measure of its value, the findings are undeniable. The economic value of the volunteer work effort in Canada is roughly \$56,000,000,000!

Together, these resources truly showcase the diversity and the scale of the Value of Volunteering.

## The value of volunteering!

**BUILDING:** CONFIDENCE COMPETENCE CONNECTIONS COMMUNITY



**\$56,000,000,000**

The estimated dollar value of volunteer work in Canada

# Convene, Connect and Collaborate with All Sectors

## VOLUNTEER CENTRES

### Volunteer Centre Council

The Volunteer Centre Council provides leadership and expertise on volunteerism by: strengthening cross-country relationships between and amongst volunteer centres; identifying key issues affecting volunteerism, the non-profit sector and volunteer centres throughout Canada and; facilitating collaboration to address them. Throughout 2018-2019, several members of the Council were hard at work planning for the Volunteer Centre Leadership Forum held in May 2019.

As the sector and the nature of volunteerism changes, volunteer centres must also adapt to continue to effectively serve volunteers, organizations and communities. With the support of Volunteer Canada, the Council hosted three webinars for volunteer centres that explored how some centres have navigated change. These webinars provided valuable insight and shared lessons learned with the over 30 centres who registered.



The Volunteer Centre Council has up to **17** members



**11%** growth in participants on French Centreville Calls

### Centreville Calls

Volunteer Canada hosts quarterly calls in English and co-hosts calls in French with the Fédération des Centres d'action bénévole du Québec (FCABQ) as an avenue for volunteer centres to share expertise, resources and new initiatives with a network of peers. Centreville Calls help bridge the distance between individual volunteer centres and strengthen the connections between them. With nearly 120 total participants, these calls are but one way that members of the network of volunteer centres demonstrate their eagerness to share and learn with others working towards a similar mission in Canadian communities of all shapes and sizes.





## CORPORATE COUNCIL ON VOLUNTEERING

The Corporate Council on Volunteering (CCOV) brings together leading companies in Canada to:

- Learn together in a supportive peer environment,
- Generate and promote thought-leadership on corporate community engagement practices,
- Benefit from Volunteer Canada’s experience and consultation services and
- Support Volunteer Canada’s mission.

Biannual gatherings of the CCOV were hosted by Cenovus Energy in Calgary and by CIBC in Toronto, where Council members explored the themes of corporate-community relations with partner organizations and the value proposition for employee community engagement.

Council members report that their involvement in the CCOV truly supports their work and connects them to issues, resources and colleagues to advance their corporate community engagement. Volunteer Canada is proud to work alongside these industry leaders, to learn together and to support their engagement in communities across the country.

“

The CCOV is a collaborative environment to learn and share innovative practices in corporate volunteering, new partnership models, and co-creation of social impact programs. The network represents a unique leadership development opportunity for members of our team, and extends value across multiple departments in our organization, including Human Resources and Communications.

– Sarah Chapman, PhD. Director, Risk Advisory National Lead, Corporate Responsibility and Sustainability, Deloitte Private

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## CORPORATE COUNCIL ON VOLUNTEERING MEMBERS



## THE CANOPY

Founded by Volunteer Canada in 2015, The Canopy is a collective that works to build bridges between the corporate world and that of charities, non-profits and social entrepreneurs. Individually, members work on various aspects of the corporate-community partnership equation. As a collective, The Canopy seeks to elevate the ongoing alignment of interests - where companies and social good organizations work powerfully, together.

Through their membership in The Canopy, member organizations have discovered shared interested and opportunities to support each other's work, leading to collaboration on events, joint research, and cross promotional opportunities.

### The Canopy Members

Canadian Business for Social Responsibility (CBSR)  
Imagine Canada  
LBG Canada  
MaRS  
Mount Royal University  
Realized Worth  
The Conference Board of Canada  
The University of Toronto St. Michael's College  
Volunteer Canada

“

**Under Volunteer Canada's leadership, Imagine Canada has been able to benefit from The Canopy. Gaining a better understanding of the similar, but different efforts of sector groups working with companies, continues to be very valuable.**

- Bruce MacDonald, President and CEO, Imagine Canada

”



# Promote and Facilitate Volunteer Engagement

FoodShare

## CORPORATE CITIZENSHIP

### Consulting Services

Canadians are expecting more from their employers when it comes to corporate social responsibility and engagement. Volunteer Canada leverages its expertise and experience in community engagement and volunteering to support employers and businesses in creating meaningful community impact, through their employees. Our team provides guidance and practical tools that build the capacity of companies and employers to engage positively in community and to create change.

“

**Volunteer Canada led a helpful, customized assessment of our volunteer program. Their ability to draw from trends and apply insights into actionable recommendations is enabling us to implement solutions that will result in a more effective and impactful Team Depot program for our associates and the communities we serve.**

– Paulette Minard, General Manager, Community Affairs and The Home Depot Foundation, The Home Depot Canada

”

### Corporate Community Engagement Activity Facilitation

As part of our service offering for companies wishing to improve their corporate community engagement, Volunteer Canada also facilitates and manages group volunteering events, acting as a bridge between the charitable and the business sectors. We are proud to have supported seven businesses in 2018-2019 across 33 group volunteering projects in support of 24 charities in Toronto, Montreal and Calgary. Employees contributed thousands of volunteer hours to their communities through these projects by sorting food donations for families facing hunger, planting trees to restore forests, wrapping holiday presents for children in need, and so much more.



## NATIONAL VOLUNTEER WEEK (NVW)

From April 15 to 21, 2018, Volunteer Canada in collaboration with Investors Group and countless Canadians and organizations recognized the value that volunteers contribute to our communities. We tipped our hats to the 12.7 million Canadian volunteers, unified under the NVW campaign's tagline: **Celebrate the Value of Volunteering** – *Building Confidence, Competence, Connections and Community.*

The campaign kit, including digital copies of the poster, thank you cards, templates and promotional images, was available for download for thousands of volunteer managers and organizations to use to recognize the volunteers that support their mission. When volunteers are recognized and thanked for their effort, they are more likely to continue their engagement with the organization. This is why Volunteer Canada is committed to supporting organizations in celebrating and bringing to the fore the incredible value that volunteers bring to organizations and our communities.

The NVW blog series highlighted how volunteering built confidence, competence, connections and community in different arenas such as for volunteers themselves, the organizations they serve, the businesses where they work, and the communities where they live. During the week, thousands of social media posts were shared, "Thank You's" were said and events were held to recognize the volunteers who create an immense richness in our lives.

**4,960**  
Thank you cards were printed and sent to organizations to thank volunteers.



“  
**Celebrate the Value of Volunteering is a great message and [it's] easy to incorporate a party theme with that!**  
– Anonymous survey respondent  
”



## PAN-CANADIAN YOUTH OPPORTUNITIES PLATFORM

The Pan-Canadian Youth Opportunities Platform was created in collaboration with volunteer centres across Canada as a part of Canada Service Corps to provide young Canadians with an easy way to find volunteer opportunities throughout the country. The Platform and the Canada Service Corps connects volunteer centres, communities and organizations with youth to give young Canadians easy access to opportunities and tools to make a difference in their community.

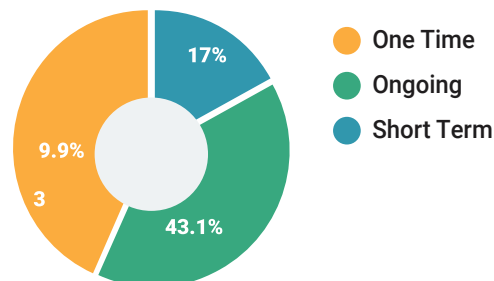
The Platform also provides youth and those who engage with them with tools and resources to strengthen the volunteer experience. Tools like *Develop Your Passion* help youth to match their skills and interests to different kinds of volunteering, and *Volunteer Etiquette* offer tips on applying for volunteer positions. With **156 volunteer centres** connected to the data hub and **hundreds of thousands of volunteer opportunities** to choose from, youth can find an opportunity to engage in their community that suits their skills and passion.

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

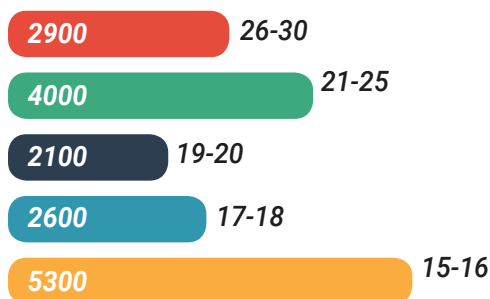
Nearly 26,000 visitors have used the Platform!

Over 40% of youth search for ongoing volunteer opportunities.

### Number of Searches by Duration of Opportunity



### Number of Searches by Age (approx.)



## VOLUNTEER CANADA MEMBERSHIP

Volunteer Canada is proud of the over **1,160** members we serve and support in their volunteer engagement. For example, with access to the Under Our Wing insurance program, over 800 of our member organizations can provide insurance coverage and peace of mind for the volunteers who serve on their board of directors. The membership provides tools and resources that strengthen organizations and their volunteer engagement practices.

**NEW!** – In November 2018, a new membership tier was launched for Employers that supports employers who engage with their staff and stakeholders in community engagement. These members gain access to professional development opportunities to strengthen their engagement of community and employees, insights in the latest developments in Canadian corporate community engagement and much more.

“

The reason we joined was to obtain directors insurance at an extremely reasonable cost. Since then I have started to receive blogs and other useful bits of information that will be helpful to HIP and I am sure other charitable organizations. [...] All of this brings me back to [...] the many benefits they [Volunteer Canada] bring to us by expanding our ideas, enhancing our experiences, keeping us motivated and making us better volunteers.

– Chris Snyder, Chair, HIP - Honouring Indigenous Peoples, (Nov. 12, 2018, Hilborn Charity eNews)

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# VOLUNTEERS

## BOARD OF DIRECTORS

- Francis (Frank) Séguin, Chair
- Jane Hennig, Vice-Chair
- Lawrence (Lawrie) Portigal, Past Chair
- Kirk Muise, Secretary
- Sissi Meng, Treasurer
- Sarah Chapman, Member at Large
- Karen Link, Member at Large
- Lisa Mort-Putland, Member at Large
- Penelope Rowe, Member at Large
- Fimba Tankoano, Member at Large

## FINANCE AND AUDIT COMMITTEE

- John McBride, Chair
- Jane Hennig
- Sissi Meng
- Kirk Muise
- Jennifer Penney
- Melanie Platt
- Francis (Frank) Séguin
- Lee Close\*

## GOVERNANCE COMMITTEE

- Lawrence (Lawrie) Portigal, Chair
- Jane Hennig
- Lisa Mort-Putland

## ORGANIZATIONAL HEALTH AND SUSTAINABILITY COMMITTEE

- Jane Hennig, Chair
- Karen Link
- Kirk Muise
- Penelope Rowe
- Fimba Tankoano

## VOLUNTEER CENTRE COUNCIL

- Annette Vautour, Co-Chair
- Marie Eveline, Co-Chair
- Alain Arbour
- Lynda Barrett
- Dawn Bourbonnais
- Bruno Bourdache
- Tracey Davidson
- Jane Hennig
- Anne-Marie Koeppen
- Sara Langford
- Cody Palmer
- Penelope Rowe
- Daniela Seiferling
- Diana Sim
- Michel Alexandre Cauchon\*
- Katherine Topolniski\*

## CORPORATE COUNCIL ON VOLUNTEERING (CCOV) CO-CHAIRS

- Sarah Chapman, Deloitte
- Rachel Dick, Coast Capital Savings
- Tanya Bell, RBC\*
- Deborah Swartz, Accenture\*

## VOLUNTEERS

- Nadine Abdallah, Accenture
- Tanya Bell, RBC
- Eileen Butler, SAP North America
- Sarah Chapman, Deloitte Canada
- Valerie Chort, RBC
- Rachel Dick, Coast Capital Savings
- Linda B. Gornitsky, LBG Associates and LBG Research Institute
- Jane Hext, Adobe
- Devon Hurvid
- Chris Jarvis, Realized Worth
- Kim Kerry-Tyerman, Adobe
- Norma Kraay, Deloitte Canada
- Rosie Krause
- Megan Marshall, Cenovus Energy
- Christine Martin
- Murielle Mutatayi
- Deenah Patel, RBC
- Linda Milton Perreault, iSisters Technology Mentoring
- Marian Pinsky
- Katalina Stephens
- Andrew Taylor

\* completed term in 2018-2019

# STAFF

- Paula Speevak, President and CEO
- Martha Aynalem, Chief Financial Officer
- Karine Diedrich, Vice-President, Public Engagement and Knowledge Mobilization
- Alison Stevens, Volunteer Centre Liaison
- Elizabeth Dove, Director, Corporate Citizenship
- Eric Shirley, Manager, Corporate Events and Projects

- Katrielle Ethier, Manager, Membership and Communications
- Deborah Pike, Consultant, Special Projects
- Serena Sodhi, Communications and Marketing Assistant\*
- Camille Demers, Communication and Marketing Assistant\*

\* left organization in 2018-2019

# VOLUNTEER CANADA

## SUMMARY FINANCIAL STATEMENTS

### SUMMARY STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2019

<b>ASSETS</b>	<b>2019 \$</b>	<b>2018 \$</b>
Total Current Assets	918,288	1,001,740
Tangible Capital Assets	2,372	5,830
<b>Total assets</b>	<b>920,660</b>	<b>1,007,570</b>

<b>CURRENT LIABILITIES AND NET ASSETS</b>	<b>2019 \$</b>	<b>2018 \$</b>
Accounts payable and accrued liabilities	137,745	195,455
Deferred revenue	224,524	304,183
Deferred contributions	390,562	375,213
Net assets	167,829	132,719
<b>Total liabilities and net assets</b>	<b>920,660</b>	<b>1,007,570</b>

### SUMMARY STATEMENT OF OPERATIONS YEAR ENDED MARCH 31, 2019

<b>REVENUE</b>	<b>2019 \$</b>	<b>2018 \$</b>
Corporate	109,742	303,325
Memberships and donations	273,693	287,358
Registration, sales and fees for services	293,830	304,187
Government	571,076	684,221
<b>Total revenue</b>	<b>1,248,341</b>	<b>1,579,091</b>

<b>EXPENSES</b>	<b>2019 \$</b>	<b>2018 \$</b>
Core Programs and Services	922,917	1,193,079
Administration / Overhead	250,832	249,217
Special events, tools and research	26,253	55,607
Fund development	13,229	45,721
<b>Total expenses</b>	<b>1,213,231</b>	<b>1,543,624</b>

<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>35,110</b>	<b>35,467</b>
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The summary financial statements are based on audited financial statements which are available upon request.



@VOLUNTEERCANADA

VOLUNTEER.CA

309 Cooper St, Suite 201  
Ottawa, Ontario K2P 0G5  
Phone: 613-231-4371  
E-mail: [info@volunteer.ca](mailto:info@volunteer.ca)