



VOLUNTEER
BÉNÉVOLES
CANADA

2013/14
ANNUAL REPORT

VOLUNTEER

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Letter from Board Chair and President

On behalf of the Board of Directors and staff of Volunteer Canada, we are very pleased to share with you Volunteer Canada's 2013-14 annual report. We gratefully acknowledge the support of our members, funders and partners who have shared our passion for promoting and supporting volunteerism and civic engagement.

Volunteer Canada has been fortunate over the last year to experience both renewal and success. Through our collaborative efforts, we have worked hard to continue to fulfill and grow in our role as the national leader on volunteerism. We have actively provided tools and resources that support a diversity of organizations across Canada to enhance their community engagement programs.

As a national organization committed to being a cross-sector convener, we also created spaces for the non-profit, corporate and government sectors to come together by hosting a public policy summit on measuring the value and impact of volunteering and a roundtable discussion on celebrating volunteering in 2017 for Canada's 150th birthday.

Canada's major corporations have continued their participation and support of Volunteer Canada's corporate volunteerism initiatives, relying on our expertise and working with us to promote the value of employer-supported volunteering. Additionally, through our Corporate Council on Volunteering, we worked together to deliver strong leadership in the area of corporate citizenship in Canada.

It is thanks to collaborative efforts with our volunteers and members, the network of volunteer centres and volunteer-involving organizations, and our corporate partners that we are able to advance our mission: **To provide leadership in strengthening citizen engagement and to serve as a catalyst for voluntary action.**



Ilona Dougherty
Board Chair



Steve Tipman
President and CEO

About this Annual Report

This annual report is divided into four key sections. Each section reflects a pillar that Volunteer Canada has built its work on in order to achieve the following strategic objectives:

- Improved volunteer engagement.
- Improved ability for voluntary organizations to meet their missions.

To ensure that we achieve our mission of *providing leadership in strengthening citizen engagement and serving as a catalyst for voluntary action*, all of Volunteer Canada's work relates to one of the following **four pillars**:

1



Thought Leadership

2



Practice Leadership

3



Relationships

4



Organizational Health
and Sustainability



Thought Leadership

Volunteer Canada's thought leadership entails initiating and participating in national dialogues, public policy discussions and research to identify trends and current issues critical to strengthening volunteer engagement.

Volunteering and Older Adults Report April 2013

Thanks to generous support from Human Resources and Skills Development Canada's *Community Development and Partnership Directorate*, Volunteer Canada released a research report on volunteering and older adults. It provides a comprehensive overview of the nature and scope of baby boomer and senior citizen volunteering, including trends, characteristics and motivations.

Canadian Corporate Community Investment Benchmarking Report April 2013

In April 2013, Volunteer Canada supported the Canadian Corporate Community Investment Benchmarking Report, an initiative that was led by the Conference Board of Canada. This report examined the community investment activities of 180 corporations in Canada that contributed more than \$710 million in 2011. Key highlights from the report include: very few companies are reducing their community investment budgets, even in the current challenging economic climate; 102 firms reported having an employee volunteering program; employees volunteered over 1 million hours in 2011; the most common recipients of community investment dollars are civic and community organizations, followed by healthcare organizations; and corporate values and tradition, as well as reputation management, are the top drivers of community investment programs, with business imperatives ranked lower.

Public Policy Summit June 4, 2013

In partnership with Deloitte Canada, Volunteer BC and the Association of Volunteer Resources of BC, Volunteer Canada hosted the *Public Policy Summit: Measuring the Value and Impact of Volunteering* in Richmond, BC. 60 senior managers and leaders in the areas of volunteer engagement, public policy, grant-making and corporate community investment gained a greater understanding of the models, issues and challenges of measuring volunteering. Their valuable input is especially useful for future research and for the development of new tools in this area.

Group Volunteering Handbooks June 2013

In June, Volunteer Canada released a series of group volunteering handbooks: one consisting of key resources for groups wanting to volunteer and one offering tools and resources for organizations and volunteer centers to create group volunteering opportunities. The handbook geared towards organizations was developed in partnership with the Volunteer Bureau of Montreal.



Thought Leadership

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Volunteer Recognition Study November 2013

To celebrate International Volunteer Managers Day, Volunteer Canada, in partnership with Investors Group, launched the results from the volunteer recognition study. The study outlines best practices in volunteer recognition as well as the key drivers that lead to volunteer retention. The research is valuable for both volunteers and for the organizations that engage them, because it raises awareness around the importance of recognizing volunteer efforts. The study also explores the changing landscape of volunteering in Canada, and the implications this presents for volunteer engagement. Interestingly, key findings in this study indicate that the ways volunteers want to be recognized most are also the most cost-effective ones. This is promising for organizations seeking budget-friendly ways to recognize and retain their volunteers.

Canadian Code for Volunteer Involvement, Code Audit Tool February 2014

The Code Audit is an online tool that helps organizations assess and analyze their volunteer engagement programs, and identify areas for further development. This online tool helps organizations to assess and analyze their volunteer engagement programs, and to identify areas for further development. It is useful both to organizations that have adopted the Canadian Code for Volunteer Involvement to evaluate their progress in meeting the Standards, and to organizations looking to formally adopt the CCVI. This tool is offered exclusively to members of Volunteer Canada.

Celebrating Volunteering in 2017 March 2014

Volunteer Canada and Deloitte Canada co-hosted a roundtable discussion to talk about *Celebrating Volunteering in 2017*. A total of 36 individuals from national organizations, businesses and government departments attended. Many participants indicated that a national goal was important (example: Canadians contribute 150 volunteer hours by 2017 or increase the volunteer rate from 47% in 2010 to 60% in 2017). Participants also discussed participatory initiatives to illustrate the impact volunteers make in communities. The need for suitable measurement tools to demonstrate the impact that volunteering has on individuals, communities and Canadian society was also tabled.



Practice Leadership

Volunteer Canada's practice leadership involves developing tools and resources, as well as participating in projects, activities and training to build capacity and to strengthen volunteer involvement.



National Volunteer Week 2013 April 21-27, 2013

Volunteer Canada delivered a successful national campaign in partnership with Investors Group to help organizations recognize Canada's 13.3 million volunteers during National Volunteer Week. We continued with the *Volunteers: Passion. Action. Impact* theme and created a digital *Thank You Wall* where individuals could post and send messages of appreciation for volunteers. As well, Volunteer Canada produced a volunteer recognition seminar with Ruth Vant, of the Canadian Journal of Volunteer Resources Management, to assist organizations with their NVW and volunteer recognition activities.

PREB April 2013

Supported by Investors Group and developed by the Centre d'Action Bénévole de Québec, PREB is a volunteer recognition program that formally acknowledges volunteer contributions and provides professional references for volunteer experience. After completing a pilot group in 2013, a number of enhancements were made to the program, including an increase in certified PREB trainers and a new PREB website.

Skills-based volunteering workshop June 2013

In June, Volunteer Canada presented a hands-on workshop for professionals who engage volunteers in non-profit organizations. Participants gained a better understanding of the unique characteristics specific to skills-based volunteering. Organizations are taking a more integrated approach to human resource management and are looking for

innovative ways to access the skills they require to meet their mission. This approach complements the growing interest among volunteers to contribute specialized skills towards short-term volunteer assignments. This event was hosted by Volunteer Victoria.

Get Matched by Manulife

Volunteer Canada continued to work in partnership with Manulife. Together we encouraged volunteerism across Canada by promoting Get Matched by Manulife - an online tool that matches volunteers and organizations on Getinvolved.ca.

Group volunteering events

Volunteer Canada provides support in the area of group volunteering. From non-profit partner selection, project scoping and on-site event management, Volunteer Canada customizes programs to fit every client's community involvement goals. In 2013 Volunteer Canada provided support in cities across the country to Starbucks Canada, SAP Canada, Visa Canada, American Express Canada and the Home Depot Canada Foundation. 20 high impact events were delivered and over 1000 employee volunteers were engaged.

"Volunteer Canada's group volunteering model is perfect for any corporation wishing to start or improve their corporate volunteer program. For SAP Canada's Annual Month of Service, we rely closely on Volunteer Canada, its affiliates and its expertise to create numerous events across Canada that actively engage our employee Volunteers"

-Erin Gillard, Community Affairs, SAP Canada



Relationships

Volunteer Canada initiates, builds and strengthens a variety of relationships across different sectors in order to enhance outreach, volunteer engagement, information sharing and capacity building.

Membership

Volunteer Canada's 2013 membership base remained strong, consisting of 1,240 individuals, volunteer centres and non-profit organizations nationwide.

Government of Canada

Volunteer Canada worked closely with various departments within the Government of Canada. In February 2014, Volunteer Canada presented research on employer-supported volunteering to Employment and Social Development Canada. Additionally, we continued to serve on the Governor General of Canada's Philanthropy and Volunteerism Advisory Council. Our work with Public Safety Canada on monitoring trends in volunteer screening continued. Finally, we held discussions with Canadian Heritage about celebrating volunteering as part of Canada's 150th birthday.

Corporate Canada

Corporate partnerships are an important part of the Canadian volunteer movement. To advance this movement, Volunteer Canada provides a variety of support services to corporations of all sizes. We all benefit when Canadians are involved in their communities. That's why almost three quarters of Canadian businesses either directly support or accommodate employee volunteering.

More and more, both businesses and community organizations are seeking tools and training specific to the Canadian landscape. With generous funding from the RBC Foundation, in February 2014, Volunteer Canada and Carleton University established the Canadian Institute for Business and Community Engagement to respond to these needs.

Volunteer Canada continued to work with Investors Group to deliver a National Volunteer Week campaign that included new research, tools and programs.

Our partnership with Manulife continued to help Canadians and the organizations they care about find a great volunteer match.

Volunteer centre relations

Volunteer Canada worked with the Canadian Volunteer Centre Network, the Advisory Council of Volunteer Centres and the 200 volunteer centres across Canada throughout the year. In February 2014, we launched the *Outcomes Measurement Guide* to support volunteer centres in development and refining outcomes-based frameworks. The following 8 outcomes were identified:

- 1 Individuals, families and groups have a greater awareness of how their skills, interests, talents and education can contribute to strengthening community.
- 2 Volunteers have attained their personal goals, which have had a positive impact on their social, physical and emotional wellbeing.
- 3 Community members are actively engaged in shaping their communities with a collective sense of influence and ownership of their future.
- 4 Non-profit organizations and community groups are strengthening their abilities to fulfill their mission/purpose through volunteer engagement.
- 5 The public, private and non-profit sectors demonstrate leadership collectively and independently to strengthen and support volunteerism.
- 6 Decision-makers have a greater awareness of the leadership required to strengthen and support community engagement.
- 7 Funders demonstrate support for community engagement by investing resources to strengthen volunteerism.
- 8 Governments, funders and other regulators take into account the impact of policy decisions on volunteer engagement.



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Speaker requests

- Association of Nonprofits and Social Economy Research (ANSER) Conference
- Camp Quality Canada
- Canadian Association of Volunteer Resources and Manitoba Association of Volunteer Administration
- Canadian Organization for Rare Disorders
- Castlebrooke SS
- Community Environment Alliance
- Foresters
- Girl Guides of Canada
- Halton Regional Police
- Hospital Auxiliaries Association of Ontario
- Pillar Nonprofit Network
- Queen's Conference on Philanthropy
- Réseau de l'action bénévole du Québec
- Southern Georgian Bay Administrator's of Volunteer Resources
- The Salvation Army
- The Whitehorse Chamber of Commerce
- Tourisme Laval
- Windsor Essex Association of Volunteer Administrators
- Youth and Philanthropy Initiative

Media coverage

Canadian Newswire (April 2, 2013)

Canadian companies maintaining corporate community investments despite economic uncertainty

Huffington Post (April 8, 2013)

This National Volunteer Week, say thank you

Charity Village (April 10, 2013)

Volunteer Canada releases new research report on volunteering and older adults

The Globe and Mail (April 15, 2013)

Have your say: How do we pick a high-impact place to volunteer?

Delta Optimist (April 19, 2013)

Partnership ensures better screening

Digital Journal (April 23, 2013)

Getinvolved: Now Canada's Largest Volunteer Network

Financial Post; Cooper Langford

Data Points: How numbers helped Manulife spur volunteerism

Energize Inc (June 27, 2013)

Volunteer Canada Highlights Group Volunteering with Two New Practical Guides

Computer Dealer News (July 9, 2013)

SAP overhauls Canadian leadership

Guelph Mercury (August 29, 2013)

Volunteer screening the focus of Guelph workshop



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Market Watch (September 5, 2013)

Ottawa Community Housing Foundation Receives a \$20,000 Grant from The Home Depot Canada Foundation to Help Youth & the Lowertown Community Resource Youth Centre Gets a Facelift

Charity Village (October 29, 2013)

Volunteer Canada welcomes new president and CEO, Steven Tipman

Charity Village (November 6, 2013)

Volunteer Canada releases new survey on volunteer recognition

About.com (November 8, 2013)

Survey Finds That Volunteers Just Want a Simple Thanks

Metro (November 15, 2013)

Lending a helping hand

Cowichan News Leader (November 25, 2013)

Good Life: Volunteering for a happy retirement

Lethbridge Herald (December 6, 2013)

Volunteers a valuable resource

Charity Village (December 5, 2013)

Themes announced for National & Quebec Volunteer Weeks in 2014

Digital Journal (December 2, 2013)

Getinvolved.ca Canada's Largest Volunteer Network Celebrating 5th Anniversary on International Day of the Volunteer-December 5th

Wild Apricot (December 9, 2013)

Show Volunteers How They've Made a Difference

ivo (February 6, 2014)

Thoughtful Thursday: Outside the (Banquet) Box

Victoria News (January 23, 2014)

A long way from home

The Wall Street Journal (February 25, 2014)

Hands-On Volunteerism Leads UPS Giving Strategy

The Globe and Mail (February 28, 2014)

Super-volunteers revel in making life more meaningful

CharityVillage (March 5, 2014)

Nonprofit staff as volunteers: A risky proposition?

CharityVillage (March 19, 2014)

Volunteer Canada launches campaign to celebrate National Volunteer Week

Toronto Star (March 24, 2014)

Distress Centre's crisis line doubles long-term volunteers

Cambridge Now (March 25, 2014)

Find Out How To Thank A Volunteer During National Volunteer Week April 6-12th

Village Living (March 25, 2014)

Lend a Hand for National Volunteer Month



Organizational Health and Sustainability

Volunteer Canada's policies and resources guide our leadership and support our work so that our organization remains strong and viable.

With our core group of eight professional staff, nine board members and a group of dedicated corporate community investors, Volunteer Canada is well positioned to show Canada how to reach its potential through volunteering. Effective November 4th, 2013, the board of directors appointed Steven Tipman to serve as Volunteer Canada's President and CEO. Mr. Tipman is a Senior Executive with experience in developing and executing organizational strategic directions, in both the private and non-profit sectors. His expertise supports the organization to provide leadership in strengthening citizen engagement and to serve as a catalyst for voluntary action.

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. The Corporate Council on Volunteering focused their efforts on:

- Bridging the gap between Corporate Canada and non-profit Canada through sector analysis and the creation of new tools and resources.
- Increasing the learning and professionalization of Canadian practitioners.
- Advancing the movement of corporate community involvement in areas such as skills-based volunteering, virtual volunteering and pro-bono volunteering - in order to build capacity, collaborate and support Canadian non-profit organizations.

The Corporate Council on Volunteering brings together a diverse and talented group of business innovators from all sectors to participate in dialogues and lead initiatives focused on corporate citizenship. Volunteer Canada acknowledges the positive impact they create in the communities where they work and live. **Thank you:**

Accenture	Pfizer
AON Reed Stenhouse	RBC
Blackberry	Salesforce.com Foundation
Best Buy Canada & Future Shop	SAP Canada
Cenovus Energy	Starbucks Coffee Canada
CIBC	Suncor
Deloitte	Target Canada
GMCR Canada	TD Bank Group
Investors Group	Telus Communications
Macquarie Group	The Home Depot Canada
Manulife Financial	UPS
Meridian Credit Union	Walmart Canada Corp
Microsoft Canada	

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!

Angel Nsenga

Cathy Taylor

Doug Appleby

Francis Séguin

Hannah Choat

Ilona Dougherty

Jennifer Penney

John McBride

Josée Dufresne

Keith Seel

Lawrie Portigal

Lee Close

Leila Fenc

Lorne Finley

Maggie & Jen

Melanie Platt

Menasheh Speevak Sladowski

Mina McNamee

Monique Héroux

Natalie Verania

Nick Clement

Noreen Mian

Richelle Benoit

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, 2014

	2014	2013 (Restated)
ASSETS	\$	\$
Total current assets	656,968	490,455
Capital assets	6,418	4,048
Total assets	663,386	494,503
LIABILITIES AND NET ASSETS	\$	\$
Total current liabilities	104,199	158,832
Deferred revenue	319,255	293,532
Deferred contributions	376,310	272,600
Net deficit	(136,378)	(230,461)
Total liabilities and net deficit	663,386	494,503

SUMMARY STATEMENT OF OPERATIONS • FOR THE YEAR ENDED MARCH 31, 2014

	2014	2013 (Restated)
REVENUE	\$	\$
Contributions and sponsorships	542,219	582,791
Funded programs and initiatives	684,870	1,620,338
Other revenues	36,026	47,215
Total revenue	1,263,115	2,250,344
EXPENSES	\$	\$
Core program	300,963	359,712
Funded programs and initiatives	684,870	1,620,338
Administration	183,199	182,074
Total expenses	1,169,032	2,162,124
NET REVENUE	94,083	88,220

FINANCIAL STATEMENTS



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