

**Monday, September 27, 2010**

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**Ruth Mackenzie responds to volunteering as free labour article**

Re: Free Labour, Sept. 15. Ottawa Citizen

The notion of volunteers' contributions as "free labour," as a suggestion of simple replacement of paid staff, disregards the inherent altruism that drives and motivates volunteers and undermines the fact that these gifts of time, freely given, improve the quality of life for millions worldwide.

There's no doubt that the young people featured in the Citizen article are sincere in offering their skills for the benefit of fellow human beings. While they are "transitioning careers," they also are volunteering within the context of professional development. We find that most volunteers will tell you that they get more out of volunteering than they give.

In order to sustain and strengthen any volunteer program, a great deal of resources are necessary to recruit, train, support, and recognize volunteers for their time and contribution. Adequate financial resources, and often paid professional staff resources, are required to support volunteer programs in order to effectively engage and motivate volunteers. It all comes at a cost.

[Click here for the entire article](#)

**Volunteer Canada announces participation in Global Corporate Volunteering Research Project**

Volunteer Canada proudly announces its participation as a Cooperating Organization in support of the Global Corporate Volunteer Council (GCVC) *Global Corporate Volunteering Research Project*. This international collaboration, the first to create comparative knowledge of how global companies promote and support employee volunteering, will help companies extend and strengthen their employee volunteer programs and build capacity for their non-profit partners worldwide.

Volunteer Canada's Corporate Council on Volunteering, brings together 24 Canadian corporate giants to engage in discussions on corporate community involvement. By sharing the experiences, perspectives and insights from the Corporate Council, Volunteer Canada hopes to raise awareness surrounding the

impact of employer supported volunteering programs on Canadian and global communities. The results of the research report will be presented at the 21<sup>st</sup> annual IAVE World Volunteer Conference in Singapore, January 2011.

[For more information on the Corporate Council on Volunteering click here](#)

[For more information on the GCVR and to participate in the research survey click here](#)

## **CBC's "Champions of Change" celebrates incredible Canadian volunteers**

Do you know a volunteer who is making a difference in your community? CBC News and Outpost Magazine are looking for Canadian volunteers who are changing the world. Nominate an outstanding volunteer in your community and their charity could be a winner too - \$130, 000 in prize money funded by Manulife Financial will be donated to the finalists charities.

Mark Kelley, of CBC News Network's Connect with Mark Kelley, is leading the search for our country's top 10 volunteers. Help celebrate Canada's most passionate volunteers, and inspire a whole new generation to rise to the challenge. The top ten finalists will be selected by an independent panel of community and volunteer leaders, which includes Volunteer Canada's President and CEO Ruth MacKenzie.

To nominate someone in your organization please go to <http://www.cbc.ca/change/>.

Nominations close on September 30, 2010. Don't miss this opportunity to celebrate the volunteers that shape your life.

To see some examples of inspiring volunteers go to <http://www.cbc.ca/change/video.html>

Canada's Champions of Change is a production of CBC News, in association with Outpost Magazine and presented by Manulife Financial.

[To read more about Manulife Financial and Volunteer Canada's partnership click here](#)

## **Volunteer Canada unveils plan for IVY + 10 in live broadcast**

On September 28<sup>th</sup>, Volunteer Canada's Manger of Marketing and Communications Graham Machacek will be presenting Volunteer Canada's plan for the tenth anniversary of the International Year of Volunteers at 9am.

Also presenting are Simona Costanzo-Sow, Project Manager for IYV +10, United Nations Volunteers (live from Germany via Skype), Jeronimo De Miguel, AVP External Relations, Manulife Financial and Deborah Gardner, Executive Director, Volunteer Toronto. [To watch the live broadcast click here.](#)