

Wednesday, December 8, 2010

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Governor General of Canada Becomes Patron of Volunteer Canada

Volunteer Canada is proud to announce that His Excellency the Right Honourable David Johnston, Governor General of Canada, has agreed to be the Patron of the organization.

The board and staff of Volunteer Canada are very honoured by this timely announcement, as December 5th is International Volunteer Day and 2011 marks the 10th anniversary of International Year of Volunteers in 2001.

“We are particularly pleased that the Governor General has agreed to be the patron of Volunteer Canada because of his vocal recognition of the value of volunteers to the quality of Canadian communities and active support of volunteering as a key contributor to our nation’s social, cultural, and economic prosperity,” said Ruth MacKenzie, President & CEO, Volunteer Canada.

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Volunteer Canada Releases New Research Outlining the State of Volunteerism in Canada

How can we bridge the gap between what Canadians are looking for in volunteering today and how organizations are engaging volunteers? Conducted in the summer of 2010, a new pan-Canadian research study provides the most current national data about the changing culture of Canada’s voluntary sector.

Unlike earlier surveys that emphasized overall participation rates, this new research captured what Canadians want in their volunteer experiences, their issues in finding satisfying volunteer roles, and what organizations can do to enhance their volunteer base, achieve their missions and ultimately build stronger communities.

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The study was conducted on behalf of Volunteer Canada and their partner Manulife Financial by the Carleton University Centre for Voluntary Sector Research & Development in collaboration with Harris/Decima.

The new 2010 research gathered practical information for use by volunteer organizations to attract and retain skilled, dedicated volunteers among four specific demographic groups: youth, families, baby boomers, and employer-supporter volunteers.

On December 8th, Volunteer Canada hosted an interactive panel discussion of the research implications with Canadians representing the four groups examined in the research, the Right Honourable David Johnston, Governor General of Canada, and key players in the voluntary sector. Volunteer Canada would like to recognize and thank Volunteer Ottawa for their tremendous support and participation in this event.

You can learn more about how organizations can make the volunteer experience more meaningful by visiting www.volunteer.ca and downloading the research summary of "Bridging the Gap – Enriching the Volunteer Experience to Build a Better Future for Our Communities".