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In this issue:

- National Volunteer Week 2013: Important info for campaign planners
- Are you interested in a complimentary Volunteer Canada membership?
- Public Safety Canada launches 2012 Screening Handbook
- Bridging the Gap in Ontario research report released
- New study on youth engagement by Deloitte: "Ready or not? Preparing youth for 21st century responsible citizenship"
- REMINDER: Use a travel mug, strengthen citizen engagement

National Volunteer Week 2013: Important info for campaign planners

National Volunteer Week 2013 is set to take place April 21-27, 2013. Are you planning to thank your volunteers with your own NVW campaign? For the past 10 years Volunteer Canada has collaborated with Investors Group to make NVW campaign planning easier and more efficient for voluntary organizations. Here is a summary of what's coming and how we plan to support you:

We received lots of positive feedback about NVW 2012 generally, and our theme Volunteers: Passion. Action. Impact. As such, we've decided to retain the theme – but we've added something new.

For NVW 2013, we developed new campaign creative and the tag-line, Volunteers Cast a Beautiful Shadow. [The imagery reflects the positive impact volunteers have on communities across Canada.](#)

NVW 2013 also marks the **10th year Investors Group has supported the campaign** to raise awareness of the vital efforts made by Canada's volunteers. We will take the opportunity to reflect on what this support has meant to the campaign as well as volunteer recognition in Canada.

"Over the years, volunteering has been an integral part of Investors Group's culture," said Murray Taylor, President and Chief Executive Officer of Investors Group.

"We encourage volunteerism at every level because we place great value on service to the community. After a decade working with Volunteer Canada, Investors Group is pleased to continue this relationship and spread the word about National Volunteer Week and volunteerism. Together, we can show Canadians that everyone's contribution counts when it comes to improving the well-being of our communities."

This year's NVW campaign will be delivered in two distinct "phases": planning and celebration. The planning phase will reflect Volunteer Canada's commitment to delivering NVW campaign components as early as possible to support organizations as they plan their own celebrations. We will then encourage everyone to thank Canada's 13.3 million volunteers during the celebration phase. Here is a high level overview of what to expect, and when:

“Planning”: January 7 – March 22, 2013

January 2013:

- Official launch of the NVW website with campaign kit resources for the sector available for download. This year we’re providing organizations with an NVW Campaign Planner - this tool will support you in planning your campaign in as little as 15 minutes. We’ll tell you the 7 Questions You Must Answer before you start planning your campaign – these tips will save you time and focus your planning efforts. Visit last year’s site at www.nationalvolunteerweek.ca.
- Volunteer Canada mails packages of NVW planning materials to its members.
- Volunteer recognition video seminar released.
- NVW gift store launches.

“Celebration”: March 25 – April 27, 2013

March 2013:

- All Canadians are invited to visit the National Volunteer Week “Thank you wall” on volunteer.ca and say thank you to Canada’s volunteers. Here, visitors can submit a thank you message to volunteers who have impacted their communities. Each message will build a word cloud that will highlight the words most frequently used in the Thank You statements. Visitors can then share their message via Twitter and Facebook.

April 21-27, 2013:

- National Volunteer Week

Stay tuned to find out how you can access the NVW 2013 Campaign Kit and get started on your own National Volunteer Week celebrations.

Are you interested in a complimentary Volunteer Canada membership?

At Volunteer Canada, we know many of our new members join because someone referred them. That’s why until November 2nd, we’re offering our valued Volunteer Canada members an exclusive opportunity to -- Get a member, Get a membership.

If you recruit a new member to Volunteer Canada, you will receive your next full year of Volunteer Canada membership for free. It’s that simple.

Feel free to visit www.volunteer.ca/tenways for helpful member recruiting support – including 10 Volunteer Canada Membership Benefits Your Organization and our membership fact sheets.

If you have any questions surrounding this promotion, please contact our Membership Coordinator at cbessette@volunteer.ca.

Public Safety Canada launches 2012 Screening Handbook

On October 18, Public Safety Canada launched the 2012 edition of the Screening Handbook. The Screening Handbook was developed by Volunteer Canada and provides organizations with up-to-date information, tools and resources to support comprehensive, ongoing volunteer screening policies and practices. It also provides additional material that takes into account the current trends in volunteering, shifts in public policy and changes in legislation.

Access the complete Screening Handbook [here](#).

Bridging the Gap in Ontario research report released

In late September, we partnered with the Ontario government to launch the *Bridging the Gap in Ontario* report. The report, commissioned by the Voluntary Sector Relations Unit of The Ontario Ministry of Citizenship and Immigration, stems from our 2010 national landmark study *Bridging the Gap*, delivered in collaboration with Manulife Financial. This new research provides an overview of the unique landscape for volunteering in Ontario. It shares practical information for use by Ontario volunteer organizations to attract and retain skilled, dedicated volunteers among four specific demographic groups: youth, families, boomers and employer-supported volunteers.

Access the full report [here](#).

New study on youth engagement by Deloitte: "Ready or not? Preparing youth for 21st century responsible citizenship"

Deloitte, in partnership with Learning for a Sustainable Future, has recently released a report based on its *Ready or Not? Preparing Youth for 21st Century Responsible Citizenship* roundtable discussions held in Toronto, Halifax, Edmonton, and Winnipeg – between March 22nd and May 1st, 2012. The discussions aimed to answer: "What do children and youth need to know, do, and value in order to ensure they are responsible, active, and contributing citizens? How can formal education be reoriented to meet these goals?" Check out youth and expert responses to this question in the [executive summary](#) and [final report](#).

Deloitte is a member of Volunteer Canada's [Corporate Council on Volunteering](#).

REMINDER: Use a travel mug, strengthen citizen engagement

Volunteer Canada is collaborating with Starbucks Coffee to encourage Canadians to get involved in their communities through the Thriving Neighbourhoods campaign.

When you buy a coffee at Starbucks with a reusable travel mug, you have the option to donate 10 cents to Volunteer Canada. This money will be used to support our work with the volunteer centre network and community organizations across the country. Visit the [new campaign website](#) to learn more about Thriving Neighbourhoods.

Check out the Starbucks' Thriving Neighbourhoods program highlighted [here in Samaritan Mag](#).