

  
VOLUNTEER  
BÉNÉVOLES  
CANADA

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This past year, Volunteer Canada celebrated its thirtieth anniversary and what a year it has been!

In 2007/2008, we have grown again in partnerships, in visibility, in programs, in outreach, in membership and in organizational strength. All areas have equally enhanced Volunteer Canada's ability to lead the advancement of volunteerism across Canada.

Until recently, Volunteer Canada had three core organizational values – integrity, diversity and innovation – all serving as inspiration in our everyday efforts to deliver on our mandate. This year, we introduced one additional value: collaboration. As we strive to ensure that volunteering – across Canada – is sustainable and strong, we know that we do not work alone. It is through the collaboration of our corporate sponsors and partners, our volunteers and members, the network of volunteer centres and other volunteer-involving organizations that we are able to do what we aim to do.



Since the downsizing of our resources in 2006/2007, Volunteer Canada has picked up the pieces and moved forward with vigour and pride. We refreshed our relationships with the pan-Canadian network of volunteer centres and banded back together with a wealth of national volunteer-involving organizations to push our mission forward. More than that, we have built new bridges and formed innovative alliances.

We have welcomed more partners from the business community to our Corporate Council on Volunteering, taken our corporate citizenship programs to a whole new level, met with members of parliament and other government officials to discuss the true value of volunteering in this country, shared best practices

with a fresh network of international nonprofit organizations, and worked extensively with media to make some noise around the power and potential of the volunteer. And, this is only the beginning.

In the last couple of years, Volunteer Canada has experienced a reduction in paid staff and in office space. But we have by no means been reduced in strength. We have increased our organizational capacity by expanding the voluntary contribution to our work. We welcome these volunteers, who share our passion for volunteerism.

We are pleased to present many of our highlights and achievements from 2007/2008 in the following pages of this annual report.

Barney Ellis-Perry  
Chair of the Board

Ruth MacKenzie  
President

# Vision, Mission, Values, Strategic Priorities

Early in 2008, the Board of Volunteer Canada consulted with our partners and stakeholders and then engaged in some strategic discussions on our future directions and priorities. This resulted in a refreshed Vision and Mission and a restating of our organizational values. Our former three strategic objectives have been expanded into six strategic priorities.

## OUR VISION

Canada fosters volunteerism and recognizes volunteer involvement as essential to building healthy, quality communities.

## OUR MISSION

Volunteer Canada leads the advancement of volunteerism in strengthening society and improving quality of life in Canada.

## OUR VALUES

**Integrity** – We are reliable and act with honesty and fairness, striving in all our work for the highest standards of ethical practice and accountability.

**Diversity** – We embrace diversity and the strength that comes from involvement of those from a wide variety of backgrounds and perspectives.

**Innovation** – We are agents of positive change, creatively responding to challenges and opportunities with courage and determination for the betterment of our communities.

**Collaboration** – We create and seek out opportunities for partnerships and alliances, recognizing that volunteerism intersects with all segments of society.

## OUR STRATEGIC PRIORITIES

### *National Dialogues and Public Policy Discussions*

Lead and participate in national discussions and public policy dialogues

to ensure a volunteering lens is considered. Be a reference point for government and decision makers on matters relevant to volunteerism.

### *Capacity Building on Volunteer Involvement*

Develop and implement tools and initiatives that strengthen the ability of voluntary organizations to involve volunteers, engaging in knowledge transfer and dissemination where appropriate.

### *Promoting Volunteerism*

Develop and implement national campaigns, public education activities and media relations initiatives that promote volunteerism, raise awareness of the role and value of volunteers and enhance the visibility of Volunteer Canada.

### *Relationships with Volunteer Centres in Canada*

Foster and maintain effective relationships with volunteer centres and provincial / territorial associations in Canada, providing leadership and support to build and

strengthen volunteer centres and the volunteer centre network. Work collaboratively and cooperatively with volunteer centres to advance volunteerism in Canada.

### *Strategic Alliances*

Establish and maintain effective relationships with partners / stakeholders and other existing voluntary sector organizations and networks, and identify and nurture cross-sectoral alliances to maximize Volunteer Canada's profile and enhance our ability to achieve our mission.

### *Knowledge Development and Trend Identification*

Monitor volunteerism as a component of the broader social context to identify new / emerging trends, drive the research agenda and develop knowledge and understanding of volunteerism that is relevant to policy makers and those who involve volunteers.

# Corporate Citizenship

## *The Corporate Council on Volunteering*

The fall of 2007 marked the second anniversary of the establishment of the Corporate Council on Volunteering. The Council continues to build strength in numbers and visibility within the corporate community and the voluntary sector. In the last year, membership has grown to 24 members with AON Reed Stenhouse, Deloitte & Touche LLP, TransAlta, TELUS and the Atlantic Lottery Corporation joining the movement.

Harnessing the power of volunteerism, Council member companies contributed over 300,000 employee volunteer hours to make an overwhelming contribution to four Boys and Girls Clubs across Canada - Ottawa, Calgary, Montreal and Toronto. A total of 700 corporate volunteers rolled up their sleeves to

participate in extreme makeovers of the clubs, ultimately making a huge difference to the lives of the children who use the facilities everyday.

## *Members of the Corporate Council on Volunteering*

AON Reed Stenhouse • Atlantic Lottery Corporation • Bell Canada • Best Buy Canada Ltd. • Deloitte & Touche LLP • Ernst & Young LLP • Future Shop • The Home Depot Canada • IBM Canada Ltd. • Investors Group • KPMG LLP • MBNA Bank of America • Manulife Financial • Microsoft Canada • Molson • Power Corporation of Canada • PricewaterhouseCoopers • RBC Financial Group • St Joseph Communications • SAP Canada • TELUS • TransAlta • UPS Canada • Wal-Mart Canada Corp.



Photo: Paul Sheffrin

### *Centre for Excellence in Employer-Supported Volunteering*

The Corporate Council on Volunteering Working Group met at the end of 2007 to reflect on the achievements of the year and to discuss how to leverage the tremendous energy of the Council in moving forward. In a bold and innovative move to enhance the relationship between the nonprofit and forprofit sectors, the Council is developing a Canadian-made *Centre for Excellence in Employer-Supported Volunteering*. The Centre will bridge the gap between the sectors and provide standards, curriculum and practical experience for nonprofit practitioners and corporate community relations professionals.

### *Corporate Consulting*

Volunteer Canada continues to offer support services to corporations seeking group volunteering opportunities for their employees or to assist with establishing corporate volunteering programs. In 2007/2008, we helped a handful of companies coordinate a range of employer-supported volunteering activities, from sorting food at local food banks to full scale renovations of recreation centres.

“Through careful organization with local volunteer centers, Volunteer Canada is able to deliver fun and engaging events that make a lasting impact on communities in need. We continually rely on Volunteer Canada’s affiliates and expertise to create numerous events across Canada to actively engage our many employee volunteers.”

*Erin Gillard, Corporate Communications, SAP Canada*



## Public Policy

Funded by the Muttart Foundation for over two years and working in close collaboration with a specialized Committee, the Public Policy manager strives to engage Volunteer Canada in government relations and public policy dialogue, and to advance issues of importance to volunteerism in Canada from a public policy perspective. A Government Relations strategy has been developed that allows our work in GR to remain flexible and more operational from the strategic direction of the public policy initiatives.

Thanks to the leadership of Volunteer Canada through a letter writing campaign and contact with key government officials, the Canada Survey of Giving, Volunteering and Participating (CSGVP) was saved from government cuts. Volunteer Canada met with the office of the Minister of Industry and was successful in communicating the importance of the survey to the

nonprofit sector. The Minister reported that he heard from many individuals and organizations that depend on the Survey to fulfill their missions.

Public Policy is centre-stage with a featured section on the Volunteer Canada website. The *Issues and Policy* section contains public policy updates in the area of volunteerism and offers tools that can be adopted by other organizations as they build their own policy framework and government relations plan around volunteerism.

Volunteer Canada has welcomed a Queens University student through the Molson's Mentoring Program. The student will be responsible for working with the Manager of Public Policy to implement a plan for approaching government during a four-month placement.

## Campaigns

### *National Volunteer Week*

The National Volunteer Week campaign of 2007 focused on special events and Volunteer Canada facilitated the efforts of organizations from coast to coast as they paid tribute to their hard-working volunteers. Using the theme from the previous year, "Volunteers grow community", Volunteer Canada developed a website that served to inspire and inform organizations and a campaign toolkit that supported them as they reached out to media, and provided promotional items to help each individual organization shape and deliver a campaign that suited their needs.

The 2007 campaign was the final activity of the Canada Volunteerism Initiative and was implemented successfully through the generous funding from Investors Group.

### *International Volunteer Day*

On December 5<sup>th</sup>, Volunteer Canada was joined by other members of the voluntary sector on Parliament Hill to commemorate International Volunteer

Day and to support a Motion introduced by Paul Dewar, Member of Parliament for Ottawa Centre. The Motion called for recognition by government of the essential nature of volunteerism and the need for support within the sector. Later that day, statements on the importance of volunteerism were delivered in the House of Commons by several other MPs.

### *Global Youth Service Day*

Commonly known as GYSD, the 2007 Global Youth Service Day campaign was successfully delivered across the country by Volunteer Canada. GYSD is an international celebration of youth volunteerism commemorated by 120 countries worldwide. Through Volunteer Canada's campaign, a public service announcement aired on radio stations across the country that raised awareness of youth volunteering and encouraged youth to register their event ideas and volunteering hours through a website created specially for GYSD. Over 330 events and 600 000 hours were registered.

## Programs & Resources



Photo: Paul Sheffrin

### *The Volunteering & Healthy Aging Project*

In the summer of 2007, Volunteer Canada formed a partnership with Investors Group to develop the Volunteering & Healthy Aging Project, a valuable volunteer program specifically tailored for the Canadian baby boomer population. With a focus on the demonstrated health benefits of volunteering, the project aims to engage this age group as volunteers. Since its creation, a steering committee was formed with representatives from a variety of stakeholders. With an extensive literature review complete, new products and marketing strategies are being developed to educate the Canadian public and voluntary sector on the many and varied benefits of volunteering to support healthy communities and healthy aging.

### *The Points of Light & Hands On Network*

Group volunteering is a growing phenomenon on the volunteering continuum. This past year, Volunteer Canada adopted The Points of Light & Hands On Network model for group volunteering and introduced it to the network of Canadian volunteer centres. The model helps volunteer centres manage large scale group volunteering projects and offers a place for individuals to begin their journey to make a difference and become effective volunteers.

Volunteer Canada purchased the licensing to administer the model in Canada and an initial train-the-trainer session was held in Toronto in February 2008 for interested volunteer centres and other national volunteer-involving organizations. Plans are in place to deliver more sessions for those volunteer centres unable to participate in the initial round.

### *Public Safety*

Volunteer Canada partnered with the Corrections Policy Directorate of Public Safety Canada to develop and release a handbook that outlines the steps necessary for screening individuals as a volunteer. Entitled, *Best Practice Guidelines for Screening Volunteers: Finding the Right Match*, the handbook will be particularly useful to organizations that engage volunteers, allowing them to be equipped with the appropriate screening policies and procedures.



# Membership, Volunteer Centres, NNVIO



## Membership

Volunteer Canada's membership represents the full spectrum of the voluntary, public and private sectors, including managers of volunteers, volunteer centres, nonprofit agencies, community groups, government departments, corporations and individuals who are interested in volunteerism. Members participate in the organization's governance and leadership and they have access to a broad range of resources – including eVOLution, Volunteer Canada's quarterly e-zine – that ultimately enable them to enhance their organization's capacity to involve volunteers. Among many benefits, members qualify for discounted Directors' and Officers' Liability insurance and General Liability insurance through AON Reed Stenhouse and discounts on many promotional items available during National Volunteer Week and throughout the year.

This year's membership drive resulted in the addition of many new organizations to our list of supporters in the promotion of volunteerism.

## Volunteer Centres

Since its creation in September of 2001, the Advisory Council of Volunteer Centres (ACVC) has been tasked with providing advice to Volunteer Canada on strategies for volunteer centre development, on the impact of Volunteer Canada programs on the network of volunteer centres, and on issues for consideration by the Volunteer Canada board. In March of 2008, the ACVC convened to examine its role in the current context of Volunteer Canada's new structure and reduced capacity. The result was a renewed enthusiasm to redefine and reinforce the value of the ACVC.

## NNVIO

The Network of National Volunteer-Involving Organizations (NNVIO) continues to bring together champions from national nonprofit organizations with an embedded interest in the voluntary sector. In 2007, Volunteer Canada coordinated and lead the group through two teleconference calls and two face-to-face breakfast meetings. As a result, the members of the NNVIO team have re-invested their commitment to strengthening and expanding the group in the future and look to the leadership of Volunteer Canada in helping them identify and exchange knowledge on trends and issues affecting the voluntary sector.





# Summary Financial Statements

## SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2008

	2008	2007
<b>ASSETS</b>	<b>\$</b>	<b>\$</b>
Total current assets	1,245,493	1,291,022
Capital assets	2,392	4,710
<b>Total assets</b>	<b>1,247,885</b>	<b>1,295,732</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued liabilities	577,004	701,178
Deferred contributions	342,797	37,379
Net assets	328,084	557,175
<b>Total liabilities and net assets</b>	<b>1,247,885</b>	<b>1,295,732</b>

## SUMMARY STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MARCH 31, 2008

	2008	2007
<b>REVENUE</b>	<b>\$</b>	<b>\$</b>
Program	195,881	5,456,503
Donations and sponsorships	669,714	339,144
Volunteer Place Bénévoles	90,935	166,391
Product sales	48,221	82,071
Other	191,181	129,974
<b>Total revenue</b>	<b>1,195,932</b>	<b>6,174,083</b>
<b>EXPENSE</b>		
Program	195,881	5,456,503
Administration	1,226,824	564,234
Amortization	2,318	2,319
<b>Total expense</b>	<b>1,425,023</b>	<b>6,023,056</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSE</b>	<b>-229,091</b>	<b>151,027</b>

The comparative amounts shown in the above summary statement of operations include program revenue and related expenses of \$5,182,780 for the Canada Volunteerism Initiative (CVI). Volunteer Canada's commitments under the the CVI contribution agreements were completed on March 31, 2007 and CVI was not renewed.

The summary financial statements are based on audited financial statements which are available upon request.

## Volunteers at Volunteer Canada

New volunteer positions were created within Volunteer Canada to increase the organization's capacity and to enhance the delivery of all our services. We thank all of our volunteers for helping to make our Volunteer Canada team strong.

Debbie Ammeter	Sylvie Grenier	Martha Parker
Doug Appleby	Franca Gucciardi	Susan Phillips
Connie Berry	Manon Harvey	Darrel Pink
Eric Black	Lise Hebabi	Tim Powers
Samantha Brown	Annette Hegel	Jackie Rankel
Charline Boudreau	Wayne Helgason	Tim Richter
Francis Bowkett	Justin Ho	Pierre Riley
Rosemary Byrne	Liz Hong-Farrell	George Roter
Nathalie Charette	Michael Howard	Kim Rowe
Patty Clark	Lenny Kuiper	Julie Sell
Lee Close	Craig Lapierre	Paul Sheffrin
Judy Cutler	Ryan Lapierre	Pat Spadafora
Michael Cybulski	Troy Lapierre	Elizabeth Specht
Marlene Deboisbriand	Scott Lundell	Janet Stavinga
Nicole Delisle	Karen Lynch	Alison Stevens
Lauren Dobell	Lynn MacDonald	The Corpore Council
Dennis Dyck	Jessica MacDonald	Working Group
Barney Ellis-Perry	Duncan MacDonald	Lyn Tait
Graham Fox	John McBride	Michael Taylor
Colin Frank	Étienne Merven	Annette Vautour-Mackay
Deborah Gardner	Chris Morrison	Yumi Webster
Damon Gariepy	Martha Nixon	Jeff Wilson
Joel Gluss	Joan Oliver	