



Annual Report



Volunteer Canada

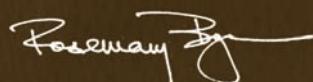


Only a few years have passed since the elimination of the government's financial support of the Canada Volunteerism Initiative. Volunteer Canada lost more than just a great program, the impact on the organization was dramatic and the effects on the voluntary sector were far-reaching. But from the moment Volunteer Canada received word of the cuts, we moved forward without hesitation. We believed in ourselves and in our purpose. We stayed true to our mandate and to the sector.

After three years of forming creative partnerships, developing some out-of-the-box strategies and introducing innovative communications methods, we have further enhanced our ability to lead the advancement of volunteerism across Canada. Volunteer Canada continues to generate respect from our peers in the voluntary sector. Moreover, we've engaged the interest of the corporate sector, increased our presence as subject matter experts in the media and caught the attention of government once again. We take great pride in being an organization that can tell the story of perseverance.

We would not have been able to move forward with such strength without our own volunteers. We wish to thank our board members for their solid strategic support and our internal volunteer program participants who help us in our daily operations.

Volunteer Canada strongly believes in our role to promote, celebrate, support and enrich the work of volunteers from coast to coast to coast. Through relevant programs that support the organizations that rely so heavily on volunteers, through dialogue with government officials, through unique partnerships with corporate sector leaders and by keeping our finger on the pulse of volunteering trends in every region of this country, Volunteer Canada will continue to endorse the value of volunteering to our country's social fabric.



Rosemary Byrne
Chair of the Board



Ruth MacKenzie
President

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.



VOLUNTEER
BÉNÉVOLES
CANADA



Public Policy and Government Relations



Throughout 2009/2010, Volunteer Canada met with Members of Parliament and Senators and engaged in dialogue with officials from all parties to discuss opportunities for the federal government to join us in our efforts to promote, support and celebrate volunteering across the country. During many of our discussions, we encouraged all parties to consider drafting a platform plank on volunteering for the next election campaign.

Volunteering and Generational Shift

Building on the knowledge and expertise gained through the Healthy Aging Project, we worked with the federal government's National Seniors Council, a citizens' advisory body, to develop policies designed to encourage volunteering among baby boomers and seniors. We are pleased to see the commitment in the recent federal budget to invest \$10 million in programs to foster volunteering among seniors.

Upon encouragement by Volunteer Canada, the final report of a Senate Committee on Aging recommended further study of volunteerism in Canada. We worked closely with Liberal Senator Terry Mercer to build support for what would be a useful way of focusing national attention on the role of volunteering.

Economic Value of Volunteering

Volunteer Canada prepared a comprehensive paper exploring the challenging question of assigning an "economic value" to volunteering. Subsequently, we engaged in dialogue and surveyed members, friends and stakeholders on the issue. Responses indicated some interest in assigning an economic value while, at the same time, a widespread concern that we give appropriate due to the more fundamental social and community values of volunteering.



Capacity Building in the Voluntary Sector

In the fall of 2009, Volunteer Canada presented its views to the House of Commons Finance Committee as part of its annual pre-budget hearings. We highlighted the difficult experiences of many our members across the country brought on by the economic recession. We proposed that the federal government make a considerable investment in building the sector's capacity to recruit, retain and manage volunteers. Our proposal generated interest by members of all parties and resulted in continuing discussions on the topic of increasing the rate of volunteering.

We heard echoes of Volunteer Canada's presentation in the Federal Government's Throne Speech of 2010, which evoked the need for increased voluntary sector capacity: *"Too often, the efforts of communities falter not on account of a lack of effort or heart, but because of a lack of expertise to turn good ideas into reality".*

In ongoing discussions with federal officials, Volunteer Canada continues to press the federal government to take a leadership role in fostering volunteerism in Canada and allocate resources to support the role. There are signs that the government is listening. The 2010 Throne Speech announcement of the government's intention to create the Prime Minister's Awards for Volunteering is one example.

Corporate Citizenship

Volunteer Canada continues to work closely with many members of the Canadian corporate sector, guiding companies as they establish and fulfill their corporate social responsibility mandates and social innovation plans, connecting their resources with programs that help build the voluntary sector and helping their employees understand the impact they can make on their communities through volunteering.

Group Volunteering

A wide range of companies engaged Volunteer Canada for group volunteering support services: SAP Canada, HSBC, The Home Depot, Future Shop, Atlantic Lottery Corp, Visa and Maple Leaf Foods. More than 1000 volunteers descended on 41 employer-supported volunteering events across the country. The Group Volunteering program continues to fuel the employer-supported volunteering movement by connecting the non-profit sector with skilled volunteers who enthusiastically lend their skills on company time.

The Corporate Council on Volunteering

The Corporate Council on Volunteering is a collective of business sector leaders who have collectively ignited a volunteer movement in the Canadian business community. The Council welcomed three new members in 2009-2010, further adding to the diverse community of businesses who drive the employer-supported volunteerism revolution. Current members include: AON Reed Stenhouse • Bell • Future Shop • IBM Canada Ltd. • Investors Group Financial Services Inc. • KPMG • Manulife Financial • Microsoft Canada • Molson Coors Canada • Power Corporation of Canada • PricewaterhouseCoopers LLP • RBC • SAP Canada • The Home Depot Canada • TransAlta • UPS Canada • Wal-Mart Canada Corp • Deloitte & Touche LLP • Direct Energy • Qualcomm • Macquarie Group • TransCanada



The Centre for Excellence in Corporate Community Involvement

The Council has recently focused on the successful development of the Centre for Excellence in Corporate Community Involvement's online venue that unites the for-profit and non-profit sectors on common ground for the first time in Canada. The Centre aims to help both sectors reach a better understanding of one another, ultimately allowing them to forge stronger partnerships in the interest of the communities where they work and live.

corporatevolunteering.ca





Partnerships

Power of the Hour

Volunteer Canada and the Corporate Council on Volunteering teamed up with Getinvolved.ca, a combination of a television series that spotlights the impact one can make through volunteering and an online environment that connects people with causes. Together, they launched Power of the Hour which challenges businesses, families, and individuals to step up, be counted and pledge their volunteer hours. The Corporate Council initiated the challenge with 500 000 pledged hours and asked their corporate peers to match their efforts. The initial target of reaching two million volunteer hours was met within months of the launch and momentum continues to build. Power of the Hour has proven to be a successful model for bringing together the public, non-profit organizations and the business sector in one high-energy cross-country volunteering effort.

Give a Day. Get a Disney Day.

Volunteer Canada was invited by Hands On Network (U.S.) to join them in delivering Disney Park's first-of-its-kind program, Give a Day. Get a Disney Day. The innovative program was designed to ignite a surge in volunteering across North America. The premise was simple: individuals enrolled in a day of volunteering through the Disney Parks website and, as a token of thanks, they received a free pass to a Disney theme park. The program was supported by an extensive ad campaign featuring some of Disney's popular characters engaged in volunteer activities.

With the support of volunteer centres across the country and through the technological support of govoluteer.ca as the volunteer matching tool, Volunteer Canada was able to connect thousands of volunteers with non-profit organizations in Canada. In early 2010, it was announced that we had reached our North American-wide goal – an astounding one million people had enrolled to volunteer in their communities, some individuals even participating in remote volunteering activities.

We witnessed many first-time volunteers, beginning what we hope will be a life-long volunteering journey. The program also helped Volunteer Canada connect with media and spread our messaging across the continent.

National Volunteer Week

Investors Group's support of volunteer recognition continues through its exclusive sponsorship of National Volunteer Week, Canada's largest celebration of volunteers. In 2009, the campaign helped organizations from coast to coast recognize the volunteers that support their essential work and services. Through an interactive website dedicated to the campaign, organizations and volunteers could download everything they needed to celebrate the efforts of volunteers, from media toolkits to Mayoral proclamations to web imagery. The site also provided Canadians an online environment to share their very own volunteering stories, photos and videos. The campaign continues to build in popularity each year. In 2009, an impressive number of Members of Parliament stood up in the House of Commons to commemorate National Volunteer Week.

Healthy Aging Project

Investors Group also supported Volunteer Canada's efforts to help support the Canadian baby boomer population and the non-profit organizations who engage them as volunteers through the Volunteering and Healthy Aging Project. Building on the success of the project's popular website and comprehensive guide, Baby Boomers: Your New Volunteer, Volunteer Canada reached further into the voluntary sector and to the public with a media-driven information campaign. By communicating the health benefits linked to volunteering, our aim is to increase the volunteering contributions within the baby boomer population and support the non-profit organizations that welcome them.



Partnerships

Volunteer Centre Renewal

The UPS Foundation continued to help Volunteer Canada revitalize its essential relationship with volunteer centres in 2009, enabling all parties, as a stronger collective, to more effectively promote volunteerism across Canada. We reaffirmed the Advisory Council of Volunteer Centres (ACVC) for the next five years and took the needed steps to strengthen its structure. The funding from the UPS Foundation also facilitated face-to-face collaboration between volunteer centres.

39 volunteer centres gathered on UBC campus at the 2009 National Volunteer Centre Leadership Forum. The two-day event, hosted by Volunteer Canada and the ACVC, and supported by the UPS Foundation, was filled with presentations, speeches and organized debates on a variety of topics that resonate with those working in the voluntary sector. Members of the Volunteer Centre Network were together in the same room collaborating and sharing stories. The Forum was a success in generating dialogue and feedback on the trends, achievements and needs of the volunteer centres within the national scope of volunteerism.

The Changing Culture of Volunteering: A Skills – based Approach to Volunteer Involvement

Volunteer Canada has launched a new initiative to help organizations better understand and respond to the characteristics of today's volunteers, the evolution of volunteer resource management practices and key societal trends. Funded by the Government of Canada's Social Development Partnerships Program, this pan-Canadian project is designed to improve services to children, youth and families by supporting organizations to effectively engage the emerging volunteer of today and ensure a positive volunteering experience.

Emergency Preparedness for People with Disabilities Project

The BC Coalition of People with Disabilities and Volunteer Canada have formed a new partnership to bring volunteer centres and disability organizations together to collaborate, create and deliver community training on emergency preparedness for people with disabilities across Canada. This project is funded by the Government of Canada's Social Development Partnership Program – Disability component and builds on the previous emergency preparedness and community resiliency work done by the BC Coalition of People with Disabilities in British Columbia and Volunteer Canada's project with the voluntary sector across Canada.



Membership

Volunteer Canada's members have once again proven their commitment to supporting the voluntary sector by maintaining their affiliation with Canada's leader in volunteerism. Our membership base is as diverse as our country's landscape. We continue to keep our members informed of breaking news, research and resources that support their work. Volunteer Canada takes pride in knowing that we can call upon members for reciprocal engagement and information sharing.

Volunteer Canada, in association with Aon Reed Stenhouse, continues to offer members the most competitive insurance program in our sector. Discounted Insurance packages for Directors' and Officers' Liability as well as General Liability insurance, have allowed

organizations who previously could not afford such an extensive insurance package full coverage. Through Aon Reed Stenhouse's support, Volunteer Canada has been able to consistently increase our membership base and meet the needs of our over 1,100 members. The knowledge of this program is widespread throughout the volunteer and non-profit community and in 2009 our relationship with AON Reed Stenhouse became a defining feature of our membership benefits. Moving forward, our partnership will allow for our program to reach a wider audience and deliver this incredible insurance program to more organizations.

Internal Volunteer Program

We thank all of our volunteers for supporting our work and helping to make our Volunteer Canada team strong.

Doug Appleby

Stacy Ashton

Amanda Belzowski

Daniel Belzowski

Joshua Belzowski

Lisa Belzowski

Bruno Bourdache

Rosemary Byrne

Lee Close

Ann Coburn

Todd Coopee

Michael Cybulski

Adam Denault

Darlene Denault

Kalina Denault

Steven Denault

Annie Deveau

Lauren Dobell

Beth Dunning

Dennis Dyck

Barney Ellis-Perry

Kyle Evans

Cassandra Flett

Graham Fox

Isabella Franco

Karen Franco

Matthew Franco

Parker Franco

Deborah Gardner

Manon Harvey

Wayne Helgason

Justin Ho

Leslie Kilgour

Scott Lundell

Karen Lynch

John McBride

Clare Morrison

Martha Nixon

Susan Phillips

Bill Pigott

Tim Powers

Tim Richter

Penelope Rowe

Tony Sabad

Susan Scotti

Francis Séguin

Corbet Sheridan

Jasper Sheridan

John Sheridan

Elizabeth Specht

Janet Stavigna

Alison Stevens

Lyn Tait

Esme Terry

Annette Vautour-

MacKay

Liiliu Zeng

Summary Financial Statements

SUMMARY STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2010

	2010	2009
ASSETS	\$	\$
Total current assets	644,917	629,179
Capital assets	16,044	1,699
Total assets	660,961	630,878
LIABILITIES AND NET ASSETS	\$	\$
Accounts payable and accrued liabilities	194,881	142,589
Deferred contributions	208,437	244,748
Net assets	257,643	243,541
Total liabilities and net assets	660,961	630,878

SUMMARY STATEMENT OF OPERATIONS FOR THE YEAR ENDED MARCH 31, 2010

	2010	2009
REVENUE	\$	\$
Donations and sponsorships	966,084	749,907
Funded programs and initiatives	301,118	312,722
Other revenues	90,491	192,563
Product sales	34,634	38,295
Total revenue	1,392,327	1,293,487
EXPENSE	\$	\$
Core program	884,193	863,026
Funded programs and initiatives	301,118	312,722
Administration	192,914	202,282
Total expense	1,378,225	1,378,030
EXCESS OF REVENUE OVER EXPENSE (EXPENSE OVER REVENUE)	14,102	-84,543

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