



VOLUNTEER
BÉNÉVOLES
C A N A D A

2011/2012 Annual Report



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Letter from Michael Cybulski, Board Chair, and Ruth MacKenzie, President & CEO

How do you make an impact? Canada thrives when people get involved in their communities. There are so many ways to contribute. You can **sign** a petition. You can **“Like”** a cause on Facebook. You can **adopt** a leadership role in an organization. There’s something for everyone and each opportunity involves a different level of commitment. At Volunteer Canada, we call this the spectrum of engagement. When you think about it, volunteers are everywhere. We can all contribute and our involvement makes our communities more resilient. It’s all part of being an active citizen.

David Johnston, Governor General of Canada, says we are a “smart and caring nation.” Part of that is volunteering as a means of social inclusion. Everyone has a stake in shaping their community through volunteering. No one is marginalized; no one is isolated.

Volunteers offer support in times of crisis. This year, disasters struck many Canadian communities. Wildfires swept through Slave Lake. Floods hit Manitoba and Quebec. And volunteers were there to lead rescue efforts. Volunteer Canada updated our Emergency Preparedness for Persons with Disabilities Program to support communities in crisis. The program provides training and materials so communities can protect all citizens during a disaster.

This year, people spoke out for a more inclusive society and the media took notice. The Occupy movement that began in the U.S. spread to Canada. In cities and towns across our country, citizens peacefully took to the streets to protest. They called for more responsible governance. The Occupy movement gave voice to “the 99 per cent” who are so often shut out of decision-making. And though they might not have realized it, the protesters were volunteers.

Volunteer Canada values social inclusion. We’re creating resources so new Canadians can get involved in their communities. And we’re supporting organizations so they can better engage newcomers. Volunteering allows new Canadians to feel a part of their communities. They can socialize. They can improve their language skills. They can gain work experience. And in turn, the community benefits from their contributions.

An inclusive Canada means everyone is able to get involved in their communities. Volunteer Canada will continue to work with organizations, partners and volunteers to reach this goal. And together, we’ll make our communities thrive.



Michael Cybulski
Board Chair



Ruth MacKenzie
President & CEO





About Volunteer Canada's Annual Report

Volunteer Canada's annual report this year focuses on the outcomes of our work. We felt it was important to demonstrate the results of our projects and campaigns. The report is broken down into four main sections. These sections relate back to Volunteer Canada's four strategic objectives. We want to show you our achievements this year, and how they relate to our core objectives. We'd also love to hear your feedback. Please feel free to share your thoughts on the [Volunteer Canada Facebook page](#).



Volunteering is more than “helping out”

At Volunteer Canada, we work to broaden public perceptions of volunteering. We want Canadians to view community involvement as a true expression of citizenship. Volunteering is not just about ‘helping out’. Below we’ve detailed some accomplishments from the past year that have brought us closer to this intended outcome.

We’re building a new online hub for volunteering in Canada

Technology is always changing. And it’s changing our world. Technology affects the way people get involved in their communities. Virtual and micro volunteering are on the rise. The UN State of the World’s Volunteerism Report said: “technological developments are opening up spaces for people to volunteer in ways that have no parallels in history.”

Volunteer Canada’s work reflects these changes. As you may have read in a [blog post from our President & CEO, Ruth MacKenzie](#), we received federal funding to enhance www.volunteer.ca. We aim to make this website the main hub in Canada for information and resources on volunteering. It will be a collaborative space for the sector.

We involved our many stakeholders in the process. This spring, we hired two partner organizations. Each reviewed the content on our current site. We then surveyed our network of volunteer centres and asked them what they’d like to see in our new site. Then in June, we had a range of stakeholders give us feedback on the site’s functionality. We’re very grateful for the valuable insights gained from these activities.

Rebuilding volunteer.ca also means developing new online services for the sector and for Canadians. One of which is an API (Application Programming Interface). This technology links databases of volunteer opportunities from across Canada. And it shows opportunities from these databases in multiple places, including Getinvolved.ca. The API makes it easy to post opportunities in multiple databases. It also raises awareness of local opportunities and volunteer centres across Canada – including among virtual volunteers.



We're championing volunteer efforts across the country

National Volunteer Week recognizes Canada's volunteers for their great efforts in our communities. NVW celebrates the role of volunteers in making Canada a more vibrant country.

At Volunteer Canada, we put the needs of voluntary organizations first in our campaign planning. We delivered campaign items earlier than ever. That way, organizations could better use our materials in their own campaigns. We support organizations in their local campaigns. This year, we offered a series of video seminars delivered by sector experts. And we held Facebook conversations with these experts to add an interactive element to the seminars. The Facebook conversations were our most successful to date. We reached some of our greatest levels of engagement on the page since it launched.

We also confirmed the support of our longstanding partner, Investors Group, and announced our plans for the next three years. As part of our partnership, we're working with the Centre d'action bénévole de Québec to adapt their Programme de reconnaissance des expériences de bénévolat (Volunteer Experience Recognition Program) to English. This coming year, we will pilot test the program nationally. Organizations across Canada will be able to formally recognize their volunteers by acknowledging their skills and achievements.

We're giving insights into the new culture of volunteering

In the past year, Volunteer Canada was involved in the launch of two major studies that provide snapshots of the state of volunteer involvement in Canada and around the world: the **2010 Canada Survey of Giving, Volunteering and Participating** and State of the World's Volunteerism Report. We worked to fuse the data in these reports. We provided sector organizations, the media and Canadians the context they needed to understand how the culture of volunteering is evolving. Volunteer Canada staff served on the advisory committee for the CSGVP data. We lent our counsel and expertise to the group.

Volunteer Canada set the SWVR data within a Canadian context for the media. We were featured in interviews with Global News, CBC, Radio-Canada and The Mark News. Our analysis of these studies challenged the view that volunteering is an exclusive activity done by a select few. Everyone has the right and responsibility to get involved. In our media messaging, we enforced this broader view of volunteering. As a result, Canadians were exposed to a more inclusive portrait of what it means to get involved in community.



We can all contribute through volunteering

Everyone has the responsibility and the right to get involved. When we volunteer, we contribute to the greater good of the community. We get to build the kind of community in which we'd like to live. Volunteering benefits everyone, including the volunteer. Read on for some of the work we've done to spread this message of the value of volunteering.

Accessible involvement

Volunteer Canada launched the Get Volunteering campaign to encourage Canadians to get involved. We partnered with Manulife Financial and built volunteering tools targeting four groups: baby boomers, families, youth and workplace volunteers.

We designed the innovative **Volunteer Quiz** or **VQ** so Canadians can find their unique volunteer type. The online tool then matches them to suitable opportunities on GetInvolved.ca. The **VQ** grabbed the attention of organizations, the public and the media. We know many volunteer centres use the **VQ** to get insights about new volunteers. And thousands of Canadians used the popular **VQ** after it was featured on **The Globe and Mail** website as an example of a tool driving volunteer involvement.

Momentum around the robust campaign grew this year. We led workshops in all regions of Canada and gained media coverage in eight provinces. We worked closely with local volunteer centres for each workshop, to have the greatest impact. The campaign was covered in 14 online publications, six newspapers, one national magazine, nine radio stations and two television broadcasts. This allowed us to spread our message that community involvement is for everyone to a wide audience.





Building momentum for the future

In 2017, Canadians will celebrate the 150th anniversary of our country. Volunteer Canada wants to make sure volunteering is central to the celebrations. In June 2011, we held roundtable talks on the subject with the Governor General of Canada, government officials, and voluntary sector leaders.

After the roundtable, we shared a summary report of the talks. We also held discussions on our blog about the role volunteering can play in the future. This gave community builders from across Canada the chance to lend their voice to the conversation.

By leading these discussions, Volunteer Canada highlighted the role volunteering plays in building healthy communities – and a smart, caring Canada.

Boosting the profile of volunteering

We need to get the word out about the importance of getting involved. We know how important it is to act publicly to build interest in volunteering. This year, Ruth MacKenzie was invited by the Governor General of Canada to take a lead role on the Governor General's Volunteerism and Philanthropy Advisory Committee.

Ruth worked with leaders from all sectors on topics affecting volunteering. She took part in discussions in Parliament, the media and in public. Our role with the committee allowed us to share our message with a wide public audience. And the committee gave us an opportunity to speak to the role everyone plays in shaping our communities through volunteering.



Volunteers are involved along a spectrum of engagement

Volunteer involvement runs along a broad spectrum of engagement. And so we work with organizations to make sure Canadians are able to volunteer in a variety of fulfilling ways. Today, there are countless ways to get involved. You can volunteer in short bursts from your smart phone. You can take part in direct service to members of the community. You can even adopt a leadership role on a non-profit board. Volunteer involvement is changing.

Below, you can read about our results in building awareness of the new spectrum of engagement.

Adapting to the new world of volunteering

In the introduction to this report, we outlined how the culture of volunteering is changing. More Canadians are getting involved in the community in ways that work for them. In response to this new culture, we launched the 2012 Edition of the [**Canadian Code for Volunteer Involvement**](#). We spoke with sector experts from across the country to find what updates were needed. The resulting 2012 CCVI is a flexible, adaptable document. It can be used by organizations of all sizes and mandates, in all parts of the country.

The new CCVI features two new standards. These standards speak to advances in technology that have changed how we get involved in our communities. They also stress the importance of ensuring the well-being of clients, volunteers, the organization and the community.

The end result is a new version of Volunteer Canada's signature resource. And we'll continue to share it with our members and other stakeholders in a range of ways in the months to come.





The strength of collaboration

In October 2011, we hosted the Volunteer Centre Leadership Forum. The event, which took place in Toronto – brought together more than 50 volunteer centres from across the country. The Forum encouraged conversation and collaboration. Centres discussed issues affecting their work and found ways to overcome these challenges.

Topics that were tabled at the Forum paved the way for new Volunteer Canada projects. For example, we've since created the Knowledge and Training Network, a group of volunteer centres and provincial volunteer associations. We work together to build our collective capacity to engage today's volunteers. The group met for the first time in February 2012. Volunteer Canada and 25 sector leaders discussed how our organization can work with volunteer centres to ensure the long-term relevance and sustainability of volunteering in Canada.

Raising the profile of community engagement

We know that to improve community involvement across Canada, we need to work closely with local organizations. Local organizations and volunteer centres are the backbone of our communities. To get in touch with local organizations, we delivered the **Building the Bridge** campaign in partnership with Manulife Financial. It complements the public Get Volunteering campaign.

We designed the Building the Bridge campaign to support Canada's organizations in their work to engage today's volunteers. Specifically, we focused our resources on youth, families, baby boomers and workplace volunteers.

This year, we launched a cross-Canada tour to present our new volunteer engagement tools to organizations. And we provided training on how to use them along the way. In total, we engaged nearly 500 voluntary organizations and partnered with seven local non-profits to deliver each event. By supporting organizations, we were able to spread the word about the new spectrum of engagement.



Making Volunteer Canada sustainable

Ensuring Volunteer Canada is healthy and sustainable means we can continue to deliver our work. Our organization needs effective systems and policies in place to support the work we do. Our aim is to further our leadership in the area of volunteering. And we develop new ways to collaborate with others in order to be efficient and innovative.

Read on to learn some of the ways we're working toward this goal.

The power of cross-sector partnerships

The focus of our corporate citizenship work shifted this year. In many ways, we've moved beyond transactional relationships with clients. We now strive for long-term, cross-sector partnerships. This allows us to make a greater impact in Canadian communities.

With this new focus in mind, we've extended our partnerships with Manulife Financial and Investors Group. After presenting new visions for our work together, both partners continued our relationships to deliver meaningful corporate community involvement work. We're excited for our future projects – stay tuned to see what we have in store.

Our relationship with Starbucks Canada also grew this year. It evolved into a long-term commitment to community work across Canada. This year marked the 25th year Starbucks has operated in Canada. To celebrate their role in Canadian communities, Starbucks partnered with us to stage two large-scale group volunteering events in Toronto and Vancouver. These events benefited the community and taught volunteers new skills. Starbucks joined the Corporate Council on Volunteering this year. In doing so, they're helping shape the future of corporate community involvement.

UPS Canada continued to demonstrate its commitment to community involvement this year. UPS gave Volunteer Canada a grant for our work with volunteer centres. The grant supports our work developing a model that details the process of establishing a local volunteer centre. The model will provide practical resources so communities across Canada can form local centres. The grant also supports the establishment of a volunteer centre training network. The network allows centres to share their knowledge and best practices.

This year, we developed a new corporate consulting business to strengthen employee volunteer programs within companies. So far, we've supported Enbridge Gas Distribution, TD Canada Trust, Suncor Energy and MacKenzie Financial in their work to get their employees involved in the community.



Our Corporate Council on Volunteering continued to be an inspiring, collaborative force this year. The Council developed a new strategic plan to guide their work. It will launch in 2013. With seven years behind it and 21 members, the Council continues to have a strong grasp of what it means to be an involved corporate citizen. And it's poised to deliver.

Putting the needs of members first

We aim to provide value to all our members. That's why we worked with Harris / Decima to survey thousands of organizations. We listened to your feedback and we're putting what we learned into action.

For example, we've moved to a flexible renewal date for membership. Now new members can take advantage of their membership benefits for 12 months from the point of sign up.

Insurance is a priority for members. We work with Aon Reed Stenhouse Inc. to bring clarity to insurance matters and show why it's critical for all voluntary organizations.

Our research confirmed that budgets continue to be tight. So we now offer our members an exclusive discount on *Fundtracker*, software that helps organizations find potential funders.

We learned our members want to hear from us more often. What is Volunteer Canada doing to provide leadership on volunteering? How does our work impact you? We've made a schedule for regular member communications, including briefings from Ruth MacKenzie.

Engaging 21st century volunteers

We're one of the leading organizations working in the area of 21st century volunteer engagement. We've applied the insights from our own research to revamp our internal volunteer program.

We reworked our program to integrate findings from the *Bridging the Gap* report. We also used best practices identified in the 2012 Edition of the *Canadian Code for Volunteer Involvement*.

Our program is now more flexible, meaningful, and strategic. It features a range of entry points for new volunteers and opportunities based on their interests and availability. We also created an internal staff working group so we could all learn how to better engage volunteers. Together, we share challenges and best practices.

Volunteer Canada now engages more volunteers than ever before. Our volunteers are involved in all areas of our work. They drive our mission and improve our reach. Ultimately, our volunteer engagement strategy is all about meeting the needs of both our volunteers and our organization. After all, volunteering benefits everyone.





Our Volunteers

Volunteer Canada wishes to thank all the volunteers who contributed their time and talent to strengthening our organization. We greatly appreciate your tremendous support.

Jeff Anders

Doug Appleby

Stacy Ashton

Denise Aucoin

Liz Briggs

Diana Bumstead

Rosemary Byrne

Melissa Carter

Adelard Cayer

Lee Close

Ann Coburn

Joan Crittenden

Michael Cybulski

Russel Dahms

Ilona Dougherty

James Drage

Josée Dufresne

Dennis Dyck

Kristin Dyer

Anne-Kellie Eliacin

Dorothy Engleman

Christine Epp

Jacqui Fedor

Jocelyn Formisma

Deborah Gardner

Wayne Helgason

Monique Héroux

Karen Iddon

Marilyn Johnston

Chris King

Susan King

Anne-Marie Koeppen

Diane Labelle-Davey

Lisa Larter

Jean Legere

Nancy Lewis

Scott Lundell

Karen Lynch

Veronica MacNeil

John McBride

Mina McNamee

Gaspard Michardière

Angelica Miller

Jamie Niessen

Richard Norton

Christine Oldfield

Martha Parker

Jennifer Penney

Anne Perigo

Jill Peters

Carol Pickings Anthony

Darrell Pink

Melanie Platt

Lawrence Portigal

Toby Rabinovitch

Penelope Rowe

Susan Scotti

Keith Seel

Frank Séguin

Erin Spink

Alison Stevens

Christopher Stoney

Jillian Stothart

Rosanne Tolleator

Katherine Topolinski

Robin Tourangeau

Cathy Taylor

Brenda Wallace Allen

Liz Weaver

Melanie Winterle





Summary Financial Statement

SUMMARY STATEMENT OF FINANCIAL POSITION • AS AT MARCH 31, 2012

	2012	2011
ASSETS	\$	\$
Total current assets	756,579	1,779,804
Capital assets	8,920	11,320
Total assets	765,499	1,791,124
LIABILITIES AND NET ASSETS (NET DEFICIT)	\$	\$
Total current liabilities	347,338	839,904
Deferred contributions	709,676	902,705
Net assets (net deficit)	(291,515)	48,515
Total liabilities and net assets (net deficit)	765,499	1,791,124

SUMMARY STATEMENT OF OPERATIONS • YEAR ENDED MARCH 31, 2012

	2012	2011
REVENUE	\$	\$
Contributions and sponsorships	872,297	539,966
Funded programs and initiatives	1,372,490	2,186,989
Other revenues	86,004	84,554
Product sales	13,924	10,533
Total revenue	2,344,715	2,822,042
EXPENSE	\$	\$
Core program	1,115,769	637,496
Funded programs and initiatives	1,372,490	2,186,989
Administration	196,486	206,685
Total expense	2,684,745	3,031,170
DEFICIENCY OF REVENUES OVER EXPENSES	(340,030)	(209,128)

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







Volunteer Canada **2011/12 Annual Report**

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