

## **CCEC Virtual Meeting – April 7, 2020**

Highlights: *(There were a number of requests post-meeting for notes. We weren't intending to capture the conversation through notes, so these are spotty. We'll do meeting summaries in the future.)*

### **1. Non-profit context**

- Elizabeth shared key slides from the ChangeMakers@Work webinar on the context of the nonprofit sector in Canada at the moment.

### **2. Discussion: Virtual Volunteering**

- Some companies are promoting virtual volunteering opportunities; others are strictly not promoting volunteering (for the moment). Many are coming up with other creative ways for employees to engage in community virtually that are not directly with community organizations but that benefit them. Some activities discussed:
  - Reaching out to existing partners to see what volunteering support they need (and loading these onto Benevity or similar platforms, if the company has these)
  - “Soft promoting” opportunities through directing employees to Benevity
  - Seeding dollars into employee Benevity (Your Cause), etc. accounts to give to non-profits
  - Virtual employee fundraisers (e.g. a talent show) to raise money
- Volunteer Canada has a page specifically for [current virtual opportunities](#); another page that pairs [virtual and in-person COVID-19 related opportunities](#). These are sourced from members of our 200+ volunteer centre network directly from non-profits in their communities. These are presently listed by related volunteer centre. Volunteer Canada is still seeking funding to consolidate opportunities into a searchable national portal.

### **3. Discussion: National Volunteer Week (April 19-25)**

- Connecting donations to storytelling figured strongly in a lot of plans shared. Ideas:
  - Offer a story of your volunteer experience, or a person you appreciate. A donation will be made for each story, in some cases to the charity of the storyteller's choice.
  - Creation of thank you cards for frontline workers
  - Some companies focusing on employee volunteerism over the past year; some focusing on help to the community during COVID-19. One campaign focused specifically on “acts of kindness” at this time vs. formal volunteering.
- Volunteer Canada reported that the NVW campaign theme is being updated to match the current context. We should be able to share developments shortly.

### **4. Regular CCEC meetings**

- Consensus was that regular meetings, every two weeks, are helpful to Council members at this time. Next meeting will be Tuesday April 21 with a start time shift to 1 pm EST.