

CCEC Virtual Meeting – May 5, 2020

Update on current situation with NFPs (Elizabeth – Volunteer Canada):

Hearing same issues in Canada as globally

- Adapting programs and services
- Shutting down programs
- Changing roles for volunteers: current to adapted roles, new virtual roles, new in person roles (with health & safety considerations), some roles disappearing
- Sector wide layoffs
- Reduced revenues
- Resilience also: some new programs, services
- Challenge: no department 'home' within Canadian Federal government, therefore no champion in cabinet negotiations for resource distribution and integration of non-profits into recovery planning

Questions from Rachel (Coast Capital) to group:

Q1. How can we leverage our resources to support NFPs? Has anyone had thoughts about repurposing existing corporate assets to support NFPs?

First West: Asking NFP partners about what THEY need. Be receptive to their needs. Vantage Point (Volunteer Canada's Vancouver volunteer centre member) has asked for financial support to develop a collective of virtual volunteer knowledge experts to support NFPs identify their needs and develop solutions

CIBC: Having proactive conversations with partners to understand needs and gaps. NFPs still not ready or sure about skills needed. Looking for now and future. How to build their capacity (marketing, etc.) Have given support to the Canadian Cancer Society to support the Run for the Cure - \$ for tech so Run volunteers can meet and for leadership training.

Bayshore: Offering to develop campaigns for small NFPs on CanadaHelps, help them promote, then match any \$ raised at 50%.

Enbridge: Orgs need help but had to let staff go, so no time to figure things out. They may need strategy help but don't currently have the capacity to engage.

General discussion: Multiple phases of COVID: response, recovery, resilience. Be humble, businesses don't have all the answers but we may have more resources to help figure it out. Need those conversations in safe space to talk through what the NFP needs and try to help create solutions together for both immediate and medium term.

Deloitte: Brainstorming around the 'art of the possible'. This type of conversation is helpful. Success based on developing longer term relationship. Importance of conversations being ONGOING, not just in time of crisis.

Q2. How to demonstrate the value to the business at this time?

Sharing what is going on in our communities. Continue to drive our programs forward and enhance employee experience

CIBC: Enhanced communication internally during this time. NVW helped to profile employee engagement. Quotes of impact of employee support from orgs shared on internal site. This drives employee pride and morale, which is tracked and measured. Now also sharing stories externally (social media) of employees giving back. Demonstrates value back to business and promotes company brand.

HSBC: The business is going to their dept for information on how employees are engaging.

General discussion:

- Medium to longer term NFP response: how to involve corporations going forward for the long term sustainability of NFPs?
- How to work with NFP partners on developing virtual volunteering opportunities for employees?
- **Is there a role for CCEC to take a leadership role in supporting NFPs? What could that be?**
 - o How could the “Virtual CCEC Gathering” with NFPs (to replace the planned in-person one that was scheduled for June) help advance this?
 - o Elizabeth will call a meeting for interested Council reps to join to discuss Gathering topics and format.