

## CCEC Meeting – October 20, 2020

1. Discussion on monthly meetings
  - Intentions
    - Opportunity for peer-to-peer learning (which may mean breaking into small groups based on industry, size, etc.). Important to RSVP so VC can pre-organize groups
    - Opportunity to engage external resource people in more intimate discussion
  - Rules of Engagement for monthly CCEC meetings – present draft below, discussion
    - Be present, including video on (as able)
    - Chatham House rules – can use info, share with immediate colleagues, but not attribute it to a person or organization
    - Respect each member’s contributions/ideas
    - Share experience/ share the mic
    - Be punctual
2. Welcome new Co-Chair(s)
  - Effective immediately, Megan Marshall (Senior Community Programs Advisor, Cenovus Energy) will join Rachel Dick (Employee and Corporate Campaigns Manager, Coast Capital Savings) as the CCEC Co-Chair Team. Starting in January, Ryan Adams (Director, Corporate Citizenship, RBC) will join the Team as Incoming Co-Chair, taking over at the end of Rachel’s 2 year term in June. Many thanks to these volunteers for their support to the Council and to Volunteer Canada.
3. Upcoming events/opportunities
  - Oct 29 – Webinar for your employees: Volunteering in healthcare (see today’s email)
  - Nov 10 – November CCEC meeting (calendar invite sent)
  - Nov 19 – ChangeMakers@Work webinar: Productively engaging team members in social justice efforts at work w/author and consultant Bea Boccalandro (register with promo code in calendar invite)
  - Toronto – volunteers wanted for contactless delivery of gifts to seniors in Dec (email Elizabeth for details)
4. Discussion (3 breakouts then plenary)
  - Responding to employee expectations, boosting employee morale (Rachel)
  - Identifying new virtual opportunities (Elizabeth)
  - Virtual/ skills-based volunteering – opportunity or threat for non-profits and companies? (Megan)

### **Notes from discussions:**

#### Employee expectations, morale

- Open definitions and open doors to create flexibility which will encourage employee participation
  - Refine and communicate definitions on what can be logged
- Be sensitive to employee needs but recognize many want to give (several companies reported that employee giving is up over last year)

- Encourage sharing of videos, pictures to create sense of being together in creating change, even though we're apart
- A number of fun challenges were discussed that can be purposed as employee fundraisers e.g. Hot Wing Challenge or getting kids involved with a pie in the face challenge to their caregiver online

### Connecting employees to virtual opportunities to give back and learn about community issues

- 1. Educate employees on where to find opportunities**
  - a. Local volunteer centres
  - b. Local seniors centre, food bank
- 2. Give general ideas that many charities need and doesn't take much of their time – BUT CHECK FIRST THAT THEY ARE NEEDED**
  - a. Make masks, dog toys, blankets, hats
  - b. Source needed goods e.g. food for food banks, holiday gifts for teens
  - c. Write a supportive/holiday note to beneficiaries e.g. for Meals on Wheels to give to their seniors
- 3. Opportunities available in most communities, nationally:**
  - a. Clean your closet for [Diabetes](#) (scheduled pick-up or drop off bin)
  - b. Donate blood - [Canadian Blood Services](#)
  - c. Register to be a stem cell donor – [Canadian Blood Services](#)
  - d. [The Great Canadian Shoreline Clean up](#)
  - e. Book drive (e.g. Calgary reads)
- 4. Online individual activities: can also create team challenges/ team peer support around these**
  - a. [Careervillage](#) – answer career advice
  - b. [UN Volunteers](#) – virtual skills-based volunteer project, many support NGOs in developing countries
  - c. [Rumie Bytes](#) – contribute to microlearning courses for underserved communities; minimum 2 hours per week
  - d. [Project Together](#) – checking-in on newcomers
  - e. [Missing maps](#) - volunteers trace satellite imagery to assist first responders with information to make valuable decisions regarding relief efforts.
  - f. Canadian Museum of Nature – cataloguing specimens – quick and easy!
  - g. Family search – transcribe historical records
  - h. [Zooinverse](#) – research sample projects: find asteroids, in Hubble photos, record bird behaviour through nestcams. Gina recommends *Transcribing the National Herbarium of Canada's Arctic Collection* which can be found at this [link](#).
  - i. [CNIB Techmate](#) (alternative to Be My Eyes) – volunteers ensure people with sight loss have the skills and tools to connect with the outside world
  - j. [Free Rice](#) (app or desktop): Trivia game – for every correct answer, sponsors donate to the World Food Program (success measured in meals)
  - k. [The Smithsonian](#) – transcribe essential documents, update Wiki pages
  - l. [Translators without Borders](#) - translating opportunities and also have graphic designers, fundraising volunteers, and projects that volunteers can also participate in.

5. **Get physical: tie to an existing charity fundraiser and ask friends/family to sponsor your walk/run/yoga/etc.**
6. **Coordinate learning opportunities with key non-profit partners (don't forget to offer to compensate them for their time)**
  - a. Virtual lunch & learn with Q&A
  - b. Virtual facilities tour with Q&A
  - c. Virtual learning/experiential activity with discussion
7. **Mentoring kids/youth (coordination required by company in some cases)**
  - a. [Tutormate](#) (fee involved) – 6-9 month commitment, weekly
  - b. [MENTOR Canada](#) (presenter at August Gathering)
  - c. [Future Possibilities for Kids "KidCoach"](#) – 6 month commitment, 30 minutes a week
  - d. Some [Boys and Girls Clubs](#)
8. **Thank-a-thon** (especially great for call centre employees)
  - a. Thank donors/volunteer of charity partners (w/ script)
  - b. Employees thank suppliers who have contributed to corporate campaign (w/ script)
  - c. Employees thank charities for their great work 😊

***Don't forget to encourage employees to get their family to participate with them when possible/appropriate!***

#### Skills-based volunteering – opportunity or threat

- Many skills-based opportunities hard to scale e.g. mentoring, secondments. Can offer to all employees
- Many non-profit partners don't know what they need right now (besides \$). It is time consuming to find opportunities. For some, previous skills-based opportunities are hard to pivot to virtual/remote
- SLT pressure to skills-based volunteering – “turn the temperature down” by explaining to them the steps required
- Find quick wins that are not difficult to organize to keep up morale, reduce stress
- While the potential for shared value from skills-based volunteering programs could be great right now, we need to be eyes wide open if we are starting and/or scaling.
  - All the reasons this hasn't been done to date in many of our companies (capacity on both sides, partner's organizational/project readiness, HR support/employee time and specific skills required) are still barriers and potentially even bigger barriers during the pandemic when priorities/focus are elsewhere.
- The decision to approach SBV right now must be for reasons beyond the immediate need for impactful virtual volunteer roles because of COVID-19 and remote working.
- Solutions for those still interested in SBV programs now could be to scale existing skill-based work or start slow on new work (e.g.: sourcing projects with partners that are not time sensitive). Also consider using a 3<sup>rd</sup> party to support.
- “Play the long game” - If you know you want to do skill based volunteering with your partners in the future, consider making a commitment now to resourcing the professional development of interested community partners to develop their programs. Volunteer Canada and Realized Worth both have opportunity for companies to fund this skill training for non-profits.

