

CCEC Meeting – January 12, 2021

1. **Icebreaker – attendees shared their answers to *What’s giving you hope right now?***
2. **Opening thoughts on opportunities and challenges for 2021 from Elizabeth**
 - For non-profits – Challenges faced by other organizations: HR, safety, working remotely. Holding mission while securing funding – Fall data anticipated 1 in 5 NFPs may have folded by year-end (not yet confirmed); suspect physical challenges (distance, less staff, etc.) of doing work + specific streams of available donor funding may necessitate mission drift in many cases. This may be a positive in some cases, attending to new community needs.
 - For Corporate Community Engagement – Connect to louder conversations on ESG, DEI, employee engagement. Commit to new ways of helping sector (e.g. last year no events = donations...what happens this year?). Challenges of FTE reduction. Opportunities to build foundational culture of giving through learning activities and expanding types of activities company organizations and supports.
 - Council – Keep conversation elevated while addressing immediate needs and tactics. Support members who need this moment as a foothold to implement needed changes. Diversify membership – 20 companies across 5 provinces but can further diversify geography and certainly sectors as majority are FI. Offer leadership to the sector – Feb Gathering participation in the development of a tool to consider CCE programs through a DEI lens may be the first.
3. **Discussion: 2021 strategic planning challenges (led by Megan Marshall, Cenovus)**
 - Financing, especially when some companies use % of previous year’s pre-tax profits
 - Uncertainty about ability to return to strategy – either pre-COVID or during COVID version – one company creating 3 plans: fully virtual, normal, hybrid
 - Many plan to “blow up’ what worked during COVID
 - A lot of agreement around taking pressure off of employees, especially with respect to giving – “less is more...focus on what is meaningful”
 - One company has found success with more focus on teamwork, aligned around larger goals
 - One company heard from manager that giving back opportunities have been appreciated and “lighten the load” for employees
 - Feels like a time when we can be bolder
 - New issues getting more interest from employees e.g. social justice, equality, eco
 - New company commitments to gather around e.g. Black North
 - More skills-based volunteering happening
 - Challenges of recognition for new ways of contributing
 - **See end of notes for Volunteer Canada resources to support your strategic planning**

4. 3-minute achievements:

CIBC (Shelley Walushka, Director, Employee Engagement and Partnerships)

- In early 2020, just before the pandemic, the company reworked definition of volunteering, what to track. Didn’t really have a definition before
- Final included informal volunteering, was less tied to non-profits and charities*
- The expanded definition allowed more employees to participate
- Helped tracking – and during pandemic saw more tracking than prior

- 2020: 85,000 hours tracked (100,000 year prior, with group volunteering)
- Participation rewarded in \$4Doers to a max of \$500
- Track hours given and \$ given
- Opportunity for growth: 40,000 employees; 2,500 tracked, but improving. Goals is to grow the amount of unique employees
- Building awareness has been a challenge, both with employees and re-educating champions/ambassadors. Hard to find space for message amongst other important employee communications

CIBC Volunteer Definitions

A volunteer is a genuinely caring person who voluntarily devotes their time to a cause whose goals align with their own values. They assist to remove barriers for the beneficiaries of the cause to help make their ambitions a reality.

Formal volunteer - a person who performed a service without pay for the greater good of others, on behalf of a charitable or other non-profit organization. This includes any unpaid help provided to schools, religious organizations, sports or community associations.

- *Examples – coaching your child’s sports team, sitting on a non-profit board or association (condo board, hospital board, charity board), delivering Meals on Wheels, board members of service organizations (Rotary, Lions Club),*

Informal volunteer - a person who helped someone or their community on their own, that is, not on behalf of a group or organization, This includes help given directly to friends, neighbours, acquaintances, colleagues and relatives living outside the respondent’s household.

- *Examples – delivering groceries to a neighbour that is in self quarantine, driving someone to a doctor’s apt., writing thank you cards/letters to healthcare workers, community garbage clean-up.*

Employer-Supported Volunteering - is any activity undertaken by an employer to encourage and support the volunteering of their employees in the community, including providing time, meeting space, infrastructure and support for their employees to volunteer where they live and work.

- *Examples – One for Change committee, Employee Affinity board members, CIBC Run for the Cure Champions*

RBC (Rachel MacLeod, Senior Manager, Citizenship Engagement)

- Pandemic is a moment to create connection; asked people to rethink, reinvent how they saw volunteering and the Campaign
- All participation numbers up in 2020
 - Welcomed 15,000 users into myCommunity platform through a seeding gift
 - Campaign success metrics:
 - 82% participation in Canada
 - Highest ever and focused on how RBCers could give beyond their wallet through Learn, Act, Share
 - Also raised \$23million for 5,000+ Canadian charities
 - Track within the Learn, Act, Share framework including the Employee Volunteer Program, yearly activities and Campaign
 - Rare to have colleague do only one of these actions
- 3rd main initiatives:

- Group Executive gift to all employees - \$25 to donate to a charity of their choice as a gift for their commitment during COVID (globally)
 - 1st Global RBC Race for Kids – went out with family and did 5-10 K. Brought people together – great for those not close to regular race
 - The official RBC Employee Giving Campaign
 - Proved to employees that, despite all that had gone wrong, look what they had accomplished
 - 1,900+ champions this year
 - Dream about 5 years – Learn Act Share
 - Share – internal FB metrics
 - Used Mission in Benevity as the key to engagement from afar
- Transferable lessons
- Things with deep history can still have good momentum and change, connections, increasing communications national/local
 - Virtual opens up possibilities – not confined...more inclusive – could be whole team!!
 - If something is gone, employees are interested in finding something new to replace
 - Working on a post-mortem – RBC is happy to share further lessons learned

Volunteer Canada resources to support your strategic planning

1. [Effects of the pandemic on employee community engagement \(Oct 2020 report\)](#) – This is a snapshot of the priorities and practices of 50 Canadian and Irish companies as they seek to involve employees in community during the pandemic.
2. [The Business Case for Giving Back \(April 2019 report, co-authored by Great Place to Work Canada\)](#) – This report draws on the largest known sample set of employees (66,000 from 300 Canadian companies) to show data-based co-relations between how employees feel about their company’s community program and tangible business benefits. Short case studies from high-performing Great Place to Work certified companies are also included. Companies and consultants alike tell us they are drawing on this information to make the case, especially on the tie-in to talent.
3. [The Canadian Code on Employer-Supported Volunteering](#) – Created with the Council, this short resource provides guidance for companies on the why, principles and standards.
4. [CCEC-only online resource pack](#) – A not-to-be-shared-outside-of-your-team resource. All of the ChangeMakers@Work webinar series recordings and two-page summaries since Sept 2018; all of the agendas and available presentation decks from Council semi-annual Gatherings since 2016. Plus recordings of “Council-only” virtual meetings in 2020.
5. [COVID-19 resources](#) – A curated collection of materials and tools by Volunteer Canada and non-profits and companies from across Canada and around the world. **Please share** this link with partners and particularly non-profits.
6. [Volunteering opportunities](#) – Please follow the ‘I Want to Volunteer’ link to find COVID-19 specific and virtual opportunities, as well as our Pan-Canadian Volunteering Matching Platform that aggregates opportunities from Volunteer Centres across Canada.
7. [Our Corporate Citizenship blog](#) – Quite a lot of the topics are condensed pieces of research on best practices. Notices of new blogs should be coming directly to each of your identified key communications contacts.
8. [Corporate Citizenship Tool Box](#) and [Data Bank](#) section of our website – Dig in! And let us know if you have resources that should be included. We are always updating this area.