Keeping Volunteers Engaged during COVID-19

July 23, 2020
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3 Presentation: Wellness Centre at Jeffery Hale
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Volunteer Canada

Our Vision

Involved Canadians. Resilient communities.
A vibrant Canada.

Our Mission

To provide national leadership and expertise on volunteering to enhance the participation, quality, and diversity of volunteer experiences to build strong and connected communities.
Survey: The Volunteering Lens of COVID-19

- **COVID-19 has taken a toll on non-profit organizations** and charities, with almost all saying they have experienced changes to their programs, services and activities. However, many of these organizations were able to adapt.

- **Decrease in volunteering:** many organizations closed, postponed, or cancelled activities, services and programs and many volunteers stayed away because of age or health vulnerability.

- **Virtual volunteering roles:** The number of organizations that offered virtual volunteering opportunities has increased and most say they will maintain these roles.

- **Keeping volunteers engaged:** most volunteers who are not able to volunteer during this time intend to return if it is safe to do so.
Impact of pandemic programs, services, activities or events

- **Suspended, postponed, or cancelled**
  - All: 29%
  - Some: 67%
  - None: 4%

- **Increased or expanded**
  - All: 2%
  - Some: 44%
  - None: 54%

- **Continued by transitioning to virtual**
  - All: 12%
  - Some: 66%
  - None: 22%

- **Continued by modifying to lower-touch/increased health and safety practices**
  - All: 16%
  - Some: 43%
  - None: 42%

- **Cancelled / reduced programs or activities involving in-person contact**
  - All: 48%
  - Some: 46%
  - None: 6%
Impact of COVID-19 on Volunteering

Change in Number of People Contacting to Volunteer Compared to March 2019

- Increased: 21%
- Decreased: 51%
- Stayed the Same: 24%
- Not Applicable: 4%

Reasons for Decline In Volunteers

- Program, service or event suspended or postponed and no other role available for volunteers: 73%
- Organizational decision not to engage volunteers during this time: 56%
- Volunteer decision because of age, individual health concerns, safety concerns or other: 41%
- Volunteers not able to engage through virtual volunteering: 37%
Changes to volunteer roles implemented by organizations

- Transitioned some roles to virtual / online / telepresence delivery: 51%
- Suspended all volunteer engagement until further notice: 40%
- Reduced number of volunteer roles: 40%
- Have developed/are developing new volunteer roles: 38%
- Increased emphasis on existing virtual / online volunteer roles: 31%
- Redeployed existing volunteers to new roles: 26%
- Expanded due to increased demand: 13%

What will volunteering look like as the pandemic continues and post COVID-19?
Virtual/remote volunteer roles

- **53%** Organizations with volunteer roles that were/are/will be virtual/done remotely
- **12%** Prior to COVID-19
- **27%** Unknown at this time
- **52%** Since COVID-19
- **20%** None, our programs and services cannot be done virtually or remotely
- **51%** Anticipated within the next 3 months
### Inspiration to Volunteer during COVID-19

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to support my community while some volunteers are not able to do so</td>
<td>60%</td>
</tr>
<tr>
<td>I wanted to use my skills and experience</td>
<td>59%</td>
</tr>
<tr>
<td>I have time available to volunteer now</td>
<td>57%</td>
</tr>
<tr>
<td>I wanted to improve my sense of well-being or health</td>
<td>37%</td>
</tr>
</tbody>
</table>

*Felt great to be able to volunteer when a lot of people had to take a step back*

My volunteer experience has been enhanced by the truly amazing response to COVID-19 of the organization I'm connected with.
What affects ability to volunteer during COVID-19

<table>
<thead>
<tr>
<th>FACTORS THAT HELP</th>
<th>FACTORS THAT DETER</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am comfortable using technology to volunteer</td>
<td>I am over the age of 65</td>
</tr>
<tr>
<td>43%</td>
<td>18%</td>
</tr>
<tr>
<td>I have access to technology</td>
<td>I did not know where to find COVID-19 volunteering opportunities</td>
</tr>
<tr>
<td>40%</td>
<td>17%</td>
</tr>
<tr>
<td>I have more time available to volunteer now</td>
<td>I am living with someone over age 65</td>
</tr>
<tr>
<td>36%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>My health issues</td>
</tr>
<tr>
<td></td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>I did not know how to help</td>
</tr>
<tr>
<td></td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>I am living with someone with health concerns</td>
</tr>
<tr>
<td></td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>I am helping with homeschooling</td>
</tr>
<tr>
<td></td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>No position available/suspended</td>
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<tr>
<td></td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>I lost my motivation to volunteer</td>
</tr>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>I am not comfortable using technology to volunteer</td>
</tr>
<tr>
<td></td>
<td>4%</td>
</tr>
</tbody>
</table>

Being older with health issues, I am in a group being told to continue to stay at home. I have virtual technology, but many of my older friends do not.

Please note that the graphs only include responses of 3% or higher.
Changes to volunteering since COVID-19

39%
Stopped volunteering

20%
Volunteering remotely

Volunteers planning to return to organization

I really miss my volunteer role and look forward to returning when it is deemed safe for everyone.

$\text{YES, AS LONG AS I AM COMFORTABLE THAT HEALTH AND SAFETY PRACTICES ARE IN PLACE}$

$\text{I'M NOT SURE}$

$\text{NO}$
## Keeping volunteers engaged during COVID-19

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular emails or texts</td>
<td>70%</td>
</tr>
<tr>
<td>Regular newsletters</td>
<td>43%</td>
</tr>
<tr>
<td>Regular telephone calls</td>
<td>40%</td>
</tr>
<tr>
<td>Group video conferencing calls</td>
<td>32%</td>
</tr>
<tr>
<td>Offering free online learning</td>
<td>21%</td>
</tr>
<tr>
<td>Offering self-care information / sessions</td>
<td>21%</td>
</tr>
<tr>
<td>Creating volunteer to volunteer telephone trees</td>
<td>6%</td>
</tr>
<tr>
<td>We are not in communication with these volunteers</td>
<td>10%</td>
</tr>
</tbody>
</table>

The most important factor during a crisis is communication - to keep in touch with the staff, clients (and volunteers) and ask where they need help the most. For people who are lonely and who do not have a computer, the telephone call still provides good communication, as well as hand-written letters (quite unusual now!).

Everyone is adapting. Sometimes it takes longer to put options in place, but I’ve been kept in the loop and have received good communication from the organization.
Keeping volunteers engaged during COVID-19

Amy Bilodeau, Volunteer Coordinator
Presented for Volunteer Canada, July 23, 2020
Overview

- Glimpse of our Wellness Centre
- Impact of COVID-19
- Maintaining volunteer engagement
- Adaptations
- Re-engagement and future plans
- Finishing thoughts
The community Wellness Centre (WE) promotes the personal and shared well-being of English speakers in the Quebec City region by offering a range of healthy living programs.

Our aim is to provide quality services and to continue to develop programs and activities adapted to meet the health and social services needs of the community.
The Wellness Centre is co-managed by the Jeffery Hale Community Partners, Jeffery Hale – Saint Brigid’s and Voice of English-speaking Québec.
Impact of COVID
A message in these unusual times

Your Wellness Centre team reminds you to respect all of the government measures in force to protect your health and safety and that of those around you.

If you or someone you know needs food or medication, or is very worried about what is happening, especially if you are over 70 and your family can’t help, please call Jeffery Hale Community Services at 418-684-5333, ext. 1580. If there is no answer, leave your name and number and we will call back as soon as possible.

For updates about the Wellness Centre's joint actions to meet the needs of our community's members and for essential government links, please visit: wejh.ca/coronavirus. To stay in touch with the community, please follow VEQ's Facebook page.
Temporary COVID-19 Response Efforts

- Grocery Shopping
- Transportation of seniors to essential medical appointments
- Friendly Neighbour Calls
- Childcare Respite to Families
- Respite for Caregivers
Keeping our volunteers engaged

• Keep the lines of communication open
  • Updates
  • Alternative ways to contribute: informal, remotely, and bottom line
  • Strengthen standby list for upcoming formal volunteering

• Mark or acknowledge special occasions

• Share resources for health and wellness

• Organize their safe return to volunteering
  • Equipping volunteers
Keeping our volunteers engaged
Adaptations

1. Risk mitigation: review of roles

2. Screen to vet vulnerable volunteers
   - Excluding current volunteers in at-risk categories, or living/caring for someone at-risk and anyone feeling unwell

3. Educate and apply preventative measures
Equipping volunteers, a form of engagement

• Training video available online

• New procedures including basic & secondary protective measures (ie. personal protective equipment volunteer kit)

• Review best practices on a continuum
Adaptations

How to protect yourself & everyone?

Practice proper hygiene and preventive measures to avoid contamination:

- Cough into your sleeve
- Throw away used tissues
- Wash your hands
- Keep your distance
- Stay Home

Face coverings

When?
When physical distancing in public settings is not possible, such as while grocery shopping or transporting a person in your car, if you are accompanying a person into a medical clinic or hospital, you must wear your face covering.

Why?
Not everyone who has COVID-19 shows symptoms. Some people do not even know they are infected. Wearing a face covering may reduce the risk of an infectious person unknowingly transmitting COVID-19 to others. Wearing a face covering in public settings must be accompanied by other protective measures, including proper hand hygiene practices and physical distancing. Your face covering must be used by you, and only you, and you must throw it away after a single use.

How?
1. Wash your hands BEFORE and AFTER use of the covering.
2. Change your face covering if it becomes moist, soiled or damaged.
3. Do not leave the face covering hanging from your neck or tie it on your face and avoid touching it. If you do touch it, wash your hands before removing the face covering or after touching the face covering.
4. Remove your face covering by the elastic or string loop without touching the front.
5. 2. How to adjust under your chin
6. If non-usable face covering, wash it in the country where you acquired it if it is washable, throw it away otherwise.
Finishing thoughts

• More variety in demographic of candidates for relief efforts vs regular volunteer programing.

• Getting long-time volunteers to follow online training is a challenge but new volunteers accept it as a condition of their participation.

• No recruitment needs.

• Re-engaging seniors and getting ahead of social isolation in our community
About Us

- Pier 21 is a National Historic Site which was the gateway to Canada for nearly one million immigrants between 1928 and 1971. It also served as the departure point for 368,000 Canadian Military personnel during the Second World War. It reopened on July 1, 1999 as an interpretive centre.

- Today, Pier 21 hosts the Canadian Museum of Immigration at Pier 21—Atlantic Canada’s only national museum!
Volunteer Engagement Pre-COVID-19

- Administrative Assistance – as required
- Committee Volunteers – Fund Development
- Cruise Ship Season Greeters (April - November)
  - 2019: 179 vessels; 323,709 cruise guests
  - 2020: Anticipated 203 cruise vessels with 350,000 guests.
- Event Volunteers (Public Programs/Facility Rentals)
- Exhibitions, Research and Collections
- Gift Shop
- Interpretation & Visitor Experience
- Volunteer Projects (i.e. Internal Newsletter)
Volunteer Statistics

Goals 2019-2020
- 2500 hours
- 95+ volunteers

Actuals 2019-2020
- More than 3700 hours*
- Total of 104 active volunteers.
- Volunteer Tour Guides provided daily tours to more than 9,300 people.
- 94 on active roster as of March 31/20.

2020-2021 – to be determined
Impact of COVID-19

- Closure to the public March 14, 2020.
- Volunteer engagement on hold.
- Cruise ship passenger greeter training cancelled.
- Staff to work from home starting the week of March 16th.
- Cancellation of all rental events up to September 2020.
- Cancellation of all public programs.
National Volunteer Week

- Mailed hand written cards
- Social media posts
- Emailed thank you letter from CEO
- Internal newsletter feature
  (Certificate and gift distribution post closure)
Engagement during closure

Weekly emails / phone calls.

Links to COVID-19 information, fitness programs, mental health resources.

Activity links sent once to twice a week, digital jigsaw puzzles, cultural links such as museum/art gallery tours. Virtual Easter egg hunt.

Links for self learning, immigration history training videos, blogs, webinars, etc.

Photo activities: pets; temporary workspaces; favourite NS places; an “artifact” from your home.
Engagement during closure

Zoom check in with volunteers.
Scotiabank Family History Centre presentation.
Participation in a practice run of a virtual museum tour.
Volunteer highlight for our internal newsletter.
Italian translations, in progress prior to closure.
Monthly birthday greetings to volunteers and staff.
Monthly internal newsletter.
Information and Expectations

- Volunteers received same messaging as staff.
- Prior to returning, Volunteer Services checked in with supervisors to gauge expectations of volunteer engagement.
- Worked with colleagues to move some roles from on site to virtual.
- Stressed that opportunities coming back would be limited due to physical distancing measures.
Volunteer Engagement Post-COVID-19

- Administrative Assistance - on hold/project to project
- Committee Volunteers - Spring event postponed to Fall
- Cruise Ship Passenger Greeters - cancelled
- Event Volunteers - on hold / cancelled until Fall
- Exhibitions, Research and Collections - moved to virtual
- Gift Shop - on hold
- Interpretation & Visitor Experience - limited engagement
- Volunteer Projects - on hold
Experience arriving at Pier 21 in Canada with our app

A band plays as your ship docks in Halifax. You kick the ground of your new home. Your food is confiscated and you wait. You’re examined by doctors and reviewed immigration officials. Some among you are detained and some quarantined. You buy some strange new food for the long journey ahead. Finally, you board a train that will take you to your new home.

Use the gallery version of the free Pier 21 National Historic Site app at home to feel what it was like to arrive in a new country.
Virtual Public Programs

https://www.facebook.com/CanadianMuseumofImmigration

https://www.youtube.com/watch?v=AI60QR972DM

https://pier21.ca/canadian-stories/celebrate-canadian-culture
Volunteer Program

WELCOME | BIENVENUE

Please practice social distancing
Please follow directional arrows, footsteps and floor markers
Wash and sanitize hands often and practice cough and sneeze etiquette
Do not enter if you feel unwell, have symptoms or have been in contact with someone who has symptoms of COVID-19

Respectez les mesures de distanciation physique
Suivez les flèches directionnelles, les empreintes et les marqueurs au sol
Lavez et désinfectez vos mains souvent, et utilisez la bonne étiquette pour tousser et éternuer
N’entrez pas si vous ne vous sentez pas bien, si vous avez des symptômes ou si vous avez été en contact avec une personne qui présente des symptômes de COVID-19
Ticket Counter
- Plexi added
- 6ft markers
- Contactless pmt
- No paper maps
- Stylus distributed
Scotiabank Family History Centre

- Overflow seating
- Protected payment station
- Divided workstations with barrier.
- COVID-19 prevention signage
Pier 21 Story Exhibition
Pier 21 Story Exhibition

Installed barriers for immersive areas
Canadian Immigration Story Exhibition

- Directional signage
- Removed sound cups
- Enabled captioning
- Blocked /replaced fabric seating
Post COVID-19 Closure

Museum open Tuesday for seniors and vulnerable groups as of July 7, 2020.

Museum open to the general public Wednesday through Sunday 10:00 a.m. to 5:00 p.m.

Café is temporarily closed.

Group tours reduced – 3 per day, groups of 9 plus tour guide (10 persons total).

Theatre capacity – 14.

Decreased capacity for rental spaces.
Post COVID-19 Closure

- Didn’t engage volunteers on-site right away.
- Provided walk-through with public facing volunteers that were interested in being re-engaged.
- Provided printed materials including COVID-19 Risk Mitigation document, handwashing and mask wearing information sheets; a mask; hand-sanitizer and face-shield for volunteers engaging with the public.
- Distributed certificates and thank you gifts. (ongoing)
- Distributed materials for virtual volunteer projects.
Annette Carter
Volunteer Services Manager | Gestionnaire des services aux bénévoles
acarter@pier21.ca / 902-425-7770 ext. 245
Looking Ahead

Keeping volunteers engaged

1. Communication is key
2. Change is inevitable
3. Set expectations
4. Volunteering will be different
5. Planning for an uncertain future and for program adaptations will remain challenging

What does this tell us about volunteering?

• People are generous and understanding
• Organizations are innovative and resilient
Q & A

Please type your questions into the Chat Box

Amy Bilodeau
Wellness Centre at Jeffery Hale

Annette Carter
Canadian Museum of Immigration at Pier 21
More information …

• **Today’s presentation and recording**: Volunteer Canada website COVID-19 Resources

• Upcoming webinars: Adapting Programs and Roles to Virtual Delivery, Managing Volunteers in Virtual Roles

**Questions?** Contact:

• The Wellness Centre at Jeffery Hale:  
  Amy Bilodeau  abilodeau@jhpartners.net

• Canadian Museum of Immigration at Pier 21:  
  Annette Carter  acarter@pier21.ca

• Volunteer Canada: Deb Pike  dpike@volunteer.ca
Wellness Centre Tools

❖ Grocery Shopping Response Effort

❖ Volunteering safely during COVID-19 training*:

* Update to video: As of July 18, 2020, all Quebecers must wear a mask even if they are 2 meters apart from others as it is mandatory to wear one to enter and be served in any indoor commercial or non-commercial building.

❖ Volunteer Kit Info-sheet

Disclaimer: These resources are living documents, subject to change based on jurisdictional regulations and applicable health guidance.
Provincial and Federal Updates

• Québec quebec.ca/en/coronavirus

Provincial reopening guidelines: (Quebec)

• https://www.cnesst.gouv.qc.ca/salle-de-presse/covid-19-info-en/Pages/back-to-work.aspx
• https://www.inspq.qc.ca/covid-19/formations/sante-au-travail
MUSEUM PROGRAMS FROM HOME

- Canadian Museum of Immigration at Pier 21 Museum from Home
- Virtual Canada Day Public Program Project - Mawita’nej (Let us Gather/Rassemblons-nous)
- Article about the project
- Virtual Indigenous People’s Day Public Programs Project – Storytime with Rebecca Thomas: I’m Finding My Talk
Additional Resources
example of internal use infographic (for volunteers/staff)

WHAT THE MUSEUM IS DOING
- Following public health guidelines as outlined by Nova Scotia: https://novascotia.ca/coronavirus/
- Providing cleaning products to all staff and volunteers.
- Created new capacities for shared spaces in the office.
- Providing clear instructional signage about social distancing, hygiene and cleaning protocols.
- Increasing the cleaning and disinfecting of shared spaces and high-touch surfaces.

WHAT YOU CAN DO
THINK BEFORE YOU ACT: limit contact when possible, adapt work practices and workflows, avoid touching shared surfaces, clean and dispose of waste more often.

WASH OR SANITIZE HANDS OFTEN: before and after eating, after touching any shared surface and after washroom use.

PRACTICE COUGH AND SNEEZE ETIQUETTE, use a tissue whenever possible, cough/sneeze into your elbow, not your hand, and avoid touching your eyes, nose and mouth with unwashed hands.

PRACTICE SOCIAL DISTANCING: stay 6 feet away from other people. Masks must be worn when 6 feet is not possible.

KEEP YOUR PERSONAL SPACE CLEAN and clean shared spaces before and after every use.

STAY HOME IF YOU FEEL UNWELL, have symptoms or have been in contact with someone who has symptoms of COVID-19.

CE QUE LE MUSEÉ FAIT
- Nous suivons les lignes directrices de santé publique définies par la Nouvelle-Écosse : https://novascotia.ca/coronavirus/fr/
- Nous fournissions des produits de nettoyage à l’ensemble du personnel et des bénévoles.
- Nous créons de nouvelles capacités maximales pour les réunions espaces communs dans les bureaux.
- Nous avons placé la signalisation claire concernant la distanciation physique, l’hygiène et les protocoles de nettoyage.
- Nous augmentons le nettoyage et la désinfection des espaces partagés et des surfaces fréquemment touchées.
• Government of Canada - Coronavirus Disease (COVID-19)

• Government of Canada – Wash your hands infographic

• Government of Canada – Non-medical masks and face coverings, including downloadable info graphic

• Government of Canada - Cleaning and disinfecting public spaces during COVID-19

• Centres for Disease Control and Prevention – Cleaning and Disinfecting