



Volunteer Canada embraces the future with new brand launch

Ottawa, September 18, 2024 – Volunteer Canada is excited to launch its new brand, a visual representation of the organization’s goal to spark a movement and create ripples of action across communities. As the leading voice of volunteerism and civic participation in Canada, this new brand encompasses Volunteer Canada’s vision for the future—a future where everyone can find their place in a volunteer landscape that mirrors the diversity of our country.

Volunteer Canada is launching this new brand at a time when volunteering and participation in Canada is at a crossroads, with many volunteer organizations facing an increased demand for services and a marked decrease in the number of willing volunteers. At this pivotal moment, this new brand serves as a call to action. It signals Volunteer Canada’s desire to revitalize and strengthen volunteering, to build communities of engaged individuals, coming together to address the pressing social issues that affect our nation.

“People are at the heart of what we do. Our brand prioritizes human experience, knowing that powerful experiences can change communities, empower individuals and help to solve the most pressing issues facing us today.” - Dr. Megan Conway, President and CEO, Volunteer Canada

Volunteering is fundamental to our identity as Canadians, helping to strengthen our communities, fuel our economy and enhance individual well-being. Volunteer Canada remains committed to leading change, bringing people together, helping to create meaningful volunteer experiences and fostering connections.

About Volunteer Canada

Since 1977, Volunteer Canada has acted as the national voice and leadership body for volunteerism. A registered charity with close to 1000 organizational members, Volunteer Canada works with a diversity of corporate, charity, nonprofit, government and education partners nationwide to strengthen the quality, quantity and accessibility of volunteering.

Volunteer Canada is the backbone organization for volunteerism, providing leadership, expertise, standards of practice and resources for the public, private and charitable sectors. Our mission is to advance volunteerism to grow connection, community and belonging.

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