



# Supporting Older Adults

The challenges of a growing loneliness epidemic alongside an intensifying crisis in volunteering and participation has led to the depleted ability of communities to support those in need. There is a clear need to scale up our collective response to the loneliness epidemic, but with volunteer rates still in recovery, many charitable and nonprofit organizations do not have the support or infrastructure to operate at the required scale. Given the central role that volunteering plays in upholding our social safety net and building social connections, investigating the barriers preventing different groups from volunteering, especially older adults, is critical.



Volunteer Canada is looking at impactful ways to address the current challenges. We are developing tools and resources to support the volunteer sector, to engage more Older Adults in volunteering, helping reconnect them to community. Over the next three years Volunteer Canada will be engaging partners in research, consultation and support, to strengthen our knowledge and build our capacity to support the sector.

## Timeline and Activities



2024

- Research commenced to increase our capacity to support older adult volunteers
- Consultations held with senior-serving sector to assess their needs
- Public reports published to share research
- Initiatives developed to strengthen and support intergenerational work
- Collaborations formed with regional hubs to build backbone support



2025

- Guides published to support organizations
- Scaling initiatives developed to support growth
- Tools and resources developed to strengthen capacity
- Intergenerational Hub launched
- Pan-Canadian networks initiated
- Public awareness campaign launched



2026

- Coaching and Mentoring programs introduced
- National conference on older adult engagement hosted
- Further research and data published
- Evaluations and sustainability planning undertaken
- Philanthropic, corporate and government support secured

We know that by creating high-quality volunteering infrastructure for older adults we can reduce social isolation, create a deeper sense of belonging and inclusion and address a pressing need in the social purpose sector. Volunteer Canada is looking for partners to further this transformative work and commit to improving the health and wellbeing of our communities.