



Volunteer
Bénévoles
Canada

2025-2026
Annual Report



IGNITING
VOLUNTEERISM

STRENGTHENING A CULTURE OF
VOLUNTEERISM
ACROSS CANADA



Volunteer Canada is energized by the vision of a Canada where everyone belongs, participates, and thrives through a vibrant culture of volunteering and civic engagement that strengthens communities, advances equity, and builds collective resilience.



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Volunteer Canada’s Fiscal Year (FY2026) ran from April 1, 2025–March 31, 2026. This report is a summary of work completed during that time frame.



Territory Acknowledgement

At Volunteer Canada, we recognize and acknowledge the Indigenous Peoples as the original stewards of the lands on which we live, work and volunteer. We humbly express our gratitude for their longstanding presence and enduring connections to this land.

We understand that our physical head office is located on the unceded and unsundered Anishianbewaki and Algonquin territory, along the banks of the Ottawa River, and we recognize the role the Algonquin Peoples play as traditional waterkeepers and defenders of the river and the land.

We recognize this as part of reaffirming our commitment and responsibility to improving relationships between nations, as well as our own understanding of local Indigenous Peoples and their cultures.

As we move forward, we recognize the collective responsibility we hold in promoting truth, understanding and positive change. We encourage all Canadians to join us in this journey of reconciliation as we work toward building a more just, equitable and inclusive society for all.

From coast to coast to coast, we acknowledge the ancestral and unceded territory of all the Inuit, Métis and First Nations Peoples.

JAIDE Commitment

At Volunteer Canada, we are committed to upholding the principles of **Justice, Accessibility, Inclusion, Diversity, and Equity (JAIDE)** in all aspects of our work.

We recognize the colonial constructs present in narratives around volunteerism and are working to shift these narratives to reflect diverse models of community participation in an effort to actively move towards reconciliation.

We envision a society where every unique background and perspective is acknowledged and celebrated, fostering a vibrant future of volunteerism. We know that volunteering serves as a catalyst for social justice, and we acknowledge systemic inequalities and advocate for change, envisioning a Canada with equal opportunities for all. Volunteerism should be universally accessible, and we are dedicated to ensuring that everyone, regardless of differences, can participate as both contributors and beneficiaries of community engagement.

We are committed to nurturing inclusive spaces, valuing differences in race, gender, age, and ability, and enhancing our impact on positive change. We strive to address imbalances in our programs,

policies, and practices. Understanding the distinction between equality and equity, we believe everyone should have the tools and resources needed to thrive in volunteering.

As we champion, support, and celebrate volunteerism, these JAIDE principles remain at our core. Our commitment to continuous growth drives us to create a volunteer landscape mirroring the diversity of our country.

Together, we contribute to a Canada where everyone is valued, respected, and empowered.



About Volunteer Canada

**Our mission is to advance volunteerism
to grow connection, community
and belonging.**

Since 1977, our organization has acted as the national voice and leadership body for volunteerism. A registered charity with approximately 1,000 organizational members, we work with a diversity of corporate, charity, nonprofit, and education partners nationwide to strengthen the quality, quantity, and accessibility of volunteering. We are the sector's backbone organization for volunteerism providing leadership, expertise, standards of practice and resources for the public, private, and charitable sectors.

Vision

**The value of one,
the power of many.**

Mission

**We advance
volunteerism to
grow connection,
community and
belonging.**

Values

**We act with integrity
and are socially
just, collaborative,
courageous and
results-focused.**





Strategic Pillar 1

Steward a National Volunteer Action Strategy

Co-create a strategy and shared vision for inclusive participation and volunteering that recognizes, amplifies, promotes and supports the many different ways Canadians work together to build strong, inclusive and connected communities.

Strategic Pillar 2

Strengthen infrastructure for volunteerism and participation

Enhance the civic infrastructure that fuels participation, community resilience, and sector capacity.

Strategic Pillar 3

Curate and amplify narratives on volunteerism and participation

Promote volunteerism through compelling storytelling and targeted campaigns.

Strategic Pillar 4

Continue our journey to make JAIDE foundational

Embed JAIDE principles into all strategic efforts to ensure inclusive and impactful volunteer experiences.

Strategic Pillar 5

Invest in the culture, team, and capacity to drive our mission

Build a resilient and empowered team culture that supports operational excellence and mission delivery.

Leadership Perspectives



Message from the Board Chair

Volunteerism has always been a powerful force for building stronger, more connected communities. Across Canada, volunteers give their time, skills, and compassion to support one another, strengthen civic participation, and create lasting change. As I begin my term as Board Chair of Volunteer Canada, I am honoured to serve an organization that champions this work and helps shape the future of volunteerism nationwide.

My own experience has taught me what volunteerism can do: bring people together, strengthen communities, and create meaningful opportunities for participation. It is a privilege to step into this role and build on Volunteer Canada’s strong foundation as we continue advancing volunteerism across the country.

As communities evolve and face growing social and economic pressures, volunteerism has never been more essential in fostering connection, resilience, and belonging.

The ways we support and engage volunteers must evolve alongside the communities we serve. Volunteer Canada plays a critical role in strengthening the volunteer ecosystem through collaboration, innovation, and thoughtful national leadership. As Board Chair, I look forward to supporting strong governance, enabling strategic clarity, and fostering innovation to strengthen our impact nationwide.

I would also like to recognize and thank Lisa Mort-Putland for her leadership and service as Past Board Chair. I look forward to building on the strong foundation she helped create as we continue advancing Volunteer Canada’s mission.

On behalf of the Board of Directors, I extend my sincere thanks to Dr. Megan Conway, and to the dedicated staff, members, volunteers, partners, funders, donors, and supporters of Volunteer Canada. Your passion, generosity, and leadership make this work possible. I look forward to all that we will accomplish together.



Gina Jordan,
Chair, Board of Directors

Message from Outgoing Board Chair

There is a saying that boards lead organizations through revolutions, evolutions, and devolutions. As the outgoing Board Chair, I am reminded that it takes time and tenacity to change governance models.

Volunteer Canada has proudly and steadily evolved into a more current and mission-driven organization. The Board is constantly learning and strengthening our practice to meet the needs in new spaces and realities. Throughout this journey, we have evolved without the drama of a revolution.

I am most proud of the staff at Volunteer Canada, who have manoeuvred through a period of global uncertainty with kindness and an insatiable curiosity about how we can work differently to make stronger impacts.

As generative artificial intelligence changes the nature of work and knowledge, the volunteer-led sector will undoubtedly be asked to find inexpensive solutions to complex challenges that cannot be met by corporate bodies and governments. My wish is that Volunteer Canada and our members continue to lead as experts, community builders, and problem solvers in places and spaces from coast to coast to coast, and to be fully recognized for our contributions.



Lisa Mort-Putland,
Past Chair



Message from President & CEO

This past year has been a period of unprecedented change. The value and importance of uplifting volunteers, volunteer-led organizations, and the infrastructure that enables it has never been more important.

As we collectively reflect on how to continue to truly value volunteering in our neighbourhoods and organizations, across the country and around the globe, I remain hopeful about our collective capacity to strengthen this ecosystem for the future. In particular, as I consider the importance of advancing a rights-based agenda that is rooted in reciprocity and inclusion, the way we engage people to participate in solving the most complex and pressing issues has to be top of mind.

I am proud of the team of staff at Volunteer Canada and the incredible work they have done this year.

In particular, I am impressed by the good work done to convene Volunteering Matters, a federal/provincial/territorial working group to advance volunteering. I am proud of our work to steward a National Volunteer Action Strategy and to uplift and promote the value of volunteers during the International Year of the Volunteer. We have also been working hard to support strong models of employer-supported volunteering and to build great corporate partnerships.

A sincere and very special thank you to Lisa Mort-Putland who exited as Board Chair and is now in a Past Chair position. She has guided the organization through a period of tremendous change, growth, and opportunity, and she has done so with compassion and humour. An equally special thank you to Gina Jordan who has stepped into the pivotal role of Board Chair and to Matt Erhard who has stepped into the role of Vice Chair.

The leadership and dedication of the Board of Directors is to be commended and is sincerely appreciated.

To everyone who plays a vital role to provide onramps for people to meaningfully participate and volunteer—thank you!



Dr. Megan Conway,
President & CEO

Board Members

Volunteer Canada is grateful to have a dedicated Board of Directors to champion our mission, drive our vision forward, foster collaboration, and provide guidance in all that we do. With their strategic direction, our Board helps us ensure that volunteerism continues to enrich communities across Canada.

Following the 2025 Annual General Meeting, Gina Jordan was appointed as Chair and Matt Erhard was appointed as Vice-Chair of the Board of Directors. Their leadership and longstanding commitment to volunteerism and community engagement will help guide Volunteer Canada as we continue to strengthen participation and advance our mission across Canada.

We also thank Lisa Mort-Putland for her guidance and support during her term as Board Chair. With her immense dedication to, and deep experience in, volunteerism and civic engagement, Lisa was instrumental in shaping Volunteer Canada over her term. Her continued leadership on the Board as Past Chair will help advance our mission and strengthen our impact across communities.



Gina Jordan,
Chair



Lisa Mort-Putland,
Chair/Past Chair



Matt Erhard,
Vice Chair



Idalin McKenzie,
Treasurer



Ambuj Laroiya,
Secretary



Don McRae,
Past Secretary**



Louis-Philippe Champagne,
Member at Large



Brooke Cromar,
Member at Large



Rachel Dick,
Member at Large



Tara Gilroy-Scott,
Member at Large*



Jackie Hunt,
Member at Large**



Farah Kurji,
Member at Large*



Chad Lubelsky,
Member at Large



Laura Manning,
Member at Large*



Alex Medina,
Member at Large



Dr. Femi Ogunrinde,
Member at Large*



Samantha Reusch,
Member at Large



Deirdra Tindale
Member at Large



Anna Tran,
Member at Large**

*Joined Board in September 2025
**Retired from the Board in September 2025

Ignite Volunteerism



Ignite Volunteerism

The United Nations General Assembly proclaimed 2026 as the **International Year of Volunteers for Sustainable Development (IVY 2026)**, recognizing the essential role volunteers play in driving positive change and advancing sustainable development around the world.

In recognition of IVY 2026, Volunteer Canada launched the Ignite Volunteerism campaign, a year-long effort to elevate the role of civic participation, rebuild volunteer infrastructure, and celebrate volunteer stories across Canada.

At its core, Ignite Volunteerism means inspiring Canadians to reconnect with their communities through acts of service, civic action, and mutual support. The campaign responds to a decline in formal volunteering by inviting people from all backgrounds to “Find Your Thing”—discovering personal ways to contribute, whether through local events, grassroots initiatives, or ongoing volunteer commitments.

As part of the campaign, Volunteer Canada launched the 365 Stories of Civic Action initiative to invite people across the country to share moments when volunteering made their lives or

communities a little brighter. Throughout 2026, Volunteer Canada is sharing these stories to celebrate the many ways people contribute and inspire a new culture of participation and belonging.

The Ignite Volunteerism campaign serves as a celebration of Canada’s volunteers, while inspiring a new generation of participation—creating a stronger, more resilient, and inclusive Canada for everyone.

Together, we are powering communities from coast to coast to coast.



STRATEGIC PILLAR 01

Steward a National Volunteer Action Strategy



Co-Creating the Future of Volunteerism

Throughout the year, Volunteer Canada continued to advance the **National Volunteer Action Strategy (NVAS)**, bringing together organizations and leaders from across the volunteering ecosystem to refine emerging strategic priorities and recommendations, strengthen a shared vision for the future of volunteering, and prepare the Strategy for implementation.

Throughout the fall and winter, we engaged leaders from across the volunteering ecosystem through national convenings, roundtables, and strategic gatherings, creating space to share learning, strengthen collaboration, and build collective capacity. The convenings underscored that leaders across the volunteering ecosystem are ready to strategize and reimagine how we advocate for volunteerism, build sector-wide capacity, and mobilize effectively for impact.

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to strategize and reimagine how we advocate for volunteerism, build sector-wide capacity, and mobilize effectively for impact.

Building on these conversations, stakeholders from diverse communities, sectors, and regions helped test emerging recommendations and provided feedback that informed the development of a **Theory of Change** for the NVAS. The Theory of Change articulates the system-, organizational-, and individual-level changes that can help strengthen the volunteering ecosystem. These spaces also provided opportunities to identify data gaps, explore shared infrastructure, strengthen volunteer engagement, and deepen our understanding of the unique experiences, motivations, and barriers that exist across different demographics.

As the NVAS moves from development toward implementation, the work completed this year strengthened the foundation for the Strategy's launch at the end of 2026. Volunteer Canada will continue to work alongside partners across the volunteering ecosystem to advance the NVAS through collaboration, knowledge sharing, advocacy, local activation, and implementation support.

Together, these efforts continue to advance a volunteer ecosystem where everyone can belong, participate, and thrive.



Volunteering Matters: Building a Federal/Provincial/Territorial Working Group

Volunteering Matters serves as a forum for important conversations related to policy, infrastructure, research, and participation in Canada’s volunteering ecosystem. Bringing together leaders from across the country, the working group helps deepen our collective understanding of volunteerism and inform the future of participation in Canada.

In late October 2025, members of **Volunteering Matters** gathered in St. John’s, Newfoundland and Labrador, for the first of two multi-day convenings focused on the future of volunteerism in Canada, the NVAS, and IVY 2026. Throughout the meeting, participants shared their perspectives on system readiness, infrastructure gaps, and opportunities.

Discussions highlighted the need to shift from a demographic-based understanding of volunteering toward models that respond to people’s shared values and motivations, strengthen the data and storytelling potential of Volunteer Centres, build more inclusive pathways to participation, and better integrate volunteers into emergency preparedness and response systems.

The gathering reinforced how trust, local knowledge, interdependence, and preparedness can come together to build a model of volunteerism that is foundational to community safety and resilience.

Belonging, Trust, and Civic Participation

In early November, we hosted a second gathering, bringing together leaders from across the non-profit, corporate, public, and philanthropic sectors, alongside our partners at **Points of Light**, to explore how belonging, trust, and civic participation are shifting in Canada and across North America.

The discussion reinforced a shared understanding that volunteering is essential civic infrastructure. Participants positioned volunteering as a mechanism that combines purpose, relationship, and contribution, creating pathways to trust for individuals and communities. They also emphasized the importance of youth leadership, corporate volunteering, and coordinated infrastructure that builds trust, supports local leadership, and strengthens belonging at the community level.

Together, these convenings underscored that leaders across the volunteering ecosystem are ready to strategize and reimagine how we advocate for volunteerism, build sector-wide capacity, and mobilize effectively for impact.



NVAS Engagement Highlights

600+

Stakeholders engaged

26

NVAS roundtables,
strategic sessions,
and meetings

16

Strategic partners



STRATEGIC PILLAR 02

Strengthen Infrastructure for Volunteerism and Participation



Corporate Membership: Strengthening Canada's Most Civic-Minded Workplaces

Throughout the year, Volunteer Canada continued to engage its Corporate Membership community to advance volunteerism, civic participation, and community connection across Canada.

Partnering with Canada's most civic-minded organizations, this program supports companies in building credible, community-centred employer-supported volunteering strategies while connecting them to a national network of non-profits, leaders, and changemakers.

As organizations increasingly look for meaningful ways to engage employees and strengthen communities, Volunteer Canada continues to serve

as a trusted national partner, helping businesses move beyond transactional volunteering toward deeper, long-term community impact.



At Meridian, we believe volunteerism is one of the most powerful ways people build connection, belonging, leadership skills, and stronger communities.

Volunteer Canada has been an invaluable partner in helping us advance that vision by providing leadership, insight, and a national voice for the volunteer sector. Their work helps organizations like Meridian better understand the social and business value of volunteering, while creating opportunities for employees to contribute their talents in meaningful ways. Together, we're helping build more resilient communities and a stronger culture of purpose.

Sarah Saso,
Vice President, ESG & Social Impact,
Meridian Credit Union

Employer-Supported Volunteering

This year marked continued growth for Volunteer Canada’s employer-supported volunteering and corporate engagement work. Across the country, Volunteer Canada supported companies, community organizations, and employees in creating meaningful volunteer experiences rooted in local community needs.

Throughout the year, Volunteer Canada continued expanding its national reach, supporting volunteer activations in communities across Canada.

As demand for coordinated, community-centred employee volunteering continues to grow, Volunteer Canada remains focused on building trusted partnerships that connect businesses with local organizations in ways that are responsive, thoughtful, and designed for long-term impact.

This year also reflected growing momentum in national partnerships, with organizations increasingly looking to Volunteer Canada not only for project coordination, but for strategic guidance, infrastructure support, and community-rooted implementation.



FY26 Employer-Supported Volunteering Snapshot



Volunteer Canada supported volunteer initiatives connected to:

Food security

Newcomer support

Environmental sustainability

Community revitalization

Seniors engagement

Educational programming

Youth programming

Community farming

Women and families

Emergency basic needs/support

Investing in the Infrastructure that Powers Volunteering Across Canada

FY26 marked the launch of Volunteer Canada’s **National Volunteer Infrastructure Fund (NVIF)**, a new initiative designed to strengthen the systems and partnerships that make volunteering possible nationwide.

Created as a vehicle for businesses and organizations looking to invest in the future of volunteerism in Canada, the NVIF supports work connected to non-profit capacity, volunteering innovation, public policy, research, and national coordination.

As demand on non-profits and communities continues to grow, the Fund helps equip organizations with the tools, training, insights, and partnerships needed to better engage volunteers and strengthen civic participation across Canada.

The launch of the NVIF reflects a growing recognition that volunteerism is essential for civic infrastructure, and that stronger communities require long-term investment in the systems that help people connect, contribute, and create impact nationwide.



Colin Corcoran, CEO, Community Sector Council Newfoundland and Labrador

The true meaning of life is to plant trees whose shade you do not expect to sit in. That’s what this Fund represents, corporations providing the seed capital that creates a canopy for volunteering to thrive across Canada.

Colin Corcoran,
CEO, Community Sector Council
Newfoundland and Labrador

Collaborating for Intergenerational Well-Being

Intergenerational engagement is a powerful way to build belonging and create social connections. This is especially important for older adults and youth, the groups who most commonly experience loneliness. Bringing different generations together in meaningful, collaborative ways improves everyone's well-being.

This year, we funded **5 pilot projects** with the goal of measuring, evaluating, and documenting the impact of intergenerational programs in communities across Canada. These pilots are co-design partnerships: Volunteer Canada provides funding, evaluative resources, and national perspective, while partner organizations collect data, document insights, and share learnings with Volunteer Canada. This is part of Volunteer Canada's broader work to scale successful intergenerational approaches across the country.

By building evidence about what works and strengthening community capacity to deliver these programs, this work is helping create more inclusive pathways to participation and stronger models for intergenerational engagement.



Board Games and Mingle
Volunteer Waterloo Region - (1)
Kitchener (2) Rural

Playing to Win New Friends

Hosted by Volunteer Waterloo Region, this intergenerational initiative creates opportunities for youth and older adults to connect with each other by talking about themed topics, playing board games, and sharing tasty snacks.

The free drop-in program was created as an antidote to the social isolation experienced by many people in Kitchener as well as in the rural areas of the region where the program takes place. It's an accessible experience where the only thing participants need to do is bring themselves, a positive attitude, and a willingness to make new connections with fellow community members.

"We're excited this program has been so well received," says Jane Hennig, Executive Director, Volunteer Waterloo Region. **"We're documenting the program framework and developing methods of measuring its social impact so it can be replicated in other communities."**

GoodLinks: Calgary Schools project

St. Francis High School Students Foster Intergenerational Friendships

Through a partnership with GoodLinks, a group of student leaders and teachers at St. Francis High School in Calgary is focused on creating connections between students and older adults in the community. Betty Good, Founder of GoodLinks Intergenerational Practice, says this is an exciting initiative because **"when people develop intergenerational friendships with people they didn't previously know, they quickly realize they have many things in common, and that's a bonding, community-building experience."**

In this intergenerational club, the leadership group plans sessions where younger and older community members meet every other week from October to May. This program helps to break down stereotypes, reduce isolation and loneliness, and foster the kind of connection that benefits everyone involved.

Northside Gals / Aging Well NS

Combatting Social Isolation Through Intergenerational Connection

Northside Gals is a volunteer-led women's group serving the Northside communities in Cape Breton, Nova Scotia. The group began in the aftermath of Hurricane Fiona, when a group of local people joined to support, repair, and strengthen their community.

Building on this spirit of collaboration and care, Northside Gals has partnered with Aging Well Nova Scotia, a provincial non-profit organization, to expand their work in promoting intergenerational programs in communities.

This pilot supports intergenerational engagement through various programming and social events, like their community breakfast in May. At this event, the group set up stations and activities like face painting and BINGO, which sent youth seeking out older adults who matched the criteria on their cards. One participant shared: **"Today's event was welcoming, enjoyable, detailed, filled with surprises, and so enjoyable. Thank you."**

Creating welcoming spaces and activities that intentionally bring older adults and youth together combats social isolation and loneliness and builds stronger, more connected communities.

Grass Home, High school visits

Creating Community with Long-Term Care Residents

The Grass Home long-term care home for older adults in Riverview, New Brunswick. Believes in the benefits of intergenerational connections and the positive effects it has for both their residents and youth who volunteer their time.

In addition to weekly student visits from local schools and weekend visits from school groups like Youth in Action, Grass Home welcomes youth volunteers from local community, church, and dance groups. Youth are matched with residents for one-on-one activities and connection, as well as engaging in group activities such as bingo, word games, and yard games.

Seniors are given the opportunity to share stories, reminisce, and mentor the younger generation. **"This leads to both our residents and youth feeling more valued and engaged"**, says Stephanie Thomson, Activity Coordinator. She further describes how this is the first time many of the youth have ever been in a special care home and that the visits often change how youth view seniors. Some have even gone on to do a co-op term with Grass Home, leading to further studies in nursing, gerontology, and related fields.

Beaver Valley Outreach

Treasuring Intergenerational Connection Through a Community Treasure Shop

Beaver Valley Outreach (BVO) is a community-based charitable organization serving residents of all ages through programs that foster connection, belonging, and well-being.

Intergenerational engagement is embedded throughout many of their youth and seniors programs, as well as the BVO Treasure Shop. The Treasure Shop offers affordable quality items while generating revenue that supports BVO's community programs. At the same time, it serves as a welcoming space where people of all ages connect through shared purpose and volunteerism.

Through this intergenerational pilot project, youth volunteers, primarily students in Grades 6 through 8, are paired with older adult volunteer mentors at the Treasure Shop. Together, they develop practical workplace skills, share knowledge and life experiences, build confidence, and form meaningful relationships, all while contributing to the success of a community organization.



Canadian Knowledge Hub for Giving and Volunteering

Building on the foundation laid in Phase One, the Data-Driven Engagement (DDE) program entered a new chapter in FY2026. Phase Two is reorienting the program around a clear question: **How do we make national data not just visible to the non-profit sector, but genuinely usable in the day-to-day work of practitioners, planners, and leaders?**

In partnership with five national organizations, Volunteer Canada is rebuilding the Canadian Knowledge Hub on Giving and Volunteering, expanding the publication pipeline tied to **Statistics Canada’s General Social Survey on Giving, Volunteering and Participating (GSS-GVP)**. In January 2026, Volunteer Canada launched the **Certificate of Completion in Data-Driven Engagement**—a structured 10-webinar learning pathway designed to build sector-wide data confidence with national data and case studies. The Certificate was built for practitioners doing the everyday work of community engagement who want to use data well, but who haven’t yet had the structured opportunity to learn how.

Alongside the Certificate, the **Canadian Knowledge Hub** continued to grow as a home for translated sector evidence. Drawing on the GSS-GVP and other Statistics Canada data, the Knowledge Hub provides reports, learning resources, infographics, and tools that help organizations better understand giving, volunteering, and participation in Canada. This year, Volunteer Canada published a series of short, accessible reports, including **Women and Volunteering**, **The Economic Value of Volunteering**, and **Youth and Volunteering**, with an upcoming release focused on **Older Adults and Volunteering** and the relationship between donor behaviour and age.

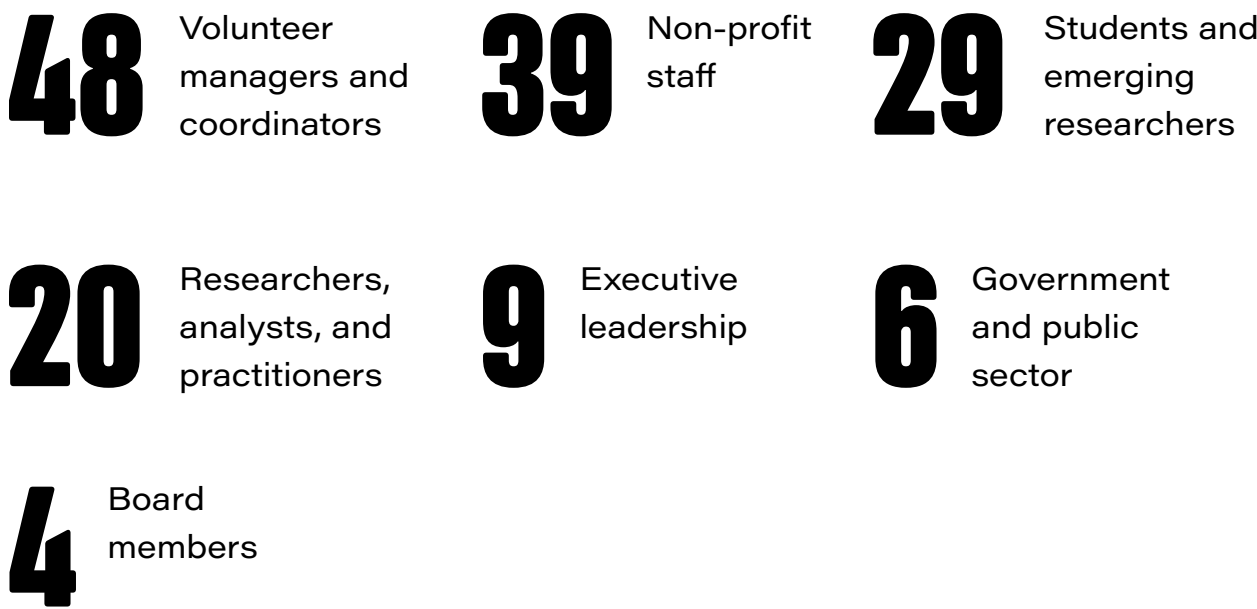
DDE Partners



DDE Highlights



Who was in the cohort?





I want to deepen my skills in asking the right questions, translating insights into practical strategy, and helping clients understand what their data is truly telling them about their volunteers, donors, and communities.

Practitioner

As an Indigenous professional working within the non-profit sector, this course strengthens my ability to critically interpret and apply Canadian social data in ways that support ethical, evidence-based change.

Practitioner

STRATEGIC PILLAR 03

Curate and Amplify Narratives on Volunteerism and Participation



National Volunteer Week 2026

National Volunteer Week (NVW) provides an opportunity to elevate the stories, contributions, and impact of volunteers across Canada. Each year, the celebration highlights the essential role volunteerism plays in strengthening communities and fostering civic participation.

This year's theme, **Ignite Volunteerism**, placed a spotlight on the need to re-imagine volunteering to reflect changing community needs, remove barriers to participation, and strengthen volunteering infrastructure, ensuring volunteer opportunities are inclusive, accessible, and connected to opportunity.

To recognize NVW, Volunteer Canada hosted a virtual celebration that brought together nearly **200 participants**, including government, non-profit, and community leaders to recognize how volunteers support communities by assisting with frontline services, building social connections, and reinforcing the organizations Canadians rely on

every day. The discussions highlighted volunteerism as essential social, civic, and economic infrastructure, and explored the role of data, research, and innovation in strengthening the volunteer ecosystem.

We were grateful to The Honourable Patty Hajdu, Senator Farah Mohamed, and Canada's Volunteer Awards recipients, Udlu Hanson and Priscilla Ojomu, for joining us.

Across Canada, volunteers are building stronger, more caring communities. Whether they are boosting economic opportunities or ensuring children, families and seniors have the support they need, they are a testament to that impact. As we mark National Volunteer Week, we thank every volunteer for their dedication and for making a difference in communities across Canada.

The Honourable Patty Hajdu,
Minister of Jobs and Families and Minister responsible for the Federal Economic Development Agency for Northern Ontario

Volunteers are essential to strong communities and a resilient economy. Their contributions build social capital, support skills development, and enable the non-profit sector—one of Canada's largest employers—to continue delivering impact nationwide. National Volunteer Week is an opportunity to recognize that volunteering is not only a social good, but an economic one.

Dr. Megan Conway,
President & CEO, Volunteer Canada

Campaign Highlights / Reach and impact of National Volunteer Week

584%

Campaign impressions
& views increase on
social media

100%

Positive
sentiment

53.8M

Reach

\$497K

Advertising Value
Equivalency

342

Stories /
Mentions

10

Media
interviews

**NVW Video picked up by Rogers TV
and Public Service Announcements
played on radio stations across
the country.**

365 Stories of Civic Action

Stories have the power to inspire action, foster connection, and help people see themselves in volunteerism. As part of the Ignite Volunteerism campaign, and in celebration of IVY 2026, Volunteer Canada launched the **365 Stories of Civic Action** initiative to collect and share stories that celebrate the many ways people contribute to their communities.

Throughout 2026, we have been sharing stories of people finding their “thing”—from gardening, cooking, sports, film, and graphic design to mentoring, community service, and everyday acts of kindness and mutual support. These stories also reveal the personal impact of volunteering, including stronger confidence, deeper empathy, meaningful relationships, and a greater sense of purpose and belonging.

By amplifying these stories, we are celebrating the power of volunteerism in communities and inspiring Canadians to discover their own pathways to participation.

Explore more stories of civic action from across Canada at ivy26.ca/stories.



When I volunteer, it's a reminder that ordinary people, working together, can leave behind something extraordinary—and that I get to play a small part in carrying that legacy forward.

Karen M

on their time volunteering
with Sharon Museum & Gardens

Celebrating Changemakers: King Charles III Coronation Medal

In 2025, Volunteer Canada was honoured to participate in the **King Charles III Coronation Medal program**, a national initiative recognizing individuals of all ages who have made a difference in their communities through service and leadership.

As one of the nominating partner organizations, Volunteer Canada nominated 50 outstanding individuals whose service, leadership, and commitment to volunteerism have created lasting impact across Canada.

In April 2025, Volunteer Canada hosted a virtual celebration to congratulate the recipients. This was followed by in-person gatherings across the country, hosted by Volunteer Canada Board members and staff, where medal recipients came together to celebrate their achievements, service, and contributions to their communities.

These individuals remind us that volunteerism is more than a simple act of service, it is a commitment to strengthening communities, fostering belonging, and creating positive change.

Recognizing 50 Outstanding Changemakers

Lynda Barrett	Vladyslav Hryhorenko	Angela Patterson
Sébastien Bergeron	Rita Innamorati	Major Michael John Ricketts
Keyshawn Bonamy	Amanda Jensen	Sarah Saso
Wendy Bouwman Oake	Heather Johnson	Paul Seale
Cathy Brothers	Dr. Susan Kilborn	Ashley Seymour
Michel Alexandre Cauchon	Heather Killen	Sukhjit Singh
Colin Corcoran	Anne-Marie Koeppen	Susan Sloan
Mandy Dennison	Justin Langan	Brenda Snider
Gemma Dunn	Claire LeBlanc	Chris Snyder
Kamillah El-Giadaa	Bruce MacArthur	Paula Speevak
Timothy Fan	Tracey Mann	Alison Stevens
Geneviève Fecteau	Megan Marshall	Miki Stricker-Talbot
Leila Fenc	Joanne McKiernan	Carine Strong
Joshua Foo	Don McRae	Teresa Tiano
Virginia Foo	Lieutenant-Commander Margaret Anne Morris (retired)	Christine Trauttmansdorff
Jeremy Hamelin	Lisa Mort-Putland	Annette Vautour
Jane Hennig	Mary Ojewole	

It was an honour to connect with such dedicated individuals and to hear firsthand about the incredible impact they're making in their regions. Each of them has been instrumental in advancing volunteerism, from engaging youth and rural communities to building long-term, meaningful partnerships. What stood out most was their shared humility. Every one of them spoke not of their own achievements, but of others they believe deserve recognition, a true testament to the selfless spirit that drives volunteerism in Canada. Being part of that moment was both inspiring and grounding.

Ambuj Laroia,
Volunteer Canada Board Secretary



Expanding Week of Possibilities Across Canada

Volunteer Canada and **AbbVie Canada** continued a longstanding partnership through AbbVie’s annual **Week of Possibilities** initiative, a national effort that connects employees with meaningful volunteer opportunities in their communities.

After more than a decade of successful partnership and community impact, AbbVie Canada expanded the initiative beyond its longstanding activations in Markham and Montreal to include new opportunities in Halifax, Calgary, and Vancouver.

The expansion reflected AbbVie Canada’s continued trust in Volunteer Canada’s ability to design and deliver locally rooted volunteer experiences that respond directly to community needs across multiple markets nationwide.

Working alongside community organizations in each city, Volunteer Canada coordinated volunteer initiatives focused on food security, community farming, seniors’ engagement, support for women and families, and community revitalization.

The expansion marked an exciting new chapter in a trusted national partnership that is grounded in shared values, local community impact, and a growing commitment to employee volunteer engagement across Canada.

AbbVie FY26 Snapshot



AbbVie Activations Included:

Dress for Success Vancouver	Variety Village (Markham)
Women on the Rise (Montreal)	Grow Calgary
Saint-Antoine Community Centre	North Grove (Halifax)



Volunteer Canada has been an invaluable partner in helping us grow Week of Possibilities across Canada in ways that feel locally meaningful and community-centred. Their ability to build trusted relationships with organizations across the country allows our employees to engage in opportunities that create real impact in the communities where they live and work.

Daniela Carbotti,
Manager, Internal Communications,
Corporate Affairs, AbbVie

STRATEGIC PILLAR 04

Continue Our Journey to Make JAIDE Foundational



JAIDE at the Core of Our Work

Our commitment to **justice, accessibility, inclusion, diversity, and equity** extends across Volunteer Canada’s work and each of our strategic pillars. Making JAIDE foundational means putting these principles into practice: shaping how we engage communities, strengthen participation, build partnerships, develop research and resources, and share stories about volunteerism across Canada.

Strategic Pillar	JAIDE in Practice
01 National Volunteer Action Strategy	Voices and perspectives from communities, regions, and sectors across Canada inform the development and implementation of the NVAS.
02 Infrastructure & Participation	Community-based initiatives, research, and resources support different pathways to participation and strengthen the understanding of how people engage in their communities across demographic groups.
03 Narratives & Storytelling	Stories and initiatives such as 365 Stories of Civic Action celebrate and recognize the many ways people care, participate, connect, and contribute.
04 JAIDE Foundational	Recognizing diverse experiences and forms of community contribution helps broaden how volunteerism is understood, measured, and supported.
05 Culture, Team & Capacity	Learning from different perspectives within our organization, across Canada, and globally helps strengthen our leadership, culture, and capacity.

Reflecting Diverse Experiences of Community Participation

Throughout the year, Volunteer Canada continued to explore how justice, accessibility, inclusion, diversity, and equity can be reflected in how volunteerism is understood, measured, and supported across Canada.

Through work centred around the NVAS, Volunteer Canada engaged stakeholders from diverse communities, regions, and sectors to help shape the future of volunteerism in Canada. These conversations reinforced the importance of ensuring that volunteerism reflects the voices, perspectives, and realities of communities across the country.

Conversations during a National Volunteer Week 2026 webinar also highlighted the importance of recognizing that the language of volunteerism is not universally held and that research relying on that language risks undercounting the relational care practices that hold communities together. Speakers also spoke about the importance of culture, language, and connection to the land as community assets, and highlighted that community-led innovation begins with lived experience and community knowledge.

These reflections reinforced the importance of centring Inuit, Indigenous, Métis, newcomer, youth, and other diverse perspectives, while continuing to build a volunteer ecosystem that is inclusive, accessible, and responsive to the diverse experiences of people across Canada.

STRATEGIC PILLAR 05

Invest in the Culture, Team, and Capacity to Drive Our Mission



Building Board Capacity to Move Ideas to Action

In May 2025, Board members gathered in person outside Ottawa for a multi-day retreat to advance the Board’s work in its oversight, strategic, and generative roles in organizational governance.

With most Board meetings taking place online, the opportunity to meet in person helped strengthen relationships and connections between Board members and staff in our work to drive greater governance, engagement, and impact for the organization and its mission.



Global Leadership and Collaboration

Building organizational capacity extends beyond our own communities. Through global partnerships and shared knowledge, Volunteer Canada continues to strengthen its leadership and bring new perspectives to the Canadian volunteer ecosystem.

In March 2026, Volunteer Canada President and CEO, Dr. Megan Conway, and Director of Partnerships & Engagement, David Vandenberg, joined volunteer engagement leaders from around the world at the **Points of Light Global Gathering** in Marseille, France.

Bringing together more than **58 leaders from 22 countries**, the gathering created space for global affiliates and civic engagement leaders to share ideas, strengthen partnerships, and explore the evolving challenges and opportunities shaping volunteerism around the world.

Throughout the week, conversations focused on the future of volunteering infrastructure, leadership resilience, civic participation, and how organizations can better mobilize people and skills to address increasingly complex social challenges.

The gathering reinforced the importance of investing in the systems and infrastructure that support volunteer engagement. As communities face

growing social and economic pressures, leaders reflected on the need for stronger models of collaboration, sustainable leadership practices, and modern approaches to mobilizing volunteers and civic participation.

For Volunteer Canada, participation in the Global Gathering strengthened relationships with international partners while creating opportunities to bring new ideas, perspectives, and learning back to Canada’s volunteer and non-profit sector.

As a member of the Points of Light Global Network, Volunteer Canada continues to contribute to international conversations shaping the future of volunteerism and civic engagement both in Canada and globally.



Spaces where leaders can come together honestly to share challenges, ideas, and lessons learned are incredibly valuable. The relationships and conversations built through the Points of Light network continue to strengthen our work in Canada and remind us that many of the challenges we are navigating are shared globally.

Dr. Megan Conway,
President and CEO of Volunteer Canada

Strengthening the Systems Behind Our Mission

Over the past year, Volunteer Canada rebuilt the system that supports its member relationships with a new customer relationship management system that connects and integrates with our internal systems.

For members of the Volunteer Canada community, that means simpler membership management and renewals, faster and better-informed responses from our team, and communications that reflect their interests. For us, it means less time on manual reconciliation and more time focused on the mission. This additional internal capacity will help us ensure that we can provide better service to members across the country.

These improvements are strengthening the internal capacity and infrastructure needed to support our team, our members, and our mission.



Financial Summary

Financial Summary provided by Welch LLP

Summarized Statement of Financial Position as at March 31, 2026

	2026	2025
Assets		
Total current assets	\$1,661,213	\$2,251,931
Tangible capital assets	\$12,488	\$21,936
Intangible assets	\$13,943	\$25,097
Total Assets	\$1,687,644	\$2,298,964

Current Liabilities and Net Assets		
Accounts payable and accrued liabilities	\$313,695	\$238,381
Deferred revenue and contributions	\$1,084,089	\$1,783,489
Net Assets	\$289,860	\$277,094
Total Liabilities and Net Assets	\$1,687,644	\$2,298,964

Summarized Statement of Operations Year Ended March 31, 2026

	2026	2025
Revenue		
Corporate funding	\$727,511	\$394,078
Government funding	\$378,071	\$570,440
Memberships	\$310,440	\$376,317
Sector partners	\$1,076,714	\$755,131
Other	\$138,223	\$163,539
Total Revenue	\$2,630,959	\$2,259,505

Expenses		
Salaries and benefits	\$1,456,398	\$1,291,013
Consulting and contracts	\$680,330	\$547,250
Other	\$481,465	\$402,798
Total Expenses	\$2,618,193	\$2,241,061

Excess of revenue over expenses	\$12,766	\$18,444
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Thank You

Thank you to all the funders and partners who are helping to ignite volunteerism with us from coast to coast to coast. We couldn't do it without you!

Also, thank you to approximately 1,000 members representing nonprofit organizations, volunteer centres, and community associations from coast to coast to coast.

Want to join the movement?
volunteer.ca/membership



Staff

At Volunteer Canada, we are passionate about strengthening volunteering and civic participation across Canada. Our team brings a range of knowledge, skills, experience, and dedication to advancing our mission and supporting communities from coast to coast to coast.

Dr. Megan Conway,
President and CEO

Zaahy Ali, Programs and
Engagement Specialist

Aruna Ambalavanar,
Finance and Database
Administrator **

Jennilee Austria,
Communications and
Marketing Specialist *

Martha Aynalem,
Chief Financial Officer

Harar Hall, Policy and
Research Manager

Sara Lyons,
Chief Strategy and
Programs Officer

Heather Montgomery,
Vice President,
External Relations

Alyson Olsheski,
Marketing and
Communications
Manager

Judith Oviosun,
Manager, Membership
and Engagement **

Chantelle Ramsundar,
Manager, Research and
Knowledge Mobilization

Amanda Reaume,
Advisor, Outreach
and Engagement

Farrah Rooney, Manager,
Corporate Citizenship **

Renata Rusiniak,
Advisor, Partnerships
and Engagement

Jason Shim, Chief
Technology Officer

David Vandenberg,
Director of Partnerships
and Engagement

* Joined during FY2026
**Concluded their term
during FY2026





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