

Volunteer Hub

Scoping Study

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Prepared for
Nelson & District Women's Centre & SPAN Nelson

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Table of Contents

Introduction and Issue Statement 4

Scoping Study: Comparison of 3 Volunteer Centre Models 5

- Number of Organizations Supported -----5
- Demographics of Actual and Potential Users -----5
- Duration of Operation -----5
- Staffing Requirements -----5
- Operational Budget -----5
- Funding Sources -----5
- Management -----6
- Affiliations -----6
- Stakeholder Groups -----6
- Sectors Served -----7
- Services Offered -----8
- Operational Processes -----10
- Program Specificities -----11
- Training Requirements- Volunteer -----11
- Training Requirements- Organization -----12
- Parameters for Measuring Success -----13
- Issues and Challenges -----13
- Other -----14
- Contact -----14

Overview of Affiliated Organizations 15

SWOT Analysis 21

Appendix**A Volunteer Prince George**

i Volunteer Prince George Budget	24
ii Volunteer Prince George Program Manager Job Description	25
iii Volunteer Prince George: Getting Started Quiz	28
iv Volunteer Prince George: Getting Started Package	29

B South Okanagan Simikameen Volunteer Centre

i South Okanagan Similkameen Volunteer Centre Budget	38
ii South Okanagan Similkameen Volunteer Centre Resource Centre Program Description	39
iii South Okanagan Similkameen Volunteer Centre Volunteer Outreach Program Description	44

Introduction

Volunteerism plays an essential role in the functionality of the non-profit sector. As funding continues to be reduced for social supports, volunteer organizations have risen fill the gap. The development of volunteer centres is a new phenomenon. Volunteer centres aim to connect volunteers with organizations needing their assistance. This is accomplished via promoting member organizations and communicating their needs. Volunteer centres take an active role in the community and recruit volunteers. Furthermore, they often function under an umbrella organization (ie. Volunteer Canada) which assists to secure funding. Members from the Nelson and District Women's Centre and the Social Action Planning Network (SPAN) Nelson identified a need to develop a volunteer centre in Nelson, B.C. A primary environmental scan of ten existing centres was completed, and three centres were selected for further research. A comparison study of Volunteer Greater Fredericton, Volunteer Prince George, and the South Okanagan Similkameen Volunteer Centre was conducted. Included in the report is a SWOT analysis, budget sheets, and helpful resources from the centres. The purpose of this report is to create the foundation for a feasibility study and to provide stakeholder groups with valuable information to determine next steps in project development.

Issue

Nelson is home to well over eighty non-profit organizations that rely on assistance from volunteers. However, there is no centralized agency to connect, train, and promote volunteerism within these organizations.

Scoping Study: Comparison of 3 Volunteer Centre Models

	Greater Fredericton Volunteer Centre (pop 94 200)	Volunteer Prince George (pop 71 000)	South Okanagan Similkameen Volunteer Centre (pop 55 200) (Penticton, Oliver, Osoyoos, Summerland & Keremeos,)
Number of Organizations Supported	>200 Agencies Supported 31 Member Groups Listed	130 Agencies Supported	~ 200 Agencies Supported
Demographics of Actual & Potential Users	Open to all volunteers. Under age volunteers require additional consideration. (under aged may require parental consent/supervision depending on role within organization)	Unknown as volunteers can self-match with organization. However, VPG has an emailing list of approx. 2500 individuals.	Variety of backgrounds and ages
Duration of Operation	Founded in 2012 (initial development began in 2010) • 3 years in operation	Founded in 1991 • 24 years in operation	Began as program under Seniors Wellness Society in 2006 In 2010 Board of Directors formed separate agency and registered with Prov. Government as a Society and Fed. Government as a charity • 5 years in operation
Staffing Requirements	13 Volunteers 1 part time employee: was 3-2 days a week, now 10hrs/wk	1 staff 20 hrs/ week	4 employees b/t part-time and full time • Currently operating at lower capacity
Operational Budget	Budget items: part-time coordinator, phone, domain name, travel workshop fees, no rent.	Budget is \$78K including in-kind donations *** See attached Budget	Budget is between \$130K and \$200K including grants, cash donations, in-kind donations and volunteer support *** See attached Budget
Funding Sources	<ul style="list-style-type: none"> • Sponsored by <ul style="list-style-type: none"> ○ RBC ○ Investors Group ○ Fredericton ○ Ginger Design ○ Fredericton Chamber of 	<ul style="list-style-type: none"> • Sponsored by <ul style="list-style-type: none"> ○ Gaming Community Grant ○ City of Prince George ○ Workshops ○ National Volunteer Week ○ Other Income 	<ul style="list-style-type: none"> • Sponsored by <ul style="list-style-type: none"> ○ HRI Consulting- start up funding ○ Gaming Grants ○ Foundation & Corporate donations ○ Fundraisers- hired a Community Engagement Coordinator to raise

	<ul style="list-style-type: none"> Commerce <ul style="list-style-type: none"> o Endeavors o Manulife Financial • Non Profit Membership Dues: \$100.00/yr <p>Individual/Community Organization Membership Dues: \$20.00/yr</p>	<ul style="list-style-type: none"> • Membership Dues: \$45.00/yr <p>Community In-Kind (non-receipted)</p>	<p>funds, their fee is paid by through donation</p> <ul style="list-style-type: none"> • Membership Dues: \$135.00/yr
Management	<p>Board of Directors 12 members</p> <ul style="list-style-type: none"> • Co-Chairs x 2 • Secretary • Treasurer <p>8 members</p>	<p>Board of Directors 9 members (volunteers)</p> <ul style="list-style-type: none"> • President • Vice-President • Treasurer <p>6 members</p>	<p>Board of Governors 6 members</p> <p>Staff to deliver programs allowed through grants</p>
Affiliations	<p>Member</p> <ul style="list-style-type: none"> • Volunteer Canada*** <p>Partners</p> <ul style="list-style-type: none"> • United Way • Greater Fredericton Social Innovation • Getinvolved!*** • Manulife Financial*** <p>*** Online matching centre</p>	<p>Members</p> <ul style="list-style-type: none"> • Volunteer BC • Volunteer Canada 	<p>Members</p> <ul style="list-style-type: none"> • Volunteer BC • Volunteer Canada • Imagine Canada • Board Voice
Stakeholder Groups	<ul style="list-style-type: none"> • Non Profit Members with Voting Rights at Annual Meeting (these members are directly affiliated with the organization and pay membership dues - not all of the centres connected through Getinvolved! are organization members. They function on a tiered membership with the below voting members paying more) <ul style="list-style-type: none"> o CARIS o Fredericton Community Foundation 	<ul style="list-style-type: none"> • Member Organizations • Volunteers • Funders 	<ul style="list-style-type: none"> • Member Organizations • Volunteers • Funders

	<ul style="list-style-type: none"> ○ Fredericton Chamber of Commerce ○ Getinvolved.ca ○ Ginger Design ○ Greater Fredericton Social Innovation: Instigator of VGF development ○ Investors Group ○ NB Liquor, Train Station Venue ○ Renaissance College ○ The Daily Gleaner ○ Volunteer Canada ○ United Way of Central New Brunswick • Member Organizations • Funders • Partners • Volunteers 		
<p>Sectors Served</p>	<p>Non Profit Organizations, Registered Charitable Organizations, NGOs, Foundations, Other Public Institutions</p> <ul style="list-style-type: none"> • Arts & Culture • Environment • Health & Wellness • International Development • Social Services & Justice • Youth & Education • Seniors Care 	<p>All Non Profit Organizations</p> <ul style="list-style-type: none"> • Arts & Culture • Environment • Health & Wellness • International Development • Social Services & Justice • Youth & Education • Seniors Care • Animal Care • Religious (ie. Bible Camp) • Facilitators & Coordinators • Women’s Health • Information Technology • Sports & Recreation • Aboriginal Culture 	<p>Non Profit Organizations, Registered Charities, General Public</p> <ul style="list-style-type: none"> • Environment • Health & Wellness • International Development/New Canadians • Social Services & Justice • Youth & Education • Seniors Care • Animal Care • Religious • Facilitators & Coordinators

		<ul style="list-style-type: none"> • French Language 	
<p>Services Offered</p>	<ul style="list-style-type: none"> • Electronic Matching Services • One-on-one consultation for volunteers/potential volunteers • Phone calls, emails, drop-ins • Website Materials <ul style="list-style-type: none"> ○ Information & Resources <ul style="list-style-type: none"> ▪ New Canadians ▪ Group Volunteering ▪ Employer Supported Volunteering ▪ Family Volunteering ▪ Youth Volunteering ○ Outline of Rights/Responsibilities for both volunteers and organizations ○ Frequently Asked Questions Section ○ News Postings <ul style="list-style-type: none"> ▪ Provides notice board to highlight call outs ▪ Highlight ‘star’ volunteers ○ Facebook/twitter posts <ul style="list-style-type: none"> ▪ Volunteer Needs • Events <ul style="list-style-type: none"> ○ Hosts Volunteer Recognition Event during National Volunteer Week 	<ul style="list-style-type: none"> • Electronic Matching Services • One-on-one consultation for volunteers/potential volunteers • Phone calls, emails, drop-ins • Website Materials <ul style="list-style-type: none"> ○ News Postings <ul style="list-style-type: none"> ▪ Volunteer of the Week posting ▪ Community Events (ie. hockey game) ▪ Volunteers post (ie. Why I volunteer) ○ Facebook posts <ul style="list-style-type: none"> ▪ New volunteer opportunities ▪ Community events • Events <ul style="list-style-type: none"> ○ #Random Acts of Service: youth volunteer service awards ○ Volunteer Managers Breakfast 2014 (host event breakfast for managers of volunteers from all member organizations to celebrate their efforts/participation) 	<ul style="list-style-type: none"> • Electronic Matching Services • One-on-one consultation for volunteers/potential volunteers • Phone calls, emails, drop-ins • Website Materials <ul style="list-style-type: none"> ○ Information & Resources <ul style="list-style-type: none"> ▪ Guide to Volunteering for General Public ▪ Guide to Volunteering for Youth ▪ Skills for Jobs/Skills for Life Passport ▪ Guide for Non-profits to engaging Youth Volunteers ▪ The Essence of Good Health is to do Good • Events <ul style="list-style-type: none"> ○ National Volunteer Week

	<ul style="list-style-type: none"> • Community Engagement <ul style="list-style-type: none"> ○ Voice for volunteer community/responds to issue of the day ○ Actively seeks out relationships, alliances, and partnerships between NPs, business/government that enhance NPs' ability to achieve goals ○ Centralizing/gathering/communicating latest research, educational opportunities, dates for community events, fund raising events ○ Incubator for newly forming NP groups- advice/support • Member Organizations <ul style="list-style-type: none"> ○ Advice of volunteer recognition programs for NP ○ Provides means for NPs to network • Members with Voting Rights <ul style="list-style-type: none"> ○ Volunteer matching services ○ Sponsor VGF to "be a voice for the volunteer community" ○ Notification/inclusion in workshops, fairs, special topic forums, networking events, seminars, trends in volunteerism/volunteer management ○ Full voting rights at VGF Annual General Meeting • Once monthly on-location at 	<ul style="list-style-type: none"> • Community Engagement <ul style="list-style-type: none"> ○ Presentations at employment centres, university, job centres, career fair, workshops ○ Host for someone else like Revenue Canada, Volunteer BC (guests notified via email) • Member Organizations <ul style="list-style-type: none"> ○ Provides community volunteer networking ○ Email Subscriber Network: Distributes volunteer needs to email subscribed potential volunteers (2500+) ○ Post needs to Website & Facebook Page ○ Offer networking opportunities with over members ○ Workshops & training opportunities- reduced rates for members 	<ul style="list-style-type: none"> • Community Engagement <ul style="list-style-type: none"> ○ Presentations at local events: youth fairs, employment fairs, etc. • Programs <ul style="list-style-type: none"> ○ Information & Resource Centre ○ Volunteer Outreach Program ○ Community Leadership • Member Organizations <ul style="list-style-type: none"> ○ Networking assistance ○ Email Subscriber Network & social media: distributes volunteer needs ○ Programs for organizations: Community Leadership
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	<p>multicultural centre & a seniors centre to provide info/counseling</p>		
<p>Operational Processes</p>	<ul style="list-style-type: none"> • Contact can be made via: <ul style="list-style-type: none"> ○ Website ○ Phone ○ Email ○ In Person • Volunteers <ul style="list-style-type: none"> ➤ Register with Getinvolved! – click link on website ○ Create a Personal Profile ○ Ability to target search opportunities by creating personal profile (local area- to Canada+) ○ Quick Search <ul style="list-style-type: none"> ▪ Search based on postal code/city name ○ Volunteer Quiz ○ Browse Listings ○ Create Volunteer Offer- organizations will ‘find volunteer’ ○ Online Volunteering ➤ Meet with volunteer placement coordinator • Organizations <ul style="list-style-type: none"> ○ Register & pay membership fee <ul style="list-style-type: none"> ▪ Individual \$20.00/yr ▪ Organization \$100.00/yr ▪ Business \$250.00/yr ○ Member organizations volunteer needs are posted directly on VGF website ○ Can register through 	<ul style="list-style-type: none"> • Contact can be made via: <ul style="list-style-type: none"> ○ Website ○ Phone ○ Email ○ In person • Volunteers <ul style="list-style-type: none"> ○ Subscribe to email list ○ Browse available volunteer opportunities via: <ul style="list-style-type: none"> ▪ Agency or Interest ○ Contact Agency directly • Organizations <ul style="list-style-type: none"> ○ Register & pay membership fee ○ Submit volunteer needs to organization ○ Receive applications from potential volunteers ○ Attend to screening/training processes individually <p>*** See attached Program Manager</p>	<ul style="list-style-type: none"> • Contact can be made via: <ul style="list-style-type: none"> ○ Website ○ Phone ○ Email ○ In person • Volunteers <ul style="list-style-type: none"> ○ Volunteers register with organization ○ Website main office- currently investigating new software that will allow independent searches and postings <ul style="list-style-type: none"> ▪ Looking at Betterimpact.com \$5000.00 software license and annual fee • Organizations <ul style="list-style-type: none"> ○ Register & pay membership fee ○ Submit volunteer needs to organization • Partner with Volunteer Centre to coordinate training/requirements

	<p>Getinvolved! only if desired</p> <ul style="list-style-type: none"> • Staff member manages membership fess, posts volunteer opportunities 	<p>Tasks & Responsibilities outline</p> <ul style="list-style-type: none"> • Breakdown of Volunteer Recruitment for 2014: <ul style="list-style-type: none"> ○ 37% Promo Event ○ 1% Walk-in ○ 2% Phone ○ 10% Email • 50% Web 	
<p>Program Specificities</p>	<ul style="list-style-type: none"> • Workshops <ul style="list-style-type: none"> ○ Engaging and Motivating Volunteers- no cost (Sponsored) <ul style="list-style-type: none"> ▪ Develop volunteer orientation program ▪ Understand/meet volunteer expectations ▪ Utilize recognition/rewards ▪ Foster welcoming environment for both youth and seniors ○ Annual Volunteer Recognition Event <ul style="list-style-type: none"> ▪ Jointly funded by UW and Investors Group ○ Visible at volunteer fairs on campus/community 	<ul style="list-style-type: none"> • Workshops • Member Organizations: <ul style="list-style-type: none"> ○ Involving Volunteers Effectively ○ Volunteer Recruitment & Recognition ○ Volunteer Management Theory • Volunteers: <ul style="list-style-type: none"> ○ Building Your Career by Helping Others ○ Volunteers & the Law 	<ul style="list-style-type: none"> • Programs <ul style="list-style-type: none"> ○ Information & Resource Centre (\$55,00) <ul style="list-style-type: none"> ▪ Respond to inquiries (phone, drop-in, emails, etc.) ▪ 1:1 Drop-In support for volunteers with additional needs (ie. disabilities) ▪ Maintain website ▪ Update info/handouts for volunteers ▪ Public service announcements ▪ Program administration & technical support ▪ Follow-up & tracking of volunteers ○ Volunteer Outreach Program ○ Community Leadership
<p>Training Requirements - Volunteer</p>	<ul style="list-style-type: none"> • LearnSpheres: Training for the Non Profit Sector <ul style="list-style-type: none"> ○ Small, group workshops to meet specific learning needs of NP organizations in NB ○ Directed towards board members, executive directors, 	<p>None: workshops are offered on a voluntary basis</p>	<p>Guides to Volunteering for Volunteers</p>

	<p>staff and volunteers</p> <ul style="list-style-type: none"> ○ Half day: \$30.00/person ○ Full day: \$60.00/person with lunch <ul style="list-style-type: none"> • Rights of Volunteer: <ul style="list-style-type: none"> ○ Provide a safe environment: ensure they have necessary skills, tools, capabilities and supervision ○ Determine the best use of skills, abilities, and talents to provide a meaningful experience ○ Provide sufficient orientation ○ Provide a volunteer buddy when questions need answers ○ Offer opportunities to advance skills/responsibilities over time ○ Seek advice/feedback of volunteer experience- suggest how to improve experience ○ Say thank you 		
<p>Training Requirements Organization</p>	<p>Via LearnSpheres</p> <ul style="list-style-type: none"> • Rights of Organization: <ul style="list-style-type: none"> ○ Volunteers are open & honest about motivations/goals ○ They understand job before accepting ○ Carry out tasks efficiently/honestly ○ Report on time, do best work ○ Accept guidance/supervision ○ Participate in all training 	<p>None: workshops are offered on a voluntary basis</p>	<p>Best Practices for Engaging Volunteers for Non-Profits</p>

	<ul style="list-style-type: none"> ○ Respect confidentiality ○ Express to coordinator their satisfaction/dissatisfaction ○ Notify coordinator if they are unable to attend training/carry out duties 		
<p>Parameters for Measuring Success</p>	<ul style="list-style-type: none"> • Number of members • Number of trainees/training sessions • Number of postings 	<ul style="list-style-type: none"> • Number of Member organizations • Number of members • Feedback from them members 	<ul style="list-style-type: none"> • Number of volunteers registered • Number of volunteers matched through organization
<p>Issues & Challenges</p>	<p>Funding</p> <ul style="list-style-type: none"> • Opened with funding from United Way. UW has withdrawn funding this year and organization only has funds to continue until Spring 2016. (UW withdrew funds from Volunteer St. John as well) 	<p>Funding</p> <ul style="list-style-type: none"> • Gaming Grants have questioned their definition of direct services to community as their organization functions on a self-matching format. 	<p>Funding</p> <ul style="list-style-type: none"> • City of Penticton, Oliver, and Osoyoos, Summerland have contributed little funding. • All funding, other than BC Gaming, has come from outside the region. • Local Community Foundation of the South Okanagan has not been supportive, they tend to want to fund capital purchases versus programs. • Underfunding creates a constant state of overwhelm and inconsistent funding creates an organization that operates in a crisis mode. • Grant writing and fundraising take considerable time. • Program development has taken longer due to inadequate and inconsistent funding. • BC Gaming have a long list of confusing grant criteria and requirements that conflict with each other. <p>If cities each gave \$5000 it would help</p>

			towards sustainability.
Other	<ul style="list-style-type: none"> Initially launched as virtual site with links to Getinvolved! to reduce costs Approached foundational members for funding (100) Partnered with another organization to share coordinator costs in yr 2/3 Office space donated in yr 2 and satellite office started 		<ul style="list-style-type: none"> Website currently under construction (fire burnt operating systems).
Contact	w: http://www.volunteergreaterfredericton.ca/ p: 506.262.5060 e: coordinator@volunteerfredericton.ca c: Susanne White, Chair	w: http://www.volunteerpg.com/ p: 250.564.0224 e: volunteerpg@telus.net c: Jo Nore, Program Manager	w: http://volunteercentre.weebly.com/ p: 778.476.5661 e: weisner@shaw.ca n: Wendy Weisner, Program Director

Information retrieved from volunteer websites, informational brochures, annual reports/budgets, and direct communication with staff/chair members

Overview of Affiliated Organizations

Organization	Overview	Services Provided
Volunteer Canada	<ul style="list-style-type: none"> ○ Volunteer Canada is the national voice for volunteerism in Canada. Since 1977, we have been committed to increasing and supporting volunteerism and civic participation. We collaborate closely with volunteer centres, local organizations and national corporations to promote and broaden volunteering. Our programs, research, training, tools, resources and national initiatives provide leadership on issues and trends in Canada’s volunteer landscape. ○ Volunteer Canada is committed to providing leadership to the Volunteer Centre Network and creating opportunities to enhance capacity to promote volunteerism and involve volunteers in communities. 	<ul style="list-style-type: none"> ○ Insurance: <ul style="list-style-type: none"> • Unlimited access to a Legal Advice Helpline (1-877-832-7534) • Cyber Security and Privacy Liability • Comprehensive Legal Expense Insurance - See more at: http://volunteer.ca/membership#sthash.ypke9DQv.dpuf ○ “Volunteer Centre Toolkit” – a resource that will support and empower Volunteer Centres to strengthen their baseline operations. ○ Access to the Code Audit to help your organization assess its volunteer program based on the Canadian Code for Volunteer Involvement ○ Free subscription to The Canadian Journal of Volunteer Resources Management ○ Find new funding with a 10% discount off the annual subscription fee for Ajah Fundtracker ○ Discounted access to Volunteer Canada's special events ○ National Volunteer Week marketing tools mailed to you ○ Media monitoring reports on the voluntary sector provided by Volunteer Canada- See more at: http://volunteer.ca/membership#sthash.ypke9DQv.dpuf <p>Membership is \$80.00/yr</p>
Volunteer BC	<ul style="list-style-type: none"> ○ The Volunteer BC membership includes two strong and expansive networks that are at the centre of all aspects of the volunteer experience and that are capable of reaching almost every volunteer in the province. ○ Over 30 volunteer centres province wide form our primary network. They are local catalysts of 	<ul style="list-style-type: none"> ○ Stay Connected With Like – Minded Professionals <ul style="list-style-type: none"> • Free subscription to The Connector – Volunteer BC’s monthly newsletter. • Network through events, webinars and other training opportunities. ○ Increase your organization’s profile <ul style="list-style-type: none"> • Promote your organization’s events, job postings, announcements and other activities with us.

	<p>community involvement, act as clearinghouses of resources to connect individuals to volunteer opportunities, and provide support to local and grassroots organizations in involving volunteers.</p> <ul style="list-style-type: none"> ○ Volunteer BC is also a founder of the Voluntary Organizations Consortium of BC (VOCBC) – convening network with a broad membership, provincial and national connections, and extensive knowledge of the sector. Consortium members (over 30 organizations and counting) are provincial in scope and involve volunteers in a variety of areas, including sport, recreation, the arts, health, education, and social services, to name a few. 	<ul style="list-style-type: none"> • Free advertising on Volunteer BC’s on-line Provincial Training Calendar. • Use of Volunteer BC Logo on your website.* <p><i>*For Volunteer Centres only. Detailed use of logo agreement to be provided.</i></p> <ul style="list-style-type: none"> ○ Attend Sector Events/Training & Gain Valuable Resources <ul style="list-style-type: none"> • Free or discounted admission to Volunteer BC events. • Members only access to event travel subsidies. • Access to free resources such as <i>How to Start a Volunteer Centre</i> and <i>State of Volunteering Report</i> ○ Support, Advocacy & Volunteer Centre Tools <ul style="list-style-type: none"> • Hear about funding partnership opportunities and participate in joint funding applications. • Access to Volunteer BC advocacy & leadership efforts such as: <ol style="list-style-type: none"> 1. Letters of Support for Grant Applications 2. Invitation to participate in steering committees for projects where the members skills, knowledge or particular expertise would be relevant to the project. 3. Targeted assistance including new or re-emerging volunteer centres. ○ AGM Participation <ul style="list-style-type: none"> • Have your say in decisions about Volunteer BC’s leadership, activities and by-laws – one vote per member organization <p>Non-profit, voluntary organizations that have adopted the Volunteer Canada “Core Competencies” defining the role of volunteer centres.</p> <p>*Volunteer Centre membership is FREE and participation-based. In return for FREE access to all of Volunteer BC’s benefits, we are asking Volunteer Centres to:</p> <ul style="list-style-type: none"> • Participate in an annual “State of Your Volunteer Centre” survey that will help us identify and promote your successes as well as monitor and advocate on your behalf
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		<p>on Volunteer Centre concerns</p> <ul style="list-style-type: none"> • Use our logo on your website to promote our partnership – <i>Detailed use of logo agreement to be provided.</i>
<p>Imagine Canada</p>	<ul style="list-style-type: none"> ○ Imagine Canada exists to work alongside other charitable sector organizations — and often in partnership with the private sector, governments and individuals in the community — to ensure that charities continue to play a pivotal role in building, enriching and defining our nation. ○ We offer programs and provide resources that help strengthen charities and their operations, so they can, in turn, support the communities they serve. 	<ul style="list-style-type: none"> ○ Engage <ul style="list-style-type: none"> • Stay updated on issues, events and resources of interest through Imagine Matters, our member weekly e-newsletter • Receive up-to-the-minute Issue Alerts on pressing matters affecting your organization • Participate in Imagine Canada events, webinars, and workshops • Vote and network at our Annual General Meeting ○ Learn <ul style="list-style-type: none"> • Receive updates on cross-cutting federal public policy issues that affect you and the sector through the Early Alert System • Access current and archived research in the Members' Area • Borrow books, reports, and documents through the Members' Lending Library • Access reference and resource support services through Sector Source and our staff librarians • View more than 50 training videos on a variety of topics, including governance, financial and risk management, and staff and volunteer involvement ○ Save <ul style="list-style-type: none"> • Get an exclusive discount on Grant Connect, the most accurate and comprehensive funding research tool in Canada • Save on purchases of Imagine Canada's Risk Management Tools • Receive preferred pricing to attend Imagine Canada events and webinars • Enter to win free registration to Imagine Canada events

		<ul style="list-style-type: none"> ○ Promote <ul style="list-style-type: none"> • Be proudly listed in our online member directory with a link to your website • Have your Member Profile featured on our blog, website and in Imagine Matters • Submit your organization’s photo to be featured in our publications or web properties • Display the member logo on your web or print communication materials • Get recognized through various social media channels <p>Membership is \$550.00/yr</p>
Board Voice	<ul style="list-style-type: none"> ○ Board Voice is an organization comprised of the volunteer boards of community-based social service agencies from across British Columbia. ○ Board Voice is dedicated to creating a clear and effective voice for volunteer community-based boards that support high-quality social services and strong, vibrant communities. 	<ul style="list-style-type: none"> ○ Advocacy <ul style="list-style-type: none"> • As a collective of board-level volunteers, Board Voice can approach government without fear of agency reprisals and without the perception they are trying to build their agency. There is safety in numbers when tackling difficult issues. With media, Board Voice provide a go-to resource for media outlets looking for Subject Matter Experts to comment on stories of the day. We have been successful in approaches to editorial boards, to gain more balanced representations of the work the community social services sector does, and the need for more attention from government. ○ Inter-Board Connectivity <ul style="list-style-type: none"> • Creating opportunities to connect with other board members in similar services or geographic areas strengthens all the organizations involved. New solutions to capacity issues, new opportunities to provide service to the community and new ways to approach contracts are all possible. Our annual conference provides an excellent opportunity for connecting, learning and sharing about the critical issues facing the social service sector and gives ‘voice’ to your concerns. ○ Education and Skill Sharing

		<ul style="list-style-type: none"> • Effective governance can be challenging. It is often a new experience for volunteers or even professional from the sector. Board Voice allows organizations to share both internal and external experts on governance issues and best practices. We arrange workshops and bring in recognized experts to offer education and facilitate skills sharing. <p>Membership is \$100.00/yr</p>
LearnSpheres	<ul style="list-style-type: none"> ○ LearnSphere Canada Inc. was created as an outsourcing model in 1995 to help New Brunswick's training and learning industry better compete on domestic and international opportunities. As an aggregator of capabilities, LearnSphere focuses on bringing unique and incremental business opportunities that would otherwise be unattainable to any single supplier. As a prime contractor, LearnSphere interfaces with clients, secures the business, and then draws on the skills of its suppliers-known as Associates of LearnSphere-to deliver the solution. 	<ul style="list-style-type: none"> ○ Workshops on Request ○ Group Workshops ○ Customized training for Non-Profits ○ Small, group workshops to meet specific learning needs of NP organizations in NB ○ Directed towards board members, executive directors, staff and volunteers <ul style="list-style-type: none"> • Half day: \$30.00/person • Full day: \$60.00/person with lunch
Getinvolved!	<ul style="list-style-type: none"> ○ Getinvolved.ca is a companion piece to our TVO television series. On TVO, Get Involved is 25 documentary shorts celebrating people from 7-70 who are making a difference in their schools, in their community and through their work. They are stories of inspiration. ○ GetInvolved.ca was created to transform that inspiration into action. ○ In the Fall of 2010, TVO, Volunteer Canada and Manulife Financial engaged us to assist in developing enhancements to the Getinvolved online 	<ul style="list-style-type: none"> ○ Organizations Volunteer Opportunities <ul style="list-style-type: none"> ▪ list your volunteer opportunities and connect with thousands of interested volunteers ▪ list virtual volunteer opportunities and connect with volunteers anywhere Find a Volunteer <ul style="list-style-type: none"> ▪ use our powerful matching tool to find skilled volunteers who are passionate about your cause Stay Connected <ul style="list-style-type: none"> ▪ get bi-weekly updates with new volunteers and relevant content that matters to your organization Marketing and Partnerships with Video and Resources

	<p>experience. With their support and funding we have launched a powerful matching tool to better deliver on our goal of connecting individuals and organizations to make change possible.</p>	<ul style="list-style-type: none"> ▪ submit your content to our on-line video and resource library. ▪ share your videos, PSA's, and articles. ▪ we welcome content sharing—embed our powerful videos on your website <p>Increase your visibility with Social Media Outreach</p> <ul style="list-style-type: none"> ▪ connect with us directly and we can share your content with our FACEBOOK and Twitter communities ▪ learn more about social media and social change with our video series Digital U, or subscribe to our podcasts from various social media gurus to keep current.
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Information taken directly from websites.

SWOT Analysis of 3 Volunteer Centre Models

	Greater Fredericton Volunteer Centre	Volunteer Prince George	South Okanagan Similkameen Volunteer Centre
<p>Strengths</p> <ul style="list-style-type: none"> ○ Services multiple sectors: Non-Profit ○ Reasonable membership dues ○ Keep volunteers/organizations up to date with newsletters/emails/social media ○ Support adequate recognition of volunteers ○ Present at community events (ie. fairs) ○ Board of governance with key chair/manager to oversee organization ○ Information/resources easy to access via websites ○ Offer opportunities for short/long term volunteering opportunities and flexibility to change positions/organizations 	<ul style="list-style-type: none"> • No rent fees • Multiple resources on website • Website is colourful, well designed and easy to navigate • Outlines responsibilities of both volunteers and organizations • Access to Getinvolved! matching site (site with lrg capacity, externally managed, easy search engine) • One-on-one counseling • Capacity/mandate to support growth of new NGOs and NPs within community • Partnered with Learnshperes-ability to offer tailored training workshops to both volunteers and organizations • Greater involvement within community- ie. partners with nonprofits to assist development • Developed many inter-sectoral partnerships • Ability to service larger population over geographically disperse area • Satellite office in seniors home to promote knowledge/understanding of centre and participation 	<ul style="list-style-type: none"> • Reaches 1:28 people of population served • Register 600-700 new members annually, with email list of approx. 1,600 volunteers • 1 staff able to manage centre • Self-matching system allows independence, less reliant on staff, involves younger population • Shared rental space with another organization • Simple, easy to navigate website • All matching is internal to website/organization- control of interface • Clearly defined budget and managerial roles • Clear budget and diverse funding sources • Support placement of ‘professional’ volunteers (ie. trained/certified volunteers in advocacy, legal expertise and dentistry) • Greatest length of duration in operation 	<ul style="list-style-type: none"> • Greatest number of organizations reached per population • Reaches 7,000 individuals via the Resource Centre Program annually • Database of over 1200 registered volunteers with approx. 100 listings • Large operational budget • Considering new programming equipment/rebuilding new website with greater capacity • Ability to service large geographical area • Informational handouts for new volunteers/managers of volunteers • Funding is program based, ensuring duration of programs over centre • Greater involvement in community development • Services 5 main cities (Keremeos, Penticton, Oliver, Osoyoos, Summerland) • Volunteers mobilize to different communities as part of the Outreach Program (Appendix B) • Services geographically disperse area

			<ul style="list-style-type: none"> • Strong community presence in all 5 cities • Hired a Community Engagement Coordinator to raise funds (wage is paid as part of fundraising) • Inclusive of family volunteers, seniors and youth, in addition to special needs
<p>Weaknesses</p> <ul style="list-style-type: none"> ○ Inconclusive model for measuring success ○ Poor ability to monitor percentage of population reached and successful placement of volunteers ○ Volunteer Canada was unable to provide research-based evidence supporting the development of volunteer centres ○ Little research exists on multiple database searches to support volunteer centres 	<ul style="list-style-type: none"> • Reliant on funding from UW • Limited diversity of funding sources 	<ul style="list-style-type: none"> • Reliant on Gaming Grants • Does not support organizations with training • Poor ability to network with community d/t self-matching format • Although Board exists, all day-to-day decisions are made by one individual: this may limit diversity of expression/growth 	<ul style="list-style-type: none"> • Grant writing & fundraising very time consuming • Program development more challenging/time consuming due to inconsistent funding • Reliant on funding per program • Few training resources/models • Unable to function at full capacity (4 employees) d/t funding challenges
<p>Opportunities</p> <ul style="list-style-type: none"> ○ Increased inter-sectoral cooperation ○ Increased community involvement/satisfaction ○ Increased support for non-profit, NGOs, and charitable organizations ○ All members of Volunteer Canada- with access to their available resources and increased access to funding ○ Online format allows greater 	<ul style="list-style-type: none"> • Two-tiered membership: original members, who pay greater fees, have voting rights in annual meeting. Lower pay-scale members do not earn voting rights but benefit from all other membership rights 	<ul style="list-style-type: none"> • Excellent resource for continued partnership with Nelson Centre 	<ul style="list-style-type: none"> • Currently in development- trialing new website and operational processes • Expanding services (currently under development) • Strong presence at tradeshow, public gatherings, etc. • Volunteer force to provide informational brochures and materials at over 50 locations

<p>access to younger populations who volunteer the most</p> <ul style="list-style-type: none"> ○ Research indicates volunteers are declining, improving volunteer retention and recruitment via volunteer centres could have a significant positive impact on the nonprofit sector ○ Volunteer retention is improved with recognition. All centres promote volunteer recognition and participate in National Volunteer Week ○ Supporting organizations to foster health relationships between volunteers and employees will strengthen retention 			
<p>Threats</p> <ul style="list-style-type: none"> ○ Consider insurance needs ○ Very little available funds from government pits organizations against each other to compete for funding ○ Volunteer centres must be constantly adapting and revising their mandate in order to stay current- limited funding and staff may prevent this growth 	<ul style="list-style-type: none"> • UW withdrew funding • Sufficient funding to run until Spring 2016 only • Unsustainable funding model 	<ul style="list-style-type: none"> • Gaming has challenged whether organization provides direct services to population d/t self-matching model 	<ul style="list-style-type: none"> • Operating at a reduced capacity d/t insufficient funding • Website inoperable d/t fire in operating systems • Opposition from local foundations • Cities refuse to offer funding

Appendix A

i Volunteer Prince George Budget Sheet

Budget	2015-16
<u>Income</u>	
Gaming Community Grant	\$20,000.00
City of Prince George Grant	\$11,300.00
Membership Dues	\$3,500.0
Workshops	\$1,000.00
National Volunteer Week	\$3,000.00
Other Income	\$5,200.00
<i>Community In-Kind Support, non-receipted</i>	<i>\$34,000.00</i>
Total Revenue	\$44,000.00
Total Revenue with Community In-Kind	\$78,000.00
<u>Expenses</u>	
Bank Charges	\$150.00
Board Development	\$200.00
Computer Maintenance	\$400.00

Computer Software	\$200.00
GST Expense	\$300.00
Insurance-Board	\$500.00
Insurance- Tenant	\$700.00
Membership and Subscription Dues	\$450.00
Office Equipment	\$600.00
Payroll	\$20,600.00
Professional Fees	\$150.00
Program Delivery	
Photocopying, printing, publishing	\$2,000.00
Advertising	\$2,250.00
Postage	\$700.00
Promotion, fairs, fees, expenses	\$1,400.00
Telephone/fax/internet/website	\$1,900.00
Volunteer Recognition/NVQ	\$4,500.00
Workshops	\$1,000.00
Rent	\$5,000.00
Staff Development	\$1,000.00
Total Expenses	\$44,000.00
Total Expense with Community In-Kind	\$78,000.00

ii Program Manager Tasks & Responsibilities

Day to Day Operations	<ul style="list-style-type: none"> • Man the <u>office</u> during work hours (20hours/week) • Phone calls, emails, etc • Walk-in Traffic • Update the <u>Volunteer Subscribers Email Address</u> book in Outlook as new volunteers sign on and delete addresses as soon as requested by subscribers or when non-valid emails are returned. • Update <u>Volunteer Opportunities database</u> as requests come in from member agencies. • Update <u>Members Agency database</u> with up-to-date contact information, etc as members are added or deleted or information changes. • Prepare <u>media</u> information every Monday from updated Volunteer Opportunities database including: Information for Volunteer Column which appears weekly in the Free Press (3 -4 current needs); send the same information for the Volunteer Call-Out with CFIS 93.1 FM and CFUR radio 88.7; send weekly request for Facebook update • Update the <u>website</u> weekly with Special events, Volunteer Opportunities by Interest and Volunteer Opportunities by Agency after publishing the new listings for the week • Send new volunteer requests information to the <u>Volunteer Subscribers Email Bulk Mailing list</u>. • Prepare monthly <u>Statistics</u> of Volunteers registered, special requests rec'd from members, number of Volunteer Listings distributed by email, mail, walk-in and at special events. Record any promotional events or workshops provided, etc. • Work <u>additional hours</u> if required to participate in Information Fairs and Special events, provide own transportation • Collect mail at the Post Office
Program Promotion & Education	<ul style="list-style-type: none"> • Participate in the City of PG Annual Volunteer Recognition Awards <u>Selection Committee</u> (April) • Represent Volunteer Prince George at public events, public speaking as required • Prepare <u>media advertising</u> weekly and for special events. • Organize and host Volunteer PG <u>information displays</u> at fairs, etc • Conduct <u>Information Sessions</u> at schools, businesses, employment orgs, etc • Maintain a list of <u>Letters of Support</u> (comments on the benefit of Vol PG to the community) which can be used in grant requests. • Prepare, host, promote, facilitate <u>workshops</u> regarding Volunteerism and Volunteer Management • <u>For Members:</u> <ul style="list-style-type: none"> • Participate in community info fairs to promote volunteer opportunities of our members • Recruit new member agencies • Invoice members annually for renewals • Maintain Volunteer Opportunities database with requests rec'd from member orgs • Weekly update of database and website • Network with members • Workshops

	<ul style="list-style-type: none"> • Information displays promoting Volunteer Opportunities for our members • <u>For Volunteers:</u> <ul style="list-style-type: none"> • Maintain a list of volunteers registrations • Maintain the Volunteer Opportunities database and compile a weekly updated list. • Email the list to subscribers via Outlook • Advise of upcoming workshops, sessions of interest, etc. • Provide volunteer recognition promotion • <u>Volunteer Recognition</u> – Plan, organize, and promote events; purchase volunteer recognition items, etc for: <ul style="list-style-type: none"> ○ National Volunteer Week (April) ○ International Volunteer Managers Day (Nov) ○ International Volunteer Day (Dec 5)
Partnerships	<ul style="list-style-type: none"> • <u>Volunteer Canada</u>, maintain our membership and act as a Volunteer Centre in keeping with Volunteer Canada requirements • <u>Volunteer BC</u>, maintain our membership, renew yearly and work with them on provincial related projects • <u>City of Prince George</u> – work under a service agreement with the City, and also participate in the selection committee for their awards • Partnership with <u>PG Free Press</u> – prepare the weekly Volunteer Column • Partnership with <u>CFIS 93.1 FM</u> – prepare the weekly Volunteer Call-out; also prepare the Member Minutes feature for weekly broadcast • Partnership with <u>CFUR 88.7 FM</u> – prepare weekly Volunteer Call-out info • Partner with various <u>members and organizations</u> to present workshops, information sessions, etc such as CNC, UNBC, Vol CA, Vol BC and others
Board	<ul style="list-style-type: none"> • Prepare and present Program Managers report at Board meetings • Send notices of board meetings and agenda • Prepare minutes • Prepare Annual Report for the Annual General Meeting • Plan & host the AGM
Financial	<ul style="list-style-type: none"> • Use <u>Quick Books</u> computer program to record all financial activity • Prepare <u>Budget</u> annually to submit to board for approval • Operate business according to budget • Pay all <u>invoices</u>, write chqs, take chqs to signing board member for second signature • Mail out <u>payments</u> • <u>Keep record</u> of all invoices paid • Prepare & bank all <u>bank deposits</u>, write <u>receipts</u> as req'd • Process payments by <u>tele-deposit</u> if needed.

- Prepare Bank Reconciliations each month (General & Gaming accounts)
- Prepare Annual Financial Report for Annual General Meeting
- Prepare grant requests and supply reporting required including Gaming Summary Reports, Report to City of Prince George and others as required
- Prepare payments to staff, Receiver General Remittances, etc.
- Prepare T4's
- Prepare Registered Charity Annual Report, T4010
- Prepare BC Societies Report annually
- Complete Service Agreement with City PG
- Apply for GST Rebate
- Prepare Invoices for Membership Renewals for member organizations annually and receive payments
- Maintain membership payments with Volunteer Canada and Volunteer BC annually
- Ensure Insurance premiums for both General Liability and Directors & Officers Liability are paid annually
- Maintain “Community In-Kind Support” register

Compiled Feb 2014, Jo Nore, Program Manager

iii Volunteer Prince George: Getting Started Quiz

Are you looking to be classified as a Volunteer Centre under the Volunteer Canada definition? (see www.volunteer.ca) or the document “Getting Started- Volunteer Canada” attached.

- Promoting volunteerism
- Building capacity
- Providing leadership on issues pertaining to volunteerism
- Connecting people with opportunities to serve

What type of services are you looking to offer? (one, several or all of the above or other)

How will you determine the need for a volunteer centre

- Survey community agencies
- Letters of support
- Form a steering committee

Will you have non-profit status:

- Registered charity status (Canada Revenue Agency)
- Be hosted by a non-profit status organization
- BC Society status

Structure:

- Stand alone (your own board of directors)
- Part of an umbrella organization
- Operate in conjunction with another service

How will the volunteer bureau (centre) operate

- Physical address office, full service
- Website & email service only
- Phone line service only

Human Resources:

- Paid staff basis
- Volunteer basis

What costs would be associated with the above types of volunteer bureau?

- Operating costs: furnishings, rent, utilities, phone, internet, office supplies
- Insurance – General Liability and Directors & Officers Liability Insurance
- Promotional costs: advertising, printed materials, etc
- Staff

How are you looking to Fund your volunteer program?

iv Volunteer Prince George: Getting Started Package

So You Want to Start a Volunteer Centre? In our experience, these are the most frequently asked questions about establishing a new Volunteer Centre:

What is a Volunteer Centre?

Volunteer Centres come in all shapes and sizes – they reflect the community they serve. However, Volunteer Centres, as defined by Volunteer Canada, are organizations which:

Have non-profit status preferably with registered charitable status or have a ‘qualified donee’ status (as defined by the Charities Division of Canada Customs and Revenue Agency)

Under the Income Tax Act, qualified donees are organizations that can issue official donation receipts for gifts that individuals and corporations make to them (including municipalities). For full description see: <http://www.cra-arc.gc.ca/tx/chrts/plcy/csp/csp-q01-eng.html>

or

b) Are hosted by a non-profit status organization preferably with registered charitable status.

If (b), must have:

(i) An advisory committee and / or terms of reference clearly indicating a mandate to promote volunteerism to the entire community, and how this will be accomplished within the structure of the host organization; and

(ii) The word “volunteer” contained in the name of the volunteer centre or its host organization; and

(iii) A designated person responsible for the Volunteer Centre; and

(iv) A separate budget for the Volunteer Centre.

Are eligible for membership with their provincial Volunteer Centre body (where they exist);

Have a statement of purpose (mission/ mandate/ vision) that aligns with the following national definition.

National Definition: Volunteer Centres exist primarily to foster and develop volunteerism in the community as a whole. Volunteer Centres engage in four general kinds of activities:

1. Promoting volunteerism

Volunteer Centres raise awareness of the power of service, encourage people to volunteer, provide information about volunteerism and recognize the contribution of volunteers. Some examples include celebrating National Volunteer Week and conducting volunteer fairs.

2. Building capacity for effective local volunteering

Volunteer Centres help voluntary sector organizations, and other groups and individuals that work with volunteers, do a better job recruiting, managing and retaining volunteers. Some examples include offering training programs, one to one consultations, and providing support to organizations that work with volunteers.

3. Providing leadership on issues relating to volunteerism

Volunteer Centres serve as a convener for the community and a catalyst for action. They work through local partnerships and collaborations with various groups and organizations, government, schools, and community leaders to identify needs and mobilize volunteer response. Some examples include speaking on behalf of volunteers, convening or participating on committees & collaborations, and advising volunteers of community needs.

4. Connecting people with opportunities to serve

Volunteer Centres provide people with easy access to a wide variety of opportunities to connect to their community through service. Some examples include targeting programs for special populations, offering recruitment and referral services, and managing direct services involving volunteers.

What can a Volunteer Centre do for my community?

This is a very important question and one that others in your community will be asking of you. Here are some possible answers.

Volunteer Centres:

- raise awareness of the power of service through media and community events
- encourage people to volunteer through campaigns like Global Youth Service Day and International Volunteer Day
- provide information about volunteerism
- celebrate the contribution of volunteers
- help volunteer-involving organizations do a better job of recruiting, managing and retaining volunteers by offering training programs, one-to-one consultations as well as access to publications and resources
- provide leadership on issues relating to volunteerism by speaking on behalf of volunteers, convening and participating in

community round-tables and committees and monitoring committee needs

- act as a catalyst for action in collaboration with partners
- provide people with easy access to a wide variety of opportunities to connect to their community through service
- managing direct services involving volunteers (some Centres)

Because each community is different, the challenge lies in designing a Volunteer Centre that will effectively and efficiently meet all of its individual needs, within the limits of available resources. This can be accomplished by researching other successful Volunteer Centres and their programs and carefully assessing your community's particular requirements and resources.

How are Volunteer Centres structured?

There are various Volunteer Centre models. Some are stand-alone organizations with their own Board of Directors. Others operate as part of an umbrella organization (e.g. a United Way or Family and Community Social Services host a Volunteer Centre). Yet others operate in conjunction with another service (e.g. a Volunteer Centre and an Information Centre within the same organization).

How do we determine if our community needs or will support a Volunteer Centre?

You will need to survey community agencies and organizations to find out what kind of volunteer opportunities are available, who offers them and what kind of support they have. It's important that this initial assessment be done very carefully, because the purpose of it is to ensure and confirm that a Volunteer Centre will fill a "gap" in your community's services and not duplicate a similar service. Perhaps a kind of Volunteer Centre is already among these services but isn't readily found in the telephone book or publicized under such a name. Another agency might be providing similar services and programs that an official Volunteer Centre would offer; however, these may not be fully developed and therefore not widely advertised.

Produce a checklist of all key players. Try contacting your municipality for a list of all the social services offered in your area, check in newspapers, newsletters and bulleting boards and contact agencies such as:

- United Way
- Your municipality
- Social Planning Council
- Chamber of Commerce
- Community Information Centre
- Local/regional offices of provincial government departments
- Provincial associations of Volunteer Centres (Volunteer BC, Volunteer Alberta, Ontario Volunteer Centre Network, la Fédération des centres d'action bénévole du Québec)
- Provincial/Territorial Local Networks established through the former Canada Volunteerism Initiative (note that some of these may no longer be active) (<http://www.volunteer.ca/en/volcan/canvol-init/local-networks>)

- Hospitals
- Schools and learning institutions like literacy centres, colleges, universities, adult education programs
- Churches and religious organizations
- Community centres, multicultural centres
- Arts councils and organizations
- libraries
- police departments and correctional services
- senior's centres
- recreational facilities and sports and recreational groups
- interest clubs
- local radio and TV stations
- employment centres
- other nonprofit organization

The specific questions to ask on the survey will vary with each community but essentially will include an explanatory letter and questionnaire to each contact you have identified. You may decide to follow up with a visit or phone call from a member of the Volunteer Centre Start-Up Steering committee. The committee must ensure that they collect enough information to reach a final decision about pursuing the establishment of a Volunteer Centre based on your community's reactions and interest levels towards a Volunteer Centre.

What are the steps involved in starting a Volunteer Centre?

Generally speaking, the steps are:

- . Identify key people to join a Volunteer Centre Start-Up Steering Committee.
- . Conduct a community needs assessment to determine if your community needs and would support a Volunteer Centre.
- . Identify the structure and types of services that your Volunteer Centre will provide.
- . Understand the costs associated with the Volunteer Centre start up process and longer term sustainability and research sources of funding.
- . Develop a business plan.
- . Recruit a Board of Directors.
- . Legally establish the Volunteer Centre as an organization.

What are the main responsibilities of the Volunteer Centre Start-Up Steering Committee?

A typical steering committee is a working group of five to seven people (usually an odd number for voting purposes) who have joined

together to see if there is a reason and a way to create a permanent organization and structure. Just as you think a Volunteer Centre is a good idea for your community, it is important to find out if your community knows what a Volunteer Centre is all about and if it is interested in having one. This means doing a little investigative work and asking those very questions.

The steering committee is responsible for the organizational and planning stages of founding a Volunteer Centre. Initially, the goal of the steering committee is to answer the question, “Do we really need a Volunteer Centre in our community?” All other steering committee work takes place after the community says “yes” to that question.

At your first meeting, you will need to establish operating guidelines for your steering committee:

Who is the chairperson?

What are the roles and responsibilities of all other members?

Where will meetings take place?

At what time and for how long?

The steering committee will also need to develop a mandate which is a two or three sentence statement that expresses the reason a group exists and its basic philosophy. The mandate is useful for explaining the purpose of your group to new members, the community, media, funders, government, etc. Remember, the first stage, is about coming together to find out whether or not your community needs a Volunteer Centre and how much potential support it would have. Therefore, your immediate mandate should reflect this.

How do I recruit a Volunteer Centre Start-Up Steering Committee?

Founding a steering committee means finding a committed group of people who are ready, willing and able to contribute their energy, skills and time towards achieving a long-term goal. Ideally, the composition of a steering committee is quite mixed – yet not so diverse that it cannot function as a group. Balance is the key here, so it’s important to gather people who represent a cross-section of outlooks, dispositions, skills, experiences, ages and gender.

What to look for in potential committee members:

- familiar with and committed to the concept of Volunteer Centres and issues in volunteerism
- convinced of the value of investigating a community’s need for a Volunteer Centre
- able to deal effectively with the organizational and managerial needs of conducting and assessing a community survey and ultimately a Volunteer Centre
- comfortable with the legal issues involved with establishing a non-profit agency
- capable of functioning well with all aspects of the community and of pulling together a community effort such as a Volunteer Centre
- reflective of the geographic and ethnic community

- credible and influential within your community
- representative of non-profit agencies who would be served by your Volunteer Centre
- representative of groups which might supply large numbers of volunteers
- people who care about the value of volunteerism

Getting the right mix of people to form a balanced steering committee may seem like a difficult task. However, it can be done quite easily if you know what types of people you are looking for and where to find them. Thinking practically about the skills and expertise you need. Consider calling a Volunteer Centre in a nearby town or a few non-profit agencies and asking for the names of people who have the right skills and experience. Ask around for the names of people who are active in the community and represent a cross-section of your particular community. Think about local heroes and outstanding citizens in the news. What about local business owners, lawyers, municipal politicians or the local media? Brainstorm to compile a well-rounded list of potential steering committee members.

When you do contact each of these individuals, remember to explain the role of a Volunteer Centre, the principal goals of the committee, why you are contacting them particularly, the workload and time commitment.

What kind of human and financial resources will we require?

Thinking ahead, you will need to itemize the human and financial resources of your Volunteer Centre. Again, polling other [Volunteer Centres](#) will be very helpful and the Volunteer Centre Toolkit will provide you with information about how other Volunteer Centres are set up with regards to human and volunteer resources and financial resources. Remember, Volunteer Centres are models when it comes to effective volunteer involvement so it is very important to follow volunteer resource management best practices.

Where can I apply for funding?

How much further can you go without money? Until now, members of the Steering committee likely paid for expenses out of their own pocket. Things like stationary, long distance phone calls, Internet connection, transportation costs, etc. are only the beginning of expenditures and your committee is likely wondering where the rest of the funding is going to come from.

This is a crucial matter and the survival depends on finding sources of funding to pursue the goal of opening a Volunteer Centre. Even though a group has not yet registered itself as a non-profit organization, it might still be eligible to receive certain “start up” funds from various levels of government (particularly at the municipal level) or foundations. You may also consider low cost fundraising activities or asking for in-kind donations from community groups and businesses.

What are the legal considerations for setting up a Volunteer Centre?

The legal considerations for setting up a Volunteer Centre are the same as any other organization.

(Source: Copyright 1995-2006, CharityVillage Ltd. All rights reserved. <http://www.charityvillage.com/>, e-mail: help@charityvillage.com)

Incorporation

You can incorporate your organization either provincially or federally and the process is much the same as it is for incorporating a company. It is relatively straight forward, and can be handled by a competent solicitor with some experience in this area. Without incorporating or registering, your organization will not be legally recognized as a nonprofit, nor will your group's name be protected against use by other legal entities. Below are links to government web pages that deal specifically with nonprofit incorporation.

[Canada](#)

[Income Tax Guide to the Non-Profit Organization \(NPO\) Information Return](#)
[T1044 Non-Profit Organization \(NPO\) Information Return](#)

[Alberta](#)

[British Columbia](#) (PDF format)

[Manitoba](#)

[New Brunswick](#) (PDF format)

[Newfoundland and Labrador](#)

[Northwest Territories](#)

[Nova Scotia](#)

[Nunavut](#)

[Ontario](#)

[Prince Edward Island](#)

[Quebec](#)

[Saskatchewan](#)

[Yukon](#)

Charitable Status

The Canada Revenue Agency (CCRA) -- formerly Revenue Canada -- is the government department responsible for granting organizations charitable tax status. The process routinely takes 6 months to 18 months and requires applicants to fulfill a number of

requirements. One of the major advantages of obtaining charitable status is that the organization is able to issue receipts to donors for income tax purposes. This can be a major advantage when soliciting for donations. In addition, charities receive certain tax exemptions.

Not to be overlooked however, is the fact that registered charities are subject to a number of regulations and restrictions. One such restriction is the limitation on a charity's ability to advocate for a specific cause. Currently, groups with charitable tax status can only use 10% of their budget for advocacy. As well, charities are required to file an income tax return at least every two years and these files are available to the public, along with other official documents pertaining to the organization. Below are relevant links to the CCRA web site:

[Canada Revenue Agency](#) (formerly Canada Customs and Revenue Canada)

[Information For Charities](#)

[Application to register a charity under the Income Tax Act](#)

[Charities Division Contact Information](#)

[Policy](#)

[Forms](#)

[Newsletters](#)

[List of Canadian Registered Charities](#)

Canada Revenue Agency now makes the following information publicly available about registered charities:

- a charity's governing documents (i.e., the letters patent, articles of incorporation, trust deed, constitution);
- the application form (completed by a charity when it sought registration or re-registration);
- the notification of registration or re-registration (a letter sent by the Department to notify a charity of its registered status);
- the letter the Department sends to a charity that has been de-registered, explaining the reasons for
- the Department's action; and
- the names of the persons who are or have been directors/trustees of the charity, and the periods during which they served as directors/trustees.

To request public information on charities, call 1-800-267-2384 for toll free long distance calls.

What kind of timelines can we anticipate?

There is no sure-fire answer to this question. Timelines depend on many factors including the Volunteer Centre Start-Up Steering Committee, community needs, funding, volunteer or staff commitment, if it is autonomous or hosted within another organization, etc.

What kind of support will I receive from Volunteer Canada and other Volunteer Centres?

Volunteer Canada and Volunteer Centres in Canada have a unique relationship based on a common goal: the promotion of volunteerism. Volunteer Canada develops programs, products and services that respond to Canadian trends and priorities to enhance volunteer development. And, Volunteer Centres develop and deliver local programs and services that respond to local priorities as well as offering programs based on the resources developed by Volunteer Canada.

In the fall of 2000, Volunteer Canada established a working group of Volunteer Centres to develop the framework for an Advisory Council of Volunteer Centres. The Advisory Council provides advice to Volunteer Canada regarding:

- strategies for Volunteer Centre development;

- the involvement of and impact on Volunteer Centres of Volunteer Canada programs.

[Click here](#) to view the policy that outlines Volunteer Canada's relationship with Volunteer Centres and Provincial/Territorial Associations (frequently referred to as the "Relationship Policy").

As well, Volunteer Canada staff is available to offer guidance and suggest resources. Do not hesitate to contact them: 1 800 670-0401 or info@volunteer.ca.

Again, polling other [Volunteer Centres](#) will be very helpful and the Volunteer Centre Toolkit will provide you with information about how other Volunteer Centres are set up.

What is the Volunteer Centre Toolkit and how will it help us?

The Toolkit contains samples, lessons learned, ideas, policies and procedures, forms and templates from other Volunteer Centres plus key reading material specifically geared to the unique needs of Volunteer Centres across Canada. The Toolkit contents come from the needs expressed by Volunteer Centres and focus on internal operations and systems, remaining relevant in your community and the four core functions of a Volunteer Centre. It is available online so it can hold as much information as possible and be updated easily.

Volunteer Canada is committed to providing leadership to the Volunteer Centre Network and creating opportunities to enhance capacity to promote volunteerism and involve volunteers in communities. The UPS Foundation has granted funds to Volunteer Canada to develop a "Volunteer Centre Toolkit" – a resource that will support and empower Volunteer Centres to strengthen their baseline operations. The goal is to provide the tools and resources to help Volunteer Centres be strong, healthy and relevant in their communities.

Appendix B**i South Okanagan Similkameen Volunteer Centre Budget**

Budget	2014-15
<u>Income</u>	
Grants	\$55,670.00
Cash Donations	\$34,979.00
In-Kind Volunteer Help	\$29,945.00
In-Kind Donations	\$6,510.00
Dues & Services	\$2,574.00
Total Revenue	\$93,233.00
Total Revenue with Community In-Kind	\$129,678.00
<u>Expenses</u>	
Information and Resource centre	\$68,729.00
Outreach to Volunteers	\$37,606.00
Non-Profit Learning and Sharing	\$16,858.00
Effective Board Governance	\$6,483.00
Total Expenses with Community In-Kind	\$129,676.00

ii South Okanagan Similkameen Volunteer Centre Program

#1 PROGRAM: Information and Resource Centre

The Volunteer Centre Information and Resource Centre provides a central location for new volunteers to learn about the volunteer opportunities open throughout the community. There is no other central location in the region where current and new volunteers can learn about volunteer opportunities.

Activities provided:

1. Respond to public inquiries and requests from volunteers seeking volunteer work:

- i. **Drop-Ins-** Drop Ins to the Centre require between 1-1.5 hours to address their needs. Volunteers that drop in are often experiencing conditions or disabilities that they need support and encouragement to move forward. (see examples of volunteers below)The program coordinator will assist the drop in by assessing their need for information and providing them with the appropriate resources. It involves discussing the benefits of volunteering and what the volunteer expects. It involves discussing the rights and responsibilities of volunteers. It involves going through a Volunteer Self-Assessment tool with the volunteer, and discussing various volunteer roles that might best suit them and directing the volunteer to the appropriate organization contact. It involves calling the organization to determine if they are able to accept the volunteer, where they volunteer may be a special needs volunteer.
- ii. **Phone-calls-**Phone calls to the Centre involve a variety of public persons seeking information. Most phone calls are from volunteers or organizations looking for volunteers. The administrator will respond to the calls and will provide information on the phone, and often an e-mail will be sent to the caller with resource materials attached. Phone calls can take up to an hour. While the caller is referred to the website for information, many callers prefer to discuss their volunteer interests in person, and often make a point to drop into the office at a later date. Phone calls responding to information requests from the public on advertised positions and upcoming displays and public speaking events.
- iii. **E-Mails-**E-mails are by far the greatest volume received by the public. They involve requests for information which must be put together and responded to. Often the public are referred to the SOSVC website for more information, however a number of requests come from individuals who want to interact with staff personally and/or they are not highly computer literate and do not want feel comfortable with technology, especially senior adults. E-mails are often requests to establish a time to meet with staff personally.

iv. **Follow-up & tracking-**Volunteers are asked for feedback on how their volunteer work is progressing. Information resources are tracked and reviewed.

2. Maintain and update website. The SOSVC website is an important access point for the public where they can access information on volunteering 24hrs. The Website provides information to the public on current activities to support and encourage volunteerism, on ways to engage in helping the community. There are as many hits on the website (over 4000 a year) as there are demand for direct public requests on the Society.

3. Maintain and update information and resources as handouts available for volunteers including:

- Guide to Volunteering-General Public
- Guide to Volunteering-Students and Young Adults
- Passport: Skills for Jobs/Skills for Life through Volunteering
- Volunteering and Your health
- Region Wide Directory of volunteer opportunities

These resources must be updated regularly and printed such that a continual supply is available for resource centres in other locations, and for public events and displays. (see resource material handouts included in application)

4. Public Service Announcements. Preparing public service announcements for printing in local papers in the region-all communities. Monitoring the printing of the announcements that describe Volunteer Opportunities open.

5. Program Administration and Technical Support: Administration for programs, payroll, program deposits from fundraising, paying rent and utilities, ensuring accounts are up to date and accurate. Ensuring technology is supported and maintained, e.g. virus protection, updated hardware and software.

How they are delivered:

The activities and resources are delivered through three office sites: one in Penticton, Oliver and OK Falls. The program activities are accessible in 9 communities in the South Okanagan Similkameen Region: Summerland, Penticton, Okanagan Falls, Oliver, Osoyoos, Keremeos and Princeton, Kaleden and Naramata.

Program activities are delivered via two staff staff, and 15 volunteers. Staff consists of highly experienced administrators and professionals. Staff and volunteers need experience and knowledge of public initiatives that require volunteers. A wide variety of volunteers help out in delivering program activities under the organization of experienced professionals.

Community benefit:

The Information and Resource Centre is needed to provide services to volunteers on a regular basis to help them find volunteer opportunities that suit them, to help volunteers understand their rights and responsibilities, and to provide information on the benefits of volunteering to the volunteer. Most volunteers do not volunteer forever and a continual new source of volunteers is needed to support public community and regional initiatives. (see example of Community Benefits p.4)

Research shows that volunteering not only improves the health and wellbeing of volunteers, but also builds healthy communities. (see volunteering and your health brochure).

The Volunteer Centre encourages more people to volunteer and in doing so provides a benefit to the community. By engaging people while they are unemployed and retired in meaningful volunteer work thousands of clients (people in need) public service organizations benefit. People who volunteer often find meaningful work through their volunteer work. They make connections and learn skills to help them find employment. New residents find it difficult to become engaged in the community.

The total population of the region is 85,000 residents. The region is a remote, rural, economically and socially depressed area of the interior of southern British Columbia. Unemployment is high, and employment occurs mostly in low paying service jobs for seasonal work. 48% of the population is over age 50, and many new seniors are moving to the region to retire. The result is an increasing number of new residents seeking to contribute to the community through volunteerism.

In some cases new residents can take up to 5 years to become engaged as a volunteer. Many volunteers give up the search. The Volunteer Centre encourages them to volunteer early on. The Centre provides them with knowledge on where to volunteer that they could not obtain on their own in a timely manner. The Volunteer Centre makes volunteer opportunities highly visible and easy for volunteers to access. In doing so new residents find a more meaningful and contributing lifestyle in the region.

Accessibility: This program is open to everyone. The Information and Resource Centre provides a direct service to the public. The program is accessible by everyone. We encourage diversity in volunteers, and welcome newcomer Canadians, youth, persons with disabilities, and seniors.

Sustainability and community support:

The program is sustainable in part through grants, sponsorships, donations and program fees, and through the support of volunteers. Total Community and public support for 2015/16 is projected at \$54,925.

Fundraising for this program in 2015/16 includes Grants (\$7,500), Donations (cash) (\$20,150), Membership dues (\$2000), Program Income & Marketing (sponsorships and advertising) (\$400). Overall our small charity's fundraising efforts project cash income of

\$30,075. While actual fundraising income will vary from year to year, our Charity continues to forecast, plan for, and implement a range of fundraising activities. In 2015 a fundraiser was hired to assist with raising funds for all programs.

In 2015/16 Community support is expected at \$24,850 including In-Kind Donations (\$1,350) from local businesses and Volunteer Contributions (\$23,500) from 15 volunteers. The local region in which our Charity operates has been very supportive of the South Okanagan Similkameen Volunteer Centre through these in-kind donations and through volunteer help. Most of the Cash donations raised through fundraising is also through local individuals who support the Volunteer Centre. Our program forecasts, and efforts, towards obtaining in-kind donations and volunteer help remain constant.

How long has your organization delivered the program, in years and months? 9 years, 6 months.

What level of grant funding are you requesting for this program. \$64,000

Describe in detail how the funds will be used, e.g. wages, rent, etc. The funds will be used to pay wages for an administrator and a program coordinator who will implement the program and organize the volunteer help of 15 volunteers. The Information and Resource Centre is not able to meet the demand for drop-ins, e-mails and phone calls with the current funding (see substantiation for increase in administrator time to handle demand)

Funds will also be used for office rental for the Resource Centre; telephone and internet costs including website costs. Additional funding for website platform is needed as the current website technology platform is outdated. (see substantiation for funding for website platform)

Funds are used to produce Resource materials. The demand for Resource materials (Advertising and Promotion) has increased significantly to the point of where our Society cannot keep up with reproducing materials. (see substantiation for increased funding to keep up with the demand for Resource materials)

How many people will participate in and benefit from this program. This program is open to the public. 85,000 residents in the region benefit from this program. Currently more than 7000 people use the program annually.

Example of Community benefits -Published in Skaha Matters: <http://www.skahamatters.com/newsletterarchive/April2015.pdf> (page 23)

Volunteers Are Part of The Ripple Effect By Andrea Turner, Member of the Board of Directors, South Okanagan Similkameen Volunteer Centre

National Volunteer Week - April 12-18th - is a time to celebrate our volunteers and emphasize the benefits of volunteering to the community. Incredibly, volunteers contribute two billion hours in Canada every year. This year the theme of National Volunteer Week is the image of the volunteer as “I am part of the ripple effect”. Of course, the value of volunteering is far beyond our volunteers and their dedication to their work.

The South Okanagan Similkameen Volunteer Centre and the 200 Volunteer Centres across Canada actively acknowledge our community volunteer. Recently, the SOS Volunteer Centre interviewed volunteers to hear what volunteering means to them.

Volunteering benefits both the volunteers who give their time and skills, and the organizations that utilize their help. There are so many types of volunteers. Some people start in retirement, but many have volunteered for years. Most people begin volunteering based on a passion or want to give back, whereas others volunteer as a way to explore new areas of interest. While some volunteers have specific tasks and scheduled hours, others fill whatever need is presented. No matter when one starts volunteering, or the reason for volunteering, or the type of volunteer work undertaken, volunteers express similar and enjoyable experiences.

Clara Bede, a volunteer with the South Okanagan Women in Need Society, says, “the role of the volunteers is essential. So much would not happen if volunteers were not there to participate and support the work of the agency.”

Jeannine Johansson, who also volunteers for the Women in Need Society, adds, “staff could burn-out or would simply not be able to do all the work that they need to do, if volunteers were not sharing the burden.”

Randy Prime, who has volunteered for The South Okanagan Immigrant and Community Services for over 11 years, commented, “the non-profit sector could not do half of what they do without volunteers.”

Volunteers provide the different abilities to handle special situations, because of their varied skill sets. And, volunteers are aware that the work they do allows organizations the time and energy to operate and provide needed community services.

Volunteering also affects a volunteer’s well-being. All volunteers interviewed saw positive improvements in their emotional, physical, and social health. As Jeannine expressed, “When you have joy, everything falls into place.” Gladys Tenning, a volunteer driver with the Better at Home Program says, “Volunteering keeps me active and feeling alive. It makes me feel valuable and that I have a purpose.” And, Clara adds, “being a volunteer is a wonderful experience with the program, because the program itself is so positive and uplifting. I feel good about myself”.

All volunteers interviewed enthusiastically spoke of the many benefits of volunteering. It is a positive ripple effect from the individuals (both volunteers and the recipients) to their organizations, and then to the community and the nation as a whole. April 12-18 is a time for all of us to take a moment and acknowledge volunteers that support our communities. It is also a time to consider leaping into the pool of volunteers ourselves to become part of the positive ripple effect

iii South Okanagan Similkameen Volunteer Centre Outreach Program

#2 PROGRAM: Outreach to Volunteers to engage them in volunteering in their community

The Volunteer Centre's Outreach to Volunteers goes out to the communities in the South Okanagan Similkameen Region and provides information to the public on volunteering; its benefits to the individual and to the community. This program helps volunteers by going to where they are in public locations and making information more readily available.

Activities provided:

- 1. Encourage more volunteers** to come forward through writing materials for press releases to target specific volunteers and promote volunteerism in the region. Articles are printed in local magazines and local papers and are posted on the SOSVC website.
- 2. Maintaining a data base of 1200 + registered volunteers** for use in e-mailing volunteer opportunities. Registering more volunteers on an ongoing basis. Confirming volunteer electronic registration. Ensuring emails are up to date. Preparing e-blasts of Opportunities to Volunteer to the registered volunteers on a regular basis.
- 3. Maintaining a database of Volunteer Opportunities**, currently about 100 listings are in the database. **This database is searchable by the public.** These listings need to be updated regularly as volunteer opportunities are filled and more become available. Updating volunteer opportunities in each community through media, signage, and community television. Includes creating and updating physical posters, to put on community poster boards, identifying volunteer opportunities in each community.
- 4. Preparing listings of organizations** who welcome volunteers and provide volunteer opportunities specific to groups. All organizations who use volunteer help can list their volunteer opportunities with the Volunteer Centre.
- 5. Posters of Volunteer Opportunities and updating Poster Boards.** Another public venue used by the public seeking to become engaged in their community is the Community Poster Board. There is a poster board in every community in the Region where Volunteer Opportunity Posters can be posted. This program creates posters and updates the boards in communities as volunteer opportunities are filled and new ones open.
- 6. Tradeshows and Public Gatherings** where volunteers can pick up information (e.g. Okanagan Healthy Living Fair, Diversity Fairs & other public events)
 - registering for tradeshows, setting up booth and banner, distributing resources for handouts, registering new volunteers
 - Ordering special items for promoting volunteerism.
 - directing National Volunteer Week activities (setting agenda, activities, speakers, attracting volunteers, determining resources and materials needed)

-preparing for volunteer workshops to deliver materials such as Right and Responsibilities, volunteer opportunities available, volunteering and your health.

-preparing press releases and using the database of volunteers to promote events and workshops for volunteers

7. Speaking to community groups about the benefits of volunteering and the programs of the Volunteer Centre

-making public presentations to groups at schools, seniors centres, non-profits and service clubs, municipal and regional centres

- following up on speaking requests from the public in each community.

8. Organizing and supervising volunteers to help with and displays and handouts at events and tradeshow. Volunteers help out with delivering materials (guide to volunteering etc.) to put on display at public venues in the region. At least 50 public venues, e.g. community centres, libraries, non-profits, businesses and churches have Volunteer Centre materials available to give out to the public. Volunteers help with events such as the Okanagan Healthy Living Fair which has an attendance of 3000 people. These volunteers are recruited and trained to handle public enquiries at the events. Training takes 2 hours with the volunteer taking away reading materials. A staff person is available to help volunteers with questions that they cannot answer during a public event.

How they are delivered: These activities are delivered via a Volunteer Services coordinator and Community Liaison and 15 volunteers located throughout communities. They are delivered through two office sites: one in Penticton and one in Oliver to 7 communities: Summerland, Penticton, Okanagan Falls, Oliver, Osoyoos, Keremeos, and Princeton. The staff (and volunteer help) travel throughout the region to deliver services, including attending trade shows and delivering Volunteer Centre publications.

Community benefit:

Volunteers need support to assist them in finding opportunities to become engaged in the community. The public wants to know where they can best apply their skills and experience to the benefit of the community. Outreach Services to Volunteers is necessary to go out to where the public is and where volunteers are. This service is necessary to ensure volunteers are aware of the need for volunteers in the community. New residents, new Canadians, students and other members of the public are not aware of all the possible opportunities for them to volunteer and this program assist with this goal. Most volunteers do not volunteer forever and new volunteers are needed continually.

The Volunteer Centre streamlines the process for volunteers to find suitable volunteer positions, thus making the services of volunteers available to the community much quicker. Centralized Poster Boards in each community provide greater exposure for volunteer opportunities individualized to specific communities.

Targeting volunteer groups is important as is going to public events where these groups gather. The current base of volunteers is growing older and leaving the sector and is not being replaced by new volunteers. Volunteering mostly occurs by a group of older adults who are burning out. Targeted recruitment is essential to attracting new volunteers. Volunteers can be drawn from a wide range

of demographics and psychographics and are a diversified group. Different appeals are necessary for each group. A generic approach to attracting volunteers no longer works.

The following groups are targeted as volunteers through the Volunteer Centre, and this program supports their volunteer engagement in the community:

Youths: There are 7 high schools in the region with 3000 students. All the high schools are contacted throughout the year and counselors are informed of the volunteer opportunities available for students. Presentations on volunteering and its benefits are made to students during career days. Youth develop new skills and opportunities and meet course requirements through volunteering. Volunteering helps youth prepare for the job market. The Volunteer Centre promotes volunteer opportunities to youth.

Grades 5-7 in 10 elementary and secondary schools are also targeted. These younger students are oriented on the benefits of volunteering with the support of teachers and administrators. Evidence has indicated that children who are exposed to volunteering are more likely to become lifelong volunteers.

Volunteering is a healthy approach to life which can be taught early on. While contributing to the community through helping those in need, youth are provided a meaningful alternative to a life of drugs and crime. This is particularly so in the rural and remote South Okanagan Similkameen where unemployment is high and there are fewer choices for youth to become positively engaged in the community.

Seniors & Baby boomers: 48% of population is over 50 years of age (39,360 residents). This group of volunteers is skilled, educated (both men and women), healthy, aware (with a greater consciousness of world), and well-travelled. Baby boomers are the “sandwich generation” and there are lots of them. In order to target baby boomers and seniors, volunteer positions must be designed specific to their skills. Baby boomers like to use the internet, they like to multi-task, and they want to be acknowledged for their volunteer work. It is very important with baby boomers and seniors that they do not burn out as the major volunteer givers in the area.

“ It is well known that volunteerism and community engagement are not only welcome gifts of time and service...but are vital keys to longevity” Canadian Association of Retired Professionals.

Workforce/Employees-Businesses and Corporations in the region encourage their employees to volunteer as a demonstration of social responsibility. This program works with employers to assist them in doing so. The Volunteer Centre provides information on volunteer opportunities and helps prepare materials to be sent out via corporate e-mails and newsletters to all employees. Credit Unions, Accounting Offices and Municipal Governments are a few of the organizations that the Volunteer Centre works with to target the workforce.

Special Needs Volunteer: The basic tenets of volunteering are that no one should be denied the opportunity to volunteer and people with special needs have much to offer. However there are barriers to participating including disabilities, being a newcomer to Canada, low literacy skills, or being disadvantaged. The Volunteer Centre helps provide a supportive experience for special needs volunteers.

Families: All families who volunteer make a conscious effort to be active and to make a difference for their community. Many want to meet others with similar values. For this reason family volunteers are an important target group. The benefits to the community include positive role modeling, and volunteers for the future. Family volunteering enhances family and community relationships and builds self-confidence. This group of volunteers builds communities and helps find solutions for community problems.

”Families are aware that volunteering is an activity that can help build and sustain the relationship within the family unit”: Heritage Canada Report 2007

Volunteer Tourism: The population of the South Okanagan Similkameen Region triples during the summer months and long weekends. More and more tourists are interested in participating in the community beyond traditional tourist activities. Volunteering offers them a way to connect with the community while they are on vacation. The Volunteer Centre encourages tourists to volunteer through 24 hour access to local volunteer opportunities, through a partnership with Volunteer BC and membership in Volunteer Canada.

Accessibility: This program is open to everyone. The Outreach to Volunteers provides a direct service to the public. The program is accessible by everyone. We encourage diversity in volunteers, and welcome newcomer Canadians, youth, persons with disabilities, and seniors.

Describe in detail how the funds will be used, e.g. wages, rent, etc. The funds will be used to pay for wages of two staff to deliver targeted information to volunteers, and organizing events targeted at specific volunteer groups and speaking at public engagements on the benefits and importance of contributing to their community. Funds are also used to support and update Volunteer Opportunities, register and maintain a Volunteer database and prepare materials for media publication.

How many people will participate in and benefit from this program. 10,000 participating and 85,000 residents in the region benefit from the program. This program is accessible by the general public.