



OUR CASE FOR *YOUR* SUPPORT

Volunteer Victoria is the catalyst and convener for voluntary action in our community! We are *the only local organization* whose mandate is to build community through volunteer engagement.

As a leader and key resource for the Greater Victoria non profit sector since 1974, we connect agencies that are seeking support for vital services with volunteers who want to build community. Through the myriad of services and resources we offer, our organization supports, celebrates, strengthens and provides leadership to this vital sector.

At one end, we provide sponsored coaching to support an agency through their group's leadership transition. At the other end, we are the link for the volunteer who provides comfort to a senior through their final hours.

The need is increasing and we have to do more to ensure our community remains vibrant and healthy. To keep pace with demand, our organization must recruit new pools of volunteers, help our agencies develop collaborative initiatives around volunteerism, and support our local sector with strategies and tools to respond to change. All of these key initiatives require substantial time and resources. While Volunteer Victoria is a very lean and resourceful organization, the need within our community continues to outpace capacity.

We need your help!

Your investment in Volunteer Victoria will help to ensure local agencies have the volunteers they need to deliver vital programs and services, to give their clients the best possible support and to build strong and sustainable volunteer programs.

Volunteer Victoria:

- has linked over 16,000 volunteers
- supports the work of 285 community agencies
- promotes the value of volunteerism
- provides leadership to our local non-profit sector.

With the help of dedicated supporters, we have been making our community a better place to live *for 35 years.*



OUR MISSION

To build an engaged community through leadership in volunteerism and non-profit management.



We offer a wide range of innovative programs and/or initiatives across four key areas:

VOLUNTEER RECRUITMENT AND REFERRAL

PROMOTION AND RECOGNITION OF VOLUNTEERISM

BUILDING CAPACITY FOR NON-PROFIT ORGANIZATIONS

PROVIDING LEADERSHIP TO THE LOCAL VOLUNTARY SECTOR

VOLUNTEER RECRUITMENT AND REFERRAL

To address the ever increasing requirements of community agencies, Volunteer Victoria is continually working to identify new pools of volunteers. A wide range of access points for volunteers, from an online database to a personal interview, help to facilitate successful volunteer recruitment and referral. Focused programs also enable diverse populations to access volunteering in ways that best meet their needs.

- ***Volunteer Recruitment:*** Our online database provides a central, accessible resource for potential volunteers.
- ***Youth Volunteer Connections Program:*** Builds citizenship for all youth and provides additional support for marginalized youth.
- ***Volunteer Access Program:*** Supports individuals with mental health concerns to access volunteer opportunities and provides a valuable first step toward employment for some.
- ***Employer Supported Volunteerism Initiative:*** Works with local businesses to increase awareness and support of volunteerism, engage workplace volunteer teams and promote skills sharing.

Our Impact in 2008

- ✓ Over 16,000 volunteers are recruited annually for positions at 285 agencies. This is 30% increase in referrals over the last 4 years.
- ✓ Over 450 youth accessed the Youth Connections Program.
- ✓ The Access Program serves approximately 80 clients annually.
- ✓ 15 businesses and 200 employee volunteers engaged through employer supported volunteerism.

We continue to connect diverse populations with volunteering, whether they are recent immigrants wanting to become part of their new community, retiring Boomers seeking to give back or young professionals looking to build community while they build their career, Volunteer Victoria is the vital link between those who want to volunteer and the community agencies that seek their support.

PROMOTION AND RECOGNITION OF VOLUNTEERISM

Volunteer Victoria raises awareness about the value of citizenship and volunteerism, shares information about volunteer opportunities with diverse populations in our community, provides opportunities for our residents to contribute meaningfully through volunteer activity, and recognizes the contributions of those who do volunteer. This is done through:

- **Youth Outreach:** Building volunteerism as a lifestyle choice is a critical goal for this program.
- **Community Outreach:** Presentations for career days, retirement seminars, vocational classes, professional groups, service clubs and others.
- **Media Promotion:** Working with traditional and new social media, Volunteer Victoria gets the word out about volunteering every day, all day.

Our staff and volunteers promote volunteerism and build community in every place they can. And, at the end of the day - we say thanks to those who give so much and in so many ways.

Our Impact in 2008

- ✓ 1,300 youth were reached through workshops and presentations to schools, youth-serving agencies and pre-employment programs last year.
- ✓ Over 900 potential volunteers were accessed through presentations last year.
- ✓ Our Volunteer Fairs helped 88 community agencies to connect directly with the communities they serve.
- ✓ Volunteering columns in 9 local media outlets distributed opportunities for volunteering widely across the community.
- ✓ Volunteerism was profiled by 16 print, voice and electronic media outlets.



Volunteers hold frail hands, offer support on crisis lines, bring joy through music, build nature trails, make history come alive, read to your Gran, teach art to kids, provide leadership on boards, share the wonder of science, build housing for those in need, and so very much more....

BUILDING CAPACITY FOR NON-PROFIT ORGANIZATIONS

Volunteer Victoria fulfils a key role in delivering accessible, timely and high quality training to the local non profit sector. Volunteer Victoria is also responsive to agency resource needs, requests for support and opportunities for collaboration. We know that community agencies need to focus on delivering client services. Our role is to help build capacity, so that they can better serve our community. To ensure access to professional development opportunities for all agencies, over \$3,000 in bursaries is distributed to our agencies each year.

We are the catalyst with the latest trends and research through our web site and e-newsletter. We support best practice in volunteer management, provide resources to help our agencies manage change and bring community groups together to share ideas and grow. Excellence in volunteer and non-profit management doesn't just happen; it must be nurtured and supported. Volunteer Victoria is the catalyst.



PROVIDING LEADERSHIP TO THE LOCAL VOLUNTARY SECTOR

Volunteer Victoria drives new initiatives, provides input on policy issues, creates networks and develops partnerships that facilitate learning and innovation. We identify emerging needs within the non-profit community and mobilizes response.

We carry out research to better understand the volunteer needs of specific demographics, e.g. Boomers, youth, and isolated populations. Additionally, we participate on a range of forums and task forces, such as the provincial government and non-profit relationship building initiative, to represent the needs of the local voluntary sector.

One of our key roles is advising globally and supporting locally.

Our Impact in 2008

- ✓ Close to 600 agency representatives participate in our training initiatives each year.
- ✓ Staff handled more than 3,200 calls from agencies providing resources and support to assist their operation.
- ✓ Collaborative initiatives, that include peer networks and cross-cultural training, enable us to leverage scarce resources and achieve cost efficiencies for our agencies. We also facilitate collaboration between agencies, whether around shared volunteer training or program development.

Learn more about us at:
www.volunteervictoria.bc.ca

Current Initiatives

- ✓ Volunteer Victoria hosts Learning Networks for 110 Executive Directors and Coordinators of Volunteers, delivered in collaboration with the Centre for Non Profit Management.
- ✓ Retired Leaders Volunteer Network engages retired leaders in small volunteer teams to support non-profits with high level organizational development projects.
- ✓ The Leadership Transitions Project supports agencies through the critical period of Executive Director transitions.

THE CHALLENGES AHEAD

DEMOGRAPHIC SHIFTS

Older adults, the 'Super Volunteers' of the past 3 decades, are now exiting the ranks of volunteers in droves. Those who are potentially coming in to replace these individuals have very different needs, interests and capacity around volunteering. Today's volunteers increasingly want to design their own role, and they want roles that help them to make a difference in their community.

AGENCY SHIFTS

Volunteer Victoria's referrals have more than doubled since 2004 and this trend is continuing since there are generally fewer dollars for program delivery, creating an increasing reliance on volunteers.

Volunteer roles are becoming more challenging and agencies need additional tools, resources and support to successfully engage volunteers and address these challenges.

ECONOMIC SHIFTS

The current economic downturn, which has left no sector unscathed, has also significantly impacted the non-profit sector. The already limited resources of community agencies are being stretched to capacity and greatly increasing the demand for volunteers to support service delivery.

COMMUNITY IMPACT

Our agencies deliver critical programs and services to thousands of clients in our community. Almost without exception, these programs are supported by volunteers. Without these volunteers, the structure of agencies is threatened. Programs and services may also be curtailed or eliminated. *When services are diminished our entire community loses.*



YOUR SUPPORT CAN HELP US WITH THE SOLUTIONS

Our impact for 2009 - 2010 is dependent upon your support.

✓ Your support *WILL* help us recruit new pools of volunteers

We have identified specific populations as having significant potential for increased volunteer involvement. These are younger professionals, new Canadians, youth and Boomers. Each group has very different needs and priorities, and each will require a strategically targeted approach. The outreach, recruitment strategies, messaging and media will have to be carefully tailored for each group if they are to be successfully engaged.

The implementation of engagement strategies for each of these groups has the potential to substantially increase the pool of volunteers available to our community. To deliver these initiatives will also require significant resources.

✓ Your support *WILL* assist in facilitating collaboration between agencies

In addition to expanding the volunteer pool, there is also a need to support community agencies in sustaining these increased levels of volunteer engagement. Successful volunteer participation requires a considerable investment of time and resources for the agency. Support for those who manage the efforts of these volunteers is critical for successful volunteer engagement (i.e. provision of resources, information and training).

Another significant support is the facilitation of collaborative volunteer training. Agencies working with a common client group or having similar volunteer training needs can greatly benefit from sharing their volunteer training.

Agency collaborations in other areas of volunteer management are also possible. One would be shared volunteer management for small agencies that could not individually sustain a coordinator of volunteers. Another is shared volunteer support (e.g. for graphic design, web development, etc). Again, these initiatives afford multiple benefits, but require support and resources to successfully implement.

✓ Your support *WILL* allow Volunteer Victoria to respond to emerging trends

Agencies providing direct services simply do not have the resources or capacity to track trends and issues impacting the sector. Their primary focus is on meeting client and community needs. As such, they are largely reliant on external sources to compile and disseminate this information. Where the impacts necessitate a course correction, agencies also need tools and strategies to facilitate these transitions.

The presence of a local resource can make a huge difference in the way that agencies respond to and manage change. A supportive resource can also positively impact the pace at which response occurs and the agency's confidence in managing transitions. We know that tools for effectively managing change are vital for sustained volunteer engagement and for broader agency sustainability. It is clear that this infrastructure support can generate significant benefits to community agencies. This also requires significant time and resources to deliver.



Learn more about us at:
www.volunteervictoria.bc.ca

WHY VOLUNTEER VICTORIA?

Volunteer Victoria is well respected across the sector as an organization with integrity and values. As highlighted at a recent stakeholder engagement session, Volunteer Victoria is viewed as “an open and transparent agency that provides value for dollars ...and has created a culture of integrity, values, and ethics”. While our services have expanded over the years to meet local needs, we still hold the same values and passion for community as those who founded this organization nearly 35 years ago.

Volunteer Victoria continues to have a dedicated board, staff and volunteer team, as well as a solid organizational infrastructure. Board members, who are drawn from a broad cross section of the community, bring considerable expertise and capacity to their roles. Our knowledgeable staff has a wide range of non-profit experience and the Executive Director brings 24 years of experience in the sector.

OPPORTUNITIES FOR YOU TO PARTICIPATE

Your support will make it possible for Volunteer Victoria to deliver programs that connect youth with volunteering, provide access to those who face barriers to volunteer participation and engage volunteer teams of retired leaders who can help our agencies to build better organizations - and healthier communities.

Volunteers in our community hold frail hands, offer support on crisis lines, bring joy through music, build nature trails, make history come alive, read to your Gran, teach art to kids, provide leadership on boards, share the wonder of science, build housing for those in need, and so very much more.

Volunteer Victoria plays a unique and vital role in our community. By supporting our volunteer centre you are supporting hundreds of local organizations to deliver critical services to thousands of clients. You are supporting youth citizenship, Boomers giving back to their community and young families volunteering together. You are helping to build community!

Here's how you can support us:

- Make a donation. Be it \$5 or \$5,000, your contribution *DOES* make a difference.
- Designate a donation to Volunteer Victoria through the United Way.
- Leave Volunteer Victoria a gift in your will. Your gift may be a specific dollar amount or a percentage of assets in your will.
- Consider using assets for your charitable gift.
- Think about becoming a sponsor of one of our programs.

To make a donation by mail, please send to:



Volunteer Victoria
306 - 620 View Street
Victoria, BC V8W 1J6

Charitable registration number: 11894 6987 RR0001

Volunteers are essential to our community and Volunteer Victoria is the essential link between these volunteers and the hundreds of organizations they serve.



QUESTIONS OR PRIVATE CONVERSATIONS: Please call Executive Director, Val Green - 250.386.2269 or val@volunteervictoria.bc.ca.