



COMMUNITY
FOUNDATIONS
OF CANADA

The Learning
Institute



Embracing the Future: Trends in Volunteerism

February 7, 2024



Welcome!

- Please use the chat box
- For the best experience, close all other applications and use 'Speaker View'
- Turn up your computer's volume
- Recording in the CFC Resource Library

Introducing



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Embracing the Future

Trends in Volunteerism

Co-Presented by Alyssa Blais, Director of Member Services and Engagement
and Shaminda Perera, MEd., Knowledge, Practice and Learning Lead at
Volunteer Canada

About Volunteer Canada

Founded in 1977, and with 1,100 organizational members, Volunteer Canada is a leading voice on volunteering and participation, recognizing and elevating the multitude of ways that individuals connect and contribute.

We work in partnership to develop the investments, methods, and pathways to build and enhance accessible movements of volunteerism and participation.

We are the sector's backbone organization.



Vision

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

NATIONAL VOLUNTEER ACTION STRATEGY

Meeting the Moment

It's time to take action:

- To address the volunteering and participation crisis
 - Address barriers to participation
- Increase belonging and inclusion
 - Break down barriers to participation and increase accessible and inclusive experiences
- Create opportunities to address climate change
 - Direct volunteer efforts toward combating climate change, and better respond emergencies
- Call to action for individuals, organizations, and policymakers
 - Support the strategy and increase volunteering and participation rates



WHY

is this

Important?

Meeting the Moment

It's time to take action:

- The nonprofit and charitable sector provides essential services, with 58% of organizations having no paid staff. Volunteering is integral to Canada's social systems.



Meeting the Moment

It's time to take action:

- Volunteering is a powerful force leading to more robust, resilient communities and promoting a sense of meaning and belonging. It impacts every aspect of our society, benefiting those who volunteer, organizations, communities, and the planet.



**Volunteering is
facing a tough time**

Trends in Communities

- Our society and communities are experiencing increasing polarization, exclusion, and disengagement – and increasing participation and belonging are avenues to reversing these trends.



The Power of Volunteering

- Issues are complex
- We need a strong social system to address social challenges
- Critical point in Canada
- Build a Roadmap



ROADMAP DEVELOPMENT

- 01** **Online survey** of Volunteer Canada's membership
- 02** **1-1 consultations** with over 30 sector leaders from the philanthropic, nonprofit, and corporate sectors
- 03** **7 roundtables** from Victoria to St. John's

- 04** **Literature review** of existing research and evidence on volunteering (including volunteer characteristics, motivations, and barriers)
- 05** **Jurisdictional scan** of volunteering frameworks and strategies developed by other countries, provinces and territories

RESULT:

The Roadmap, which summarizes insights from the consultations and research and offers guidance in building the foundation for a National Volunteer Action Strategy.

THE ROADMAP

volunteerstrategy.ca

01

The State of
Volunteering and
Participation in
Canada

02

Strategy Development:
Insights and
Considerations

03

The Way Forward



A ROADMAP TO MEET THE MOMENT

Co-Creating a National
Volunteer Action Strategy
for Canada

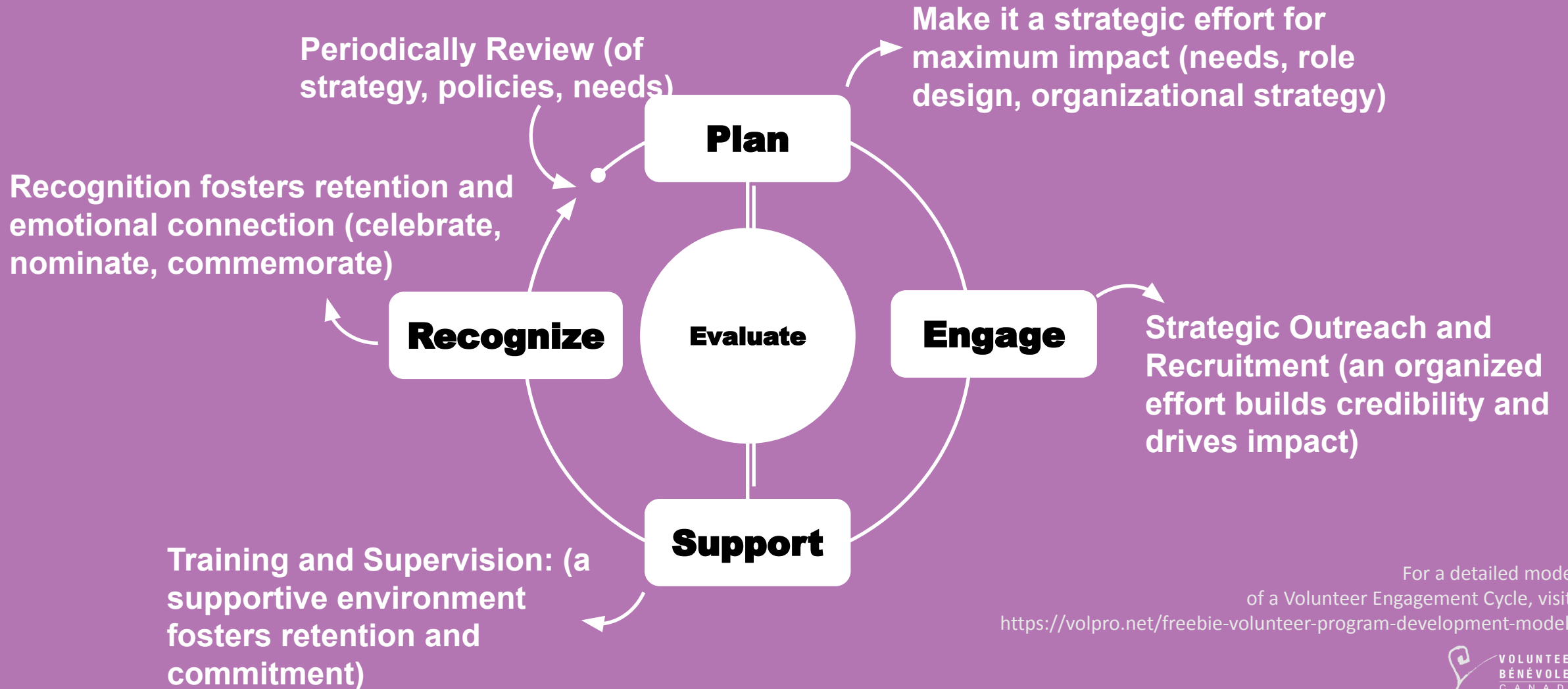
Breakout Session

Key Questions:

- How has the volunteer shortage affected your community foundation's ability to support local initiatives?
- In what ways has the shortage impacted the delivery of essential services funded by your foundation?
- Are there specific programs or projects that have been particularly affected by the decline in volunteer numbers?



Strengthening Volunteer Engagement



Strengthening Volunteer Engagement

01 Strategic focus. Make volunteer engagement part of your strategic discussions.

02 Foster collective impact. Partner, collaborate, share.

03 Invest in Volunteer Management. Dedicate a leader, support their professional development, identify infrastructure needs.

04 Design meaningful experiences. Identify trends, review roles, and re-design where needed.

05 Leverage technology. Embrace technology and invest in ongoing expenses.

06 Connect with expertise. Volunteer Canada and Volunteer Centres.

Breakout Session

Key Questions:

- What strategies or initiatives have you considered or implemented to address the volunteer shortage within your community foundation?
- How can a National Volunteer Action Strategy support your community foundation and grantees in overcoming these challenges?



Thank you!
Merci!