



OUR CASE FOR *YOUR* SUPPORT

Volunteer Victoria is a leader and key resource for the Greater Victoria non-profit sector. We connect agencies seeking support for vital services with volunteers who want to build community. As the only local organization mandated to build community through volunteer engagement, our mission is *'To build an engaged community through leadership in volunteerism and non-profit management'*.

Serving the community for over 35 years, we link over 16,000 volunteers annually and support the work of nearly 300 community agencies while also promoting the value of volunteerism and providing leadership to the local non-profit sector.

Your investment in Volunteer Victoria will help us sustain strong and sustainable volunteer programs and ensure local agencies have the necessary volunteers to deliver vital programs and services that will give their clients the best possible support.



VOLUNTEER VICTORIA LEADS A WIDE RANGE OF INNOVATIVE PROGRAMS ACROSS FOUR KEY AREAS:

1. VOLUNTEER RECRUITMENT AND REFERRAL

We are continually working to identify new pools of volunteers for the ever-increasing needs of community agencies. This is supported by our online database that provides a central, accessible resource for potential volunteers. Our *Youth Volunteer Connections Program* builds citizenship for young people and provides additional support for marginalized youth while our *Volunteer Access Program* facilitates volunteer opportunities for individuals with mental health concerns. In some cases, this is a valuable first step toward employment. Volunteer recruitment extends to local businesses with our *Employer Supported Volunteerism Initiative*, designed to support corporate volunteerism and engage workplace volunteer teams.

OUR IMPACT

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

2. PROMOTION AND RECOGNITION OF VOLUNTEERISM

Through our diverse outreach programs, we continue to raise awareness and promote the benefits/impact of volunteerism. Working with traditional and new social media, Volunteer Victoria gets the word out about volunteering every day, all day.

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.*

3. BUILDING CAPACITY FOR NON-PROFIT ORGANIZATIONS

Volunteer Victoria is responsive to agency resource needs, requests for support and opportunities for collaboration and plays a key role in delivering accessible, timely and high quality training to the local non-profit sector. 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.

OUR IMPACT

- ✓ *Close to 600 agency representatives participate in our training initiatives each year.*
- ✓ *Last year, staff handled more than 3,200 calls from agencies providing resources and support to assist their operations.*
- ✓ *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 around shared training or program development.*

4. PROVIDING LEADERSHIP TO THE LOCAL VOLUNTARY SECTOR

We drive new initiatives, provide input on policy issues, create networks and develop partnerships that facilitate learning and innovation. We identify emerging needs within the non-profit community and mobilize response.

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.
- AGENCY SHIFTS*** → Volunteer Victoria's referrals have more than doubled since 2004 and this trend is continuing. 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 has 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. 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 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. Each group has very different needs and priorities, and each will require a strategically targeted approach. 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** by supporting community agencies in sustaining increased levels of volunteer engagement. Support for those who manage the efforts of these volunteers is critical for successful volunteer engagement (i.e. provision of resources, information and training). We need to continue facilitating collaborative volunteer training and agency collaborations (i.e. shared volunteer management for small agencies that could not individually sustain a Volunteer Coordinator or shared resource support such as graphic design and web development).
- ✓ **Your support *WILL* allow Volunteer Victoria to respond to emerging trends** by compiling and disseminating information on issues impacting the sector, which will in turn allow agencies develop strategies to facilitate these transitions. 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.

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 over 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.