

Slide 1: Hello, and welcome to Understanding Volunteerism in the Not-for-Profit Sector. My name is Jane Hennig and I'm the executive director at volunteer action center, Waterloo region. I'm also a volunteer currently serving on three boards of directors- one local, one regional and one national. And so, I bring both perspectives to this presentation. Today we are setting the context for the digital course on volunteer management for the not-for-profit sector.

Slide 2: Volunteering and the profession of volunteer management is complex. This presentation will provide a glance of current volunteer trends and data to demonstrate the value of investing staff energy and experience in this important asset in the not-for-profit sector. The objective is to provide context for the following presentations and resources compiled in this course.

Slide 3: The topics we're covering in this presentation provide an overview of volunteering in Canada. We will have evidence of the economic contribution received from volunteers. And we'll talk about how the volunteer environment is shifting in Canada today.

Slide 4: Let me begin by acknowledging a challenge we have in our sector. In an environment where evidence-based decision-making is important, we have limited access to current data. With regard to volunteering, Stats Can has been collecting data on aspects of our sector since 2003, but often by the time it is released, it is dated. The evidence or stats that I'm going to be sharing with you today are from four of the most current research papers in our sector. These papers are included in the research or resource section of this module. 2018, the most current data released this year, was the first survey that explored both formal and informal volunteering and evidence that informal volunteering is a huge growth area in community engagement.

Slide 5: Informal volunteering is individuals contributing to the betterment of our communities without participating in a formal charity or not-for-profit setting. It can be assisting family members or neighbors in need so that they can live in their homes longer. It might be cleaning up our neighborhoods while we walk our dogs. There are many ways in which volunteers help in the neighborhood without going through a formal volunteer setting. Understanding how this form of volunteering works, what the motivations behind this form of volunteering are, can inform the way we recruit volunteers and provide understanding to why volunteers may not be attracted to the formal setting as they once were. This will strengthen our ability to engage individuals in a formal setting.

Slide 6: For the purposes of this course, we will be focusing predominantly on formal or traditional volunteering. This is volunteering that provides human resource supports for the not-for-profit sector. Formal volunteering has procedures and structure that require investment of organizations. Volunteers bring value but if managed poorly can reflect on our organization's reputation and put our clients at risk. In Canada, 24 million adults are considered volunteers. This is the combination of both informal and formal volunteering, 12.7 million volunteer in formal settings. That's 41% of the adult population. They give in the course of the year, the

equivalent of 0.9 million FTE or a full-time equivalent employed positions. This is actually down from 1.1 million FTE in previous surveys.

Slide 7: This infographic breaks down current data in terms of generational engagement and location of engagement. I-gen or youth engagement continues to be the highest rate of volunteerism. And I qualify this- no, this is not mandated engagement through high school, curriculum requirements found in many provinces. This is actual volunteering. You'll see that the average hours are 82 hours annually for the students, which is a number that far exceeds the requirements of any of the curriculum that are set out in the different provinces. Matures or older adults still have the lowest rates of volunteer engagement, but they provide the highest number of hours annually.

Slide 8: And where did they give all these hours? Well, as you can see in the lower half of this infographic most are giving their time in hospitals, religious organizations, sports and recreation facilities and programs, and for arts and cultural activities. So, 111 hours on average for hospitals, 110 for religion, and so on.

Slide 9: So, who is actually volunteering in the formal setting? As I said, in a previous slide, the youth or i-Gen population are providing the highest rates of volunteering. So, the most numbers of volunteers, but still the fewest hours, which makes sense because of all of the other activities that they are engaged in. But we also know that there are higher rates of volunteerism among those with university degrees, with higher income households, those who attend religious services frequently. We know that on average seniors are giving more hours. There are a few of them, of course, that are able to where they're physically challenged. They have troubles with transportation and so on. So, getting seniors out can be really valuable. It's just harder to manage that in the current environment for them. Where there has been a significant change. And we'll see that at the bottom of this slide is not when the survey data was taken. 20% of volunteers said that they use the internet in some way during their volunteer activities. Of course, during the pandemic, this has changed significantly. We're not anticipating that it will go back to the pre-COVID numbers in terms of the smaller percentage of engagement via the internet or including the internet is part of the role. Partly because we have had so many gains in terms of knowledge of technology, but also in terms of the quality of technology. And so, we're anticipating, and we will have a whole segment on virtual volunteering, which is volunteering without actually coming into a specific location.

Slide 10: This slide again is providing a teaser for a future presentation, but why is it important in this context setting presentation? Well, volunteer rates are currently not growing year over year in a formal volunteer setting, but the employer support for volunteering is growing exponentially. In the 2013 survey, which is still our best data on this subject, a full third of formal volunteers indicated that they were supported in some way by their employer to volunteer. This support comes in many forms. It might be time off to volunteer. It might be providing resources or supplies for the volunteer project or program, and it might be matching donation to the hours that the employee has volunteered. Whatever the way, it is important to

us because it adds and strengthens the human resource that we are receiving through volunteering, but it also provides us an opportunity to start building those connections that can lead to future partnering in community.

Slide 11: And why are these stats so important to the overall context of this program? It's paramount to realize that on average, 50% of the human resources of our organizations are voluntary. As general engagement is currently stagnating in formal volunteering. It is important to consider how to build opportunities that will appeal to corporate partners or those that have been involved in, in formal volunteering. These are real growth potentials for our human resources and very important to keep in the back of our minds as we go through the different presentations of this program.

Slide 12: In the first few slides, I've talked a little bit about who volunteers are and how they engage. Now I'm going to talk a little bit about the big picture about why is formal volunteering important in Canada. And this is sort of broadly speaking. So broader than just your own organization. Canada has built an infrastructure that relies on volunteering. In 2018, the conference board of Canada issued a white paper on the economic contribution of volunteering in the nonprofit sector. This was the first paper of its kind and at this level that quantified the contribution of volunteering to both the sector and to the Canadian economy.

Slide 13: While we learned that the not-for-profit sector as a whole contributes nearly 8% to the GDP in Canada, what is significant for us to understand is that the work contribution of volunteers alone is 2.6% of the GDP. That is the equivalent work contribution of the entire education sector from pre-school through post-secondary. This is not just significant in terms of human resources for our sector, but in terms of human resources as a contribution to the whole of the Canadian economy.

Slide 14: I really love to share those stats on the economic contribution of volunteering and the sector to the Canadian economy when I'm speaking with a variety of audiences. It really reframes the way we think about what we contribute to Canada. But beyond economic contribution of volunteers, the paper also highlighted the impacts that volunteers make as leaders, ambassadors, fundraisers, and workers in our organizations.

Slide 15: Knowing that volunteers are important resources and how they engage is changing. It is important to understand what motivates people to volunteer formally. There continues to be an overarching sense of personal responsibility among Canadians who volunteer. They see the importance of volunteering in order to have a variety of programs and services in our communities. There is a growing desire among volunteers to have a voice or influence the shape of their communities. More specifically, and how it will affect us as leaders in the not-for-profit sector, they are finding their leadership voice in our programs and services.

Slide 16: 60% of those volunteering are volunteering for a cause that concerns them. So, we need to be sure that they're aware of our organizations and the impact that we make. They need to know that they are going to be making a difference. It is clear that volunteers see

themselves as having an important role and they expect organizations to value their contributions and treat them accordingly.

Slide 17: As we close this first presentation, I need to go back a little bit to that informal volunteering in terms of understanding the motivations of volunteers. I assume that we've all heard and understand the concept of corporate social responsibility. The concept of an ethical business and community engagement- doing good and being seen to do good by the corporate community. This concept is translating into individual, what we're calling individual social responsibility. It's a growing desire among Canadians to build ethical decision-making into their life decisions. Volunteering is an important aspect of this, not the entirety of it. But more and more Canadians as we saw earlier, 79% who are, are currently engaged in volunteering. But many more are even looking at their ethical decision-making, how they can make a difference by composting, by doing activities that are part of their day-to-day existence. Investing ethically. All of those components that really make up the whole of society. And it is important and more and more important that individuals both are seen to be doing good and are doing good in all of their decision-making. So, as we're thinking about how we engage with volunteers, and as you learn about volunteer management in the sector, think about how we can demonstrate, through their activities as volunteers, the good that they are doing for the communities that they're serving.

Slide 18: As I wrap up this first context setting presentation on understanding volunteerism in the not-for-profit sector in Canada, I'd like to share the four resources that I talked about earlier that are providing the stats for this presentation. And I encourage you to go on, to participate in the rest of the modules that are part of this course. And I hope to, and will be, part of a future presentation.