

Slide 1: Welcome to the Canadian code for volunteer involvement module. In this module, we'll be introducing the Canadian code for volunteer involvement or the code as it's commonly referred to. We'll talk about what it is, why it's important, and how you can use it to support an effective and integrated volunteer engagement strategy in your organization. My name is Marisa Gelfusa and I'm a project consultant with volunteer Canada. Volunteer Canada provides national leadership and expertise on volunteerism to increase the participation, quality and diversity of volunteer experiences and has been instrumental in developing and updating the code throughout the years.

Slide 2: This module will invite you to think about volunteer engagement differently. The code invites us to consider it as a concept that's deeply embedded in the mission, in the decisions and policies that touch all aspects of the organization and where everyone has an important part to play in promoting and maintaining volunteer engagement. Following the completion of this module, you'll be able to explain the origin of the Canadian code for volunteer involvement and gain a greater understanding of its importance for non-profit organizations. You'll be able to identify the three different components of the code and how they work together to foster an integrated approach to volunteer engagement. You'll be familiar with the steps involved in implementing the code. And finally, you'll be aware of the excellent resources that have been developed to support organizations in learning more about the code and applying its guidelines.

Slide 3: Canadians continue to be generous with their time and are highly engaged in their campaigns. According to Statistics Canada's 2018 general social survey on giving, volunteering, and participating, close to 13 million Canadians volunteer. More specifically, 12.7 million Canadians are engaged in formal volunteering, 23 million Canadians engaged in informal volunteering. And the overall rate was 79%. That's 24 million Canadians when including both formal and informal volunteering. This engagement is critical to all aspects of the well-being of individuals and communities. People are doing great things inside, alongside, and outside of organizations. They're raising funds, raising awareness, mobilizing ideas, mobilizing people, all to improve lives, communities, and society. Currently, many organizations are choosing to take a more integrated human resource management approach. Given that organizations are responsible for anything done in their name by a volunteer, paid employee, co-op student or someone completing community service hours, and that they are also responsible for anyone who works with them, policies and practices relate more to what a person does within the organization and not how they are remunerated. With the exception of matters related to compensation and recognition, most policies apply equally to everyone in areas such as training and supervision, evaluation, confidentiality, harassment, inclusivity, conflict of interest, and screening. The Canadian code for volunteer involvement provides a framework and tools to support this integrated approach to volunteer engagement.

Slide 4: Volunteer Canada created the Canadian code for volunteer involvement to support organizations that engage volunteers. The code is a guide for involving volunteers in all levels of an organization. This includes volunteers working in leadership, direct service, and virtual roles. It aims to improve volunteer involvement across different types of organizations. It is designed to be adaptable and can be adopted and implemented by organizations of all sizes. The code

clearly states the value and benefits of volunteer involvement. It provides a framework for discussion and decision-making within organizations. It also promotes meaningful volunteer involvement that meets the needs of both the organization and its volunteers.

Slide 5: The Canadian code for volunteer involvement was first launched by Volunteer Canada to mark the international year of volunteers in 2001. As you'll see, it has evolved and continues to evolve in collaboration with diverse stakeholders. Originally, the code was the vision of Liz Weaver at the time Executive Director of Volunteer Hamilton and was developed as her anchoring project in the McGill McConnell program, Master of management for national voluntary sector leadership. It was revised in 2006 in partnership with the volunteer management professionals of Canada to consolidate the code and their standards of practice. Over the years, it's been revised to reflect legislative changes, demographic shifts, global trends, and social innovation within the volunteer engagement field. In an effort to make it easier for organizations to apply the code, Volunteer Canada has also developed concrete resources. These are included in the resources we'll look at the end of the module. Other sectors have manifested an interest in adopting an integrated approach to volunteer engagement. This includes employer-supported volunteering. Volunteer Canada's corporate community engagement council led the development of the Canadian code for employer-supported volunteering. It aligns closely with the code for volunteer involvement and outlines the value of employer-supported volunteering, offers guiding principles for cross sectoral relationships and standards of practice. The two codes provide a foundation for business and non-profit organizations to build effective partnerships in their work together to strengthen communities.

Slide 6: As we saw through its history and evolution, the code recognizes and reflects the changing realities of volunteer engagement. It's designed to be flexible and applies to organizations of all sizes with different levels of resources, rural and urban, crossing a range of mandates led by paid staff or by volunteers. Elements of the code are designed to be inclusive and applicable to a diversity of people, cultures, communities, opportunities, and approaches. Whatever the organization, a key factor is that its leaders must be on board and actively champion a culture and structure that supports and values the role and impact of volunteer involvement. Let's discuss the different elements that are addressed in the code. The code is made up of three important parts. The value of volunteer involvement, guiding principles, that frame the relationship between the volunteer and the non-profit organization, and the standards of practice for involving individuals in meaningful ways that ensure successful integration of volunteers while meeting the needs of both the organization and its volunteers. Let's look at each of these in detail.

Slide 7: The first part of the code is the cornerstone of volunteering engagement. Recognizing the value and the powerful impact that volunteer involvement has on Canadian society, organizations, and on individuals, volunteer engagement is a fundamental part of a democratic society that promotes civic engagement and encourages us to participate in creating the society we want. Volunteer involvement promotes change and development through the collective efforts of those who know the community best and uses local assets to make community

challenges and strengthen the social fabric. Volunteers provide organizations with the skills, talents, and perspectives that are essential to increase their capacity, to accomplish their goals through programs and services that respond to the needs of their communities. We know that volunteer involvement offers several benefits to individuals. Some of these include a sense of belonging and a general wellbeing as they engage in activities that meet their personal preferences, interests, skills, and motivations. Volunteer engagement is the great connector. It connects people to each other, to the causes they care about, and it creates bridges between very diverse sectors, such as government, corporations, and the non-profit sector for the greater good of the community.

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Slide 9: The standards of practice are guidelines by which organizations can develop practices that support volunteer involvement. These standards start at the heart of the organization, its mission, and they come into play well before the volunteer is even recruited. The code standards are closely aligned with the volunteer management cycle that you see here on this slide, they set guidelines for each of the steps that organizations take to ensure an effective and fulfilling collaboration for the volunteers and the organization. Let's take a closer look at the standards of practice.

Slide 10: There are 10 standards of practice. As you can see, they are closely related to the volunteer management cycle. As we go through these, I would invite you to consider the following question. Where would you position your organization with regard to each standard? Which areas are well-developed? And which areas need more work? Let's go through these briefly. Mission-based approach. It's the place where all practices, policies, and actions take shape. The board of directors and senior staff play an important role in volunteer engagement by actively acknowledging and articulating the vital role of volunteers. Volunteer role description, spell out how each role is linked to the mission. Human resources. The organization is encouraged to have an integrated human resources approach that includes paid employees, students, and volunteers. Volunteers are welcomed and valued as integral members of the

organization's human resources team. Infrastructure for volunteer involvement. When we talk about infrastructure, we're talking about the organizations having policies and administrative procedures that define and support the involvement of volunteers and present clear guidelines. Most importantly, it also means that the organization has a qualified resource in place to support volunteer involvement. Four, evaluation: tracking, measuring, and reporting. It's important for the organization to track and record volunteer involvement. This includes assessing not just the performance of individual volunteers, but also gauging volunteer satisfaction. These are supported by standard documents, records management practices, and procedures. Volunteer roles in recruitment. Organizations are encouraged to have clear role descriptions that will benefit both the people supporting them as well as the volunteers. When recruiting volunteers for this position, it's important to have a range of recruitment strategies to ensure that we're reaching out to diverse sources of volunteers.

Slide 11: Six, risk management. Risk management procedures help us to assess, manage, and mitigate potential risks related to each volunteer role. These risks could affect the volunteers, the organization, its clients, staff members, and participant. Screening. Screening as part of the risk management process. Organizations should have a screening process in place and apply it consistently. For many, this means having a criminal record check or a vulnerable sector check, but remember, this is only one of the 10 steps of screening. Orientation and training. Volunteers need to have information about the organization and their role and orientation to the organization, including the policies and practices as well as training specific to their volunteer role is essential. Support and supervision. Volunteers receive the level of support and supervision required for the role and are provided with regular opportunities to give and receive feedback. Recognition - valuing volunteer involvement. The value and impact of volunteer contributions are understood and acknowledged within the organization, and they are communicated to the volunteer. Lastly, it's important to remember that each organization is different and the standards of practice are made to provide guidance, not detailed instructions.

Slide 12: Before we go on, let's take a moment to further explore the seventh standard of practice- screening. While it's often connected to the selection process and police checks, screening plays an important role throughout the entire volunteer engagement cycle. It's an ongoing 10 step process performed by an organization to ensure that volunteer involvement is meeting the needs of the organization, the populations they serve, and the volunteers themselves. It plays a role in fulfilling the organization's moral, legal, and ethical responsibilities. Screening has important benefits. It helps match people with volunteer roles while improving the quality and safety of the programs and services. In summary, the 10 steps of screening recommend assessing the position for risk writing, clear volunteer position with roles and guidelines, and that the recruitment messages include information about the position and screening procedures. Well-developed applications, interviews, and references help to establish whether the person has the right skills, attitude, and knowledge for the position. In other words, they help select the right person for the right position. Based on the requirements of the position, a police check may be needed particularly if the organization is working with a vulnerable client. Providing clear information about their roles in the organization through

volunteer orientation and training helps volunteers understand the context, their role, and the risks involved. Ongoing supervision, follow-up, and feedback support volunteers and help to manage any issues as they come up throughout their engagement.

Slide 13: Now that we've looked at the 10 standards of the code, how can organizations work towards achieving these in ways that are meaningful to them in their community? As we mentioned earlier, organizations should work toward achieving the standards in ways that are appropriate to them. Volunteer Canada has developed tools and checklists that can help organizations to take a step-by-step approach to implementing the code. If your organization has already adopted a previous version of the code, some of the steps may not be necessary. Periodic review of the code will also help embed the values, guiding principles, and standards of practice into those of the organization.

Slide 14: Another tool that might be helpful is the code audit. The code audit tools can help your organization to assess its volunteer involvement strategy, practices, and, as part of volunteer Canada's membership benefits, it aligns with the code and provides a report with suggested tips, tools, and resources. Organizations can use it as part of the code adoption or during a regular review.

Slide 15: So far, we've looked at the three different elements of the Canadian code for volunteer involvement, the value of volunteering, the guiding principles, the standards of practice. Now what? The objective of developing the code is to create a document that organizations can adopt and implement. What does it mean to adopt the code? It's certainly not about being perfect at every level and having achieved all the standards of practice. Adopting the code is about committing to the continuous improvement of the volunteer engagement in your organization. Based on the experience of other organizations, Volunteer Canada put together the following step-by-step process by which organizations can move towards consolidating and improving their work with volunteers and the community. Going through the process of adopting the code is also a great opportunity to open a dialogue between the board, leadership, staff, and volunteers in the organization to foster a more integrated and mission-based approach. Let's take a look at some of the steps to adopting the code in your organization. To begin, review the code with leadership. Where does the organization stand with regard to the values and guiding principles sections? Secondly, share the information about the code and its benefits with the board of directors so that they can make a formal commitment to adopt the code. Then, Go public, let others know about your commitment by preparing and publishing a statement relating to volunteer involvement in your organization.

Slide 16: Next, assess your practices. This process gives organizations the opportunity to assess their practices related to the values, guiding principles, and standards of practice. Also, it helps to share your progress with the board and other stakeholders. Then, develop a plan. Develop a plan that will help you address the priorities and the areas you've identified and that you'd like to work on. Then, advise us, let us know at Volunteer Canada when your organization has adopted the code and is working towards implementing the standards of practice. We'd love to

know that we can include your organization on our website. You'll be in good company. Across the country organizations of all sizes and working in different sectors have already adopted the code. Then, review. Again, the code is a great tool to help organizations to mark their progress and to review and improve volunteer engagement. Well, this concludes the content we'll be covering in this module on the Canadian code for volunteer involvement. Let's review some of the material we've covered.

Slide 17: Volunteer Canada created the Canadian code for volunteer involvement to support organizations that engage volunteers. The code is a guide for involving volunteers in all levels of the organization. This includes volunteers working in leadership, direct service, and in virtual roles. First launched by Volunteer Canada to mark the international year of volunteers in 2001, it continues to evolve and change. The code is made up of three different components. First, the value of volunteer involvement that articulates and recognizes the value and powerful impact that volunteer involvement has on Canadian society, communities, organizations, and individuals. Second, the guiding principles that frame the reciprocity and the relationship between the volunteer and non-profit organizations. Third, the standards of practice for involving individuals in meaningful ways that are closely related to the volunteer management cycle and that ensure a successful integration of volunteers while meeting the needs of both the organizations and their volunteers. Lastly, we explored the step-by-step guidelines that can help organizations adopt and apply the code. Starting from working with the board and leadership to acknowledge and adopt the code to developing a work plan to address priorities, and to using the code audit tool to regularly review and update the volunteer involvement strategy.

Slide 18/19: There are many tools available to support your process of adopting the code from documents, checklists to expertise in the sector. Volunteer Canada has developed the following resources available on their website. The Canadian code for volunteer involvement, outlines the values, guiding principles, and standards of practice for volunteering engagement. The 10 steps of screening provides a structure for safe and responsible volunteer engagement. The Canadian code for employer-supported volunteering applies the code in that context. The Canadian code for volunteer involvement: putting the code into action provides a checklist that will help to implement the code. And the guide for cultural competency application of the code provides key implications of cultural competence for each standard of the code. You can also get support for adopting and applying the code in a variety of other words. You can access the volunteer Canada website where you'll find the tools and other resources we've discussed in this module. This concludes the presentation of the module on the Canadian code for volunteer involvement. Organizations that adopt the code are encouraged to work towards achieving the standards in ways that are appropriate to them, to review the code on a regular basis, track their progress, and to celebrate successes. We hope that the values, principles, and standards of the Canadian code for volunteer involvement have provided you with some ideas about the benefits of adopting and implementing the code in your organization.