

Make TEAM Volunteering Your Business: Organization Guide



Introduction

A solid group volunteer experience begins with good planning and preparation. This guide will help you put those foundations into place to ensure your volunteer satisfaction and success.

The best volunteer experiences are those that are designed internally and uniquely fit the people who participate. In this guide, you will find suggested practices, discussion-probing questions and frameworks for you to consider when managing group volunteering. Use this guide interactively as a road map; as you create policies, procedures and practices.



Table of Contents

Introduction

1

Models for Team Volunteering 3

Benefits & Challenges 10

Types of Groups 11

- Students 12
- Community Groups 15
- Business Groups 15

Five Essential Steps 16

EMPLOYER-SUPPORTED VOLUNTEERING 18

1. Making the Case 19
2. Planning 20
3. Building Partnerships 21
4. Involving Employee Volunteers 22
5. Evaluating 23

Resources 27

Acknowledgements

The Volunteer Action Centre of Kitchener-Waterloo and Area Inc. wishes to thank the following individuals and organizations for their assistance with this project:

Business Council Committee Members:

Vicki Nash-Moore, Groupworks

Harp Arora, Sedona Communications

Karin Voisin, Mosaic Counselling and Family Services

Mandy Dennison, Research in Motion

Natalie Brown, Common Thread Consulting.

Community Service-Learning Planning Group:

Mark Baetz, Laurier Centre for Community Service-Learning

Rebekah Rempel, Laurier Centre for Community Service-Learning

Shannon Pennington, Laurier Centre for Community Service-Learning

Cheryl Rose, UW Social Innovation Generation

Laura Gorman, UW School of Pharmacy

Jasminka Klacar, Pathways to Education, Mosaic Family Counselling

Evaluation and Research Assistance:

Trudy Beaulne, Social Planning Council of Kitchener-Waterloo

Contributing Staff Members:

Dianne Boston Nyp, Jane Hennig, Joanna Michalski and Prachi Surti.

The Ontario Trillium Foundation for their generous funding to help create tools and systems that will connect the right group with the right organization at the right time.

Volunteer Action Centre Member Organization Volunteer Managers for their contributions in events and surveys regarding engaging groups between September 2007 – September 2010.



Models for Team Volunteering

Introduction

From 2008 – 2010 the Volunteer Action Centre received funding from the **Ontario Trillium Foundation** to explore team volunteering and find ways to assist business, post-secondary and community organizations to develop more meaningful ways to connect through teams and project volunteering.

Input was captured at community forums and with advisory groups. Local Post-Secondary Community Service-Learning program staff, students, Businesses and Organizations that are currently involved in the development of group and team opportunities have shared their successful experiences and their challenges.

Tools & Templates

Existing documentation and tools were gathered and assessed in terms of usefulness and accessibility. The Points of Light Hands On Network in collaboration with Volunteer Canada provide valuable resources to help us manage and prepare for groups of volunteers.

Models for Team Volunteering

The following pages outline five basic models of team volunteering. Each model breaks down into six tangible components examples that exhibit variations within these models.

Purpose –what will be done

Leadership/Supervision – who is responsible

Participants – who participates

Time – how much time is needed

Size – how large a group

Location – where they need to go

TEAM MODEL TYPES

1. BLITZ
2. SERVICE CLUB
3. SKILLED
4. ROTATING
5. RESOURCE RAISING

Type 1 - Blitz Model

A few businesses offer employees one or two days a year to serve the community in which they do business.

KPMG contributes staff to help create community engagement options for employee teams to choose from each year. Recently a group of staff spent a day preparing and serving food for **House of Friendship** staff at a strategic planning day. Another project that has really moved their employee teams is that of assisting with home renovations to allow a person with limited mobility to stay in their own home.

In 2010, the **United Way of Kitchener Waterloo and Area** launched a local Day of Caring. The 21 projects in 21 organizations were completed by 21 teams from local businesses that contribute to the United Way. The projects ranged from gardening and painting offices to participating in Think Tanks at Capacity Waterloo Region and the Canadian Diabetes Association.

Homer Watson House and Gallery enjoys the contributions of various teams each spring and fall to come to help maintain the grounds of this heritage property.

Teams gather for a day or a half day to complete projects	
Variations include: <ul style="list-style-type: none"> • Multiple Groups at multiple locations (large scale) • Single Group at multiple organizations • Single Group at single organization 	
PURPOSE	Task completion: <ul style="list-style-type: none"> • infrastructure or building projects • environment, outdoor, gardening • maintenance, painting, cleaning
LEADERSHIP – SUPERVISION	Community Organization, Volunteer Manager, Maintenance Staff, Location Supervisor
PARTICIPANTS	Business, Schools, Community groups
TIME	Time Limited - half or full day, multiple days Could be an annual event.
SIZE	5 – 10 per group
LOCATION	Community organizations organizes single or multiple locations

Type 2 - Service Club Model

Likeminded individuals meet socially and develop opportunities to assist community through projects.	
PURPOSE	Clearly defined purpose and goals related to community support or need. Create events for a chosen community project(s)
LEADERSHIP – SUPERVISION	Club leaders work in collaboration with community organization
PARTICIPANTS	Club members and other volunteers
TIME	Ongoing - regular meetings to prepare for service delivery
SIZE	Varies –10 - 30 – 100 (core lead group to special event)
LOCATION	Ongoing regular meeting space plus various event locations

***The Maycourt Club** has used various group volunteer models to fulfill their mission. Several wonderful examples of their ongoing involvement include teams of women taking shifts at the “Nearly New” consignment clothing shop, while others perform educational puppet programs in schools and yet others create themed Christmas trees and decorations for raffle. Each contribution is part of the larger goal, to raise funds for women and children initiatives.*

***Corporate Service Clubs** provide the option to create an individualized club within any workplace. Interested employees participate in regular (can be monthly) lunch hour meetings to learn about programs and services in their community. Each club chooses one or more causes and raises funds, volunteers, or completes projects for a chosen organization. City of Waterloo and Wilfrid Laurier University are two local examples that have embraced this format.*

*Service Club contributions can range from large special events like **Oktoberfest** and the **Kiwanis Music Festival** to targeted fund raisers like the **Rotary Dream Home**. Youth service clubs are also being introduced to students in a few local high schools.*

Type 3 – Skilled Projects

For over 10 years **Leadership Waterloo Region** has connected their leadership classes with local organizations to complete professional projects such as marketing research, volunteer recognition development, accessibility audits, video productions, targeted foster parents recruitment plans, conducting focus groups with membership and more.

The Food Bank of Waterloo Region had their credit card receipting policies and procedures reviewed by a group of professionals from **Deloitte and Touche LLP**.

House of Friendship has had a thirty year relationship with **Elmira Mennonite Church**. This faith community grows, cans and/or freezes food each fall for their use over the winter.

Wilfrid Laurier University Masters of Business Administration students created a method for a local organization to research and analyze staff activity for efficiencies.

Teams pick a defined project related to their field of expertise	
PURPOSE	Using specific skill sets to provide or develop tools or resources for a local organization
LEADERSHIP – SUPERVISION	Community organization may have need specific departments not normally
PARTICIPANTS	Professional teams (HR, Financial), Post-Secondary students (course related work)
TIME	Time limited – parameter to be set by teams in consultation with recipient organization
SIZE	2 – 5 per group
LOCATION	Meet at community organization. Work is usually done by team off site with final project submitted to recipient organization

Type 4 – Rotating Teams

Teams from a single source take on a regularly scheduled, ongoing volunteer position.	
PURPOSE	To meet a specific program need for an existing ongoing community service. Delivering meals, growing food, running a boutique, nutrition program
LEADERSHIP – SUPERVISION	Community organization, volunteer coordinator
PARTICIPANTS	Small business, members of church or service club, students.
TIME	Ongoing – scheduled over annual program set by teams in consultation with recipient organization.
SIZE	1 – 20 per group
LOCATION	Various locations – within community program delivery area

Royal LePage has had a group of staff members share the delivery of meals on a weekly basis for over 20 years for **Community Support Connections – Meals on Wheels and More**. A variety of staff participate which keeps the commitment manageable, consistent and long lasting.

“We have come to get to know the recipients and look forward to a little conversation each visit. We feel great having the opportunity to help these individuals to stay in their homes,” said **Ted Scharf**.

Nutrition for Learning involves church, business and school groups in the delivery of their nutrition programs in schools and churches around the Region. Teams can take on shifts once a week or once a month depending on scheduling and location.

Long term projects can be developed to be completed in segments by students from a suitable program. A series of **post-secondary community service-learning student** teams are completing a large archiving project. Each semester a new team starts where the previous team left off.

Type 5 – Resource Raising

*The **Canadian Diabetes Association** has a menu of options to engage groups. Through the collaboration and support of their Work Place Wellness Committee – **Lance Canada Ltd** employees teamed up to host a clothing drive and ended up collecting over 6,200 pounds of clothing, smashing the National Corporate Clothing Drive record!*

*The **Alzheimer Society of Kitchener-Waterloo** has used a Coffee Break fundraiser that is portable to any variety of locations. UW Engineering Students have been very successful with hosting coffee breaks on campus, raising proceeds for the local chapter.*

*The **Food Bank of Waterloo Region** Canstruction event pits teams in competition to create structures out of cans of food. This event raises awareness, team spirit, food and funds for The Food Bank and the programs it supports.*

Teams raise funds or items for a charity of their choice.	
Variations: <ul style="list-style-type: none"> • Special Events • Third Party Fundraising • Food or clothing drives 	
PURPOSE	To raise funds/ supplies/ awareness of community need/ service / organization
LEADERSHIP – SUPERVISION	Collaborative with both community organization and partnering group
PARTICIPANTS	Business employees, students, community members
TIME	Various and most flexible, many options exist and can be controlled by teams
SIZE	Larger groups—various roles
LOCATION	External sites, work places, schools, events and or virtual campaigns

Selecting a Team Model

It will be important to consider motivations for your group with any potential opportunity or model of engagement. Consider these questions to reflect on the impact to the organization, community and participants.

- Does the project build upon and promote positive relationships within the community?
- Will the work completed make a difference to the organization, clients or community?
- Is it a project the community genuinely wants?
- Will the project generate or save money for the organization?
- Are special skills required? If so, are there opportunities to be trained in new skills?
- Are volunteer leadership opportunities available?
- Will volunteers feel as though they have completed something worthwhile when they are done?

Then choose a model type that appeals the most to you and your team.

TEAM MODEL TYPES

1. BLITZ
2. SERVICE CLUB
3. SKILLED
4. ROTATING
5. RESOURCE RAISING

Benefits & Challenges

Motivations of Volunteers

50% of Ontarians (age 15 and over) volunteer an average of 162 hours per year.

- 92% volunteer to make contribution to community
- 76% want to use their skills and experiences
- 57% have been affected by the cause of organization
- 25% to fulfill religious belief or obligation
- 23% to improve their job opportunities

Imagine Canada, Survey of Giving, Volunteering and Participating (2004)

Changing volunteer demographics continually test organizational creativity around how to access volunteer spirit and time in an effective manner. Group volunteering can be a reliable source for many organizations seeking support for sustainable events and programs. It is all about how you approach the concept.

Benefits to organizations

- a source of new connections and an opportunity to raise awareness
- a way to get a large task done with many extra hands to help
- a good way to build a community!

Challenges

- difficult to provide group opportunities with few internal resources to support them
- hard to manage large groups and connect the individuals to the right activities
- unclear value of impact provided to both groups and organization

The Challenges and Benefits need to be considered and this guide will help you prepare for possible ways to engage groups within your organization successfully with organizations that share similar values and visions for a better community.

Types of Groups

There are a several different types of groups available to your organization. Successful relationships built with local institutions can continue to provide you with ongoing resources and supports.

Consider these three potential types of partners for your organization. When designing short term or ongoing activities, consider which type of group will be the best fit.

Students

- providing new group possibilities annually
- have limited time frames but tons of energy
- are good for one time events and/or short term programs
- relationship potential with institution for continued support

Community Groups

- faith groups and service clubs can provide a wide range of experienced structure and support
- connect to like-minded individuals with good intentions
- potential for a long-term ongoing relationship

Businesses

- provide a framework offered by an employer
- may bring resources to assist
- professional skills and experience
- potential for continued relationship

TOOL

- ✂ See **Models for Team Volunteering** pages 3-9

RESOURCE

For information on groups seeking not-for-profit organization partners in Waterloo Region, contact the **Volunteer Action Centre** at info@volunteerkw.ca or 519-742-8610.

Student Groups

YOUTH Readiness AUDIT

Is your organization ready to provide:

- strategies to engage youth
- guidance and supervision
- youth-friendly positions and culture
- clear instructions
- flexibility and team inclusion
- recognition for their strengths
- feedback and ownership

Then you are ready!

Note:

Youth Readiness Audit was based on recommended resource:

The Youth Volunteer Audit, Donna Lockhart, the Rethink Group, 2005 and further developed by Reva Cooper Consulting, 2010.

Students of all ages are getting engaged in their communities with fresh energy and enthusiasm! Youth can also provide organizations with new perspectives that lead us forward. How we engage them is our challenge.

High School Students

Groups of students are available every year at local high schools which provides a continual opportunity for partnership consideration. Highly motivated students are seeking new challenges and others are simply concerned about completing mandated community involvement.

Youth provide lots and lots of energy and sometimes can be unreliable—but preparation and realistic expectations can create options for both organizations and youth groups.

How to work with youth groups:

- Provide clear concise information in a fun and relaxed atmosphere
- Avoid jargon and assumptions
- Consider ways to find out their skills and interests
- Provide a leadership volunteer to assist with supervising
- Create various options to give a sense of achievement whatever their contribution
- Enlist more youth than needed in order to compensate for some expected fall out
- Be understanding and flexible

Ideas for Youth Groups

- Cleaning Grounds
- Painting
- Book Sales
- Car Washes
- Performances
- Crafts and Arts

Post Secondary Students

Waterloo Region has access to a continual stream of university and college students who are able to connect to activities both on and off campus. The on-campus structure may work best for most groups of students to accomplish large scale fund raising or awareness raising events. These events are often referred to as **co-curricular** and can help fulfill the complete student experience at this busy and exciting time in their life.

Community Service-Learning (CSL) has been integrated into many courses at this level and provides students the opportunity to explore issues and organizations. The challenge is for organizations to find a way to harness this potential “resource.” Creativity, communication and relationship building is key for the development of mutually beneficial exchanges between post-secondary institutions and community.

A benefit to consider with groups of students at the post secondary level is that they bring with them the additional expertise provided by the institution. The liaison to instructors from various courses and programs can help you access further knowledge as well.

Students are a great way to build a strong community!

*In 2008, **KidsAbility** garnered the support of **UW School of Pharmacy CSL** students to assist with the development of a first annual community education forum for families of children with a diagnosis of autism. The additional support of the students helped reach a broader audience than expected that included doctors, health professionals educators and caregivers.*

TOOL

✳ Professional Skill Matrix

CSL PROJECT IDEAS

Aids Committee of Cambridge, K-W and Area - Build awareness, donor relationships with pharmacies and pharmaceutical companies for Vitamin Drive.

Alzheimer Society - Design and run Alzheimer fundraiser/awareness event at the university.

Christian Horizons - Interview residents of group homes to determine interest in volunteering or working in the community. Develop resources for possible placements.

K-W Habilitation Services - Gather data on medication at residential facilities. Identify trends, procedural issues and staff training needs.

Sunnyside Home - Develop materials for staff orientation, Alzheimer's awareness, recycling procedures. Assist with garage sale and Walk and Roll fundraiser. Digitize library collection.

Planning Projects for CSL Students

Student groups completing a **Community Service-Learning (CSL)** placement or project will be more successful if you and the school contact consider the following:

- **SKILL ASSESSMENT:** Take time to discover the skills and interests of your team. This will open up team communication around a shared vision and what roles/tasks each person might want to take on. Allowing a choice—keeps everyone interested.
- **PROJECT DEVELOPMENT:** Planning does not all have to be done by the service organization. If the team is involved with giving their input at the beginning it will help build the relationship and develop a project best suited to everyone involved.
- **ORIENTATION:** A thorough orientation to the work of your organization, its staff and the people they serve helps students understand your purpose. This will greatly impact their interest and motivation.
- **PROCESS:** Have a formal, documented process for timelines, scheduled meetings/communication, assignment of responsibilities, progress updates etc.
- **FINALE:** Have a formal process for wrap-up. Include celebration time as well as discussion of how the project will be implemented/have an impact or be moved to the next step after the team is done.

Management of Teams

“Having one person with the big picture to inform and introduce all the contacts to each other, helps make the process of team volunteering much smoother. Someone to help discuss any issues and assist with the evolution of the idea—will help to achieve a successful outcome.”

Laura Gorman, UW School of Pharmacy

Community Groups

Building relationships with local faith groups and/or service clubs can provide sustainable volunteer groups for agencies and organizations to garner support.

These groups purposely seek ways to "support and build community" and if relationships are established well and are flexible enough, you can reap the benefits of a long term relationship with fantastic groups of volunteers.

Connect with groups near to your service area and be sure they are aware of your needs. This may engage them for the long term if it is accessible and near to their own population.

Business Groups

Businesses of all sizes are interested in connecting to community. They benefit by being socially responsible which provides community organizations an opportunity to respond. It is time to get prepared.

What is Employer-Supported Volunteering?

Employer-supported volunteering is a coordinated, on-going effort which empowers employees to volunteer with the support of the employer, and embeds volunteerism in corporate culture. (Volunteer Canada)

Who is an Employer-Supported Volunteer?

An employer-supported volunteer is a volunteer who contributes time, skills and resources with encouragement from his/her employer. Often, these volunteers work for businesses which have established and formalized employer-supported volunteer (ESV) programs.

Five Essential Steps

Regardless which type of group you decide to work with—these steps are important to consider in your planning.

TOOLS

Visit the following pages for a variety of tools that can be adapted to suit various group or team volunteering considerations.

1. Making the Decision

The decision about how or why you should engage groups will focus your approach to reach into the community and create opportunities for new relationships with people from various backgrounds. Think about your **wish list of needs** or dreams and consider ways to delegate or share some of the tasks – this will pay off down the road.

2. Planning

Get a TEAM involved from the beginning. Development of the project ideas and planning does not have to be done entirely by the service organization. If a team is involved at the beginning stages it will take the pressure off the organization, help build the relationship and develop a project best suited to everyone involved.

3. Building Partnerships

Relationships create awareness and alliances. The entire process of **creating a group opportunity together** is when new ideas and potential partnerships evolve. Even if only for a few hours a month or a year, staff and the people they serve can be impacted from planning through to completion.

4. Involving Group Volunteers

When people understand a community need it helps their motivation and creates awareness that can spread. A volunteer champion is your best spokesperson to engage others to participate in a group.

5. Evaluating

How do you know how well you have done if you don't reflect? Be sure to plan a simple wrap-up or celebration time to give an opportunity for conversation about how the experience went or should go next time.

Project Development

Projects for teams require forethought and preparation. There are many options to consider and ways to engage groups. In all cases—the following tips will help create a successful experience for all.

Start small

A project with a limited scope is easier to manage, is more feasible resource-wise, and will always have the potential to grow. You are building a relationship as well as a project. Be realistic in your requests and expectations.

Be thorough

Outline and allocate responsibility for all tasks and steps, establish a formal agreement with your partner, and ensure that it is all documented. Make sure that you both understand your organizational cultures, each other's expectations, and the scope of the partnership.

Communicate

Ensure that the lines of communication are open by establishing who is your contact for your business, how frequently you will meet, and the processes for communicating with the volunteers.

Plan for review

Agree upon a mutual review process. It is likely that your business will have internal evaluations of the success of your partnership's first project, but it is crucial to share the evaluation conclusions with each other.

Be honest

If you feel that the partnership is not working, speak up. Be clear about expectations and goals for the partnership; for example, if you are anticipating a short-term relationship that will end once the project is over, be upfront.

TOOLS

- ✂ See **Models for Team Volunteering** pages 3-9
- ✂ Project Planning Worksheet
- ✂ Details Make the Difference

Employer-Supported Volunteering

NOTE

It is important to note that the suggested practices and procedures will be most successful when modified and tailored to your organization's size, culture and operation.

This portion of the guide is for any organization that is interested in involving employee volunteers into its existing volunteer program and service delivery in a more formal manner.

The Case for Involving Employer-Supported Volunteers

Employer-supported volunteering is an innovative way to answer community needs.

Volunteer participation in Canada is declining, and many sectors of our community—health, education, arts, sports and recreation and politics—greatly depend on volunteers. Add to this need the increase in demand for volunteer resources, and the niche for employer-supported volunteering is evident.

Employer-supported volunteers bring new skills, knowledge and energy to your organization, as well as diversify your volunteer base and raise your organization's profile both in the public eye and in the private sector as an open community partner and sector leader.

1. Making the Decision

The first step to including a new set of volunteers into your volunteer resource program is to first garner support from your organization's team. When making the case for including employer-supported volunteers in your organization's operations, consider these areas, with suggested questions to help guide your discussion:

Current Volunteer Program

- Does your organization have a strong volunteer program?
- Are there any challenges faced in this program?
- Is there someone designated to orient, train and manage additional volunteers?

TOOL

✂ Partnership Readiness Worksheet

Capacity

- Does your organization have a need for more volunteers?
- What are the limits in terms of space, time and scope for involving more volunteers in your organization?
- Are there financial challenges to involving more volunteers?
- How much more work is involved in maintaining steady Employer-supported volunteer involvement?

TOOL

✂ Notes and Next Steps

Organization Readiness

- Has your organization determined in what capacity volunteers are going to be involved?
- Are volunteers going to be involved in direct service provision? Virtual volunteering? A mentoring/ advisory capacity?

RECOMMENDED RESOURCE:

Volunteer Management Audit:
The Canadian Code for Volunteer
Involvement

🌐 Volunteer Canada
www.volunteer.ca

Presenting your case for involving employee volunteers will be simpler if it is documented and written. Your plan for involvement will be organized, clear and easier to share

2. Planning

TOOLS

- ✂ History, Culture & Cause Worksheet
- ✂ Professional Skills Matrix

Including employee (teams) of volunteers in your organization requires different kinds of planning processes and considerations than traditional volunteer involvement.

To start your planning, consider your organization's volunteer activities (including time commitment, special events, activity scope), project ideas that never took flight, your organizational wish list, and your volunteer program's capacity to include more volunteers. **Above all, make sure the work you anticipate employee volunteers are asked to do is needed.**

Once your organization's priority needs are established, identify what will be required to ensure that these needs are met. Consider what kinds of skills and qualities are needed; how much management and supervision will be required from your organization; what resources will be required.

In the planning stage, expectations and goals are established. Below are some suggested questions which will help frame the discussion on employee volunteering:

Your Case for Participation

- What does your organization strive to achieve?
- Why should any business partner with your organization?
- How will your business partner benefit?
- How will your organization's clients/stakeholders benefit?
- How sustainable is an employer-supported volunteer program in your organization? What are potential time constraints?
- How flexible is your organization in terms of types activities and level of involvement for volunteers?
- What additional resources are allocated to this program?

3. Building Partnerships

Now that your organization has a plan to involve employee volunteers, the time has come to choose a business to partner with.

Building a strong relationship with your business partner is critical to success. Building this relationship will be easier if your organization has a clear idea of what makes a good fit. Consider these questions below when finding your organization's good fit:

- What skills does your organization want to recruit?
- Which businesses are already community involved or have an Employer-Supported Volunteer program?
- Which businesses share commonalities with your organization (similar sector, geography, size)?
- Which businesses does your organization already have an existing relationship with (past sponsor)?
- What support can the local volunteer centre offer?

Once a potential partner has been identified, find out if they are ready to engage with your organization:

- contact the designated person for the employee volunteer program and introduce yourself and your organization;
- explain why your organization chose the business as a possible community partner;
- demonstrate that your organization understands their business;
- explain your organization's specific needs and desired volunteer skills and how the business would make a difference;
- do not make promises or commitments that cannot be fulfilled.

Once your organization and your business partner have agreed to engage in employer-supported volunteering, establish some basic guiding principles to follow together.

TOOLS

- ✂ Community Partnership Worksheet
- ✂ Partner & Community Resources

RESOURCE

Volunteer centres are familiar with the landscape of the sector and can help research and identify potential partners.

Start your search for suitable business, student or community volunteers by contacting the **Volunteer Action Centre of Kitchener-Waterloo and Area**.

Visit volunteerkw.ca for more information or contact staff at **519-742-8610**.

Or to find a volunteer centre near you visit **Volunteer Canada** at www.volunteer.ca

4. Involving Employee Volunteers

TOOLS

- ✂ Volunteer Position Description
- ✂ Risk & Liability Management
- ✂ Project Management Checklist
- ✂ Volunteer Project Information Form

SAMPLE FORMS

- 📄 KidsAbility Waiver Forms

As the organization involving volunteers, it is your duty and responsibility to use the same involvement practices—a designated lead, plan for orientation and training, a safe and welcoming work environment and meaningful work to do. Employer-supported volunteers, like other volunteers, have their own expectations to learn and develop their own skills.

Working Together

Depending on the volunteer activity, your management needs will vary. Whether you are engaging volunteers in a large day event, a single project, or an on-going program, follow this checklist to ensure that your organization and your business partner a successful experience:

- agree upon mutual goals and milestones;
- assess risks and liability;
- meet to discuss details with business partner;
- budget—agree who will cover which costs;
- plan & communicate volunteer involvement details;
- establish volunteer training and supervision;
- develop a contingency plan and or exit strategy;
- plan volunteer recognition & evaluation (feedback).

Day of Event

Making employee volunteers feel welcome at your organization and as part of the organization's team is another key element in success. Consider the following in your preparations:

- welcome everyone and introductions including the impact their contributions are making to what your organization does and why;
- ensure that all volunteers understand their roles and identify their contact person at your organization;
- offer volunteers ideas for engaging with your organization in the future;
- thank and recognize volunteers on the day of event and following, as you would all your volunteers.

5. Evaluating

Once a special event or project has concluded, it is time to review and confirm that your original goals and expectations were met. Evaluation of the success of your partnership with a business will be made easier from the outset if you have feedback from the employee volunteers, the business partner and your organization.

Consider goals, processes and outcomes in your internal review.

Project Summary

Describe what the project involved and some of the basic components:

- how many volunteers took part and their roles;
- how many staff members from your organization took part and their roles;
- how much time was contributed;
- state whether your goals were achieved.

Impact on Your Organization

Describe the benefits of the partnership to your organization

- volunteer time and resources;
- what skills your organization was able to access;
- how the relationship with the business evolved;
- impact on morale within your own organization;
- what exposure your organization received for participating in Employer-supported volunteering;
- what challenges were faced by your organization.

Impact on the Community

Describe the benefits of the partnership to your clients or the community –

- what services took place that would otherwise not have been available;
- possible new relationships formed (amongst volunteers and clients, for example).

TOOL

✂ Evaluation and Impact Results

TOOL

✂ Participant Reflection Survey

Impact on Your Business Partner

Describe the benefits of the partnership to your business partner that your organization directly asked volunteers about:

- how satisfied they are with the overall experience;
- how much difference they feel they have made to the community;
- if their personal expectations were met;
- what skills were learned/improved;
- whether volunteering with your organization has affected their attitudes toward their jobs/business;
- whether they felt that the project was appropriate for their employer to be supporting;
- whether there is interest in continuing volunteering with your organization;
- what challenges were faced by the volunteers.

Costs

A simple way to identify a cost is to ask if the organization would have had to spend money on this if it did not have volunteers. If the answer is no, this item is a cost.

Consider:

- staff time;
- resources used;
- expenses like mileage and refreshments;
- were resources & time used as effectively and efficiently;
- what could have been done instead of ESV;
- any unanticipated costs, if any.

Conclusion

Evaluating your work is an opportunity to learn more about your activities, your client needs, engaging community partners in your organization and how to make future partnerships more successful. Capture what could be done next time to get even more value from employer-supported volunteering, including how challenges will be overcome.

The way that your organization internally evaluates the success of engaging employer-supported volunteers will be different than the way your business partner will evaluate its involvement with your organization. This is why sharing your feedback with your business partner is important – the business will appreciate learning what your experiences were. In addition to a formal exchange of feedback, consider these ways to share your experiences with employer-supported volunteering:

- send photos of the event to your business partner;
- with your business partner's permission, share your story with local media;
- publish the success of the project in internal communications, like your organization's newsletter;
- formally thank the business for its involvement, ensuring that upper management is aware of the successful involvement;
- document feedback from your organization's staff and other volunteers for future reference.

Enjoy your journey as an active contributor to creating an impact in your community by engaging employee or other groups and teams.

Good luck!

TOOL

- ✂ Evaluation & Impact Results Report

The Volunteer Action Centre of Kitchener-Waterloo and Area endorses **The Canadian Code for Volunteer Involvement** (see appendix) and encourages all organizations to adopt its principles and practices to value and support the contribution of volunteers through respectful, meaningful and inclusive engagement.

**Volunteer Action Centre of
Kitchener-Waterloo and Area**

*Serving Kitchener, Waterloo and the
Townships of Wellesley, Wilmot and Woolwich*

151 Frederick Street, Suite 300

Kitchener, ON N2H 2M2

volunteerkw.ca

Questions? Please contact us:

519-742-8610 info@volunteerkw.ca



Resources

Volunteer Canada – www.volunteer.ca

Since 1977, Volunteer Canada has been committed to increasing and supporting volunteerism and civic participation by developing resources and by engaging in research and training across the country. Working with volunteer centres, community and businesses they provide leadership on issues and trends in the Canadian volunteer movement.

Imagine Canada – www.imaginecanada.ca

Imagine Canada is a national charitable organization that exists to support and strengthen charities and nonprofits so they can, in turn, support the Canadians and communities they serve. They believe in a Canada where strong and vital charitable and non-profit organizations, the private sector and governments individually and collectively contribute to social progress and vibrant communities.

Points of Lights – Hands on Network

“HandsOn Network believes in the power of informed and active citizens to create meaningful change in their communities.” In 2007 Volunteer Canada provided all Volunteer Centres with the Points of Light Hands on Network training and resources to assist local organizations with the planning and coordination of groups of volunteers.

Volunteer Action Centre - www.volunteerkw.ca

Since 1984, the Volunteer Action Centre has provided inspiration and leadership by connecting talent and community. The centre places great value on our community, volunteering, accountability and professionalism. Visit their website for an online resource library, database and more.

The Ontario Trillium Foundation - www.trilliumfoundation.org

A leading grantmaker in Canada, The Ontario Trillium Foundation (OTF) strengthens the capacity of the voluntary sector through investments in community-based initiatives. An agency of the Government of Ontario, OTF builds healthy and vibrant communities.

Tools & Templates

- Canadian Code for Volunteer Involvement
- Community Partnership Worksheet
- Details Make the Difference! Checklist
- Evaluation & Impact Results Report
- History, Culture and Cause Worksheet
- KidsAbility - Criminal Offence Declaration
- KidsAbility - Special Event Waiver
- Notes & Next Steps – Team Project Development
- Participant Reflection Survey
- Partner & Community Resources
- Partnership Readiness Worksheet
- Professional Skills Matrix
- Project Management Checklist
- Project Planning Worksheet
- Risk & Liability Management
- Volunteer Position Description Worksheet
- Volunteer Project Information Form