

# Where Volunteers Engage

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# Presentation Topics

1. Grassroots vs charities vs non-profits
2. Social profits vs social enterprises
3. Benefits of charity and non-charity partnership
4. Targeted vs non-targeted engagement
5. Benefits of engaging volunteers

# Grassroots

A grassroots movement is one that uses the people in a given district, region, or community as the basis for a political, social or economic movement.

Grassroots movements and organizations use collective action from the local level to effect change at the local, regional, national, or international level.

# Grassroots Organizations

- Grassroots organizations are primarily made up of civilians advocating a cause to spur change at local, national, or international levels [www.unhcr.org](http://www.unhcr.org)

Grassroots  
community  
development  
projects

Pilot  
projects  
and  
prototypes

Emerging  
groups  
gaining  
experience

Can fundraise, but cannot issue a charitable tax receipt

# Registered Charities

Registered charities are charitable organizations, public foundations, or private foundations that are created and reside in Canada. They must use their resources for charitable activities and have charitable purposes that fall into one or more of the following categories:

- the relief of poverty
- the advancement of education
- the advancement of religion
- other purposes that benefit the community

[www.canada.ca](http://www.canada.ca)

# Non-Profits

Non-profit organizations are associations, clubs, or societies that are not charities and are organized and operated exclusively for social welfare, civic improvement, pleasure, recreation, or any other purpose except profit.

[www.canada.ca](http://www.canada.ca)

Examples you might have already heard of:

- Lions International
- Rotary International
- Kiwanis International

# Registered Charity vs Non-Profit Organization

TOPIC	REGISTERED CHARITY	NON-PROFIT ORGANIZATION
<b>Purposes</b>	Must be established and operate exclusively for charitable purposes.	Can operate for social welfare, civic improvement, pleasure, sport, recreation, or any other purpose except profit.  Cannot operate exclusively for charitable purposes.
<b>Registration</b>	Must apply to the CRA and be approved for registration as a charity.	Does not have to go through a registration process for income tax purposes.
<b>Charitable registration number</b>	Is issued a charitable <u>registration number</u> once approved by the CRA.	Is not issued a charitable registration number.

# Registered Charity vs Non-Profit Organization Part Two

TOPIC	REGISTERED CHARITY	NON-PROFIT ORGANIZATION
<b>Tax receipts</b>	Can issue official donation receipts for income tax purposes.	Cannot issue official donation receipts for income tax purposes.
<b>Spending requirement (disbursement quota)</b>	Must spend a minimum amount on its own charitable activities or as gifts to qualified donees.	Does not have a spending requirement.
<b>Designation</b>	Is designated by the CRA as a charitable organization, a public foundation, or a private foundation.	Does not receive a designation.
<b>Returns</b>	Must file an annual information return (Form T3010) within six months of its fiscal year-end.	May have to file a T2 return (if incorporated) or an information return (Form T1044) or both within six months of its fiscal year-end.



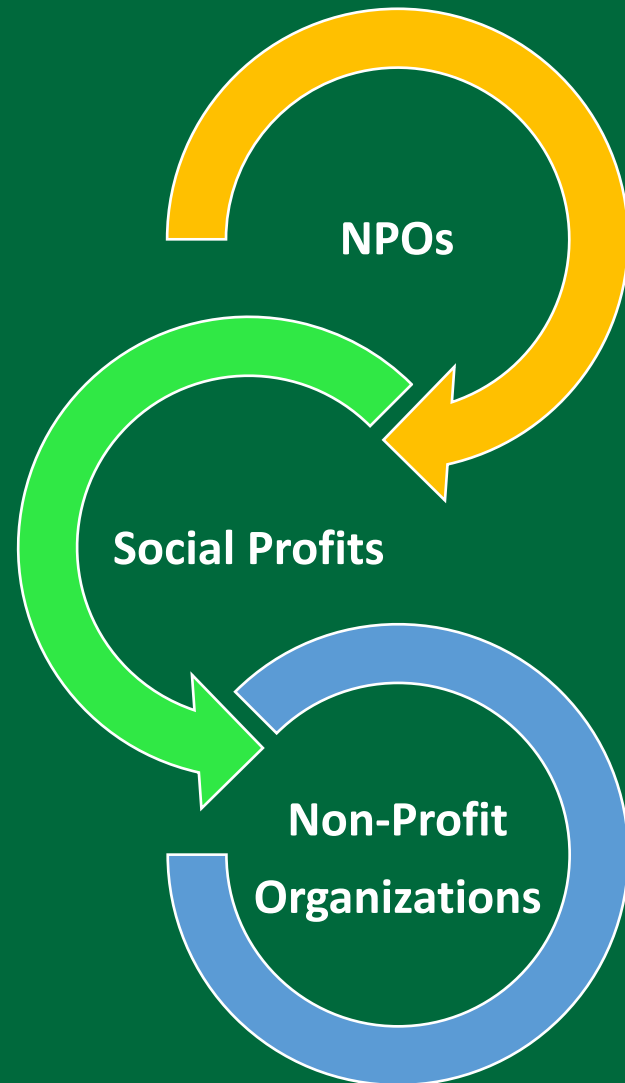
# Registered charity vs Non-Profit

## Part Three

TOPIC	REGISTERED CHARITY	NON-PROFIT ORGANIZATION
<b>Personal benefits to members</b>	Cannot use its income to personally benefit its members.	Cannot use its income to personally benefit its members.
<b>Tax exempt status</b>	Is exempt from paying income tax.	Is generally exempt from paying income tax.  May have to pay tax on property income or on capital gains.
<b>GST/HST</b>	Generally must pay GST/HST on purchases.  May claim a partial rebate of GST/HST paid on eligible purchases.  Most supplies made by charities are exempt.  Calculates net tax using the net tax calculation for charities.	Must pay GST/HST on purchases.  May claim a partial rebate of GST/HST paid on eligible purchases only if it receives significant government funding.  Few supplies made by NPOs are exempt.  Calculates net tax the regular way.

# Also called: Social Profits, NPOs

- Non-profits and charitable organizations are often referred to as social profits
- The term social profit places the emphasis on the impact the organization or group makes rather than on money
- Interchangeable language
- Providing a benefit to society



# Social Enterprise

One fundamental difference between non-profits and social enterprises is the **source of funding**. Non-profits rely on public funding through donations. Social enterprises are businesses; they generate their own profit which they invest back into the mission and to keep themselves running.



# Benefits of Charity and Non-Charity Partnership

Collaboration between charities and non-charities can provide benefits to:

- Community
- Charities
- Non-Charities - Benefits to Non-Charities
- Funders

# Types of Volunteers = Formal

- Position requires a specific skill-set
- Position is usually involves a longer commitment, training, interviewing, references, sometimes a sector vulnerability check
- Positions that posed more of a risk to the organization
- Often positions that would benefit from professional skills, i.e. accountants, lawyers, business strategists, etc.



# Typical Targets: Boards of Directors

Board governance covers everything from financial viability of the organization to fulfilling its mission successfully. Non-profit governance is defined as the process of providing strategic leadership to a non-profit organization. It entails the functions of setting direction, making policy and strategy decisions, overseeing and monitoring organizational performance, and ensuring overall accountability.

[www.boardable.com](http://www.boardable.com)

# Non-Targeted Volunteers = Non-Formal

- Usually a short- term, limited commitment
- Positions that require limited training, and offer limited risk to the organization
- Appeal to a broader range of the community
- Often event-based

# Managing the Overlap

- Keep volunteers engaged in your organization
- Speak with volunteers, have them fill in a questionnaire, get to know why they are passionate about your organization, what their strengths are, and how they would like to get involved
- Don't make promises you cannot keep
- Set expectations, duties, and time commitments
- Stay in touch



# 8 Ways to Motivate and Engage Volunteers

1. Check your assumptions about volunteers
2. Design a volunteer engagement program
3. Show your appreciation
4. Value your volunteers' time
5. Play to their strengths
6. Communicate and listen to their feedback
7. Give volunteers the training and resources they need
8. Cultivate your volunteers for other, bigger roles

# The value of volunteering!

**BUILDING:** CONFIDENCE COMPETENCE CONNECTIONS COMMUNITY



Volunteer Canada. (n.d.). The value of volunteering!

# References

Main, K. (2014). Partnerships for community benefit: A Canadian handbook on partnerships between charities and non-charities (including citizen-led initiatives).  
[https://communityfoundations.ca/wp-content/uploads/2019/05/Better\\_Together\\_2015.pdf](https://communityfoundations.ca/wp-content/uploads/2019/05/Better_Together_2015.pdf)

Volunteer Canada. (n.d.). The value of volunteering!  
[https://volunteer.ca/vdemo/Campaigns\\_DOCS/VC\\_ValueOfVolunteering\\_E\\_Final\\_Linked.pdf](https://volunteer.ca/vdemo/Campaigns_DOCS/VC_ValueOfVolunteering_E_Final_Linked.pdf)

Boardable – [www.boardable.com](http://www.boardable.com)

Capacity Canada – [www.capacitycanada.ca](http://www.capacitycanada.ca)

Donor Box – [www.donorbox.org](http://www.donorbox.org)

Government of Canada - [www.canada.ca](http://www.canada.ca)

The Grass Roots Institute <https://grassrootsinstitute.net/overview.html>

The Grass Roots Journal <https://www.thegrassrootsjournal.org>

The UN Refugee Agency - [www.unhcr.org](http://www.unhcr.org)

Volunteer Canada – [www.volunteer.ca](http://www.volunteer.ca)