



VOLUNTEER

WATERLOO REGION

The evolution of volunteering in our community.



PRESENTERS

David Marsh – Chair of the Board of Directors

Jane Hennig – Executive Director



Volunteer Waterloo Region provides services to strengthen the capacity of community organizations to engage volunteers in leadership and the delivery of services.

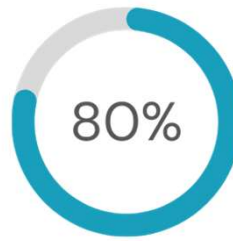
As a community leader we leverage our expertise to promote, engage, connect, and coach others about volunteerism in Waterloo Region.

- *Serving our community for 40 years*
- *Over 250,000 Volunteer to Charity matches*
- *Capacity Canada and Manulife Governance Excellence Award Recipient*

The contribution from volunteers is massive.

Pre-pandemic:

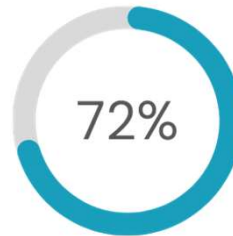
- Volunteers across Canada annually contributed **2.2 billion volunteer hours**.
- Volunteers' work contribution is equal to **2.7% of Canadian GDP**. For reference, that is equivalent to the time worked by the entire education sector. In Waterloo Region that equates to \$1.2 Billion
- **48% of adults (15+)** were volunteering in a formal setting in **Waterloo Region**.



Volunteers allow the organization to provide services or levels of services it otherwise could not provide



Volunteers provide cost savings to the organization



Volunteers increase the quality of services or programs provided.

* Do Good Institute: Volunteer Engagement Research Report

The volunteering environment in Waterloo Region is evolving.

The pandemic has amplified changes in volunteer engagement and it's affecting our community.

1

Volunteering is declining.

2

Volunteering is changing.

3

Volunteering requires coordination.

There are challenges... but we have viable solutions:

- Increase engagement
- Enable change
- Coach Volunteer Managers





Volunteering is declining.

We can help shift that trend and increase volunteerism.

We have key relationships and a significant volunteer audience that we can build on to connect more volunteers to volunteering opportunities.

We have the foundation, and the ability to:

- leverage our current audiences to increase volunteer connections
- conduct virtual and in-person matching sessions for those experiencing barriers to volunteering (e.g., individuals with cultural barriers)
- deliver presentations, both virtual and in-person, to key audiences
- recruit more volunteers, including those in key audiences (e.g., corporate)

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Volunteering is changing. We can help everyone adapt.

Volunteers are looking for more flexibility in the way that they contribute and engage to help their communities. We can help charities strengthen their capacity and shift the way they look at developing volunteer opportunities.

We enable change by:

- providing consulting services
- helping new organizations to develop their programs and materials, through an updated lens
- helping existing organizations to redesign their programs to adapt to the new motivations and expectations of volunteers
- providing coaching and support for volunteer managers and executive directors
- promoting impact stories – help demonstrate examples of positive change

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Volunteering is requires coordination. **We can help facilitate volunteer coordination.**

We have the experience and expertise to help facilitate positive volunteer management. We are needed more now than ever.

We provide knowledge mobilization and coaching to:

- enable volunteer managers
- build capacity and knowledge
- foster sustainable volunteer experiences and encourage volunteer retention
- attract, connect, and build long-term relationships
- facilitate peer networking
- provide advisory services and resources

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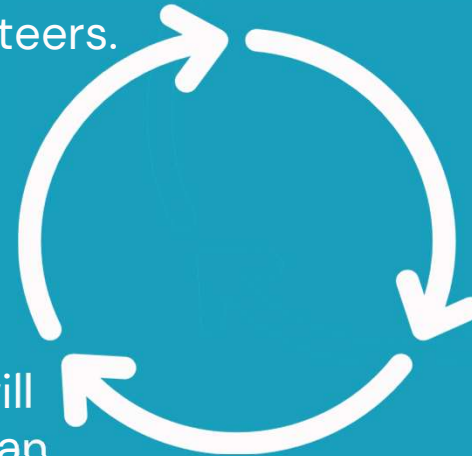
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What happens if we don't do this?

Charities won't have enough volunteers.

Local charities will lose a major human resource.



Programs will continue to shut down.

Waterloo Region will not be the same, thriving community.



Help us help our community.

There is a direct line between volunteering and belonging. Those who volunteer in community organizations break the cycle of isolation, build networks, are more active and connected. People who volunteer are more likely to feel that they belong.

We need to start now!

THANK YOU

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