

# Trends in Volunteerism and Action Steps for Volunteer Recruitment and Retention

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Volunteer Canada

## Territory Acknowledgement

We acknowledge the ceded and unceded traditional territories of First Nations People and express gratitude for being able to live, work, and volunteer as uninvited guests on Turtle Island.

Volunteer Canada recognizes that First Nations, Inuit, and Metis leaders, neighbours, and fellow volunteers have faced centuries of colonization and harm to their culture, safety, and economy.

We are committed to decolonizing volunteerism at Volunteer Canada, and we are working with others on this long path of truth, reconciliation, and decolonization.

## Reconnaissance des territoires

Nous reconnaissons les territoires traditionnels cédés et non cédés des Premières Nations et exprimons notre gratitude pour avoir pu vivre, travailler et faire du bénévolat en tant qu'invités non invités sur l'Île de la Tortue.

Bénévoles Canada reconnaît que les dirigeants, les voisins et les bénévoles des Premières Nations, des Inuits et des Métis ont fait face à des siècles de colonisation, et que celle-ci a porté atteinte à leur culture, à leur sécurité et à leur économie.

Nous sommes déterminés à décoloniser le bénévolat chez Bénévoles Canada et collaborons avec d'autres organismes sur le long chemin vers la vérité, la réconciliation et la décolonisation.



**Vision** – The value of one, the power of many.

**Mission** – We advance volunteerism to grow connection, community, and belonging.

**Convening, connecting, and collaborating since 1977** with all sectors to encourage and support volunteerism and meaningful community engagement.

**Volunteer.ca**



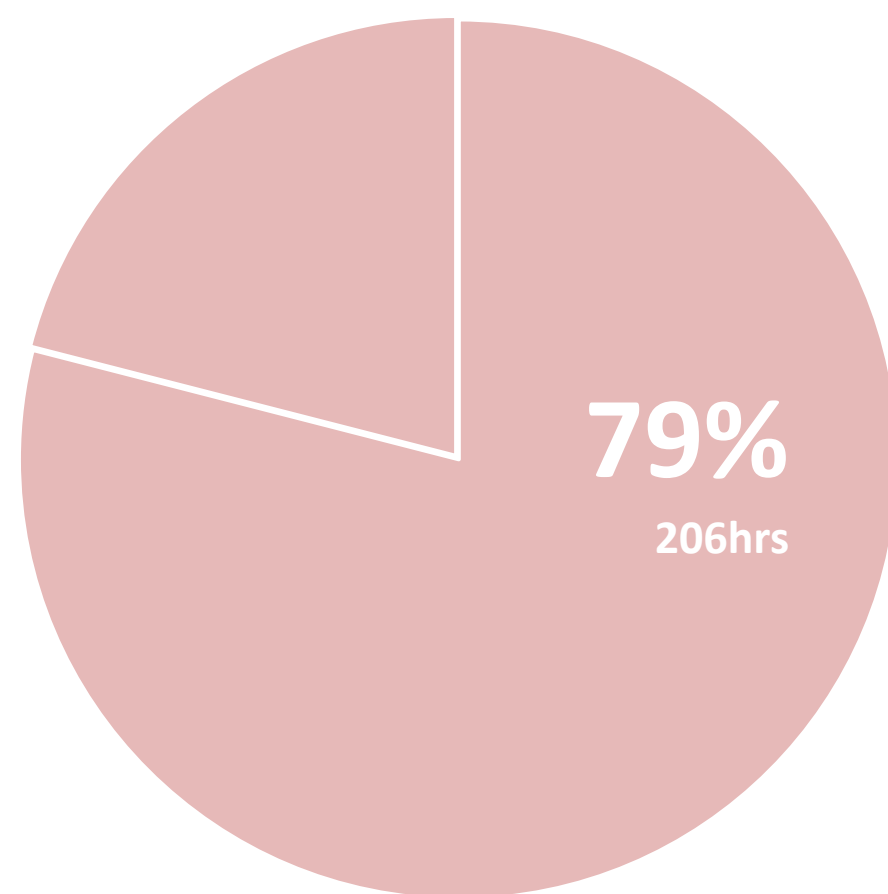
# Objectives

- Identify the current state of volunteerism
- Identify action steps for volunteer recruitment and retention

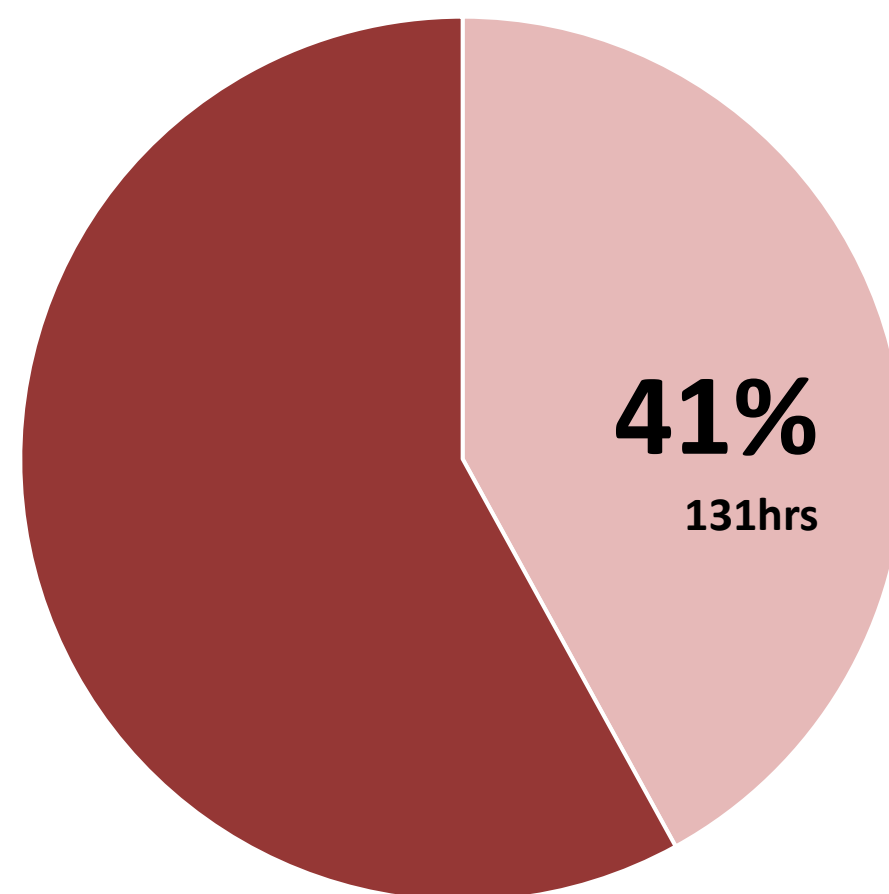


# State of Volunteerism

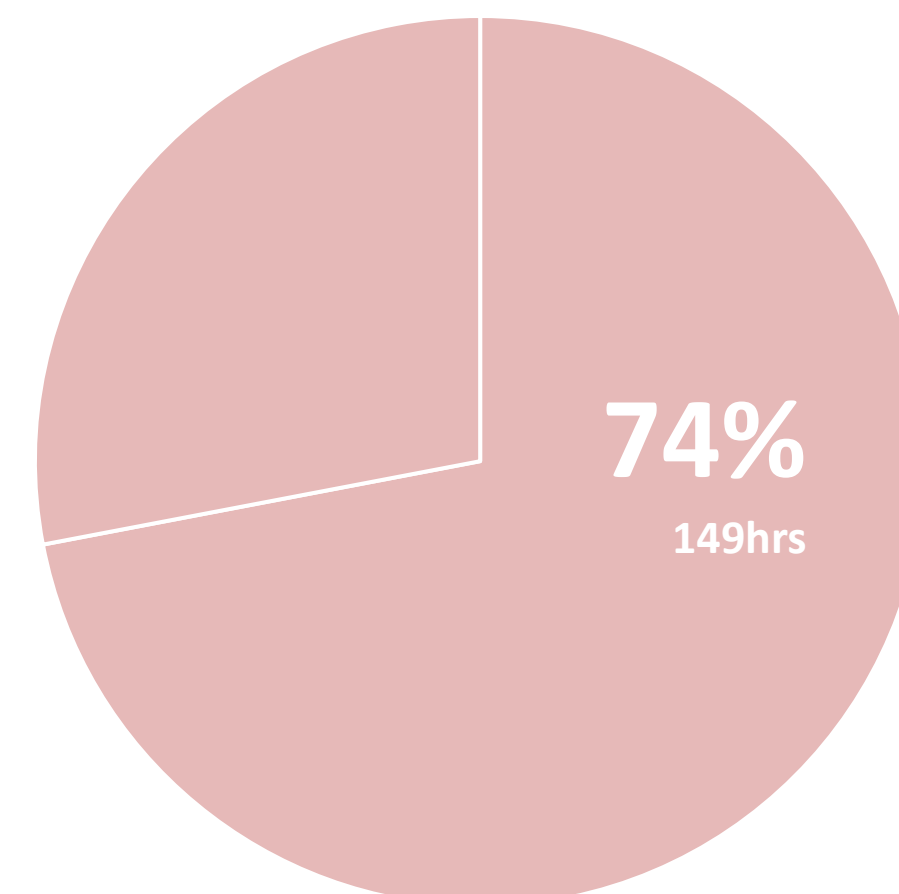
## Total Volunteered



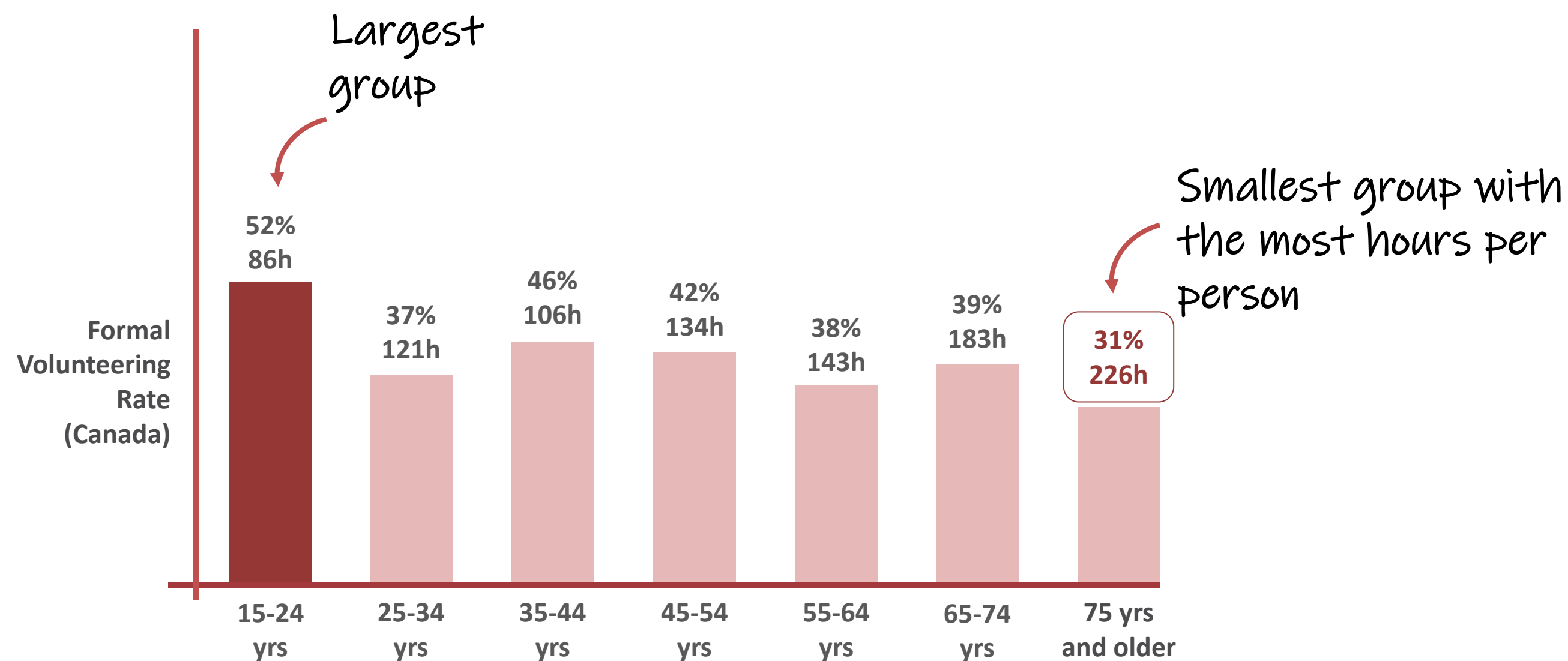
## Formal Volunteering in Canada



## Informal Volunteering in Canada



# State of Volunteerism



# State of Volunteerism

## Summary of Impact of the Pandemic

- Increase in demand for services
- Volunteer shortages at organizations
- Struggle to retain volunteers
- Struggle to retain volunteers in long-term roles

## Recurring Conversations

- Volunteers want to know that organizations are ready for engagement
- Remote, virtual, episodic (one-time), and micro (short time commitment) engagement
- A relook at volunteer role design is needed
- Inclusion and social justice are a focus





<https://VolunteerStrategy.ca>



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**Action Steps *for*  
Volunteer Management**



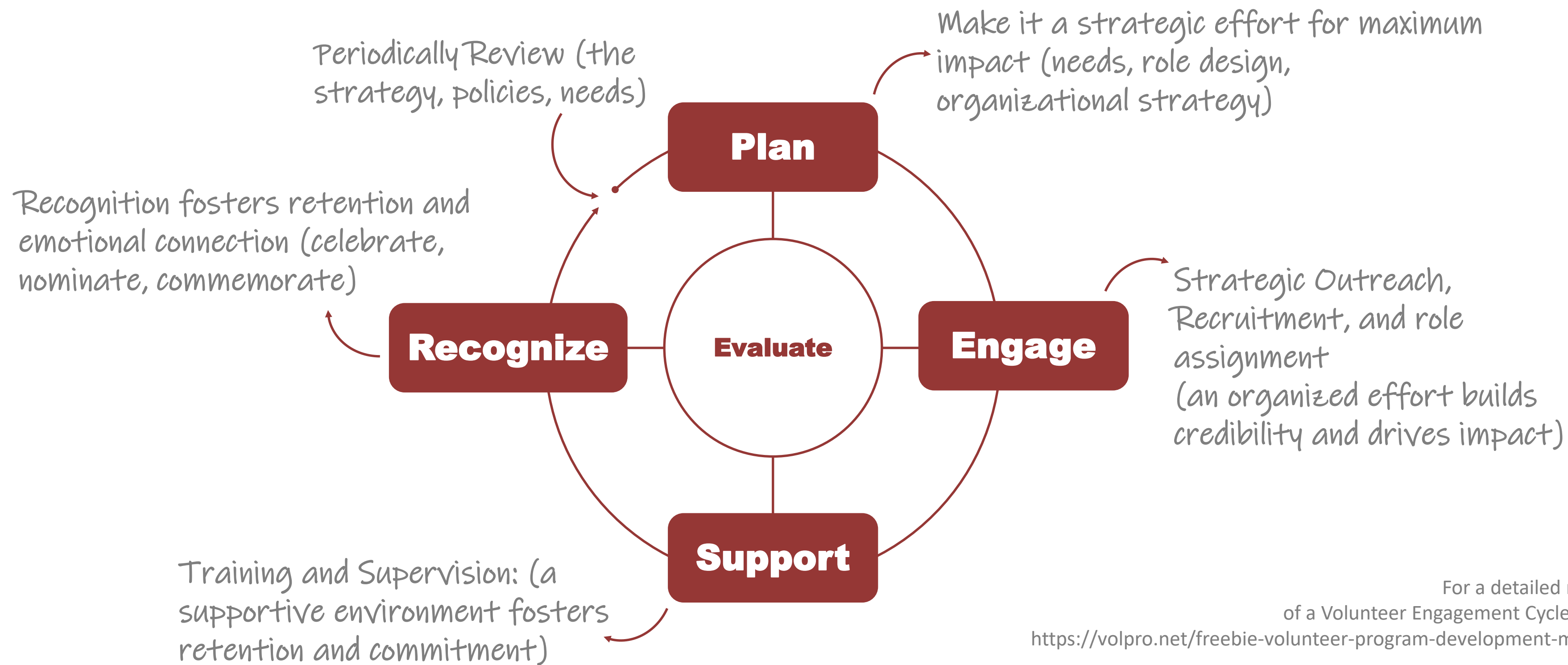
## **Reflections**

**Where do you currently recruit your volunteers from?**

**What is your current volunteer retention strategy?**



# Strengthening Volunteer Engagement



For a detailed model of a Volunteer Engagement Cycle, visit: <https://volpro.net/freebie-volunteer-program-development-models>

# Practical Steps *for* Volunteer Management

1. **Strategic Focus:** Refine and adapt the volunteer engagement strategy
2. **Data-driven Engagement:** data-informed and evidence-based decision-making
3. **Foster collective impact:** Partner, collaborate, share
4. **Invest in Volunteer Management:** Professional development, tools
5. **Design meaningful volunteer experiences:** Review and re-design
6. **Connect with expertise:** Volunteer Canada and Volunteer Centres
7. **Leverage technology:** It does not always mean an expensive investment





# Giving, Volunteering and Participation Data Insights

2018 DATA INSIGHTS

2013 DATA INSIGHTS

Volunteer, Giving and Participating Data Insights

Satellite Accounts Data Insights

Business Conditions Data Insights

Grants and Contributions

T3010

About the data set

How to use the data set

The data stories

Giving

Volunteering

By Organization Type

By Demographic

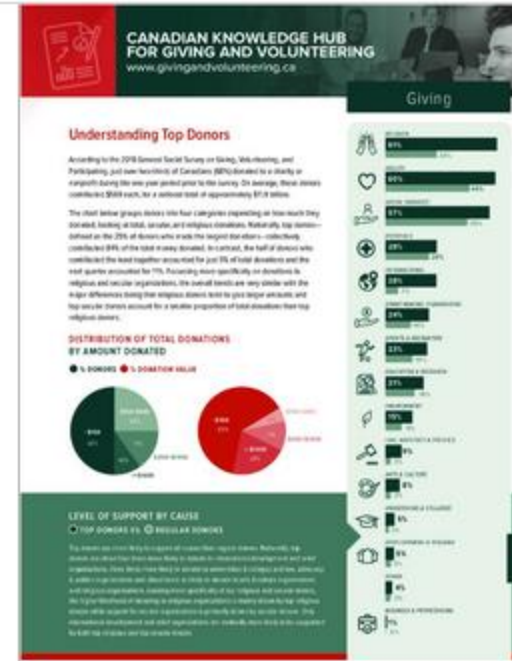


# Alerts and Notices

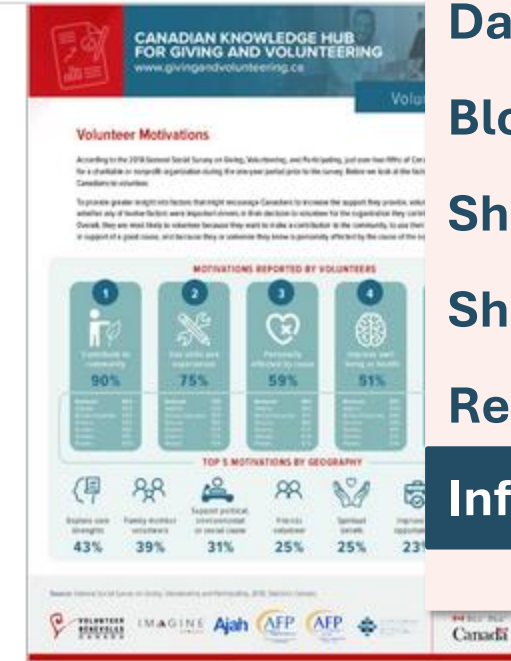
## Canadian Knowledge Hub for Giving and Volunteering



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Understanding Top Donors  
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Volunteer Motivations  
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Who volunteers and how



Who volunteers and how



Who volunteers and how

Data Literacy Resources  
 Blog  
 Share Your Stories  
 Share Your Data Needs  
 Reports on Giving and Volunteering  
 Infographics and Other Data Resources



# National Volunteer Week

April 14-20, 2024

#EveryMomentMatters

Funded in part by the  
Government of Canada's Social  
Development Partnerships Program

Canada

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# Semaine de l'action bénévole

Du 14 au 20 avril 2024

#CaCompteToujours

Financé en partie par le gouvernement  
du Canada par le biais du Programme de  
partenariats pour le développement social

Canada



# Resources

- Volunteer Canada: [www.volunteer.ca](http://www.volunteer.ca)
- National Volunteer Action Strategy: [www.volunteerstrategy.ca](http://www.volunteerstrategy.ca)
- Canadian Knowledge Hub for Giving and Volunteering: [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca)
- List of Volunteer Centres Across Canada: [https://volunteer.ca/Listings.php?ListType=VC\\_List\\_Public&MenuItemID=385](https://volunteer.ca/Listings.php?ListType=VC_List_Public&MenuItemID=385)
- Value of Volunteering: <https://volunteer.ca/index.php?MenuItemID=383>
- Data Management for Creating Impactful Volunteer Programs [Article]:  
[https://www.vmpc.ca/cgi/page.cgi/member\\_blog.html](https://www.vmpc.ca/cgi/page.cgi/member_blog.html)



## Stay in Touch | Gardons contact!

Visit our website: [volunteer.ca](http://volunteer.ca)

Site Web : [volunteer.ca](http://volunteer.ca)

Contact us: [info@volunteer.ca](mailto:info@volunteer.ca)

Courriel : [info@volunteer.ca](mailto:info@volunteer.ca)



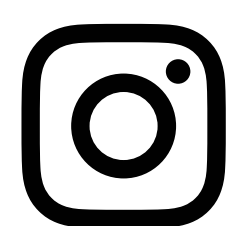
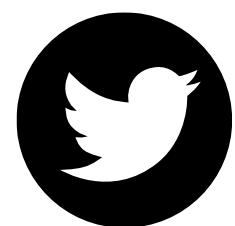
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## Shaminda Perera, MEd. (he/him)

Shaminda is Volunteer Canada's Knowledge, Practice and Learning Lead. He leads an innovative and future-focused portfolio that works across the organization and our diverse stakeholders to build and deliver a learning agenda that strengthens Canada's volunteering infrastructure.

His passion is to help others learn and grow with over 2 decades of experience as a Performance and Learning professional. Since 2012, he has been leading learning initiatives to support not-for-profit organizations and community groups to apply best practices in volunteer involvement. He specializes in strategizing system-wide competency frameworks, knowledge management, innovating learning, leading communities of practice, and volunteer management.

Shaminda holds a Master of Education in Adult Education degree from Yorkville University, New Brunswick. His thesis focused on building learning organizations in the social impact sector.

He gives back to the community through volunteering and philanthropy with the Lions Club International since 2015. Currently, he serves as the President of his home club - the Mississauga Cooksville Lions Club. Shaminda is always happy to share how volunteering helped him succeed in Canada.

Connect with Shaminda: [www.volunteer.ca](http://www.volunteer.ca) > Contact Us  
<https://linkedin.com/in/ShamindaPerera>

