



A COMMUNITY UNITED THROUGH VOLUNTEERISM

A summary of Volunteer MBC's impact in 2019

Volunteer Mississauga Brampton Caledon

Charitable RN: 847920469RR0001

Foreword

Empathy is a human characteristic that can be cultivated and learned through acts of caring, and a person cannot maintain empathy without engaging in caring acts frequently. But while caring is usually thought of as something we do for others, the empathy it nurtures inside our hearts is something that benefits us directly. It helps us understand other people, which then positively frames our thinking about people and situations, ultimately making us more capable and resilient.

To this end, a parent might ask their teenager to help with chores at home, so that they begin to appreciate the hard work required for a good meal or clean clothes. Making this happen on a community level, however, requires consistent communication and available opportunities to help others. It requires raising awareness about the important needs and issues that are close by, but often invisible to us. It requires that participation in civic life be full of significance and meaning.

Volunteer MBC makes it possible for people to participate more meaningfully in their community and thereby foster empathy within them. A community where people see value in themselves and others is one that truly cares.



A word from volunteers

Here's how volunteers expressed their appreciation and profound belief in the power of volunteerism.

"I thank the Volunteer MBC Mississauga centre client service who connected me with the Drive Hope position with the Canadian Cancer Society. The one-on-one session helped me understand the options that were available and focus on what would be most beneficial and gratifying for my volunteer search. I was looking to give back directly to the community and I feel this position is what I was looking for. She was very helpful maintaining communication with the society when they were going through organizational changes and was always available for questions and concerns that I was experiencing. The website is also a great tool to filter on available volunteer positions and posting necessary documentation efficiently."

"I struggle with anxiety and depression, giving of ourselves by way of volunteering in areas of interests, helps improve our mental health, thankfully, we have Volunteer MBC, that assists in connecting us with community organizations for volunteer opportunities."

"Thank you for your support and guidance to find a volunteer role that could be a good fit with my interests and other parameters. Your responses to inquiries and coordination with the volunteer organization were timely and helpful. I appreciate the personal recommendation for the fashion coordination position. Thank you as well for the various recommendations suggested. I look forward to continuing our communication to find suitable roles for me in the community."

"Thank you for your time yesterday you gave me. It was also nice to talking to you. I think it was just the second time I met you, but the way you welcomed me I felt like I have known you for a while. Also, I felt I am at the right place when you encouraged me to start my volunteering with this organization. Every time I talked to you, I saw the light of hope. I really want to volunteer here as soon as possible. I really appreciate your all kinds of support."

"I wrote you a couple weeks ago saying how much I enjoyed triOS College internship program with MICBA Forum Italia. Thank you for helping me with assistance with my placement. I really enjoyed it."

"I was successful in finding my first volunteer opportunity in Canada."

Mayoral Greetings

Mayor of Caledon, Allan Thompson

Greetings

On behalf of myself and Members of Town Council, we thank Volunteer MBC for inviting us to bring greetings to today's Annual General Meeting.

Congratulations MBC Volunteers. Your ongoing contributions and dedication to volunteering in the community does not go unnoticed. During COVID-19, Volunteer MBC has mobilized, trained and pre-screened volunteers from across Peel to be Community Responders and serve the most vulnerable people in need.

I look forward to the overview of the new 5-year Strategic Plan and the reveal of your new logo.

Sincerely,
Mayor Allan Thompson





June 2020

Personal Message from Mayor Bonnie Crombie



Dear Friends,

On behalf of the City of Mississauga and Members of my Council, I would like to recognize the tremendous work by the team at Volunteer MBC as you mark your Annual General Meeting. This year's theme, "A Breath of Fresh Air" will celebrate all your achievements over the past year and will provide an opportunity to look ahead as you plan your strategy in our new normal environment moving forward and over the next 5 years.

The compassion, generosity and dedication that volunteers demonstrate is remarkable. With so many people in our community needing help during the COVID-19 pandemic, your organization mobilized quick to set up platforms, training sessions and mechanisms so that other local charity providers could help those most in need. From delivering groceries, to donating time on the frontlines or participating in your Mask Marvels program-where residents offered their time to make hundreds of masks for shelters in Peel and vulnerable seniors - your volunteer efforts have not gone unnoticed and have made a drastic impact in our community.

Volunteer MBC has been the go-to organization for volunteers wanting to be COVID-19 community responders. You continue to devote your programming efforts to help build the capacity of our local organizations, and provide members with learning opportunities and resources to deliver on their missions.

Thank you for your efforts in making our community a better place.

Once again, I wish you all the very best on this year's Annual General Meeting and I hope you have a memorable event celebrating your accomplishments throughout the year.

Warmest Regards,

A handwritten signature in black ink that reads "Bonnie Crombie".

Bonnie Crombie, MBA, ICD.D
Mayor, City of Mississauga



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MAYOR PATRICK BROWN

Jun 25, 2020

Greetings from Mayor Patrick Brown

Dear Volunteer MBC,

On behalf of the City of Brampton and Members of Council, I would like to extend our very best wishes on the occasion of Volunteer MBC's virtual AGM as we celebrate the people and the important work you do across the Region.

I want to commend Volunteer MBC as you rose to the occasion during this COVID19 pandemic. You mobilized, trained and pre-screened volunteers from across Peel to be COVID-19 Community Responders to serve the most vulnerable people in need. I also want to recognize the Mask Marvels program, where residents volunteered their time to make hundreds of masks for all the Peel shelters and the vulnerable seniors in the community.

People are our strength and building stronger communities is a strong focus for the City and we are proud of the heroes who've volunteered in Brampton.

Thank you to Volunteer MBC and Carine Strong for your leadership in making our community stronger by connecting volunteers with our local organizations.

A handwritten signature in black ink, appearing to read 'Patrick Brown'.

Patrick Brown,

Mayor, City of Brampton



Letter from the Board President and Executive Director

Welcome to our AGM!

We reflect with pride on our collective achievements and the impact Volunteer MBC has had on volunteers, our member non-profit organizations, their clients, and the voluntary sector in Peel as we completed the final year of our 2017-2019 Strategic Plan which focused on four priorities:

- Empower the voluntary sector through community engagement, learning and capacity building
- Seek diversified and sustainable resources to support and grow Volunteer MBC
- Develop team skills, attributes and competencies to attain organizational goals
- Invest and maximize use of technology & processes to improve internal communication and business practices

Empower the voluntary sector through community engagement, learning and capacity building

In 2019, we made **39,861** volunteer referrals, totalling **280,953** since our inception. In following our service excellence model, we made grate strides with client engagement. We did this by increasing the numbers as noted above, as well as the quality of service delivered to the volunteers (our clients) and our member organizations. We enhanced the quality of client referrals, positions and support. We made inroads with several community partners focused on inclusion. In terms of our Learning and Development, we established ourselves as a service provider for governance-focused learning sessions working with United Way Greater Toronto, Our Groups in Peel (municipalities), Moyo and Indus. In addition, we increased our revenue with Learning Management System development.

Seek diversified and sustainable resources to support and grow Volunteer MBC

Over the last five years, we have been highly successful at increasing revenue generated via the Learning Centre, membership fees and fundraising to support our core services. This now represents 35% of our total revenue, compared to 18% in 2013, so that we are far less reliant on government program funding. However, this achievement was not enough to counter the loss of 36% in revenue from the Provincial government, from which we received no funding for the first time in a decade.

Develop team skills, attributes and competencies to attain organizational goals

Reduced funding forced us to downsize our paid staff team, however, we have been able to build a strong board based on a skills matrix with a diverse and inclusive lens and skilled volunteers to assist us with all aspects of our operation. We also engaged more co-op students

Invest and maximize technology & processes to improve internal communication, business practices

Our foresight to invest in technology and improve our business practices prepared us very well to move to a virtual office environment at the start of the pandemic and we were able to quickly adapt our key services and programs. Today we have the capacity to withstand the impact of COVID-19 on our workflows because of a much-improved digital infrastructure.

Over the past months, non-profits across Peel region have wrestled with the innumerable impacts of both the pandemic and economic downturn. For many, these times have been isolating and confusing as we each grapple with how to adapt our organizations and what these times bring for the voluntary sector. Volunteer MBC was able to mobilize community responder volunteers quickly and they have risen to the occasion.

We are very grateful and excited to work with this brilliant, passionate, committed staff, board directors and exceptional volunteers to blaze our path forward. Special thanks to the staff team, in particular, for understanding the moment for “all hands on deck” and getting through the confusion and adrenaline of the COVID-19 pandemic. As Margaret Mead said, *“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”*

We extend heartfelt thanks to our funders, supporters and partners. Our success is the direct result of your unwavering support. We are in this together and hope we can continue to count on you.

As our thoughts turn to the future as Peel region begins the process of recovery, we have an opportunity to share our learning, lean on each other and rebuild together and we strongly believe now more than ever that caring volunteers will stand tall with all of us, offering their skills, talent and time to address the most pressing social issues together to ultimately build healthy, resilient, connected and inclusive communities.

With gratitude,



Sandy Lewis
Board President



Carine Strong
Executive Director



Financial Statement

VOLUNTEER MISSISSAUGA BRAMPTON CALEDON STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS FOR THE YEAR ENDED DECEMBER 31, 2019

	2019	2018
Revenue (Note 6)		
Government – Federal	\$ 28,389	\$ 14,415
Government – Provincial	10,240	114,636
Government – Regional (Sustainability/Organizational Effectiveness/Internship)	153,139	104,889
Municipalities – Mississauga, Brampton and Caledon	78,900	67,953
Foundations, United Way OTF & other	116,980	168,639
Core programs, Learning Centre, memberships, tax rebates and miscellaneous (Note 3)	100,538	110,772
Fund Development (CORE)	93,438	102,824
	581,624	684,128
Operating expenses (Note 6)		
Program expenses (Schedule A)	419,227	455,594
Salaries and benefits	97,317	92,542
Consulting	54,569	23,700
Rent	50,815	49,549
Information technology	17,547	16,153
Professional fees	9,807	7,631
Office and general	7,349	10,322
Amortization	5,569	9,995
Insurance	2,403	2,654
Equipment lease	1,946	2,994
Advertising and promotion	1,671	10,817
Travel and accommodations	1,214	2,781
Website development	1,022	2,357
Interest and bank charges	982	746
Memberships and licenses	190	240
Repairs and maintenance	187	94
	671,815	688,169
Excess of expenses over revenue for the year	(90,191)	(4,041)
Net assets, beginning	315,451	319,492
Net assets, ending	\$ 225,260	\$ 315,451

The Auditor's Report will be presented at the Annual General Meeting.

Outreach and Referrals

Audiences

Our three primary audiences are youth, newcomers and older adults. We also serve employee volunteers to support Corporate Social Responsibility programs, people seeking employment or looking for a career change, the 2SLGBTQ+ communities, people with disabilities and families. There has been an increased trend in family volunteering.



- Our advocacy and outreach places us right in the communities we serve.

Referral System

Our in-person community and school outreach increased to 31,000 people throughout Peel region. At the end of December 2019, this resulted in 39,861 referrals to volunteer positions with community service organizations including the municipalities. This is a **15% increase in total referrals over 2018**.

Location	age	<12	13-15	16-18	19-24	25-34	35-44	45-54	55-64	65>	Total
Mississauga		621	4914	4338	3177	3483	2232	1062	441	243	20511
Brampton		459	4590	3672	2430	3393	1611	693	279	90	17217
Caledon		27	297	351	180	198	90	18	36	9	1206
Other		9	108	117	207	261	117	54	45	9	927
Total		1116	9909	8478	5994	7335	4050	1827	801	351	39861

The way in which we engage volunteers is evolving too, with development of our community skills matrix. Thanks to the Community Foundation of Mississauga, this project enabled us to engage skilled newcomers onto an advisory team as we build a reverse-matching functionality that allows organizations to search for volunteers by their skills. This relates to the increased need for skilled volunteers as noted in the 2019 Review of Volunteerism. Our outreach in Caledon has been

increased thanks to a presence at branches of the Caledon Public Library and it is an area where we see opportunity for greater focus in keeping with its population growth.

Online Engagement

Volunteer MBC's email subscribers list has shown a steady growth. 34% of volunteers open these emails, which is higher than the industry average of 22%. The "open rate" helps to see if email subscribers have opened the sent email marketing communications campaigns. The average "click rate" of hyperlinks in the sent marketing communications campaigns was 4%. The "click rate" helps to identify how many successfully delivered campaigns registered at least one click. This has been calculated based on all the email marketing communications campaigns sent through Mailchimp to close to over 20,000 volunteers and over 1000 nonprofit staff. Engagement continues to increase. In 2020, we will be moving this operation into our new CRM, which will increase connectivity between Volunteer MBC and all of our stakeholders by tracking our relationships better. We believe this coupled with our rebranding effort will be key to increased success with community engagement. Our social media engagement is also increasing with more new content and frequency of updates, and more focus on video and livecasting to show the impact of volunteerism in more easily understood ways.

Followers	March 2019	December 2019	+/- Change
Facebook	1607	1776	169
Instagram	501	621	120
Twitter	2702	2762	60
LinkedIn	2433	2581	148

Charter of Volunteerism Campaign

Call to action

In April 2019, Mayor Patrick Brown presented a proclamation at Brampton City Council on the Charter of Volunteerism. We continue to raise local awareness in many public venues across Peel, combined with an invitation to residents to sign and endorse it online at Volunteer MBC's website. The Charter of Volunteerism focuses on the volunteer experience, relationship between volunteers and organizations, the benefits for the individual and community, and inspiring action.

Volunteer Recognition Events

V-Oscars



During National Volunteer Week, Volunteer MBC and its member organizations, supporters, and friends came together for the premier volunteer recognition event in the region, the 4th annual V-Oscars. Once again, we rolled out the red carpet to recognize the achievements of volunteers and volunteer engagement professionals in Peel. 15 recipients received awards in a wide range of categories. Award nominees all received free entry to the gala, which is made possible by generous sponsors and ticket sales. It's a prestigious honour for the volunteers and each nominating organization. Some nominees were co-nominated for the Brampton Citizen Awards, as Volunteer MBC serves on its Selection Committee.

Award Category	Award Recipient	Nominating Organization
Hazel McCallion Power of Giving Award	Mohamad Fakh	Volunteer MBC
Helping Hands Award - Brampton	Olamide Alimi	Volunteer MBC
Helping Hands Award - Caledon	Margie Mols	SHIP – Peace Ranch
Helping Hands Award - Mississauga	Vivia McCalla	Catholic Family Services
Newcomer Gem Award	Vishal Shrivastava	Volunteer MBC
Leader of Tomorrow Award	Parnika Celly	Community Living Mississauga
Family VolunTree Award	Bill and Mary Horton	William Osler Health System
Youth LEAD by Example Award	Peel Environmental Youth Alliance	Ecosource
Leader in Volunteer Engagement Award	Karmela Buzdon	Active Adult Centre
Corporate Volunteer Engagement Award - Brampton	Pfizer Canada	Indus Community Services
Corporate Volunteer Engagement Award - Caledon	BMO	SHIP – Peace Ranch
Corporate Volunteer Engagement Award - Mississauga	Robert Half Management Resources	Breakfast with Santa Foundation
John Huether Award for Volunteer Excellence	Zehra Abbas	Studio.89
Bonnie Yagar Award for Community Engagement Leadership	Kevin Travers	Caledon Community Services
Lifetime Volunteer Achievement Award	Janice Dennis	William Osler Health System

Peel Cares Celebration

To celebrate International Volunteer Day, we held our Peel Cares Celebration, featuring 3 Volunteer of the Year Awards for Mississauga, Brampton, and Caledon. Award recipients ranged in age from 16-97!

Mississauga: Ayrton Stefanos

– Distress Centre of Greater Toronto

Brampton: Ann Crane

– Peel Memorial Hospital

Caledon: Abby Elliott

– Toronto and Region Conservation Authority



"Thank you so much for having us and our volunteers there.

It was a great night - very well organized! ☺ Our volunteers had fun too!" --Tulsi Radia, Indus

Appreciation

Volunteer MBC is committed to appreciating and recognizing volunteers on a daily basis. Outside of the opportunities that the centre provides its member organizations and communities to recognize volunteers on special occasions, Volunteer MBC also trains organizations on good volunteer recognition practices. Volunteer MBC directly recognizes volunteers on a daily basis through producing and sharing their volunteer stories and sharing snapshots via web and social media platforms. This is essential to boost the retention rate of volunteers within organizations and inspire greater volunteerism in the region.



Achieve Certificates

An Achieve Certificate is a document that is issued to volunteers to recognize skills demonstrated during their volunteer experiences. Related volunteer hours, activities performed, special achievements or training obtained and comments from volunteers' supervisors are also included on an Achieve Certificate. Skills listed on the Achieve Certificate are informed by the National Occupation Classification Code

An adaptation of the national PREB program, Achieve Ontario is a Pan/Parapan Am Games' Volunteer Legacy Initiative that was sponsored by the Government of Ontario, which led to over 23,000 volunteers being awarded Achieve Certificates following the games.

The Achieve Certificate is ideal for anyone looking to be recognized for their volunteer involvement, but especially for employment-seekers as it provides a formal demonstration of experience, which can help distinguish yourself from others and for employers as it provides a credible reference and lists skills which are transferrable to the workplace. Achieve is beneficial to youth as it provides a professional reference which can be used when applying for scholarships and bursaries.

Volunteer MBC is an exclusive Certified Trainer and member of the Ontario Volunteer Centre Network. In April, all staff leading volunteers across the City of Brampton received training and access to the Achieve database to start issuing Achieve Certificates to recognize the efforts of City of Brampton Volunteers. An Achieve implementation plan is in development for City of Mississauga volunteers.

Youth Engagement

StepUp Ambassadors

StepUp is a program in which Volunteer MBC trains youth as volunteer ambassadors. In this process, they gain leadership skills that support volunteer engagement. An Executive Team of grade 11-12 students leads StepUp and Volunteer MBC supports them in the development of programming and training for their general membership through a combination of in-person and online learning. An Advisory Panel comprised of post-secondary students provides them with additional mentorship.

Thanks to funding from the Ontario Trillium Foundation, we were able to build on our 2018 work with a project called Early Leaders in Volunteering: Activators. St. Joan of Arc Catholic Secondary School in Mississauga has been heavily involved in engaging StepUp Ambassadors within their school to promote volunteer opportunities student-to-student, marking a system change that is more effective. Thus, youth continue to represent the majority of all the referrals we make to volunteer opportunities.

Youth LEaD

Youth (Youth Leadership Education and Development) is a community-connected experiential learning program for high school youth divided into six learning units to plan and organize community service projects; Leadership in practice, Volunteer engagement, Project management, Service excellence, Project marketing, and Project delivery.

2019 marked Year 2 of a three-year agreement with the Centre for Education & Training to deliver a version of Youth LEaD as part of their Newcomer Youth Volunteer Connections project. Our staff facilitated the training to a group of 40 newcomer and racialized youth who leveraged the skills developed to organize a volunteer expo.



Our curriculum has also been adapted into a lunchtime program to deliver in partnership with Free For All Foundation to black youth at 2 public high schools.

Volunteer MBC is a core member of the Caledon Youth Voice Collective, focused on boosting youth employment in Caledon by 2026. The Youth LEaD curriculum fits into its Theory of Change. We engaged youth in Caledon to develop a community service project using the framework. In Mississauga, we guided a youth group to bring to life their own an art project at the Glass Pavilion at Celebration Square.



Learning Centre

Over the course of the year, we delivered 31 Learning Opportunities across Peel region. Volunteer MBC offers professional development opportunities to leaders of volunteers, staff working with volunteers, and volunteers including board members for board governance learning and youth. In 2019, our Learning Centre saw a gradual evolution of services with the introduction of two new Learning Services: (1) Learning Management Systems development and (2) eLearning Design and Development. We continue to offer holistic learning solutions through a multifaceted delivery approach that includes online delivery (webcasts and eLearning), in-person workshops, blogs and vlogs, consultations, and customized sessions. A diverse delivery methodology facilitates learning accessible to everyone at the pace, style and cost that works for them.

Volunteer Leaders in Peel Network

To support the professional practice of Leaders of Volunteers across Peel, the Learning Centre took over the coordination of the *Volunteer Leaders in Peel Network* (VLPN). This network is a peer driven knowledge sharing network comprised of professionals engaged in volunteer involvement in their organizations. Membership in this network was initially fee-based and in 2019 it was transformed into a

FREE service exclusive to member organizations of Volunteer MBC. We hosted 5 VLPN sessions that yielded an average of 20 participants per session. The VLPN is led by a team of senior volunteer leaders among our Member Organizations who volunteer their skills and time toward it.

Vetch

For 2019, Vetch records 22,429 site views. Our in-house developed Learning Management System, www.vetch.ca continues to be a formidable resource to facilitate synchronous and asynchronous learning thus enabling social learning through knowledge sharing.



Member Responses on Referral Services

Our Referral Service is the cornerstone of our services to Member Organizations. Here is a sample of their feedback on how well it worked for them in 2019.

Volunteer MBC is a very supportive organization. We post a number of volunteer recruitment roles on Volunteer MBC and we always have an over welling response. Thank you, Volunteer MBC!

Maria DeVuono-Wallace, The Riverwood Conservancy

Things are going very well with recruitment. The system has been very user friendly when uploading positions and Robert has been fabulous. At this time no further support is needed but should things change I will definitely let you know. I have looked over the event information and am working with staff to identify a volunteer. I will send my submission shortly once we have a volunteer.

Mena Di Ruscio, CNIB

I truly appreciate you taking the time go through our Volunteer MBC posting. Volunteers are the backbone of our organization and due to our organizational culture and the area of focus we specialize in, it can be quite challenging to recruit volunteers... you have done an exceptional job at capturing the volunteers we are looking for. I look forward to connecting with you again in the near future.

Anna Belanzano, Bereaved Families of Ontario

Thanks so much for all your help on these postings! It's very helpful to have an outside eye on them.

Rav Singh, Ecosource

Volunteer MBC is an invaluable resource that works closely with you to achieve your staffing goals. Through their efforts, our two-day event was staffed with approximately sixty volunteers each day. Helpful, dedicated staff will ensure that your open positions are described and posted on their site for potential volunteers to see, learn about and make a decision. An investment that pays dividends in return.

Judith Nicholas, Caledon Special Olympics

Literacy is so important, and reading is the bedrock to this. I wanted to let you know that after posting our volunteer position we received such an exciting number of interested individuals! It was even more than I had anticipated, and I'm glad that it was such a seamless process to find suitable volunteers. I look forward to having their support in our office starting next week

Calyssa Erb, First Book

Thank you for reviewing the posting and for uploading it so quickly. Please feel free to make corrections on our postings any time. Thank you for all your support.

Farida Salahuddin, MIAG Centre for Diverse Women and Families

Strategic Plan Development

Perhaps the most important project of 2019 for Volunteer MBC occurred behind the scenes. Thanks to funding from the Region of Peel, we underwent facilitations and analysis with the consultation of Align Coaching to generate a new 5-year Strategic Plan to respond to the changing landscape of the non-profit sector and focus on our organization sustainability. Align engaged in comprehensive conversations and surveying with many of our key stakeholders and our team was challenged to think broadly about possibilities, while also critically to prioritize. To better inform the new Strategic Plan, a Review of Volunteerism was conducted with 4 significant components: External Environmental Scan, Current Landscape of Canadian Volunteer Centres, Survey of Nonprofit Agencies in Peel Region, and Funder Perspectives. The public-facing edition of the Review of Volunteerism will be released in fall 2020. The Review found that Volunteer MBC has brought the most significant value to medium-sized organizations and that improving the fit through more skills-based matching of volunteers would be essential. We also developed a new Performance Measurement Framework to track our progress in addressing the priorities.

The Strategic Plan 3D Map below depicts the re-envisioned identity of Volunteer MBC as a multisided platform with priorities to strengthen services for Residents, Organizations and our Internal infrastructure. *Note: This image was made prior to 2020 rebranding, which will affect imagery and simplify the lingo.* More info about the new Strategic Plan, associated activities and Review will be released in the fall of 2020 with our rebrand implementation.

