

Propellus

The Volunteer Centre of Calgary

2020

AT A GLANCE





2020

THE TOP THREE
VOLUNTEERISM INSIGHTS

MENTAL HEALTH

Blue Monday was the busiest day of January for volunteer searches, a pattern throughout the year, as we all seek community connections to support our mental wellness

VOLUNTEERING INCREASES

We saw an increase in grassroots volunteering sustained through the year, typically seen in short term response to emergencies

ANTI-RACISM JOURNEY

Volunteer centres all over spoke out in recognition of the **systemic racism** in volunteerism

MEMBER INSIGHTS

6 Days was how long it took one member to recruit 127 volunteers
57 minutes was the fastest time for one volunteer to search, apply and get volunteering

2020

STRATEGY UPDATE



VOLUNTEERISM

We were able to address one of the main concerns raised in our **2019 research**. Volunteers were clear that they expected to be able to volunteer within 30 days of beginning their search for an opportunity. Organizational practices slowed that down to 6-8 weeks. In 2020, we were able to make adaptations to the Connector so that those using it are able to get volunteering within **2 weeks**! Additionally, we added in new features like **"track your impact"** which specifically helps students verify their volunteering time while everyone can use it to build their volunteer resume.

STRENGTHENING

We saw a significant increase in the number of **grassroots initiatives** using our services. In response to the COVID-19 pandemic we made our services more accessible to more people. There is a shifting trend (**Volunteer Canada**) that sees informal volunteering continue to grow. As a result, we saw that half of the initiatives joining the Connector movement were grassroots led. This is almost 20% more than previous years!

COLLABORATION

VolunteerConnector added eight new **regional partners** to the strength of our network. We also continued our support of the Alberta Nonprofit Network (ABNN), bringing voice to the sector as a whole.

In April, the Alberta Government called on us to support their pandemic response through the creation of the Alberta Cares Connector. This collaboration was **highlighted** at our 2020 AGM by Minister Aheer.

OPERATIONS

Our staff continued to be 100% mobile. Our Board turnover remained low which allowed us to undertake life altering anti-racism training at the governance level, further embedding anti-racism as our decision-making lens. Be sure to check out our **audited financial statements** on the website.



2020

BY THE NUMBERS

2,215,214

searched the volunteerconnector

572,288

people accessed our services

2843

organizations served

\$2,491,284,604

volunteering value for communities across western canada



1597

people connected with this team



2021 and beyond

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We will focus on sustainability and growth. There are many more regional partners to find. We also launched our subscription services at the beginning of the pandemic and will focus our 2021 attention on growing that aspect of our membership. Finally, through data collection and collaboration with our peers, we will continue to seek change to the barriers of racism that exist in volunteerism

Do you want to sign onto the movement by becoming a regional partner, an affiliate promoter or research partner? Do you have another idea for how we can partner together? Reach out to us today and begin the exploration!

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Thanks to all our Supporters in 2020!

Alberta Culture, Multiculturalism and Status of Women, Community Engagement Branch
Alberta Gaming and Liquor Commission
Anonymous Donor
City of Calgary, Calgary Neighbourhoods
Suncor Energy Foundation
The Calgary Foundation

QUESTIONS?

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