

VolunteerConnector

2021

AT A GLANCE



Volunteer Centre of Calgary (operating the VolunteerConnector)

is a registered charity CRN 108 186 305 RR001

WWW.VOLUNTEERCONNECTOR.ORG

802 5920 MACLEOD TR SW, CALGARY AB | 403-265-5633

2021

OVERVIEW OF US



Our story

- We are a charity that has been on the forefront of community building for over 65 years. We are the Volunteer Centre of Calgary and have transformed into working with regional partners across Canada. Our commitment to providing digital solutions for volunteer engagement comes from our understanding that volunteers need to be engaged in a way that is consistent with the rest of their online lives.

We put volunteers at the center

- This platform is free for volunteers to get connected to their favourite causes so they can use their skills. It has been designed by volunteers for volunteers with the support of a volunteer centre that has decades of experience. If you are every wondering why the platform works the way it does, a volunteer made that choice!

We actively support grassroots and social justice movements

- Volunteerism has social justice and change for good in its heartbeat. This is why, in addition to supporting organizations, we encourage many grassroots initiatives to make use of this platform. We see positive societal change being rooted and activated in a whole new wave of formal and informal volunteering efforts. These efforts range from racial justice and anti-racism to environmental justice and education.

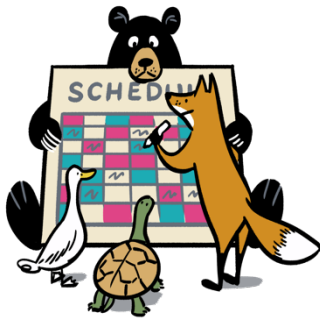
We care about community

- It is important to us to democratize volunteer engagement. This means providing access to simple, affordable solutions for volunteer engagement to grassroots, nonprofit and charitable groups everywhere. Typically, an organizing group uses either an excel spreadsheet or a complicated CRM to engage volunteers. In order to make the whole system of volunteering better we need everyone to have access to the same great tools and that is what the VolunteerConnector provides!

We acknowledge that Indigenous peoples are the traditional guardians of this land that we call Canada

- We believe that acknowledging the land we are fortunate to live and work on, and the people who came before us, is an important step toward reconciliation. We encourage everyone to educate themselves on land acknowledgments, Canada's history with Indigenous peoples and the 94 calls to action in the Truth & Reconciliation Commission's Report. We remain committed to our ongoing anti-racism and decolonizing journey personally and in volunteerism.





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STRATEGY UPDATE

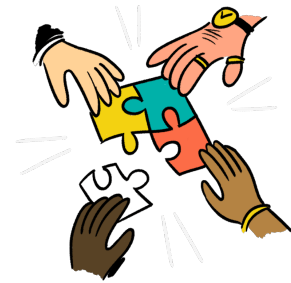
STRATEGY	SERVED	FUN FACTS
Putting the volunteer at the center of the system of volunteerism by leveraging an online platform that supports the existing framework of Promote-Connect-Strengthen-Lead	515,225 individuals	<p>2,496,673 volunteer searches</p> <p>People from every nation except Greenland found us</p> <p>4 minutes 48 seconds is the average time each person spent on the Connector</p>
Strengthening the system of volunteerism to grow the subscriber base of the VolunteerConnector to create organizational sustainability	4,097 organizations	<p>BC organizations were 52% of our growth this year</p> <p>5,150 individual capacity building supports provided</p>
Building community through volunteerism and partnership by nurturing a network of support for volunteers and volunteer organizations to enable volunteers, volunteer organizations and regional partners to better inform the future of volunteering through collecting, owning, and sharing data	36 regional partners	<p>Our 1st regional partner from Ontario joined the movement</p> <p>The most searched for cause on the Connector is Anti-Racism</p>

VOLUNTEER VOICE

“Volunteering gives us the opportunity to help by aiding people in our community. I find that I get a high from random acts of kindness. It makes me feel better about myself and helps me feel like a better person. It can also help me escape the tunnel of self-involvement or despair that I can easily fall into without realizing it. This year has been especially tough for all of us. It helps remind me to count my blessings, not my troubles.” – Kari –

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IMPROVEMENTS



2021 Platform Initiatives

Volunteer Profiles Expanded	<ul style="list-style-type: none">• This allows individuals more control over their journey• Set up 2022 feature of allowing direct email contact from organizations if desired
Emergency Tools Developed	<ul style="list-style-type: none">• This creates a list for proactive volunteer organizing in the face of a community emergency (90% of volunteers grant permission to share their profile for emergencies)
Verified Volunteer Hours	<ul style="list-style-type: none">• Creates a simple “resume” for volunteers to share with universities for credit
Improved Communications	<ul style="list-style-type: none">• HTML emails for volunteers with more customized control to sharing their profiles for applying to new positions and following causes
Micro-volunteering Launched	<ul style="list-style-type: none">• Enables research into anti-racism and systemic barriers to volunteering• This grows the dataset of volunteering in Canada in a trauma informed way

VOLUNTEER SUPPORT

Along with the first micro-volunteering opportunity, our good friend Dr. Moyo Mutamba provided a reflection reminder for all of us to tend to self-care and acknowledge that racist trauma can show up anywhere.

“Completing a survey that stirs emotions connected to racist experiences can bring up trauma for others. We will all respond differently to racist trauma and do self-care in diverse ways. However, whether you draw on conscious or subconscious processing mechanisms to care for yourself, it is crucial to take a moment to feel, reflect, and engage with where the trauma is showing up in your body.” – Moyo –



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BY THE NUMBERS

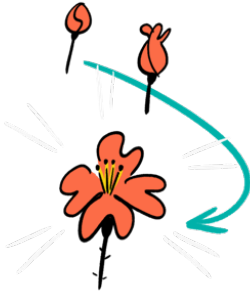
each **\$1** spent on the VolunteerConnector
=
a value of **\$574** in community impact

You can view our [2021 Audited Financial Statements](#), and you will note that we carried a deficit through 2021 that was “greater than 10% of the operating budget”. This deficit of revenue was due to reduced government funding and the pandemic challenge of growing earned revenue.

Diving deeper: 2021 had less emergency funding compared to 2020 and no casino funding. There was an unplanned reduction in ECAP funding that has not been replaced in the pandemic. Earned revenue via subscriptions, which were launched at the same time as stay at home orders in March 2020, and they remain a challenge to grow largely due to the uncertainty of the pandemic. The board anticipated a shortfall and approved a draw on our Sustainability Reserve to maintain operations. 2022 continues to have a Sustainability Reserve with 9.8 months of operating costs after the 2021 draws.

VOLUNTEER IMPACT

“To give your time to someone, to totally help is the most awesome experience of my life. It has changed my whole life, specifically how I look at the world and those around me.” – Mayara –



Thanks to all our Supporters in 2021!

Alberta Culture and Status of Women, Community Engagement Branch

Anonymous Donor

City of Calgary, Calgary Neighbourhoods

Google

Government of Canada

Individual Supporters

Suncor Energy Foundation

The Calgary Foundation

QUESTIONS?

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