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### VISION

volunteers creating  
thriving communities

### MISSION

we are a charity providing digital volunteer  
engagement solutions in Canada

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### PILLARS

Volunteers Leading  
Strengthening Volunteerism  
Building Communities  
Organizational Sustainability

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### WHO WE ARE

We put volunteers at the center  
We actively support grassroots and social justice movements  
We care about community

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

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### HISTORY

Building from a digital system for volunteer recruitment with a 16-year track record, in 2020 we released a simple and affordable system for volunteer engagement for the 58% of organizations that are 100% volunteer run. This addresses a sector need for organizational continuity and access to effective volunteer management tools both of which are an incredible benefit to community.

In October of 2018, the board made the motion to “digitize the volunteer centre”. This was their response to the national interest to pursue development of a “simple, affordable system for volunteer engagement” by all three key stakeholders: Volunteers, Organizations, Partners. We are committed to the volunteer framework of **Promote-Connect-Strengthen-Lead** and providing our services digitally.

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For more information, please visit [volunteerconnector.org/who-we-are](https://volunteerconnector.org/who-we-are)

# PRIORITIES

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## Volunteers Leading

Put the volunteer and their experience at the center of our digital platform by supporting the framework of Promote-Connect-Strengthen-Lead

VolunteerConnector equips volunteers to lead their own engagement

Volunteers have meaningful experiences which contribute to an organization's mission

Volunteers can move across communities according to their interests

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## Strengthening Volunteerism

Strengthen the volunteer sector by enabling and empowering organizations to enhance and optimize volunteer engagement for maximum community impact

Create an attractive and dynamic space for volunteers that allows organizations to recruit efficiently

Provide effective volunteer engagement through user-friendly management tools

Democratize the volunteer experience no matter the size or budget of an organization

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## Building Communities

Create space for advocacy and innovation to inform the future of volunteering through informal and formal collaborations with compatible organizations

Collaborate with organizations to increase access to volunteerism and strengthen networks within the sector

Lead, support, and participate in conversations to actively shape volunteerism in Canada through a Justice, Equity, Diversity, Inclusion – Anti-racism (JEDI-A) informed lens

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## Organizational Sustainability

Stay purpose-driven while strengthening the core elements of our organizational sustainability: People, Digital Platform and Financial

Ensure long-term financial stability through the development and maintenance of diverse, sustainable revenue streams

Focus on continuous improvement to the VolunteerConnector to enhance leadership amongst digital volunteering platforms

Maintain a culture of innovation and collaboration to attract, retain and enable the best talent, board and partnerships

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