



**VOLUNTEER
ALBERTA**

2018 Annual Report

LOOKING BACK

What a privilege it's been to join the Volunteer Alberta team in April 2018. And what a year it has been thanks to the vision of the Board, the passionate efforts of an extraordinary team, and the willingness of our many partners to collaborate on new initiatives!

New leadership provided an opportunity to step back and look at our five strategic directions with fresh eyes and a fresh perspective. As a result, 2018 became a year of innovation and new beginnings.

With a renewed focus on advocating about the value of the sector and volunteerism, and on supporting the sector to thrive, we organized Volunteer Alberta into five portfolios to ensure our form reflects our function. With our new structure, we enhanced our ability to deliver on our promises.

We created a Networks and Engagement portfolio to support our key networks, the Alberta Volunteer Centre Network and the Alberta Nonprofit Network, and to develop more strategic partnerships focused on emerging work.

Volunteer Alberta is a contingent organization designed to meet the needs of our stakeholders. You told us that youth engagement, revenue diversification and being better able to articulate the impact and value of the sector is important. We listened. Over the past year, we set goals, secured resources, and we are embarking on new initiatives to meet your needs.

Thank you to our stakeholders for supporting our work in 2018. We look forward to continuing to connect, promote and strengthen Alberta's nonprofit sector, and helping Alberta do good. Together.



A handwritten signature in black ink, appearing to read 'Karen Link'.

Karen Link
Executive Director

OUR FUNDERS

Thank you to our funders for helping us to connect, promote and strengthen Alberta's nonprofit sector!



Includes the Enhanced Capacity Advancement Program.



SUNCOR ENERGY
FOUNDATION



CONNECT

CONNECT

We connect Alberta's nonprofit sector through network engagement, our membership program and by building partnerships with our communities.

Networks

Volunteer Alberta's work in network engagement supports nonprofits across Alberta through collaboration, knowledge exchange and advocacy efforts.

In 2018, we focused our attention on two vital provincial networks, the Alberta Volunteer Centre Network (AVCN) and the Alberta Nonprofit Network (ABNN).

Our Executive Director, Karen Link, spoke with each AVCN volunteer centre to learn about the value they bring to their stakeholders, to better understand their opportunities and challenges better, and to determine how Volunteer Alberta can support them.

Volunteer Alberta is the fiscal agent and one of six founding members of ABNN. Together, we advanced the cohesive voice of the sector around data, preparing for the provincial election, informing the AGLC Charitable Gaming review and exploring a sector-wide pension plan.

Our reach in the community

Volunteer Alberta connects and partners with nonprofits across Alberta to increase their capacity for their mission and community.

This year, we assisted the Stettler Learning Centre in developing a framework for an adaptive three-year strategic plan for their organization by facilitating a one-day workshop. The workshop helped Stettler to identify strategic opportunities.

We also guided Volunteer Strathcona through the next phases of their rebrand journey. This included a program and service review, and recommendations to align their emerging brand identity with their strategic directions.



Membership

Our members are at the heart of everything we do. As a member association, our goal is to strengthen the resiliency of our members by representing and meeting their needs.

In 2018, we committed to improve our membership program based on Members' feedback. We overhauled our Online Member Area by developing new resources and gated content.

We also introduced a new feature in our Member Exclusive newsletter called Member Spotlight. Member Spotlight is a blog series in which we feature one Member per month and their achievements and impact in their communities. This is one more way we encourage knowledge exchange and promote the value nonprofits bring to Albertans each day.

This past year, topics covered in our Member Spotlight series included youth engagement, capacity building and community outreach/ services.

Going forward, we will continue to enhance our membership program by listening to and engaging with our Members.

2018 Member Spotlights

Carya Society of Calgary
Cold Lake & District FCSS
Grande Prairie Volunteer Services Bureau
Stony Plain FCSS
Vegreville & District FCSS
Volunteer Airdrie
Volunteer Lethbridge
Volunteer Strathcona
Voice of Albertans with Disabilities

284 members

Top 3 reasons to be a member:

47% To support Volunteer Alberta's work.

64% To be part of a provincial network of nonprofit organizations.

76% Volunteer Alberta's programs, services and resources.

100 90 80 70 60 50 40 30 20 10 0

91% of members surveyed recommend membership.

PROMOTE

PROMOTE

We promote the value of the nonprofit sector and volunteerism for Albertans through storytelling and our annual funding initiative celebrating National Volunteer Week.

Demonstrating impact and value through storytelling

In 2018, we focused on telling volunteer and nonprofit stories on our blog, on social media and in our newsletters. By sharing stories like Member Spotlights, we create a deeper understanding of why nonprofits and volunteers matter, and we demonstrate the impact and value of Alberta's nonprofit sector.

Welcoming newcomers: A volunteer story

Having friendly neighbours newcomers can turn to makes all the difference. Volunteer, Kirsten Madden, is one of these Albertans who opened their home to a Syrian family and recently shared her experience with us.

“It has been the most amazing experience. We don't consider it volunteering anymore. In fact, we stopped counting volunteer hours along time ago. We consider them family.”

Kristen Madden
Volunteer.

Grande Prairie Volunteer Services Bureau: A nonprofit story

Grande Prairie Volunteer Services Bureau (GPVSB) provides a range of services to nonprofits and recognition programs for volunteers in their community.

“Our impact on the community becomes more visible as the fruits of our labour becomes more apparent. As people become more aware of what we offer, we're getting busier and busier. When you're successful with one organization it brings two more to the door.”

Carol-Anne Pasemko, Executive Director
Grande Prairie Volunteer Services Bureau.

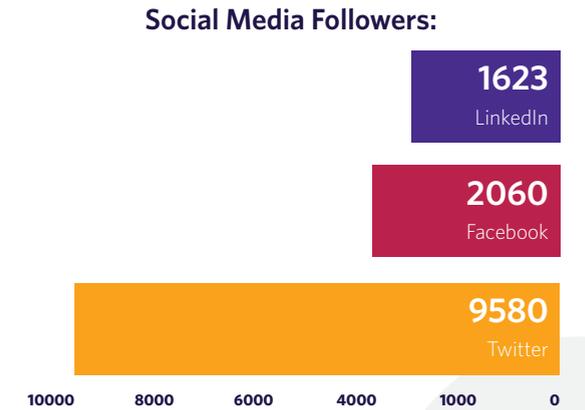


82% of participating organizations believe hosting NVW events will positively affect volunteer engagement in their community.

98% of participating organizations indicated that NVW celebrations would have an impact on volunteerism awareness.

65,298
website users/visitors

5,388
unique page views on blog



National Volunteer Week

At Volunteer Alberta, we believe volunteerism is transformative, and an essential part of humanity and society. Every year, we are honoured to celebrate and recognize volunteers in our province and across Canada during National Volunteer Week (NVW) in April.

National Volunteer Week is an important initiative that spotlights how volunteers impact communities and ways for new volunteers to get involved. NVW also encourages current volunteers to keep doing social good.

The theme for NVW in 2018 was the value of volunteerism. We not only promoted how Alberta volunteers are invaluable to nonprofits and communities by telling community stories but, we also shared their economic value. Alberta volunteers contribute upwards of \$8.3 billion in unpaid labour every year!

In 2018, the Government of Alberta and Volunteer Alberta distributed \$66,000 to 71 organizations to host National Volunteer Week events or activities that celebrated and recognized volunteers in their communities. This NVW enhancement funding supported 113 different communities across Alberta to celebrate the value of volunteerism!

STRENGTHEN

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We strengthen and equip Alberta's nonprofit sector to thrive through capacity building programs and learning services.

Serving Community Internship Program

Through the Serving Communities Internship Program (SCiP), Volunteer Alberta helps thousands of post-secondary students to meaningfully engage with Alberta's nonprofit sector.

Completing its seventh year of operations, SCiP continues to strengthen the sector through prioritizing continuous improvement in our evaluation measures and reporting, as well as outreach to underrepresented geographic communities.

95% of interns surveyed reported that SCiP increased their awareness of the value of the nonprofit/voluntary sector to society/community.



“We are still working with our SCiP alumni as volunteers and potential employees.”
Roselyn Himann, Executive Director at Energy For All.

Social Innovation

Social innovation isn't about starting from scratch in our approach, it's about refining current processes or exploring new ideas and approaches to our existing work.

In 2018, we piloted our first set of social innovation webinars to help nonprofits get at root causes of complex issues they experience at work or in their communities. We continue to refine these webinars and we will be piloting new formats in 2019 to meet the needs of our audiences and members.

91% of organizations surveyed indicate that SCiP had a positive impact on their knowledge/ability to engage post-secondary students.

Volunteer Screening Program

Volunteer Alberta's Volunteer Screening Program supports nonprofits to implement effective volunteer screening practices by providing education and financial support.

Screening Development Grants

Volunteer Alberta awarded \$30,000 in microgrants to 10 organizations across the province. These grants support organizations in building comprehensive and effective screening policies and processes to engage volunteers in their organization.

Since 2017, we awarded grants to 23 organizations and supported them in creating safe programs for onboarding volunteers. One grant recipient in 2018 said this about their experience, "We have greatly benefited from the [screening grant]. The icing on the cake is that we achieved our charitable status in record time (effective Jan 1, 2019), so we're off to the races!"

Screening learning lab partnership

In the fall of 2018, the Edmonton Chamber of Voluntary Organizations (ECVO), Boys and Girls Club Big Brothers Big Sisters of Edmonton (BGCBIGS), and Volunteer Alberta designed the first-ever volunteer screening learning lab.

Together, we designed the lab to help volunteer managers increase their leadership capacity to tackle common volunteer screening challenges. The results from the learning lab will be compiled and published in 2019.

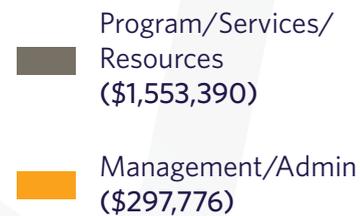
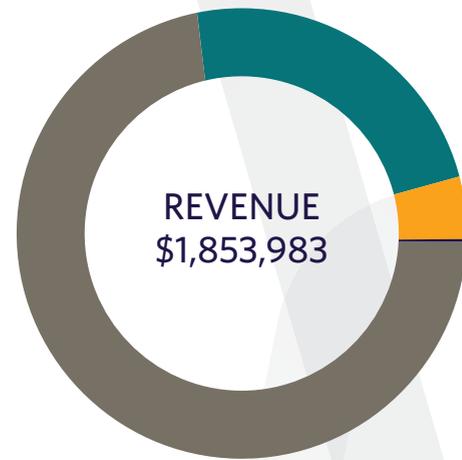
National Round Table on Screening

Volunteer Canada and Public Safety Canada are exploring a Pan-Canadian platform that will help reduce barriers to volunteer engagement and streamline background checks across Canada.

In 2018, Volunteer Alberta participated in Volunteer Canada's National Round Table on Screening in Ottawa. As provincial advocates, we will continue to elevate the work of volunteer managers and the importance of HR practices for volunteers during these ongoing conversations.

FINANCE & BOARD

FINANCE



LOOKING FORWARD

Volunteer Alberta's Board of Directors is extremely proud of our accomplishments in 2018. The hiring of a new Executive Director, Karen Link, the enhancement of several programs, and the deepening of our knowledge of the sector strengthened our organization and the nonprofit sector.



In 2019, we will develop our evaluation and impact measurement initiative to support nonprofits in articulating their value in our communities. We will also launch a new province-wide project to engage youth at the nonprofit board level. Through mentorship, training, and hands-on experience, youth leadership will be strengthened, and boards will benefit from new perspectives and confident voices at the table.

Volunteer Alberta's Board of Directors will evolve our recruitment processes to continue to have good governance and leadership and to incorporate diversity and inclusion formally into our practices.

In the future, Volunteer Alberta will continue to explore new initiatives, projects and diversified funding that bring us closer to achieving our mission and vision for Alberta.

Jeanette Bancarz
President, Board of Directors

BOARD MEMBERS 2018/19

Jeanette Bancarz - President
Morgan Bamford - Vice President
Sian Anderson - Secretary
Renée Gagnon - Treasurer

Susan Gulko - Director
Heather Laird - Director
Shaun Maslyk - Director (2018)
Evan Romanow - Director (2018)

STAFF

VOLUNTEER ALBERTA STAFF

(as of May 2019)

Operations & Finance



Karen Link
Executive Director

Cindy Walter
Operations & Board Relations Director

Brooke Matter
Finance & Administration Director

Saffa Mirza
ABNN & Administration Assistant

Networks & Engagement



Daniela Seiferling
Networks & Engagement Senior Coordinator

Nicole Spring
Networks & Engagement Assistant

Marketing & Communications



James Dang
Marketing & Communications Manager

Adrienne Vansevenandt
Marketing & Communications Senior Coordinator

Darcy Ames
Marketing & Communications Assistant

Learning & Development



Barb Hudkins
Learning & Development Manager

Graeme Dearden
Learning & Development Senior Coordinator

Youth @ the Table



Lauren Smith
Youth @ the Table Project Manager

Navneet Gidda
Marketing & Communications Senior Coordinator

Eunice Droni
Learning & Development Coordinator

The Association of Volunteer Centres and Volunteer Engaging Organizations in Alberta

Suite #609, 10080 Jasper Ave
Edmonton, Alberta T5J 1V9

Phone: 780.482.3300
Toll-free in Alberta: 1.877.915.6336
Email: volab@volunteeralberta.ab.ca

MISSION

To enable Alberta's nonprofit/voluntary sector organization through knowledge exchange and strategic connections.

VISION

A strong, engaged, and connected society serving the common good in Alberta.



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Volunteer Alberta



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