



National Volunteer Week
Enhancement Funding Guidelines



NATIONAL VOLUNTEER WEEK & INTERNATIONAL VOLUNTEER DAY

Enhancement Funding Guidelines

Volunteer Alberta

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I. Background

Volunteer Alberta, in partnership with the Government of Alberta, supports National Volunteer Week and International Volunteer Day activities with Enhancement Funding to assist organizations in hosting events and to explore innovative and exciting approaches to recognize and celebrate volunteers and their important contributions to Alberta communities. Creative and imaginative ideas that bring people together around volunteerism can lead to greater community engagement and contribute to a vibrant fabric of National Volunteer Week celebrations across the country. **Visit [Volunteer Canada's National Volunteer Week](#) webpage for information and resources on National Volunteer Week.**

Enhancement Funding is intended to supplement other sources of funding for National Volunteer Week and International Volunteer Day celebrations. Enhancement Funding must be used to promote and celebrate National Volunteer Week or International Volunteer Day throughout an entire community and is not intended to recognize volunteers of a singular organization, agency or group. **If your community has a Volunteer Centre, please contact them to collaborate on the Enhancement Funding Application and National Volunteer Week celebrations.** Funding is provided by Alberta Culture and Tourism and is distributed by Volunteer Alberta throughout the province.

Please review these guidelines for appropriate usage of Enhancement Funding and funding requirements prior to submitting your application.

[All applications must be completed online.](#)

II. Important Dates

National Volunteer Week Events

- Applications open: **April 1, 2022**
- Applications close: **April 13, 2022**
- Email Notifications: **Rolling Basis**
- Cheques mailed: **After final report is submitted**
- Final report opens: **Rolling Basis** (you may submit your report as soon as your event is done)
- Final report due: **Monday, May 31, 2022**

International Volunteer Day Events

- Applications open: **September 6, 2022**
- Applications close: **November 14, 2022**
- Email Notifications: **The week of November 14 or 21, 2022**
- Cheques mailed: **The week of November 21 or 28, 2022**
- Final report opens: **Rolling Basis** (you may submit your report as soon as your event is done)
- Final report due: **December 16, 2022**

III. Conditions of Enhancement Funding

Applicants are strongly encouraged to collaborate with other organizations, municipalities/villages/counties/rural communities in your region to plan and celebrate National Volunteer Week or International Volunteer Day.

- Enhancement Funding is intended to promote and celebrate National Volunteer Week or International Volunteer Day and volunteerism on behalf of an entire community, and is not intended to solely recognize volunteers of a particular agency or group.
- All applications must identify a Lead Organization and a Coordinator as the person responsible for management of the funds, measurement/assessment of outcomes and submission of the final report.
- Please also note that communities can apply for a maximum of \$1000 from this funding source. (i.e., Feature sites can apply to host 1 event while Host sites can theoretically apply for funding for both NVW and IVD).
- Enhancement Funding is awarded to **ONE** organization per community, (\$1000 for a single event or two \$500 grants for NVW and IVD events). This may be:
 - Lead Organization in any given community (municipality/village/county) or
 - Lead Organization in a collaboration for community of interest within a geographic region.

Volunteer Alberta reserves the right to apply these guidelines as necessary.

Eligibility Criteria

- Applicant must be either one of the following:
 - Recognized Volunteer Centre;



- Family and Community Support Services;
- Municipality; or
- Individual organization who collaborates in coordinated National Volunteer Week activities that benefit an entire region (municipality/village/county).

If your community has a Volunteer Centre, please contact them to collaborate on the Enhancement Funding Application and National Volunteer Week/International Volunteer Day celebrations.

Enhancement Funding Requirements

- Enhancement Funding must be used to promote and celebrate National Volunteer Week or International Volunteer Day throughout an **entire community** and is not intended to recognize volunteers of a singular organization, agency or group.
- Organizations and communities receiving Enhancement Funding agree to recognize Volunteer Alberta and the Government of Alberta in all printed, online, audio or visual media promotions and materials in the instances where the funding is used.
- If you are applying to be a Feature site, applications submitted on behalf of two or more organizations/municipalities **must be accompanied by a completed National Volunteer Week and International Volunteer Day Enhancement Funding Memorandum of Agreement.**
- Approved Applicants are required to submit a final report. Failure to do so could prevent said applicant from the upcoming year of Enhancement Funding.

Eligible Expenses

For 2022, we expanded the eligible expenses to assist organizations with adapting their celebrations due to the fast-changing COVID-19 pandemic. **NVW and IVD Grant funds and celebrations must be used/completed by May 31, 2022 for NVW and by December 12, 2022 for IVD.**

Expense types	Current expenses allowed	Recommended additions
Media promotion	<ul style="list-style-type: none"> • Television • Radio • Newspaper • Social media, etc. 	<ul style="list-style-type: none"> • Google ads or other online paid promotion
General Promotions	<ul style="list-style-type: none"> • Posters/ postcards/ flyers • Banners 	<ul style="list-style-type: none"> • Postage/ shipping costs

	<ul style="list-style-type: none"> • Displays, etc. 	
Volunteer Recognition Items	<ul style="list-style-type: none"> • Awards • Certificates • Pins • T-shirts, etc. 	<ul style="list-style-type: none"> • Postage/ shipping costs
Hybrid Celebration/Event	<ul style="list-style-type: none"> • Virtual gathering software • Facility rental • Decorations • Door prizes • Speaker/ presenter/ facilitator fees 	<ul style="list-style-type: none"> • Personal protective equipment (PPE) for in-person celebration (if need be): <ul style="list-style-type: none"> ○ Hand sanitizer ○ Masks • Postage/ shipping costs for door prizes (if required)

Ineligible Expenses

- **Food and Alcohol:** Food and alcohol costs are ineligible.
- **Travel and Accommodations:** Travel and accommodation expenses for speakers/presenters/facilitators or otherwise are not accepted.
- **Contracting a Coordinator for National Volunteer Week or International Volunteer Day activities:** It is expected that your organization has the capacity to support the implementation of National Volunteer Week plans.

IV. Preparation of Funding Application

Enhancement Funding is administered with a two-tiered funding model. Applicants can apply to be either a Feature or a Host Site. A juried process will determine successful Feature and Host sites.

Feature Sites will be supported with **\$1,000** and will be required to promote and celebrate National Volunteer Week or International Volunteer Day throughout the entire community. Sites will be required to meet the following criteria:

1. Lead/convene collaborative effort with other municipalities/villages/counties and/or nonprofit organizations/charities/societies in your region



(If two or more organizations/municipalities are applying to be a Feature Site a National Volunteer Week Enhancement and International Volunteer Day Funding Memorandum of Agreement must be included.)

2. Incorporate **all three** of the following aspects:
 - Recognition of volunteers
 - Promotion of volunteerism
 - Recruitment of volunteers

Host Sites will be supported in the amount of **\$500** and will be required to promote and celebrate National Volunteer Week throughout the entire community. Sites will be required to meet the following criteria:

1. incorporate **two** of the following three aspects:
 - Recognition of volunteers
 - Promotion of volunteerism
 - Recruitment of volunteers

When applying, please indicate on your application if you would like to be considered a **Feature or Host Site**. **Applicants who apply for a Feature Site must indicate if they would like to be considered as Host Site if not chosen as a Feature Site**. Please also note that **communities can apply for a maximum of \$1000 from this funding source**. (ie. Feature sites can apply to host 1 event while Host sites can theoretically apply for funding for both NVW and IVD)

V. Responsibility of Successful Applicants

- Promote activities being held across the province for National Volunteer Week;
 - use the hashtag **#NVW2022, #EmpathyInAction, and #VolunteersBringHeart** on social media
 - collect activity photos and testimonials
 - provide information to local and regional media;
- Provide updates to Volunteer Alberta that affect your Enhancement Funding Eligibility; and
- Submit a completed Final Report by **Tuesday, May 31, 2022 for NVW and December 16, 2022 for IVD**.

Please Note: Failure to recognize Volunteer Alberta and the Government of Alberta in your promotions or failure to submit a final report to Volunteer Alberta may affect eligibility for future funding.

VI. Review and Selection of Applicants

Specific criteria that applications will be evaluated by include, but are not limited to, the following:

- The focus of the events/activities is on recognizing and celebrating the role of volunteers in the entire community;
- The events/activities are **community-wide** with volunteers from a wide range of community groups represented, rather than an event for the volunteers of one or two organizations;
- A range of community organizations and local government are involved in events/activities, planning and delivery;
- Evidence of sound planning and demonstrated ability to make the events/activities happen and be successful;
- Budget is realistic and demonstrates ability to leverage Enhancement Funding and value for money.

