
2025 NATIONAL VOLUNTEER WEEK

Enhancement Funding Guidelines

Volunteer Alberta

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I. Background

National Volunteer Week (NVW) is an important way to recognize the important contributions volunteers make to their communities and to thank them for their efforts. Through the *National Volunteer Week Enhancement Funding Grant*, Alberta-based social impact/non-profit organizations can apply for funding to support their NVW events and activities.

Creative and imaginative ideas unite people together around volunteerism and can lead to greater community engagement, contributing to vibrant communities across the country. We are excited to celebrate all the contributions made by Alberta's exceptional volunteers during National Volunteer Week. **Visit [Volunteer Canada's National Volunteer Week webpage](#) for information and resources.**

The *Enhancement Funding Grant* is intended to supplement other sources of funding for National Volunteer Week celebrations. **Enhancement Funding must be used to promote and celebrate National Volunteer Week throughout an entire community, rather than the 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.

The *Enhancement Funding Grant* is made possible through a partnership between Volunteer Alberta and the Government of Alberta. Funding is provided by Alberta Culture and is distributed by Volunteer Alberta throughout the province.

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

Applications must be completed **online** unless you have indicated the need for a Word Document application from our team (registrations@volunteeralberta.ab.ca).



II. Eligibility Criteria

Applicant must be in Alberta and one of the following:

- Recognized Volunteer Centre;
- Family and Community Support Services;
- Municipality;
- Individual organizations collaborating in coordinated National Volunteer Week activities that benefit an entire region (municipality/village/county); or
- An individual organization serving as a hub for a specific sub-community but may not be recognized as a volunteer centre.*

*Some examples include, but are not limited to:

- Organizations that serve ethnic, cultural, language minorities, or gender and sexually diverse communities.
- Religious groups like churches, mosques, synagogues, or temples that provide voluntary service to an entire region.

III. Important Dates

- Applications open: **Monday, February 10, 2025**
- Applications close: **Monday, March 17, 2025, at 12:00 PM (Noon) MST**
- Approval Notices: **Rolling basis, starting Monday, February 17, 2025**
- Grants distributed: **Rolling basis, as final reports are received***
- NVW Events: **April 27 – May 3, 2025**
- Final reports open: **Monday, April 28, 2025**
- Final reports due: **Friday, May 30, 2025**

*If you require an advance on your NVW Enhancement Fund Grant, please contact us at registrations@volunteeraberta.ab.ca.

IV. Preparation of Funding Application

You have the option of applying to be a **Feature Site** or a **Host Site**.


Feature Sites will be supported with **\$1,200** 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. 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 in collaboration to be a **Feature Site** a National Volunteer Week Enhancement 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 **\$600** 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
2. If two or more organizations/municipalities are applying in collaboration to be a **Host Site**, a National Volunteer Week Enhancement Funding [Memorandum of Agreement](#) must be included.

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 will be asked to indicate if they would like to be considered as Host Site if not selected as a Feature Site.**



V. Conditions of Enhancement Funding

1. Applicants are strongly encouraged to collaborate with other organizations, municipalities/villages/counties/rural communities in your region to plan and celebrate National Volunteer Week.
2. Enhancement Funding is intended to promote and celebrate National Volunteer Week and volunteerism on behalf of an entire community and is not intended to solely recognize volunteers of a particular agency or group.

If your agency or organization's mission and vision serve a specific group (e.g. newcomers, a faith-based community, or an Indigenous nation), please indicate in your application how your celebration will be inclusive to people who do not volunteer directly with the organization (e.g. a newcomer-serving organization collaborating with the other newcomer organizations in your region to celebrate newcomer volunteers, or folks who volunteer with newcomers). You may also qualify for an enhancement fund grant if your event is open to the general public as part of a volunteer recruitment or training initiative.

3. If an organization is partnering with one (1) or more applicant(s), they will need to complete a [Memorandum of Agreement](#) and identify a Lead Organization in the Memorandum of Agreement document.
4. All applicants must identify a Primary Contact as the individual responsible for the management of the funds, measurement/assessment of outcomes and submission of the final report. A Secondary Contact must be identified in the case that the Primary Contact is unreachable.
5. Organizations and communities receiving National Volunteer Week 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.

[Click here to download the approved logo package.](#)



6. Approved Applicants are required to submit a final report. Grants will be distributed as Final Reports are received. Failure to submit could also prevent approved applicants from future NVW funding.
7. Approved funds must be spent by May 30, 2025.

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

Eligible Expenses

Funding through this grant can be used to cover the following expenses:

Expense types	Expenses allowed
Media promotion	<ul style="list-style-type: none"> • Television • Radio • Newspaper • Social media, etc. • Google ads or other online paid promotion
General Promotions	<ul style="list-style-type: none"> • Posters/ postcards/ flyers • Banners • Displays, etc. • Postage/shipping costs required to share promotional material
Volunteer Recognition Items	<ul style="list-style-type: none"> • Awards • Certificates • Pins • T-shirts, etc. • Postage/shipping costs required to send recognition items to volunteers
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)
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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 activities:** It is expected that your organization has capacity to support the implementation of National Volunteer Week plans.

VI. Responsibility of Successful Applicants

- Promote activities being held across the province for National Volunteer Week;
 - Use the hashtags **#NVW2025** and **#VolunteersMakeWaves** on social media
 - Tag **@VolunteerAlberta** on LinkedIn and Facebook posts, **and** Government of Alberta (**@youralberta** or **@GovernmentofAlberta**) on all social media platforms
 - Collect activity photos and testimonials
 - Provide information (links, photocopies of news articles etc.) to local and regional media coverage of your events if applicable
- In the event of any unforeseen circumstances that may impede your ability to host an event, the Primary Contact is required to promptly notify Volunteer Alberta;
- Utilize the approved [Government of Alberta and Volunteer Alberta logos](#);
- Submit a completed Final Report by **Friday, May 30, 2025**.

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.

VII. 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.