



National Volunteer Week
Enhancement Funding Guidelines



NATIONAL VOLUNTEER WEEK

Enhancement Funding Guidelines

Volunteer Alberta

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I. Background

Volunteer Alberta, in partnership with the Government of Alberta, supports National Volunteer Week 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.

Enhancement Funding 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, 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

- Applications open: February 8, 2021
- Applications close: March 8, 2021
- Email Notifications: The week of March 15 or March 22, 2021
- Cheques mailed: The week of March 22 or March 29, 2021
- Final report opens: Monday, May 3, 2021
- Final report due: Monday, May 31, 2021

III. Conditions of Enhancement Funding

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

- 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.
- 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.
- Enhancement Funding is awarded to **ONE** organization per community. 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 celebrations.

Enhancement Funding Requirements

- Enhancement Funding must be used to promote and celebrate National Volunteer Week throughout an **entire community** and is not intended to recognize volunteers of a singular organization, agency or group.
- 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.

- 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 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 NVW funding.

Eligible Expenses

For 2021, we expanded the eligible expenses to assist organizations with adapting their celebrations due to the COVID-19 pandemic. **NVW Grant funds and celebrations must be used/completed by the time the reporting period opens: Monday, May 3, 2021.**

Expense types	Eligible expenses	Additional eligible expenses for 2021
Media promotion	<ul style="list-style-type: none"> • Television • Radio • Newspaper • Advertising • Other media • Etc. 	<ul style="list-style-type: none"> • Social media advertising • Google ads or other online paid promotion
Promotions	<ul style="list-style-type: none"> • Posters • Banners • Displays • Newsletters • Postcards • Flyers • Etc. 	<ul style="list-style-type: none"> • Postage/shipping costs
Volunteer recognition items	<ul style="list-style-type: none"> • Awards • Certificates • Pins • T-shirts • Pens • Etc. 	<ul style="list-style-type: none"> • Postage/shipping costs
Event	<ul style="list-style-type: none"> • Facility rental • Decorations • Door prizes 	<ul style="list-style-type: none"> • Video hosting software for virtual gatherings • Personal protective equipment (PPE):

	<ul style="list-style-type: none"> • Speaker/presenter/facilitator fees 	<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.

IV. Preparation of Funding Application

Since 2017, National Volunteer Week 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 **up to \$1,500** 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. 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 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.**

V. Responsibility of Successful Applicants

- Promote activities being held across the province for National Volunteer Week;
 - use the hashtag **#NVW2021** 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 **Monday, May 31, 2021**.

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;



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- 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.

