

**VOLUNTEER
OTTAWA**



**BÉNÉVOLES
OTTAWA**

**ANNUAL REPORT
2021**





Reimagining our Future

Message from the Chair and Executive Director

Throughout the Ottawa region, 2021 saw thousands of volunteers pitch in with unwavering commitment and creativity to support the organizations that rely on their time and talent. Together, our members and their volunteers made our community better by learning new skills and finding fresh ways to cope with the obstacles and set-backs the ongoing COVID-19 pandemic put in their path. Volunteer Ottawa is honoured to support their work and deeply appreciative of their continued support for ours. There is no denying the toll the past two years have taken, and the need to address fundamental issues related to capacity and sustainability in the not-for-profit sector. But we are inspired by the community's resilience and confident in the promise of a future that we will reimagine together.

2021 was also a year of adaptation and change for Volunteer Ottawa. The staff and our own team of dedicated volunteers continued to deliver VO's programs, pivoting as the needs and circumstances of our members evolved. We posted over 34,000 volunteer positions and received more than 6,000 offers from volunteers willing to lend a hand. Our education programs remained online, with workshops tailored to address prevailing needs: business continuity, board governance, revenue diversification, social media, team building, mental health and volunteer management. The Volunteer Ottawa website got an overhaul that sets us up to be more nimble and interactive in our engagement with members and individual volunteers. And the 10th annual VOscars awards gala went virtual for the first time in its history. We celebrated the incredible contributions of our award recipients and nominees, with generous support from our sponsors, donors, and special guests.

The Board of Directors devoted many months to developing a new three-year strategic plan, a process infused with insights gained over the past two years. More than ever, we see ways that Volunteer Ottawa can brighten the region's future by promoting volunteerism, engaging organizations and individuals in new ways, building capacity through training and networking activities and embracing a culture of collaboration with our members, partners, funders, and the community at large.

The future envisioned by VO's Strategic Plan 2022-2025 will be built on the strong foundations created by our dedicated Board members and incredible staff. We pay tribute to them and all their contributions, particularly those whose time with Volunteer Ottawa drew to a close in 2021. And we offer a very special and heartfelt thank you to our outgoing Executive Director, Marie Eveline who retired after seven exceptional years at the helm of our organization.

2022 is an important year for Volunteer Ottawa as we celebrate its 65th anniversary. Such a milestone is a chance to reflect on the role Volunteer Ottawa has played in weaving the social fabric that connects people to one another, across neighbourhoods and throughout the region. As our community becomes larger, more diverse, and more complex, we are committed to ensuring that Volunteer Ottawa continues to serve as a connecting hub where time, talent and goodwill are freely exchanged in the interest of all. The future we imagine is captured in the vision of our new strategic plan: an inclusive and engaged community that benefits from committed volunteers and a strong not-for-profit sector.

We look forward to working alongside all of you in the year ahead.



Dr. David J. Hornsby
Chair



Christine Trautmanndorf
Executive Director



The Team

Executive:

David J. Hornsby - *Chair*
Natalie Rumscheidt - *Vice-Chair*
Asiyeh Norouzpour - *Treasurer*
Attiya Hirji - *Interim Corporate Secretary*

Directors:

Nancy Beerkens
Mahima Sharma*
Jason Solomon
Andrew Biteen
Trinish Padayachee
Taylor Johansen
David Chun Yu Lao
Timothy Howe*

**Partial year*

Secretariat:

Marie Eveline - *Executive Director*

Eleonore Eaves - *Director, Programs & Fund Development*

Carissa Harkins - *Communications & Operations Officer*

Sophie Jodouin - *Membership & Interim DLO Officer*

Loretta Limburg - *Finance Officer*

Monja DeLuca - *Education Officer*

Volunteers

In addition to our Board of Directors, VO heavily relies on volunteers to support our programs, including translators, speakers, workshop facilitators and administrative support. We are grateful for the time, skills, and resources these 70 individuals give to us.



Who We Are

Our Mission

Volunteer Ottawa strengthens our community by supporting volunteers and the not-for-profit sector.

Our Vision

Volunteer Ottawa's vision is an inclusive and engaged community benefiting from committed volunteers and a strong not-for-profit sector

What We Do

For 65 years, Volunteer Ottawa has been a leader in helping people make a meaningful difference in our city. We provide critical volunteer recruitment and capacity development services to hundreds of not-for-profits – services that are essential to their ability to meet community needs.





Our Values

Five core values guide Volunteer Ottawa



Respect

We treat everyone with dignity and fairness.



Equity, Diversity & Inclusion

We commit to these principles in all staff, volunteer, and board roles.



Stewardship

We value our funders and members and commit to using their contributions responsibly and ethically.



Excellence

We strive to improve our work continually to support the very best outcomes for volunteers and not-for-profit organizations.



Leadership

We lead by example in promoting a culture of collaboration and partnership in our community.



Serving Ottawa's Not-for-Profits

The resolve and resilience of Ottawa's not-for-profit sector was on full display once again in 2021. As the pandemic continued to take a heavy toll on so many aspects of their work, Volunteer Ottawa's members persevered, coping with lockdowns and restrictions, responding to constantly evolving rules and guidance, and adapting their activities to meet the needs of the community. Through it all, the programs and services offered by Volunteer Ottawa were there, playing an essential role in supporting these remarkable organizations throughout Ottawa and the surrounding regions.

Volunteer Ottawa continues to provide **our 290 members** with a range of benefits to support their organization and the vital services they provide in the community. With the adoption of a new strategic plan in 2021, we look forward to enhancing our offerings to ensure we grow with our members and their needs in the coming years.

Membership benefits:

- Online portal to post unlimited volunteer opportunities
- Access to **over 6,000** active volunteers
- Learning resources and guides for staff, management, boards and volunteers
- Discounts on workshops and custom training sessions
- Boosted promotion of organization and volunteer needs
- Community event calendar
- Networking opportunities

Our Network

VO's membership network serves many vulnerable community groups, including children and youth, seniors, Indigenous peoples, the disadvantaged, the homeless, LGBTQI2+, persons with disabilities and medical conditions, visible minorities and racialized individuals, and newcomers to Canada, among others. Our members also promote the arts, protect the environment and care for animals.

290 Members

246 Organizations and **44** Individuals



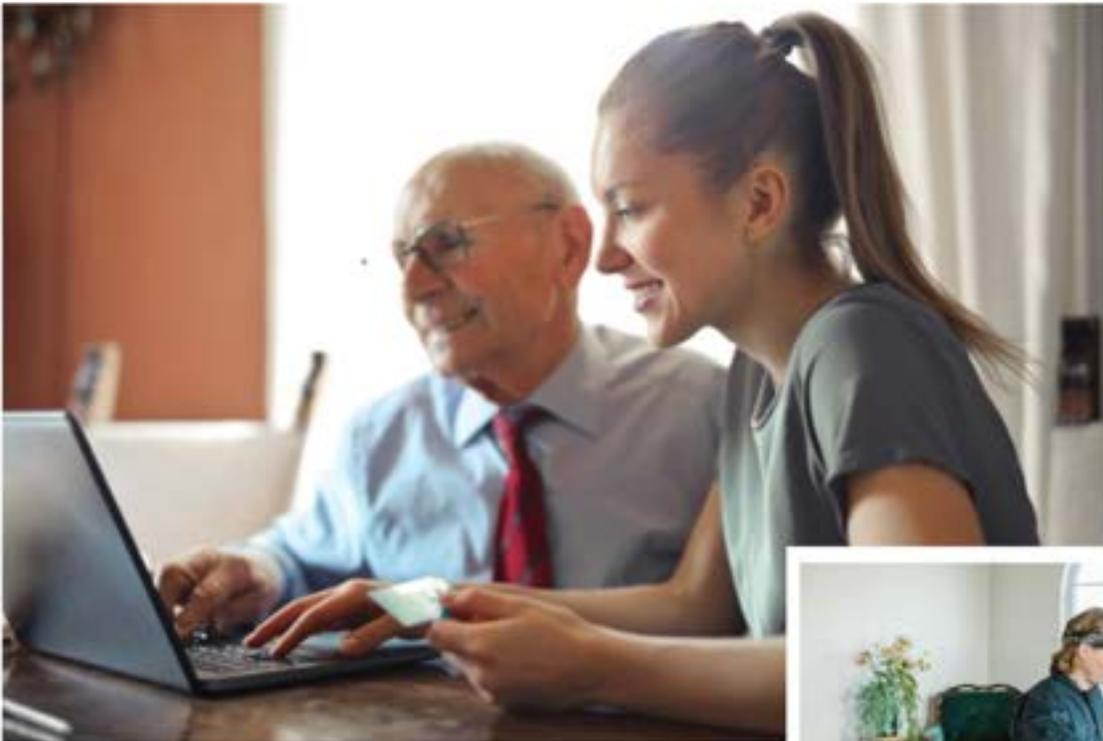


Promote Volunteerism

Volunteers have continued to show up to offer their time and skills to organizations across the city to support the most vulnerable in our communities, despite the challenges of the past two years. In 2021, there were over **1,100** postings on our platform for a total of **34,109** volunteer positions available, and close to **6,100** volunteer applications received. These numbers are consistent with last year's as the effects of the pandemic continue to be felt.

VO maintained its commitment to promoting volunteerism, through monthly newsletters to the volunteer pool highlighting volunteer opportunities and other relevant information. Our emails had an average open rate of 48.1% and a click-through rate of 2.4%, which are both above the non-profit industry average. In addition to the monthly mailouts, VO posted volunteer opportunities weekly on social media to our more than 24,000 followers.

On average 8 individuals joined our volunteer pool a week, resulting in a total of over **6,200** active and engaged volunteers using our platform to find a volunteer opportunity that meets their needs.





Engage Communities

In September of 2021, Volunteer Ottawa launched a new youth volunteering program, Generation Give. Created with support from the TELUS Friendly Future Foundation, Generation Give aims to not only guide high school students in completing their Community Involvement Hours but instill a lifelong practice to enrich their lives.

Generation Give is a user-friendly program that helps youth find meaning and value in volunteering, supported by VO's rich collection of resources. The program also enhances the capacity of local not-for-profit organizations to engage youth volunteers.



VO CONNECT

VO Connect offers companies and government agencies the chance to connect with not-for-profits and have a meaningful

impact in the community, while engaging in a wide range of group volunteering team activities. In 2021, we hosted several virtual group volunteer events with over 50 employees participating and benefiting 13 different not-for-profits.





Build Expertise

Education

VO offers over 40 unique, practical workshops designed specifically for not-for-profits. Throughout 2021 the demand for custom workshops increased, while attendance for standard workshops fluctuated as conditions in the community changed due to the pandemic. Highly topical workshops were developed to address issues such as vaccinations and returning to work, while also creating opportunities for mental wellness space and training.

Volunteer Ottawa's education program continues to adapt and change to the needs of the community with a growing focus on equity, diversity and inclusion and continuing to build on our suite of executive workshops. Looking forward, VO has a bright future in professional development and will continue to invest in relevant and current workshops, webinars and engagements that meet the needs and best practices of today's not-for-profit professionals, boards, and volunteers.

- 20** regular workshops
- 13** custom workshops
- 352** workshop participants



The Diversity in Leadership Ottawa (DLO) program seeks to increase diversity and enhance governance in non-profits and charities across the region. At the end of 2021, just **over 200** organizations and **560** professionals had registered in the program, with more than **100 successful** matches to date.

VO remains committed to addressing the diversity gap in governance structures, to ensure the voices of under-represented individuals are deeply embedded and used to enrich not-for-profits and communities. We look forward to enhancing and re-launching DLO in 2022, to further meet the needs in the community and promote equity in volunteering leadership.

Fostering Collaboration Virtually



For the first time in the VOscars' 10-year history, we celebrated Ottawa's dedicated volunteers virtually, with almost 400 individuals tuning in. The event recognized inspiring volunteers in the Ottawa community, and paid tribute to former Ottawa Mayor **Jacquelin Holzman**, the recipient of our Lifetime Achievement Award for her passionate and life-long dedication to volunteerism.

Another 18 outstanding volunteers and organizations were recognized across six categories including:

- Mayor's Award for Volunteer Spirit, **Joanne Henry**
- Outstanding Youth Volunteer Award, **Lindsey Alcy**
- Outstanding Senior Volunteer Award, **Yvon Cyr**
- Leadership in Corporate Volunteerism, **TELUS**
- Professional Leadership Award, **Jon Tam**
- Outstanding Volunteer Program, **The Ottawa Hospital**



Volunteer Ottawa co-hosts the annual Leveraging Our Strengths conference, with Ontario Trillium Foundation, Ottawa Community Foundation, and United Way East Ontario. In 2021, the event was held virtually, with **130** people attending to connect and share knowledge on implementing Equitable, Diverse, and Inclusive (EDI) policies across their organizations.

Volunteer Expo

VO's yearly Volunteer Expo shifted to video format in 2021, in light of the pandemic. The Expo aligned with our Generation Give program, featuring member organizations that engage youth volunteers. This created both an opportunity and resources for youth volunteers to learn about the various ways they can get involved in the community. To date, the videos have close to 300 views.



What's Next for Volunteer Ottawa?

In 2021, Volunteer Ottawa launched a strategic planning process focused on reimagining our future. VO started with an environmental scan conducted by an external party to measure and gather information about our community, the not-for-profit sector and our organization to better understand the context we will be working in going forward. The results inspired the development of a new three-year strategic plan which was approved by the Board of Directors in November.

The 2022-2024 Strategic Plan will build on the strong record of success Volunteer Ottawa has enjoyed for many decades. As the limits imposed by the pandemic recede, we will embrace all we have learned over the past two years and re-engage with our members, our community and the tens of thousands of volunteers who give their time and talent so generously to make Ottawa such a special place.

To support the vision and objectives of the new plan, staff developed a communication strategy in 2021. It will assist Volunteer Ottawa in engaging with its key stakeholders about the programs and services we offer and expand our reach with targeted demographics. The new communication strategy was the impetus for building a new website, with improvements that make it a more user-friendly platform and allow VO to enhance the connections, resources and training local not-for-profits and volunteers need to make a meaningful difference in the community.

Volunteer Ottawa has much to look forward to in 2022. We will celebrate our 65th anniversary with a special fall VOscars Gala and launch some exciting new programs and services. Our Board members and staff are eager to join forces with community partners at the City of Ottawa, United Way of East Ontario, the Ottawa Community Foundation, and with our fellow volunteer centres across the country, in reimagining a future that is better and brighter for all.



Financial Report

Revenue

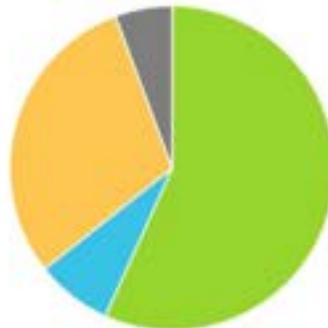
- Core Program Generated
- External Program Funding – Other
- External Program Funding – UWEO
- Donations & Fundraising
- Miscellaneous
- Government Subsidies



	<u>2021</u>	<u>2020</u>
Core Program Generated	113,183	118,149
External Program Funding – Other	251,410	304,545
External Program Funding – UWEO	70,000	70,000
Donations & Fundraising	28,609	23,729
Miscellaneous	1,188	1,148
Government Subsidies	41,432	92,794
Totals	\$505,822	\$610,365

Expenses

- Salaries and Benefits
- Miscellaneous
- Professional Fees
- Occupancy



	<u>2021</u>	<u>2020</u>
Salaries and Benefits	259,533	404,361
Miscellaneous	34,712	35,458
Professional Fees	137,015	82,605
Occupancy	25,956	17,637
Totals	\$457,216	540,061

Revenue Over Expense	\$48,606	\$70,304
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Thank You Funders & Supporters



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