



1st PLACE: "Mask Elves" volunteers sew masks for the Swan Lake Nature Sanctuary Fundraiser

## VOLUNTEER BC 2020/2021 ANNUAL REPORT

# VOLUNTEER BC

### WHO WE ARE

Proud of being a strong voice on important issues that affect volunteerism.

### MISSION

The voice for supporting & connecting the voluntary sector to achieve excellence in volunteerism for the benefit of all British Columbians.

### VISION

To be a strong and relevant provincial voice in promoting the development and value of volunteerism in BC by working cooperatively with the general public, volunteer centres, voluntary organizations, governments, business, and volunteer-involved nonprofits.



2nd Place: Coquitlam Search & Rescue Volunteers

## OUR IMPACT DURING CHALLENGING TIMES

2020 was like no other. Covid-19 created chaos but at the same time Volunteer BC increased their impact and voice as the leader of volunteerism in the province.

Our role to support the sector during difficult times has never been more critical than during Covid-19. The pandemic has brought new visibility and profile to the essential roles that volunteers, organizations and charities play in our social and economic systems.

We have experienced many challenges during Covid-19 but also experienced many successes in enhancing the volunteer sector during this time. The incredible response from our staff, board, partners, volunteers and our community shows we're all making an impact despite challenging times, making it a fitting theme for our annual report.

### NATIONAL VOLUNTEER WEEK - THE VALUE OF ONE, THE POWER OF MANY

Every year, Volunteer BC coordinates province-wide activities such as the National Volunteer Photo Contest to celebrate the importance of volunteerism and thank volunteers across BC. The theme for 2021, **The Value of One, The Power of Many**, reflects on the awe-inspiring acts of kindness by millions of individuals AND the magic that happens when we work together towards a common purpose.

This year, we received 127 entries that showcase powerful images of volunteers delivering essential services during the pandemic. Celebrate BC Volunteers! - [click here for photos.](#)

# THANK YOU BC VOLUNTEERS

LET'S CELEBRATE VOLUNTEERS

NATIONAL VOLUNTEER WEEK 2021  
APRIL 18 - 24  
#NVW2021 #CELEBRATEBCVOLUNTEERS

# ANNUAL REPORT 2020-2021



## RESPONDING TO COVID-19

The height of the pandemic had a profound impact on Volunteer BC. As an organization focused on volunteerism, we responded to increased questions and requests from BC, across Canada, and internationally. During Covid-19, we averaged 8 inquiries a day and received 80% more inquiries from individuals wanting to find ways to volunteer, especially individuals wanting to help seniors during Covid-19. Also received increased requests from volunteers and volunteer involving organizations trying to adapt to changing government guidelines. Many of these we are able to answer or deal with directly and others are forwarded to volunteer centres and other organizations for action.

### DEDICATED COVID-19 RESOURCES

Our strength is in developing good resources for the volunteer and non-profit sector. During Covid-19 communities need tools to find out how to effectively mobilize volunteers. We developed accessible and easily viewed resources and FAQs on how to help during the pandemic.

### COVID-19 RESOURCES

**Tip Sheets:**

- [How To Help During Covid-19](#)
- [Virtual Volunteering Idea Sheet](#)

**Handbooks:**

- [I Want to Volunteer with Covid-19 safety measures](#)
- [How to Start a Volunteer Program with Covid-19 Safety Measures](#)

[Dedicated Covid-19 Web Page](#)

### PARTNERSHIPS & COLLABORATIONS

**2020 was all about our partners.** Good advocacy is built on great relationships, and we worked tirelessly to advocate for and on behalf of volunteers, volunteer-involving organisations and non-profits ensuring the voice of volunteering is heard and the value of volunteering is recognized. We worked with sector leaders such as Imagine Canada, Volunteer Canada, Emergency Management BC and BC Volunteer Centres to advocate for a stabilization grant program for non-profits and charities. We participated in national and provincial advocacy campaigns and joined advisory groups to ensure our voices were heard. Letters were submitted to MP's and the Prime Minister asking for several measures to help ensure that charities and non-profits can continue their valuable work during this incredibly challenging time.

### INFORMATION HUB - SHARING OUR MESSAGE

Our Covid-19 Website Resource Page was implemented immediately as there was a need to communicate accurate information on how to help during the pandemic. [Our website](#) is a hub of information and offers comprehensive info on volunteering, especially on how to engage volunteers safely during the pandemic.




3rd Place: Board Member packs hampers at the Richmond Food Bank

The [Connector Newsletter](#) focuses on sharing news of volunteer opportunities including education, training, funding, learning, best-case practices and networking.

## ACCESS TO EDUCATIONAL OPPORTUNITIES

Volunteer BC is committed to supporting and providing accessible learning opportunities but 2020 was a challenging year to offer training. Normal in-person events were suspended and had to adapt to a new model of virtual learning. We enhanced our technological capability and developed online systems that support our stakeholders. We hosted several Community Huddles, webinars and forums to help volunteers and non-profits share information, stay connected and provide Covid-19 guidance. Our most often requested topics were volunteering safety during Covid-19, how to find volunteer roles and best case practices in engaging volunteers virtually.



### VOLUNTEER FUTURES

"What a wonderful virtual conference! This was not easy to do and yet I believe you nailed it! Topics, presenters, ease of access, ability to ask questions everything went so smoothly. And we didn't have to worry about getting from room to room."

The [Volunteer Futures Conference](#) was virtual in 2020. The event was attended by more than 125 delegates from the comfort of their homes. We were not together in person but continued to offer a cost-effective, high-quality conference with topics that addressed the main challenges from 2020 and the look ahead to the possibilities of 2021.

## COMMITTED BOARD & STAFF

Our capacity & sustainability is built upon excellent leadership, governance, and active participation of our volunteer board. Their commitment and tireless hours have made major contributions to the growth and success of Volunteer BC. Thank you for the role you have played in supporting Volunteer BC this year!

### 2020-2021 BOARD OF DIRECTORS

 <b>Caroline Miller</b> Board Member	 <b>Jocelyn Wong</b> Board Member	 <b>Wendy Pollard</b> Board Member	 <b>Anne-Marie Koeppen</b> Vice-President
 <b>Oscar Cruz</b> Board Member	 <b>Mary Catherine Williams</b> Board Member	 <b>Tracey Gibson</b> Board Member	 <b>Rita Innamorati</b> Board Member
			 <b>Cari Moore</b> Secretary & Treasurer

### STAFF

<b>Lorelynn Hart</b> Program Director	<b>Olivia Jay</b> Marketing & Communications Specialist	<b>Paul Dufour</b> Bookkeeper
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**Lawrie Portigal**  
President

# WE CELEBRATE OUR MEMBERS

When you become a member, you make a powerful investment in the BC non-profit sector and community and help us be a stronger voice for volunteerism. We make every effort to celebrate and recognize our members. Here are [20 Stories/20 Volunteer BC Members](#) & their volunteers who make our communities stronger, especially during times of need.



## MARKETING & COMMUNICATION SNAPSHOT



31 NEWSLETTERS

### Website

- 151,975 Page Views (59% increase over 2020)
- 57% of visitors between 18-34 years

### Google Ads

- 139,000 Impressions (43% increase over 2020)



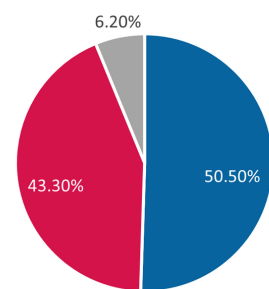
- 310 TWEETS
- 1748 FOLLOWERS
- 90,611 IMPRESSIONS



Angus visiting Kent Institution to bring comfort and joy to the correctional officers and staff members.

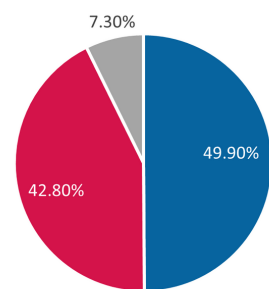
## FINANCIALS

Revenue Total: \$199,436.27



■ In-Kind ■ BC Gaming Grant ■ Other

Expenses Total: \$202,133.01



■ In-Kind ■ Operating ■ Program

FULL FINANCIALS AVAILABLE UPON REQUEST



# Volunteer BC

We acknowledge that we are located on the traditional and unceded territory of the xʷməθkʷəy̓əm (Musqueam), sḵəwəθənəʔ təməxʷ (Tsawwassen), and Kwantlen people, and that we are guests in the territory of the Indigenous peoples of this land.

## THANK YOU

We acknowledge the financial support of the **Province of BC** through the BC Community Gaming Grant.



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[@VolunteerBC](https://twitter.com/VolunteerBC)



[Volunteer British Columbia](https://www.facebook.com/VolunteerBC)



[Volunteer BC](https://www.linkedin.com/company/volunteerbc)

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