

International Year of Volunteers Coordinating Group/Steering Committee

Final Report

March 2003

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Introduction

The International Year of Volunteers (IYV) was a significant success in Canada.

The IYV provided Canada's vibrant voluntary sector — with its more than 7.5 million volunteers (according to the 1997 *National Survey of Giving, Volunteering and Participating*), 1.3 million employees and 180,000 charitable and not-for-profit organizations — cause for recognition and renewal. It was an opportunity to celebrate the generous spirit of the nearly 16.2 million Canadians who informally contribute their time to assist others, and to highlight the economic contribution of volunteers — estimated at \$16 billion annually or 8 percent of Canada's gross domestic product.

At local, provincial, territorial, and national levels, voluntary sector organizations worked in partnership with governments, the corporate sector, and each other to celebrate the invaluable contribution of volunteers to Canada's quality of life and to contribute to the voluntary sector's growth and well-being.

This report focuses on an important aspect of Canada's IYV activities and achievements — the support provided by a first-ever national partnership between the Government of Canada and the voluntary sector to celebrate an International Year. This unique co-leadership resulted in the design and implementation of a landmark year for volunteers and the voluntary sector.

On behalf of the Government of Canada, the Departments of Canadian Heritage and Human Resources Development Canada collaborated with Volunteer Canada, the nonprofit organization responsible for coordinating IYV celebrations on behalf of the voluntary sector. They also led the development and implementation of the government's own strategy for contributing to IYV. Other national voluntary sector organizations that played a significant role in the design and execution of IYV activities included the Canadian Centre for Philanthropy, the Coalition of National Voluntary Organizations, Community Foundations of Canada, and the United Way of Canada.

Government of Canada funding was provided under the Voluntary Sector Initiative, a joint effort to strengthen the capacity of the voluntary sector and to enhance its relationship with the federal government.

While this report highlights the many important national events held throughout IYV, the most important activities happened at the grassroots level where tens of thousands of organizations celebrated IYV with their volunteers, staff, clients and communities. These events occurred with the support of the national campaign, as well as the energy, talent, in-kind services and funding of governments, foundations, corporations and voluntary sector organizations themselves, at both local and regional levels.

The year was characterized by partnerships — national and local, with various levels of government, the voluntary sector and the corporate sector. Champions of volunteerism included voluntary sector leaders, politicians, business leaders, media representatives, and volunteers themselves. At meetings in New York, Amsterdam, Geneva, and Vancouver some of these champions showcased Canada's world leadership in

volunteering. Moreover, the United Nations evaluated Canada as having one of the most successful IYV campaigns in the world.

While much was accomplished during IYV, perhaps its greatest success remains to be achieved. A rich legacy of research, new initiatives and networks has been established to be built upon by all partners. In doing so, we continue to honour Canada's rich tradition of volunteerism and look toward an even brighter future for all Canadians.

Coordinating Group/Steering Committee Membership

The voluntary sector was represented on the International Year of Volunteers Coordinating Group/Steering Committee (the Committee) by officials from Volunteer Canada, the Canadian Centre for Philanthropy, the Coalition of National Voluntary Organizations, the United Way of Canada and Community Foundations of Canada.

The Government of Canada was represented by officials from Canadian Heritage, Human Resources Development Canada, the Privy Council Office and Treasury Board Secretariat.

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Terms of Reference and Operating Principles

The mandate of the Committee was to develop a strategy that would achieve the objectives of the IYV. A communications sub-committee was struck to ensure coordination and communication between the various partners involved in design and delivery of communications aspects of IYV in Canada.

Workplan

In April 1999, preparations for celebrating the IYV in Canada were launched with a Leaders' Forum held in Montebello, Quebec. Three key voluntary sector agencies, Volunteer Canada, the Canadian Centre for Philanthropy and the Public Policy Forum, initiated the event.

Fifty leaders from the public, private and voluntary sectors came together to stimulate interest, gain consensus and set goals for IYV. The resulting report, [*International Year of Volunteers 2001 In Canada – A Framework for Action*](#), became the backbone for IYV planning and delivery.

Objectives

The Leaders' Forum identified five strategic objectives for IYV in Canada.

1. Celebrate volunteerism

After IYV, it is expected that Canadians will better recognize and understand the contribution of voluntary work to Canadian society.

2. Promote volunteering for all

After IYV, there will be better participation from groups that have traditionally been under-involved in volunteerism. In particular, the thematic approach to promotional and informational materials will encourage more volunteer involvement among youth, employees, and older adults. Resources developed during IYV will help the voluntary sector involve persons with disabilities, new Canadians, and other under-represented groups.

3. Expand the definition of volunteerism in Canada

Following IYV, Canadians will have a better understanding of the many and diverse ways that they can participate as volunteers.

4. Improve voluntary organization infrastructure

The voluntary sector will be able to improve its ability to attract volunteers and to enhance the volunteer experience and services provided by organizations.

5. Develop the voluntary sector knowledge base

An investment in strategic, practical research will help Canadians better understand volunteerism in Canada.

Target audiences

Based on the objective to “promote volunteering for all”, capacity-building resources for the voluntary sector and IYV promotional materials addressed the volunteer involvement of the following groups:

- All Canadians (campaign launched on International Volunteer Day, December 5, 2000);
- Youth volunteers (Global Youth Service Day, April 21, 2001);
- Corporate employee volunteers (August 2001); and
- Older adult volunteers (International Day for Older Persons, October 1, 2001).

The Government of Canada also implemented an ambitious program to celebrate both Canadians who volunteer for federal departments and agencies, and federal employees who volunteer. Some 30 federal departments and agencies participated in IYV celebrations.

A national workplan for *IYV* was developed by Volunteer Canada following the Leaders’ Forum. This workplan was updated during the year and as circumstances warranted. A communications plan for IYV was also produced by Volunteer Canada in conjunction with the Government of Canada.

In addition, the Government of Canada developed its own communications strategy and workplan for celebrating IYV in federal government departments and agencies.

Activities and Achievements

Space limitations do not permit a complete listing of national initiatives and events. This is a summary of the most substantial national initiatives and events; those led by the five partner organizations and those initiated by the Government of Canada.

Volunteer Canada

With a budget of \$3.75 million, Volunteer Canada housed the IYV Secretariat; led promotion and celebration initiatives — including producing capacity tools — and

project managed a corporate relations campaign and the Canadian Forum on Volunteerism.

Secretariat

The IYV Secretariat provided management and direction to the national IYV activities, particularly those led by Volunteer Canada. Key activities included liaison with government partners, the voluntary sector and partner volunteer centres. The IYV Secretariat staff participated in the IYV Communications Sub-Committee. Media relations was also a key activity during the latter part of the year. The IYV Secretariat was Canada's liaison with the United Nations, which provided international leadership for the year.

Under the IYV Secretariat, Volunteer Canada established an Advisory Committee to provide counsel on the IYV program at Volunteer Canada. The members of the Advisory Committee represented the voices and presented the concerns of volunteers, the voluntary sector, administrators of volunteer resources, volunteer centres, and the international community.

In January, a larger Advisory Committee of 20 members was consulted about the core competencies of a volunteer manager with the intention of improving and enriching the capacity of volunteer managers. The committee's input helped to define more clearly the function of volunteer program management. This committee also helped shape the online education program for volunteer managers.

Canadian launch

In coordination with the federal partners and volunteer centres across Canada, IYV was officially launched on International Volunteer Day, December 5, 2000. The launch was marked by the unveiling of the *I Volunteer/Je suis là* social marketing campaign and the distribution of information kits to over 60,000 organizations.

The Canadian launch kits included:

- A poster;
- The *Canadian Code for Volunteer Involvement*;
- An IYV planning kit for organizations;
- A page announcing national events;
- A promotional merchandise description and order form;
- A list of capacity-building resources and their release dates;
- A fact sheet on volunteer centres; and
- A positioning piece on the *I Volunteer/Je suis là* campaign.

The Canadian launch event set the stage for the tremendous success of IYV and raised interest in IYV and volunteerism. The high-profile event helped raise awareness of IYV. A partnership with Rogers Television brought the launch event to viewers across Canada. A special one-hour show, produced by Rogers Television was aired live on the launch date on community cable stations across the country. Ten provincial and territorial

partner sites (mostly volunteer centres) held simultaneous launch events that incorporated the national event program. The program was also shown periodically throughout the year during different time slots as part of regular daytime programming.

While national media coverage of the event was weak, the IYV launch received local coverage in every province and territory.

Promotional campaign and resources

An extensive social marketing campaign, *I Volunteer/Je suis là*, recognized, promoted, and enhanced volunteerism in Canada. Online focus testing of the proposed look and feel of the campaign garnered input from volunteers and volunteer centres nationally. Focus tests covered a cross-section of Canadian society, taking into account gender, age, geographic location, volunteer or non-volunteer status, ethnic origin, first language, and physical ability.

The campaign encouraged Canadians to recognize and celebrate the rich diversity of volunteer experience. The campaign slogan, *I Volunteer/Je suis là* reflects how one person's actions can make a significant difference. The key phrase, *I Volunteer*, always appeared next to a statement of purpose. For example: *I Volunteer...because I'm retired from work, not from life. I Volunteer...because I believe in community.*

When the actions of one person are multiplied 7.5 million times, Canada is changed in very real and important ways. The use of evocative photographs, coupled with diverse personal statements reinforced the campaign's secondary message: *The value of one. The power of many.*

The initial promotional campaign targeted:

- Youth, through National Volunteer Week 2001 in conjunction with the youth volunteerism summit;
- Corporate and employee volunteerism, through the Canadian Forum on Volunteerism/CIVICUS Assembly, August 2001; and
- Seniors, on the International Day for Older Persons, October 1, 2001.

The *I Volunteer* campaign graphics were made available electronically and were adapted by many volunteer centres and not-for profit organizations to create their own unique campaigns. For example, many groups customized the *I Volunteer* campaign posters. More than 25 companies across Canada adopted the campaign, including Investors Group, Hudson's Bay, Cotts, Clarica, United Parcel Services and Telus. The National Volunteerism Initiative Joint Table used the look for their *Canada Volunteerism Initiative Report* tabled in December 2001. The campaign's look was also well received internationally, with the IYV Secretariat in Queensland, Australia adapting the campaign. The *I Volunteer* slogan was also used by the Government of Ireland for its IYV campaign.

One of the most successful tools developed for the campaign was the IYV video, *The Power of Many/La force du nombre*, which was widely praised as “the best video on volunteerism ever produced in Canada”. Sixty- and ninety- second public service announcements adapted from the video were produced for distribution to community cable TV stations.

Volunteer Canada sold over \$2 million worth of promotional products, including lapel pins, T-shirts, posters, thank you cards, notepads, pens, mouse pads, bookmarks, and travel mugs featuring the campaign look.

In August, with the release of the *2000 National Survey on Giving, Volunteering and Participating* (NSGVP) results, Volunteer Canada developed a legacy kit for IYV for distribution to over 44,000 organizations.

Included in this kit were:

- The *Rethinking Volunteer Engagement* booklet, which encourages organizations to examine and improve their volunteer programs;
- The IYV 2001 Special Edition Volunteerbeat/Place des Bénévoles;
- The *Volunteer Opportunities Exchange Progress Report*;
- An *I Will Volunteer* 2002 reminder card;
- An NSGVP website postcard; and
- An evaluation form requesting feedback on IYV 2001.

In December, IYV closed with an *I Will Volunteer* campaign with the tag line “*Resolve to be involved in 2002. You'll be glad you did.*” As part of the campaign, several promotional items were developed:

- 236,000 postcards and 5,000 posters were sent to organizations;
- 444,000 cheque inserts were placed in federal pay and pension cheques;
- Four 30-second PSA's were sent to over 350 radio stations across the country; and
- The postcard graphics were inserted as a public service advertisement in the *Ottawa Citizen*, the *Calgary Herald* and local newspapers in Moncton, Camrose and Orangeville, thanks to the initiative of volunteer centres in those areas.

Many of the promotional products developed for IYV, and the campaign look, continued to be used well beyond the official year. See the [*I Volunteer Positioning Paper and sample campaign products*](#).

Canadian IYV Web site

Launched in December 2000, the Canadian IYV website, www.iyvcanada.org, was a major communications vehicle. A clearinghouse of information and promotional items, the Web site brought together tools, links and activities. Canadians accessed a national events calendar, posted volunteer stories, pledged their volunteer hours, and took part in

polls and quizzes. In addition, a “media room” gave journalists access to the latest news and information.

The site enabled online ordering of IYV promotional materials, and provided a “one-stop shop” for information on volunteerism and links to additional resources. The site also enhanced opportunities for networking among volunteers and voluntary organizations and provided high-quality resource materials that could be downloaded.

The site received 1,348,261 hits and attracted 119,864 visitors who spent a substantial amount of time navigating it. Because the site was so popular, the domain name was extended for an additional year. In the longer term, materials will be accessible through www.volunteer.ca.

Information hotline

Volunteer Canada gave out IYV information and provided IYV-related services using a 1-800 number. Through the toll-free number callers could order IYV materials; obtain more information about IYV and its events; learn about volunteerism; be directed to agencies in their communities; and ask questions about volunteerism and volunteer opportunities.

Voluntary management and capacity-building resources

The facilitation of volunteerism beyond IYV was enhanced through a series of capacity-building resources. The following is a list of the good practice guides developed by Volunteer Canada for IYV to enhance volunteer management:

- *Youth Works! Creating and developing youth-led volunteer projects*: A guide to creating and developing youth-led volunteer projects;
- *Rethinking Volunteer Engagement*: A call to voluntary organizations to rethink and review the ways in which volunteers are involved;
- *A Guide to Volunteer Program Management Resources*: A list of top volunteer management resources;
- *A Matter of Design*: A discussion paper on the nature of work and job design concepts;
- *Volunteer Connections*: A set of four volunteer program management manuals and accompanying training guides linked to the four themes of IYV: youth, people with disabilities, employee volunteerism, and older adults;
- *Employee Volunteerism Resources*: A series of booklets to address the growing trend in employee volunteerism; and
- *Canadian Code for Volunteer Involvement*: A guide outlining the values, principles and standards for effective volunteer practices. At the time of writing this Report, over 130 organizations have adopted this Code.

Online education for volunteer managers

The online education project is an academic program for an online masters-level certificate in volunteer resource management. Volunteer Canada contracted academic,

volunteer management and technical expertise to assist with the project's development. The final application of a course called Strategic Planning and Organizational Development in the web-based setting will be completed in Fall 2002 and, following that, a demonstration model of the course module will be accessible.

A proposal for substantial funding to further develop this project is in the final stages of preparation and fund solicitation will occur through Canadian and American foundations and various government bodies over 2002–03.

Corporate partnership

Volunteer Canada actively sought partnership opportunities from the corporate sector to support IYV and established mutually beneficial relationships with a number of corporations.

Government of Canada funding of \$75,000 to support this effort was leveraged into more than one million dollars of corporate sponsorship. This support included:

- Canada Post – volunteer cards and Volunteer Opportunities Exchange (VOE) brochures were distributed through Canada Post outlets across the country;
- Manulife Financial – support and partnership with VOE, research into older adult volunteering and development of *A Booming Trend* booklet;
- Telus – the VOE was revamped in its look and feel;
- Canadian Pacific – supported National Volunteer Week;
- Canadian Living – published a quiz on volunteering types that appeared in the January 2001 issue, and provided an on-line volunteering forum throughout the year;
- Investor's Group – supported the IYV youth resource *YouthWorks!*;
- Rogers Cable – covered the Canadian launch of IYV on December 5, 2000;
- The Co-operators Insurance – partners in the training program for *Volunteer Connections – How to Involve Youth in Your Organization*;
- Great West Life – supported the Canadian Forum on Volunteerism;
- The Gap – partner in *Helping Out is Cool*, a book for children about volunteering;
- Body Shop -- dedicated a panel of their brochure to IYV and volunteers;
- Imperial Oil – December holiday card promoted IYV; and
- Air Canada – played the IYV *Power of Many* video on Air Canada flights. For one month, it was seen on all eastbound and northbound domestic and transborder routes over 2 hours, as well as on all outbound international routes. This represented approximately 5,250 domestic and transborder flights and over 1,200 international flights.

2001 Canadian Forum on Volunteerism

The 2001 Canadian Forum on Volunteerism was held August 16–18, 2001 in Vancouver. The forum provided a unique opportunity for volunteer centres to receive, give and develop skills, and become informed about the latest trends, concerns and issues in volunteerism. Volunteer centres and other voluntary organizations shared their successes and initiatives with other volunteer centres and voluntary agency professionals.

The planning committee was chaired by Lila Goodspeed, Volunteer Canada President, in conjunction with a local partner (Volunteer BC). Forum sub-committees were struck in a variety of areas (e.g., sponsorship, speakers) to ensure that this event was an exciting and provocative discussion on volunteerism.

The forum took on the style of a political conference, with debate and discussion of a series of provocative statements, including:

- Volunteers deserve to receive tax benefits for their donated time and expenses;
- By putting an economic value on volunteer hours, we compromise the essence of time given freely;
- A truly effective and well-managed society would not need volunteers to provide essential services; and
- Altruism is on the decline as volunteers are motivated primarily by vested interest.

Approximately 600 participants — largely volunteers — debated these resolutions. Debaters for this conference included: Ms. Elizabeth May, Dr. Michael Walker, Mr. John McCallum, Ms. Virginia Greene, Ms. Barbara Hall, M. Jean-Claude Parrot, Ms. Vanessa Reid and Mr. Tim Brodhead.

The final report, [Viewpoints](#) was released on December 5, 2001. The report highlights keynote addresses by the Right Honourable Adrienne Clarkson, Governor General, and John Ralston Saul, as well as Mr. Kumi Naidoo, Secretary General and CEO of CIVICUS. The report also summarized the content of the plenary and workshop sessions.

The Canadian Centre for Philanthropy

International Year of Volunteers research program

The Canadian Centre for Philanthropy (CCP) led the key research and knowledge-building component of IYV, valued at \$1.25 million. The first phase of the initiative, which was completed in March 2001, included a formal assessment of the areas where research and knowledge development was required, as well as the development of an IYV research program.

The second phase, designed to develop a body of knowledge about volunteering, disseminated and evaluated the results of 14 research studies on volunteering and volunteerism in Canada. These studies cover six priority areas established through national consultations that were held with representatives from voluntary organizations, researchers from Canadian universities, and volunteers.

The priority areas are:

- The impact and implications of demographic, economic and social change for volunteering in Canada;

- Volunteer motivations, recruitment, retention, recognition and placement in relation to demographic and social diversity;
- The role and impact of volunteer development (i.e., volunteer roles, skills, expertise, and training) on agency and volunteer effectiveness;
- Evaluating and demonstrating the value of volunteering (e.g., methods to estimate, and estimates of, the net benefits of volunteering) for agencies, communities, volunteers and the economy;
- The role, design and management of resources, infrastructure and governance to support volunteering; and
- The role of managers of volunteer resources, institutional design of the management of volunteers, and the impact of the management of volunteers on agency effectiveness.

The CCP is currently finalizing a communications plan for releasing the final reports from the research studies. Considerable effort will go into disseminating the research results through a series of fact sheets, short reports and manuals.

CIVICUS World Assembly

The Canadian Centre for Philanthropy also hosted the CIVICUS World Assembly held in Vancouver, B.C., April 19–23, 2001. This special IYV 2001-themed CIVICUS conference brought people from around the world to participate in seminars, workshops and plenary sessions exploring concepts of a civil society.

Community Foundations of Canada and United Way of Canada

Grantmakers Leadership Project

In addition to the five strategic objectives identified at the national IYV planning meeting in Montebello, Quebec, four priority action areas were subsequently identified:

- Promoting volunteering;
- Broadening IYV engagement to maximize the participation of voluntary organizations, and the corporate sector, provinces and other granters;
- Improving the organizational infrastructure and capacity of voluntary organizations and;
- Developing research and knowledge.

The Community Foundations of Canada *Broadening IYV Involvement – Grantmakers Leadership* project is a main component of the second priority action area — broadening IYV engagement.

With funding of \$200,000, Community Foundations of Canada and United Way of Canada undertook several key activities together. In addition, each organization was responsible for other activities within their respective networks. Joint activities included holding a forum with granting organizations, distributing a backgrounder on IYV, developing and distribution a series of case studies on issues related to voluntary action, and developing an IYV learning module on grant-making.

The project intended to increase awareness of IYV within the philanthropic network and in the Canadian grant-making sector of how to participate in IYV activities. *Broadening IYV Involvement – Grantmakers Leadership* also intended to increase awareness and knowledge within the grantmaking community on how to enhance voluntary action and community leadership. It also resulted in a more strategic approach to, and greater participation in, IYV activities across the country.

The IYV grantmakers program facilitated networks between communities and grantmakers, such as United Way and Community Foundations. Particular mention was made of the inclusion of the corporate sector in such networks and their enthusiasm to engage with IYV, perhaps not so surprising given the increasing interest in employee volunteering within Canada.

Coalition of National Voluntary Organizations

Led by the National Youth Serving Agencies network, the Coalition of National Voluntary Organizations (NVO) organized a youth summit on volunteerism during National Volunteer Week. Youth at the Summit celebrated youth volunteers and provided a variety of skills-building workshops for more than 300 youth participants from across Canada.

Facilitators from various organizations presented workshops on topics such as literacy, environmental issues, anti-racism, entrepreneurship, land mines awareness, first aid, and community development. A video, “Passion to Action” was also produced as part of the Summit’s program.

Youth participants presented their message at a town hall meeting attended by the Honourable Ethel Blondin-Andrew, Secretary of State (Children and Youth), Mr. John O’Leary, President of Frontier College, and Mr. John MacDonald, Chairperson, Canadian 4-H Council.

The four-day national event was supplemented with five regional two-day events.

Government of Canada

In addition to partnering with the voluntary sector to support IYV, the Government of Canada designed and implemented an IYV recognition and promotional campaign within the federal public service. It also continued support for initiatives such as National Volunteer Week (which was delivered by Volunteer Canada, with support from the Department of Canadian Heritage) and the National Survey of Giving, Volunteering and Participating.

Promotion and celebration

The Government of Canada targeted two groups of volunteers for recognition: federal public servants who volunteer and Canadians who volunteer to help the federal government deliver its programs and services.

The deputy ministers of the Department of Canadian Heritage and Human Resources Development Canada sent letters to other deputy ministers urging them to ensure that their departments and agencies participated in IYV celebrations. Their requests were well received; many deputy ministers responded by outlining their departments' efforts.

Tool kit for members of Parliament

The government also produced an IYV tool kit for members of Parliament to facilitate their active participation in celebrating IYV with their constituents.

This kit included:

- A sample communications plan for MP involvement;
- Generic news releases and community newspaper columns supporting the four IYV themes;
- Activity sheets for youth;
- Speaking notes; and
- An IYV Certificate of Recognition that MPs could order and distribute in their ridings.

These certificates proved very popular with both MPs and voluntary organizations; MPs ordered close to 500,000 certificates during IYV with the demand continuing beyond the end of the year.

Tool kit for directors general of communications

A comprehensive tool kit was also developed and distributed to all Directors General of Communications in federal departments and agencies. The contents of this kit were similar to the kit for members of Parliament, but also included a certificate signed by the Prime Minister to award to Canadians who volunteered to help the federal government deliver programs and services, and a certificate signed by deputy ministers to award to federal employees who volunteered.

Promotional kit for National Public Service Week

Deputy ministers and departmental managers involved in National Public Service Week were sent a kit of IYV-related materials to use during this annual week. The kit also included information on incorporating an IYV theme into the annual fall Government Charitable Workplace Campaign.

Departmental/agency activities

Many departments and agencies created interdepartmental working groups to celebrate IYV. These are just a few examples of the many government activities that promoted IYV and volunteerism:

- Hundreds of special volunteer employee recognition events were held across Canada throughout the year;

- The Canadian Centre for International Development held cross-Canada meetings and symposiums to review the contributions of federal volunteers and to strengthen the agency's support of them;
- The Royal Canadian Mounted Police (RCMP) dedicated the 2001 Musical Ride Tour and Sunset Ceremonies to IYV, announced a Commissioner's Volunteer Recognition Award, and created a commemorative RCMP Volunteer Pin;
- Federal volunteer recognition programs were enhanced;
- IYV posters and other promotional products were widely distributed in government offices across the country;
- IYV displays were featured in the lobbies of government buildings;
- Regular articles on IYV were incorporated into employee communications products;
- A Wall of Honour was created by Health Canada displaying photos of employees who volunteer, with a description of their volunteer efforts and the names of the organizations for which they volunteer. The department also launched a unique Web site dedicated to the voluntary sector.
- Deputy ministers communicated directly with staff through December holiday messages, all-employee emails and newsletters.

Participation of ministers

Many cabinet ministers supported IYV by attending volunteer celebrations in their departments and ridings and by participating in national events. Some of the ministers who attended events were (according to the titles and portfolios they held during IYV):

- The Right Honourable Jean Chrétien, Prime Minister;
- The two co-leads for IYV, the Minister of Canadian Heritage, the Honourable Sheila Copps and the Minister of Human Resources Development Canada, the Honourable Jane Stewart;
- The Right Honourable Herb Gray, Deputy Prime Minister;
- The Honourable Elinor Caplan, the Minister of Citizenship and Immigration Canada;
- The Honourable Lucienne Robillard, President of the Treasury Board;
- The Honourable Ethel Blondin-Andrew; the Minister responsible for Secretary of State (Youth and Children); and
- The Honourable Alfonso Gagliano, Minister of Public Works and Government Services and Minister responsible for the Royal Canadian Mint.

Royal Canadian Mint

The Royal Canadian Mint issued a special medal to honour individuals who had contributed significantly to the betterment of their community. The medal was distributed by MPs in various ceremonies throughout the country.

A commemorative IYV dime was issued, marking the first time that the dime's design had been altered since 1967. The design symbolized "Marching Mothers", the founding volunteers of the March of Dimes campaign.

On December 5, 2001, at the United Nations, during the closing ceremonies for IYV, the Honourable Alfonso Gagliano, Minister Responsible for the Royal Canadian Mint, acting on behalf of the Government of Canada, presented the UN Secretary General with a sculpture commemorating volunteering. The statue is on permanent display at UN Headquarters in Bonn, Germany.

Canada Post

Canada Post devoted one section of a product catalogue inset to IYV. The catalogue was distributed to over 5 million households.

Federal Employee Recognition Ceremony

The Government of Canada marked National Volunteer Week in April 2001 with a Volunteer Recognition Ceremony on Parliament Hill for federal volunteers who help deliver federal programs and services. The event honoured volunteers associated with 25 departments and agencies. More than 60 volunteers from across Canada participated in the ceremony. These 60 represented the more than 150,000 Canadians who volunteer each year for federal government departments and agencies.

While in Ottawa, the volunteers being recognized attended a reception with the Prince of Wales, who made IYV a theme of his visit to Canada. They also attended Question Period and a special performance of the RCMP Musical Ride.

Prince of Wales Community Leader Scholarship

In April, the Prime Minister announced the creation of the Community Leader Scholarship in honour of the Prince of Wales' visit to Canada. Community Leader Scholarships were awarded to 13 young Canadian students (one from each province and territory) who have demonstrated:

- A strong sense of social responsibility;
- A willingness to take positive action to address community needs;
- A significant contribution to their community; and
- That they are role models of leadership and voluntary action for all young Canadians.

To mark the end of IYV, the 13 students received their scholarships at a ceremony on December 5, 2001, from the Minister of Canadian Heritage, the Honourable Sheila Copps.

The 2000 National Survey of Giving, Volunteering and Participating

Statistics Canada's release of the [*2000 National Survey of Giving, Volunteering and Participating \(NSGVP\)*](#) results in August 2001 made a tremendous contribution to the overall awareness and recognition of volunteers and the voluntary sector.

The release of the NSGVP results coincided with the opening of the 2001 Canadian Forum on Volunteerism. Results were used as a call to action in the International Year of

Volunteers (IYV), and to place volunteerism issues in the media and on the public agenda. Ongoing funding to continue administering the survey every three years was announced in December 2001.

The Prime Minister also announced ongoing funding to enhance the NSGVP, and funding for the Satellite Account of Non-Profit Institutions and Volunteering. These tools will continue to generate sound statistical information on the health and status of the voluntary sector.

Canada Volunteerism Initiative

At the close of IYV, the Prime Minister announced the Canada Volunteerism Initiative (CVI). The CVI will stand as a lasting legacy of the International Year of Volunteers. The CVI is part of a \$50 million Government of Canada investment that is intended to encourage volunteerism and strengthen voluntary organizations' support for the millions of volunteers who give their time and talents serving others.

Signing of the Accord

At the closing ceremonies, the government and the voluntary sector co-signed [*An Accord Between the Government of Canada and the Voluntary Sector*](#), which sets out the values and principles that will form the foundation of future relations and partnerships between the federal government and the voluntary sector.

Thérèse Casgrain Volunteer Award

During IYV, Human Resources Development Canada inaugurated the Thérèse Casgrain Volunteer Award. Each year, the award will be given to commemorate the work of Thérèse Casgrain and to honour those who have demonstrated a lifelong commitment to volunteering.

Supplement in Maclean's and L'actualité Supplement

In December 2001, the Government of Canada placed a supplement on the Voluntary Sector Initiative in Maclean's and L'actualité magazines. The supplement included stories on the Canada Volunteerism Initiative and about federal volunteers who were honoured as part of IYV.

National events

Global Youth Service Day

Global Youth Service Day on April 21, 2001, provided an opportunity for young people to highlight youth volunteerism by engaging in a community project or individual acts of volunteering.

National Volunteer Week

National Volunteer Week (NVW) is a week set aside each April to honour and thank our volunteers. It also raises awareness of the contributions volunteers make. NVW engages the national media through media releases, feature stories, and PSAs.

As an integral part of IYV, NVW 2001, held April 22–28, 2001, celebrated the spirit and energy of youth volunteers. This special week also marked the launch of the Canadian IYV Youth Campaign.

Volunteer centres and managers of volunteers continue to receive high-quality volunteer recognition ideas and resources from the NVW products that, in turn, help them effectively highlight and promote volunteerism in their local communities. The Canadian Pacific Charitable Foundation was again Volunteer Canada's partner for NVW, along with the Department of Canadian Heritage.

Other national events

Three more notable national events have been previously described in this report:

- National Youth Summit on Volunteerism, April 26-29, 2001, Summerside, P.E.I.
- 2001 Canadian Forum on Volunteerism, August 16-18, 2001, Vancouver, B.C.
- CIVICUS 2001 World Assembly, August 19-23, 2001, Vancouver, B.C.

Lessons Learned

Adequate planning time

As noted in *International Year of Volunteers 2001 in Canada — A Framework for Action*, numerous International Years have been hampered by late planning and late starts; the IYV was no exception. The most frequently talked about challenge for IYV in Canada was the ever-present problem of extremely brief timeframes for planning and implementation. Short or missed deadlines were particularly problematic for local organizations trying to respond to national initiatives.

Stakeholders felt that additional planning time at all stages would have been advantageous. For example, additional lead-in time from the UN, with funding (from all levels) provided prior to IYV, would have ensured that initiatives and publications were ready to go on December 5, 2000, rather than being developed and released throughout (and beyond) the actual year.

It was also suggested that longer notification periods for national events and publications would have enabled more local organizations to adapt budgets and develop initiatives in line with the central campaign.

Context-setting

It is important to frame the issues well and make them relevant to the audience. Taking the advice of those involved in previous International Years, IYV planners broke the bigger picture of volunteerism into smaller chunks, developing materials for various target audiences, including youth, employees and older Canadians, as well as the general public.

One example of context setting was the effort made to change people's attitudes about volunteerism from seeing it solely as a charitable endeavor to viewing it in the context of community investing.

Ignite passion

The IYV promotional campaign did an excellent job of presenting the ways in which volunteering makes a difference to people. The campaign's use of personal experiences and stories was a powerful way to spark interest in IYV. Messages of pride in Canada and the strength and power of individuals to make a difference were utilized effectively to create buy-in and excitement around support for volunteerism.

National media coverage

In post-IYV interviews, stakeholders in IYV highlighted disappointment with the lack of national media coverage. While success at engaging local media somewhat offset this disappointment, local coverage did not provide the high-level profile that a national media campaign would have generated.

This failure to capture the attention of the national media likely contributed to the public's unawareness of IYV by mid-point ("43% said they'd heard that the UN had declared 2001 as IYV", IPSOS/REID poll, September 2001). Given the credibility, reach and cost-effectiveness of securing national media coverage, a proactive media relations strategy should be an important part of any International Year.

The bilingual context

While the *I Volunteer/Je suis là* campaign products were well received in English, the reported unsuitability of the national materials for the specific context of Quebec further limited the campaign's reach. Strategies to address this problem for future such initiatives include: ensuring strong representation from Quebec on the communications sub-committee; ensuring that the communications and marketing firms hired have significant experience in both the French and English marketplaces; and conducting focus testing in urban and rural communities in Quebec.

Good stakeholder communications

Finding an appropriate and workable balance between the involvement of national, regional and local partners is often challenging for initiatives like IYV. A number of local stakeholders felt that a percentage of the federal IYV funding should have been available at the local level to facilitate local initiatives. Others, however, felt that keeping the funding at a central level guaranteed a more effective and better quality campaign by keeping resources from being spread too thinly.

Sector–government co-leadership

On the whole, this new way of delivering an International Year was successful. Close relationships were formed between officials from the voluntary sector and the

Government of Canada responsible for ongoing project management. Staff turnover on the government side did create some additional work and frustration for the voluntary sector and the need for IYV champions at the executive level was cited as key.

The Legacy of the International Year of Volunteers

The IYV was a significant success in Canada. An extremely impressive array of activities and initiatives were delivered by thousands of partners, stakeholders and intermediaries.

Of more importance for the long-term development of volunteerism in Canada are the formal and informal mechanisms that are now in place to continue the momentum of IYV. Efforts to sustain and enhance the progress of IYV are evident from the Government of Canada down to individual organizations.

While it is difficult to quantify whether or not the promotion of volunteerism during IYV has translated into an increased number of volunteers, it is important to keep in mind that the aim of IYV in Canada was not to increase the number of volunteers but to develop capacity to effectively engage existing volunteers and to increase awareness of the importance of volunteering.

Some of the legacies of IYV are summarized below. Together they provide a solid foundation to strengthen volunteerism, citizen engagement and quality of life in Canada.

Canada Volunteerism Initiative

One of the most significant legacies of IYV is the Canada Volunteerism Initiative (CVI). The CVI is a joint undertaking of the Government of Canada and the voluntary sector aimed at strengthening voluntary sector organizations, particularly with regard to their capacity to engage and support volunteers.

The Department of Canadian Heritage is leading the implementation of the CVI on behalf of the federal government, in partnership with Human Resources Development Canada.

Complete details on the CVI can be found in the report of the National Volunteerism Initiative Joint Table.

Government of Canada–Voluntary Sector Accord

While the Accord was not a direct result of IYV, the momentum of IYV contributed to this achievement. The *Accord Between the Government of Canada and the Voluntary Sector* will help cement an effective relationship between them, the potential for which was demonstrated through the co-delivery of IYV.

Enhanced volunteer management

Enhanced volunteer management is an IYV legacy that extends well beyond 2001 with volunteer managers better able to involve volunteers. The materials released for IYV

have enhanced volunteerism in a variety of organizations across the country, as well as the ability of voluntary organizations to involve volunteers (particularly youth, employees and seniors), which will result in better governance, program delivery and the ability of groups to achieve their mandate.

Voluntary sector knowledge base

Similarly, research program findings will provide resources with long-term implications for organizations in all sectors. The interest that has been stimulated within the academic community to undertake research into volunteerism will ensure that further knowledge of volunteering and the voluntary sector is developed.

A commitment to increasing the voluntary sector knowledge base has been demonstrated by the government's announcement, at the close of IYV, of ongoing support for the NSGVP, including the Satellite Account of Non-Profit Institutions and Volunteering in the National Accounts and by the commitment to research within the CVI.

Marketing campaign legacy

Voluntary organizations across the country continue to use and adapt the *I Volunteer/Je suis là* campaign and products. It is highly likely that the "*I volunteer because...*" and "*I will volunteer 2002*" campaigns will continue to be used, as will the video, but without the IYV logo.

New networks

A series of horizontal and vertical networks were established and cemented by IYV. In addition to the successful partnership between the government and voluntary organizations, there were numerous other successful partnerships, including those between the many grassroots organizations celebrating IYV.

Many stakeholders in IYV cite the relationships that they developed and plan to sustain, and the usefulness of such contacts, as a key benefit of celebrating IYV. One of the indicators of IYV's success in Canada is the number of levels on which these networks were developed.

For example, networks were established within the academic community through the IYV research program. A two-day meeting convened towards the end of the projects brought all the researchers from the 14 projects together for the first time. As a result, attempts are being made to develop an ongoing network of researchers in the voluntary sector.

Voluntary Sector–Government of Canada relations

Some stakeholders believe that IYV had a solidifying effect on the relationship between the federal government and the voluntary sector. While considerable development of government involvement in the voluntary sector was occurring in Canada prior to IYV, it

was felt that IYV increased the government's recognition of the implications of volunteerism for our society.

Corporate support for volunteerism

Corporate investment in volunteerism is also rising, since IYV facilitated advice and program support to a number of major companies, in addition to distributing promotional and capacity-building resources to hundreds of corporations. The IYV was a catalyst for corporations not only to join forces with voluntary organizations, but also to become true partners with their own employee volunteers.

National Volunteer Week strengthened

The IYV helped increase the profile of the annual National Volunteer Week. With the experience of IYV celebrations to build upon, organizations will be better positioned to participate in future years.

Following the success of the IYV certificates distributed by members of Parliament, Canadian Heritage provided MPs with additional certificates for National Volunteer Week 2002. This will help sustain MP involvement in helping organizations in their ridings celebrate the contributions of volunteers.

Global Youth Service Days

The IYV marked Canada's inaugural participation in Global Youth Service Days (GYSD). In keeping with IYV's youth theme, young people around the world carried out thousands of community service projects. Building on this momentum, the Department of Canadian Heritage funded GYSD activities during the 2002 National Volunteer Week through Volunteer Canada.

Thérèse Casgrain Volunteer Award

To reinforcing the concept that the contributions of Canada's volunteers deserve national recognition and celebration, the Honourable Jane Stewart, Minister of Human Resources Development Canada inaugurated the Thérèse Casgrain Volunteer Award.

The award honours Thérèse Casgrain, an eminent Canadian whose actions demonstrated the importance of Canadian values. The award is presented annually to two Canadians, a man and a woman, to recognize the voluntary contributions of those whose pioneering spirit, social commitment and persistent efforts have contributed significantly to advancing a cause and the well-being of their fellow citizens.

Canadian Patron Council for Volunteering

As a legacy of IYV, Volunteer Canada is establishing a national council of high-profile Canadians representing all areas of endeavour, including sports, arts, and the media. Composed of ten patrons, including the two co-chairs (RCMP Commissioner Zaccardelli

and Canadian actress, Luba Goy), the council will meet once a year during National Volunteer Week. The council is not being established to support Volunteer Canada, but is intended to promote volunteering. The list of patrons is on Volunteer Canada's Web site at www.volunteer.ca.

Relevant Documents List

IYV in Canada -- A Framework for Action

<http://www.volunteer.ca/volunteer/pdf/IYVLeadersForum.pdf>

“I Volunteer”: Positioning and Products

<http://www.benevoles.ca/volcan/eng/volincan/ivolunteer.php?display=2,0,12>

View Points: Report on the 2001 Canadian Forum on Volunteerism

<http://www.volunteer.ca/volunteer/pdf/ForumEng.pdf>

Grantmakers Leadership Final Report

http://www.community-fdn.ca/doc/IYV_Case_Studies.pdf

An Accord Between the Government of Canada and the Voluntary Sector

http://www.vsi-isbc.ca/eng/relationship/the_accord_doc/index.cfm

Canadian Code for Volunteer Involvement

<http://www.volunteer.ca/volunteer/pdf/CodeEng.pdf>

Canada Survey of Giving, Volunteering and Participating (CSGVP) 2000

<http://www.givingandvolunteering.ca/>