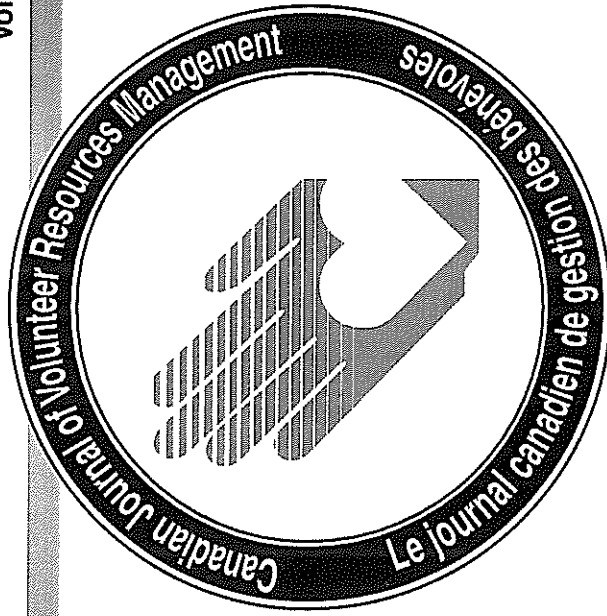

Canadian Journal of Volunteer Resources Management

Le journal canadien de gestion des bénévoles

2001

Volume 10.2

















**CELEBRATING VOLUNTEERISM ·
INTERNATIONAL YEAR OF VOLUNTEERS**

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**LE BÉNÉVOLAT À L'HONNEUR ·
L'ANNÉE INTERNATIONALE DES VOLONTAIRES**

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Sponsored By
 Canadian Administrator's
 of Volunteer Resources
 ISSN 1192-1676

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Guidelines, themes and deadlines are located on the back page.

Published Quarterly Since 1992

Subscriptions can be sent to:

The Journal of Volunteer Resources Management
 1310 Upper Dwyer Hill Road
 RR #2, Carp, Ont., Canada K0A 1L0

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Phone (613) 256-5516 • Fax (613) 256-0902

Typeset and Printed in Ottawa at Aarkade Design & Offset Printing Inc.

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EDITORIAL

On December 5, 2000, I attended a Kick-off Breakfast hosted by Volunteer Ottawa and then later in the day the national launch hosted by Volunteer Canada, Human Resources Development Canada and the Department of Canadian Heritage. The unveiling of the promotional video certainly set the tone for a powerful year ahead and a great opportunity to raise awareness of Canada's great commodity - VOLUNTEERS!

The primary article by Nancy Amos provides a national perspective commencing with the declaration of IYV by the United Nations, the establishment of an IYV committee, the unique partnerships developed which resulted in the development of three National initiatives.

Mireille Roy, President of the Canadian Administrators of Volunteer Resources has written an article in French about the designation of the International Year of Volunteers and how it will change the world. She compares both Canadian and international statistics and reports on a forum held in April 1999 at Montebello.

The collection of short articles from across Canada certainly reflects the creativity, time and energy that has gone into the planning of special activities and memorabilia which will ensure happy memories that will remain with us long after this year has passed.

By now, we have each in our own way celebrated National Volunteer Week and recognized our volunteers' commitment and caring. My experience to date, in working with the local IYV Steering Committee, is the development of partnerships that will provide a link to the future.

Carol Anne Clarke is Director, Volunteer Services, Royal Ottawa Hospital and a member of the Editorial Team.

INTERNATIONAL YEAR OF VOLUNTEERS 2001 IN CANADA

by Nancy Amos

Launched around the world on December 5, 2000, International Year of Volunteers (IYV) 2001 is a landmark year for volunteers and the voluntary sector. IYV 2001 celebrates over 7.5 million Canadian volunteers and 175,000 not-for-profit organizations. Volunteers are fundamental to the social and economic landscape of our country, contributing 1.1 billion hours of time yearly – the equivalent of 578,000 full-time jobs.

Following the United Nations' declaration of IYV 2001, over 120 countries established IYV 2001 committees, with Canada among the first to do so. Planning and implementation of IYV 2001 in Canada is a partnership between the federal government and the voluntary sector, through a joint initiative of Volunteer Canada, Canadian Heritage and Human Resources Development Canada. Volunteer Canada is a national charitable organization engaged in the promotion of volunteerism across Canada, working in partnership with over 100 volunteer centres in communities across Canada.

In April 1999, Volunteer Canada, with support from the federal government, convened a planning symposium. There, leaders from the public, private and voluntary sectors developed the IYV 2001 framework for action, defining five goals for IYV in Canada:

- celebrate volunteers and all they do;
- promote volunteering for all;
- expand our definition and understanding of volunteering;
- extend the capacity of voluntary organizations to benefit from and work with volunteers; and
- understand volunteerism better by investing in research.

All five objectives were considered as the national program for IYV 2001 was developed. The national program focuses on the development of resources and information that support voluntary organizations,

providing generic materials which can be tailored to the unique needs and interests of organizations. The goal of the national program is to facilitate the local celebration of IYV and volunteers.

National initiatives for IYV fall into three categories:

1. Promotion / Events / Information;
2. Organizational Infrastructure and Capacity; and
3. Research and Knowledge Development.

Promotion / Events / Information

The centerpiece of the national promotional program is the *I Volunteer* social marketing campaign, which hinges on the recognition of each volunteer's contribution to the Canadian way of life. The campaign is a reflection of volunteering itself, demonstrating that one person's actions can make a significant difference, particularly when multiplied by those of seven and a half million people.

Within the campaign, promotional materials aligned with four themes were released. *General* materials were released at the launch of IYV 2001. Launch kits were sent to over 40,000 organizations, providing them with materials to celebrate the year. *Youth* volunteerism materials were released for National Volunteer Week (April 22-28, 2001), coinciding with two major national events: Global Youth Service Day (April 21, 2001) and the National Youth Summit, hosted by the Coalition of National Voluntary Organizations. Materials on *corporate and employee* volunteerism will be released in August 2001, at the time of the Canadian Forum on Volunteerism and CIVICUS Assembly, both in Vancouver, British Columbia. The release of the final theme (*older adult* volunteers) occurs on International Day for Older Persons, October 1, 2001.

More information about all events and materials available for each of the themes, can be accessed through the IYV Canada Web site (www.iyvcanada.org and toll-free information line 1-800-670-0401).

Organizational Infrastructure and Capacity

Over the course of IYV, a series of capacity building materials - tools and resources to enhance organizations' capacity to involve volunteers

- are being released. The resources are aligned with the themes of the promotional campaign, enhancing the capacity to involve volunteers, with a particular emphasis on better involving youth, employee/corporate groups, older adults and persons with disabilities.

The first capacity piece, released by Volunteer Canada on the IYV launch date, was the *Canadian Code for Volunteer Involvement*. The Code lays out, for the first time in Canada, the values, principles and standards that should be adopted by organizations involving volunteers. Other investments in the effective management of volunteers include preliminary work on a masters-level certificate in volunteer management. Also, while there is no national funding program for IYV to which organizations can apply, Community Foundations of Canada and United Way of Canada / Centraide Canada are working together to raise awareness of IYV and volunteerism among funders across the country.

Research and Knowledge Development

A research program being led by the Canadian Centre for Philanthropy will award contracts for research in a number of areas, determined following a literature review and consultations with voluntary sector organizations, researchers and volunteers. Areas for research include the role and impact of volunteer development on agency and volunteer effectiveness and evaluating and demonstrating the value of volunteering for volunteers, communities and the economy. For additional information about volunteerism and IYV 2001, consult www.iyvcanada.org or call 1-800-670-0401. These sources of information can also refer you to your local volunteer centre, a community focal point for IYV 2001.

Nancy Amos works on the national program for Volunteer Canada. She has a strong interest in training and has done previous work in educational development programs.



L'ANNÉE INTERNATIONALE DES VOLONTAIRES 2001 CANADA

par Nancy Amos

Lancée dans le monde entier le 5 décembre 2000, l'Année internationale des volontaires 2001 (AIV) est une année remarquable pour les bénévoles et pour le secteur du bénévolat. AIV 2001 célèbre plus de 7,5 millions de bénévoles canadiens et 175 000 organismes à but non lucratif. Les bénévoles font indissociablement partie du paysage social et économique de notre pays; leur contribution annuelle s'élève à 1,1 milliards d'heures - l'équivalent de 578 000 emplois à plein temps.

Suite à la proclamation de l'AIV 2001 par les Nations Unies, plus de 120 pays ont mis sur pied des comités AIV 2001, le Canada étant l'un des premiers à le faire. La planification et la mise en oeuvre de l'AIV 2001 au Canada relève d'un partenariat entre le gouvernement fédéral et le secteur bénévole, par le biais d'une initiative conjointe de Bénévoles Canada, de Patrimoine canadien et de Développement des ressources humaines Canada. Bénévoles Canada est un organisme de bienfaisance national consacré à la promotion du bénévolat à travers le Canada, et qui travaille en partenariat avec plus de 100 centres de bénévoles dans les collectivités du Canada tout entier.

En avril 1999, avec l'appui du gouvernement fédéral, Bénévoles Canada a convoqué un symposium de planification. À la rencontre, des leaders des secteurs public, privé et bénévole ont élaboré un cadre d'action pour l'AIV 2001, définissant les cinq grands objectifs de l'AIV au Canada :

1. souligner le travail des bénévoles
2. promouvoir le bénévolat pour tous
3. élargir notre définition et notre compréhension du bénévolat
4. accroître la capacité des organismes qui bénéficient du travail des bénévoles et qui travaillent à leurs côtés
5. mieux comprendre le bénévolat en investissant dans la recherche

Les cinq objectifs furent tous considérés au cours de l'élaboration du programme de l'AIV 2001. Le programme national met l'accent sur le développement de ressources et d'information qui soutiennent les organismes bénévoles, en offrant des matériaux génériques qui peuvent

s'adapter aux besoins et intérêts uniques des organismes. Le but du programme national est de faciliter la célébration locale de l'AIV et des bénévoles.

Les initiatives nationales de l'AIV se répartissent en trois volets :

1. Promotion / activités / information;
2. Infrastructure et capacité organisationnelles; et
3. Recherche et développement des connaissances

Promotion / activités / information

La pierre de voûte du programme promotionnel national est la campagne de marketing social *Je suis là*, qui tient à la reconnaissance de la contribution de chaque bénévole au mode de vie des Canadiens. La campagne est le reflet du bénévolat même, démontrant que les actions d'une personne peuvent faire une grande différence, particulièrement lorsqu'elles sont multipliées par celles de sept millions et demi de personnes.

Dans le cadre de la campagne, la documentation promotionnelle axée sur quatre thèmes fut publiée. Des matériaux d'ordre *Général* furent publiés au moment du lancement de l'AIV 2001. Des troupes de lancement furent distribuées à plus de 40 000 organismes, leur donnant des matériaux pour célébrer l'année. Des matériaux de bénévolat pour la *Jeunesse* furent publiés pour la Semaine nationale des bénévoles (22-28 avril 2001), coïncidant avec deux événements nationaux d'importance majeure: la Journée mondiale du services des jeunes (le 21 avril 2001) et le Sommet national des Jeunes sur le bénévolat, tenu sous l'égide du Forum canadien sur le bénévolat et l'assemblée CIVICUS, toutes les deux à Vancouver (C.-B.). La publication du thème final (les *âînés* bénévoles) se produira lors de la journée internationale des âînés, le 1er octobre 2001.

On peut se procurer de plus amples renseignements sur toutes les activités et la documentation disponible pour chacun de ces thèmes grâce au site Web AIV Canada (www.aivcanada.org) et à la ligne d'information gratuite (1-800-670-0401).

Infrastructure et capacité organisationnelles

Dans le cours de l'AIV, une série de ressources sur le renforcement des capacités - outils et ressources destinés à améliorer la capacité des organismes de faire appel aux bénévoles - sera publiée. Les ressources

sont axées sur les thèmes de la campagne de promotion, améliorant la capacité de faire mettre les bénévoles à contribution, en mettant particulièrement l'accent sur un plus grand engagement des jeunes, des groupes d'employés ou de sociétés, d'adultes aimés et de personnes handicapées.

La première pièce, relativement à la capacité, qui a été publiée par Bénévoles Canada au moment du lancement de l'AIV, fut le *Code canadien du bénévolat*. Le Code énonce, pour la première fois au Canada, les valeurs, les principes et les normes que devraient adopter les organisations faisant appel à des bénévoles. Parmi les autres investissements dans la gestion efficace des bénévoles se trouvent des travaux préliminaires sur un certificat de niveau maîtrise en gestion des bénévoles. Également, bien qu'il n'existe aucun programme de financement national pour l'AIV, auquel les organismes peuvent adresser des demandes, la Fondation communautaire du Canada et United Way of Canada / Centraide Canada travaillent de concert pour sensibiliser les bailleurs de fonds de tous les coins du pays à l'AIV et au bénévolat.

Recherche et développement des connaissances

Un programme de recherche dirigé par le Centre canadien de philanthropie accordera des contrats de recherche dans un certain nombre de domaines, déterminés suite à une recherche documentaire et à des consultations auprès d'organismes du secteur bénévole, de chercheurs et de bénévoles. Les domaines de recherche comprennent le rôle et l'impact du développement des bénévoles sur l'efficacité des agences et des bénévoles en évaluant et en démontrant la valeur du bénévolat pour les bénévoles, les collectivités et l'économie.

Pour obtenir un supplément d'information sur le bénévolat et l'AIV 2001, consultez le site www.aivcanada.org ou appelez le 1-800-670-0401. Ces sources d'information peuvent également vous référer à votre centre local des bénévoles, un des points focaux communautaires pour l'AIV 2001.

Nancy Amos travaille pour l'Année internationale des volontaires, chez Bénévoles Canada. Elle s'intéresse vivement à la formation et elle a déjà travaillé dans des programmes de formation en développement.



2001 UNE ANNÉE QUI CHANGERA LE MONDE **L'année internationale des volontaires**

préparé par: Mireille Roy, Directrice

Et si j'avais un rêve à partager, chaque Canadien.... un bénévole. Idéaliste me diriez-vous, impossible me diraient les sceptiques, mais si ce rêve devenait réalité. Au cœur du bénévolat nous avons ceux qui veulent rendre service, d'autres qui sont solidaires dans leur démarche pour offrir un meilleur milieu ou encore la croyance qu'ensemble nous pouvons accéder à un monde meilleur selon le secrétaire général des Nations Unies. D'ailleurs l'assemblée générale des Nations Unies a proclamé que 2001 serait l'Année internationale des volontaires. Cette occasion permet à tous les pays de souligner les réalisations de leurs citoyens généreux et empreints d'esprit humanitaire.

L'année internationale doit susciter une étude approfondie du secteur bénévole ainsi que de l'action bénévole. On reconnaît ces individus comme étant une ressource précieuse dans toutes nos organisations, trouver la bonne personne pour répondre à nos besoins nécessite créativité et surtout de penser différemment. Le service volontaire est un fait qui se manifeste dans pratiquement toutes les civilisations et dans toutes les sociétés. Pourquoi ne pas le promouvoir davantage dans notre société?

L'Année internationale des volontaires n'est pas seulement la célébration du travail des bénévoles, c'est également l'occasion d'approfondir notre réflexion sur le bénévolat et d'accroître notre capacité de mobiliser et d'appuyer les bénévoles. L'année internationale des volontaires 2001 nous offre l'occasion unique de réfléchir au genre de pays que nous aimerions avoir au début de ce nouveau millénaire. Elle permet aux Canadiens et Canadiennes de prendre le temps de réfléchir à l'importance de chaque bénévole et à la portée du travail de chaque individu dans le contexte économique actuel.

Dans les années 90, un vaste mouvement de reconnaissance de la contribution inestimable des volontaires a vu le jour. Pour cela, il fallait leur consacrer une Année internationale à l'aube du XXIème siècle, et l'année 2001 a été retenue. Le concept a également émergé

pour la première fois au sein du système des Nations Unies lors d'un forum organisé au Japon en 1996 par le programme des volontaires des Nations Unies (VNU) et l'Université des Nations Unies (UNU).

Mais pourquoi donc une année internationale des volontaires? Ken Allen - président de l'Association internationale pour l'effort bénévole résume bien ces propos en disant que chaque individu peut faire une différence en tirant profit de ce qui s'offre. Prendre cette année pour promouvoir notre objectif, nous nous devons d'apporter des changements dans la façon dont on perçoit le bénévolat et ainsi revoir notre perception et appréciation de ceux et celles qui font du bénévolat. C'est l'occasion de célébrer la contribution de millions d'individus dans tous les coins du continent et de réaliser les objectifs de cette année internationale des volontaires.

Le premier objectif est d'accroître la reconnaissance du volontariat. Les gouvernements et les autorités locales s'imposeraient, par exemple, à se doter de mécanismes propres à associer le secteur volontaire au processus de consultation; une étude pourrait être réalisée au niveau national, qui décrirait et quantifierait les contributions du secteur volontaire à la prospérité et aux progrès du pays. On pourrait aussi récompenser les meilleurs exemples de volontariat fournis par des particuliers, des groupes restreints, des communautés locales et nationales, voire internationales.

Le second objectif est d'améliorer le soutien au secteur du volontariat. Chaque société est mieux placée pour définir ce qui encourage ou inhibe le volontariat au sein de sa population. Aussi, les exemples qui suivent ne sont-ils pas donnés comme des idées de mesures qui pourraient être retenues dans diverses circonstances. L'Etat pourrait mettre ses équipements de formation à la disposition des initiatives volontaires à des conditions préférentielles afin d'encourager la compétence technique, la bonne gestion et la responsabilisation au sein du secteur volontaire. Il pourrait veiller à ce que les volontaires attachés à des organismes dûment reconnus bénéficient d'un statut légal, d'une assurance et d'une protection sociale au même titre que d'autres travailleurs. Les fonctionnaires et employés du secteur privé pourraient se voir octroyer un congé spécial

pour servir comme volontaires. Les contribuables apportant leur soutien financier à des initiatives volontaires pourraient bénéficier de déductions fiscales.

Le troisième objectif est la mise en réseau. La télévision, la radio, la presse écrite et les médias électroniques pourraient assurer la visibilité des succès des volontaires auprès des communautés locales qui peuvent prendre exemple. Cet échange peut, bien sur, se dérouler à l'échelon local mais est tout aussi réalisable au niveau provincial et entre pays voisins. Ainsi qu'à l'échelon international, grâce aux médias électroniques.

Le quatrième objectif est la promotion du volontariat. Il s'agirait ici de susciter plus de déploiement de volontaires, d'attirer des offres de service de nouveaux candidats dans le but d'accroître les activités opérationnelles et, en général, de créer au sein de l'opinion publique et des milieux officiels un courant de sympathie et d'appui envers le volontariat. Ceci pourrait aussi être rattaché à certaines des activités proposées au titre de la reconnaissance, en particulier les récompenses, et à celui de la mise en réseau, notamment pour ce qui est de l'aspect médiatique. Il y aurait lieu de souligner la compétence et le professionnalisme des volontaires. On pourrait également faire ressortir les avantages multiples que retire la société de leurs activités (par exemple, dons de sang, campagnes d'alphabétisation, opérations d'assainissement de l'environnement, etc.)

Au Canada précisément, quelques 50 dirigeants des secteurs publics et privés avec les dirigeants du secteur du bénévolat ont participé à un forum à Montebello (Québec) en avril 1999. Une bonne partie des discussions ont porté sur les valeurs et convictions communes.

L'organisation du forum des dirigeants découlait de l'importance grandissante de l'action bénévole en tant qu'indicateur d'une société civile au Canada. Le format interactif du forum a permis des discussions riches et diversifiées. Les grands thèmes suivants ont émergé:

- 1) Le secteur du bénévolat doit assurer la direction des activités entourant l'année internationale des volontaires 2001.

- 2) Les activités de l'Année doivent bénéficier de l'appui des partenaires des secteurs publics, privés et syndicaux.
- 3) Une démarche à piliers multiples et pansectoriels est préférable.
- 4) L'Année internationale des volontaires 2001 doit servir de point de mire et non de but final. Les stratégies sur l'Année doivent être à long terme.
- 5) L'Année internationale des volontaires 2001 constitue une occasion unique qu'on ne doit ni rater ni prendre à la légère. L'heure est venue de changer et de faire progresser la façon de percevoir le bénévolat au Canada.
- 7) On doit apporter une attention spéciale au volet internationale du bénévolat au Canada.
- 8) L'élaboration de la stratégie du Canada pour l'Année internationale des volontaires 2001 doit débiter dès maintenant.

Le bénévolat représente une valeur fondamentale d'une société civile, et il est donc juste d'ajouter que le bénévolat bénéficie autant au bénévole qu'à la cause qu'il sert.

De plus les objectifs stratégiques cernés par le forum deviendront le cadre général de toutes les activités, qu'importe leur contexte, constituant ainsi une structure souple dans laquelle les objectifs particuliers pourront être aussi variés que le secteur ne l'exigent :

1. célébrer le bénévolat;
2. promouvoir le bénévolat pour tous;
3. élargir la définition du bénévolat au Canada;
4. améliorer l'infrastructure du bénévolat; et
5. accroître le savoir du secteur du bénévolat.

A la conclusion du forum de Montebello, le président, David Zussman, a enjoint les dirigeants présents à agir rapidement et fermement pour atteindre les objectifs et réaliser les rêves issus des discussions. Il a résumé l'esprit du forum en faisant un survol des valeurs sous-jacentes qui ont animé les journées de discussion. Il a fait l'éloge de cette vision et a encouragé les dirigeants à aller de l'avant. (Tiré du document Un cadre d'Action - AIV 2001 Le Forum des dirigeants - Bénévoles Canada)

L'importance du volontariat a été quantifiée dans plusieurs régions du monde. D'ailleurs la Conférence internationale à Amsterdam en janvier 2001 a servi de tremplin pour regrouper 90 pays ; 1500 personnes ont participé à cette conférence qui servait de lancement pour l'Année internationale des bénévoles. (Au delà de 130 ateliers, 32 rencontres de partenariat et nombreux invités aux sessions plénières pour souligner que nous sommes tous inter-liés par un mouvement qui favorise la participation et que tous les défis doivent être relevés.)

De plus les délégués ont travaillé à la reformulation de la Déclaration universelle du bénévolat, l'agenda globale pour renforcer l'action bénévole ainsi que le document pour forum de la jeunesse. Les jeunes du forum ont très bien exprimé leur désir de faire du bénévolat, et que leurs rêves deviennent réalité, on s'entendait pour dire... *je veux faire quelque chose de valable dans ce monde*. Alors que cette action exige que l'on donne le meilleur de soi-même, les jeunes du forum ont surpris l'assistance en parlant de leur contribution comme étant *sexy*. Le message était bien clair, **donnons la chance aux jeunes de faire une différence**.

Les cinq thèmes choisis pour les ateliers ont fait l'objet de multiples commentaires par les conférenciers tout au long de la conférence : la reconnaissance, la participation, le réseautage, la promotion et la facilitation. La simple présence à la conférence apportait une richesse de rencontres, d'échange d'information et surtout de partage de connaissances et expériences en provenance du monde entier.

La conférence a eu un impact considérable sur la délégation, tous étaient solidaires dans leur désir de changer le monde. Pour un rapport détaillé veuillez consulter le site web de l'Association internationale de l'effort bénévole ... iave@IAVE.org

Un autre document «Canadiens engagés, canadiens dévoués» nous trace un portrait statistique du bénévolat au Canada. Statistique Canada a mené une enquête en 1997 et les résultats ont démontré clairement que les canadiens sont très impliqués dans la société, que ces mêmes canadiens sont des gens actifs et engagés dans tous les secteurs de leur communauté, et que bien souvent leurs motivations ne sont pas qu'altruistes. <http://www.statcan.ca>

Quelques données sur le volontariat selon l'Equipe AIV - Volontaires des Nations Unies révèle l'ampleur du bénévolat. (voir aussi www.iyv.2001.org)

Une étude réalisée au Brésil montre que 50% des volontaires exercent une activité bénévole parce qu'il leur est agréable d'aider autrui, 39% pour-cent de ceux-ci se sentent obligés d'assister les plus défavorisés et que 32% l'expliquent pour des raisons religieuses ou liées à leurs études (source: Lions club International, 1998).

Les volontaires canadiens consacrent en moyenne 191 heures par an à des activités bénévoles ce qui équivaut à 578,000 emplois à pleins temps (source: Canadian Centre for Philanthropy, 1997).

En France, 19% des adultes interrogés ont déclaré exercer une activité bénévole (Parmi ceux-ci, 60% ont affirmé y consacrer au moins 20 heures par mois; 46% des personnes interrogées ont répondu qu'elles étaient bénévoles parce qu'elles aimaient aider autrui, alors que 27% se sentaient obligées de le faire (source: Lion club International, 1998).

En Allemagne, une personne sur trois - à savoir 34% de la population adulte - exerce une activité volontaire 15 heures par mois au sein d'association, de groupes d'entraide et dans le cadre d'initiatives ou de projets divers. Trois quart des personnes interrogées sont volontaires parce qu'elles tirent une expérience et un enseignement supplémentaires. Quarante cinq pour cent des non volontaires affirment être intéressés d'entreprendre une activité volontaire (Source: Projectverbund Ehrenam/Infrates Burke, 1999).

Environ 15% des organismes à but non lucratif au Ghan travaillent dans les domaines de l'éducation et de la recherche, 13% dans la protection de l'environnement, et 13% dans le développement rural et communautaire (source: Johns Hopkins Non-profit Sector Survey, 1998).

Toutefois, 33% de la population adulte irlandaise est actuellement engagée dans une activité volontaire. Le temps consacré aux activités volontaires équivaut annuellement à 96,454 emplois à plein temps et 72% des personnes interrogées estiment que les services offerts par les

volontaires ne pourraient pas l'être par des personnes salariées (cours Charitable Given and volunteering, Ruddle, H. and Mulvihill. R. 1999).

Plus de 26% des adultes interrogés au Japon ont déclaré exercer une activité volontaire ou en avoir exercée une. Parmi ceux-la, 48% expliquent que cela est relativement utile et 38% que cela leur apporte une expérience supplémentaire (source Japon Broadcasting Corporation, 1998).

En Corée du Sud, 3,898,564 personnes ont consacré 451 millions d'heures à une activité volontaire en 1999. La valeur économique annuelle du volontariat correspond à plus de deux milliards de dollars (Source: Ministry of Home Affairs and Government Administration, 1999).

Aux Etats-Unis, le pourcentage de volontaires a presque atteint 56% - 62% des femmes consacrent en moyenne 3.4 heures par semaine à une activité volontaire et 49% des hommes y consacrent 3.6 heures par semaine. En 1998, 109 millions d'adultes ont exercé une activité volontaire (Source Independent Sector, 2000).

Il y a certainement juste cause de revoir pourquoi ces gens font du bénévolat:

- adhésion à la cause défendue par l'organisme;
- utilisation des compétences et de l'expérience;
- sentir une appartenance à la cause défendue par l'organisme;
- découvrir ses propres forces;
- obligations ou croyances religieuses; et
- améliorer ses chances de trouver un emploi.

Alors, il va de soi que l'ensemble du secteur bénévole national ou international soit sensibilisé durant cette Année internationale des volontaires à développer une planification stratégique qui inclut les différents participants du secteur bénévole.

Sur le plan national, Bénévoles Canada travaille en partenariat avec Développement des ressources humaines Canada et patrimoine

canadien. Il existe également une collaboration avec le Centre canadien de philanthropie, Fondations communautaires du Canada, organisations nationales bénévoles et Centres d'action bénévole à travers le pays. D'ailleurs ces derniers s'affairent entre eux à préparer l'année en travaillant étroitement avec les commanditaires, le secteur privé, le gouvernement local et les organismes. Consultez le site www.volunteer.ca pour des renseignements additionnels sur les activités organisées dans le cadre de l'année internationale des volontaires à l'échelle nationale.

Cette année internationale des volontaires permettra au monde entier de réaliser l'impact du bénévolat dans tous les milieux ou sociétés du globe. La puissance du bénévolat réside dans le fait qu'une seule personne peut faire une différence.

La campagne de marketing social mené par Bénévole Canada est destinée à promouvoir le bénévolat au Canada. *La valeur de chacun*, *La force du nombre* exprime la puissance du bénévolat, sa capacité à changer le monde grâce aux efforts individuels de millions de personnes.

La campagne **Je suis là et l'Année internationale des volontaires** offrent aux organismes canadiens l'occasion de promouvoir leur programme de bénévolat.

Un des conférenciers de la Conférence internationale d'Amsterdam a tenu l'assistance en haleine avec ses propos humanitaires, nous étions tous littéralement accrochés à chacune de ses paroles. Kumi Naido, président directeur général du mouvement international de Civicus résume bien cette action humanitaire que nous désirons célébrer en cette année 2001 par ces quelques mots, *Je suis parce que tu es....*

Mireille Roy, Directrice, Service des ressources bénévoles, SCO-Hôpital Saint Vincent
Présidente de l'Association canadienne des administrateurs des ressources bénévoles



JUST IMAGINE

by Debbie Gilmer

The number one trend likely to impact Volunteer Leadership, Education and Administration in the next ten years as reported in a recent Journal of Volunteer Administration (Culp & Nolan, 2000) is... **technology**. Surprised?

With the exponential leap in the use of personal computers and the world wide web, voluntary sector agencies have responded with improved computer and communications technology as well as increased presence on 'the web'. Agencies have opened virtual windows and doors to populations who have an interest in their organization. This accessibility creates an increased demand for information - a knowledge base that volunteers and managers of volunteers can use and build onto remotely. Consumers of these services are often new clients who did not access our services previously. Does this mean that demand for traditional counter services are substantially reduced? Not likely. It does mean that agencies now provide services in several fashions often with the same human resources that were available before technological expansion.

It may seem with this new fashion of service delivery that resources are getting stretched ever thinner. So what would positively motivate us to expand our web presence and our web based services?

The motivation to pursue multi-faceted service delivery stems from other emerging trends impacting Volunteer Resource Management. Presenting internet-based services may address some of these trends, namely:

- the need for accessible professional development activities and resources for volunteer administrators;
- the increased interest in short-term volunteer commitments, the resulting increase in numbers of volunteers required and consequent demand for improved recruitment techniques;
- recruiting corporate/workplace volunteers;

- the changing demographics and the need to create effective youth volunteer programs;
- lack of time;
- developing alternative schedules for volunteer activity;
- collaborations and networking opportunities with other agencies.
- Resource Development - Volunteer Resources Managers must continuously reassess the impact their organization is making upon its community. Program funders are currently interested in outcomes and impacts.
- Teaching Volunteers – Culp and Nolan (Culp & Nolan, 2000) reported that respondents to their survey often mentioned new trends in teaching/training methods together with words like ‘alternative time schedules’, ‘technology’ as well as ‘changing demographics’. Access to on-line learning opens doors that were previously closed by geographical, financial and physical limitations.

A perfect example of how enhanced technology has enabled the voluntary sector to meet new challenges presented by these emerging trends relates to a trend mentioned above: collaborations and networking opportunities with other agencies. **Just imagine if, collectively, we had tried to organize for International Year of the Volunteer activities ten years ago. How would that have been achieved? What are we doing differently now, technically speaking, that makes networking and collective planning simple - even possible?**

Volunteer Ottawa responded to the demand for improved technology by facilitating computer hardware/software acquisitions for our member agencies through Industry Canada’s VolNet program. The next logical step was to populate this infrastructure with knowledge and sector specific information. In 1999 Volunteer Ottawa joined forces with a private partner, Access Data Innovations and the Office of Learning Technology (Human Resources Development Canada) to explore ways to address some of the challenges faced by the voluntary sector as a result of these emerging trends and to provide some of the knowledge components required for support. The Volunteer Learning

Network is now being implemented one ‘knowledge component’ at a time as a Community Learning Network Project. Included will be a virtual knowledge base library (a catalogue of paper, video and web-based resources and their locations), on-line workshops, sector-specific discussion groups and opportunities to consult with experts in the field. Individuals without a personal computer can book time in a self-directed study area at Volunteer Ottawa equipped with a computer and internet access. Please take a moment and check out the components featured at www.volunteerottawa.ca

References

- 1– Culp, K., III & Nolan, M. (2000) Trends Impacting Volunteer Administrators in the Next 10 Years. *The Journal of Volunteer Administration*. Fall 2000

Debbie Gilmer until recently was the Project Manager of the Volunteer Learning Network and Manager of Technology for Volunteer Ottawa and she is now the new Executive Director of Volunteer Ottawa.



NEWS BITS

Secretary of State for Amateur Sport Denis Coderre announced \$10 million in new funding for amateur athletics at the National Summit on Sport in Ottawa.

The plan calls for the creation of several advisory panels to help work on a new policy that will serve both recreational and elite athletes. For more information about the summit, visit: www.sport-amateur.gc.ca.

Volunteer Canada released two new resources to enhance youth volunteerism and to support community development across the country. Volunteer Connections is a set of four separate volunteer program management manuals.

Youth Works! is a guide to get a youth-run community project or volunteer activity off the ground. Find them both at www.iyycanada.org/getinvolved/building.php.

IYV CALENDAR OF LOCAL VOLUNTEERS

by Sally Batstone

How often do we get an opportunity to do something original, creative and fun for the whole volunteer community? That was the question we asked ourselves when we considered what we could do to mark 2001 International Year of Volunteers in Ottawa. The ad-hoc IYV committee of Managers of Volunteer Resources decided that a 2001 Calendar featuring colourful pictures of local volunteers showcasing their diverse contributions to the community would commemorate this significant year. In fact, if we started right away this beautiful calendar could be ready for release at Volunteer Ottawa's Launch of IYV on December 5th, 2000. Piece of cake!

Never again will I look at a calendar as just a collection of dates for the sole purpose of managing my days until the weekend.

As Managers of Volunteer Resources we have to be skilled at the multi-tasks nature of our work. This talent proved to be very useful in producing the calendar.

The initial challenge was to choose 12 monthly themes for the selected photographs that would represent the diverse areas of volunteer work. That part was easy. Then we had to line up sponsorship funds so that we could actually print this work of art. Requests were sent out in July to over 100 volunteer based agencies for photographs but the summer holiday season delayed final submissions of photographs until late October. Details such as ensuring that signed release forms accompanied every person in a photograph as well as rustling up \$18,000 in sponsorship advertising kept the phones ringing. Even with the luxury of hiring an editor who oversaw the layout of the submissions and who had the professional experience to deal with printers, it was obvious that the number one rule was sticking to deadlines! Another lesson learned concerned the scanning of the photographs. Scanning is very time consuming so having Internet access to preview photographs for final selection also became very important.

The details, such as choosing the font, background colour, style and paper weight were minor compared to more challenging tasks like searching for significant dates that had to appear in the calendar to make it as diverse as possible to all cultures and finding the correct bilingual translations for all entries. That part was harder than you would think. Finally, concluding that we would have to sell the calendars at cost instead of giving them away was a bitter pill.

Naturally, with a deadline looming the unthinkable happened. The program that held all the scanned photos crashed one week before taking it to the printer. Our first reaction was to hop on the first flight out of town but thanks to our editor's unstoppable determination (and a backup copy of the photos in Montreal), the printer's proofs were finalized and we managed to meet our deadline by persuading the printer to work all weekend.

The 2001 IYV Launch was scheduled to start at 7:30 a.m. and the calendars arrived by car at 7:25 a.m. in a blinding snowstorm. Suffice to say that we took pictures of our ourselves clutching the calendars before proudly announcing the arrival and availability of the most beautiful IYV 2001 calendar in the country.

Sally Batstone is the Manager of Volunteer Resources at SCO Health Services Elizabeth Brûyère Health Centre and is a member of Volunteer Ottawa's 2001 IYV Steering Committee.



VOLUNTEER RECOGNITION IN NOVA SCOTIA

by Kelly Cameron

A survey of CAVR members in Nova Scotia reveals that the usual celebrations held annually during Volunteer Recognition Week will be much enhanced in this the International Year of the Volunteer. While most CAVR members are busy planning the annual banquet, tea, or wine and cheese party for Volunteer Week; many also report on a wide variety of other tributes and celebrations to be held throughout the year.

Many CAVR members have created advisory committees involving fellow employees and community members to help with planning and execution of major events. The recurring theme is not only the need to say a public thank you to volunteers but also to create lasting ways of putting the Volunteer human resource pool in the public eye.

At a myriad of facilities and locations throughout Nova Scotia, gardens will be created, or enhanced and trees will be dedicated in tribute to voluntary effort. The need to use funds wisely and in a lasting, meaningful way has created opportunities to establish lasting visual reminders and tributes while contributing to the esthetics of the facility.

Many wonderful ideas have been generated including the following:

- The IWK Health Centre (a tertiary care facility for women and children of the Maritime Provinces), are fortunate to have the services of over eight hundred in house volunteers who add immensely to the quality of life of patients, families and staff. Also thousands of volunteers around the Maritimes support the IWK through fund raising and donations of items for the women and children we serve in order to celebrate the tremendous contributions volunteers have made to the IWK Health Centre a number of activities for Volunteer Week have been planned in honour of International Year of Volunteers 2001.

There will be workshops on personal safety and women's health as well as an Awards Ceremony and Reception. In June, a Ginkgo Tree will be dedicated in honour of the International Year of Volunteers 2001 in the Newman Memorial Gardens of the IWK Health Centre.

- Northwood Centre (a long term care facility in Halifax) is planning an International Volunteer Reception in April and other events throughout the year through an organizing committee. A kick off event last December began the yearlong celebrations at the start of IYV
- Lynn Caldwell of DMRCA (Debert Military Family Resource) reports that they are planning a festive evening banquet for all volunteers during Volunteer Week where pins (FRC of Canada) will be given to all, and special recognitions marked. At the banquet the launch of a year long program collecting profiles/verbal portraits of all the volunteers will be announced.

This will be published in booklet form as a special tribute to the volunteers during the IYV

Also the Debert FRC will be hosting a very special day in late April for the volunteer coordinators of other FRCs including Halifax, Shearwater, Greenwood, and Moncton They will spend a day together on professional development as a way of celebrating and sharing IYV This idea was originated by the Debert Family Resource Centre and they are looking forward to sharing with their peers.

- Joint Volunteer Training Group (for Palliative/Hospice Care Volunteer Training) of The Capital Health District will host an evening dessert party in September at the Bethune Building QEII Health Science Centre for all active palliative care volunteers. A special speaker who uses humour as therapy will present LAUGHTERSIZE an evening of looking at the lighter side of life.

For Global Youth Action Day, Ocean View Manor has invited all present and former Volunteers to a Volunteer Extravaganza.

Volunteers are invited to share their talents, interests, hobbies or a recent school project with the 184 residents of OVM (a long term care home for the aged) This will provide an opportunity for the OVM residents to see their friends (the volunteers) in another facet and will culminate in an Ice Cream Social for all.

Ocean View Manor will host their annual dinner for all volunteers/volunteers with approximately 120 guests expected. "Volunteers are Shining Stars" will shine the spotlight on individual volunteers who will tell their peers "Why I volunteer at Ocean View Manor" Sharing stories encourages a team approach between volunteers as they discover their common bonds.

This brief overview is but a glimpse into the excitement to be had by volunteers throughout Nova Scotia this April and throughout the International Year of Volunteers. In fact, may the opportunities to celebrate voluntary action provided during this year warm not only our hearts but also strengthen our resolve to keep the spotlight on volunteer resources throughout the world.

Kelly Cameron, is the Director of Volunteers Services and Public Relations, Ocean View Manor, Eastern Passage, Nova Scotia.



ITEMS OF INTEREST

Caring Canadians, Involved Canadians, Highlights from the 1997 National Survey of Giving, Volunteering and Participating, Ottawa, Ontario: Ministry of Industry, 1998.

Executive Summaries, The Voluntary Health Sectors in Canada: Outcomes and Measurement, Ottawa, Ontario: October 1999

THUNDER BAY VOLUNTEERS

by Erminie Reid

2001 has been declared **International Year of Volunteers (IYV 2001)** by the United Nations General Assembly. IYV 2001 will be a landmark year for Canadian volunteers and the voluntary sector. In Thunder Bay, 2001 will be a year of voluntary action, community collaboration and celebration.

An IYV Thunder Bay committee has been formed comprised of Volunteer Thunder Bay!, Thunder Bay Association of Volunteer Administrators (TBAVA) and a few other community organizations.

The first event for IYV Thunder Bay was the unveiling by Mayor Ken Boshcoff of a Volunteer Recognition thermometer sign located in Intercity Shopping Centre. Any agency, organization, sports group, faith group or special event organizing committee that utilizes volunteers are encouraged to register at Volunteer Thunder Bay! and submit their volunteer hours each month. Hours from all groups are then totaled around the 10th of each month and a new year-to-date total is unveiled at the thermometer sign. Thunder Bay Telephone donated a dedicated phone line for IYV which enables all organizations to call the hotline at 768-4981 (768-IYV1) to leave a voice mail message with their volunteer hours.

A challenge, issued by Glengarry County in Eastern Ontario, to all cities across Canada was accepted by IYV Thunder Bay. The challenge is to determine which community has the most number of volunteer hours, per capita.

Other events planned for Thunder Bay during this year are a Youth Volunteerism Summit in April, a Community Roundtable on Voluntary Action in May, a Volunteer Family Picnic in June and a Day of Caring in September.

These are the major events that are currently being organized by IYV Thunder Bay. Since it is the International Year of Volunteers other

agencies and organizations will be planning their own special events to celebrate volunteering in Thunder Bay. This is a wonderful opportunity for all to recognize and celebrate our volunteers who contribute their time and energy to our community.

Anyone interested in finding more information about IYV events being held in Canada or internationally can search these websites: www.iyvcanada.org and www.iyv2001.org or call Volunteer Thunder Bay! at 623-8272.

Erminie Reid is the IYV Thunder Bay Coordinator



ITEMS OF INTEREST

Working Together - A Government of Canada/Voluntary Sector Joint Initiative, Report on the Joint Tables, Ottawa, Ontario: August 1999.

Challenges and Opportunities for the New Millennium, Vancouver, British Columbia: Volunteer Vancouver, 1997.

Johnstone, Ginette, *Volunteers: Active Partners*, Carp, Ontario: Johnstone Training and Consultation (JTC) Inc., 1996

Websites to visit:

<http://admin@vst-trsb.net/main-e.html>

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

<http://www.nonprofitscan.org/>

<http://www.iyvcanada.org/main.php>

and contact bgemmell@mb.sympatico.ca to subscribe to "Barb's Bytes".

SASKATCHEWAN

by Judy Boyle

To mark the ongoing contribution volunteers make to the quality of life in Saskatchewan, the Province of Saskatchewan has commissioned a special volunteer pin. This pin is available free of charge to our charitable, community-based and not-for-profit organizations to help recognize their volunteers.

Judy Boyle, CAVR, Director, Volunteers/Spiritual/Recreation Services Moose Jaw Thunder Creek Health District



IYV - NEW BRUNSWICK

by Paula Wilson

Hello from Region 3 Hospital Corporation in New Brunswick. We are excited to be hosting an Open House at a wonderful historic bed and breakfast, the Carriage Inn on University Avenue in Fredericton, New Brunswick for our health care volunteers. We are having the high tea celebration and several nice draws will be made, one for a night at the Holiday Inn at the Magnaquac Resort and several others. We have sent out approx. 350 invitations. Our senior management and board members will be greeting our volunteers at the door. We are hoping for a wonderful turn out and a great day.

Our students, that come after the school day are having a pizza party at Pizza Hut, On April 21. This is the first time we have ventured to take our students out of the building for a celebration. They will get their certificate of hours and pins at this event.

Many small facilities and programs are putting on celebrations at the program level for their volunteers. This is the most rewarding aspect for me as I see volunteers really belonging when staff take the time to celebrate for and with them.

AS I SEE IT... WHAT A NICE OPPORTUNITY TO CELEBRATE OUR VOLUNTEERS AND THE LIFE THEY BRING TO OUR PROGRAMS.

Paula Wilson, Director, Volunteer Service, Region 3 Hospital Corporation, Fredericton, New Brunswick



QUÉBEC

by Nicole Daubois

Pour souligner l'Année internationale des bénévoles, plusieurs activités seront organisées durant la période du dîner. Ces activités auront lieu du 23 au 26 avril prochain et visent à célébrer le bénévolat avec les employés de l'IRM...car plusieurs d'entre eux, même s'ils ne sont pas inscrits au service des bénévoles s'impliquent généreusement auprès des patients, dans leur travail ou sont peut-être bénévoles dans leur communauté ou dans leur quartier. Vous êtes donc invité(e) à assister, à participer, à jouer...à prendre part à l'action!

Durant toute la semaine, le Jardin d'hiver dans le hall d'entrée est rebaptisé "Place des bénévoles". Vous y retrouverez **"Le Mur des Célébrations" qui permettra à tous de témoigner d'un geste bénévole et de ses bienfaits**. Vous avez été témoin d'un geste gratuit. Un geste qui a fait une différence pour vous ou pour un patient. Un geste spontané qui fait du bien. Partagez-le avec nous. Témoignez de l'action de cette personne et rendez-lui hommage. Faites de la "dénonciation positive". Ou encore vous aimeriez témoigner de votre expérience de bénévole? Vous avez une expérience à partager? Venez l'écrire sur le **Mur des Célébrations**...

Également à la Place des bénévoles la maison de sondage "Prop-IRM" fera un sondage très scientifique sur le bénévolat... Venez y répondre!

Lundi 23 avril: **Conférence sur "l'humour au travail et le travail de l'humour"**

Le conférencier, André Descheneaux a fondé l'Association de l'humour appliqué dont il est le seul et unique membre!!! Mais il a sérieusement étudié les sources du sens de l'humour chez les êtres humains, les fonctions de l'humour dans la vie et les conséquences de l'utilisation de l'humourle tout soutenu par des exemples pratiques. Alors, venez pratiquer auditorium Gustave Gingras de 12h10 à 13h20

Mardi 24 avril: Venez détecter le mensonge....selon la célèbre formule de l'émission **"Les détecteurs de mensonge"**, notre panel, composé

de nul autre que Guy Laurion (président du syndicat), de Lisette Gagnon (directrice des soins infirmiers) et du Dr. Jean Fleury, devra dire deux vérités et un mensonge. Le thème? Le bénévolat bien sûr!...Notre maître de jeu, notre Patrice L'Écuyer sera Gilbert Chartier, gestionnaire du programme AVC. Sauriez-vous trouver le mensonge???...À 12h30 à la Place des bénévoles.

Mercredi 25 avril: Une équipe de la télévision fera un **reportage en direct** à la cafétéria. Vous pourriez être interviewé...soyez prêt!!! De 12h15 à 12h45 à la cafétéria.

Jeudi 26 avril: À la Place des bénévoles aura lieu un **Quiz** où s'affronteront un représentant de chaque programme clinique. Ils devront répondre aux questions dont les indices auront été affichés sur les tables de la cafétéria tout au long de la semaine. À 12h30, à la Place des bénévoles.

Ils contribuent à faire d'un succès la semaine de l'action bénévole en participant bénévolement(!) à l'animation des activités:

André Asselin, service des loisirs

Gilbert Chartier, gestionnaire du programme AVC

Nancy Dubé, ergothérapeute, programme Lésions médullaires

Sylvie Howison, service des loisirs

Chantal Mayer, infirmière-auxiliaire

Thérèse Reeves, service des communications

Micheline Renald, psychologue, programme Lésions médullaires

Grand Merci à Tous,

Nicole Daubois



HEALTH SCIENCES CENTRE IN WINNIPEG CELEBRATES

by Liane Davidson

Health Sciences Centre in Winnipeg 2001 celebrates IYV 2001

Project #1: The Legacy Piece

Volunteer Services conducted a series of focus groups throughout March 2001. The two target markets for volunteers at the Centre are: youth volunteers 14 – 25 years of age and senior volunteers 55 – 70 years of age. In order to better understand these targeted groups, we conducted a series of focus groups with individuals who do not currently volunteer at HSC. The participants told us about how they view volunteering in general. In the youth category we asked them questions such as: What do you want to gain from volunteering? What are some of the barriers/challenges to volunteering at HSC? In the senior category we asked them questions such as: What is your image of the Health Sciences Centre? Would your volunteer job be the same or different from your career? The results from these groups will be used to further enhance the volunteer program at the Health Sciences Centre.

Project #2: Wall of Fame

Volunteer Services will be constructing a 'Wall of Fame' that will display pictures of volunteers. Pictures will be posted on a large reader board outside the Volunteer Services office. HSC has over 6000 staff and over 11,000 people will visit the hospital on a daily basis. This reader board will insure internal and external recognition for all our volunteers.

Project #3 Recognition Signs for User Departments

There are over 110 placements in numerous departments who utilize volunteers to help enhance patient care at the Centre. Volunteer Services will be distributing 11 x 17 IYV placards to each user department. These placards will display the volunteers names that

help in the department. This project will recognize both the volunteer and International Year of Volunteers.

Project #4 Volunteer Awards Presentation and Dinner

Our 13th Annual Volunteer Awards Presentation and Dinner will adopt the IYV theme. Over 400 volunteers and special guests will attend the event on April 23rd, 2001. We have ordered IYV gifts and decorations from Volunteer Canada and the event theme will celebrate 'The value of one. The power of many'.

Here at the Centre we are incorporating the IYV flavour into everything we do. Both formally and informally we are working towards making this special year a success at the Health Sciences Centre.

Liane Davidson, Public Relations Officer, Volunteer Services, Health Sciences Centre, Winnipeg, Manitoba



PEER EXPERTS COLUMN

Scenario:

I feel that one of the roles of a manager of volunteers is to promote volunteerism in general, either through networking, public speaking, training others in the field or even offering my time to a cause I believe in. At the place of my present employment our executive director and advisory board believe that I should be putting more emphasis on the home front and avoid the bigger picture role.

Response

Are they right? How can I make my co-workers understand that by promoting volunteerism in our community that it builds motivation and credibility in the profession?

The big picture of volunteerism is not an easy one for folks to grasp even within the voluntary sector. There are the immediate issues within the organization to deal with, and often there is a lack of resources to address the pressing concerns. No wonder your ED and board are pulling you back, their concern is to deal with their organizational needs first.

So how to solve this dilemma? Expanding into the big picture is a building process and works best if there are some direct links to organizational issues. First it is important to identify what your issues are and whether they are unique to your organization or perhaps linked to trends as a whole. Having determined that, you will be able to see where you might gain from the experience of others and how networking could be useful. There may also be specific seminars addressing the topic in question which would help you and your organization.

Tying in a need, such as recruitment, might be an ideal opportunity to use your public speaking skills in expressing that need to your community and collaborating with other non-profits, perhaps in the area of training, could be beneficial to the organizations involved.

You can also invest some volunteer time as a trainer, perhaps for the local volunteer centre. This will enhance your skills which in turn will benefit your organization.

The big picture is important, but not as an end unto itself. There must be relevance to your organization and some measurable benefits such as 10 new volunteers were recruited after my speech to the Chamber of Commerce. By linking your needs, and successes, with broader community activities, you are much more likely to gain the blessing of your ED, board and co-workers.

Joy Murray, Canadian Cancer Society, Vancouver, B.C.

Response

Perhaps there is opportunity to do both! An examination of the "big picture and the effective implementation of volunteer programming at the local level are not mutually exclusive. Your organization may be exactly the best place to start.

Your Executive Director, Advisory Board and co-workers may be reluctant to share your time in networks, speaking engagements, or training others, because they are not convinced of the added value of voluntary action at the micro-level. If you can demonstrate, at the local level, internally, the value you are trying to promote externally, you will likely be much further ahead in the long run.

It is indeed part of your professional role to promote and advocate on behalf of volunteerism, when and where appropriate. At this point in your agency, perhaps it would be most beneficial to communicate the global message internally. It is important that your colleagues and supervisors respect your view of voluntary action, but they do not have to agree. This might, however, prove to be a very good opportunity to help them realize the impact of volunteers within the organization... and then, more broadly within the community.

Stating your case consists of many stages, and a general necessity on your part to be flexible in your messaging and approach to all of the

stakeholders. First and foremost: you must, without fail, walk the talk. Model the beliefs, the principles, and the protocol/practices you espouse. This means that you must be the best manager of volunteer resources you can be. Educate yourself first.

Prove, quantifiably and qualitatively the difference volunteers and your volunteer program make to your organization using the language that your E.D. and board will understand (outcomes, results, effectiveness, accountability, sustainability, capacity, civil societies, civic participation, return on investment and funding). Relate your program's impact to the improved strength and sustainability of the whole organization in terms of the management skills, stewardship, community ownership/involvement and community development (capacity-building) that occur as a direct result of volunteer engagement. There are no guaranteed "a-ha" creators that might lead the decision-makers in your organization to a shift in priorities, but you will have done all that you can do to increase their understanding.

If it is the pure promotion of "volunteerism that is your passion", you may ultimately have to seek a role with another organization that enables you to spend your time and energy in that way. Bottom-line: your client is the service-recipient of the agency that employs you. At the same time, it is the Executive Director's duty to ensure that organizational money is being well spent, in the provision of service! There may be some financial barriers to your involvement outside of the agency, in so far as the agency is paying you to manage a program.

If, fundamentally, you do not "buy-in" to the value of volunteer resources at home, then you have serious issues to deal with!

Carolyn Smith, Director, Community Leadership Resources, United Way of York Region

Response

Your questions raise several issues that are common to most of the Journal's readers, but unusual for administrators in other, more established professions to encounter. For a professional to lobby on

behalf of their profession is an accepted practice... but to advocate daily for the soul – the "ism" – of why we do what we do... is generally a tactic reserved for lower profile endeavours that make little tangible impact on the economy.

Your Executive Director and Advisory Board are balancing on a fine line between representing the best interests of the public (funders) with your organization, and serving its clients by upholding its mission and mandate. You, on the other hand, are serving the organization's clients directly by providing them with the assistance of volunteers, and by managing the actions and outputs of these volunteers. In any situation, all players will attempt to protect their own interests, and this situation is no different – but I think it can become an opportunity for you to demonstrate to your administrators that your interests are more parallel than they may think.

The fact that you have a number of volunteers to manage indicates that the organization has gone to some length to make itself and its needs known in the local community. Perhaps yours is a cause that attracts volunteers easily, but nevertheless, volunteers are a human resource, and like all resources, volunteers need to be nurtured, or their numbers dwindle. Surely your administrators would not approve of that scenario! Unless your presence is felt outside of the organization, attrition is going to occur inside the organization! Your active promotion of volunteerism in your community is a prime recruitment tool, which your administrators would be wise to appreciate, rather than stifle.

Your own professional development is a good starting point. Ours is a young profession and many of us have entered into it as a second career or in the course of career advancement. Professional development opportunities are sometimes limited in our field, and fiscally dictated by geographic location. The advantage is that training events for Administrators of Volunteer Resources are relatively short, focused, interactive and productive. They incorporate opportunities to network and to exchange techniques. Any such opportunity is an appropriate venue to promote your organization, its cause, your requirements and your skills. You can sell your administrators on the benefits of

attending professional development days by showing them that these are planned for the purpose of promoting volunteerism in general, but in order for you to gain the skills and contacts that will allow you to rejuvenate and expand the program in your own organization. Another tactic could be for you to offer to host a professional development opportunity at your organization. Involve your administrators in the planning by keeping them apprised of the event, and select a topic that is one at which your organization excels – tell the rest of us how you do it! If you have the skill, you may want to facilitate the session, but if you are not comfortable doing so, perhaps another representative of your organization or even one of your own volunteers could transmit the knowledge. This will allow your administrators to feel some ownership not only for their own volunteer resource, but also by extension for the other local community organizations whose representatives they hosted and educated for a day.

As for public speaking, it should be simple enough to demonstrate to them the benefit of your professional outreach if you expand your public speaking itinerary to include some of the organization's funders (United Way, local industry, service groups) and the benefit of your outreach begins to reach the ears of your administrators. How about organizing a corporate volunteering challenge among the funders? Get them in to the organization for a day, to give them a "hands on" feel for the cause?

This issue is not unique to you or to your organization. Happily, more and more of us are blessed with enlightened administrators who see the benefit to their specific cause of the promotion of volunteerism as a general concept. Above all, do not compromise your involvement in a network of your peers; their support and advice may be the lifeline that will see you through many difficult situations.

Diana Boudreault, Coordinator of Volunteer Resources, Ottawa Police Services.



BOOK REVIEW

by Barbara Levine

'Volunteering: Underpinning social action in civil society for the new millennium' - an article by Margaret Bell in **'Civil Society at the Millennium'**

CIVICUS is an international alliance of citizen organizations dedicated to strengthening citizen action and civil society throughout the world. In 1999, it published a volume called *Civil Society at the Millennium* which focussed on the state of civil society globally. What distinguishes this publication from many others on this topic is that the articles were written by experienced practitioners and activists from around the world, rather than by observers of civil society. The articles address a variety of topics, from volunteering and working with youth to examining relationships between civil society, government, religion and private foundations.

Margaret Bell, who is the author of the article entitled 'Volunteering: Underpinning Social Action in Civil Society for the New Millennium', has been recognized by the United Nations as a 'world leader in volunteering'. She has led organizations such as Volunteering Australia, the Volunteer Centre of New South Wales, and the International Association for Volunteer Effort and was a founding board member of CIVICUS.

Writing from broad international experience, Ms. Bell offers volunteers and volunteer managers an overview of volunteering, its challenges and strengths, in a number of different countries and within a global context. She argues that the rationale for volunteering needs to be redefined. Rather than promoting volunteer service as a way to "plug holes" or "fill gaps" (a reactive model which she claims is based on historic notions of "welfare" or service delivery), the author believes that people choose to volunteer because they see a need for change, believe they can make a difference and can expand their choices in life. This model she characterizes as proactive and empowering.

Ms. Bell issues several challenges to volunteers and civil society organizations. These challenges are as pertinent to the Canadian context as they are to global civil society. She speaks of the need to "build meaningful relationships between volunteers of different races and between generations" and to develop volunteering at the community level that is rooted in local traditions and cultures.

If this brief review has whetted your appetite, I recommend that you dip into some of the other articles in the book. For more information on CIVICUS: World Alliance for Civic Participation, as well as other publications and links to other sites, check out the CIVICUS website at www.civicus.org

Barbara Levine, Director of Social Development, World University Services Canada in Ottawa



**DEADLINES
FOR SUBMISSION AND THEMES**

<u>Issue</u>	<u>Deadline</u>	<u>Theme</u>
Summer 2001	articles due on the 24 of May	Volunteering in Sports and Leisure
Fall 2001	articles due on the 24th of August	Partnerships & Collaborations
Winter 2002	articles due on the 24th of October	Community Development Through Volunteering
Spring 2002	articles due on the 24th of February	Career Paths for Volunteers



**To become a member of CAVR
www.cavr.org**

PAVR-O has commissioned a theme song for the International Year of Volunteers. The song "One and One Makes Three" is available on CD for \$14.99 (including GST). A great idea for Volunteer Recognition and your own IYV events.
To order contact Laura Pavilonis at 591-631-2030, Ext. 2138 or email at lolamacca@yahoo.ca

JOURNAL OF VOLUNTEER RESOURCES MANAGEMENT

Editorial Process and Guidelines for Authors

Objective

The Journal of Volunteer Resources Management is intended:

1. to serve as a credible source of information on the management of volunteers in Canada;
2. to provide a forum for the exchange of ideas and to encourage networking among managers of volunteers;
3. to provide a professional development tool for managers of volunteers;
4. to recognize and encourage Canadian talent in the field of management of volunteers;
5. to include in each issue at least two articles that will consider different views of a specific and predetermined theme.

Target Audience

The Journal's intended audience includes managers of volunteers, educators, media and funders of not-for-profit organizations across the country.

Submissions

All manuscripts will be accepted either on diskette or on typed, double spaced pages. Submissions should be written according to "Canadian Style - A Guide to Writing and Editing" - Secretary of State, Dundum Press. External reviewers may be engaged to review content if deemed advisable by the committee.

The revised draft is edited for clarity and consistency by the Editorial Team.

The edited version is returned to the author for acceptance along with an approval form for signature.

The signed form is to be returned to the Editorial Team within a week along with any suggestions for final revisions.

Format and Style

Authors are asked to respect the following word counts:

	Words	Pages
Lead Article	2000	5-6
Secondary Article	700-800	2-3
Book Review	150	1

The lead article will look at the topic in some depth and will normally require the author to conduct research into current trends and perspectives on the subject.

The secondary article will adopt a more practical approach, including personal experiences and opinions.

Advertising

Limited advertising space will be allowed in the Journal, for materials of direct relevance to managers of volunteer service, and as long as it conforms to the guidelines set out by the Editorial Team.

Suggested Guidelines:

1. Only 1/4 page and 1/2 page ads will be accepted.
2. Ads must be camera-ready.
3. A maximum of one page of ads will be permitted per issue.
4. Job ads are not recommended.
5. cost is to be determined by the Editorial Team.