



Volunteer Management
PROFESSIONALS OF CANADA
PROFESSIONNELS EN
gestion de bénévoles
DU CANADA

Volunteer Management Professionals of Canada

2014-2015



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34th Annual Report

Mission

VMPC advances and strengthens the profession of Volunteer Resource Management.

Vision

Volunteer Resource Management is recognized and respected as a leading profession of choice.





Message from the President

During the past year we continued to focus on our strategic priorities. We were pleased to complete the final portion of our rebranding and name change plan by launching our new website.

It was an exciting year on many levels. Personally, it was new adventure for me as I began my first term as President – and very challenging and humbling experience! For our Association it was a very productive year and an opportunity to continue to develop and expand partnerships and to explore new ones. 2014-2015 was our third year supporting our members working towards the internationally recognized CVA designation. Our partnership with the *Council for Certification in Volunteer Administration* has been very beneficial, and we look forward to our continued collaboration.

I wish to thank each of the board members. Their never ending support to our membership and dedication to our profession never ceases to impress me! It's been a true honor to work with them during this past year and I look forward to the upcoming one.

I hope that this report give you the opportunity to review your association's accomplishments during the past year. Thank you for your continued support!

Respectfully submitted,

Charles Allain

Board of Directors

Executive Members



President

Charles Allain

Coordinator, Volunteer Services
Vitalité Health Network
Moncton, New Brunswick



Past President

Hélène Bourgaize

National Director of Chapter Relations and Human Resources
Canadian Hemophilia Society
Montréal, Québec



Vice President

Kathy Magee

Volunteer Specialist
City of Ottawa, Parks, Recreation and Cultural Services
Ottawa, Ontario



Treasurer

Bobby Hrehoruk

Senior Coordinator, Volunteer Engagement
Prostate Cancer Canada
Toronto, Ontario



Secretary

Linda Foster, CVA

Manager, Volunteer Engagement
Saskatchewan Heart and Stroke Foundation
Saskatoon, Saskatchewan



Board of Directors

Committee Chairs



Advocacy & Professional Standards

Clare O'Kelly

Manager, Volunteer Resources
Burnaby Hospital - Fraser Health
Burnaby, British Columbia



Certification

Ruth Millard, CVA

Coordinator, Volunteer Services
CNIB Waterloo- Wellington
Waterloo, Ontario



Communications

Yvonne le Pair, CVA

Director of Volunteer Engagement
Northwoodcare Incorporated
Halifax, Nova Scotia



Information- Technology

Daria Skibbington-Roffel, CVA

Team Lead
Airdrie & District Victim Services
Airdrie, Alberta



Membership Services

Leona Conrick, CVA

Volunteer Services Manager
Greenwood Military Family Resource Centre
Greenwood, Nova Scotia



Professional Development

Lee-Ann Scott, CVA

Director of Volunteer Programs
Ottawa Network of Education
Ottawa, Ontario

Strategic Priorities

- Identify and develop strategic partnerships (☑*SP*)
- Develop and implement a comprehensive communication strategy (☑*CM*)
- Enhance our Profile (☑*PR*)





Highlights & Accomplishments

New vmpc.ca

The 2014-2015 year began with the launch of the all new vmpc.ca ; hand in hand with official launch of our new branding. Our website is the face of our organization for many, so an updated website was a top priority within the new branding strategy.

☑CM

Peer Reviews

We were pleased to be consulted for the elaboration of the *Imagine Canada Standards and National Accreditation Program* as well as in Volunteer Canada's new *Canadian Code for Employer supporter Volunteering*. In both projects a VMPC Board member was a peer Reviewer.

☑PR

Sponsorship

A detailed sponsorship package has been created. Implementing its use will allow VMPC to better respond to sponsorship inquiries and develop new opportunities.

☑CM

Professional Development

2014 National Conference

The National Conference is always a great opportunity for VMP to partner with an affiliate association and 2014 was no different. The 2014 National Conference was hosted by the PAVRO's LIVE Conference and brought together over 200 delegates in beautiful Niagara Falls, Ontario. It was a wonderful opportunity to network and learn together.

☑SP



Tools and Resources

Several board members collaborated to develop a National Conference Toolkit which can be used as a guide for future conferences. It's contains templates and resources to assist the local committees hosting a conference. Many additional resources and links were also added to the Professional Development section of our website.

Advocacy & Professional Standards

Committee members: Clare O'Kelly, Chair; Dawn Barr; Donna Carter; Lola Dubé-Quibell; Deborah McTaggart-Baird; Mary Travaglini.

Response to RCMP Proposal for Mandatory Fingerprinting

On September 9, 2014 VMPC participated with other volunteer-involving organizations in a meeting about the RCMP proposal for mandatory fingerprinting of all volunteers. Collectively, the organizations representing the voluntary sector and volunteer management professionals were able to bring forward the concerns of hundreds of Managers of Volunteers from across the country. More than one-third of VMPC membership responded to the VMPC online survey and their concerns were brought forward at the RCMP meeting by Vice President Kathy Magee.

☑PR

Promoting VMPC to Organizations Hiring Professional Managers of Volunteers

A process was put in place to communicate with organizations hiring Professional Managers of Volunteers to promote VMPC and the value of hiring a professional manager of Volunteer Resources. VMPC Members were invited to send in information about job opportunities to the Advocacy Committee who has developed a process and communication templates to contact the organization and inform them about the benefits of membership, the online job posting service on the VMPC website, and the employer benefits available on the website.

☑PR

For organizations already aware of VMPC and the job posting service on the VMPC website, a structured communication process was developed to promote membership if appropriate.

International Volunteer Managers Day (IVMD)

2014 marked the 15th anniversary of IVMD. The Advocacy committee took the lead with IVMD celebrations: A National Press Release was prepared and sent to media contacts in each province as well a thank you letter was sent to each VMPC member along with a lanyard with the VMPC logo.





Certification

Committee members: Ruth Millard, Chair; Angie Boehm; Beth Cougler Blom; Rachel Stoparczyk; Suzie Matenchuk; Kyla Amrhein.

Renewal of MOU

Certification is a commitment to the professional excellence. VMPC has renewed our Memorandum of understanding with the *Council for Certification in Volunteer Administration*, thus renewing our commitment to support the CVA Designation.

☑SP

Promotion of CVA certification

Our Promotion of CVA International certification program resulted in enrolling 45 candidates for the 2014 cycle and 51 for the 2015 cycle.

VMPC was a Partner and supporter of CCVA task team producing the 2015 CVA Competency Framework.

The certification committee assisted with supporting the Facebook Candidate study group; working with local affiliations on promoting certification.

39 new CVA designations were awarded.

Partnerships

Volunteer Canada

Through our continued partnership with Volunteer Canada we participated in:

- The 2014 National Dialogue on Screening Volunteers.
- A Meeting with national leadership organizations.
- The Launch of Findings from Statistics Canada 2013 Survey on Giving and Volunteering.



☑SP

Prime Minister's Awards

VMPC participated in a consultation process with the Prime Minister's Volunteer Awards. Our input was offered on how to best promote the awards and a natural option was through our network.

☑SP

☑PR

DoingGood.ca

VMPC developed a partnership with Doing Good, a newly formed company for recognition gifts for the non-profit, private and public sector. They pride themselves showcasing Canadian artisans and welcome feedback and suggestions – they tell us they can get just about anything our members would need even if it's not on their website! VMPC members receive a discount on purchases.

☑SP

☑PR

Affiliate Partners

VMPC is very fortunate to count on our continued collaboration with 10 affiliate partners. These professional associations, whose mandates vary from Regional to Provincial, are an amazing network of colleagues from throughout the country. We hope these affiliations will continue to be mutually beneficial!

Administrators of Volunteer Resources BC (AVRBC)

Association des gestionnaires de ressources bénévoles du Québec (AGRBQ)

Administrators of Volunteer Resources – Saskatchewan (AVRSK)

Community Council on Volunteerism – Montréal (CCV)

Manitoba Association for Volunteer Administration (MAVA)

New Brunswick Directors of Volunteers in Healthcare (NBDVH)

PAVRO – Professional Association of Volunteer Leaders- Ontario

Volunteer Management Group Edmonton (VMG-E)

Westman Association of Volunteer Administrators (WAVA)

This year we were pleased to announce the *Association of Volunteer Management Professionals Nova Scotia (VMPNS)* as our newest affiliate partner. This recently formed association is based in Halifax with members from throughout the province of Nova Scotia.





Membership

March 31, 2015

PROVINCE	AFFILIATE GROUP	AFFILIATE MEMBERS	DIRECT MEMBERS	TOTAL	TOTAL MAY 2014
AB	Volunteer Management Group – Edmonton	33	16	49	47
BC	Administrators of Volunteer Resources – BC	74	3	77	72
MB	Manitoba Association for Volunteer Administration	36	-	38	69
	Westman Association of Volunteer Administrators	2			
NB	New Brunswick Directors of Volunteers in HealthCare	15	-	15	13
NL	-	-	1	1	0
PE	-	-	1	1	0
NS	Volunteer Management Professionals of Nova Scotia	20	4	24	7
ON	PAVRO	99	12	111	126
QC	AGRBQ – Association des gestionnaires de ressources bénévoles du Québec	14	2	38	33
	Community Council of Volunteerism - Montréal	22			
SK	Administrators of Volunteer Resources – Saskatchewan	43	-	43	41
TOTAL				397	408

Financial Report

The financial report for the 2014-2015 year was reviewed by Sam Marinucci, Certified General Accountant of Toronto, Ontario. A complete copy of the review is posted separately on www.vmpc.ca

Thank You

In addition to the Board of Directors and our Affiliates, VMPC is fortunate to have an amazing group of dedicated volunteers who sit on committees or offer their professional services to the organization.

Our work would not be possible without these very special individuals.



THANK YOU!

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Contact us: info@vmpc.ca