



Canadian Administrators
of Volunteer Resources
Administrateurs canadiens
des ressources bénévoles

Exchange

A CAVR publication connecting members of the profession



www.cavrcanada.org

Board Members 2013 – 2014

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President's Word

By: Hélène Bourgaize, CAVR President

Summer has finally arrived! It's a time for all of us to rest and re-charge for the busy year ahead. I'm very honored to have the opportunity to serve the Association and to work with a group of energetic, enthusiastic people from across the country. Now that our National Occupational Standards have been developed, our by-laws have been reviewed to comply with the new rules set by the Canada Not-for-Profit Corporation Act and a partnership with CCVA has been established for our certification process, our objective for the coming year will be not to initiate new projects, but rather to build and develop these existing programs. As an example, we would like to offer online training to reinforce our standards by introducing the new "Train the Trainer" tool.



Another exciting project we have been working on is the rebranding of our association. The new look that we are presenting to you in this issue is not only clearer and more concise, but also better captures who we are. In addition to the newsletter, we will also be initiating a consultation process across Canada to reach out to as many members as possible. We would really like to hear from you, so please take a moment to consider the new logo and provide us with your comments in writing at info@cavrcanada.org.

Another objective that we have as a Board is to be more visible to our members. We would like to work more closely than ever with all of our affiliates. Membership has decreased over the past year and this has been a challenge not only for us, but also for our affiliates. Great things have been accomplished (I would invite you to read the 2012-2013 annual report posted on our website) but to remain the official voice

Board Members 2013 – 2014

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Hélène Bourgaize
Normand Latulippe

for all Canadians who work with volunteers, we need to be stronger. Together, we need to share our successes to allow us to recruit new members. In the coming months we will be developing a recruiting strategy and sharing with you ways you can help us engage new individuals who are working in our field.

In conclusion, I would like to thank Suzie Matenchuk, CAVR Past President, for the exceptional job she has done over the past 2 years. Suzie has been a mentor to me and I hope, as President, I will be able to meet your expectations.

On behalf of the Board of CAVR, I also want to thank the membership for your support and encouragement as we continue to do the work on behalf of the association. We welcome feedback and questions from all of you.

Enjoy the summer!

CERTIFY NOW !!!

Registration opens October 1st

50% off for certified CAVR members. Find out more about certification and special rates at www.cavrcanada.org.

For more information contact the Chair of certification at:

certification@cavrcanada.org

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- Conference Success
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MAVA-CAVR
NATIONAL CONFERENCE 2013

Engaged, Educated and Empowered in Manitoba 2013

By: Charlene Dishaw, Professional Development Chair

This year's MAVA/CAVR conference was a huge success. The committee worked very hard and brought together an excellent two days of education. Thank you to all the committee chairs, their committees and volunteers at the conference!

There were many highlights but I would like to just mention a few. Our opening plenary with the Honourable MLA Kevin Chief was inspiring and informative. Kevin talked about how he organized his volunteer campaign to win his riding in Winnipeg North. If you weren't there, I suggest checking out Kevin Chief's Youtube provincial [campaign video](#). The video was created by volunteers in his campaign, in particular, the drawings were all done by a tattoo artist who wanted to volunteer with Kevin's campaign. Imagine using this video medium as a promotion for your volunteer program or organization? Kevin came back that night for the Gala with his dance group, the Norman Chief Memorial Dancers.

Paula Speevak Sladowski, the Interim President of Volunteer Canada, brought lots of information about the current research and direction of Volunteer Canada. Of particular interest was their survey conducted in June that canvassed Canadian volunteers and administrators of volunteer programs on the subject of volunteer recognition. Stay tuned for the results. She also brought the latest updates of the Canadian Code and National Screening. All these updated resources are available at www.volunteer.ca.

Our conference ended with the Drum Café. Those of you have participated before know what a treat it is to share the rhythm of the drums with our colleagues.

It was wonderful to connect with colleagues across the nation and share ideas, challenges and successes. The CAVR board looks for



Past-President Suzie Matenchuk honours Debby Kennedy for her long term service to the Board.

OUR GOALS

To provide national leadership for administrators of volunteer resources

To maintain a professional Code of Ethics and Standards of Practice in the administration of volunteer resources

To promote professional development in the administration of volunteer resources

To collaborate with provincial, national and international organizations

ward to seeing everyone at the 2014 conference. Details about the 2014 conference will be announced in the fall.

New Image for CAVR!

By: H  l  ne Bourgaize, CAVR President

In a past edition of *Exchange*, we shared that CAVR was undergoing a rebranding process, which will ultimately place the Association in a better position to advocate, as it will enhance the profile of CAVR and strengthen the work that our members do. We are now ready to share with you some of the results. As you will remember, through a survey monkey conducted in February, a new name was proposed and well received:

**“Volunteer Management Professionals of Canada”
“Professionnels en gestion de b  n  voles du Canada”**

As a second step of the rebranding process, CAVR worked with a specialized firm, Helix Design, to develop a logo which would better represent us and be the new image of the association.

We are now pleased to propose to our membership a new brand which we feel is clearer, more concise and better conveys who we are, as well as being an image which we can all relate to. To give you a better idea, we have created a [mock-up page](#) of what our website would look like once the logo and name is approved by our membership .

As you can see, the new home page with its professional look will offer us the opportunity to showcase a rotating wealth of images that would be carefully chosen and link to featured pages, such as the NOS or the certification pages. The blue and grey colour palette of the logo signifies a foundation of credibility, accountability, careful organization and management. It also builds on these elements with individual and connected grey and graduated blue circles, representing members of our profession. The diamond shape is often used to represent solidity, strength and stability. The symbol combines soft, rounded, organic shapes within a strong square framework. This represents a balance between the human qualities of compassion and empathy, and the strength and dynamism of the organization. Subliminally, a V shape is formed at all four corners of the diamond. As with any group, the sum of its parts make up the whole, leaving one with the feeling of a dynamic and professional organization.

This is the third step of a broader consultation process. Members were consulted in February through Survey Monkey and again at our Annual General Meeting in Winnipeg this past June. Now we want to expand our consultation process by presenting it here, in our newsletter and throughout the fall at provincial affiliates' meetings. If approved by a majority of members, we will set the stage for the roll out of the new brand and logo over the next year with the official launch at the next conference in 2014.

summer to look at what is proposed and send us your comments at info@cavrcanada.org. Please remember that this is your association. Your input is important to us!

OUR VISION

To unite administrators of volunteer resources in a professional association that promotes best practice, supports education, facilitates networking and advocates for the profession.

New Train the Trainer Tool for National Occupational Standards

By: Kathy Magee, Advocacy Chair

A new tool has been developed by the CAVR Professional Standards Committee to support employees in educating their organization about the National Occupational Standards (NOS). This PowerPoint was drafted as a presentation employees could use as an education tool to showcase their professional role within their own organization.

It was developed as a generic tool that can be customized to fit the employee's individual organization. The intent, once finalized, is to post the document on the CAVR website for members to access and adapt to fit their own organization. Customizing the presentation is very important in order to gain buy-in from the staff and to support the links between their organizational roles and that of the Manager of Volunteers. The speaking notes are adaptable: the basis of the NOS and the appropriate language has been included as a starting point for the conversations with supervisors, team leads, etc.

At the CAVR/MAVA National Conference this year in Winnipeg, this tool was presented at a workshop to provide an understanding of the background, purpose, and specific uses for the NOS. It allowed participants to identify gaps in their personal knowledge/ program structures while identifying how they could use the NOS to garner support for change within.

This [NOS PowerPoint](#) is in draft form and we are seeking your input to ensure that we provide a tool that will work in the field, and that members will want to use to support the great work they do in their organizations. At the conference workshop the participants felt this presentation was going to be a great tool to educate with. They wanted to have a tool to support them in educating their organizations about the NOS and how it will assist in developing a strong volunteer program to support the organizations purposes.

Once finalized, this PowerPoint will be available on the CAVR website to be copied, adapted and customized with specific organizational logos and information.

WE ARE LOOKING FOR YOUR FEEDBACK!

In order for us to perfect this presentation to support the membership, please review the presentation and provide us with useful feedback no later than September 30. We want to know what would encourage you to use this as a tool in your organization.



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Meet Your New Board

During the conference in Winnipeg, the CAVR held its AGM and a new Board of Directors was elected. The 2013-2014 Board of Directors are:

- President – Hélène Bourgaize (Quebec)
- Past-President – Suzie Matenchuk (Manitoba)
- Vice-President – Charles Allain (New Brunswick)
- Treasurer – Bobby Hrehoruk (Ontario)
- Secretary – Linda Foster (Saskatchewan)
- Advocacy – Kathy Magee (Ontario)
- Certification – Deborah Young, CVA (Ontario)
- Communications – Vacant
- IT – Daria Skibington-Roffel, CVA (Alberta)
- Membership – Leona Conrick (Nova Scotia)
- Professional Development – Charlene Dishaw, CVA (BC)
- Professional Standards – Milena Santoro (Alberta)
- Member at Large – Heather Fleming (BC)

We are happy to welcome three new Chairs to our Board with these brief introductions.



Linda Foster

Linda Foster recently celebrated her 5 year anniversary with the Heart and Stroke Foundation as the Manager, Volunteer Engagement for Saskatchewan. Linda's former occupation as Community Recreation Coordinator for the Canadian Armed Forces also included supporting volunteers providing morale and welfare programs for soldiers and their families. Linda holds a Bachelor of General Studies degree from Brandon University with a concentration in History and Physical Education and a minor in Geography.

Linda is passionate about volunteerism and is heavily involved in her community supporting a variety of

programs and services such as Mothers Against Drunk Driving, the Northern Heights Cooperative Preschool and of course the Heart and Stroke Foundation. When Linda is not working or volunteering she loves traveling, camping with her family, gardening and “adventuring” with her two small children. Linda lives in Saskatoon with her husband Pat and her little volunteer apprentices Isabelle and Anderson.

Leona Conrick

Leona has been a military spouse for over 20 years and has had the pleasure of living in Newfoundland, British Columbia and Nova Scotia. She and her husband have two daughters. When her children were in school full time, Leona went to university, graduating, with honors from Memorial University with a Bachelor of Business Administration. After graduation Leona worked as a territory manager for a large corporation and in 2010 made the switch to the not-for-profit world and began working with the Greenwood Military Family Resource Centre as the Volunteer Services Manager. Over 100 volunteers help the community in a variety of ways from tutoring, to community integration, to emergency childcare and more. Leona is eager to use her education and experience to benefit CAVR and looks forward to learning and expanding her horizons as part of this incredible team!



Milena Santoro

Milena is an author, international professional speaker, educator, award winning certified meeting and special events professional who has earned many accolades managing events for corporations, international associations, social clients and non-for-profit agencies. Milena is President and CEO of MS Productions Inc. She is an active member of the volunteer community, serving in various leadership roles: facilitator for the Alberta Culture Board Development Program, President of Volunteer Management Group Edmonton Chapter.



As we welcome new members, we say “au revoir” to others who are leaving to undertake new challenges. CAVR would like to thank Debbie Kennedy, Donna Carter and Rena Chiovelli for their leadership, dedication and the outstanding work they have accomplished over the years for our association.

