



**Canadian Administrators
of Volunteer Resources**

**Administrateurs canadiens
des ressources bénévoles**

2012-2013
32nd ANNUAL REPORT

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**CAVR BOARD OF DIRECTORS
2012-2013**

Executive Officers:

President

Suzie Matenchuk, CAVR
Manager, Volunteer Services
Winnipeg Regional Health Authority
Winnipeg, Manitoba

Past President

Debbie Kennedy, CAVR
Manager, Volunteer Resources
Fraser HealthRidge Meadows Hospital &
Health Care Centre
Maple Ridge, British Columbia

Vice President

Hélène Bourgaize
Director, Volunteer Development &
Human Resources
Canadian Hemophilia Society
Montreal, Quebec

Appointed Officers:

Treasurer

Bobby Hrehoruk
Volunteer Coordinator, Fund Development
Aids Committee of Toronto (ACT)
Toronto, ON

Secretary

VACANT

Elected Directors:

Advocacy

Kathy Magee
Volunteer Specialist
City of Ottawa
Parks, Recreation and Culture Branch
Ottawa, Ontario

Certification	Deborah Young, CVA Coordinator, Volunteer Resources Region of Waterloo Kitchener, Ontario
Communications	Rena Chiovelli Community Involvement Coordinator City of Edmonton Edmonton, Alberta
Information Technology	Daria Skibington-Roffel, CVA Coordinator, Volunteer Services Bethany Calgary (Bethany Care Society) Calgary, Alberta
Membership	Charles Allain Coordinator, Volunteer Services Dr. Georges L. Dumont University Hospital Centre Vitalité Health Network Moncton, New Brunswick
Professional Development	Charlene Dishaw CVA Manager, Volunteer Resources Fraser Health- Delta Hospital Galiano Island, British Columbia
Professional Standards	Donna Carter Director, Volunteer Resources Alberta Health Services Red Deer, Alberta
Member at Large	Heather Fleming Consultant Thrive! Resilient Community Solutions North Vancouver, British Columbia

ANNUAL REPORT OF THE PRESIDENT

This year the Board continued to address the objectives outlined in the strategic plan focusing primarily on the priority of developing and implementing a comprehensive communication strategy. In order to address this, the Board met in the fall of 2012 and held a facilitated branding session as part of our communication strategy. A renewed sense of energy was established as we explored a new brand for the association. The name "*Volunteer Management Professionals of Canada*" is being presented to the membership and if approved will set the stage for the roll out of the new brand...name and logo over the next year.

This year was also the first year of the new certification process under the Council of Certification for Volunteer Administration (CCVA). We are pleased with the progress and believe the number of CAVR candidates who have registered to date speaks to the success in making the transition to this international credentialing system.

I'm also pleased that we signed another affiliate group as part of CAVR...the Westman Association of Volunteer Administrators (WAVA) who are located in Brandon, Manitoba.

Heather Fleming's (Member at Large on the Board) expertise with partnerships and sponsorships has been beneficial to the Board this past year. We have utilized her skill set to develop a revenue generating action plan which will be shared and rolled out once the results of the branding strategy of the association has occurred.

As I finish my term as President, I can honestly say that it has been one of the most rewarding and fulfilling yet challenging roles within my career. I have learned so much as a result of my involvement with CAVR and being on the Board...it's an opportunity that I'm grateful for as the members of CAVR had confidence in me to lead the association. I sincerely thank each and every Board member for their contribution and dedication to CAVR. Your expertise and leadership skills have benefited our members across Canada!

As the incoming Board moves forward and continues the great work of many, many other great leaders in our profession, they will be looking to you, as members for your support, feedback and guidance. As we've said before, it is *your* association!

Respectfully submitted,



Suzie Matenchuk, B.R.S., CAVR

ANNUAL REPORT OF THE PAST PRESIDENT

My primary role as Past President is to offer the historical information & perspective for the Board of Directors.

The Chair of Nominations falls under the Past President role description. In this role, I created communiqués to reach the membership, connected by email & telephone with those interested and facilitated connections with current Board members (if required) to encourage participation. As a result, we will be going forward with almost a full complement on the Board for the 2013-2014 year.

As part of the strategic plan, I also participated in the Certification Task Force, as the Executive Liaison to the Board of Directors, primarily based on my previous roles as President and Chair of Certification. This past year we successfully formed a partnership with CCVA to offer an international certification process that will better meet the needs of our membership.

It has truly been an honour and a privilege to work on behalf of National Association. The opportunities it has provided me have been more than I could have imagined. I have met colleagues from across Canada and look forward to watching CAVR continue to grow and support the professionals in the field of Volunteer Management for years to come.

**Respectfully submitted,
Debbie Kennedy, CAVR**

ANNUAL REPORT OF THE VICE PRESIDENT

As part as my role as Vice-President, I was responsible for ensuring that the comprehensive communication strategy developed by the association was available in the two official languages. In addition to having all of our communications to members in both English and French, we have, since July 2012, completed the translation of all sections on our website. As part of our communication strategy in 2013, we are planning to work more closely than ever with all of our affiliates and members.

Another important area where we have devoted a lot of our energy was the governance aspect of the association. With the objective of being more flexible and better suited to the needs of today's not-for-profit sector, the *Canada Not-for-profit Corporations Act* has implemented a new set of rules. CAVR has reviewed its by-laws to make certain they comply with these new rules. The deadline for modifications, in accordance with the *Canada Not-for-profit Act*, is October 2014.

2013-2014 will be an exciting year with the implementation of our new brand and the continuance of current programs. We are looking forward to discussing these issues with all of you in the coming months.

**Respectfully submitted,
Helene Bourgaize**

TREASURER'S REPORT

CAVR's financial books for 2012-13 year were reviewed by Sam Marinucci, Certified General Accountant of Toronto, Ontario. A complete copy of the review is posted separately on the website.

**Respectively submitted,
Bobby Hrehoruk**

CAVR COMMITTEE REPORTS

Advocacy Report

Assigned Strategic Priorities:

1) Enhance the Profile of CAVR

- Advocate the need to hire a professional with employers.
- Promote Volunteer Management as a career.
- A revised Employers Package including revised salary levels based on a survey to be conducted in 2012-2013.

2) Develop and Implement a Comprehensive Communication Strategy

- Bring the website content up to date.
- Existing content pages will be reviewed and updated in six months time (Employers Package/Job Opportunities).
- The CAVR website will be regularly updated with the information required by members.

Indicators for Success:

1) *Enhance the Profile of CAVR*

The Advocacy Committee of 4 members have been revising and revisiting the documents within the Employers Package. These documents were completed in final draft in May and have been sent to the Board for review. The documents have been reformatted to ensure that Employers can use these as working documents and not just as information documents.

Example: Job Interview Questions/Responses is a working document and can be used during the interview process.

The list of documents reviewed includes:

- Classification Criteria and Position Profiles (merged into one document)
- Interview Questions/Responses Template
- Hire a Professional Brochure
- Generic Job Description
- Skills, Knowledge and Abilities
- Building a CAVR Salary Survey

All documents were updated to reflect the wording and content contained in the National Occupational Standards. Once the documents have been approved by the Board, they will be loaded onto the CAVR website. It is important to do this in a timely fashion in order to promote the National Occupational Standards and to encourage Employers to understand the profession. This will assist them when hiring a suitable Manager of Volunteer Resources.

2) *Develop and Implement a Comprehensive Communication Strategy - Bring the website content up to date*

Job Opportunities are posted as forwarded to us by the Membership.

Other Activities:

- The committee has dedicated their time to ensuring the wording contained in these documents reflects the NOS Standards. This will ensure consistent messaging to both the Membership and Employers.
- These documents will also provide Employers with working templates, which will encourage Employers to use them while providing a level of confidence when hiring/working with Managers of Volunteer Resources. They will better understand the profession and be able to select the correct candidates for the position of Manager of Volunteer Resources within their organization. In doing this, their organization will be better equipped to engage and retain volunteers.
- The committee is reviewing multiple Salary Surveys, in order to build a CAVR Salary Survey to go to the membership in the fall of 2013.

**Respectfully submitted,
Kathy Magee**

Certification Report**Assigned Strategic Priorities:**

1. To develop a strategic partnership with the Council for Certification in Volunteer Administration.
2. To implement the CVA as the new CAVR Certification program in partnership with the Council of Certification in Volunteer Administration.

Indicators for Success:

- Signed MOU with the Council for Certification in Volunteer Administration.
- Developed promotional materials on the new certification program.
- Met with the Council for Certification in Volunteer Administration Board to discuss the role of CAVR in the certification partnership and further opportunities.
- Enrolled 48 Canadian candidates in the new certification program for the 2013 cycle.

Other Activities:

1. Incredible response with a total of 48 Canadian candidates

New CAVR certification candidates	26
Recertifying CAVR candidates	10
Non Affiliated candidates	10
Volunteer Canada candidates	2

2. Developed promotional materials for the new certification program.
3. Promoted and participated in certification information workshops in all Provinces.
4. Established a formal CAVR online study group to support CAVR candidates.
5. Supported the AVRBC in establishing a study group for candidates in British Columbia.
6. Participated in the Provincial Affiliates meeting to promote certification.
7. Responded to more than 100 certification enquiries.
8. Developed a simple certification tracking database.
9. Recruited an online training specialist to develop a series of online supports for 2014 candidates.

**Respectfully submitted,
Deborah Young, CVA**

Communication Report

Assigned strategic priorities:

1. Conceptualize a project with a partner to develop a branding strategy for the association.
2. Develop CAVR materials that could be used by/with affiliates to share information and gather input.
3. Update the communication portfolio to include social media.

Indicators for success:

1. Connected with several companies to determine quotes for logo and e-newsletter services. Liaised with Helix Designs for logo design. Liaised with William Joseph Communications post-branding.
2. Will develop e-newsletter with X-Ware once logo is finalized. Will develop promotional materials needed for conference once logo is designed
3. This was on hold until a new brand was implemented (logo, name, and website)

Other Activities:

Promoted many CAVR initiatives through e-communiqués, developed four newsletters, logo development and participated in the re-branding process.

**Respectfully submitted,
Rena Chiovelli**

Information Technology Report**Assigned Strategic Priorities:**

- Bring website up to date.
- Update the communication portfolio to include social media.

Indicators for Success:

- The website is up-to-date in both French and English. All documents are now translated before being posted.
- As part of the branding process the website will be redesigned and a facebook page will be created.

Other Activities:

- Plan the 2012 National Forum and the Communication Strategy meetings in Calgary.

**Respectively Submitted,
Daria Skibington-Roffel, CVA**

Membership Services Report**Strategic Priority Assigned:**

Enhance the Profile of CAVR by re-establishing membership representatives for each affiliate group.

Indicators of Success:

This mutually beneficial network of membership representatives for each affiliate group has continued to ensure that CAVR notices and information are presented and discussed regularly at the local level. They will ensure communications with CAVR members within their organization and promote the benefits of membership to non-members.

Other Activities:

Coordinating Membership Services for a National Association with members from most provinces can be a challenge; however I have truly enjoyed working in this role for the past 4 years. Besides the administrative tasks of data entry and being the first contact for new members to the Association, I have concentrated most of my time on connecting with our affiliate associations whose members have the option of joining CAVR through their local association, in order to ensure a more streamlined and prompt exchange of information between CAVR and the affiliate association. We have welcomed this year a 10th affiliate, as the Westman Association of Volunteer Administrators has become part of our network. We have also had several discussions with members in Nova Scotia in the hopes of increasing CAVR representation in the Maritimes.

A collaborative effort with our Treasurer / President ensures that our records reflect an accurate depiction of our membership.

**Respectfully Submitted,
Charles Allain**

Professional Development Report**Assigned Strategic Priorities:**

Promote Volunteer Management at a Profession. This wasn't specifically addressed this year but will be addressed next year.

Indicators for Success:**Goals for 2013/2014 will be:**

- To work on the promotion of Volunteer Management as a Profession with the Advocacy Committee
- Continued promotion and distribution of the Robitaille Fund
- Work with and provide support to future organizations on the 2014 and 2015 conferences
- Contact Educational Institutions across the country to find Educational Opportunities for our members

Other Activities:

In 2012 Professional Development carried out the following activities:

- Supported the 2013 Conference with promotion on the CAVR website and helping to provide materials used by previous conference planning groups
- Awarded two applications for the Robitaille Fund to the Managers of Southern Alberta and Administrators of Volunteer Resources BC
- Updates were made to the application and terms of reference for the Robitaille Fund to ensure clarity of workshop content containing CAVR material.
- Contact with affiliate groups to host the National Conference for 2014 and 2015.
- The Professional Development section of the CAVR website was updated to include educational opportunities that were currently available.

**Respectfully Submitted,
Charlene Dishaw, CVA**

Professional Standard Report

Assigned Strategic Priorities:

- Identify and develop strategic partnerships – HR Council and Occupational Standards project.
- Enhance the profile of CAVR – work with the Advocacy Chair regarding the inclusion of the Occupational Standards in CAVR resources.

Indicators for Success:

- A member Survey was conducted to determine priorities for the use and dissemination of the National Occupational Standards.
- A committee was developed to plan and implement strategies that would move forward the priorities identified.
- Members, with a professional role in the education for Volunteer Management were consulted to determine what steps could be taken to integrate the National Occupational Standard into curriculum. More work will be completed with the assistance of these members.
- Print copies of the National Occupational Standards and support poster have been mailed to requesting members.
- Discussions were started with Volunteer Canada to determine how volunteer centres could assist in providing education and dissemination of the National Occupational Standards within their community networks.
- An agreement for the use of the National Occupational Standards ongoing was developed with the HR Council and Community Foundations of Canada.

Other Activities:

With the launch of the National Occupational Standards, there has been consultation with members to support its use and to enhance the understanding of how the NOS can assist the profession in moving forward with clarifying responsibilities that will enhance volunteer involvement in organizations. To develop education opportunities and build internal human resource support for the role of volunteer management within organizations. This work in tandem with the Advocacy Committee will provide a baseline for remuneration, education and hiring criteria. It is exciting as well to note that the National Occupational Standard will provide a baseline for the Council for Certification in Volunteer Administration (CCVA) to develop an international standard in 2013-14.

**Respectfully Submitted,
Donna Carter**

Member at Large Report**Assigned Strategic Priorities:**

Identify and Develop Strategic Partnerships.

Indicators for Success:

Board members met with Zoe Fleming of Volunteer Canada at the in person CAVR Board meeting in October and partnership opportunities were explored. In light of CAVR's re-branding process as well as the recent change in leadership at Volunteer Canada, further work around partnerships will continue in 2013-2014.

Other Activities:

- Significant research work was completed on CAVR past success in obtaining sponsorships usually in conjunction with our annual conference. This research discovered core targets for sponsorships support including: Financial Institutions (i.e. TD Bank), Gaming and Lotteries (i.e. Gaming BC), Foundations (i.e. Winnipeg Foundation), IT/Software Companies (i.e. Charity Village), Health Regions (i.e. Fraser Health), Education Institutions (i.e. Red River College and Insurance Companies (i.e. Investor Group). Resources and connections were shared with the MAVA Sponsorship Team to support their efforts for the 2013 conference.
- A Revenue Generation Action Plan was developed. This Action Plan was presented to the Board at a special teleconference meeting. These key questions were explored:

1. Is CAVR ready to fundraise?
We are ready to fundraise but do not have the ability to obtain charitable status/CRA receipting therefore our fundraising focus should be directed toward sponsorships and non-receipting donations.
2. What are we fundraising for?
Key priorities here included Professional Development, Annual Conference, Webinars, National Occupations Standards Workshops, and Awards/Bursaries/Certification Scholarships.
3. What is our best fundraising vehicle?
Top 3 best vehicles include Training Events/Conferences, Corporate Sponsors (Cash and In kind) and Foundations.
4. Who are our priority targets?

For Partners: Volunteer Canada (NOS workshops), Imagine Canada

For Education Institutions: Red River College, Mount Royal University, and Humber College

For Corporate Sponsors: Financial Institutions, Gaming and Lotteries, IT/Software Companies (i.e. Charity Village, Bespoke, Volunteer Square, BeanStream, XWare), Health Regions and Insurance Companies (i.e. Investor Group)

For Foundations: Trillium, McConnell Social Innovation Fund and Muttart Foundation

- C. Fundraising tools including a Pitch Letter have been initiated. In light of the new branding process, these tools will be modified to reflect our new brand, color scheme and language.

Key Recommendations:

In order to move the Revenue Generation/Partner/Sponsorship work forward, it is recommended that:

- To hold a focus group in the Fall of 2013 to confirm the roles of National/Provincial Associations and to confirm priority work for the next year.
- To confirm a plan around sponsorship support for enhanced professional development with a priority for webinars and more online training
- To explore a partnership arrangement with Volunteer Canada around NOS workshops.

**Respectively Submitted,
Heather Fleming**