

EXAMINING ENGAGEMENT

Volunteer Management Professionals of Canada | Annual Conference

May 8-10, 2024 | Vancouver Marriott Pinnacle Downtown



Volunteer Management
PROFESSIONALS OF CANADA

**Examining
Engagement**



A MESSAGE FROM THE PLANNING COMMITTEE

Welcome to Vancouver! This year, we host our conference on the unceded, traditional and ancestral territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations, and we are grateful for the opportunity to do so.

It is wonderful to be able to gather in person again for the first time since 2019. Thank you for joining us as we look to the future, and an ever-changing volunteering landscape. Lessons from the past 5 years have proven that engagement is a moving target requiring innovation, adaptability, reflection and collaboration. And during this conference, we plan to explore that both in theory and in practice.

There will be much time for learning, but also for connecting – and we hope that each of you can take something new from this, whether it be a fresh idea, a great connection, or a different perspective.

On behalf of the VMPC Board, we extend our warmest gratitude to this year's planning committee, without whom this would not have been possible. We are incredibly thankful as well for the support of many others along the way, including you, our community.

We hope you have a great conference!

Lexi White, VMPC Chair, Conference & Events

Planning Committee

Alex Tse
Becky Tinsley
Beth Hazell
Chrissy Borseth
Elizabeth Langtry
Erin McLean
Geraldine Wall
Heidi Jakop
Holly Jones
Janna Werry

Jennifer Cuthbert
Jerri-Lyn Whitney
Jill Howey
Katie Oster
Lindsay Baker
Maggie Stewart
Michele Wilson
Si Chen
Tara Gilroy-Scott

Special Thanks

Adam Janes
Barb Cascadden
Bobby Hrehoruk
Charles Allain
Gaurish Kohli
Molly MacDonald
The BC Regional Committee
And the entire VMPC Board

**DO YOU HAVE VOLUNTEER
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ARE YOU LOOKING FOR VOLUNTEERS?**



Volunteer Now:

We want to take a moment to inform you about our online volunteer opportunity database - Volunteer Now.

The Volunteer Now database has many advantages:

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- Local, recent, and relevant volunteer opportunities
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WEDNESDAY, MAY 8

6:30 PM WELCOME RECEPTION - COCKTAILS & NETWORKING
EARLY REGISTRATION

THURSDAY, MAY 9

7:00 AM REGISTRATION & BREAKFAST

9:00 AM OPENING REMARKS & LAND ACKNOWLEDGEMENT

9:15 AM KEYNOTE: LISA MORT-PUTLAND, *VOLUNTEER CANADA*

10:30 AM BREAK

10:45 AM SESSION 1 WORKSHOPS

12:15 PM LUNCH

1:30 PM SESSION 2 WORKSHOPS

3:00 PM BREAK

3:15 PM AFTERNOON PLENARY

4:15 PM CONFERENCE DAY ENDS

6:30 PM HOSPITALITY EVENTS

FRIDAY, MAY 10

7:00 AM REGISTRATION & BREAKFAST

9:00 AM OPENING REMARKS & LAND ACKNOWLEDGEMENT

9:15 AM KEYNOTE: ROB JACKSON, *ROB JACKSON CONSULTING*

10:30 AM BREAK

10:45 AM SESSION 3 WORKSHOPS

12:15 PM LUNCH & VMPC AGM

1:30 PM SESSION 4 WORKSHOPS

3:00 PM BREAK

3:15 PM CLOSING PLENARY

3:45 PM CONFERENCE ENDS

Program subject to change

MAY 9 WORKSHOPS

	Presenter	Workshop	Room
Session 1 10:45 AM - 12:15 PM	Charlene Dishaw	Liberating Structures	Dundarave
	Michelle Mungar-Lumley	Examining the Youth Experience	Shaughnessy II
	Jessica Pang-Parks	Self-Advocacy for Leaders of Volunteers	Shaughnessy I
	Sammy Feilchenfeld & Adriane Beaudry	Opening the Door to More: Identifying and Removing Barriers to Volunteer Engagement Success	Pinnacle III
Session 2 1:30 PM - 3:00 PM	Karen Knight	Creating Communities of Practice for Volunteer Leaders	Shaughnessy I
	Janna Werry	Volunteer Application Process That Will Engage Potential Volunteers from the First Click	Pinnacle III
	Rob Jackson	Philosophy of Volunteering	Shaughnessy II
	Leah Gagnier	How Our Senior Volunteers Have Changed Priorities Since Covid-19	Dundarave

MAY 10 WORKSHOPS

Session 3 10:45 AM - 12:15 PM	Presenter	Workshop	Room
	Tony Goodrow	Reporting the Full Value of Volunteer Engagement	Shaughnessy I
	Erin McLean	Corporate Volunteer Engagement - Lessons from the Success of a Holistic Partnership Approach	Shaughnessy II
	Kasandra James	Examining Decent Volunteer Engagement: Decolonial and Anti-Racist Approaches to Recruitment and Screening	Pinnacle III
Session 4 1:30 PM - 3:00 PM	Mel Ifada	The Key to Volunteer Engagement: Why Supporting Your Board is Essential	Dundarave
	Shaminda Perera	Data Driven Engagement	Shaughnessy I
	Jeff Abraham	Partnering For Better Volunteer Engagement	Shaughnessy II
	Rob Jackson	Ethical Issues in Volunteer Engagement	Pinnacle III
	Adam James	Investing in Your Volunteer Program to Invest in Your Volunteer Community	Dundarave



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THURSDAY SOCIAL

Join us Thursday, May 9 for a night of fun and networking! Options include:

- | | |
|--|------------------|
| 1. Granville Island Dinner & Theatre Sports Improv show | \$30 |
| 2. Dinner and Live Music at Guilt & Co in Historic Gastown | \$6 Cover |
| 3. Revolving Restaurant Sunset Dinner & Fly Over Canada Experience | \$35 |
| 4. Walk Around Stanley Park Sea Wall & Dinner at Stanley Park Brew Pub | Free |

Tickets do not include the price of dinner. Guests are responsible for their own meals and transportation costs.



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KEYNOTE SPEAKERS



Lisa Mort-Putland

Day 1 : The Changing Canadian Volunteer Engagement Landscape

Volunteer management professionals are highly responsive to changes that impact volunteers and volunteer programs. At the start of this decade, the pandemic had a seismic impact on our daily routines, expectations for community engagement, and volunteerism. In response, Volunteer Canada reached out to communities to find out what was new. We discovered that there is a need to create a movement that emphasizes the importance of every volunteering moment, whether you're a new or an experienced volunteer. Engagement is critical for where we are all headed next, and it matters more than ever.



Rob Jackson

Day 2: What Volunteer Engagement Professionals Aren't Thinking About

Rob will share his thoughts and lead discussions on some topics in volunteerism that we should be considering but no one seems to be talking about. These will include:

- New horizons: Artificial Intelligence, driverless vehicles and associated tech
- The future of work and the four-day week: opportunities and challenges
- Inflationary pressures and cost-of-living implications for nonprofits
- Physical and mental health implications of the pandemic and beyond
- Informal volunteering, active citizens and the role of Volunteer Involving Organizations
- Universal Basic Income - a transformation in volunteering

WORKSHOPS

Session 1: Thursday, May 9th - 10:45 AM - 12:15 PM

Self-Advocacy for Leaders of Volunteers - Jessica Pang-Parks

Self-advocacy at work goes deeper than speaking up. You can use self-advocacy to help your manager and organization better understand you. You can also use self-advocacy to get better compensation or resources. The session will start by examining how your work is influenced by frameworks entrenched in our sector's "standard practices". You will be asked to challenge ways of thinking that may make you uncomfortable. The session will use Mentimeter, allowing participants to anonymously share insights and brainstorm opportunities. Together, we'll become more intentional and effective in self-advocacy.

Liberating Structures - Charlene Dishaw

Participants will actively partake in three Liberating Structures to discover how Liberating Structures can be used with volunteer teams to unleash ideas, create innovation and solve problems. Liberating Structures are useful tools to engage groups to participate in decision making and build teams, leading to better retention. By the end of the workshop, participants will be able to lead a Liberating Structures session in their organization.

Examining the Youth Experience - Michelle Mungar-Lumley

Youth are continually reimagining the world. This session will use real world examples to examine what a successful youth volunteer program looks like and provide opportunity for Leaders of Volunteers to start brainstorming ways to adapt their programs to meet the unique needs of youth volunteers. Participants will leave with an understanding of their importance in the youth experience, and how they have the ability to motivate and inspire youth to apply, volunteer and stick around for longer. Youth are capable of anything and everything, Leaders of Volunteers can have a huge impact on the trajectory of youth volunteers' success.

Opening the Door to More: Identifying and Removing Barriers to Volunteer Engagement Success - Sammy Feilchenfeld & Adriane Beaudry

What is a barrier? Whether real or perceived, our processes, approaches and strategies can create or perpetuate obstacles in volunteer engagement. In this session, we'll explore some of the barriers you and your volunteers may face, and share a collaborative framework for building solutions. Whether a barrier is surface-level or digs deeper into the need for systemic change, we'll discuss how you play a vital role in making changes to welcome more volunteers into your organization. Come ready to learn and play through this mix of scenarios, discussions and interactive learning.

Session 2: Thursday, May 9th - 1:30 PM - 3:00 PM

Creating Communities of Practice for Volunteer Leaders - Karen Knight

A community of practice (CoP) is a circle of people who share a common concern and/or set of problems, and who collaborate to come up with effective ideas and to support each other in fulfilling goals for both the individuals and the group as a whole. This workshop guides you through the seven steps to creating a CoP. Through facilitated discussions, group activities and networking opportunities, you will become comfortable with the strategies, tips and tools to help each other improve the impact all of your programs have in your respective areas. You may even find the people to build your CoP with!

Volunteer Application Process That Will Engage Potential Volunteers from the First Click - Janna Werry

Don't lose a potential volunteer because they didn't want to take the time to sign up for your application. Potential volunteers are looking at your website – is it ready to engage them? Is your application process less than 15 minutes total? 60% of Gen Z job seekers won't spend longer than that on a job application. And, with 48% of potential candidates dropping out of the job application process due to a confusing or complicated user experience, extrapolate those statistics to applying for a volunteer position. A detailed plan will be presented, outlining the various applications, how they are utilized in the volunteer application and onboarding process, and the process of converting an applicant into an 'accepted' volunteer. The presentation will be interactive with participants invited to engage in real time through Slido.

Philosophy of Volunteering - Rob Jackson

There is nothing as practical as a good theory. In this workshop you'll have the chance to explore what you believe about volunteering - what it is, what it isn't, why you think that – and consider what this might mean for your work as a volunteer manager. The workshop will be highly interactive, is always a bit provocative, and a lot of fun.

How Our Senior Volunteers Have Changed Priorities Since Covid-19 - Leah Gagnier

- We will discuss lessons learned from having over 4000 volunteers in our thrift stores.
- Open session about sharing what works in different organizations to create an avenue for new and creative ideas.
- How to create video content to motivate senior volunteers to volunteer at your organization.
- What we do to create inclusivity and belonging within our stores to foster valuable and productive attitudes for giving back through volunteering.
- Tips from Mission Thrift Stores

Session 3: Friday, May 10th - 10:45 AM - 12:15 PM

Examining Decent Volunteer Engagement: Decolonial and Anti-Racist Approaches to Recruitment and Screening - Kasandra James

Over the last few years, formal volunteering rates have been declining across Canada and organizations are reporting sustained shortages of volunteer labour. While efforts to recruit and retain volunteers are ongoing, this session will ask us to consider how organizations can promote Decent Volunteering (as aligned with Decent Work philosophies) and foster decolonial approaches to volunteer recruitment and screening. Through digital engagement with Mentimeter2 and co-learning activities with peers in small and large groups, participants will be asked to critique how systems of volunteer engagement exclude, harm, or marginalize some community members and imagine new ways of fostering communities of belonging in volunteer programs.

The Key to Volunteer Engagement: Why Supporting Your Board is Essential - Mel Ifada

The workshop explores how a well-supported board can create a positive and productive environment, fostering a culture of engagement and commitment among volunteers. This session will offer practical insights and strategies for board organization that directly impact volunteer involvement and retention. The workshop will include a small-group, interactive brainstorm component to get attendees thinking about real-world challenges they've encountered in their teams, as well as solutions they can implement after the conference, using frameworks learned in the presentation.

Corporate Volunteer Engagement - Lessons from the Success of a Holistic Partnership Approach - Erin McLean

In this session, we will explore lessons learned from the successful development of a Holistic Partnership Approach to corporate volunteering. We will break down the successes and challenges related to this process, as well as discuss how sector trends can impact success. Through discussion, hands-on activities, and take-away tools, this session will provide a framework for exploring the development and consideration of holistic partnership relationships as an approach to corporate volunteer engagement. Together we will explore the evaluation and recruitment processes, how to build a partnership menu, and also how to integrate organizational standards into corporate volunteer engagement, while incorporating long-term relationship stewardship.

Reporting the Full Value of Volunteer Engagement - Tony Goodrow

The hours your volunteers contribute are an important metric, but those alone do not accurately communicate the value to the community that is created through the volunteer engagement you manage. Most Leaders of Volunteers under-report the real value but there's a simple process you can use to make a substantial difference in your reporting. In this workshop you'll learn:

- A new approach to using for the Wage Replacement Value provided by Volunteer Canada
- How to determine the overall Community Benefit Value (CBV)
- New approaches to volunteer placement that increase CBV and contribute more to your mission
- How to prepare new types of reports that create compelling fundraising communications and can fuel data driven decisions.

Come ready to learn and play through this mix of scenarios, discussions and interactive learning.

Session 4: Friday, May 10th - 1:30 PM - 3:00 PM

Investing in Your Volunteer Program to Invest in Your Volunteer Community - Adam Janes

We will be exploring the importance of environments, UX, space, and reality of how a volunteer engages with your organization. We will be creatively drawing a blueprint and renovation plans for the systems and structures of your organization. It's one part Advocacy and one part HGTV.

Data Driven Engagement - Shaminda Perera

This session will provide leaders of volunteers with an overview of how to utilize data to inform decision-making and build a case for volunteer management. We will explore the benefits of a data-driven practice, how data can be applied, key sources of data, and how to build a case for volunteer management using data. Participants will also be introduced to the Canadian Knowledge Hub for Giving and Volunteering, a hub for data related to fundraising and volunteerism.

Partnering For Better Volunteer Engagement - Jeff Abraham

Come to this workshop where you will learn more about how to boost volunteerism by building relationships with other internal staff teams, with external organizations, clarifying mismatched values or objectives, how partnerships with other volunteer-driven organizations helps to raise learning and awareness, and how partnering with individual volunteers all make a difference. You'll have time in small groups to discuss an issue you may be facing, and how partnerships may unlock the way forward to solving this issue.

Ethical Issues in Volunteer Engagement - Rob Jackson

This interactive session will allow you to work with colleagues to examine and explore real-world ethical dilemmas relevant to your work as leaders of volunteer engagement. You'll have the chance to discuss, debate and reflect on how you might handle them and reflect on what this might mean in your day-to-day work.



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OUR SPEAKERS



Adam Janes

Adam is a passionate not-for-profit leader with a heart for advocacy, volunteerism and community building. Adam currently is the Coordinator of Volunteer Resources at the Ottawa Food Bank, VP of VMPC, and Chair of Ottawa Leaders of Volunteers. Adam has also written for Engage Journal, CCVA (www.cvacert.org), Volunteer Canada, VMPC and Volunteer Ottawa. He was the volunteer management consultant at Beyond the Bake Sale from 2019-2023, a platform for not-for-profit innovation.



Adriane Beaudry

As a holder of her CVA designation, Past President of PAVRO, committee member with VMPC and Past Chair of her local Association for Volunteer Administrators, Adriane has provided informal coaching and support along with formal training to other leaders of volunteers locally, provincially, and nationally. During the pandemic, Adriane's work in Strategic Foresight led to co-writing an article in the 'New Voices and Perspectives' journal, presenting at the Points of Light conference, Volunteer MBC, Volunteer Toronto and appearing on the From the Suggestion Box podcast.



Charlene Dishaw

Charlene has been managing volunteer programs for over 30 years. She has managed volunteer programs for not for profit organizations and healthcare. She has managed programs working with over 600 volunteers and as few as 10. Charlene has a MA in Leadership from Royal Roads University and a bachelor's from Simon Fraser University. She is certified in Volunteer Administration by the Council for Certification in Volunteer Administration. She operates her own consulting and training company specializing in team building, strategic planning and volunteer management consulting and training.



Erin McLean

Erin is currently the Director of Alumni and Volunteer Engagement at Trails Youth Initiatives. Erin is the recipient of the 2016 PAVRO Young Leader Award, and the inaugural winner of the 2020 DRAVA Leader of Volunteers Award, as well as first place honours as 2020's Emerging Leader Impact Award Recipient from VMPC. Eager to connect and collaborate with peers, Erin is the Chair of Regional Engagement for VMPC, and also sits on the Engage Editorial team as Co-Editor of the Ethics section.



Janna Werry

Janna is the volunteer coordinator at the Vancouver Aquarium's Marine Mammal Rescue Society. Her knowledge from 20 years of experience in public relations, volunteering for multiple charities, being a mother to three children, and coordinating 200 volunteers at the only marine mammal rescue centre in Canada lends to a powerful perspective. She holds a BA from UBC, a Certificate in Volunteer Management, and recently attained her CVA credential. Her presentation style is dynamic, filled with humour, and never fails to deliver thought provoking ideas.



Jeff Abraham

Jeff is currently the Sr. Manager of Volunteer Engagement at Diabetes Canada and serves the Past President of TAVA (Toronto Association for Volunteer Administration) where he is also an active member and is also an active member of PAVRO (Professional Association of Volunteer Leaders – Ontario). Jeff completed his CVA (Certificate in Volunteer Administration) accreditation in 2023 and has the CVRM (Certificate in Volunteer Resource Management) accreditation since 2020. He is passionate about seeing volunteer professionals thrive and grow in their roles.



Jessica Pang-Parks

Jessica is highly skilled at and incredibly passionate about stewarding relationships, coaching and mentoring others, and developing and improving processes. She is the recipient of the 2021 Alison Caird Young Leader Award in recognition of her leadership and excellence in volunteer engagement and the recipient of the 2023 VMPC Exemplary Leader Impact Award in recognition of her contributions to the field as a mentor, leader, trainer, and advocate. Jessica earned her CVA credential in April 2023 and has facilitated Fleming College's Volunteer Management: Spectrum of Engagement course since May 2022. Learn more at www.learnwithjpp.com.



Karen Knight

Karen has been providing volunteer engagement advice, as well as mentoring and training for social impact organizations for close to 30 years. An internationally-recognized author, presenter and thought leader, Karen is known for challenging the standard thinking around volunteerism, turning a spotlight on overlooked problems and bringing creative solutions to long-standing issues. Contact her at karen@karenknight.ca, www.linkedin.com/in/karen-knight-consulting or at karenknight.ca.



Kasandra James

As Director of Programs, Kasandra (she/her) provides strategic leadership of Volunteer Toronto's programs, services and events that connect Toronto's diverse volunteer-seekers with the organizations that need them. Her work includes oversight of Volunteer Toronto's learning programs for community members and non-profits, public activation and events such as volunteer fairs and information sessions, and programmatic partnerships with non-profit stakeholders, networks and funders. Kasandra is also currently pursuing her Master's of Education, and has the privilege of using academia to think and write about the issues of volunteering, community and civic engagement that inform her work.



Leah Gagnier

Leah has worked for Mission Thrift Stores since September 2011, starting as a Store Manager for the first three years and then moving into a role at BFM Foundation Canada to support Mission Thrift Stores. First as the Director of Store Operations, then within the challenging role of the Director of Online Commerce, Merchandising & Digital Strategies. Leah has transitioned to the position of National Director of Volunteer Engagement. Leah has studied and received the CVA designation to better serve the organization's stakeholders.



Lisa Mort-Putland

Lisa Mort-Putland is the Chair of the Board of Volunteer Canada, the Executive Director at Volunteer Victoria, and a proud CVA and member of VMPC. Lisa has nearly 30 years of experience working with volunteers and exploring volunteerism. Lisa holds a BA in Drama and a Masters in Public Administration and is often asked to speak about volunteerism and leadership. Lisa is an identical twin who grew up in Wales, and now lives as an uninvited guest on the west coast in the territory of the Esquimalt and Songhees Nations.



Mel Ifada

In Mel's experience, capacity, skill-set, and focus to achieve a goal is a triage that teams are constantly navigating. This balancing act is something Mel knows and understands all too well, bringing over 20 years of corporate and not-for-profit project management experience to the table. Mel launched Koja Consulting in January 2016, responding to a gap in the market for projects that don't require a full time role, yet still require strong project management skills and experience. Koja takes on small-to-medium sized projects, whether it's a 2-month or 2-year goal, nourishing her drive to create efficiencies, reduce pain points and get projects crossed off your to-do list!



Michelle Mungar-Lumley

Michelle has been engaging volunteers for many years and is currently the Senior Advisor, Team & Culture for WinSport in Calgary Alberta. She engages the community as an independent consultant, has facilitated Franklin Covey trainings, developed Leadership Development Programs and identifies as a network weaver. She firmly believes in connection and embracing all small moments of impact. She has been Certified in Volunteer Administration since 2014.



Rob Jackson

In 2011, Rob established Rob Jackson Consulting Ltd and now provides consultancy, public speaking and training services on a range of topics, with strategic volunteer engagement remaining at the core of his work. Rob works with clients large and small in the UK, USA, Canada, Europe, Australia, and New Zealand. Rob continues to write extensively for the field. He co-authored the 2012 and 2019 editions of The Complete Volunteer Management Handbook, has his own blog and is Editor-In-Chief of the Engage Journal.



Sammy Feilchenfeld

As Director of Partnerships and Secretary for the Council for Certification in Volunteer Administration (CCVA), Sammy supports the efforts to advance the volunteer engagement profession and create greater connections between leaders of volunteers and organizations that support them. As Manager of Learning for Volunteer Toronto, he uses his nearly 20 years of experience as a volunteer manager to inform responsive and accessible learning experiences for non-profit engagement professionals, grassroots leaders and volunteer seekers.



Shaminda Perera

Shaminda is Volunteer Canada's Knowledge, Practice and Learning Lead. He leads an innovative and future-focused portfolio to deliver a learning agenda strengthening Canada's volunteerism infrastructure. Since 2012, he has led learning initiatives to support not-for-profit organizations and community groups to apply best practices in volunteer involvement. Shaminda gives back to the community through volunteering and philanthropy with the Mississauga Cooksville Lions Club.



Tony Goodrow

Tony Goodrow is the founder and CEO of Better Impact, a software company that has been helping leaders of volunteers since 2001. He and the Better Impact team of 30 now work with over 3,000 organizations around the world. Tony was the co-author of a research paper commissioned by the IAVE (International Association of Volunteer Engagement) on Volunteering and the Digital World – Extending the Power of Volunteering through New Technologies and was a guest speaker on this topic at the IAVE conference in Abu Dhabi last year. He has spoken at volunteer sector conferences on five continents, and on a variety of topics such as technology trends in the volunteer sector, new perspectives in data collection, creating a culture that inspires success, and the happiness effect.



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