

Volunteer Management  
PROFESSIONALS OF CANADA

PROFESSIONNELS EN  
gestion de bénévoles  
DU CANADA

VMPC **EXCHANGE**  
E-NEWSLETTER

PGBC **ÉCHANGE**  
BULLETIN ÉLECTRONIQUE

Winter 2016

## IN THIS ISSUE:

- President's Word
- Introducing the newly revised Standards & Ethics section of the VMPC website
- Introducing the new Advocacy & Standards Chair
- Reminders: Upcoming Certified in Volunteer Administration Deadlines
- Thank you Angie!
- 7 Reasons to Apply to Present @ Conference 2017
- Leading for Transformation:
- Advancing the Volunteer Management Profession
- Helping Staff to See the Value in Volunteers
- VMPC members we want to hear from you...
- How many Hats do I need?
- Annual IMPACT Award
- AVRBC IVMD Celebrations

## About VMPC

The organization now known as Volunteer Management Professionals of Canada (VMPC) was founded in 1980 and is the champion in the field of Volunteer Management. Dedicated to advocacy, capacity building and networking, it connects and empowers a network of professionals and passionately elevates the quality of volunteerism in Canada.

## President's Word

By: *Bobby Hrehoruk*



Happy belated International Volunteer Managers Day (IVMD). This year's IVMD theme, "One Job. Many Hats", seemed especially appropriate considering how dynamic and nimble our jobs require us to be. As our budget lines shrink, we are required to do more with less – and for the most part – constantly exceed the expectations we overcame the year before.

As VMPC treks through our new strategic plan, we are committed to bring more value to your membership! Recently we hosted the webinars, *Applying Ethics to your Work with Volunteers*, presented by Katie Campbell, Executive Director, Council for Certification in Volunteer Administration, and *Where have all the members gone? Secrets to Retaining and Building Membership Involvement*, presented by Charlene Dishaw, Charlene Dishaw Consulting & Training. We are happy and excited to deliver more sessions in the future!

We were also thrilled to continue to add to our list of membership benefits including an offer for an extended free trial from [Charity Republic](#), and a 5% discount to your purchases [Bargains Group](#). I encourage you to check out their sites.

VMPC has also recently updated our Employer Resources. These include five tools to assist employers in recruitment of Volunteer Management Professionals. You can check out the tools at: [http://www.vmpc.ca/cgi/page.cgi/for\\_employers.html](http://www.vmpc.ca/cgi/page.cgi/for_employers.html). Thank you to all the volunteers who helped drive this content update!

As we approach the winter holidays and the New Year, I wish you and your families much happiness in the days ahead!

**Bobby Hrehoruk**

President | Président

Volunteer Management Professionals of Canada

Professionnels en gestion de bénévoles du Canada

[www.vmpc.ca](http://www.vmpc.ca)   [president@vmpc.ca](mailto:president@vmpc.ca)

## BOARD MEMBERS

2016 — 2017

### VMPC Executive

#### President

Bobby Hrehoruk  
Toronto, Ontario

#### Vice-President

Ruth Millard, CVA  
Wellesley, Ontario

#### Treasurer

William Meehan  
Waterloo, Ontario

#### Secretary

Linda Foster, CVA  
Saskatoon, Saskatchewan

#### Past-President

Charles Allain  
Moncton, New Brunswick

## Introducing the newly revised Standards & Ethics section of the VMPC website

The VMPC Advocacy Committee is pleased to present updated Employment Resources and Code of Ethics documents, now available on our website.

Why the revision?

- because as volunteer management professionals we look and advocate for best practices in our ever-evolving field, and
- because we care about the social, cultural, and economic shifts in our workplaces, and in Canadian society at large, that shape our work in volunteer management.

In addition to the updated version of the VMPC Code of Ethics we are pleased to share with you five revised employment resources tools:

- Position Profiles for Volunteer Management Professionals
- Position Description Template for Volunteer Management Professionals
- Skills, Knowledge and Abilities for the Volunteer Management Professional
- Interview Guide for Hiring a Volunteer Management Professional
- Salary Classification Considerations for Volunteer Management Professionals

These resources are organised in two sections, one to be used by our members and one to be used by employers. They are meant to be useful, living documents that provide a framework for best practices and ethical decision-making in volunteer management. All resources align with the National Occupational Standards.

What better way to demonstrate accountability to our volunteers and to the organizations we serve than to use these documents - and, yes, even post our Code of Ethics, in your workplace!

Have a look at the updated sections today!

**Employment resources for Professionals :**

[www.vmpc.ca/cgi/page.cgi/for\\_professionals.html](http://www.vmpc.ca/cgi/page.cgi/for_professionals.html)

**Employment resources for Employers :**

[www.vmpc.ca/cgi/page.cgi/for\\_employers.html](http://www.vmpc.ca/cgi/page.cgi/for_employers.html)

**Code of Ethics :** [www.vmpc.ca/Code\\_of\\_Ethics.html](http://www.vmpc.ca/Code_of_Ethics.html)

We would like to thank the 2015-2016 Advocacy & Standards committee members for their exemplary work in the revision and updating of these resources.

## BOARD MEMBERS 2016 — 2017

### VMPC Committee Chairs

#### Advocacy & Standards

Jonathon Belanger  
*Winnipeg, Manitoba*

#### Communications

Yvonne lePair, CVA  
*Halifax, Nova Scotia*

#### Member-at-Large / Fund Development

Anabelle Michaud  
*Montreal, Quebec*

#### Membership

Leona Conrick, CVA  
*Greenwood, Nova Scotia*

#### Professional Development

Lindsay Baker, CVA  
*Vancouver, British Columbia*

### VMPC Lead Volunteers

#### Information Technology

Daria Skibington-Roffel, CVA  
*Calgary, Alberta*

#### Certification Lead

Christopher Dougherty, CVA  
*Calgary, Alberta*

### Exchange Volunteers

#### Proofreader (English)

Joyce Argall

#### Proofreader (French)

Hélène Bourgaize  
Normand Latulippe

## Introducing the new Advocacy & Standards Chair

Jonathon Belanger, M.Sc.



Jonathon Belanger holds a Master of Science degree in Geography from the University of Guelph where he also provided service to the University as President and CEO of the Graduate Students' Association, as well as serving on Senate, the Board of Graduate Studies, and many other committees and boards. Jonathon is passionate about volunteerism and positive social action, and has incorporated his former experience working as Director and

Community Relations Manager for Student Volunteer Connections into community building initiatives with the City of Guelph and the Institute for Community Engaged Scholarship. Outside of the volunteer sector, he maintains a broad range of professional interests, currently working for the Government of Canada while continuing research pursuits in the hydrological sciences and studying Business Administration. In his spare time, he enjoys spending time outdoors running, hiking, and cycling.

### Reminders:

#### Upcoming Certified in Volunteer Administration Deadlines

The next exam window for the CVA exam is April 3-14, 2017 and the application deadline for taking your exam during this window is March 15, 2017.

Watch for the next VMPC webinar on earning your CVA in January 2017. We will also be releasing a few support tools to help you prepare for the exam at about the same time.

The list of new Canadian CVAs who earned their certification during the October 2016 exam window will be published in the Spring 2017 issue of Exchange. If you are one of our new CVAs, congratulations! Share your accomplishment with your CVA peers around the world by taking a selfie with your certificate and posting it to twitter or instagram with the hashtag #CVAselfie.

### Thank you Angie!

Thank you Angie Boehm for your ongoing support of CVA candidates through your Facebook study group. Your time and dedication to helping your colleagues across the country achieve professional certification is greatly appreciated!



## 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.

## OUR VISION

To unite Managers of Volunteer Resources in a professional association that promotes best practice, supports education, facilitates networking and advocates for the profession.

## 7 Reasons to Apply to Present @ Conference 2017



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

- You have experience/perspectives people want to hear about.
- It will raise your professional profile within the profession and at your organization.
- Presenting helps offset registration fees (\$100 honorarium given per workshop) and gives your organization extra reasons to send you to the conference!
- We are looking to offer workshops for professionals of various levels of experience and stages of their career.
- It's an opportunity to develop your public speaking and training skills.
- You can gain PDU credits for your CVA certification.
- Presenting is fun and you will feel a sense of accomplishment afterwards.

### Here are 7 ways to make presenting easy...

1. Share something you have done that's different, new, exciting.
2. Partner up with a co-worker.
3. Organize a panel presentation with colleagues from other organizations.
4. Facilitate a discussion or networking activity.
5. Modify an existing presentation or content you have already.
6. Coordinate a Sector specific best practices discussion.
7. Get mentored by an experienced presenter (folks available).

Questions or support needed? Contact Lindsay at [pd@vmpc.ca](mailto:pd@vmpc.ca) or Charlene at [conference@avrbc.com](mailto:conference@avrbc.com)

[http://www.vmpc.ca/Library/2017\\_National\\_Forum/Call\\_for\\_Papers\\_2017.pdf](http://www.vmpc.ca/Library/2017_National_Forum/Call_for_Papers_2017.pdf)

**AVRBC /VMPC Conference May 10-12, 2017****Leading for Transformation:  
Advancing the Volunteer Management Profession***Victoria, British Columbia***Delta Ocean Pointe Inn**

Join AVRBC and the Volunteer Management Professionals of Canada (VMPC) for the premier education event for Volunteer Management Professionals. Connect with your colleagues across Canada to learn from experienced leaders within the field. You will gain new ideas and be inspired to transform your volunteer programs!

**Our keynotes are inspirational leaders!**

**Christina Sestan** is an ambitious, energetic and dynamic coach, facilitator, and speaker with fifteen years of organizational development experience, focusing on leadership development and peak performance in a variety of organizational settings. She will lead us to exam our own unique leadership style while exploring ways to leverage our impact in our workplaces and communities!



**Melissa Ketler**, for the past 10 years, has specialized in the development of creating high-functioning and effective teams. She has a focus on culture, leadership development, organizational solutions, and employee engagement. She is a change management specialist and will be leading attendees in transforming how they support volunteers through change. You can find out more about Melissa at <http://www.foxandowl.ca/>

Stay tuned to this [page](#) for more information! Alternatively, follow [@avrbc](#) and [@VMPC\\_Canada](#) on Twitter or “like” us on Facebook at [www.facebook.com/avrbc](http://www.facebook.com/avrbc). We hope to see you next May!

## Helping Staff to See the Value in Volunteers

*By Amanda Sokol, Manager of Community Involvement, Autism Edmonton*

It's not as easy as you'd think to create an environment in our non-profit organizations that's volunteer-friendly. The promise of "free labour" it turns out is inaccurate – and our colleagues know this! Funders love the concept of volunteer involvement – and in many cases, a requirement of successfully obtaining grants. It's not uncommon for those in the organization to think "what could we do with more staff?" but less so to think "what could we do with more volunteers?" The truth is, not everyone sees the value in involving volunteers - at least not in meaningful roles. In my career, I've heard more times than I'd like "let's just get a volunteer to do that" but rarely have I heard "that would be a rewarding opportunity for a volunteer."

The importance of volunteer involvement in the non-profit sector is immeasurable. Funders and donors demand it, paid staff need the support and ultimately, our missions can be met with the contribution of volunteers. So, as a volunteer manager – how do you get your colleagues to see the value in volunteer involvement? In my opinion – it's by creating conversations and practices that build trust. Trust that:

### **Volunteers are needed.**

This means taking the time to talk with your co-workers about where their work could go if they had a team of people in their area. Help them to dream big. Let them explain their goals for their program or area. Ask what could they do with a large grant allowing them to hire more staff? Guide them from paid staff to volunteer staff and together, look at the potential for volunteer involvement.

### **Volunteers are well placed.**

Write and then regularly review detailed role descriptions, but not by yourself. Consult with your colleagues to make sure that you are on the same page. This lets them know what their commitment will be in regards to supervision, manage their expectations and shows them that you're recruiting qualified individuals.

### **Volunteers are screened.**

Hold a staff meeting to let your colleagues know the process involved in becoming a volunteer at your agency. Show them the application, interview questions, and the reference check questions. Explain how you illustrate the importance of commitment and reliability in their roles.

### **Volunteer's motivation doesn't have to be just altruistic.**

Help staff to understand the many and varied motivations for getting involved in your organization. Remind them that volunteering should be a mutually beneficial transaction and that although volunteers are not paid financially, they do still get "paid" in many ways such as resume experience, practical experience, professional contacts and so on. The good feeling we get from helping others (altruism) is also a form of payment by the way! We tend to trust our co-workers (whose only motivation that's different from volunteers is a paycheque) yet are reluctant to trust someone who is choosing to donate their time to our cause. Baffling.

## Helping Staff to See the Value in Volunteers continued...

### **Volunteers are sufficiently trained.**

Often volunteers are younger people at an entry level into the organization, so staff are reluctant to create volunteer roles that have a high level of responsibility. How would your organization support new staff? With sufficient training – both internal and external. Invite co-workers to your agency orientation. Ask them to co-design and co-facilitate training sessions specific to volunteer roles.

### **Volunteers are properly supported.**

Just like paid staff - volunteers require supervision and support. Supervisors also require support. Check in with your volunteers and your co-workers to see how things are going. Troubleshoot if there are any concerns. Let each of them know of any positive things that are said about the other. Involve staff in volunteer recognition and recognize staff for their great work with volunteers.

Remember your mission - you are all on the same team, trying to achieve the same vision. Once your co-workers see that everything's being done to create a strong volunteer program, it's that much easier for them to embrace volunteers as team members. Like you, they'll see it is in everyone's best interest to successfully involve volunteers.

## VMPC members we want to hear from you...



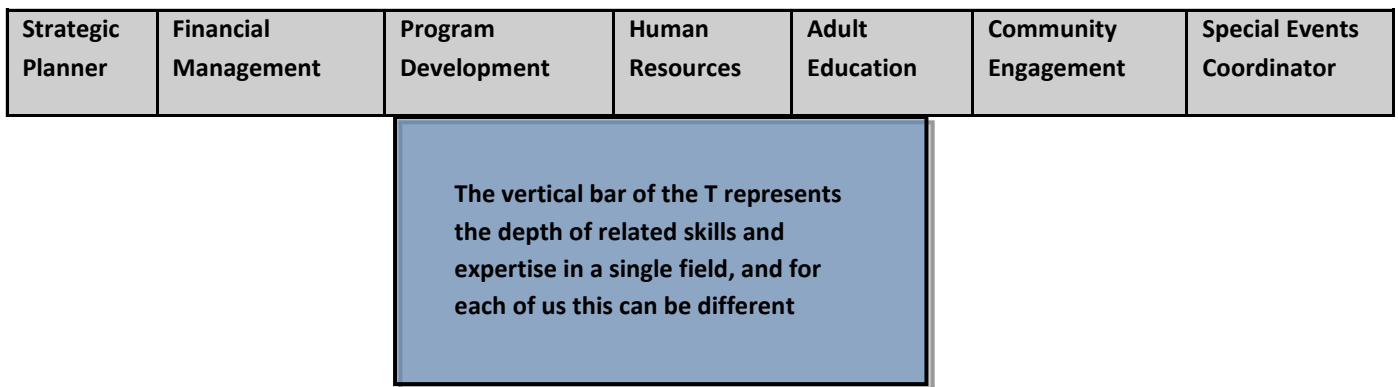
Now is your chance....we are looking for articles on best practice, member profiles and volunteer management for our next exchange. If you are interested in writing an article for the next Exchange, please contact [communications@vmpc.ca](mailto:communications@vmpc.ca)

## How many Hats do I need?

*By Tina Lowery, Regional Coordinator, Volunteer Services BC Cancer Agency, Vancouver Island*

Most of us working in this field come from a variety of backgrounds and have training, skills and education in all kinds of work. Some of us delve deeply into one area while we may have working knowledge of others. We are adaptive, innovative, often cross boundaries and disciplines and link up ideas, concepts, systems and people in ways that others may not even see as possible.

It can be therefore difficult to describe what it is we do, the skills set that an employer should be looking for, or to know which training and certification is of value. You have heard them all. We wear many hats (in fact the theme of this year’s International Volunteer Managers Day is “One Job. Many hats”. The classic “toolkit” metaphor is also used to describe our skills and experience. So maybe a better or at least a new way of thinking about our skills set and diverse backgrounds is as the ultimate “T Shaped” Professional? T shaped professionals have skills and abilities that are both broad and deep.



For example, for how many of you would this image be an accurate snapshot of your own skills and experience?

Some of us will seek out additional training or even certification in one or more of these areas developing the vertical bar of our T. For some of us we do so out of personal interest or maybe it better suites our current employment situation to know more about one element along the upper of the T. What seems common among most working as Volunteer Resource Professionals is that we are always learning, always picking out the connecting pieces from across disciplines, ideas and concepts and using this knowledge in our own work. Taking the step to be recognized for this knowledge and experience seems to me a logical next step.

I have my CVA from the counsel of volunteer administrators. I also have a certificate in supervisory skills and I have taken workshops and courses on Change Management, Appreciative Inquiry, Principles of Adult Education, and many others. Even my degree in History and Archeology has been a benefit to me in my work with volunteers. All of this makes up the horizontal of my T. But still I wanted more!



In the last year I began to think of all the connections between what we do and how it is similar to the HR profession. Now don't get me wrong, if someone had made the suggestion to me that Volunteer Resource Management and HR are really just the same thing I probably would have reacted politely but would have been furious at the suggestion. I don't think the two jobs are interchangeable but they do share many of the same principles and good practice. Interestingly, a recent article in Energize by Susan J. Ellis cautions against overstating volunteers as "unpaid staff". Still I felt much could be gained by having an additional certification in Human Resource Management. I began to explore the possibility of achieving my CHRP or Certified Human Resource Professional. To qualify one must have a Bachelor's degree from a Canadian University, successfully pass the National Knowledge Exam in HR and have a minimum three years' experience in three of five "enabling competencies and at least two of the functional dimensions". These include: Strategy, Professional Practice, Engagement, Workforce Planning & Talent Management, Labour & Employment Relations, Total Rewards, Learning & Development, Health, Wellness & Safe Workforce, HR Metrics, Reporting & Financial Management.

So I joined the HR association, wrote and passed the exam and submitted my proof of degree and experience only to be turned down flat. The reason cited, simply that Volunteers are not employees. When I prompted for more information I was told that we don't have to deal with labour relations, unions, or workplace safety. Nor did we have to worry about the risk of "hiring" the wrong volunteer; what harm could a volunteer do? Obviously I did not agree.

What became far more important to me was that the association recognize *our* work not just my personal experience. I persistently and politely kept pushing for them to reconsider. I did my research learned how other HR association managed the distinction between volunteers and paid staff. I spoke to others working in HR and in Volunteer Resource management. All the while I kept checking in with my HR association, asking for clarification, and providing them with the information I was gathering.

One size does not fit all. We all come to this from different places and perspectives. In the end, we all are remarkable T shaped professionals. Shouldn't we be able to achieve success and certification in any of the areas that we have experience and expertise in? I am pleased to say that in late October I was informed that my experience will be accepted and that I will be awarded the certification. It is my hope that for some of you this will be a certification worth pursuing too. I believe that as the intersecting pieces of the workforce between paid and unpaid staff in many organizations grows we (HR and Volunteer Resource Managers) can learn much from the other and should be working more collaboratively. For now I am really happy with my new hat! NOTE: The HR association announced on Oct 12<sup>th</sup> that the CHRP designation is now the CPHR. What was referred to as a Certified Human Resource Professional (CHRP) is now a Chartered Professional in Human Resources (CPHR)

**["Join the Conversation. Share your thoughts with VMPC members by logging into vmpc.ca going to MEMBERSHIP, in the MEMBER MENU \(on the left\), Select "Member Forum". Messages on the forum are sent out on our weekly digest!](#)**

## Annual IMPACT Award :

Administrators of Volunteer Resources of BC and Better Impact are proud to present the fourth Annual IMPACT Award to celebrate two individuals who have shown exceptional leadership and knowledge in the field of administration of volunteer resources. This award will showcase the importance of the profession and encourage all professionals in this field to continue to lead and to be inspired.



### **BETH HAZELL**

***Impact Award for Emerging Leadership***

***Nominated by Lindsay Baker***

***Nominee Organization: Vancouver Aquarium***

***Nominee Title: Coordinator, Volunteer Services***

Beth is a key member of the team that facilitates volunteer engagement at the Vancouver Aquarium Marine Science Centre. Beth coordinates the practicum program which provides the opportunity for post-secondary students to gain valuable field/ practical experience needed for course or graduation credit. Over the past few years, she has taken on developing new programs – the aquarium family program and a mentorship program and revamping others such as our practicum program and onboarding and recruitment process. Beth has helped raise her professional profile in our organization (and in the field) by receiving her CVA designation this year. Beth has been a member of AVRBC since 2014 and is a regular attendee at the Vancouver/ Richmond regional meetings. She is also currently a member of VMPC. Beth has participated in internal volunteer management workshops in AVRBC regional meetings and workshops, attended two provincial conferences, and pursued her certification in volunteer administration. She always reflects on the learning gained from these experiences, shares with her team or staff coordinators of volunteers and suggests changes we could make to our roles, programs and practices to offer an even better experience for our volunteers.



### **CHARLENE DISHAW**

***Impact Award for Exemplary Leadership***

***Nominated by Alexandra Tse***

***Nominee Organization: Charlene Dishaw Consulting and Training***

***Nominee Title: Principal Consultant***

Charlene has over 25 years working with not-for-profit organizations. She is an expert in volunteer management, leadership and organizational development. She has led many volunteer teams and hundreds of volunteers at various organizations across the province. Charlene has created an impressive array of workshops on volunteer management and has been delivering them regularly at conferences since 1996. That's 20 years of teaching the art of managing volunteers! So in addition to having lead hundreds of volunteer teams herself, the impact of Charlene's work has extended out to many hundreds more through her training of other managers of volunteers. Charlene has worked to cultivate and to increase knowledge within the field by serving as Regional Representative and Committee Chair, authoring two articles for the Journal of Volunteer Administration, and unearthing an immense amount of research for and contributing crucial information to the future of the profession through her Master's thesis, "Supporting the Future Success of the Volunteer Management Professionals of Canada". She has been involved with AVRBC in many capacities and is currently chairing the 2017 conference. Charlene has been CVA certified for 10 years, since 2006 and has tirelessly worked to update her knowledge in the field of volunteer administration.

## AVRBC IVMD Celebrations



Karen Howe, Director of Visitor Experience of the Vancouver Aquarium (and former CAVR president), received a certificate of recognition from AVRBC for the Vancouver Aquarium's continued investment in the skills development of administrators of volunteer resources and support of the profession of volunteer management.





2015 Impact Award winner, Carol Dixon of Providence Health Care, passes on her tiara to this year's winners at AVRBC's annual International Volunteer Managers Day celebrations.



**Beth Hazell** of the Vancouver Aquarium receives the first ever Impact Award for Emerging Leadership from AVRBC President, Heidi Jakob.



AVRBC President, Heidi Jakob presents the 2016 Impact Award for Exceptional Leadership of Volunteers to **Charlene Dishaw**, a consultant and trainer.

