



Volunteer Management  
PROFESSIONALS OF CANADA

PROFESSIONNELS EN  
gestion de bénévoles  
DU CANADA

VMPC **EXCHANGE**  
E-NEWSLETTER

PGBC **ÉCHANGE**  
BULLETIN ÉLECTRONIQUE

Winter 2015

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## 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: Charles Allain*

It's a very busy time of the year for most of us – and in most cases this is true, just as much in our personal lives as in our professional lives. Your board has also been quite busy during the last few months.



We recently celebrated International Volunteer Managers Day (IVMD) and this year's theme invited us to reflect on our ability to be the power behind super hero volunteers. IVMD is a great occasion to advocate for our profession while reminding us of the very meaningful impact of our work. I hope you had a chance to celebrate proudly and educate many.

Our board met in November in Toronto for extraordinary in-person meetings – a very rare opportunity for us outside of the National Conference. These three days of meetings allowed us to analyse the feedback provided in our last survey; have a very important facilitated strategic planning session; and begin the development of an action plan to guide our association during the next five years. We will be sharing the exciting details within the next few months and expect to make the official launch at our 2016 AGM.

As previously announced, the 2016 National Conference will be hosted by Volunteer Management Professionals of Nova Scotia. The local conference committee has been working diligently during the past six months and is planning an amazing educational opportunity not to be missed! I look forward to connecting with many of you in Halifax for: *Beyond the Waves - The Potential of Volunteer Management*.

On behalf of the entire board I wish you all the best for the Holidays. Merry Christmas, Happy Hanukkah and best wishes during this season filled with so many celebrations of peace, love and happiness!

Charles Allain

President, Volunteer Management Professional of Canada

[president@vmpc.ca](mailto:president@vmpc.ca)

**BOARD MEMBERS**  
**2015 — 2016**

**VMPC Executive**

**President**

Charles Allain  
*Moncton, New Brunswick*

**Vice-President**

Kathy Magee  
*Ottawa, Ontario*

**Treasurer**

Bobby Hrehoruk  
*Toronto, Ontario*

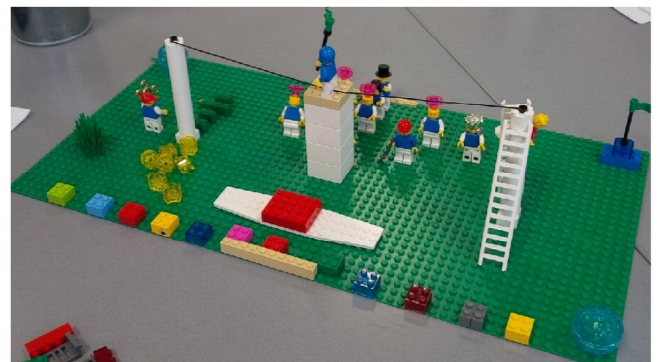
**Secretary**

Linda Foster, CVA  
*Saskatoon, Saskatchewan*

**Past-President**

Hélène Bourgaize  
*Montreal, Quebec*

**VMPC Board extraordinary meetings**  
**Toronto, Ontario**



Find out at the 2016 National Conference what the model represents.



**BOARD MEMBERS**  
2015 — 2016

**VMPC Committee Chairs**

**Advocacy & Standards**

Clare O’Kelly  
*Burnaby, British Columbia*

**Certification**

Ruth Millard, CVA  
*Wellesley, Ontario*

**Communications**

Yvonne lePair, CVA  
*Halifax, Nova Scotia*

**Information Technology**

Daria Skibington-Roffel, CVA  
*Calgary, Alberta*

**Membership**

Leona Conrick, CVA  
*Greenwood, Nova Scotia*

**Professional Development**

Lee-Ann Scott, CVA  
*Ottawa, Ontario*

**Member-at-Large**

Vacant

**Exchange Volunteers**

**Proofreader (English)**

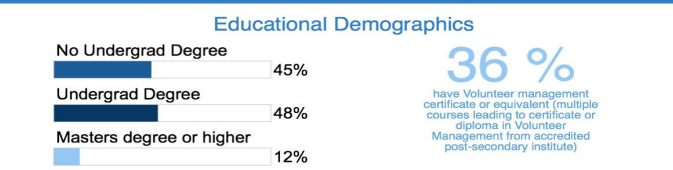
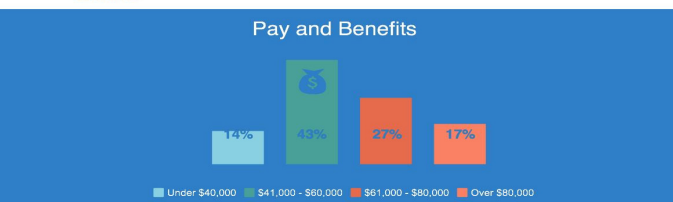
Joyce Argall

**Proofreader (French)**

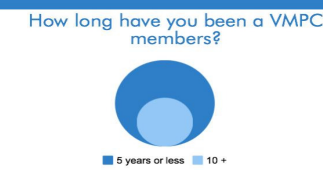
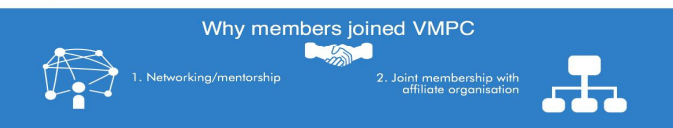
Hélène Bourgaize  
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**VMPC Member Survey 2015**



**36%**  
have Volunteer management certificate or equivalent (multiple courses leading to certificate or diploma in Volunteer Management from accredited post-secondary institute)

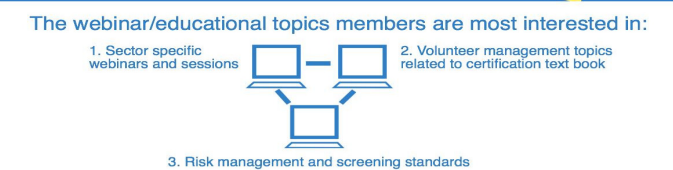


*Most in need of improvement*

1. Professional Development Opportunities other than conferences
2. Advocacy
3. Consultation with members
4. Research

*Other services/benefits members would like to see and support from governments*

1. More advocacy for research development; webinars
2. Online professional development; webinars
3. Share what is happening in the profession across the country



**One thing VMPC could do to support you professionally:**

1

Advocate for the profession

2

Offer education/training i.e. webinars

3

Offer better benefits and opportunities for member engagement

**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

**Now Available!**




Show your appreciation all year round with a desktop calendar created for Volunteers.... Just \$5 each\*! (limited time offer - postage extra)

**the THANK YOU VOLUNTEERS DESKTOP CALENDAR**



Please visit [volunteersgiftscanada.wordpress.com](http://volunteersgiftscanada.wordpress.com)



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or our website  
[www.vmpc.ca](http://www.vmpc.ca)

**VMPC Exchange advertising rates**

(Introductory offer special price)

The VMPC Exchange is published 4 times per year.

The Exchange Newsletter is read by over 400 professionals in the field of Volunteer Management

Full-page full colour ad 6.5" (w) x 8.8" (h) \$200

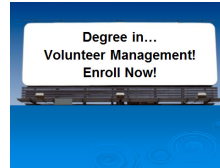
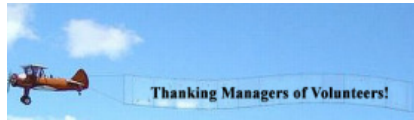
Half-page full colour ad 6.5" (w) x 4.25" (h) \$100

Quarter-page full colour ad 3.25" (w) x 4.25" (h) \$75

## Advocacy Update

By: Clare O'Kelly, Advocacy Chair

My wildest dreams for volunteer management professionals have included:



Based on results of the recent Member Survey, many VMPC members have similar wild dreams! Members rated “Advocacy” as the number one thing that VMPC could do to support its members. (see the survey results on p. 3)

Here are some of the things that the VMPC Advocacy Committee is currently working on to try and reach these wild dreams:

**Updating Website Employer Resources.** Thanks to Donna Carter, Debbie Kennedy, Sharon Frizell, Kathy Harrison and Suzie Matenchuk for their help in reviewing these documents. Once completed and translated, you will see the new and revised Employer Resources on the VMPC website.

**Job Postings Promotion:** The VMPC website hosts a career posting service for jobs related to volunteer management. In the past year 17 jobs have been posted. We hope to double that number in 2016 so that members have access to postings across the country. Please help us by telling your employer about this free service. Email [advocacy@vmpc.ca](mailto:advocacy@vmpc.ca) to access this service. Thanks to Advocacy Committee members Mary Travaglini and Lola Dube-Quibell for assisting with these postings and promotion of the service.

**VMPC Member Survey:** The Advocacy Committee developed and implemented the VMPC Member Survey last May and results were posted to the VMPC website on IVM Day 2015.

**Next Steps for the National Occupational Standards (NOS):** Connections have been established with Community Foundations of Canada (CFC), the organization that stepped in to help shepherd resources developed by the HR Council for the Nonprofit Sector when it was disbanded soon after development of the NOS. We are hopeful that this will provide an opportunity for further work on this valuable document.

And our future goals include:

**Updating the Professional Resources on the website** to include tools for members to advocate for the profession.

**Review and update of the VMPC Standards & Ethics**

**Development of Position Statements for the Profession** addressing current issues in the media that affect volunteerism, i.e. students and unpaid internships, income tax incentives for volunteers, volunteer screening and the value of hiring qualified volunteer management professionals.

**Updated Salary Survey of the Profession**

We welcome new committee members who are interested in helping us build a stronger network of advocacy for volunteer management professionals. Email [advocacy@vmpc.ca](mailto:advocacy@vmpc.ca) for more information.

A big thanks to current committee members who are actively involved in this work: Dawn Barr, Lola Dube-Quibell, Maggie Mullins, Michele Wilson, Mary Travaglini, Katherine McTaggart-Baird.

## Let's Put National Volunteer Week on the Calendar

*By: Lola Dubé-Quibell*

*VMPC Advocacy Committee Member*

The Canadian Cancer Society and the Canadian Heart & Stroke Society are taking the lead by including National Volunteer Week in their 2016 calendars.

During the Volunteer Management Professionals of Canada Conference in 2015, I called attendees to action: "Please contact various agencies in the field and ask them to include the mention of National Volunteer Week on their calendars." After several years of advocating (a Senator, a Member of Parliament, the Governor General's office, various magazines, a couple of banks, etc.), I am pleased to see these two associations including the mention of "National Volunteer Week". I hope this is the start of a trend of calendar manufacturers/distributors adopting a very concrete way to recognize the millions of volunteers who donate their time, their energy and their money to make our society a better one.

Advertising and marketing gurus know, and (if you watch television/advertisements) companies know, that it takes 66 days to change a habit, add a new one and get product recognition. Advertisers repeat their messages ad nauseam to attract new customers, remind existing customers and maintain their market share.

What does that have to do with National Volunteer Week? Once **every** calendar mentions National Volunteer Week and International Volunteer Day, the concept of volunteering will enter the mainstream of society and become part of the norm. If I'm a volunteer, I will feel recognized for my contribution and if I'm thinking of volunteering, it will be a reminder. The more times people see those words, the more people will appreciate what volunteers do every day!

So if the 2016 calendar you receive does not include the mention "National Volunteer Week" and "International Day of the Volunteer", send them a note requesting inclusion and thank them ahead of time for supporting volunteerism.



Looking to get the CVA (Certified in Volunteer Administration) credential this year.

It's the perfect time, as there are many exciting

changes to the CVA program for 2016. Check out the recorded webinar

at [www.cvacert.org/2016-changes/](http://www.cvacert.org/2016-changes/) and then hop on over to <http://cvacert.org/cva-candidates> for more information and to get the registration application.

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

Now is your chance....we are looking for articles on best practice, member profiles, volunteer management articles 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)



## International Volunteer Managers Day (IVMD)

*By: Charles Allain, President*

I was very proud to spend International Volunteer Managers Day this year in Fredericton, NB, with some amazing colleagues at a Professional Development Day hosted by NB Directors of Volunteers in Healthcare. It was Celebration through education at its best!



### **NBDVH Members :**

Front row: Jennifer Young, Past President; Tracey Fraser, President; Shelly Hubbert, Vice President; Linda Doucette-Hebert, Secretary.  
 Standing: Elizabeth Cormier; Charles Allain; Julia Brooks; Lori Sabo; Leigh Giberson; Kathy Morris; Kim Lutes.  
 Absent: Debbie Levesque, Treasurer; Edith Tribe and Carole Martin.

## BC's Super Heroes Celebrate IVMD

*By: Clare O' Kelly, Advocacy*

Administrators of Volunteer Resources in BC (AVRBC) celebrated International Volunteer Managers Day (IVMD) by donning their super-hero capes for a celebration on Nov. 5th where the 2015 *Impact Award for Excellence in Volunteer Management* was awarded to Carol Dixon, Director of Mission Services & Volunteer Resources at Providence Healthcare in Vancouver. Carol is the 3rd winner of this annual award, sponsored by Better Impact, and was recognized because of her contribution to the profession in leadership, teaching and mentorship roles throughout her 30 years in the field of volunteer management. Members on Vancouver Island held a "twin" celebration in the Victoria area.

Pictured here in their capes are: Sydney Kuo, Lindsay Baker, Valri Wright, Jean Fisher and Liz Twaites.





Volunteer Management  
PROFESSIONALS OF CANADA

Join us in Halifax for the

**NATIONAL  
CONFERENCE**



Association of  
Volunteer Management  
Professionals  
Nova Scotia

## The 2016 National Conference

is hosted by the

**Association of Volunteer Management Professionals Nova Scotia**

in collaboration with the

**Volunteer Management Professionals of Canada**

**May 25-28, 2016**

at the Delta Halifax in the heart of Downtown Halifax, Nova Scotia

Registration opening in December [www.vmpns.com](http://www.vmpns.com)

Visit the [www.VMPC.ca](http://www.VMPC.ca) for information on how to build

your case for support to attend the conference



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