

ANNUAL REPORT 2021



EXECUTIVE DIRECTOR'S REPORT

While I acknowledge the challenges that 2021 presented to Volunteer Lethbridge, it also brought us much opportunity. The organization is strong- with a knowledgeable, engaged and connected Board of Directors, a brilliant and committed team, world-class professional supports, and a supportive community, Volunteer Lethbridge is well-positioned to serve our member non-profit organizations and their volunteers.

In brief, we have significantly changed our membership and operating model, created a strategic communications plan, and a case for support and associated revenue diversification plan. We also strengthened our outcome and evaluation work, allowing us to know how we need to grow and change, and made us even more accountable to our funders.

Regarding programming, we continued to grow our Keep in Touch program, and expanded the program to 8 other communities. Volunteer Lethbridge has partnered with the Edmonton Chamber of Voluntary Organizations to offer a unique Board Development program that uses various approaches to serve varied methods of learning. We've also created a Board Equity, Diversity and Inclusion training program that sees a subject matter expert work one-to-one with non-profit boards.

I'm thrilled to give a peek into 2022. The Board and Staff have started the process of creating an updated strategic plan. Though the cake is certainly not baked, Volunteer Lethbridge members can expect an increased number of training programs and learning resources, increased and strengthened member benefits, and expert support from experienced volunteer managers. We expect to say hello to a number of Board Directors, and sadly, Chair Chris Roedler will move on as he finishes his final term. I can't thank you enough, Chris, for your leadership and support.

Finally, I'd like to recognize that this has been a tough year for both non-profit organizations and for volunteers.

Volunteer (re-)engagement is on our minds- for the health of our organizations and for the purpose and connection to each other that volunteering provides. I wish you all courage and strength as we keep pushing forward and encourage you to reach out to Volunteer Lethbridge for support with your volunteer and sector management needs.

AMANDA JENSEN

EXECUTIVE DIRECTOR



PRESIDENT'S REPORT

It is with great pleasure to present the President's report for the board of directors for Volunteer Lethbridge's AGM for year ending 2021. I have been serving as President for the Volunteer Lethbridge Board of Directors for the past six years, and it has been an honor to represent an amazing organization. This will be my last report, as my time on the Volunteer Lethbridge board has come to an end.

It was another interesting year due to the COVID-19 pandemic, although that did not stop the wonderful staff and board that Volunteer Lethbridge has. I am blown away by the dedication and perseverance that they have for the organization. I was pleased to be able to watch some new programs and initiatives begin to blossom. I am very pleased to see the new Volunteer management program that was implemented this past year. It has been a very beneficial addition to Volunteer Lethbridge, and I am excited to see where this program will lead the organization. I was also pleased to see the expansion of the Leaders of Tomorrow banquet to include all levels of volunteers, no matter age. It was fun to watch the video of the night, and be able to celebrate with them, from a distance.

The board of directors have been busy as well. The strategic plan that was completed a few years ago has now been completed, so the board is busy preparing for a new strategic plan that should be available mid-2022. We knew that the last strategic plan was a fluid document, but worked hard to ensure that Volunteer Lethbridge was able to work within the document, and to be able to call it a successful strategy that was presented to them. I look forward to seeing what the next strategic plan will be for Volunteer Lethbridge.

The board has also began work on some major fundraising campaigns. The board was also 100% in giving to Volunteer Lethbridge as well, which, as chair, made me very proud of them. The board is committed to meeting some fundraising targets in 2022, and I know that they will make these targets. Thank you again to the board for their commitment to help with the fundraising for Volunteer Lethbridge.

I want to take this opportunity to thank each of the member agencies for their commitment to Volunteer Lethbridge. We would not be the organization we are today without your support and help. The board and staff continue to strive to meet and exceed your expectations of us, and I hope that we are delivering on that. I look forward to seeing the member agencies grow throughout the future.

PRESIDENT'S REPORT

In closing, I want to say that this has been a very rewarding six years serving as President of the Volunteer Lethbridge Board of Directors. I have enjoyed every part of my responsibilities, and step away with mixed emotions. I want to express my thanks to the rest of the board – you make this all seem very easy (even when we have difficult decisions to make). I have enjoyed working with every one of you (past and present), and I know that you will be in excellent hands in the future. I also want to thank the staff of Volunteer Lethbridge. It amazes me every day to see the amount of work that you all do, and I am always in awe of the exceptional quality of results you all get. I look forward to seeing what else comes out of Volunteer Lethbridge in the future. Finally, I want to thank the Executive Director Amanda Jensen. You continue to inspire not just me, but the people around you. I have seen such incredible growth in the organization from just these past 2 years. I'm not sure where else we can grow, but I am confident that you will find more avenues to explore, and Volunteer Lethbridge will continue to evolve. I will miss working with you.

Thank you all for an incredible six years.

Respectfully Submitted,

CHRIS ROEDLER

BOARD/CHAIRMAN



NATIONAL VOLUNTEER WEEK (APRIL 18TH-24TH) & VOLUNTEER AWARDS

2021 was another year of change for our National Volunteer Week activities!

On Thursday April 22nd we held VL's first online Volunteer Awards to celebrate and recognize our local volunteers. Our new categories included Leaders of Tomorrow (5-24 years old), Leaders of the Community (25+ years old), The Good Neighbour, Community Inclusion, Spirit of Volunteerism, and Business Supporter.

We received a new grant for this event from the City of Lethbridge. There were several local professionals that sent in congratulations to the nominees, including former Mayor Chirs Spearman, MP Rachael Thomas, MLA Shannon Phillips and Nathan Neudorf, Alberta Minister of Multiculturalism Leela Aheer, and City Councilors Blaine Hyggen, Mark Campbell and Jeff Carlson.

90 nominees celebrated

Over 116 attendees



NVW community activities included Zumba Class, Jelly Bean contest, virtual game night, love bomb sidewalk chalk, Volunteers of YQL Awards and a beautiful window art display created by volunteers.



NATIONAL VOLUNTEER WEEK (APRIL 18TH-24TH) & VOLUNTEER AWARDS

Community of Practice

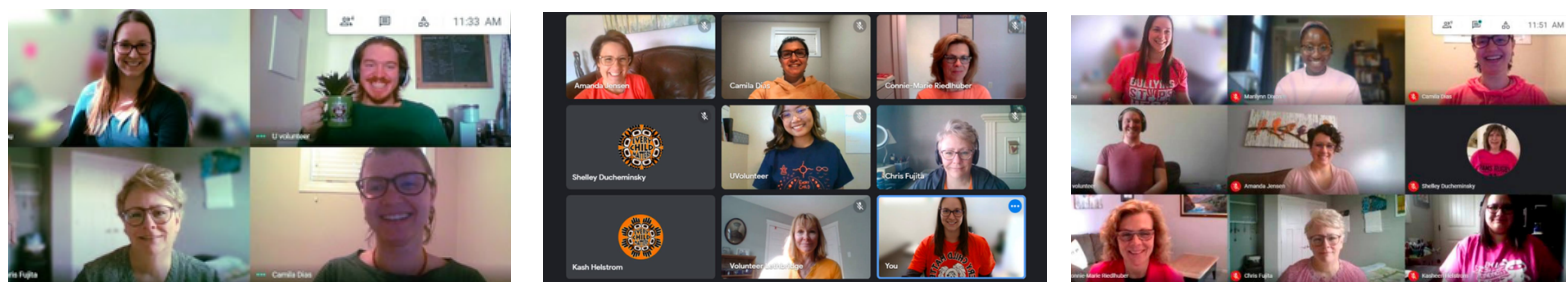
In early 2021 we started a monthly online 'Volunteer Engagers' Community of Practice. This member led group discusses all things volunteerism to enhance our volunteer management practices and the non-profit sector.

Participants are returning and report that this group has been beneficial to them in connecting with other volunteer managers. Topics include successes and challenges with recruitment, program development, and retention, as well as professional development and resource sharing.

All those who 'engage' with volunteers are welcome to join. Connect with Chelsea Eastman for more details.

Special Celebrations

Staff supported the following celebrations and causes:
Green Shirt Day, Orange Shirt Day, Pink Shirt Day and Halloween.



Evaluation:

For the past 3 years, Volunteer Lethbridge has been involved with the Volunteer Alberta Evaluation & Impact Initiative. This program aimed to increase evaluation capacity in the Alberta non-profit sector by training and supporting volunteer centres on evaluation best practices. Volunteer Lethbridge has greatly benefited from participation in this program and is excited to apply the gained knowledge to our evaluation efforts so we can better share our impact story with you.

2 examples that have come from this knowledge include the Volunteer Satisfaction Survey and the 2021 Membership Feedback Survey. You can see the results in the appropriate sections of this report (Membership & Volunteer Engagement)

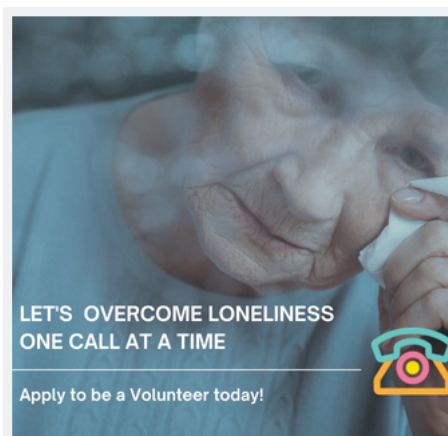
VOLUNTEER LETHBRIDGE KEEP IN TOUCH PROGRAM

Volunteer Lethbridge began the Keep in Touch program in April 2020 and has spent almost two years developing what is now a provincial program - serving 8 communities from Northern to Southern Alberta.

We have finely honed processes, procedures & policy developed. To fully grasp the 'Heart of the Keep in Touch Program', one must fully embrace that social isolation and loneliness are not new challenges that seniors face, resulting from the numerous lockdowns and restrictions. However, at long last, these issues have been brought out into the open.

Keep in Touch has developed so that it finds itself more in line with mental health and wellbeing support program lines, and even then, there are distinctive critical features that put it into a category on its own. The Keep in Touch comprehensive method of application, screening and interview protects the senior participants.

Volunteers are assisting in shouldering their participant's mental weight and exhaustion, but through that are also supporting and empowering their participant and scanning for the needs of their participants, determining if there needs to be a referral made to support them in any of the four main pillars.



Over the past year, we have come to deeply understand that it is also the volunteers, especially those who are retired seniors, who benefit from the connection and meaningful contribution they are making. Keep in Touch provides the social infrastructure to support the mental health and overall well-being of Seniors. Examples of support include;

- Weekly conversation for emotional support and sharing of life stories
- Additional calls when participants are in lockdown with covid to reduce their fear and isolation
- Transition support helping to find resources when moving from home ownership into a care home or changing care homes from one level to another to make their transition process easier

VOLUNTEER LETHBRIDGE KEEP IN TOUCH PROGRAM

- Emotional support along their end of life journey
- Support after the loss of a spouse and helping them to move through the realities of living alone
- Emotional support upon return home after a hospitalization
- Conversations to offer empathy and to help normalize their experiences
- Referral to the Seniors Navigators in the community
- Connection to basic needs including groceries, clothing, home cleaning and maintenance services
- Additional mental health support for seniors who are clients of community based social supports
- Conversations around family connections and support improving relationships
- Connections to community to help move seniors out of the isolation they have experienced the last 2 years

Human connection, support and empathy are at the core of the program. We provide a potential lifeline to senior participants, but we are also supporting and empowering volunteers and the community as a whole to come together for a more significant cause, leaving no one behind and no one to suffer alone. Keep in Touch is more than just a simple caller's program and it is more than just Covid-19 recovery. It is a movement that will reshape how we engage, how we connect, and how we will Keep In Touch with our Senior population.

CONNIE-MARIE RIEDLHUBER

SENIORS PROGRAM COORDINATOR



VOLUNTEER LETHBRIDGE KEEP IN TOUCH PROGRAM

In 2021 Volunteer Lethbridge partnered with the Rural Development Network to bring the Keep In Touch Program to rural communities across the province and develop a digital tool to support the administration and accessibility of the program.

The Rural Expansion project started strong with an initial sign up of five rural partner communities; Barons-Eureka-Warner FCSS, Strathmore & Wheatland FCSS, Grande Prairie County FCSS, Westlock FCSS, & Neighbourlink Parkland (Spruce Grove). These pilot communities then underwent community program coordinator training that involved the review of the Rural Toolkit and the processes involved with program operations. Since the Rural Toolkit is a collection of all resources, templates and tools that were created by Volunteer Lethbridge, the rural community partners had the opportunity to select which resources would be most applicable to their needs.

After the community program coordinator training was completed the rural community partners launched the program publicly, each starting at a different position. Some communities were adapting the KIT program over a previously existing program and already had a pool of participants and volunteers. Other communities had to begin from the beginning with developing a volunteer pool and program promotion.

Through many meetings and feedback provided by the rural communities Volunteer Lethbridge and the Rural Development Network began their work to develop a digital tool to support the program. The original concept was to develop an app, however it was determined that a website would provide more benefits to the users, as well as provide a professional visual. The website is anticipated to be completed within the middle of March 2022.

From the needs of the rural expansion a Keep In Touch Facebook page was developed as well as a temporary landing page until the main website was completed to help provide information and create connections between interested individuals, communities, as well as the general public.

Feedback from our current rural community partners reflects a slow but meaningful uptake after the program launched. Both volunteers and participants have reported feeling less isolated, more supported, and above all feel like they matter. They have a friend who is willing to take the time to listen and keep in touch.

KASH HELSTROM

KEEP IN TOUCH RURAL DEVELOPMENT
COORDINATOR

COMMUNITY VOLUNTEER MANAGEMENT MODEL

The Community Volunteer Management Model is a new tool created by Volunteer Lethbridge to better administer volunteers, members, and donors in one place. It allows us to manage volunteer screening in a more proactive and efficient way. This model has been streamlining the volunteer application and referral process and greatly reducing redundancy and repetition. Having VL manage the volunteer baseline screening saves staff time, resources, and budget. Agencies only need to screen Volunteers for agency-specific requirements. Opportunity to promote their agency to volunteers who are 'activation ready'. Greatly decreases the amount of time to place volunteers.

Volunteer stats CVMM 2021:

- 239 signed up with CVMM in 2021.
- 228 referred volunteers to member agencies
- 356.42 volunteer hours tracked on BI in 2021

CAMILA DIAS

OFFICE COORDINATOR



CVMM - FEEDBACK SURVEY

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an2021 CVMM Volunteer Feedback Survey Report
By Chelsea Eastman

Background:

VL launched a new volunteer recruitment, screening and referral process in July 2021. Volunteers are sent a survey link at the end of their application process to share their feedback. The platform used was Survey Monkey. Correspondence about feedback was sent to the email provided on their application form via Better Impact platform. 180 recipients' received the feedback request and 40 responses were received at the time of this report. 22% response rate. Participant pool was offered an entry into 1 x \$50 gift card draw for providing their feedback.

Evaluation outcomes:

- Capture reporting data for FCSS funding outcomes
- Assess the level of volunteer satisfaction on the new CVMM process

Link to survey results:

<https://www.surveymonkey.com/stories/SM-FLZ9R6HQ/>

Results Summary:

FCSS reporting

- 80% agree that because of VL they are aware of what is happening in their community
- 87.5% agree that because of VL they find out how to help other people in their community
- 67.5% agree that because of VL they help out more in their community by volunteering
- 80% agree that because of VL they believe they are making their community a better place

Satisfaction on the CVMM process

- 72% feel the application process was easy to understand
- 75% feel the application process was easy to complete
- 77.5% feel their skills were taken into account when responding to agency placement
- 82.5% feel their interests were taken into account when responding to agency placement
- 77.5 % are satisfied with the volunteer placement options shared with them

CVMM - FEEDBACK SURVEY

Respondent Comments:

- Helpful - #3 most occurred word (18.18%)
- Areas of positivity:
 - Several respondents indicated they were still in process yet still expressed positivity to the support they experienced so far
 - "Helpful", "Glad", "Good", "Wonderful", "Appreciate", "Nice", "Incredible experience", "Great", "Amazing"
 - Several comments about the helpfulness of staff during the process
- Areas of dissatisfaction:
 - Long time to complete the application
 - "Intense", "Confusing", "tedious" "discouraging"
- "I felt that there was always contact between staff and I so I knew how the process was going to work as well as how it was progressing when I started it."
- "I appreciate the ability to choose from a variety of volunteer opportunities. I am fairly new to this organization and have not had a chance to experience a lot of the opportunities offered."
- "The application took a while, but the end product was nice."
- "VL has been an incredible experience. I love the resource materials and use them in every day life. I love the Volunteer Coordinator Camila. She is at the events herself. Her emails burst with enthusiasm."
- "I feel there is many positive processes and dedicated employees making a difference in the community by encouraging and facilitating volunteerism."

Recommendations:

- There was a dramatic increase (from 2 to 40 responses) in responses after communication was sent out for a \$50 pre-paid visa draw entry for their response. Recommend to offer this quarterly, which coincides with FCSS reporting quarters
- Review data collection of the volunteer application to ensure it is still relevant for program success

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MEMBERSHIP

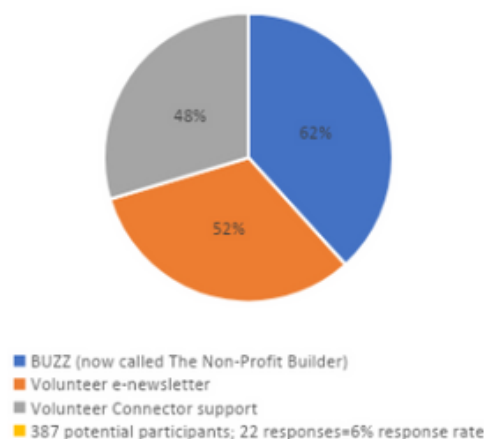
Volunteer Lethbridge continues to grow and diversify the services we offer non-profits across Southern Alberta. Whether it is training and resources or networking opportunities, we want to help strengthen and nurture growth.

In 2021 we continued to expand our programs, and are proud of the launch of the new Community Volunteer Management Model. Volunteer Lethbridge developed a comprehensive way of supporting volunteers in the community while providing stronger support to member agencies with access to pre-screened volunteers.

MOST USED VOLUNTEER LETHBRIDGE MEMBER SERVICES

Volunteer Lethbridge provided a total of seven presentations in 2021 to member agencies highlighting the new model.

From December 1, 2021 to March 1, 2022 we released the 2021 Membership Feedback Survey. Here is what we heard:



When asked what services would most help their organization and responses included grant writing support, interview screening, and facilitation/connection between agencies.

What survey participants said about our services:

"Volunteers are key players in the success of most, if not all, nonprofits and charities. Our membership with Volunteer Lethbridge helps us to connect with people who care about our community, and who offer their time to help us achieve our mission." -Member Testimonial (2021)

"Great way to connect with new volunteers and avoid volunteer fatigue of our existing ones. As a small org with limited staff/staff time, having someone else doing the recruiting is huge!" -Member Testimonial (2021)

We are excited to build upon our success throughout the upcoming year.

Volunteer Lethbridge would like to gratefully acknowledge and recognize our member agencies.

VOLUNTEER LETHBRIDGE MEMBER AGENCIES

- Ability Resource Centre (Rehabilitation Society of Southern Alberta)
- Adaptable Outdoors
- Allied Arts Council of Lethbridge
- Alpha House
- Association Canadienne-Francaise de l'Alberta (ACFA)
- Association of Fundraising Professionals – Southern Alberta Chapter (AFP)
- Big Brothers Big Sisters
- BGC Lethbridge
- Building Brains Together
- Campus Roots Community Garden
- Canadian Blood Services
- Canadian Herstory
- Canadian Mental Health Association
- Chinook Regional Foundation for Career Transitions
- Chinook Regional Hospital Foundation
- Chinook Sexual Assault Centre
- Coaldale Copperheads Hockey Team
- Crossroads Counselling Centre Society
- Elim Society for Senior Citizens Care
- Environment Lethbridge
- Extendicare
- Family Center Society
- Family Ties
- Flexibility Learning Systems
- Friends of the Helen Schuler Nature Centre
- Frontier College
- Galt Museum & Archives
- Girl Guides of Canada
- Good Samaritan Society
- Park Meadows
- West Highlands
- Great Canadian Plains Railway Society
- Green Acres Foundation
- Alberta Rose Lodge
- Black Rock Terrace
- Blue Sky
- Garden View Lodge
- Golden Acres
- Heritage Lodge

- Pemmican Lodge
- Helen Schuler Nature Centre
- Inclusion Lethbridge Association
- Interfaith Food Bank
- Junior Achievement Southern Alberta
- Kidney Foundation
- Lethbridge Family Services Immigrant Services
- Lethbridge Food Bank
- Lethbridge John Howard Society
- Lethbridge Pregnancy Care Centre
- Lethbridge Public Library
- Lethbridge Senior Citizens Organization (LSCO)
- Lethbridge Soccer Association
- Lethbridge Sport Council
- Lethbridge Symphony Association
- Lethbridge YMCA
- Lethbridge Youth Foundation/ 5th on 5th Youth Services
- MADD Lethbridge and Area
- Martha Retreat Centre Society
- My City Care
- Oldman Watershed Council
- Opokaa'sin Early Intervention Society
- Parks Canada - Waterton Lakes National Park
- Rotary Club of Lethbridge – Downtown
- Safe Haven Women's Shelter Society
- Salvation Army Lethbridge
- Society of Friends of the Lethbridge Public Library
- Southern Alberta Art Gallery
- Southern Alberta Ethnic Association
- Southern Alberta Individualized Planning Association (SAIPA)
- Southern Alberta Self Help Association
- Stitch It Forward Society
- United Way of Lethbridge & South Western Alberta
- Wellness Through Living Society
- YWCA Lethbridge & District

Individual Memberships

- Jenna Bailey
- Tolu Balogun
- Nicholas Canning
- Camila Dias
- Ron Ducheminsky
- Shelley Ducheminsky
- Tracy Dykslag
- Chelsea Eastman
- Kim Harder
- Kasheen Helstrom
- Amanda Jensen
- George Kuhl
- Kim Laing
- Chris Roedler
- Dory Rossiter
- Brian Wichers
- Jaci Zalesak

UVOLUNTEER AGM REPORT

In 2021, the UVolunteer program continued to support students and connect them to volunteer opportunities during COVID-19. As university students resume in-person learning in the Fall 2021 semester, student interactions took place both in-person and virtually.

The logic model from the previous year was reviewed, and a revised logic model was created to reflect this year's priorities. We continue to use the logic model as a guide for the program's metrics, outcomes, and goals.

As we transition to a new volunteer tracking platform, Better Impact, we continue to provide support to the students, with 34 university student enrollments and 36.42 hours logged.

Volunteer engagement continues to be an integral part of the program. A total of 18 classroom presentations were delivered, with 8 being online and 10 in-person. 1 virtual Career Fair, hosted by the UofL Career Services, was attended. Additionally, collaboration with the university community, such as the UofL Students' Union and university clubs, were developed to support volunteer engagement.

We are continuing our partnership with the My Experience Transcript (MET) program to ensure that students have access to their volunteer hours to compliment their post-secondary transcript.

Social media followers have continued to grow:

- 953 followers on Instagram
- 945 followers on Facebook
- 70 friends on Snapchat

With the support of the School of Liberal Education, the faculty, and students of UofL, the UVolunteer program remains as a pillar of volunteerism in the UofL community and is continuing to grow and see greater success each year.

ALLYSSA ACOJEDO

UVOLUNTEER PROGRAM COORDINATOR

WELCOME NICOLE BOSH

Nicole's enthusiasm shines through in everything she does.

She was the Agency and Volunteer Services Coordinator with Volunteer Lethbridge from 2000-2006 and is very excited to be back with such an amazing team. In her spare time Nicole loves to read and she is a Toronto Blue Jays fan. Nicole is originally from Camrose, Alberta and loves Lethbridge and chinooks.

She volunteers as a board member with the Lethbridge Historical Society and believes that volunteerism is an essential part of our community.

She is excited to be working with member agencies as the Membership Manager. Nicole has worked in the non-profit sector for more than 20 years, and has been an active volunteer the majority of her life.

Nicole holds a B.A. in History from the University of Alberta - Augustana Campus, and a diploma in Print Journalism from Lethbridge College. She can be reached at coordinator@volunteerlethbridge.com

"Alone we can do so little; together we can do so much"

— Helen Keller

CHARITYVILLAGE ANNUAL CONFERENCE & AWARDS 2021



As the nonprofit sector faces an epidemic of burnout, forward-thinking organizations are implementing strategies to create mentally healthy workplaces where staff and volunteers can thrive. This award celebrates those organizations who, through the use of creative and flexible initiatives, are supporting the work-life balance and psychological health of their teams. A panel of workplace mental health experts judged this award.