

# TIME TO GIVE CHALLENGE

*encourage employee volunteering. invaluable.*

Video clip 1

CATHY TAYLOR



DOUG MACMILLAN

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Video clip 2

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## Our community

- Guelph & Wellington County
- Population 203,500
- Large geographic reach
- Urban and rural



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## Our Employers

- 92% of employers in Guelph are considered “small” – <100 employees
- Only 20 employers have more than 500 employees
- Bulk of employers have fewer than 4 staff – 42% of all employers
- 22% of employers are manufacturing-based

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## Our Community Benefit Sector

- 120 member agencies
- Various sub-sectors: arts/heritage, social services, health, education, environment, sports/recreation, faith
- 188 unique opportunities, 2,500 volunteers needed

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## A Dilemma and Opportunity

- Volunteer vacancies
- Traditional volunteer opportunities not attracting new volunteers
- Small businesses dominate the employer landscape
- Employee interest in group/team volunteering
- Corporate Social Responsibility on the rise

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## Research

- Resource Development Committee & Summer Student 2007-2008
- Methodology
  - ✓ Local key informant interviews - *Attitudes towards Corporate Volunteerism*
  - ✓ Local employer profiles
  - ✓ Best practices in employer supported volunteerism programs  
(national and international)
  - ✓ Case studies

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## What We heard

- Lack of formal programs and policies
- Business benefits are not widely understood
- Flexibility is key; there is no single pathway
- Membership program is more attractive than fee-for-service or sponsorship
- Local support is essential

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## Our solution

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## The Time to Give Employer Challenge

- An Employer Membership Program providing the strategies, tools, consultations and ongoing promotion of employer/employee volunteering opportunities.
  - Small employer <50 = \$199/year
  - Large employer >50 = \$499/year

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## Program Goals

- Improve employer awareness of the bottom-line benefits of ESV
- Increase quality and quantity of volunteering in our community
- Facilitate easy development and implementation of volunteering policy-making in any organization
- Provide useful communication resources for employers
- Strengthen corporate awareness of the work of the Volunteer Centre

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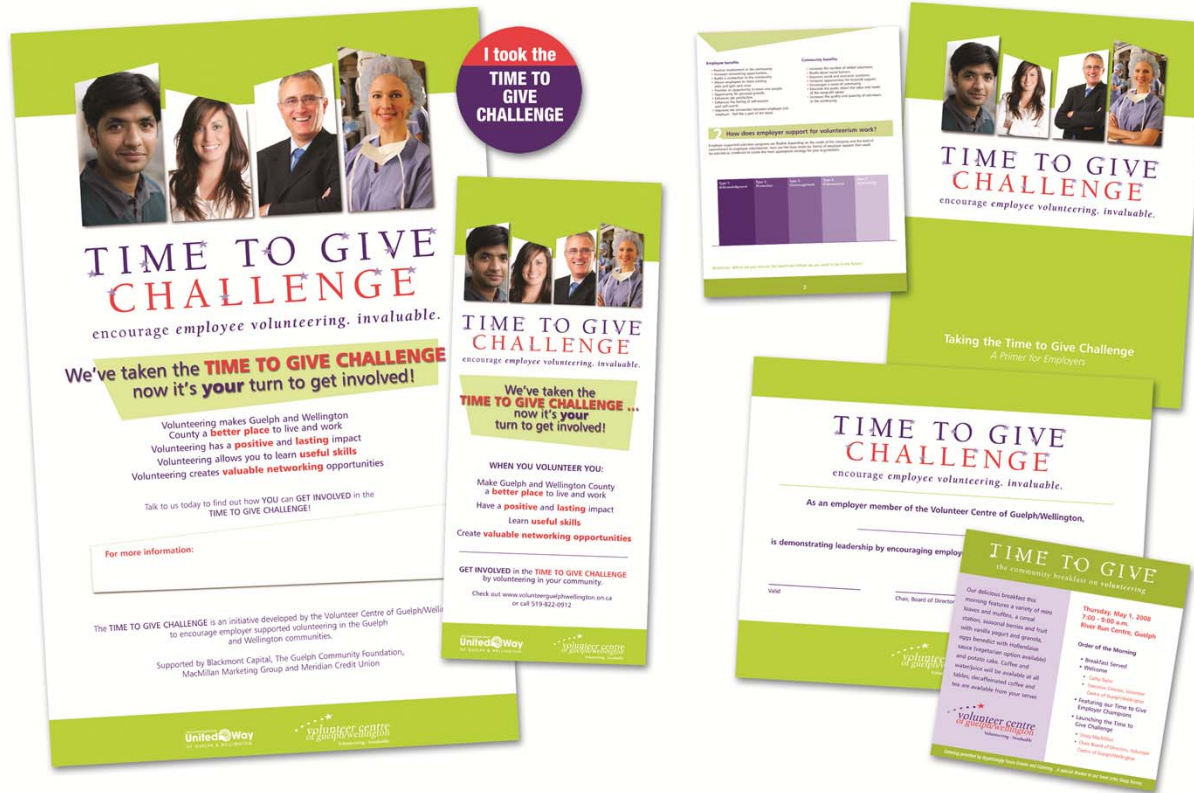


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## The Time to Give Challenge Resource Toolkit



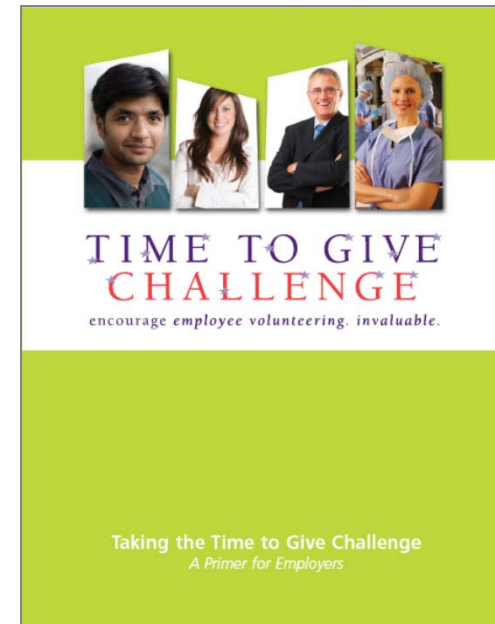
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## Primer for Employers

- 16 page “manual” for any organization, including:

- Definitions
- Benefits
- Types of involvement
- Policy development process
- 10 easy steps to start an ESV program
- Recruitment
- Promotion
- Celebration



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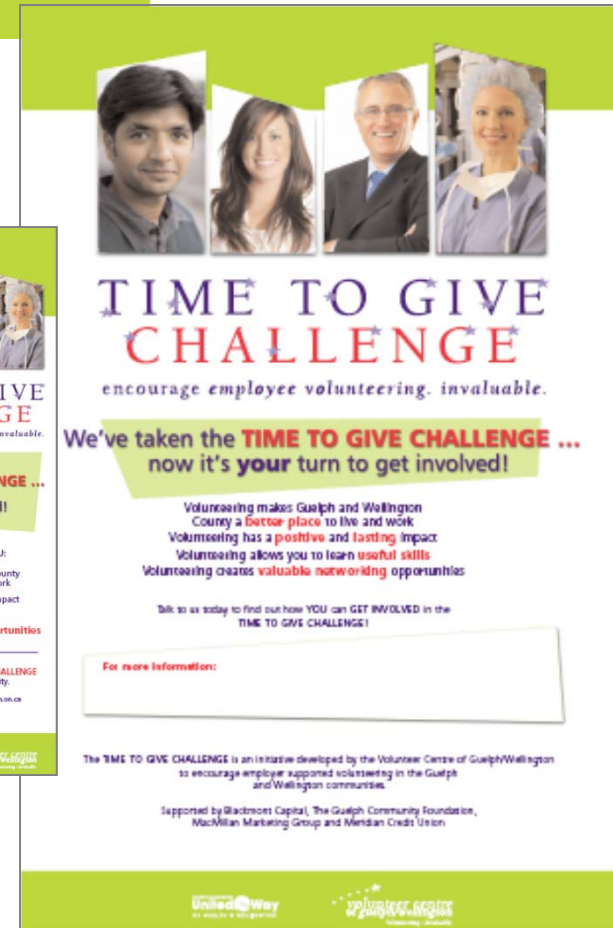
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## Communication tools

- Stickers
- Recruitment Posters
- Envelope/pay stuffer
- Ad mattes
- Web graphics
- Files on CD



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**10**  
volunteer centre  
of guelph/wellington  
Strengthening our communities since 2001

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## Member certificate

- To display employer's commitment to volunteering and community leadership

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As an employer member of the Volunteer Centre of Guelph/Wellington,

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is demonstrating leadership by encouraging employee volunteerism within your organization.

Valid \_\_\_\_\_ Chair, Board of Directors \_\_\_\_\_ Executive Director \_\_\_\_\_

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## Ongoing support

- Weekly recruitment emails – volunteering opportunities for individuals and groups
- Policy and program consulting
- Onsite displays, presentations and promotion
- Peer-to-peer consultation and idea exchanges
- Time to Give employer members recognized at events, in materials and promotions



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## Launching the Time to Give program

- Local storytelling
- Celebrated champions



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## Launching & Promoting the Time to Give Program

- One-on-one meetings and discussions
- Targeted mailings
- Presentations
- Media relations
- In-kind advertising

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## The results

- Known to 300-400 local employers
- 20 employer members in 2011
- Representing 10,000+ employees
- Estimated 80,000-100,000 volunteer hours
- Roughly \$7,000/year in membership revenue for Volunteer Centre
- Highly engaged ESV members result in other support for VC
  - Sponsorships
  - Donations
  - Enrolments - programs

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## Implementation -- What We learned

- Champions are essential
- Bottom up works, but must be supported by the top
- More local stories and connections are essential
- Clear, concise communications
- Employee turnover is an issue in building momentum and knowledge
- “Sales” approach necessary

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## What We learned, part 2

- Relationships, relationships, relationships
- Flexibility, flexibility, flexibility
- Make it easy and non-threatening
- Articulate the business case
- Build a case for those already involved in ESV – join the momentum

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## MOVING FORWARD

- Membership targets; dedicated staff time
- Tracking volunteer contributions
- Membership alignments e.g. Chamber of Commerce
- Retiree program

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**Thank YOU!**

**DISCUSSION.**

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