

2023 ANNUAL REPORT

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VOLUNTEER MBC
MISSISSAUGA • BRAMPTON • CALEDON
care • community • connection



OUR PORPOISE

I MEAN... *PURPOSE.*

MISSION

to connect the
community

VISION

to improve lives
through volunteerism



VOLUNTEER VOICE

Michele Bowes Smith

I am writing to thank you and Volunteer MBC for providing me the opportunity to serve the Peel Region community.

When I arrived in Canada in August 2023, I had challenges understanding and navigating the volunteering landscape. When I approached the Volunteer MBC booth at Louise Arbour Secondary School, I expected the usual response that I received from other organizations: to be told a long list of requirements to clear the administrative processing. I was excited when you followed through with an email and a call and from then, I felt that I was truly able to continue with my passion of volunteering.

I would first commend VMBC for making it simple and pleasant to serve - the process user-friendly and in supporting my role as a Volunteer Engagement Advisor, the training and coaching you provided made me feel like a person who is valued as a member of the VMBC family. Through VMBC, I learned a lot about other organizations, the Peel community, the Canadian culture, and the volunteering environment as a whole - all while fulfilling my desire to serve. In addition to serving virtually, I am grateful for the opportunities that were provided to interact with other VMBC staff, volunteers, and participants at the virtual fair, card-making session, and most recently, the treat for volunteers (that was so much fun!!!).

My daughter and I (who also volunteered through VMBC) have received an invaluable orientation to Canada because of this great organization, which made settling here less stressful and lonely.

Thank you, Madhuri and Volunteer MBC!

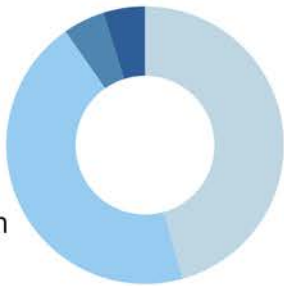
Every blessing,
Michele

In 2023, our 136 in-house volunteers and direct program participants collectively contributed over 7000 hours of service. They made possible the community impact described herein.



24,000 REFERRALS

Caledon
4.9%



Mississauga
45.6%

Brampton
44.7%

Our Outreach Ambassadors brought opportunities to the community at over 36 events.

Our Referral Team, comprised of six dedicated volunteers, made purposeful connections that strengthened recruitment for our Member Organizations.

We partnered to enhance the programs and events organized by local non-profits and brought our volunteer management expertise to the table.

Our Extra Mile Drivers trekked over 15000 km to deliver over 9200 meals to isolated or vulnerable clients of our Member Organizations across Peel.



VOLUNTEER MBC
Referral Service





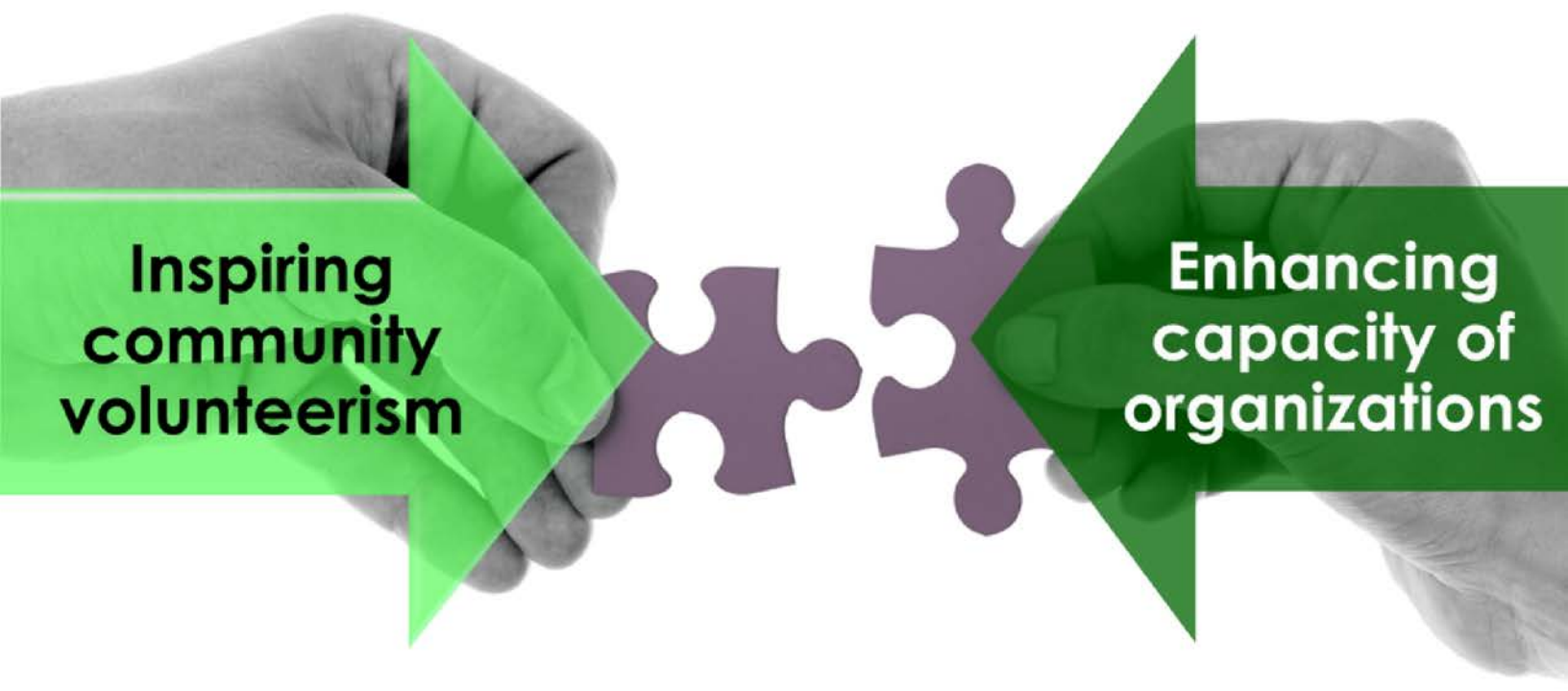
SYNERGY

the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements



BETTER TOGETHER

Our 2020-2024 Strategic Plan emphasizes the dual nature of our work. All of our Member Organizations believe in fostering a thriving volunteer ecosystem, which will increase the total number of active volunteers, benefiting residents and the organizations. Therefore, we always aim to create win-win scenarios.



**Inspiring
community
volunteerism**

**Enhancing
capacity of
organizations**

Youth Footprints

#NATIONALYOUTHWEEK

"I envision a world where everyone has an equal opportunity to take part in society without being weighed down by factors beyond their control. My volunteer footprint is helping others reach the places they aspire to be and helping institutions provide everyone with a fair chance at life."



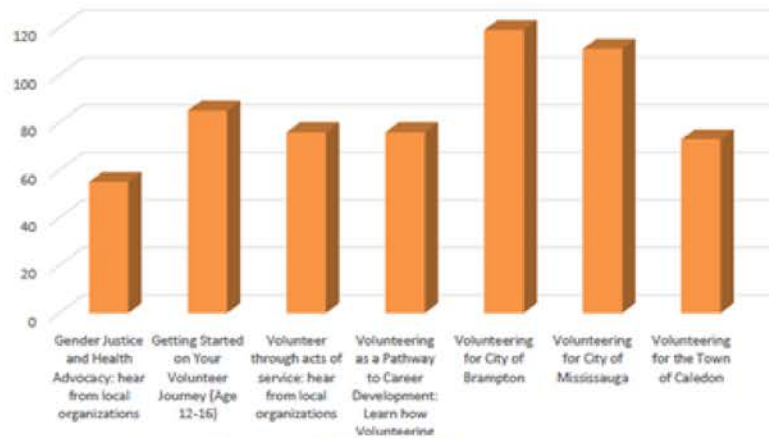
Krish Patel
Volunteer MBC Youth Volunteer



INNOVATIVE CONNECTION

We introduced the Virtual Volunteer Expo, a 3D experience to connect residents to our Members' volunteer opportunities in a whole new way.

Unique Clicks



SAVVY

We redesigned programs, held new youth leadership workshops, and intergenerational conversation circles.

INVERT

We increased our online engagement too, drawing over 42,000 new visitors to volunteer opportunities posted our website and a reach exceeding 39,000 on Facebook and 16,700 on Instagram, underscoring the community's increasing interest and involvement with Volunteer MBC's mission and initiatives.



VOLUNTEER MBC
Community Engagement

Sheridan



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HEARTS + MINDS

We built further upon our partnership with Sheridan College as the non-profit sector lead on participatory-action research to “co-create civic connections with Black and Indigenous young people”. Our Members ResQ Youth and Moyo are also collaborating with us. Visit www.heartsplusminds.ca, a website we produced for the project, to learn about the powerful insights and the engagement of the participants.

Health and wellbeing

Skills and employability



Community belonging



We amplify the **benefits of volunteering** to make a positive difference in the lives of both volunteers and the people and causes they serve. These are three main dimensions on the Residents side of our Strategic Plan, which we focus on.





NEW TOPICS AND FACILITATORS

We delivered innovative **workshops and webinars** all year and delivered the VersUs, Verge, and InVert series, including topics like:

- Devising an Inspiring Volunteer Recognition Plan
- Engaging Older Adult Volunteers
- All A-Board Canada Community Connect
- Engaging Volunteers in Fundraising for Maximum Impact
- A Conversation on Learning and Inclusion

and more!





In 2023, through support of the Community Services Recovery Fund delivered by United Way GT, we began work on a virtual hub for leaders of volunteers to collaborate, network, and share resources. This new platform has been prepared and dubbed The Inspiration Hive, a nod to our hard-working and notoriously collaborative bee friends.

Visit www.volunteermbc.org/hive to learn more and get involved.

the inspiration
hive



VOLUNTEER MBC Recognition Platform

V-OSCARS ON THE MARQUEE

The blockbuster 2023 V-Oscars celebrated **over 60 nominees** from our devoted Member Organizations. We lit up our socials with highlights.

We also served on the Selection Committee of the Brampton Citizens Awards and revived our I Care! program on YouTube.



SYMBIOSIS

an interdependent and mutually beneficial relationship between two or more entities





EXECUTIVE LETTER

Jim Waechter and Carine Strong

Board President and Executive Director

This past year was marked by unprecedented challenges and continued uncertainties in the sector, staff and volunteer shortages, persistent inflation, the rising demand for essential services and decreased fundraising dollars. However, the unwavering support and dedication of our staff and in-house volunteers have been the cornerstone of a successful year with many accomplishments.

We saw a slow resurgence of social purpose organizations eager to re-engage volunteers last year. Prior to COVID, we made on average 30,000 referrals annually. The pandemic disrupted so many engagement pathways, displaced staff at our member organizations and they are still fighting their way back. However, we saw many members create new volunteer positions and we engaged countless residents to create new volunteer profiles, resulting in 24,000 volunteer referrals, an 8% increase over 2022. Every match made is one more piece of the network that helps to create the communities we want to build and live in.

We continued to be the conduit for good with on the one hand, inspiring volunteerism so Peel residents can develop skills, increase employability, improve their health and reduce loneliness, and know that they have a purpose in our community, while on the other hand, we accomplished this by supporting organizations to ensure volunteers have positive experiences, and by organizing partnerships to find solutions to complex local issues. Volunteerism is the plasma that runs through the non-profit sector's veins and keeps the heart of the non-profit sector pumping. The work that volunteers offer with their time, hearts, and minds is essential and speaks to the interdependencies of each individual and organization on each other. It reflects the idea that all of us are connected in profound ways that can make our Mississauga, Brampton, and Caledon communities thrive.

While most of our services function directly to support our member organizations, our community programs address gaps and barriers to participation in meaningful volunteerism. These programs involve volunteer engagement to support the causes of our members while alleviating the volunteer engagement demands on the organizations. Programs like our intergenerational SAVVY program, NOVA program for newcomer seniors and InVert for youth leadership, are designed to engage underserved groups in volunteerism and provide opportunities for them to learn, gain awareness of community needs and assets. Our work on serving seniors and youth continues to remain a high priority as we focus on reducing social isolation through volunteerism.

As we look ahead and embark on developing a new strategic recovery plan, we are filled with optimism and determination. While the road ahead may be fraught with challenges, we remain steadfast in our belief that together we can reimagine, turn challenges into opportunities and rebuild a stronger, more resilient volunteer ecosystem that meets the evolving needs of our community.

We extend our deepest gratitude to our Board of Directors for your unwavering commitment to change countless lives through volunteerism. To our funders, supporters and partners, thank you for believing in our mission. Our successful impact is the direct result of your unwavering support, commitment, and enthusiasm for the work of the Volunteer MBC family. Together, you continue to help us grow more connected, caring, and inclusive communities.

THANK YOU

OUR MEMBERS

OUR PARTNERS

OUR SUPPORTERS

OUR STAFF

OUR VOLUNTEERS

OUR PARTICIPANTS

OUR FUNDERS



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario





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