



# ANNUAL REPORT 2019-2020



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Centre  
d'action  
bénévole de  
**Montréal**  
Volunteer Bureau

Collaboration

Openness

Engagement

Uniqueness

Respect

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# ABOUT US

## Our mission

The mission of the Volunteer Bureau of Montreal (VBM) is to promote volunteerism in the community.



It offers volunteer recruitment and orientation services, training workshops for volunteer resource managers, conferences and support to the Meals on Wheels and Community Lunch network

## Our vision

The VBM is a driving force for volunteerism that plays an essential role in the well-being of society.

Because the VBM has been at the heart of volunteering for over 80 years, it is also at the heart of the issues surrounding citizen engagement and makes an appeal to the heart of each person to play his or her part.

## Our approach

The VBM responds to the needs of organizations, the general public and various community stakeholders who wish to integrate sound volunteer practices into their activities. The VBM strives to meet their needs in a spirit of openness and collaboration.

## The VBM in numbers

The VBM is a well-known reference in the community and we serve a varied clientele. It is our precious volunteers who provide assistance over the phone!

The following data is for the period from April 1, 2019 to March 31, 2020:

### Call distribution

25 %	Volunteer food services
22 %	Information about volunteering
12 %	Appointments and follow-up with advisors
10 %	Referrals to other organizations
8 %	Member services
6 %	Referrals to other volunteer bureaus
5 %	Administration/management
4 %	Training workshops
4 %	Media, gala and promotion
3 %	Skills-based volunteering program
1 %	Group volunteering



“Volunteers don't necessarily have time, they have heart.”  
- Elizabeth Andrew



# MESSAGE FROM THE BOARD OF DIRECTORS



Last year, we presented ourselves before you with the challenge of planning the arrival of a new general management team, we had just completed a strategic reflection exercise and the post-mortem of the 2nd Gala des Nobilés and our financial results were more than satisfactory. Only one thing is constant in this world and that is change. I think that is the perfect was to describe this year, which called on the VBM to draw on one of its great resources: its resilience!

In this very particular year and in this time of pandemic, the strength of our financial situation is one of our great strengths. Although many of our activities were hampered by the events of this spring, our ability to intervene has been preserved, as the VBM can count on partners such as Centraide and the Programme de Soutien aux organismes communautaires (Ministère de la Santé et des Services sociaux) whose remarkable support deserves to be highlighted. More recently, we must add the City of Montreal, which provides us with support through the Francisaction program, one of the most promising projects at the VBM for the years to come.

### **Many changes**

This special year ends on a very positive note with the recent arrival of our new executive director Eve-Isabelle Chevrier. However, we must thank the two other executive directors who preceded her this year. We would like to thank Lucie Lessard, whose analytical skills and rigour have allowed us to identify several avenues for improvement for her successors. We would also like to underline the unfailing support and the difficult challenges taken up by Justine Lacoste in the context of an interim mandate that began in the chaos at the beginning of the pandemic. Thank you Justine, your resilience and determination made all the difference.

Our team also had a challenging year. As many community organizations sometimes experience, several employees left us and new faces joined our action. Following her departure, I would like to acknowledge the commitment of Marjorie Northrup, our volunteer food services coordinator for the past 18 years. The VBM's volunteer food services have lost one of the most ardent activists for the cause of seniors' food safety. Thank you, Marjorie, and best wishes for the future.

Our Board of Directors has also had a very busy year. In addition to meeting more than ten times, its members participated in several projects and devoted many volunteer hours to the cause of the VBM. Following their departures, I would like to acknowledge the work and commitment of Muriel Ide and Marie-Christine Piron for their collaboration on the Board in recent years. And Laura Salama, who acted as treasurer of the VBM in recent years, announced that despite her departure from the Board, she will remain a volunteer in the recruitment of volunteers. Thank you, Laura, for your commitment and your contribution to our work. We will miss your positivity and your sound advice.

### **A constant and renewed effort for improvement**

While many of you proudly participated in a vast consultation last year, this reflection led us to follow up on our questioning. Although satisfaction with our action appeared high, the Board and the VBM team continued their introspection and undertook a number of projects aimed at optimizing the relevance and performance of our action. We are now redefining our action with meals on wheels, reviewing our training offer, planning our participation in the community life of our territory's different neighbourhoods, and redefining our means of action in the field of volunteer recruitment and orientation.

We are starting this year with great enthusiasm. The VBM is well positioned, resilient and committed to actively contributing in an environment that is even more in need of the work of community organizations and the important contribution of their volunteers.

So, dear members of the VBM, we are pleased to present you with our results and to look ahead with you to support your action with a renewed and stronger commitment than ever.

Thank you to all our volunteers, the members of the permanent team, our member organizations, our partners, our suppliers and my dear colleagues on the Board for their support.

Voluntarily yours,

**Guillaume Desnoyers**  
Chairman





# OUR BOARD OF DIRECTORS



**Muriel Ide**

*Vice-President*



**Laura Salama**

*Treasurer*



**Julien Thieser**

*Secretary*



**Robert Boyd**

*Director*



**Ugo Dionne**

*Director*



**Nicole Dubois**

*Director*



**Marie-Christine Piron**

*Director*



**Gilles Valiquette**

*Director*

During the year the members of the Board of Directors met about ten times. As volunteers, the members invested more than 1,000 hours through Board meetings, working committees and other activities related to the VBM.

We would like to thank the members of the Board of Directors for their contribution and valuable collaboration.



# OUR TEAM



**Justine Lacoste**

*Interim Executive Director*



**Antonella Campa**

*Coordinator,  
Volunteer Recruitment  
and Orientation*



**Marjorie Northrup**

*Coordinator,  
Volunteer Food  
Services*



**Stéphanie Carrasco**

*Coordinator, Training*



**Claire Lacoste**

*Coordinator,  
Member Services*



**Claire Jean**

*Liaison Officer,  
Volunteer Food  
Services*



**Stéphanie Lécole**

*Coordinator,  
Skills-based Volunteer  
Program  
(End January 2020)*



**Julia Pierre**

*Communication Advisor  
(End December 2019)*



**Vanessa Gaudreau**

*In charge of  
Les Nobilés*



**Sylvain Messier**

*IT Consultant*



**Noémie  
Boudreault-Bibeau**

*Intern,  
Group Volunteering*



**Flavie Goulet**

*Intern,  
Volunteer Food  
Services*



**Élise Villemer**

*Intern, Training*



**Lucie Lessard**

*Executive Director  
(Sept. 2019 to Feb. 2020)*



**Pierre Morrissette**

*Executive Director  
(retire on August 30,  
2019)*

*The VBM would like  
to thank Pierre for his  
great contribution to the  
organization's mission.*

*The entire team wishes  
him a very happy  
retirement!*



# OUR VOLUNTEERS

*At the heart of its action, the VBM thanks all the volunteers who contribute every day to carrying out its mission. The entire VBM team wholeheartedly thanks you for your commitment!*

## **Volunteer orientation**

Lynda Tétrault, Laura Salama, Luana Boulanger, Colette Hamati, Farzana Haque, Alta Abramowitz, Amélita Flores, Ursula Tokofeloff, Ania Szpakowski

## **Promotion and communication**

Sanaz Choupani, Allen Forouhar, Anne Nguyen, Victoria Daumesnil, Clara Lastel, Alicja Buffa, Pierre D'Amours, Chloé Bénat, Frantz Cator, Diego Alejandro, Étienne Monnet

## **Office work, reception and training program**

Mélissa Dukefe, Mireille Rouleau, Frédéric Gauthier et Filou, Charles Grey, Nisrine Sawaya, Linda N'Dri, Olivia Sayou Tchanchou, Simone Juteram, Ania Szpakowski, Paul Cagelet, Sophie Girondin, Johanne Thomson-Sweeny, Simone Jutras, Vanessa Tse

## **Volunteer Food Services**

Nicole Béfort, Sylvain Lefebvre, Frédéric Gauthier and Filou



Volunteer party – December 5





# SNAPSHOT OF OUR MEMBERS



# SNAPSHOT OF OUR MEMBERS

## 628 member organizations including:

» 556 NPOs

» 72 public organizations

» 1,148 volunteer managers

## Member Services

The VBM offers its members with volunteer recruitment and orientation services, posting of volunteer opportunities on our website and social networks, preferential pricing on the training program and access to our networking activities. Organizations also have the opportunity to submit nominations for our Les Nobilés event (formerly the Volunteer Recognition Gala).

## Results

In 2019-2020, 134 new members joined the VBM. Skills-based recruitment (formerly Business Volunteers) has been combined with our volunteer recruitment and orientation service.

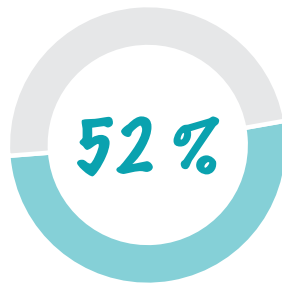
## Language of correspondence

French as language of correspondence: 75%

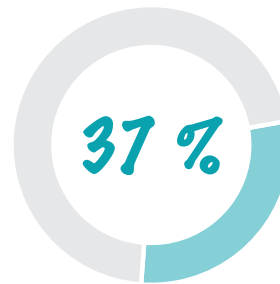
## Benefits sought from organizations



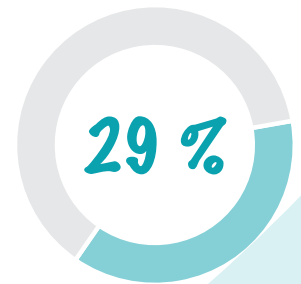
Volunteer recruitment



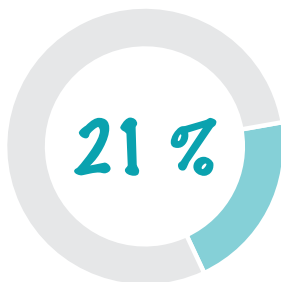
Group volunteering



Training and networking



Volunteer fair



Conference on volunteering



Consultation and support service



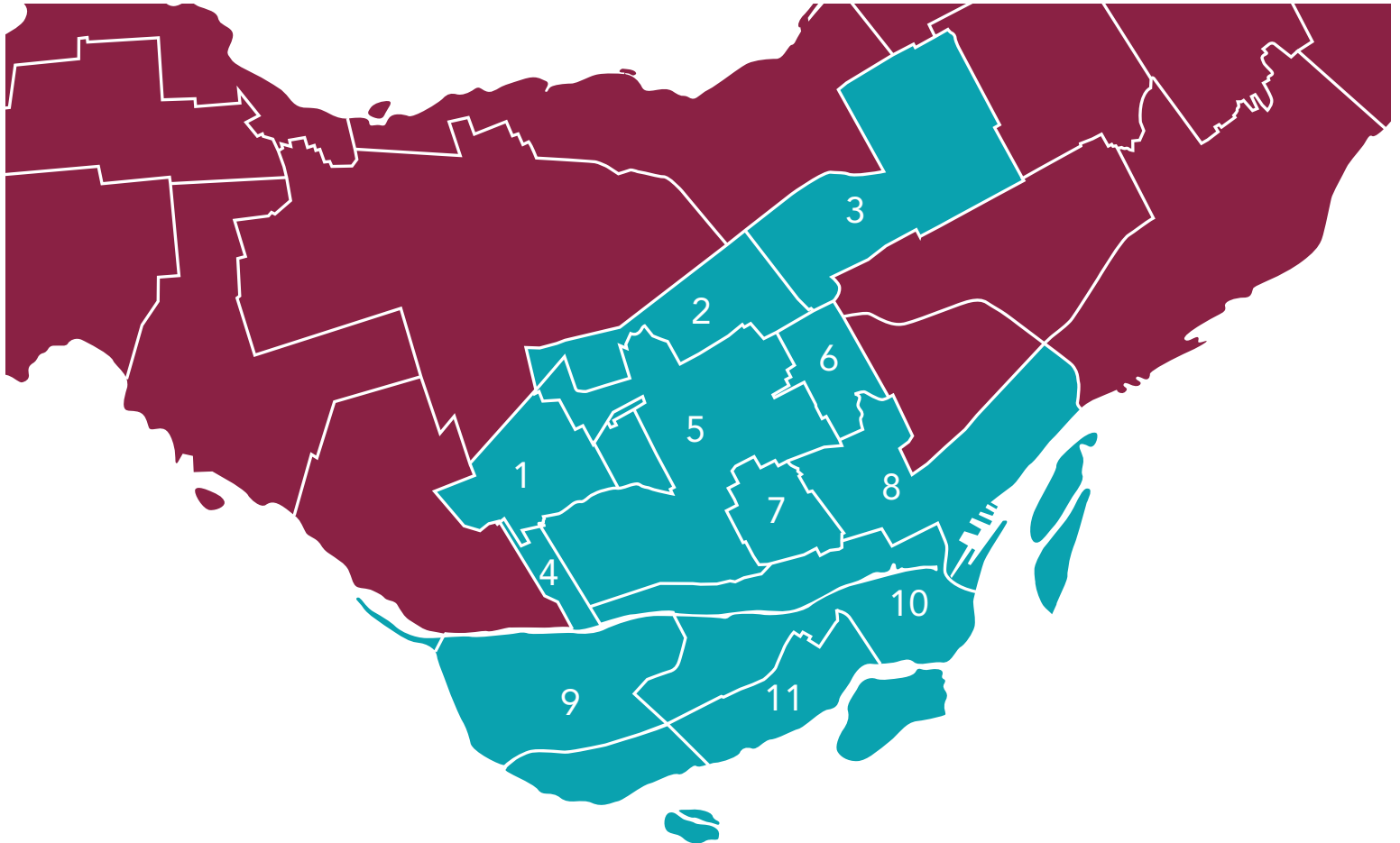
Special events



# SNAPSHOT OF OUR MEMBERS

## Our territory

The majority of VBM members on our territory come from the boroughs of Ville-Marie (17%), Côte-des-Neiges/NDG/Côte-Saint-Luc (11%) and Le Sud-Ouest (7%). The VBM welcomes among its members, organizations from outside our territory that request our services.



- |  |                 |
|--|-----------------|
| 1 Côte-Saint-Luc                         | 7 Westmount     |
| 2 Mont-Royal                             | 8 Ville-Marie   |
| 3 Parc Extension                         | 9 LaSalle       |
| 4 Montréal-Ouest                         | 10 Le Sud-Ouest |
| 5 Côte-des-Neiges et Notre-Dame-de-Grâce | 11 Verdun       |
| 6 Outremont                              |                 |

*Boroughs composing the VBM's territory*





# SNAPSHOT OF OUR MEMBERS

## Causes and clients

Among our members are organizations, associations and institutions working with different clients and on different social issues.

<u>36 %</u>	<u>Families and children</u>
<u>18 %</u>	<u>Seniors</u>
<u>13 %</u>	<u>Cultural communities</u>
<u>13 %</u>	<u>Sick people</u>
<u>12 %</u>	<u>Persons with a disability</u>
<u>10 %</u>	<u>Community development</u>

The VBM also joins organizations that intervene with the following causes and clients:



Art and culture



Women



Poverty,  
people in need



Young adults



Mental health



Sports and leisure



Environment



Men



Meals on wheels/  
food bank



Homeless people



Literacy



Animals



International  
cooperation



Inmates/Former  
inmates



Substance abuse



Victims/Witnesses  
criminal acts



LGBTQ

## 2020-2021 outlook

1. **Develop** a new twinning platform
2. **Intensify** our relationships and partnerships with organizations on our territory
3. **Update** our services based on our members' needs



# NETWORKING ACTIVITIES



# NETWORKING ACTIVITIES

We offer networking activities for our members in the form of lunch conferences or theme presentation workshops. At the request of volunteer leaders, these meetings last less than 2 hours and aim to promote exchanges and expertise between members.

## Networking themes

- » Volunteer recognition: Focus on recognition and good deeds
- » Recruitment: Writing a volunteer proposal
- » Coaching volunteers: Managing difficult situations
- » Fundraising and looking for grants

## Results



networking activities



managers of participating volunteers

## Impacts

- » Knowledge sharing of managers according to the themes addressed
- » Best practice for managers in their workplace
- » Sense of community, feeling of being less isolated for managers
- » Detecting the new needs of organizations

*Essential, gives the opportunity to network, exchange and share experiences and good deeds.*

*I am very satisfied! Especially for the choice of the speaker and her dynamic personality. It feels good to share difficult situations and to be positive.*

*Congratulations for your great work, I appreciated it very much, we will see each other again.*

*Thank you, I found the session to be brief and to the point.*

## International Volunteer Managers Day

November 5, 2019

To mark this day, the VBM organizes a breakfast networking event each year to show its appreciation to volunteer managers. Participants appreciated the workshop on managing difficult situations and the opportunity to share their concerns with their peers.



© Sanaz Choupani



© Sanaz Choupani





# RECRUITMENT AND ORIENTATION



# RECRUITMENT AND ORIENTATION

The VBM welcomes people who wish to volunteer. Those who would like to identify volunteer opportunities can consult the offers posted on our website or speak with one of our volunteer advisors. Following an interview, the person interested is given a list of volunteer opportunities that correspond to his/her profile. Our advisors will follow up by phone or email to validate whether the person interested has begun his or her volunteer experience with one of the VBM's organizations. If this is the case, the advisors will also follow up with the organizations.

## 1,396 twinnings

These 1,396 volunteers were matched with an organization using the following orientations methods:



Interviews



Emails



CABM.NET

## More than 1,700 offers!

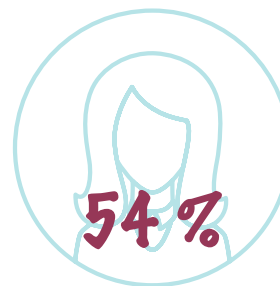
Over the past year, people wishing to volunteer have been able to benefit from a diverse range of offers. Our member organizations posted more than 1,700 volunteer requests.

## Distribution of volunteer activities

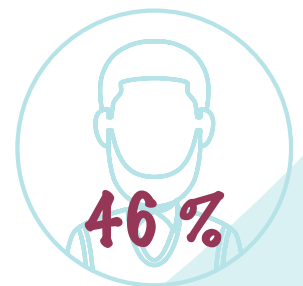
- 17 % Friendly visits
- 17 % Teaching/tutoring
- 17 % Fundraising campaign
- 16 % Coaching
- 12 % Special events
- 11 % Reception/hospitality
- 10 % Facilitating activities
- 10 % Group activities
- 10 % Manual work
- 5 % Organization and coordination
- 5 % Sports and leisure

## Orientation service By our volunteer advisors

Our volunteer advisors conducted 527 interviews over the past year. Here is a profile of the people we met:



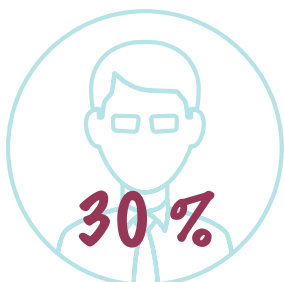
Women



Men



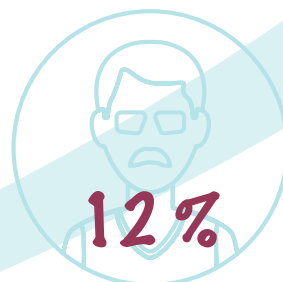
17 to 24 years



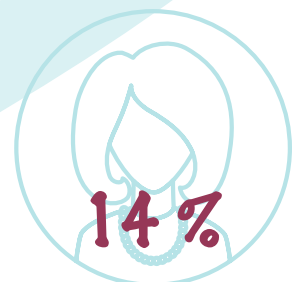
25 to 34 years



35 to 44 years



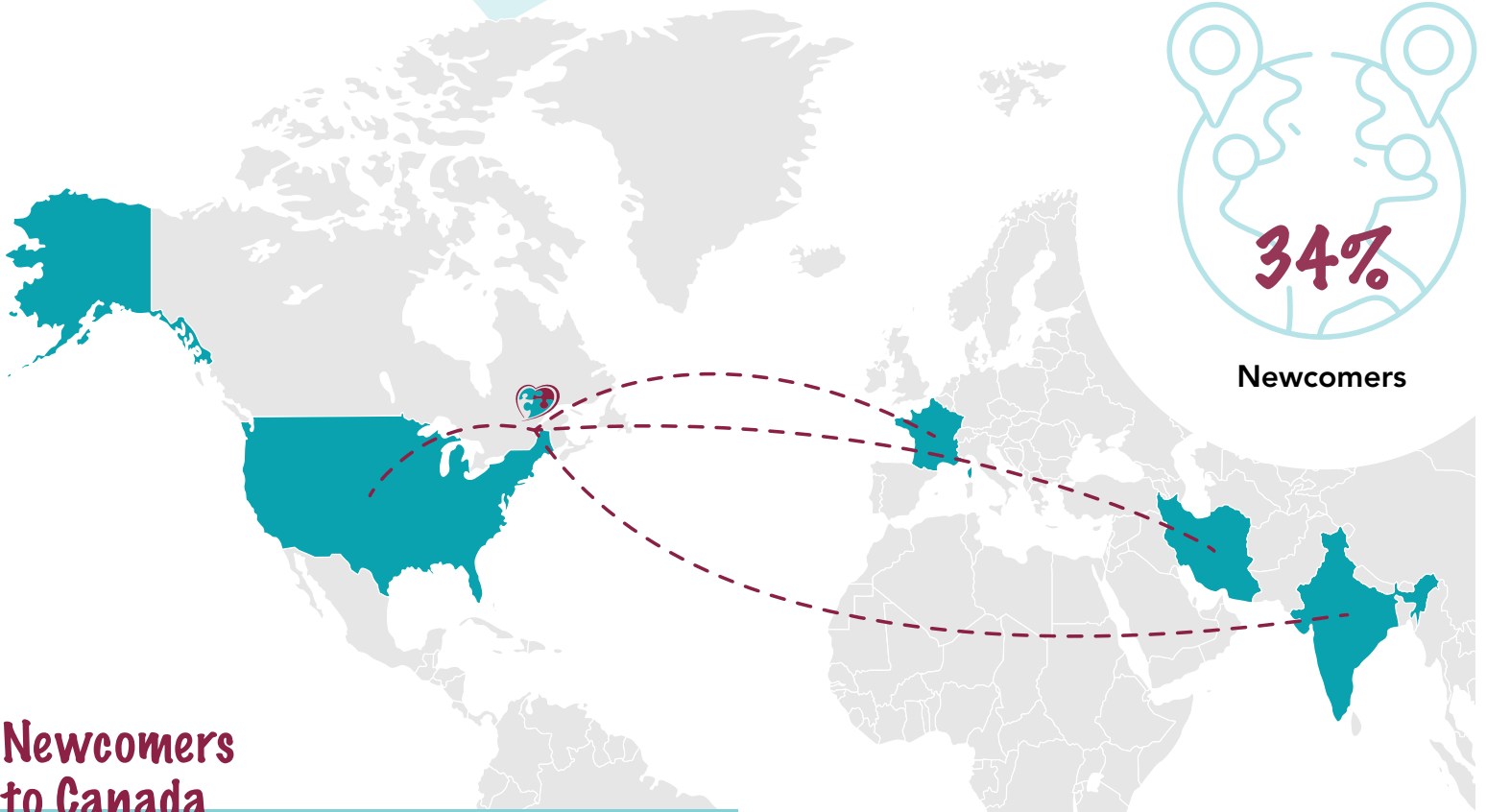
45 to 54 years



55 years and over



# RECRUITMENT AND ORIENTATION



## Newcomers to Canada

- » Our clients are mainly from **France, the United States, India and Iran.**
- » On average, these newcomers have been in the country for about a **month.**

Because of its location in downtown Montreal, the VBM is an organization of choice for newcomers who wish to integrate into the community.

Volunteer advisors accompany newcomers to guide them through their new volunteer experience as they adapt to their new Montreal reality.

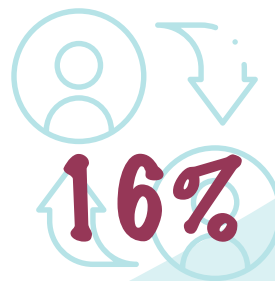
## How do they find us ?



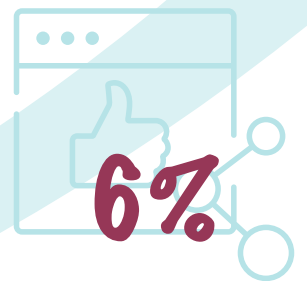
Internet



Reference from an organization



Reference from their entourage



Using other information media





# TRAINING PROGRAM



# TRAINING PROGRAM

For more than 30 years, the VBM has been supporting organizations from all walks of life by offering specialized workshops in volunteer resource management. Our three experienced trainers develop content that is in line with the reality and needs of organizations.

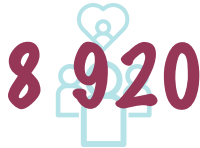
In 2019–2020, the customized training workshops notably stood out:



27  
training offered



446  
people trained



8 920  
volunteers supervised

## Strengths of our training

- » Networking and sharing experience with other volunteer managers
- » Expertise of our trainers: Sylvie Gascon, Katye Garon et Marisa Gelfusa

## The 5 Essentials

The 5 Essentials series was offered in the spring and fall of 2019.

Based on its success, additional dates have been added to meet demand.



- » The Volunteer Manager profession today: Adapting your practices to emerging trends
- » Recruiting volunteers: Targeting, attracting and recruiting
- » Selecting volunteers: Choosing the right person for the right position
- » Supervising volunteers: Mobilizing your volunteers over the long term
- » Problem situations with volunteers: Managing conflicts



**Sylvie Gascon**

Trainer



**Katye Garon**

Trainer



**Marisa Gelfusa**

Trainer







# TRAINING PROGRAM

## Special workshops

Several **special workshops** were offered this year:

» **Three spaces for creation:**

- » The volunteer manager's survival kit
- » Creating and updating your volunteer guide
- » Integrating tools and dealing with resistance

The creation spaces are very much appreciated by volunteer managers because they represent an opportunity to develop concrete tools.

» **Human rights in the workplace**

In order to satisfy our English-speaking member organizations, two special workshops were offered in English:

- » **Volunteer Management 101 : Bootcamp Edition!**
- » **Employer-Supported Volunteering: Making it a win-win situation**



*Having recently made the leap into the community sector, I have greatly benefited from the essential training provided by the VBM!*

*They allowed me to get to know colleagues from various organizations and to share our practices and contacts in a very friendly environment. I greatly appreciated the trainers, who are clearly experts in their respective fields, and make the theoretical training concrete through their personal and professional experiences.*

— **Isabelle Robert,**  
volunteer (and then employee)  
at Félix-Antoine School

## Customized training

Customized workshops are increasingly appreciated by organizations. This formula is popular because it raises awareness with an entire team on the various themes related to volunteer management. Customized training workshops are adapted to the needs of organizations by our trainers who take into account the reality of the organizations, but also the internal organization of employees.



**customized workshops were offered in 2019–2020**

## Collaboration and partnerships

Several volunteer centres across the province have called upon our training expertise, including:

- » **Table de concertation des organismes au service des personnes réfugiées et immigrantes**
- » **Santropol roulant**
- » **Centre d'action bénévole de Sherbrooke**
- » **Centre de bénévolat St-Alphonse Nouvelle (Gaspé)**
- » **Centre d'action bénévole Rivière des prairies**
- » **Centre d'action bénévole de Montréal-Nord**
- » **Maison des aînés de Lavaltrie**

The VBM is always pleased to collaborate with the other volunteer centers in the province.

## 2020-2021 outlook

1. **Carry out** a complete study of the training offer and the needs of the organizations
2. **Develop** a training offer adapted to the current context
3. **Increase** our customized training offer in order to reach a larger number of members





**VOLUNTEERING**  
IMAGINE THE POSSIBILITIES



Develop your **SKILLS**  
Over 700 volunteer opportunities



Expand your **NETWORK**  
Exclusi

Sup  
Ove



# CONFERENCES AND VOLUNTEER FAIRS



# CONFERENCES AND VOLUNTEER FAIRS

## Conferences

Conferences on the theme of volunteering are on the rise in francization organizations and institutions. We continue to serve a variety of audiences for whom volunteering appears to be the ideal solution. The presenter speaks about volunteering and introduces the world to volunteer work.

Volunteering enables integration, counters isolation, facilitates job search, increases self-confidence and much, much more.

Finding one's "volunteer passion" offers the opportunity to become more involved and to make a lasting commitment within one's community.



433 people made aware of the importance of volunteering in Quebec



20 conferences offered

Our conferences are offered to these **partnerships**:

- » ALAC (alliance pour l'accueil et l'intégration des immigrants)
- » Allan Memorial Hospital
- » Collectif des femmes immigrantes du Québec
- » High School of Montreal Adult Education Centre
- » Centre social d'aide aux immigrantes
- » RIVO Résilience (Réseau d'intervention auprès des personnes ayant subi la violence organisée)

As well as the following francization schools:

- » Cégep du Vieux Montréal
- » Centre Pauline-Julien
- » Centre Yves-Thériault

## A great example...

Allen Fourouhar and Sanaz Choupani became volunteers following a conference at the Cégep de Vieux-Montréal. This volunteering allowed them to demonstrate their experience in a field that they are passionate about, respectively video and photography, to develop their networks and to practice French. Allen and Sanaz are a fine example of integration, but also of courage and generosity.

Thank you to both of them!

## Fairs

The VBM remains a must at volunteer fairs organized by organizations, public institutions, colleges and CEGEPs, as well as universities such as McGill, Université de Montréal and Concordia.

Volunteer fairs have a positive impact on the public in attendance. These events can attract up to 650 visitors, depending on the size of the hall. They give us the opportunity to reach people with a variety of profiles: from newcomers to employees, from children with their parents to students, as well as pre-retirees to retirees.



© L-C Dumais





# VOLUNTEER FOOD SERVICES





# VOLUNTEER FOOD SERVICES

## The human being at the heart of our daily life

Voluntary Food Services (VFS) are an essential component of all home support services that allow people with a loss of autonomy to remain in their homes rather than in institutions. These services are increasingly in demand as the population ages.

These generous volunteers invest a great deal of time and energy to provide quality meals to vulnerable seniors in their community.

In addition, food service volunteers visit seniors on a regular basis. Thus, in addition to providing a meal, meals on wheels also helps to break seniors' isolation and to be attentive to signs of distress.

## Our network

### 31 organizations offering community meals:

- » More than 89,500 meals offered in 2019–2020
- » More than 3,000 clients served each week
- » Delivery 1 to 5 times per week

### 39 meals on wheels:

- » More than 230,000 meals delivered in 2019–2020
- » More than 1,400 clients served each week
- » Delivery 1 to 5 times per week



## Referral follow-ups

One of the most important roles of the VFS is to act and an intermediary between social services and our affiliated network of food resources. More than 1,300 telephone and email follow-ups were carried out with clients and/or their loved ones, health professionals, and affiliated organizations. These follow-ups are essential in order to ensure that recipients are taken care of. The large number of vulnerable people on our territory demonstrates the importance of our service.

## Referrals to volunteer food services

We received 687 referrals distributed as follows:

31 %	CLSC LaSalle
14 %	CLSC Benny Farm
8 %	CLSC René-Cassin
7 %	CLSC Rosemont
4 %	CLSC Métro / Westmount
3 %	CLSC Côte-des-Neiges
3 %	CLSC des Faubourgs
3 %	CLSC Petite Patrie
16 %	Other CLSC
10 %	Medical/hospital centres
1 %	Volunteers, friends, parents, others



# VOLUNTEER FOOD SERVICES

## Hygiene and sanitation training

The meals on wheels central office is committed to ensuring that meals on wheels and community meal services volunteers are well informed about the principles of safe food handling.

7 training sessions were held during the year in the affiliated meals on wheels:

- » New Hope (2 training sessions)
- » Brossard
- » Entre-gens
- » Almage
- » Centre Saint-Antoine
- » Saint-Laurent



## Networking day

During our networking day under the theme: **The experts are you**, 26 participants gathered to share knowledge on various themes such as the importance of community meals in creating a living space, frozen meals, and new partnerships to explore.

## 2020-2021 outlook

1. **Intensify** the promotion of our liaison service to our public sector partners through the development of new communication tools
2. **Provide** outreach support to our network affiliates through networking and training
3. **Increase** the number of volunteers involved in volunteer food services







# SKILLS-BASED VOLUNTEERING





# SKILLS-BASED VOLUNTEERING

## Support activities for skills-based volunteering

Benefiting from the respective expertise of the VBM and Business Volunteers in the area of corporate volunteering, the Skills-based volunteer program is a complete response to the needs of supporting the involvement of the community in the non-profit sector.

With 12 years of experience, the cornerstone of the program remains the individual skills-based volunteering. We recruit, accompany and match companies with dynamic business people who wish to volunteer for a project or cause.

We refer them to non-profit organizations, from different fields and backgrounds that are looking to fill professional service mandates or administrative positions requiring specific skills.

At the same time, we also promote the involvement of the business community through expert committees.

In 2019–2020:



**673**  
New volunteers signed up



**131**  
Individual twinnings carried out



**84**  
Organizations signed up/  
Renewed their program membership



**10+**  
Agreements entered into/  
underway with different partner companies



## Group volunteering

With rapid growth in recent years, we continue to bridge the gap between volunteer groups and Montreal businesses and organizations to organize group volunteer activities.

In order to facilitate the experience for both parties, we offer a turnkey organization service for these activities. We provide support to companies looking for a host organization while accompanying the organization's employees by supervising the groups on the day of the activity.

## 2020-2021 outlook

1. **Harmonize** skills-based volunteering services across the VBM's service offering
2. **Improve** skills-based volunteer recruitment to increase the number of volunteers available
3. **Ensure** visibility of this service to organizations and companies

ce  
réal

*Gala*  
de reconnaissance  
de l'action bénévole à Montréal



*Ga*  
de recon  
de l'action bén



# PROMOTING VOLUNTEERING





# PROMOTING VOLUNTEERING

## Gala 2nd edition - April 11, 2019

The Montreal Volunteer Recognition Gala is the major annual communication event for the VBM. Following the success of its first edition, the Recognition Gala was once again held at Théâtre Paradoxe on April 11, 2019 with the theme "Volunteers at the heart of..." Thus, the VBM wanted to highlight the importance of volunteers in its programming.



Applications sent to organizations



Guests present at the Gala

## Our spokesperson

We are happy to have once again been able to count on the participation of actress and restaurateur Chantal Fontaine as spokesperson!



Ms. Fontaine was particularly involved this year, among others by:

- » Participating in several preparation meetings as well as jury selection
- » Appearing in a promotional video
- » Lending her voice for the video presentations of the Gala finalists
- » Participating in the opening ceremony and the recognition awards ceremony

## Partners of the evening

Having proven itself with its first edition, the Gala attracted a significant number of new partners while maintaining those of the previous year. These partners were essential in terms of funding, expert services, entertainment and in-kind donations for the silent auction.

Among them are:



Also worth mentioning:

- » Prima Danse — Événements ReprZent
- » Atelier Bernard Tessier
- » Les Alouettes de Montréal
- » Hôtel Le Germain
- » Théâtre du Nouveau Monde
- » Bijouterie NUVO
- » And several more



Advertising provided by La Presse+ that received over 7 000 hits!





# PROMOTING VOLUNTEERING

## 2019-2020 visibility

In 2019-2020, the overall visibility of the VBM increased in our social networks as well as in traditional media. A press review was created on CABM.NET in order to provide a showcase for future publications by journalists.

### Facebook



Likes on the page



Publications



Volunteer offers published

### Our subscribers by age group

#### Women

#### Men

1 %	13-17 years
9 %	18-24 years
39 %	25-34 years
30 %	35-44 years
11 %	45-54 years
5 %	55-64 years
5 %	65 years and over

0 %	13-17 years
7 %	18-24 years
38 %	25-34 years
33 %	35-44 years
12 %	45-54 years
5 %	55-64 years
5 %	65 years and over

### Main countries of origin



15 %  
France



9 %  
Algeria



7 %  
Morocco



7 %  
Luxembourg



6 %  
Tunisia

## 2020-2021 outlook

1. **Give** more visibility to our volunteer opportunities
2. **Develop** new visibility opportunities to promote the services and broaden the audiences reached
3. **Promote** volunteering in Montreal through the Nobilés evening and develop partnerships for its realization



# COLLABORATIONS AND PARTNERSHIPS

The **Volunteer Bureau of Montreal** is subsidized by Centraide of Greater Montreal and the Centre intégré universitaire de santé et de services sociaux du Centre-Sud-de-l'Île-de-Montréal (CIUSSS-CSIM). It is a founding member of the Coalition pour le maintien dans la communauté des personnes âgées (COMACO), the Regroupement des popotes roulantes du Québec (PRASAB), Volunteer Canada and the Fédération des centres d'action bénévole du Québec (FCABQ), a member of Commerce Solidaire and collaborator of the Réseau de l'action bénévole du Québec (RABQ).



The **VBM** is a member of various groups and maintains partnerships with other organizations in order to promote volunteerism, to be on the lookout for trends and resources in the field, and to share its own expertise.



In order to better understand our community and the difficulties faced by its residents and organizations, the VBM is a member of the Peter McGill Neighbourhood Interaction Table and participates in several of its activities each year, including the steering committee of the Collective Impact Project (CIP) and the immigration committee.



The Regroupement des CAB de Montréal et Laval met once during the past year to discuss the issues and challenges facing the volunteer community and to share and learn from our various projects and initiatives.



The VBM is a founding member of the Fédération des centres d'action bénévole du Québec (FCABQ). Since June 2017, the VBM is represented on the Federation's Board of Directors, is a member of the working committee of the National Volunteer Strategy, and represents the Federation on the pedagogical committee of the Réseau de l'action bénévole du Québec. Once again this year, we participated in the launch of National Volunteer Week. Finally, the VBM was pleased to present its 2nd Montreal Volunteer Recognition Gala during National Volunteer Week 2019.





# CENTRE D'ACTION BÉNÉVOLE DE MONTRÉAL

## IMAGINEZ LES POSSIBILITÉS

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bénévoles



Centre  
d'action  
bénévole de  
**Montréal**  
Volunteer Bureau

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