



**ANNUAL
REPORT**

2018-2019

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*"Winds of change
at the Volunteer
Bureau"*

ABOUT

Mission

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

It offers volunteer recruitment and referral services, training workshops for volunteer resource managers, organizes volunteer fairs, and provides support to a network of roughly seventy Meals on Wheels and Community Lunch groups.

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 "au coeur" of volunteering for over 80 years, it is "au coeur" of the issues surrounding citizen engagement and makes an appeal "au coeur" of each person to play his or her part.

Values

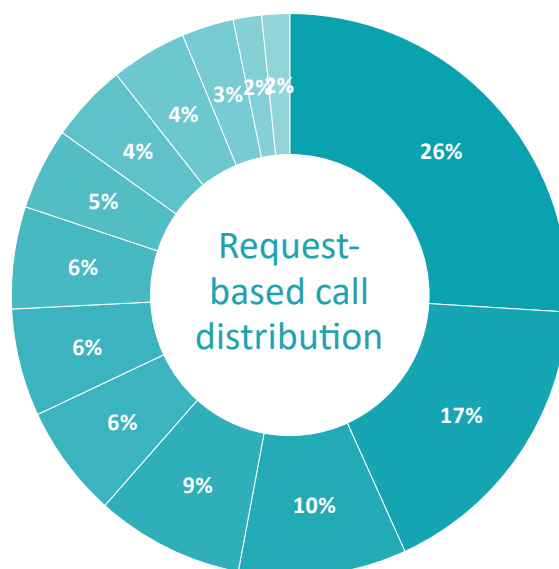
- Collaboration;
- Openness;
- Involvement;
- Unity;
- Respect.

Our approach

With more than 80 years of volunteering support experience, the VBM offers solutions to the needs of organizations, the general public and employers who wish to integrate best practices related to volunteering into their activities by endeavoring to respond to their needs in a spirit of openness and cooperation.

Numbers that speak about us

There is no doubt that the VBM is a reference and a busy community crossroads. It is the VBM'S volunteers who ensure the reception of calls! The following data relates to the period from April 1st, 2018 to March 31, 2019:



- Volunteer Food Services (26%)
- Information about volunteering (17%)
- Meeting with the councilors(10%)
- References to other organizations (9%)
- References from other CABs (6%)
- Membership (6%)
- Training Program (6%)
- Counselors follow-ups (5%)
- Administration/direction (4%)
- Medias, Gala & promotion (4%)
- Bénévoles d'affaires Program (3%)
- Conferences & volunteer fairs (2%)
- Group Volunteering (2%)

WORD FROM THE BOARD OF DIRECTORS



**Guillaume
DESNOYERS**

President

"Relevance and impact"

While a few years ago the VBM experienced the largest restructuring in its history, and the team lived through difficult times, we, the members of the Board, are here today, a little anxious, but full of hope. Hope to see the VBM realize its full potential.

When you see the exceptional results achieved by the team this year, particularly with regard to the financial situation of the VBM, and the increase in membership that exceeded our expectations, we are grateful to the members for having renewed their trust in us through these difficult times.

We had the opportunity to attend the 2nd volunteer recognition Gala in Montreal, we have seen its success and all its outreach potential for our members, volunteers, as well as voluntary action in general.

While we welcomed the Bénévoles d'affaires, we can see how this integration can create valuable synergies and allow us to better meet the needs of our members. While we are reviewing our strategic intentions, our mission and our values, we can say how much the VBM and its action continue to be relevant.

While we surveyed our members, our partners and our employees on the axes on which we had to continue our action, we have identified many ways to further enhance our impact.

While we were all convinced of having built a strong team, our general manager is about to take a very well deserved retirement. We would like to congratulate him, because it was under his leadership that VBM became a dynamic, relevant, effective, and financially healthy organization which continues to make its mark. Thanks Pierre!

Added to this departure is that of an experienced administrator, Mrs. Maryse Grenier who has been able to assert with confidence and relevance the vision of the members on this Board. According to the maximum number of terms possible to complete in our statutes, it is a commitment and adventure of 8 years that Maryse leaves behind. Thanks, Maryse, for your many insights gleaned from your great experience in volunteer management.

The VBM is doing well, has many projects purcolating, a dedicated team and a wise and brave Board of Directors. It can thus continue to be relevant and have a significant impact on its members, the Montreal community and continue to promote voluntary action.

Voluntarily yours,

Guillaume Desnoyers
President

OUR BOARD



**Muriel
IDE**

Vice-president



**Laura
SALAMA**

Treasurer



**Maryse
GRENIER**

Director



**Julien
THIESER**

Secretary



**Robert
BOYD**

Director



**Marie-Christine
PIRON**

Director



**Nicole
DUBOIS**

Director



**Gilles
VALIQUETTE**

Director

WORD OF THE DIRECTOR



Pierre
MORRISSETTE

Executive Director

"More volunteer resources for organizations"

The VBM has had a busy year, with a strategic planning exercise, updating its computer tools, planning the 2nd Volunteer Awards Gala, and integrating the Bénévoles d'affaires program to the VBM's services, to name just a few of our most noteworthy activities in addition to our usual services supporting recruitment assistance, volunteer manager training, and volunteer food services. We also completed the second year of our project supporting the integration of women of ethnocultural minorities in decision-making bodies in non-profit organizations by assisting two new groups of women through a 100-day journey (le Parcours des 100 jours) complete with workshops on governing associations and building self-confidence, meetings with inspiring women in a leadership role, and more.

With the latest member of the VBM family, the Bénévoles d'affaires skills-based matching program, we are able to provide our members access to even more volunteer resources with a wide variety of specialized skills.

All of these activities and services share a common goal: helping organizations to recruit, support, and retain as many volunteer resources as possible to implement their own activities and services to benefit people who are fragile, vulnerable, or experiencing difficulties, as well as the entire Montreal community. When working on creating a new strategic plan, a major existential challenge that organizations face stood out for us: volunteer recruitment. Over the past several years, there have been changes to how people volunteer and how new generations of volunteers remain committed, from baby boomers to Generation Xers and millennials. Recruitment methods are changing and increasing, especially with the constant arrival of new online matching platforms and the explosion of social media. The needs of organizations are becoming more varied and complex.

The VBM is keeping up with all of these changes in order to offer its members the best tools to prepare and help them face these many challenges and opportunities. But beyond technological tools, what the VBM offers its members and the entire population of Montreal is the added value of a dedicated, warm, and competent team of employees and volunteers who care about the well-being of volunteers and about finding the best possible balance between volunteers and the organizations that welcome them. I would like to thank them once again for their invaluable contribution to making the VBM's mission, activities, and services possible.

A handwritten signature in black ink, appearing to read 'Pierre Morrissette'.

Pierre Morrissette
Executive Director

OUR TEAM



**Antonella
CAMPA**

Coordinator,
Volunteer
Recruitment
and Orientation



**Marjorie
NORTHRUP**

Coordinator,
Volunteer
Food Services



**Marie-Noëlle
FÉDRONIE**

Faciliator-
Presenter &
"Intégration
diversité féminine"
project manager



**Julia
PIERRE**

Promotion and
Communication
Advisor &
Cala Coordinator



**Claire
LACOSTE**

Coordinator,
Membership



**Clarisse
SIDNEY**

"Intégration
diversité féminine"
project manager



**Stéphanie
CARRASCO**

Coordinator,
Training
Program



**Claire
JEAN**

Liaison Officer,
Volunteer
Food Services



**Stéphanie
LÉCOLE**

Coordinator,
Bénévoles
d'affaires
Program



**Stéphanie
DOUCET-C.**

Intern,
Group
Volunteering



**Élise
VILLEMER**

Intern,
training program
promotion



**Andréa
ZOTA**

Intern, Volunteer
Food Services



**Sylvain
MESSIER**

Consultant,
computer
system



**Tazime
AKBARALY**

Accountant
Technician
(Comptabilité
Nomade)



**Sylvie
GASCON**

Trainer



**Marisa
GELFUSA**

Trainer



**Katye
GARON**

Trainer



**Patricia
BONNOT**

Trainer

OUR VOLUNTEERS



**CENTRE D'ACTION BÉNÉVOLE
DE MONTRÉAL**

IMAGINEZ LES POSSIBILITÉS

BÉNÉVOLAT POUR TOUS
PROGRAMME DE FORMATION
SERVICES AUX EMPLOYEURS

CABM.NET
514 842-3351

OUR IMPACT

OUR VOLUNTEERS

...in Volunteer Orientation

Lynda Tétrault - Emma Canales - Laura Salama - Luana Boulanger - Rim Potet - Colette Hamati - Farzana Haque - Alta Abramowitz - Amélita Flores - Ursula Tokofeloff



...in Communications

Sanaz Choupani - Allen Forouhar - Anne Nguyen - Victoria Daumesnil - Clara Lastel - Alicja Buffa



...at the Reception/Office work and Training Program support

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



...in Volunteer Food Services

Nicole Béfort - Sylvain Lefebvre - Frédéric Gauthier & Filou

...and at Bénévoles d'affaires program

Ilham Abaraghe - Stéphanie Desormiers - Julie Vaillancourt - Anais Thibeault-Landry - Emma Canales - Gaëlle Thomas - Noémie Hamel-Petit - Rosy-Anne Gagnon-Loiselle

SNAPSHOT OF OUR MEMBERS



OUR IMPACT

SNAPSHOT OF OUR MEMBERS

Services to Members

The VBM offers community organizations, non-profit associations, and public organizations the option of joining its network of members. Our members can take advantage of the volunteer recruitment service, unlimited volunteering offer postings on our website and our social media, preferential rates on our training program, and free or discounted access to networking activities.

550



Member organizations

865



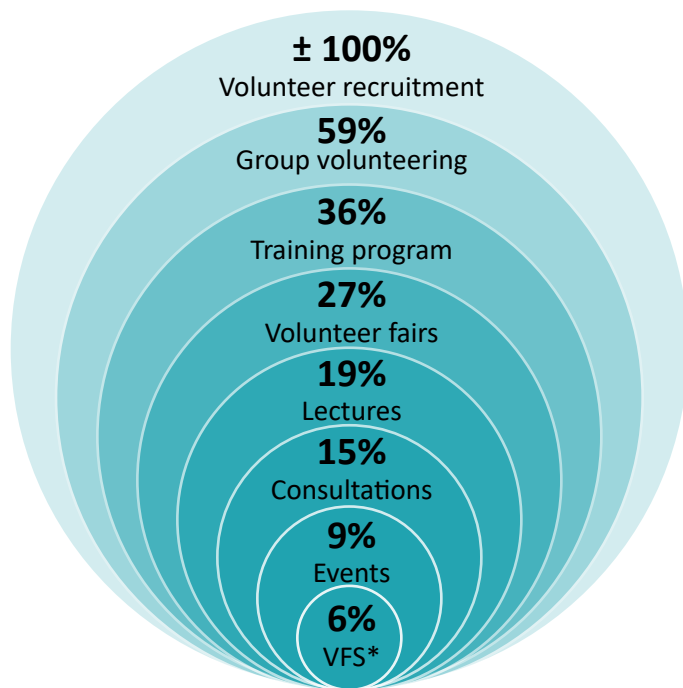
Volunteer managers

30



Causes/clients

Interest to our Members



*VFS: Volunteer Food Services



6 networking activities have reached over **130** volunteer managers

Territory

26% of organizations who are members are located in Ville-Marie, 17% in Côte-des-Neiges/NDG/Côte Saint Luc, and 13% in le Sud-Ouest. The rest is spread out on the Island of Montreal. A small proportion (2.5%) is located outside of Montreal and consists of members who have registered for our training sessions.

2019-2020 Overview

- 1 Update our website, CABM.NET
- 2 Incorporate the Bénévoles d'affaires program to our services
- 3 Diversify networking opportunities for our members
- 4 Improve personalized assistance services

RECRUITING & REFERRING VOLUNTEERS



OUR IMPACT

RECRUITING & REFERRING

Referral Service

The volunteer opportunities posted on our website include contact information for each recruiting organization, allowing potential volunteers to follow-up on those they find of interest. Volunteers may also book an appointment with an in-house VBM placement counsellor (volunteers all!) to explore which options best correspond to their particular interests, aptitudes, and schedule. Interviewees are provided with references for relevant opportunities, and later contacted by our counsellors via telephone or email to ascertain whether or not they followed through and are now volunteering. If a match has indeed been made, a counsellor also follows-up with the organization in question.



Twinning

The following data represents the distribution of the 1,742 volunteers who were matched to an organization based on one of the three resources offered by the VBM for the past year:

671



Interviews

505



E-mails

566



CABM.NET

- Accompaniment (15%)
- Animating activities (12%)
- Special events (11%)
- Manual work (11%)
- Reception duties (11%)
- Group activities (10%)
- Teaching/tutoring (7%)
- Friendly visits (6%)
- Organizational work (6%)
- Fundraising (6%)
- Sports and leisure (5%)

Some interviewees ended up volunteering through means other than the references we provided. In some cases, an organization on their list of referrals had filled their volunteer positions and redirected the caller to another agency which could use the help.

During the past year, 1,693 requests for volunteers have been made by organizations. 820 offers were always available! The following analysis is based on a simpling of 1,693 requests – a request can contain more than one activity.

530 times/day
Daily average visits
on CABM.NET

RECRUITING & REFERRING

Who are the volunteers?

The numbers below refer only to those potential volunteers who made use of the VBM's recruitment services; many people find volunteer work simply by making use of the information available on our web site.

The following data are based on a sampling of 671 people interviewed.

55%



Women

45%



Men

16%



17 to 24 years

31%



25 to 34 years

25%



35 to 44 years

15%



45 to 54 years

14%



55 years and more

Following age data are independent of the gender of people interviewed.

33%



Were newcomers from France, Nigeria and United States.

RECRUITING & REFERRING

48%



found the VBM with CABM.NET

22%



have been referred by organizations

14%



have been referred by their entourage

16%



used other news medias



The VBM offers an orientation service for all!

30 days

Average time since the arrival to Montreal of newcomers interviewed.

TRAINING PROGRAM



"For me, 'The Essentials' training group was the basis of the concepts that I needed to learn to give me the direction and confidence to manage my volunteers efficiently in my new position as volunteer resource manager at the Montreal Children's Hospital. I believe that all new managers should take these courses right away to build a solid foundation in order to provide efficient quality service. I consider it an excellent investment and I highly recommend it."

Lise Gagnon

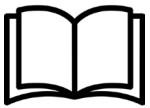
Montreal Children's Hospital (MUHC)

TRAINING PROGRAM

Results of 2018-2019

For over 30 years, the VBM has been supporting organizations in all fields by offering specialized volunteer resource management workshops. Our experienced Trainers create content tailored to the reality and needs of organizations.

15



Customized workshops

399



Participants

8 000



Volunteers under better supervision

The 5 Essentials

The update to the “5 Essentials” series, which began in 2016, continued in 2018 with the standardization of the visual elements on all of our media. Organizations particularly enjoy the toolboxes we send to all of participants to supplement the content of the workshops. This year, we have offered the series three times and in French only due to an insufficient number of registrations in English. Seven special workshops were offered:

- Affordable IT Solutions for Volunteer Management;
- Create and Update Your Volunteer Guide;
- Human Rights in the Workplace.

Creative spaces were designed around the following themes:

- The Volunteer Manager’s Survival Kit;
- Creating and Updating Your Volunteer Guide;
- Integrating Tools and Facing Resistance.

Customized Training

Organizations are increasingly enjoying our made-to-measure workshops. The formula is popular because it allows an entire team to learn about various themes related to volunteer management. Acknowledging volunteers is at the heart of volunteer management and it is “everyone’s business” in a team.

The VBM offers organizations on-site training workshops based on the themes they want to address. In 2018-2019, 15 made-to-measure workshops were offered to host organizations:

- Université de Montréal;
- Sherbrooke city – Sports and Events Division;
- International Community Action Network McGill.

Consulting Service

This personalized service is available to organizations who want to implement or improve their volunteering program. Our experienced educators visit organizations to meet the team and provide their assessment, suggest solutions together, and prioritize them.

2019-2020 Overview

1

Completing the full update for the “Essentials” series

2

Expanding the consulting service to more organizations

3

Re-implementing the Volunteer Experience Recognition Program (VERP)

VOLUNTEER FOOD SERVICES



OUR IMPACT

VOLUNTEER FOOD SERVICES

Adapting to change

The world is changing, and so is Volunteer Food Services (VFS). There are still challenges that need to be met in order for Meals on Wheels to remain more than just a meal delivery service.

This year, we offered a new activity: a networking day, based on the theme You're the experts. A third of our members gathered together to share their knowledge on a variety of topics, such as the importance of community meals in creating a living environment, frozen meals, and new partnerships to explore.

Challenges

Everyday actions make the Meals on Wheels service sustainable. Here are a few of the challenges we faced last year:

- Receiving and treating 750 client references from the Health and Social Services Network;
- Maintaining our visits and publishing information tools in the CIUSSS;
- Organizing a themed networking meeting for Meals on Wheels services attended by 25 groups and organizations in October 2019;
- Transferring logistics and increasing the visibility of Meals on Wheels;
- Staying informed about the challenges and needs of affiliated artisanal Meals on Wheels services in order to provide them with support, advice, and expertise to prevent them from shutting down and, if they are unable to remain in operation, transferring their services to an affiliated community-based organization;
- Performing at least one liaison visit to each Meals on Wheels service;
- Continue to offer the "Hygiene and Food Safety" workshop at affiliated Meals on Wheels services.

Results of 2018-2019

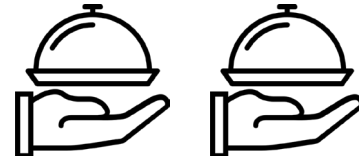
The following numbers show the increase in requests for home-delivered hot meals over the last three years:

829



Meals delivered
in 2016/2017

1 079



Meals delivered
in 2017/2018

1 342



Meals delivered
in 2018/2019

VOLUNTEER FOOD SERVICES



VFS offers a “Hygiene and Food Safety” workshop to affiliated Meals on Wheels

- Le Club des Bons Mangeurs;
- The New Hope Center;
- Les Petits Frères des Pauvres.

People at the heart of our everyday lives

Volunteer Food Services (VFS) is a program that delivers meals to homes and residences to help people experiencing permanent or temporary loss of autonomy.

Offering a smile, breaking the isolation of seniors experiencing a loss of autonomy, participating in their community...all while helping to ensure their food security: that is the mission of VFS volunteers and employees.

The central office is a service that listens to the needs of vulnerable seniors and to signs of distress in some of these people.

Administrative structures and bureaucratic procedures are essential to service management control. However, is the Meals on Wheels central office a simple document and client “management” service? No, it is not.

This means that we are not deaf to the cries for help of seniors who are suffering due to administrative follow-ups or services that are not always adapted to their needs. If we have to force the system and bypass formalities for a senior to be fed in a reasonable period of time, we reserve the right to do so. After all, Meals on Wheels is “more than just a meal delivery service; it’s a human connection.”

During the summer, some artisanal Meals on Wheels services take a well-deserved break. The Central Office coordinates replacements by other community centres or Meals on Wheels networks to ensure uninterrupted service for clients.

Hygiene and food safety training

The mission of the Meals on Wheels central office is to ensure that volunteers helping out in Meals on Wheels and community meals services are well-informed about the principles of safe food handling.

In addition to the training courses on hygiene and food safety offered by the MAPAQ, VFS Coordinator Marjorie Northrup offered volunteers from seven organizations the opportunity to learn about good hygiene practices. The organizations were:

- La popote roulante de Brossard;
- Le Centre d’Entraide le Rameau d’Olivier;
- Le Carrefour St-Eusèbe;

VOLUNTEER FOOD SERVICES

Adaptive and strategic planning activities

The VFS coordinator organized a day of conferences and discussion between various managers for Meals on Wheels and community meal services to talk about the issues and challenges related to the survival of food services in Montreal.

The Central Office visited several groups and personally met with service managers in order to stay informed about the challenges and needs of Meals on Wheels services. Artisanal Meals on Wheels services receive more supervision, given their vulnerability. To provide them with support, advice, and expertise to prevent them from shutting down and if they are unable to remain in operation, we help transfer their services to an affiliated community-based organization.

New Meals on Wheels clients



Groups we visited



2019-2020 Overview

- 1 Adapting VFS menus to the specifications of the new Canadian Food Guide
- 2 Offering opportunities for networking and training adapted to the needs of groups that provide hot meals
- 3 Look for grants to find creative ways to recruit retired volunteers
- 4 Organize a second knowledge-sharing day

LECTURES & VOLUNTEER FAIRS



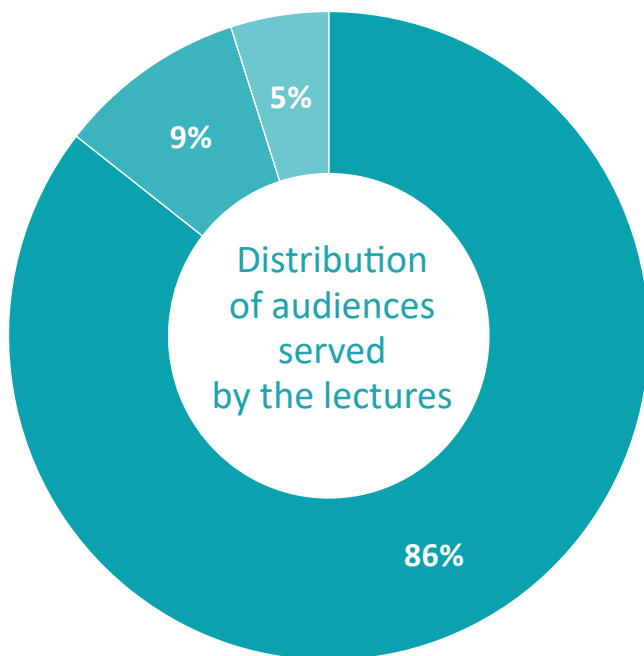
LECTURES & VOLUNTEER FAIRS

Lectures

Organizations and francization schools are offering more and more lectures on volunteering. We continue to serve a wide variety of audiences for whom volunteering seems to be the ideal solution. It allows them to integrate, fights isolation, makes it easier to find a job, boosts self-confidence, and much more.

This explains the interest of an increasing number of volunteers who want to get involved in their community.

The lecturer talks about volunteering and helps participants discover the world of opportunities for volunteers. Finding a volunteering cause they are passionate about allows volunteers to get more involved and sustain their commitment longer.



- Immigrants(86%)
- Students (9%)
- People integrating into the workforce (5%)

We assisted many partners, such as:

- ALAC;
- Allan Mémorial Hospital;
- Université de Montréal (UdeM);
- Collectif des femmes immigrantes du Québec;
- High School of Montreal Adult Education Centre.

We also assisted the following francization schools:

- Cégep du Vieux-Montréal;
- Centre Pauline-Julien;
- Centre Yves-Thériault.

Fairs

The VBM is still a key presence at volunteer fairs organized by universities such as McGill, the UdeM, and Concordia. Our reputation is growing, and as such we offer our members a certain level of visibility. It is our pleasure to introduce ourselves at organizations and institutions that are willing and available to welcome us, such as Vanier College, Marianopolis College, the Joliette Institution for Women, and many more. Depending on the location where we set up our booth (table, tablecloth, pamphlets, business cards, roll-ups, etc.), volunteer fairs have a positive impact on those who attend. During fairs, we attract between 15 and 650 visitors, from immigrants to employees, from children with their parents to students, from people in early retirement to retirees.

When the VBM is invited, we shine a spotlight on over 450 organizations and help them gain more visibility.

LECTURES & VOLUNTEER FAIRS



The **11** participants of the **Cohorte II** in the **Parcours des 100 jours**

The project was a huge success thanks to a variety of activities:

- Training day;
- Networking activities;
- Lecture for the general public: “Parcours de femmes – Libre d’être”;
- Signing the Golden Book at Montreal City Hall;
- Self-confidence workshops;
- One-on-one assistance for participants;
- Workshops for organizations;
- Lectures for women of ethnocultural minorities.

All of these activities have helped us to raise awareness in the 31 organization members about integrating women of ethnocultural minorities in their board of directors and to inform 52 women of the opportunity of operational volunteering and volunteer governance, as well as to give 20 women the tools they need to join decision-making bodies.

We wanted to thank all the volunteers involved, especially Johanne Thomson who realized a complete study on the subject.

Integrating women of ethnocultural minorities on boards of directors

The integration program aiming to raise women of ethnocultural minorities in decision-making bodies is ongoing. Various collaborators are invested with the VBM on this project, including the Centre Saint-Pierre, the Centre des femmes, volunteers, business owners, and of course the women of ethnocultural minorities for whom this project was created.



The VBM celebrated the commitment of the graduates of the **Cohorte III!**

LECTURES & VOLUNTEER FAIRS

The participants of the Parcours des 100 jours tell their story!

The following testimonials were given during positive reinforcement and skill development workshops offered to the participants of the Cohorte III in the Parcours des 100 jours (winter 2019):

“I really liked the workshop because of the many reflections that I will add to my personal development [...]”

About the workshop entitled
“Je découvre mes talents et je les gère!”

“I’m pleasantly surprised!”

About the workshop entitled
“Je découvre un conseil d’administration”

“[...] Loved it! An enlightening and necessary workshop.”

About the workshop entitled
“Découvre l’administratrice en toi!”

“I thought the idea of bringing job qualifications related to an application in various sectors to be relevant.”

About the workshop entitled
“Outillée et prête à intégrer un CA”

PROMOTION & COMMUNICATIONS



PROMOTION & COMMUNICATIONS

The VBM embraces its new look

After two years of gradually implementing the VBM's new visual identity, the main communication tools have all been updated, allowing the VBM to be more recognizable and consistent to its various audiences.

In 2018-2019, the following main tools were created according to the new visual identity developed in 2017:

- 2 roll-up banners for volunteering fairs, among other events;
- 10 versions of business cards for employees;
- Generic version of a VBM pamphlet;
- Annual report for 2017-2018;
- Partnership proposal document;
- Multipurpose horizontal banner;
- Video clip promoting back-to-school volunteering;
- 4 video testimonials presenting the VBM's main services;
- Promotional video for the "Parcours de femmes" panel;
- Version of a promotional postcard;
- Evening program;
- Backdrop for photos;
- Press kit;
- 7 vignettes presenting finalists;
- Version of the poster for the "Parcours de femmes" panel;
- Promotional video for the Montreal Volunteer Awards Gala;
- Multiple digital tools (web banners, generic visuals, newsletters, email signatures, etc.);
- Various stationery tools.

"Volunteers at the heart" of the 2nd Awards Gala!

The Montreal Volunteer Awards Gala is the VBM's major annual communications event. After the success of its first edition, the Gala once again took place at Théâtre Paradoxe on April 11, 2019, celebrating volunteers at the heart of the community. The VBM put special emphasis on volunteers in its program. We are happy to have had the support of actress and restaurant owner Chantal Fontaine as our spokesperson!

Ms. Fontaine was also involved this year through the following actions:

- Participating in several preparation meetings, as well as the selection committee;
- Featuring in a promotional video;
- Lending her voice in the vignettes presenting the finalists at the Gala;
- Participating at the opening of the evening and handing out awards.

The Gala is on the road to success! We have seen improvement on several fronts:

60



Nominations
sent by
organizations

216



Guests
attending
the Gala

PROMOTION & COMMUNICATIONS

After proving itself at the first edition, the Gala attracted a considerable number of new partners while keeping those from last year. These partners were essential for funding, as well as for providing expertise, entertainment, and donations-in-kind for the silent auction.

Our partners include:



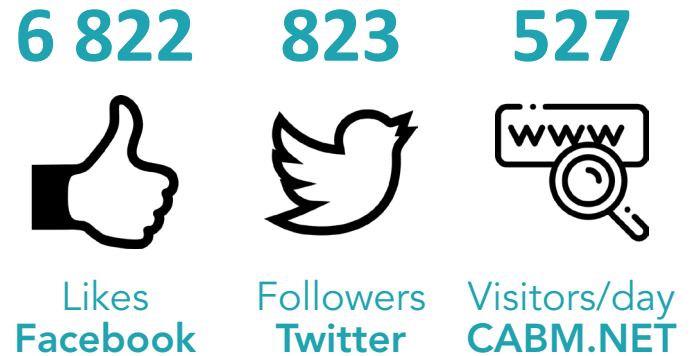
Special mention also goes to:

- Prima Danse - Événements ReprZent;
- Atelier Bernard Tessier;
- Montreal Alouettes;
- Hôtel Le Germain;
- Théâtre du Nouveau Monde;
- Bijouterie NUVO;
- And many more.

VBM's visibility in 2018-2019

In 2018-2019, the overall visibility of the VBM improved on both social and traditional media thanks to events such as the 2nd Montreal Volunteer Awards Gala. A press review was created on CABM.net to offer journalists a showcase for their future publications.

The following data were retrieved on March 31, 2019:



We have noticed a slight decrease in traffic on CABM.NET which may be due to a technical problem that occurred between December 12, 2018, and January 16, 2019, during which Google Analytics stopped counting visitors. This decrease could also be the result of new competitors using better technology than the current VBM website.

Advertising offered by La Presse+ received over **7 000!**



PROMOTION & COMMUNICATIONS

In 2018-2019, the VBM appeared in the following well-known media:



New challenges

With the Bénévoles d'affaires (BA) program included in its range of services, the VBM will have to cope with an identity that is already well-established within its audiences (the BA audience). For the time being, BA will keep its website and social media.

In order to take the time to inform the BA network that the program is now part of the VBM, the BA program's identity will be gradually standardized with our own.

Next, with the diversification of its services, the VBM will expand its reach with five very different target audiences which will require us to communicate with them in different ways: potential volunteers looking for "traditional" volunteering opportunities, community organizations in Montreal, private corporations, immigrants, and professional volunteers who want to use their expertise to help organizations.

2019-2020 Overview

- 1 Update the communication plan according to the new strategic plan for 2019-2022
- 2 Gradually integrate Bénévoles d'affaires to the VBM's identity
- 3 Strengthen our brand image and make updates
- 4 Find new visibility opportunities to promote services

BÉNÉVOLES D'AFFAIRES PROGRAM



BÉNÉVOLES D'AFFAIRES

A new and improved Bénévoles d'affaires program

2018-2019 saw the gradual integration of the Bénévoles d'affaires program at the VBM.

After it had lost part of its funding, Bénévoles d'affaires, which offered a program matching organizations with professional skills-based volunteers for 12 years, was faced with closing its doors. Following discussions with the VBM, the two organizations agreed to explore the possibility of keeping the BA program running as a VBM service. Since October 1, 2018, a new program coordinator was hired by the VBM with the goal of reviewing the operating model, the business model, and the methods of accessing the service, all while integrating the VBM's corporate volunteering support activities.

Wider range of services

Combining the expertise of the VBM and Bénévoles d'affaires in terms of corporate volunteering, the Bénévoles d'affaires program is intended to provide a complete solution to corporate support needs in the non-profit sector.

With its 12 years of experience, the cornerstone of the program remains individual skills-based volunteering. We recruit, assist, and match corporations and dynamic business people who want to volunteer for a project or a cause. We steer them toward non-profit organizations in various fields and backgrounds that are looking to fill professional service mandates or seats on their Board of Directors with people who have a specific skill set.

At the same time, we also encourage corporations to get involved through expert panels. In this way, we have renewed a partnership with a major corporation in the Montreal economic community to organize networking evenings with their employees and organizations in Montreal.

Between October 1, 2018, and March 31, 2019:

443



New volunteers registered

62



Individual twinning were made

54



Organizations have joined / renewed their membership in the BA program

3



Agreements with companies were concluded / renewed

BÉNÉVOLES D'AFFAIRES



10 or so turnkey activities were organized in 2018-2019

To make the experience easier for both parties, we offer a turnkey organization service for these activities. We take over the entire process to find a host organization from corporations while assisting employees in the organizations to supervise the group on the day of the activity.

2019-2020 Overview

For this period, the VBM intends to continue developing all aspects of the Bénévoles d'affaires program:

1

Individual skills-based volunteering

2

Volunteering on expert panels

3

Organizing one-time or recurring group volunteering activities

4

Raising awareness in the business world about the challenges of the community sector and the benefits of volunteering

Organizing group volunteering activities

With a sharp increase in group volunteering over the past few years, we continue to act as a bridge between groups of volunteers and organizations in Montreal to set up more traditional group volunteering activities.

174



Groups referred to organizations Montreal

3 480



Volunteers composed these groups

COLLABORATIONS & PARTNERSHIPS

The Volunteer Bureau of Montreal is financed by Centraide of Greater Montreal Agency, the Centre intégré universitaire de santé et de service sociaux du Centre-Sud-de-l'Île-de-Montréal and the Immigration, de la Diversité et de l'Inclusion du Québec Ministry (MIDI). It is a founding member of Volunteer Canada, of the Coalition of Montreal community organizations offering support services to seniors (COMACO), of the Regroupement des popotes roulantes du Québec (PRASAB) and of the Fédération des centres d'action bénévole du Québec (FCABQ),



The VBM is a member of various national, regional and local associations and maintains partnerships with other organizations in order to bring recognition to volunteerism, to keep abreast of latest trends and resources in the field and also to share our own expertise.



To better understand our local community and the issues facing both residents and organizations, the VBM is member of the Peter-McGill Community Table and every year participates in many activities organized by this group including the steering committee Projet d'impact collectif (PIC) and the Immigration Committee.



The Regroupement des CAB de Montréal et Laval has been meeting a few times for the past several years to discuss the issues and challenges we all face as volunteer centres and to share and learn from our various initiatives and projects.



The VBM is a founding member of the Fédération des centres d'action bénévole du Québec (FCABQ). Since last June, the VBM is member of the Board of director of the Federation, is member of the National strategy on volunteer action committee and represents the Federation on the Réseau de l'action bénévole du Québec educational committee. This year again, we were at the launch of the National Volunteer week. Finally, the VBM was pleased to present its 2nd Volunteering Recognition Gala in Montreal in the heart of the National Volunteer Week 2019.



Founded in 1937,
the Volunteer Bureau
of Montreal is the first
of its kind in Canada.
It is a one-of-a-kind reference
in its field and its expertise
is made available
to the public.



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