



Collaboration through Celebration

Presented by:
Saskia Rinkoff (imagineNATIVE)



December 5, 2018 - International Volunteer Day



THE AGENDA

- History
- Goals
- Benefits
- What's involved
- Celebration & Recognition
- Results
- Challenges
- Learning Outcomes
- Future
- Activities – intermittent
- Questions?

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THE HISTORY

- The seed was planted in 2014 at the first VECTor conference
- In 2015, the former Senior Manager of Volunteer and Intern Resources at TIFF developed a plan which he presented to a select group of like-minded arts and culture organizations
- In 2016, the VAACT committee was born and executed the first award ceremony



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THE FIRST ACTIVITY

Form three groups to discuss the following questions. Let's reconvene in 5 minutes to review the results:

1. Are you satisfied with your current reward system?
2. If yes, what is it that you like about it?
3. If no, what would you improve based on what you've learned so far?

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THE GOALS

- To recognize the volunteers' substantial contributions to the arts and culture scene
- To encourage volunteerism with Toronto's vibrant Arts and Culture Community
- To build new connections and relationships with like-minded organizations
- To grow skills and prepare volunteers for roles with higher responsibility



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THE BENEFITS – For the organization

- Assist in volunteer recruitment for all participating organizations
- Share talented, skilled and experienced group of volunteers
- Less training, more engaged group
- Assist with volunteer retention

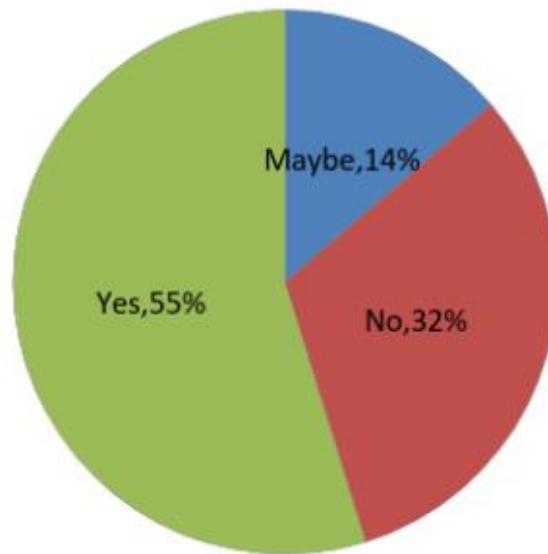


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THE BENEFITS – Recruitment

Did VAACT influence your decision to volunteer for more organizations this year?



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THE BENEFITS – For the volunteers

- Rewards and recognizes those who support the arts and culture community in Toronto
- Celebrates their hard work and contributions together as a group
- Exposes them to organizations and opportunities they may not have been aware of or volunteer for year-round

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WHO IS INVOLVED?



CANADA DAY



nuit blanche
toronto



EXPANDED BY 50% in 2017 - THE NEED IS THERE

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WHAT IS INVOLVED?

- Each collaborating organization was expected to help promote the program to their volunteer base
- Interested volunteers are required to meet all program requirements for each participating organization (i.e. shift minimum, no-show policy, etc.)
- Attend member meetings and join VAACT committee
- Once event or festival minimum requirements have been fulfilled, volunteers receive official VAACT stamp for that event/festival from official VAACT email

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CELEBRATION & RECOGNITION

- Volunteers participating with 4+ events or festivals are invited to a recognition event scheduled on International Volunteer Day, December 5, 2017 (increased by one event from 2016)
- Different rewards/recognition given to volunteers who participate with more than 4 events
- Great chance to get together and celebrate together as organizations and volunteers

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THE RESULTS

- Initial participation goal: 50 volunteers
- Final participation results: 220 eligible volunteers, 170 attended event
 - 2 volunteers = 10 events
 - 4 volunteers = 8 events
 - 7 volunteers = 7 events
 - 18 volunteers = 6 events
 - 13 volunteers = 5 events
 - 42 volunteers = 4 events
 - 134 volunteer = 3 events

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THE RESULTS

- Did VAACT influence your decision to volunteer for more organizations this year?
 - **55% = yes; 14% = maybe**
- Do you plan on joining the VAACT program again in 2017?
 - **84% = yes; 15% = maybe**
- Interest in volunteering for other VAACT events increased. Cavalcade of Lights had to turn away almost a 100 interested volunteers!
- The number of cancelled shifts and no-shows decreased for most events. imagineNATIVE noted a significant decrease in no-shows during the final days of the festival.

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THE RESULTS

“I thought it was a lovely gesture and the cocktail reception for those of us with four or more events was a very nice touch”

“It was well done. Organized but not too formal with a very warm, personal feel!”

“You did an excellent job for the first year and I can't thank you enough for coming up with the idea.”

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THE CHALLENGES

- Sharing information between organizations at orientation
- The process was more complicated than it needed to be, SIMPLIFY!
- Different volunteer program with different requirements and expectations
- Number of organizations participating each year: dealing with an increase of organizations
- Volunteer burnout
- Became very rewards focused

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THE FUTURE

- Create a streamlined process to track volunteer participation overall
- Combined training module to address similar roles at each organization (ushering, customer service, AODA, cultural competency training)
- Offer workshops related to professional development for VAACT volunteers
- Discounted training for CPR or SmartServe

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THANK YOU! QUESTIONS?



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