

# **Working Together Winning Together**

Volunteer MBC  
2022 Annual Report



# How we win

## Executive Letter

by Board President, Jim Waechter and Executive Director, Carine Strong

It seems like only yesterday that the dream of building a volunteer centre in Peel was born, thanks to support by the United Way Greater Toronto and the Region of Peel. Yet, on September 8, 2022, Volunteer MBC already celebrated its 14th Anniversary. We look back with tremendous pride over our collective achievements and the impact Volunteer MBC has had in the lives of volunteers, member non-profit organizations, their respective clients, and the volunteer sector in Mississauga, Brampton, and Caledon. By the end of 2022, we had made 352,092 volunteer referrals all-time. This statistic demonstrates an incredible 14 years of connecting people to community service organizations, and for being that 'one-stop shop' where volunteers and organizations can help others and in turn help themselves.

Unfortunately, the pandemic has had a major impact on our work and the opportunity for volunteers to come back has been challenging. ONN showed that 65% of non-profits reported a shortage of new volunteers while 50% reported struggling with volunteer retention. This has impacted the sector's paid workforce; 21% say that the volunteer shortage is leading to employee burnout. There is pandemic fatigue, volunteer interests have changed, and we continue to see a disconnect between those that want to give back, and non-profits adapting to deliver their modified services and programs.

The lack of volunteers is also impacting communities in a very concrete way; 33% of non-profits reported that it is leading to a reduction of programs and services offered, while 17% are reporting that it has led to an outright cancellation of programs and services. Ultimately, this means that some who need supports can't access them. In the context of rising demand across Peel, this service gap is especially dire.

We extend heartfelt thanks to our Board of Directors, our 147 in-house volunteers who gave 8,579 hours of their time last year and our passionate and caring staff who have tirelessly committed their time, skills, and energy to the success of Volunteer MBC. To our funders, supporters and partners thank you for believing in the work we do. Our successes are 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 caring, connected, and inclusive communities throughout Peel.

As per our strategic plan, we are committed to support our members to build back volunteer engagement better, however, as Rev. Henry Melvill said: "We cannot live for ourselves alone. Our lives are connected by a thousand invisible threads, and along these sympathetic fibres, our actions run as causes and return to us as results." By working together and pooling our resources, we continue to transform individuals, organizations, the not-for-profit sector, and our community. In that vein, this past year, we focused on pooling resources, strengthened our internal capacity to improve our outreach and advocacy work for inclusive volunteerism by building stronger collaborations with multiple stakeholders.

Working hard. Working smart. And most of all, working together. That's how we win.

# Referral Service

In 2022, we made an estimated **21000+ volunteer referrals** to local community service organizations in Peel. On our website, residents become prospective volunteers by creating volunteer profiles that allow them to indicate their availability, interests, skills, education and more to help them find meaningful volunteer positions that suit them best. It also makes it easy for them to apply to positions. We make referrals to share specific recommendations that residents can benefit from and find the right volunteer opportunities. Through our social media and email marketing, we also send residents opportunities that will be applicable to them. Many residents also browse and apply directly without creating a profile. However, we encourage the creation of volunteer profiles as that allows us to share better recommendations and for volunteers to apply to specialized roles in which some organizations engage us to provide pre-screening.



**700+**

new volunteer profiles



**16,000+**

online applications



**200+**

new volunteer  
positions



**21,000+**

volunteer referrals



Among the most urgent positions we recruited for in 2022 were the Region of Peel's Mass Vaccination Clinics. In this case, recruitment of volunteers was often sporadic and sudden, especially in the case of pop-up clinics and certain clinics run through other organizations to reach specific marginalized communities. Making over 100 volunteer referrals to the clinics, combined with our advisory role at the Seniors Mass Vaccination Table, our Mask Marvels, our Extra Mile Drivers, fostering collaboration, and promotion of reliable COVID-19 information throughout the pandemic, contributed to Peel's recovery. Peel went from being one of the hardest hit regions in the country to being one of the best protected. We continue to recruit for many health-related positions as volunteerism is a key component to ensuring community wellbeing.

We received this Certificate of Appreciation for our role as one of the many community partners in the effort. It is signed by both the Commissioner of Health Services and Medical Officer of Health.

As a multisided platform, our effort to understand the needs of residents is balanced with our efforts to support local community service organizations in creating powerful calls to action and meaningful volunteer positions. Many organizations are still facing the adverse impacts of the pandemic and have not had the staff in place or organizational readiness to recruit volunteers at the levels they have in the past. While some positions are starting to return, more work needs to be done to strengthen leaders of volunteers and inform new staff members of our services.

We are working closely with organizations to support their capacity to generate meaningful volunteer opportunities. We are continuing to innovate and expand the nature of this service. We are encouraging non-traditional modes of volunteering, such as micro-volunteering, which are short-term task-oriented ways that people can contribute to their communities. We are also introducing enhancements to our Online Volunteer Referral System to provide better pre-screening options. We are continuing to place a focus on supporting flexible virtual volunteer positions and striving to balance that with safe and engaging in-person positions that help us revitalize the community.

# Learning Centre and Community Programs

## BoardWalk

The BoardWalk symposium was the graduation celebration of our BoardWalk participants who were transitioning from the learning component of the program to their placement as board and committee members. We were joined by a special speaker, Anne-Marie Pham, Executive Director of Canadian Centre for Diversity and Inclusion. BoardWalk is an intensive e-Learning program that trains aspiring community leaders from racialized and newcomer backgrounds with essential skills to serve on leadership positions.

We then continued to match the program graduates with positions on the boards and committees of local community service organizations and we completed the evaluation and reporting to OTF with highly successful results. As an innovative pilot program, we have been able to demonstrate that it is possible to cultivate diverse, local, skilled leaders who can play a critical role in local not-for-profit leadership.

The evaluator's findings included many key insights that demonstrated both participants and organizations benefited from the program. Here are a few participant testimonials that were included in the evaluation:

*"My experience with my board position has been good...I like connecting with like-minded people and have a group of diverse people coming together for a common goal."*

*"(Project BoardWalk) is very interested in investing in diversity, and it's not just lip service. It gave me confidence that I have a voice that I could be heard, and made me feel that I can have an impact in my community."*

*"It's not just about giving back, but we're getting something back. It opened my mind up about volunteerism and I like that I can share my ideas with like-minded people."*

## SAVVY

SAVVY: Senior Ambassadors Virtually Volunteer with Youth was a pilot intergenerational volunteering program that connected seniors and youth to connect and foster meaningful connections. The program consisted of a combination of youth-senior relationship building, skills-sharing and volunteering.



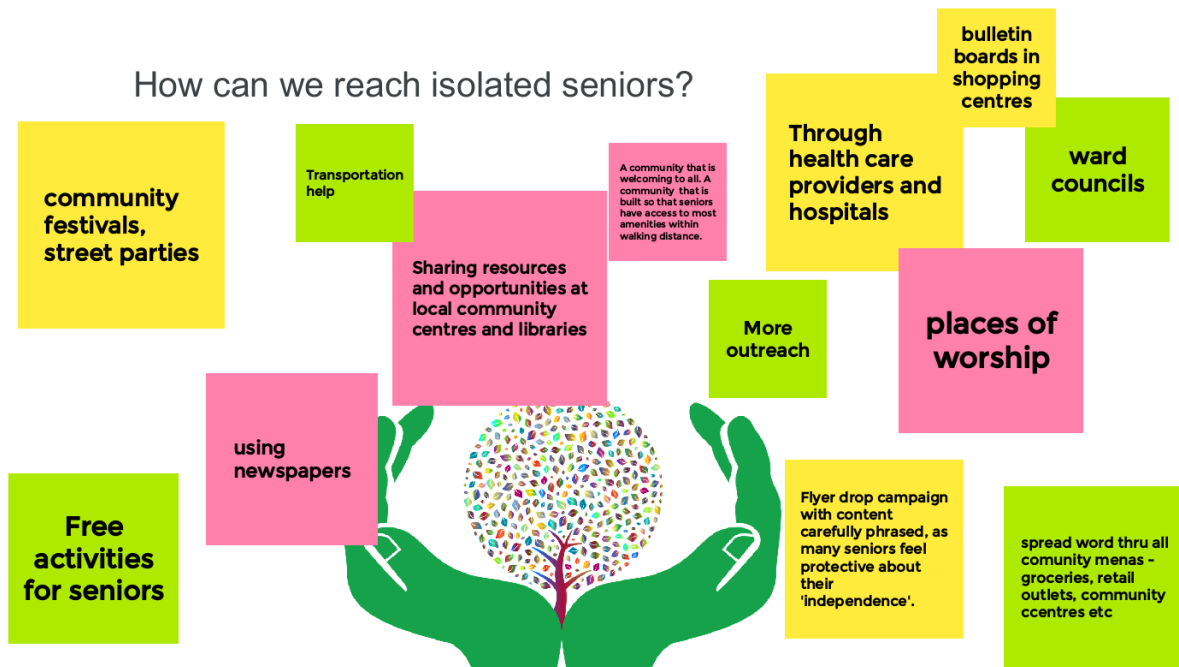
To celebrate the theme of the 2022 International Volunteer Day "solidarity through volunteering," we hosted Youth and Senior Solidarities: An Intergenerational Forum. Our SAVVY volunteers facilitated interacted workshops on topics of social justice, health and equity, followed by a community-wide discussion on intergenerational volunteering and envisioning our futures.



## What does your ideal senior-friendly community look like?



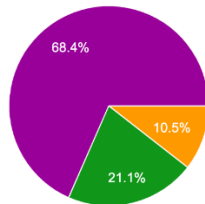
## How can we reach isolated seniors?



## Care and Connect

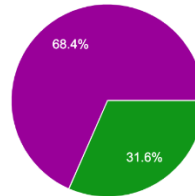
We ran the second iteration of the Care & Connect: Peel Youth Microvolunteering Month campaign during the month of December. This was an opportunity for youth to participate in micro-volunteering activities to earn hours, win prizes and give back to the community! Types of activities included: doing an act of service, raising awareness about a social cause, and producing content related to community engagement. 89 submissions were received, doubling the level of engagement of the previous year.

Would you participate in Care and Connect again?  
19 responses



● Never  
● Not Likely  
● Maybe  
● Likely  
● Very Likely

Would you recommend this program to someone?  
19 responses



● Never  
● Not Likely  
● Maybe  
● Likely  
● Very Likely

Participant feedback was overwhelmingly positive as seen in the above charts.

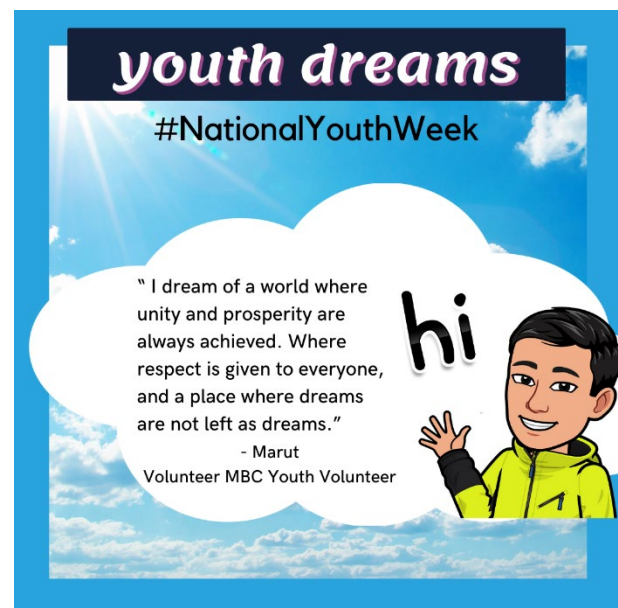
## Volunteer Expos

### Seniors

Our Seniors Volunteer Expo was a special event that brought together seniors, senior-led and senior-serving organizations in a unique learning and sharing experience that celebrated volunteerism and connected everyone in the collective effort of caring and giving back. We highlighted: urgent volunteer needs, age-friendly efforts and intergenerational volunteering.

### Youth

For National Youth Week, we hosted our Youth Dreams: Youth Virtual Volunteer Expo where youth got the opportunity to learn how they can get started on their volunteer journey and got connected with various youth-led and youth-serving organizations in Peel. Our theme for the 2022 National Youth Week was "Youth Dreams." We held a social media campaign that captured what our youth volunteers dream about for societal change.



# Marketing and Communications

## Website

Throughout the year, there were 74,662 new site visits, attracting a substantial audience. These visitors generated a total of 1,515,753 million page views, indicating high user engagement. Notably, over a thousand individuals arrived at the website through Google searches, highlighting the effectiveness of Volunteer MBC's search engine optimization efforts. Moreover, volunteer opportunities emerged as one of the most sought-after queries on Google, with more than 1,600 searches specifically targeting such opportunities. These statistics underscore the organization's online visibility and the strong demand for volunteer involvement within the community.

## Social Media

Volunteer MBC's social media presence has experienced remarkable growth and engagement across various platforms. On one of these platforms, the organization's reach expanded to 63,185 individuals. This growth indicates a growing interest and engagement from the community on that specific platform. Similarly, on another platform, Volunteer MBC witnessed a phenomenal reach of 24,625 users. These achievements highlight the effectiveness of Volunteer MBC's social media strategy in capturing attention and connecting with a broader audience. The growth and engagement reflect the organization's successful efforts in leveraging social media to disseminate its message, enhance brand awareness, and foster community involvement.

## Media Team

The Media Team plays a vital role in the organization's marketing and communication efforts, with a focus on social media and content creation. Through strategic management of social media platforms, they effectively engage with the community and amplify Volunteer MBC's message. By creating compelling and relevant content, the media team cultivates brand awareness, drives traffic to the organization's website, and encourages active participation in volunteer opportunities.



# Marquee Campaigns and Events

## Virtual V-Oscars

The 2022 Virtual V-Oscars was our flagship event of the year. We invited our Member Organizations to submit nominations of outstanding volunteers from January to March. We engaged a Judging Committee of senior leaders of volunteers from local community service organizations to score each nomination. The event was held just ahead of National Volunteer Week, and we celebrated all the nominees. The complete nominee list is below with the award recipients highlighted. The nominees were honoured by dignitaries local musical entertainment. We also introduced two youth co-hosts to join our main host Jake Dheer. Through event sponsorships, we raised much-needed funds toward the production of the event.

Hazel McCallion Power of Giving Award	
John Digby	Volunteer MBC
Lifetime Volunteer Achievement Award	
Alice Dods	Active Adult Centre Mississauga
Andrea Allan	Brampton Civic Hospital- William Osler Health System
Karen Brannon	Peel Memorial Hospital- William Osler Health System
Lola Gayle	Free For All Foundation
Robert Wight	Regeneration Outreach Community
Yash Sood	Connect 4 Life
John Huether Award for Volunteering Excellence	
Aida Carlos	Family Services of Peel
Diane Brooks	Armagh House
Dittie Voegelé	Regeneration Outreach Community
Keerat Dhani	Community Climate Council
Nelly Gong	United Way Greater Toronto
Petra Lowden	Habitat for Humanity GTA
Rahat Parveen Ishaq	Indus Community Services
Sandra Shime	Achév
Sean Pickard	Connect 4 Life
Sonia Scarcello	Brampton Civic Hospital- William Osler Health System
Bonnie Yagar Award for Outstanding Board Leadership	
Chris Taves	Armagh House
Christine Moore	Community Door
Jorge Cardoso	William Osler Health System
Juliet Jackson	Peel Children's Aid Society
Sue Talsma	Regeneration Outreach Community
Viktoria Drozdak	Connect 4 Life
Leader in Volunteer Engagement Award	
Divya Arora	Community Climate Council
Nihan Siddiqi	My Women Support
Leader of Tomorrow Award	
Alexia Troost	Toronto and Region Conservation Authority
Amaani Zubari	Roots Community Services Inc
Ashnoor Kaur	Girls Empowerment Movement
Dylan Manji	Armagh House
Gurleen Bhogal	William Osler Health System
Jasnoor Grewel	Let's Get Together

Luke Mathew	Brampton Civic Hospital- William Osler Health System
<b>Rachel Stubits</b>	Community Living Mississauga
Saad Rehman	William Osler Health System
Tiffany Cao	My Women Support
<b>Newcomer Gem Award</b>	
<b>Tarini Arora</b>	Brampton Civic Hospital- William Osler Health System
<b>Helping Hands Award- Mississauga</b>	
Ashvi Murali	Girls Empowerment Movement
Cathy Doehler	The Riverwood Conservancy
Hams Abdulwahed	Family Services of Peel
Jose Navarro	Region of Peel
Joshua Busuttil	United Way Greater Toronto
Judith Hamilton	Victorian Order of Nurses
<b>Lynn Friedman</b>	Volunteer MBC
Melissa Yang	Associated Youth Services of Peel
Misha Saini	William Osler Health System
Priya Shan	Dixie Bloor Neighbourhood Centre
<b>Helping Hands Award- Brampton</b>	
Chian Robinson	Girls Empowerment Movement
Fatima Rosario	Elder Help Peel
Karenveer Pannu	Fixt Point Arts & Media
<b>Myrol Parsons</b>	Regeneration Outreach Community
Oriana Araujo	Region of Peel
Poomicaa Piratheepan	Brampton Civic Hospital- William Osler Health System
Rakib Uddin	Peel Memorial Hospital- William Osler Health System
Salena Nanwani	Big Brothers Big Sisters of Peel
Vaishnavi Hujare	My Women Support
<b>Helping Hands Award- Caledon</b>	
Colleen Weatherseed	Bethell Hospice
<b>Nicole Yardy</b>	Community Climate Council
Wayne Noble	Town of Caledon
<b>Business Vitality Award- Mississauga</b>	
<b>Erinwood Ford</b>	Victorian Order of Nurses Peel
<b>Business Vitality Award- Brampton</b>	
<b>Scotiabank Highway 10 &amp;</b>	Volunteer MBC
<b>Business Vitality Award- Caledon</b>	
Ribbon Communications	Services and Housing In the Province- Peace Ranch Program
<b>CANES Community Care</b>	Caledon Meals on Wheels / Victorian Order of Nurses Peel
<b>Continuum of Care Award</b>	
<b>Chinese Advisory Council</b>	United Way Greater Toronto
Kennedy Road Tabernacle	Regeneration Outreach Community
<b>Family VolunTree Award</b>	
Doug and Janet Boyce	Victorian Order of Nurses
<b>Cancian Family</b>	Caledon Community Services
Terrence and Hyacintha	William Osler Health System
<b>Youth Lead by Example Award</b>	
Let's Get Talking	Let's Get Together
Let's Get Together UTM	Let's Get Together
Let's Pass The Pen	Let's Get Together
Sending Sunshine	Volunteer MBC
Tech4All Youth Group-	Let's Get Together
The Neighbourhood Post	Let's Get Together
<b>Vollit</b>	Volunteer MBC

## National Volunteer Week

Following the V-Oscars, we kicked off 2022 National Volunteer Week in April with our first ever flag-raising ceremony recognizing all of Peel's volunteers at Mississauga Celebration Square. Remarks were provided by Mayor of Mississauga, Bonnie Crombie, and we invited longtime Volunteer MBC supporters and volunteers to a celebratory lunch. Mayor of Brampton, Patrick Brown, proclaimed #NVW2022 at Council Chambers. In addition, we provided templates and supports to our Member Organizations and helped boost their own volunteer appreciation efforts during this special occasion. The theme of 2022 National Volunteer Week was Volunteers Bring Heart, and Empathy in Action. We aligned with our volunteer centres across Canada to support this common cause.



## Peel Cares

Peel Cares, a fundraising campaign, has made significant strides in supporting and impacting the community it serves, contributing to the fulfillment of its mission to foster purposeful connections among people in addressing pressing social issues. The goal of the campaign this year was to generate funds for the coordination of our Extra Mile Drivers in their crucial task of delivering meals to individuals facing urgent needs. This year, Peel Cares achieved remarkable success by raising \$5,089, surpassing the fundraising results of the previous year.

# Collaborative Projects

## Healthy Meals Extra Mile Drivers

We engaged volunteer drivers to support the delivery of food and essentials to where it was most needed in the community. These drivers went the "extra mile" and have been lauded for their commitment and professionalism. Through our partnerships with the Toronto and Region Conservation Authority and Moyo Health and Community Services, who have produced or sourced the meals, we provided 7840 hot meals to vulnerable individuals in 2022. We also recruited many volunteer drivers for our Member Organizations as it continues to be a major need. The volunteer drivers are featured in a new video.



**7840**

hot meals



**840**

frozen meals



**620**

fresh produce boxes



**25,225**

kilometres driven

In addition to healthy meals, our volunteer drivers also supported other helpful deliveries to partner organizations including 560 masks to the Region of Peel Harm Reduction Program in 2022.

## Co-creating civic opportunities for BIYP

In fall of 2022, we embarked on a new and important project for Volunteer MBC, in partnership with Sheridan College and our member organizations, including Moyo Health and Community Services and ResQ Youth. Sheridan College received a grant from the Natural Sciences Engineering and Research Council of Canada (NSERC), that will provide Indigenous and Black youth with more community engagement opportunities and we are playing a key role in the facilitation. With the goal of reimagining and creating chances to improve their civic engagement, this initiative will put the voices of Indigenous and Black young people at the centre. With the use of case studies, best practices, and useful tools, the research will mobilize the knowledge of community connections held by Black and Indigenous young people to create programs in the non-profit sector and elsewhere that are welcome and affirming.

## 2SLGBTQ+ Collaborative

Volunteer MBC is an active member of the 2SLGBTQ+ Collaborative, which fosters equity and inclusion. Rainbow Salad is an online platform and virtual hub to connect people to useful resources and opportunities related to 2SLGBTQ+ inclusion in Peel Region (Mississauga, Brampton, and Caledon). Rainbow Salad is managed by the 2SLGBTQ+ Collaborative of Peel, which is a body of 16 local not-for-profit community service organizations that together seek to champion meaningful 2SLGBTQ+ inclusion by taking a community-based and community-centred approach to equity. At this table, we co-organized 2022 Peel Pride, which was held on July 23, 2022. It was the first in-person Peel Pride event since before the pandemic. Volunteer MBC's role in the event planning was to recruit volunteers for the event and producing the event marketing material including the flyer, press release, and updating event webpages by facilitating two working groups for promotion and volunteer engagement. Community members, volunteers and the other organizations praised Volunteer MBC's significant impact in successfully executing the event.



## Co-PROMO

Co-PROMO is a collaborative initiative that optimizes outreach, marketing, and communications efforts among several Volunteer MBC member organizations. Key initiatives include an email newsletter campaign for engaging the target audience, funding strategies to secure project sustainability, and a youth-led podcast for sharing insights and fostering community engagement. These efforts aim to enhance effectiveness and alignment, resulting in improved outcomes.

In its inception, Co-PROMO started off with involvement from Vita Centre, Punjabi Community and Health Services, Knights table and Free For All Foundation.

Funding from the **Region of Peel**, in particular the Change Fund, allowed this project to get off the ground and particularly supported the capacity of our Digital Communications Coordinator to work directly with each of the Co-PROMO collaborative organizations.



## Peel Poverty Reduction Committee

The Peel Poverty Reduction Committee is executing the Peel Poverty Reduction Strategy, which is a ten-year strategy to address poverty in Peel. The pandemic exacerbated poverty significantly and it remains a focus of Volunteer MBC to strengthen various the programs and services in the community that address poverty. Therefore, we co-chair the Committee's Implementation Taskforce wherein we are currently engaged in significant work on financial literacy and housing advocacy. This entails organizing and facilitating the monthly meetings of the Taskforce and engaging over 15 organizations in the completing of key tasks. Through this Taskforce, we are also striving to improve the Volunteer Income Tax Clinics, which are instrumental in supporting low-income individuals in the filing of their annual tax returns. In November, we delivered a highly successful Financial Literacy Expo (FLEX) virtually with over 80 participants, including many people with low income. It featured 5 presenting organizations, interactive polls, resource sharing and a Q&A. The [recording is available on our YouTube](#).



The poster for the FLEX Financial Literacy Expo features a blue background with a yellow starburst in the upper left. At the top, the Peel Poverty Reduction Strategy logo is displayed with the tagline 'Awareness. Inclusion. Access. Opportunity.' and the word 'presents...'. The main title 'FLEX FINANCIAL LITERACY EXPO' is in large, bold, green and yellow letters, with the subtitle 'Improving confidence with your money' below it. The starburst contains the text 'WEDNESDAY NOV 23 2022 10AM-12PM'. To the right of the starburst is an illustration of a calculator, a stack of gold coins, and a document with a dollar sign. Below this, a smiling woman is shown. To her right, a list of topics is provided: 'Hear from a variety of presenters on financial topics including: • Benefits and subsidies • Programs and workshops • Saving and budgeting • Managing debt • Avoiding scams ...and more!'. At the bottom, a yellow banner reads 'For more info and to sign up, visit [bit.ly/flexpo2022](http://bit.ly/flexpo2022)'.

Peel Poverty Reduction Strategy  
Awareness. Inclusion. Access. Opportunity.  
presents...

**FLEX FINANCIAL LITERACY EXPO**  
Improving confidence with your money

WEDNESDAY  
**NOV 23**  
2022  
10AM-12PM

Hear from a variety of presenters on financial topics including:

- Benefits and subsidies
- Programs and workshops
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- Avoiding scams
- ...and more!

For more info and to sign up, visit [bit.ly/flexpo2022](http://bit.ly/flexpo2022)



# Lessons Learned

## Youth Impact

Youth engagement will require greater program interventions to remove barriers and generate ways for youth to get involved in their community and Volunteer MBC will need to play a direct role. Youth faced highly adverse impacts due to the pandemic in terms of loss of opportunities and deteriorating mental health. Innovative programs such as our new micro-volunteering, intergenerational, and digital engagement programs will be key to getting more youth involved.

## Sector Impact

Staff turnover in the local not-for-profit sector and the disruption to community programs continues to be a major effect of the pandemic and is a significant factor in our ability to make purposeful connections between residents and organizations. We must continue to place fostering collaboration between organizations as a high priority.

## Internal Tools

The importance of effective internal tools is paramount to Volunteer MBC's success as our growth requires that we have highly efficient and reliable front-end and back-end processes. The full implementation of our CRM and revitalization of our website remain high priorities. Through funding from the Region of Peel, we completed an IT Roadmap that will set a path for success in this area.

## Sustainability

With many diverse programs and services, momentum and growth is only viable if it is sustained and that means being able to consistently offer these programs and services without interruption. However, limited funding makes this extremely challenging and despite our innovative approaches and far-above-average internal volunteer engagement, we still require funding to keep these functions in place.

## Measurement and Evaluation

Bringing on an external evaluator for more programs has been very valuable for Volunteer MBC. Continuing to bring in this level of evaluation from a third party is beneficial for all stakeholders and provides greater confidence in the objectivity and quality of our reporting. When we launched our 2020-2024 Strategic Plan, we intended to structure our work plans in detail in early 2020, but the pandemic prevented this from being our topmost priority as we had to shift to community response and immediate action on numerous fronts. We are now placing this work back in focus and our measurement and evaluation framework is at the heart of it.

# Special Thanks

## Our Funders



## Our Supporters

To all those who donated or sponsored programs and events, thank you. It was everything to us and although some contributions were anonymous, no contribution went unnoticed. Whether it was material or moral support, we are humbled and grateful to you for believing in us.

## Our Members

Volunteer MBC is a collective and it's through the power of collaboration, shared values, common purpose, and being there for each other that our local not-for-profit sector is resilient in confronting today's challenges.

## Our Volunteers

Our in-house volunteers participate in various of our programs and initiatives and sit on various committees--they make the impossible possible. Your collective 8136 hours this year was well-spent.

# Appendix. Client Survey

## VOLUNTEER MBC Client Experience Survey

### Results Summary

Prepared By: Eunice Chong, MPH  
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March 21, 2023

## Survey Objective and Collection

- **OBJECTIVE:** To understand Volunteer MBC clients' volunteer experience and how Volunteer MBC is serving diverse communities with their programs and services
- **SURVEY COLLECTION:** Online survey posted on social media between October 18 and November 21 2022. An incentive was provided (a prize draw of a \$100 gift card)



## Steps to Verify Responses and Finalize Dataset

1. Initial data file included 1991 responses.
2. After preliminary analysis, it was concluded that a majority of responses were likely by automated programs/bots (e.g., received a large number of responses within hours/days and had exact same answers/language for the open-ended question in many responses).
3. Decision was made to: 1) exclude most data between November 4<sup>th</sup> and 8<sup>th</sup> and 2) include responses with open-ended responses that mentioned Volunteer MBC in the “Testimonial” question.



## Steps to Verify Responses and Finalize Dataset

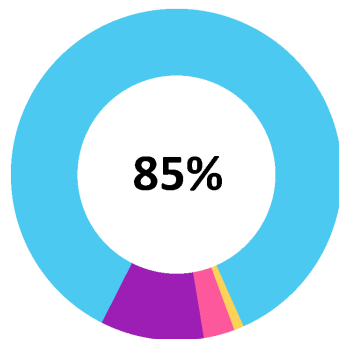
4. Volunteer MBC verified these responses by confirming that the e-mail addresses were affiliated with Volunteer MBC clients (48 responses verified).
5. Volunteer MBC reached out to more clients to complete survey (closed invitation - 50 responses received).
6. Upon further cleaning and combining data files, **96 respondents** were included in the final analysis
7. A conservative approach was used to clean the initial dataset, since only responses that provided e-mails or phone numbers were verified to ensure fake responses were excluded from the analysis.



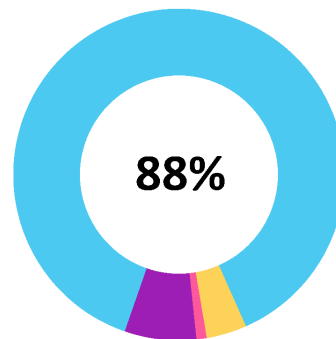
# VOLUNTEER MBC SERVICE EXPERIENCE



## Volunteer MBC Satisfaction

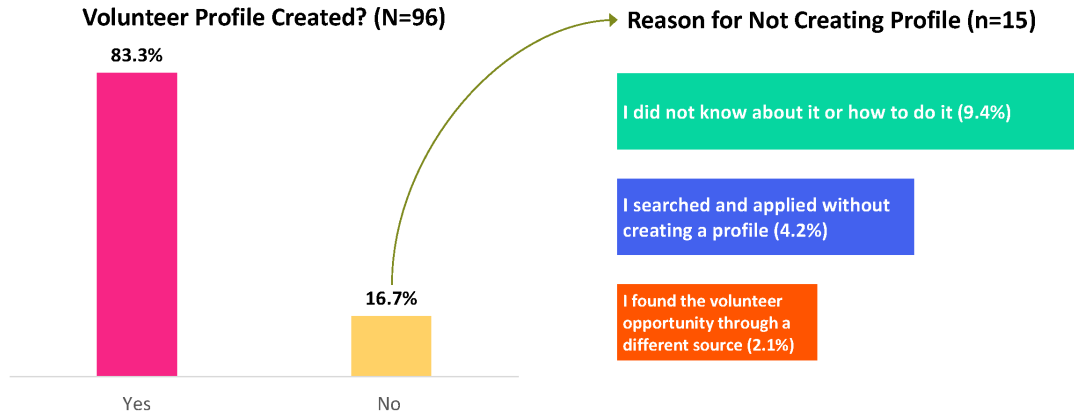


**Satisfied or Extremely Satisfied**  
with Volunteer MBC Service



**Likely or Highly Likely** to recommend  
Volunteer MBC to others

## Volunteer MBC Volunteer Profile



## Volunteer MBC Service Experience

I think Volunteer MBC:	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
...provides connections to suitable, meaningful and inclusive volunteer opportunities	40%	45%	8%	3%	4%
...provides insightful opportunities to learn about the not-for-profit sector and volunteerism	42%	36%	13%	2%	7%
...provides meaningful programs and services that reduce barriers to volunteering	42%	36%	13%	2%	7%
...provides inspiring platforms to recognize volunteers and emphasize the benefits of volunteering	46%	33%	13%	2%	6%



## Volunteer MBC Service Experience

### KEY SUMMARY:

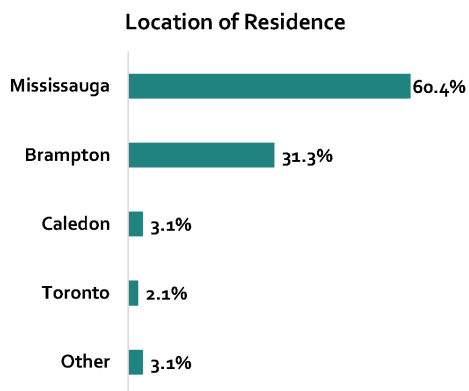
- A majority of respondents were **satisfied** with Volunteer MBC service (85%) and would **recommend** it others (88%).
- Most respondents felt Volunteer MBC provides: **connections** to meaningful and inclusive volunteer opportunities (85%), insightful **learning opportunities** about the not-for-profit sector and volunteerism (78%), meaningful programs and services that **reduce barriers to volunteering** (78%), inspiring platforms to **recognize volunteers** and emphasize the benefits of volunteering (79%).
- Most respondents already had a volunteer profile created. The most common reason to not having one was that they **did not know about it or did not know how to do it**.

## RESPONDENTS PROFILE

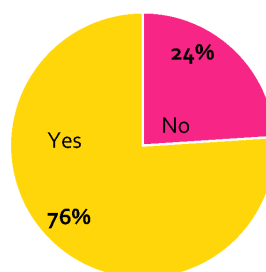
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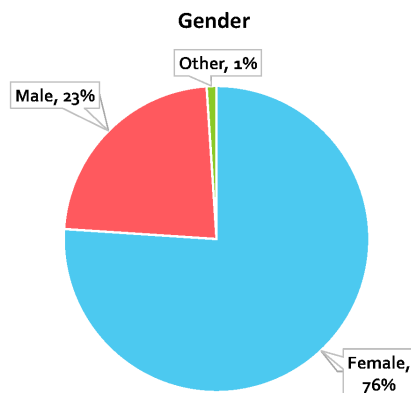
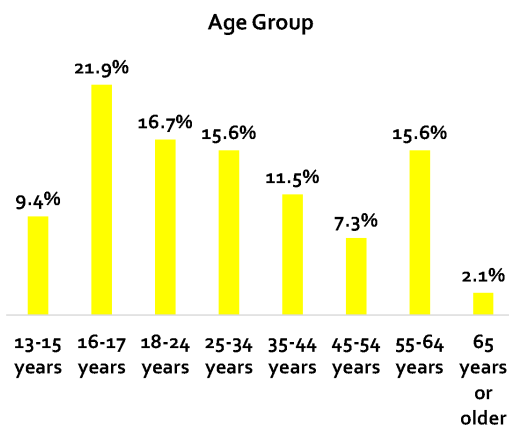
## Location of Residence and Previous Experience



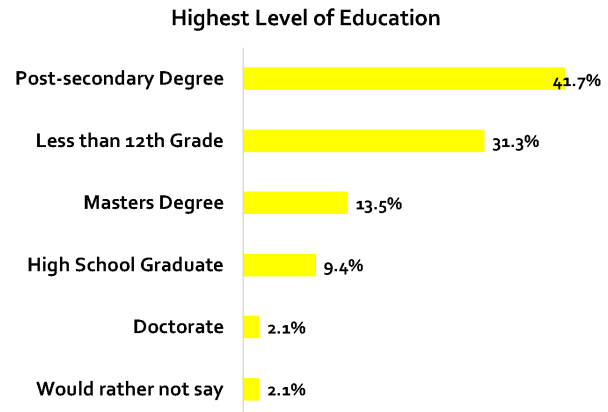
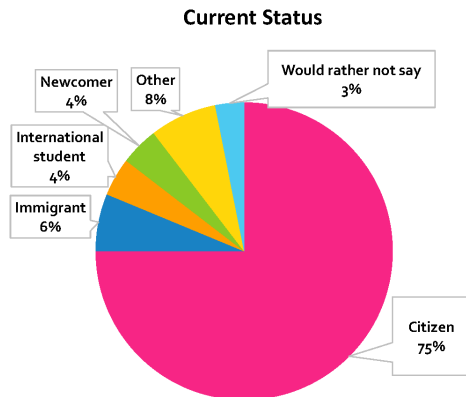
Before connecting with Volunteer MBC, did you have any previous volunteer experience?



## Age Group and Gender

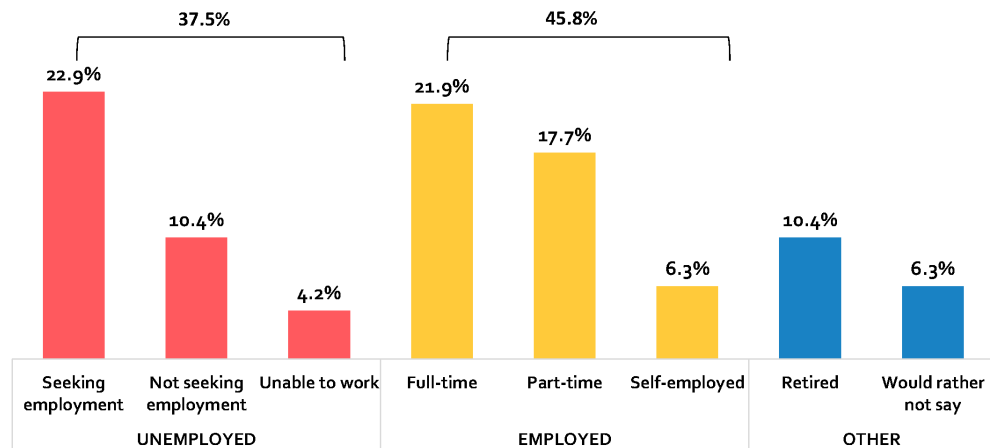


## Current Status and Education Level

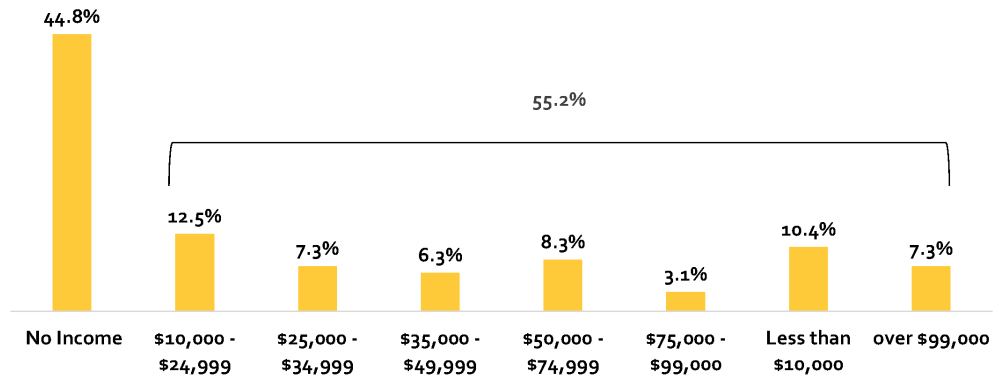


\*Other = Permanent resident, Refugee, Temporary Foreign Worker, Undocumented, First/Second Generation Immigrant

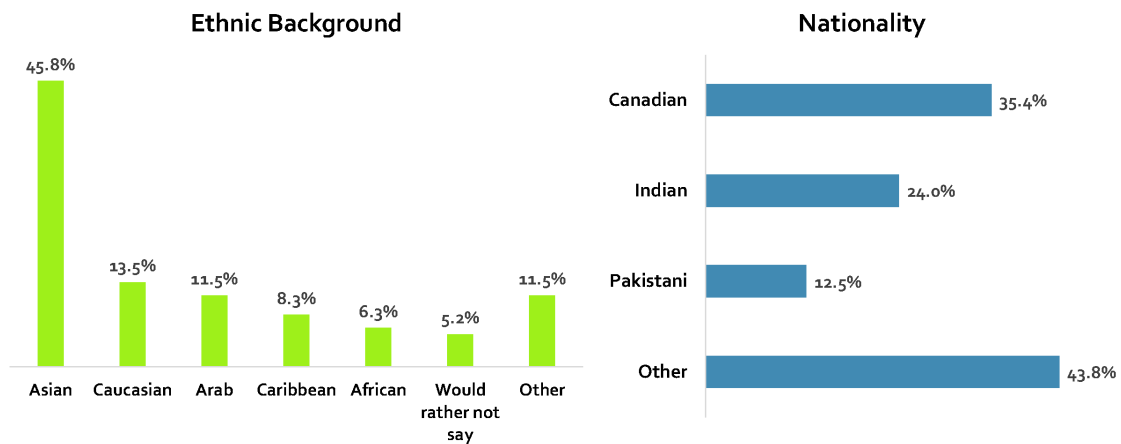
## Employment Status



## Average Annual Income

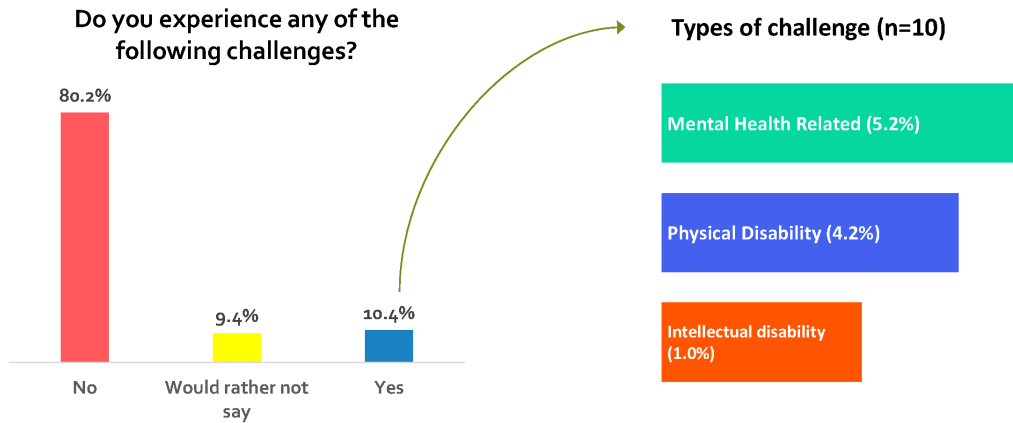


## Ethnic Background and Nationality



\*Other includes a combination of ethnic backgrounds or nationalities with fewer than five responses each.

## Challenges



## Respondents Profile

A majority of survey respondents:

- live in **Mississauga** (60%)
- have previous **volunteer** experience (76%)
- are **female** (76%)
- are Canadian **citizens** (75%)
- do not experienced** any mental, physical, or intellectual **challenges** (80%)

Survey respondents consist a mix of:

- age** groups
- employment** and unemployment status
- income** and no income status
- post-secondary** education graduates and current **high school students**

Top three self-identified ethnic backgrounds:

- Asian (45.8%),
- Caucasian (13.5%),
- Arab (11.5%)

Top three self-identified nationalities:

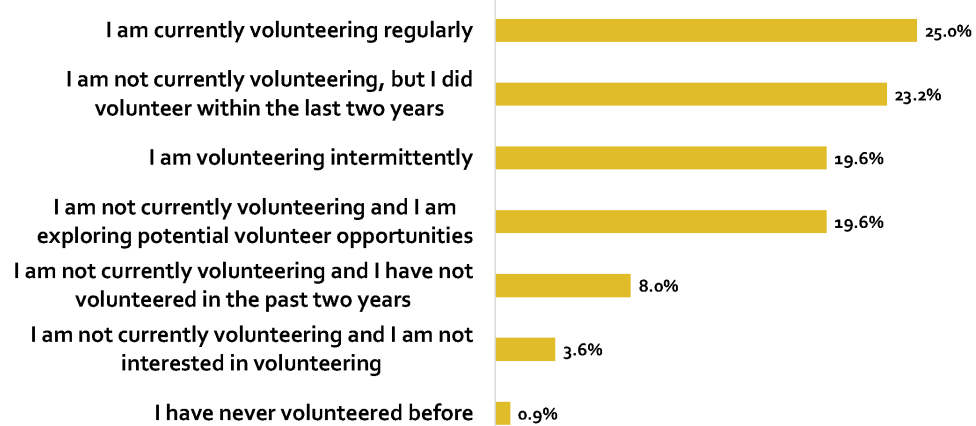
- Canadian (35.4%),
- Indian (24%),
- Pakistani (12.5%)



# VOLUNTEER EXPERIENCE



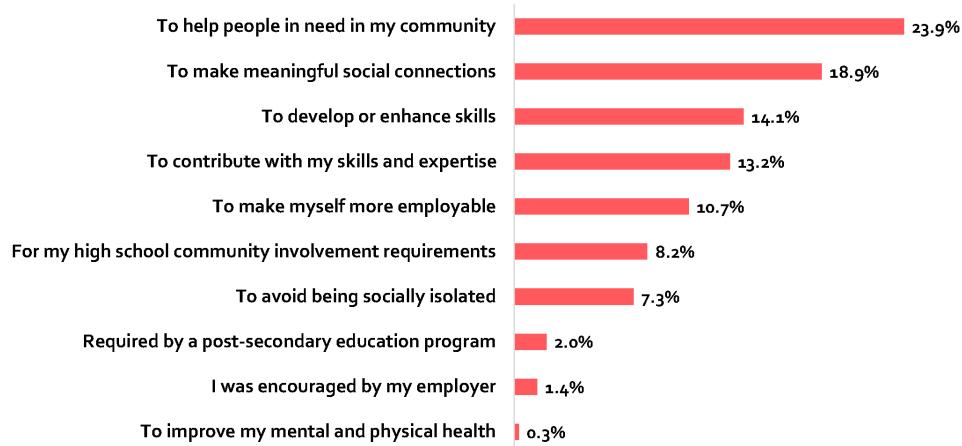
## Current Volunteer Status



\*Out of 112 responses from 96 respondents



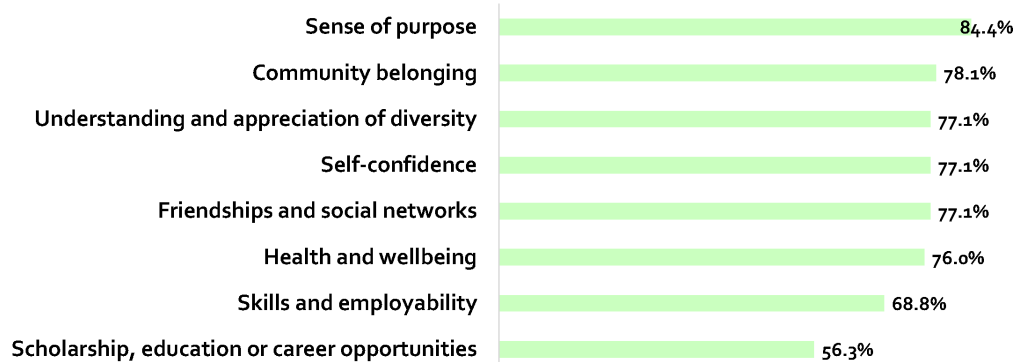
## Volunteer Motivation



\*Out of 355 responses from 96 respondents

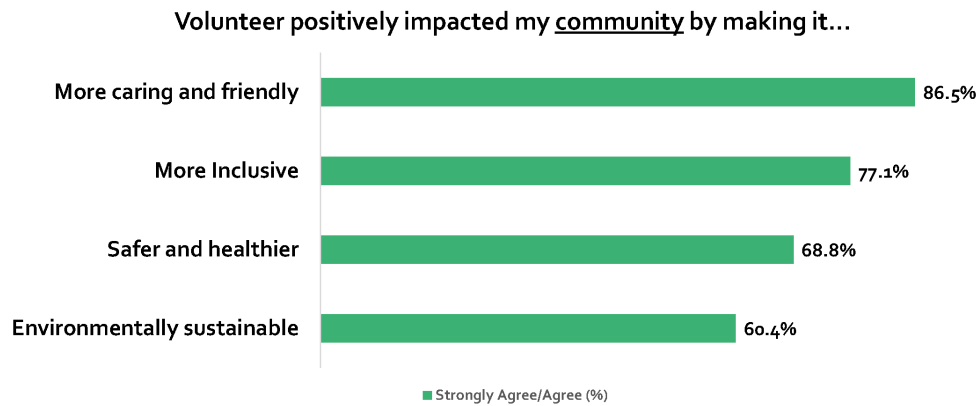
## Personal Impact of Volunteering

Volunteering positively impacted my...

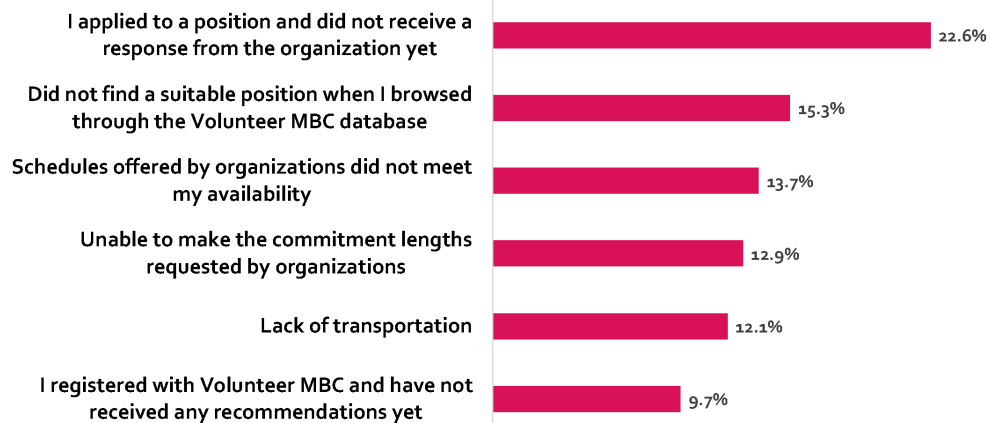


Strongly Agree/Agree (%)

## Community Impact of Volunteering

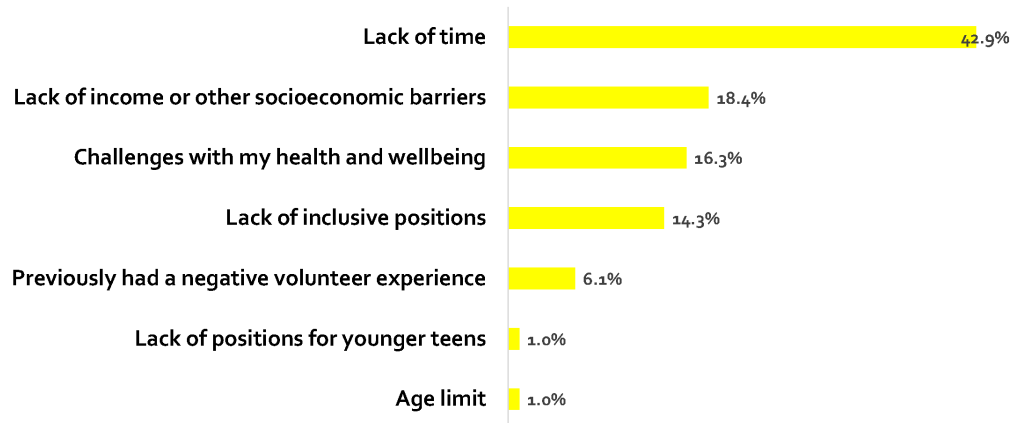


## Logistical Barriers to Volunteering



\*Out of 124 responses from 96 respondents

## Social Barriers to Volunteering



\*Out of 98 responses from 96 respondents

## Volunteering Experience

### KEY SUMMARY:

- More than half of respondents **volunteer regularly/intermittently or have volunteered in the last two years** (67.8% in total).
- “**Helping people in need in my community**” was the most common **motivation** for volunteering (23.9%).
- Volunteering has **positively impacted** survey respondents in various ways, with “**sense of purpose**” as the most cited one (84.4%).
- A majority of respondents felt volunteering made their communities **more caring and friendly** (86.5%) and **more inclusive** (77.1%).
- **Lack of time** (42.9%) was the most common barrier for respondents to volunteer.

## Volunteer MBC Service Testimonials

"This platform gives not only an opportunity to provide essential help to underserved and struggling communities, but it is also the best way to develop skills and meet new people. I feel content each time I visit my elderly companion. She keeps me motivated, well grounded with real life experience. How to be valuable for others makes me feel special about myself and I am able to focus on non-materialistic side of my life, giving me immense satisfaction and happiness."

"Getting volunteer position with MBC was a great opportunity for me to improve my communication skills and get more Canadian experience"



## Volunteer MBC Service Testimonials

"I feel that Volunteer MBC fuels purposeful connections between people to respond to the most pressing social issues in our community and that is amazing!"

"Volunteering is my opportunity to give back to the community from the help I received when settling in Canada."

"I have found many volunteer opportunities from volunteering at Volunteer MBC. This platform has a lot to offer and many different categories. Everyone is bound to find something they are interested to volunteer for."

"The profiles for volunteer opportunities clearly show the requirements, benefits and cater the profiles for your abilities! That's why I love Volunteer MBC!"



## Comments and Feedback

### **Website Related:**

"I would love it if Volunteer MBC updates their website more often to make sure that old volunteer positions are removed."

"The Volunteer MBC platform has a ton of information which posed a barrier for both me and other students I communicated with as it was quite difficult to navigate the website."

"I strongly suggest a common platform for all volunteers and the supervisor to share their experiences."



## Comments and Feedback

### **Service Related:**

"To do workshops about volunteering."

"Nobody has made contact (with me) regardless of the numerous calls."

"We had to pay for the criminal record which concerns me!"





## Conclusion

1. Overall, survey respondents were satisfied with Volunteer MBC services.
2. Volunteer MBC provides connections to meaningful and inclusive volunteer opportunities.
3. Volunteer MBC serves a diverse population within the Mississauga, Brampton, and Caledon communities.
4. Clients are motivated to volunteer because they want to help people in need.
5. Volunteering gives clients a sense of purpose and makes their communities more caring and friendly.
6. Lack of time is the most common barrier for respondents to volunteer.
7. Website and service-related topics were identified as areas for improvement.

# THANK YOU

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