SAC Insights about Increasing Volunteerism Awareness 2024

Considering the following motion approved by council on Aug 15, 2023:

"Administration provides to council recommended volunteer opportunities awareness initiatives and/or programs to encourage increased volunteer participation. The recommended initiatives are to be spearheaded by the Youth Advisory Committee, with the Seniors advisory Committee providing additional insight and feedback. The recommendations would be implemented and championed through the committees, with an annual operating budget up to $15,000 per year. "

As seen below, insights were gathered about volunteerism trends, ways to increase awareness about local opportunities and to increase uptake of these opportunities for all ages:

- When the Community Information and Volunteer Centre closed there is still a gap of information sharing and a one spot to go for all sorts of information including volunteer opportunities
- Not knowing what is available or where to find it is a problem
- Have a 1-page printable volunteer opportunities page would be helpful
- Showcasing new volunteer opportunities in the Gazette, not in the normal section that ppl skim over. Big, new spot, highlighted (to attract adults, older adults)
- Further Education Guide advertising is also for older adults.
- Social media to attract younger populations
- 30-50 years, families with children are so busy already volunteering with kids' activities and working etc., they do not have time for more commitments
- People do not seem to want a long-term commitment anymore. Creating one-time or less time opportunities for people could help.
- Screening and application process can be a barrier (security checks, forms, technology, cost etc.)
- Communicating that every person's contribution, even 1 hour, is helpful and makes an impact
- What is the research around volunteer trends and new approaches? What are other cities doing?
- Go to where young people are, to schools to promote and recruit students.
- Career and volunteer fairs for example. Make things easy for them to become aware and sign up.
- Make young people aware of all the benefits of volunteering for career development, resume content, experience and connections.
- Advertise with visuals and videos where possible for people with language barriers and for young people
- May have to change the types of roles so that under 18 can volunteer. Can there be mentorship with older adults?