



WHAT WE THINK WE KNOW ABOUT VOLUNTEER LEADERS

2025 AND BEYOND

ACKNOWLEDGEMENT AND GRATITUDE

- I am so grateful to be here today with you, and to the Victoria Foundation for bringing us together. My name is Lisa Mort-Putland and I live, work, and volunteer as an uninvited guest in the traditional territories of the Songhees, Esquimalt, and W̓sáneć Nations. I acknowledge the First Nations' stewardship of the land and sea: in the past, in the present, and for future generations.
- The work at Volunteer Victoria, and my volunteerism with Volunteer Canada, is not possible without generations of First Nations, Inuit, and Metis leaders, neighbours, and fellow volunteers. Thank you.
- Volunteer Victoria is committed to the journey of truth, reconciliation, and decolonization. We work to hold courageous space for everyone to be welcomed, included, respected, and heard.

Please introduce
yourself in the chat

Let us know the
topics that you
would like to
explore together
this morning....



WHAT WE KNOW ABOUT VOLUNTEERISM IN 2025



Countries across the world are building new strategies to optimize volunteerism. Canada's current vision for volunteerism is over 60 years old



Volunteerism can deliver effective and efficient solutions. The investments in volunteering infrastructure are too small to keep pace with the demand for services. Volunteers want different options

WHAT IS TRENDING FOR VOLUNTEERS IN 2025



Virtual and Remote Volunteering:
The pandemic accelerated the shift towards virtual volunteering opportunities, allowing people to contribute their skills and time from anywhere. Volunteering has become more accessible and flexible.



Project-Based Opportunities:
There's a growing demand for short-term, flexible volunteering options, especially among younger volunteers. Organizations are offering more project-based and micro-volunteering opportunities that allow people to contribute without long-term commitments.



Skills-Based Volunteering:
Professionals 'loan' their expertise to non-profit organizations. Platforms connecting skilled volunteers with organizations in need are likely to become more prevalent.



Corporate Social Responsibility:
Companies are increasingly encouraging their employees to volunteer, often providing paid time off for volunteer work.



**LET'S CHAT: WHAT TRENDS ARE HAPPENING FOR
VOLUNTEERS IN YOUR ORGANIZATION?**

WE CAN RECRUIT MORE VOLUNTEERS IF WE CAN BETTER UNDERSTAND:

01

Individual barriers
and opportunities

02

Local sector and
community barriers
and opportunities

03

Systemic barriers
and opportunities



THE EXISTING AND EMERGING VOLUNTEERS IN YOUR ORGANIZATION

01

Individual
barriers and
opportunities

02

Who are your
volunteers?

03

How have
they
changed?

04

What are
their future
needs?

05

What does
respect look
like for them?

Does your organization offer volunteering opportunities that attract new, or your preferred audiences?



TYPICAL LANGUAGE FROM SOME OF THE 31 REQUESTS FOR NEW BOARD MEMBERS LISTED ON VOLUNTEER VICTORIA YESTERDAY

We Are Looking for Board Members Who:

- Are passionate about our Region
- Believe in our mission – to support healthy lives in healthy communities through innovative, collaborative development and improvement of services for everyone
- Want to make a positive impact in our community
- Are experienced leaders with fundraising, communications, strategic planning, HR, IT, and governance expertise
- Are available to join our Board of Directors at the fall 2025 Annual General Meeting

Key Responsibilities:

- Provide strategic oversight and governance to ensure the organization's activities align with its mission and values.
- Attend and actively participate in board meetings (held remotely or in person, as needed).
- Review documents, approve budget and monitor organizational projects and programs.
- Assist with community engagement and advocacy efforts to expand the Society's reach.
- Attend and support Society events, meetings and other relevant gatherings to advance the Society's mission and fundraising efforts.

What do you think happens when volunteer position descriptions focus on the organization's needs?



CHANGING THE FOCUS: FROM “OUR” NEEDS TO “YOUR” EXPERIENCE

Join Us as a Board Chair – No Prior Experience Needed!

[Organization Name] is a welcoming small nonprofit dedicated to [briefly state mission], and we are looking for a passionate, motivated volunteer to serve as our next Board Chair. If you are 35 years old or older, an experience volunteer or a first-time volunteer, a newcomer to town, or an immigrant to Canada, and you are interested in making a meaningful impact in your community, **this role offers a supportive environment to grow your leadership skills** while helping guide our organization’s future.

About the Role: As Board Chair, you will **lead our diverse and friendly Board of Directors** in supporting our mission. You don’t need previous board experience—just a willingness to learn, collaborate, and help us succeed. **We will provide guidance and training to help you thrive in this role.**

What You Will Do

- Lead monthly board meetings with support from staff and fellow board members.
- Work closely with our Executive Director to support the organization’s goals.
- Help recruit and welcome new board members from diverse backgrounds.
- Represent our organization at community events and help spread the word about our work.
- Support fundraising efforts in ways that feel comfortable for you.
- Foster a positive, inclusive board culture where everyone’s voice is valued.

Who You Are

- Passionate about making a difference in your community.
- Open to learning new skills and taking on a leadership role.
- A good communicator who enjoys working with others.
- Committed to dedicating a few hours each month to board activities.
- Interested in supporting a small nonprofit with a big heart.

Why Join Us?

- Gain valuable leadership experience in a supportive, welcoming environment.
- Connect with a diverse group of people who share your commitment to community.
- Make a real impact by helping shape the future of our organization.
- Flexible time commitment that respects your schedule and other responsibilities.

Time Commitment: Approximately [X] hours per month, including board meetings, committee work, and events.

How to Apply: If you are interested or want to learn more, please contact [Name] at [contact information]. We welcome all backgrounds and experiences.

At [Organization Name], we **celebrate diversity and encourage immigrants and first-time volunteers to apply. Your unique perspective and passion are exactly what we need to grow and thrive.**

**You will recruit
more leadership
volunteers when
you help people ‘see
themselves’ in your
organization and
offer ‘more flexible
and welcoming
options’ to lead**



POTENTIAL BARRIERS TO VOLUNTEERING:

01

An individual's barriers: How can your leadership roles meet the needs of the individual volunteers?

02

Community wide barriers: How can your leadership roles be easier to find and how easy is it to apply for?

03

Systemic barriers and opportunities: Are you reaching audiences that are skilled AND/OR new to leadership roles?

**WHAT ARE YOUR
NEXT STEPS TO
SUPPORT THE
RECRUITMENT OF
LEADERSHIP
VOLUNTEERS?**



CONTACT VOLUNTEER VICTORIA

- We cannot say it enough. Thank you!
- Volunteer Victoria's mission is to inspire volunteers and empower volunteerism.
- We raise new generations of volunteers; provide training and expertise to volunteers and volunteer-led organizations; and create opportunities that make a difference.
- We invest in volunteerism, so that volunteers can help communities stay strong.

602-620 View St. Victoria BC V8W1J6

Tel: 250.386.2269

www.volunteervictoria.bc.ca

lisa@volunteervictoria.bc.ca

