



FOR IMMEDIATE RELEASE

What's Next?

'International Volunteer Managers Day - #IVMDay20'

Guelph, Ontario | November 5, 2020 |

Celebrating leaders of volunteers on November 5th, International Volunteer Managers Day (IVMDay), was developed to bring awareness and recognition to leaders of volunteers and their roles that mobilize and support the world's volunteers.

This year, the theme of #IVMDay20 is 'What's Next?'

'As leaders of an evolving voluntary sector landscape, are we prepared?' asks Kim Cusimano, Executive Director. PIN – The People and Information Network. 'Are we innovating? Are we nimble? Are we listening?'

'COVID has had an impact on every imaginable area including volunteerism' says Kim 'In a Volunteer Canada survey (July 2020), 56% of individuals who applied to volunteer never heard back from organizations. We know through our Community Benefit Sector survey that there was a noted 50% decrease in volunteers through survey respondents (October 2020).'

12.7 million volunteers. 1.6 billion hours of their time given to charities, non-profits and community organizations—equivalent to almost 858,000 full-time year-round jobs – Statistics Canada

'The power of human resources in incredible and volunteers are a powerhouse. How is that powerhouse recruited, supported, mobilized? Through the skillful gifts of leaders of volunteers'' says Cusimano. 'An investment in the development of that powerhouse is welcoming leaders of volunteers that guide, mentor and harness the power to serve. In achieving the mission of an organization, an aspiration of business culture, the well-being of community.'

Volunteering is a connector. It is good for individuals, good for community, good for business. Delivering on mission, increasing employee engagement, social prescription and much more; the volunteer powerhouse has impact.

To mobilize to its full capacity, it requires dedicated Volunteer Engagement leadership in line with living wages and decent work and with the resources to succeed.

What's Next? asks Kim, 'the now and the future of Volunteer Engagement should be examining how the impact of COVID has changed volunteerism in organizations and communities, equitable practices including decent work for staff, using data, technology and innovating; partnerships, perspective and prioritized. Now more than ever, leaders of volunteers are an essential key to success.'

'What's next if there are no volunteers to deliver meals to your grandfather, to drive your mom to chemotherapy, tutor your child who is struggling to read?' asks Kim, 'volunteers impact our lives; you do not need to look far to see that impact whether directly in support of us individually, our families, our communities. Supporting that powerhouse of volunteerism are leaders of volunteers.'

'On behalf of PIN' says Kim 'we express kudos to all leaders of volunteers; you elevate the profession and have immense value. On #IVMDay20, we celebrate and support you as we move into the What's Next.'

- **ENDS** -

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PIN, The People and Information Network

We provide connections and leadership in Guelph and Wellington County to support the development of individuals and organizations. We help people navigate essential community services, provide a hub for volunteer opportunities and engagement, and enable best practices and continuous learning for professionals in the non-profit sector. **PINnetwork.ca**

