

**FOR IMMEDIATE RELEASE**

**Thank You Leaders of Volunteers!**  
**'International Volunteer Managers Day - #IVMDay21'**

Guelph, Ontario | November 5, 2021 |

Celebrating leaders of volunteers on November 5<sup>th</sup>, 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.

*12.7 million volunteers across Canada. 1.6 billion hours of their time given to charities, non-Statistics Canada. In Ontario, there are 5.2 million volunteers.*

"Volunteers are a powerhouse. How is that powerhouse recruited, supported, mobilized? Through the skillful gifts of leaders of volunteers" says Kim Cusimano, Executive Director, PIN – The People and Information Network. '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. "The now and the future of Volunteer Engagement should be examining how the impact of COVID has changed volunteerism in organizations and communities, understanding justice, equity, diversity and inclusion, decent work for staff, using data, technology and innovating; partnerships, perspective and prioritized, leaders of volunteers are an essential key to success." says Kim.

"It is also important to recognize the leaders of volunteers who are also volunteers. Grass roots groups, neighborhood activators; these volunteers are sparking action and through their volunteer involvement, are strengthening community. This leadership can be seen in recent care mongering groups, organizing mask making, ensuring access to food right in your neighbourhood, drive by birthday celebrations; the generosity of the human spirit is astounding."

Thank you. To each and every leader of volunteers.

In celebration of International Volunteer Managers Day, PIN is hosting a free online session for leaders of volunteers on Friday, November 5 from 9:30 - 11:00 am for a virtual conversation and connection around local volunteerism and engagement. Visit [PINnetwork.ca](https://PINnetwork.ca) to register.

- ENDS -

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**Background:**

***International Volunteer Managers Day (IVMDay)***

- Was founded and observed for the first time in 1999. The push for IVMDay was led by American Nan Hawthorn who helped form a committee to explore a day recognizing the work of Volunteer Managers.
- IVMDay was developed in order to bring recognition to individual Managers of Volunteers and their roles in the mobilization and support of the world's volunteers.

***Volunteer Canada survey results in 2020:***

- 52% of Canadians looking to volunteer with non-profits during the pandemic haven't heard back.
- 43% of volunteer managers have been experiencing lay-offs, reduced hours or less support staff.

***Foundations Magazine, The Spirit & Business of Philanthropy in Canada has released their most recent issue. The focus? Volunteerism***

"Recovery can mean many things, but for volunteerism across Canada, it means investing in people. Volunteerism is a hallmark of our nation – we have one of the highest rates of volunteerism in the world." – [quote](#)

**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**

