

0MPH TO 70MPH



FEARLESSLY DRIVING FORWARD

THE NEXT 70 YEARS

Agenda

- The Gifts of the BCAHA
- What Does She Know About Volunteerism?
- Volunteerism Landscape
- Getting, Keeping and Recognizing Volunteers
- Leveraging Your Gifts for Value and Strength
- Collaborative Benefits
- The Richness of BCAHA's Gifts
- The Role of Fearlessness in our Futures

Gifts

- You rock – on so many levels
- \$8,000,000
- 1.4 million volunteer hours
- 9,000 volunteers
- Big Hello to the Sunshine Coast Auxiliary Team!

What Does *She* Know About Volunteering?

- My Mom was an auxiliary volunteer from 1967 to 1968
- Refitted the Stewart 8 room hospital incubator
- Volunteerism was a pillar in our family
- Dad as a veteran and prisoner of war always reminded me to give back and be grateful for where we lived and what we had



What Does *She* Know About Volunteering?

- Fast forward.....
- Joined the Credit Union system 31 years ago
- Came to the Sunshine Coast 8 years ago
- Met Lenora 5 years ago and I believe she exemplifies volunteerism for my industry



Lenora Inglis

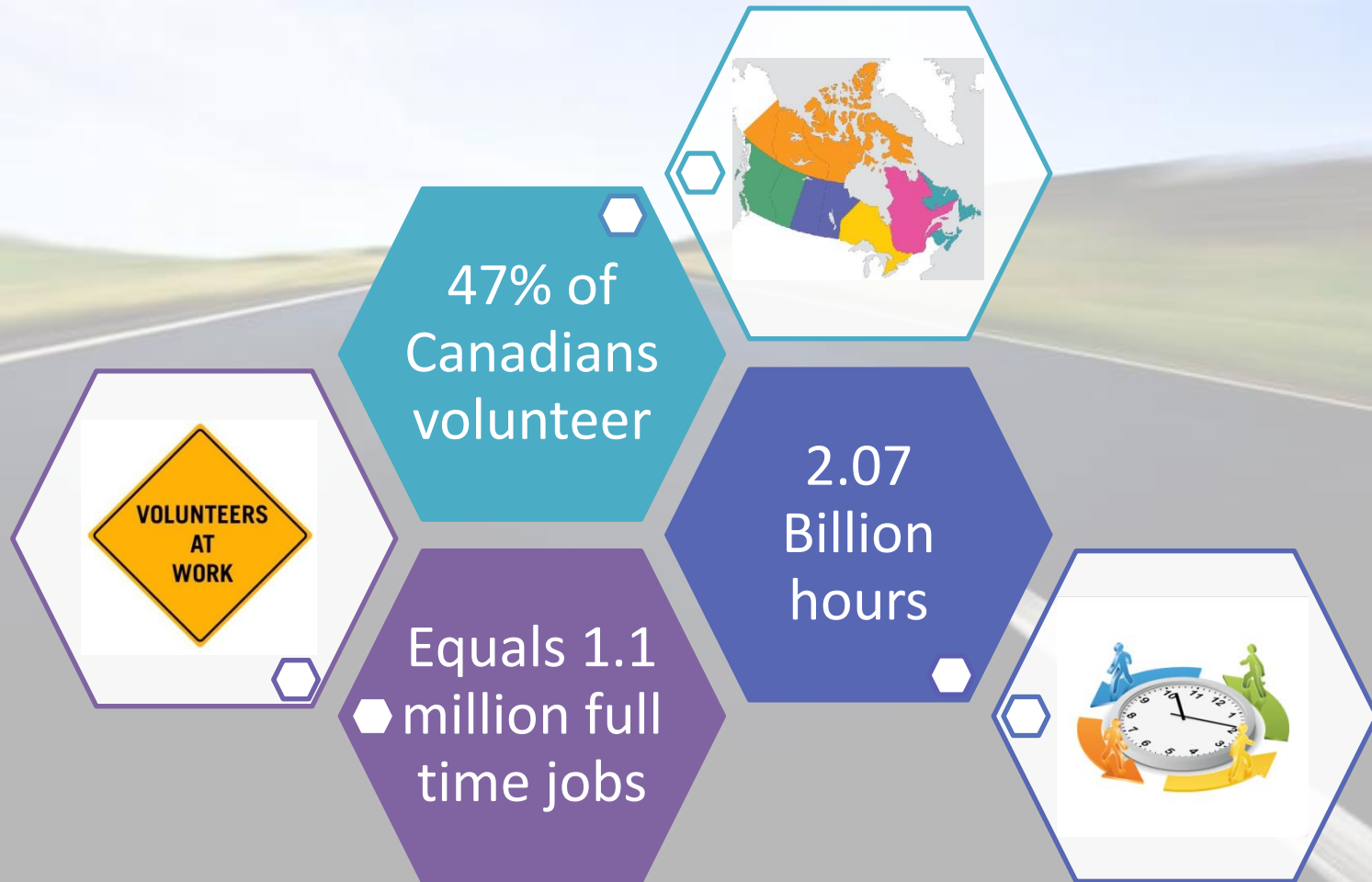
Please visit

<https://www.sunshineccu.com/Personal/AboutUs/WhatsNew/News/BuildingCommunity/> to view this video.

Volunteerism Landscape

- Volunteerism is growing
- More younger volunteers – but less hours
- Fewer older volunteers – but far more hours
- New immigrants looking for volunteer opportunities

Big Business



Big Contributions



10% of volunteers do 53%
of the work - > 390 hours
per year



15% of volunteers
contributed between 161
and 390 hours per year



Everyone Gives Differently



15 to 24 years of age

- 58% volunteer and give approximately 130 hours per year
- This group continues to increase the number of volunteers – potentially because of schools requiring volunteer activity



25 to 34 years of age

- 46% volunteer and give approximately 109 hours per year
- Volunteerism is static or declining



55 to 64 years of age

- 41% volunteer and give approximately 223 hours per year
- Volunteerism percentages decline steadily after this age group due to health issues

Statistical Characteristics of Volunteers

59% of parents with kids at home volunteer



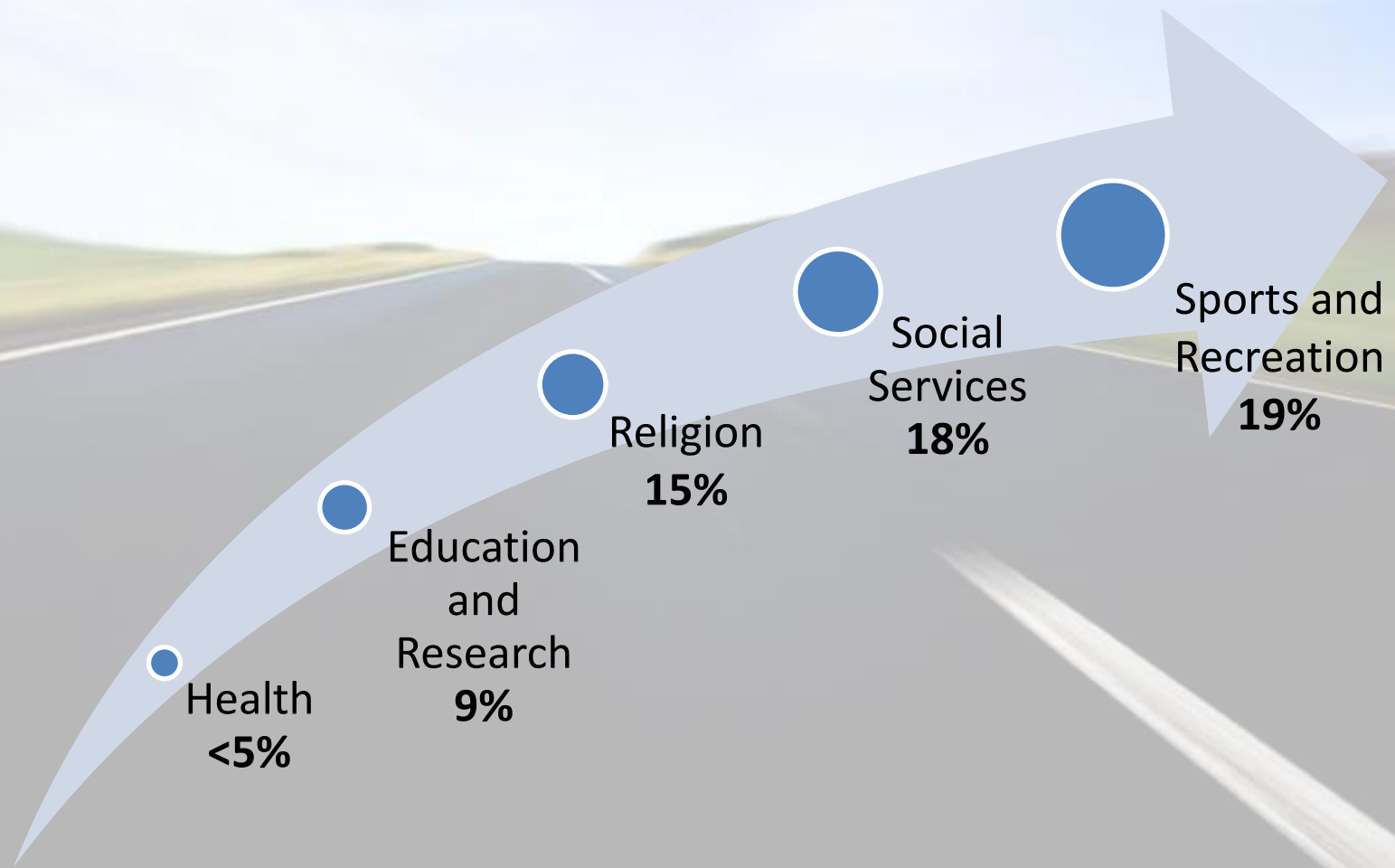
58% have a university degree



65% of volunteers attend church weekly

Saskatchewan has the highest % of volunteers at 58%

Where Volunteers Give The Majority (66%) of Their Time



Finding, Keeping and Recognizing Volunteers

Old World



“Well Janet, we could really use your skills at the Hospital Auxiliary...”

New World



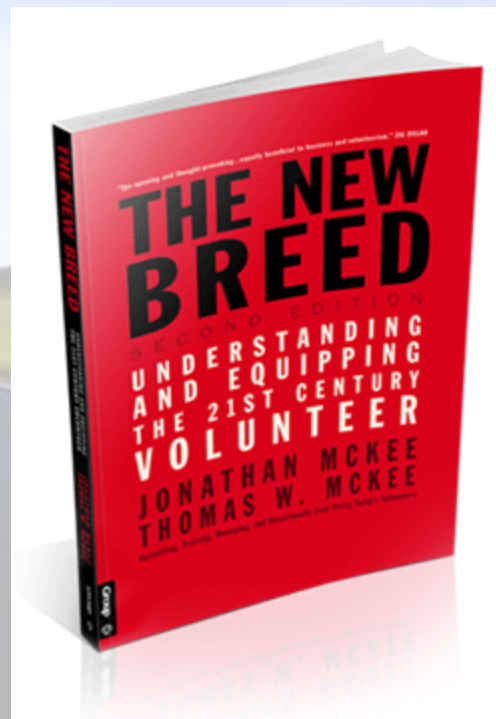
“Well Janet, you forgot to pick up Sarah from soccer, and that report is due at 4:00 p.m. sharp, and the dog just barfed in the car – oh and you need to put a shift in at the hospital auxiliary...”

Interesting Sources for Volunteers



Interesting Ways to Attract Volunteers

- **“The New Breed: Understanding and Equipping the 21st Century Volunteer”** (2nd ed.) by Jonathan McKee and Thomas W. McKee
- <http://www.volunteerpower.com/>
- Highly recommend you get this book at your auxiliary
- This book has a lot of very good information and tips about attracting, managing, and recognizing volunteers



Jonathan McKee



Thomas W. McKee

Ways to Attract Volunteers



<40 crowd look to social media for the majority of their information




Hold open houses with free food and show off your wares



Design a series of short term projects that could be managed by teens or young adults and head to schools or post secondary



Recognizing Volunteers

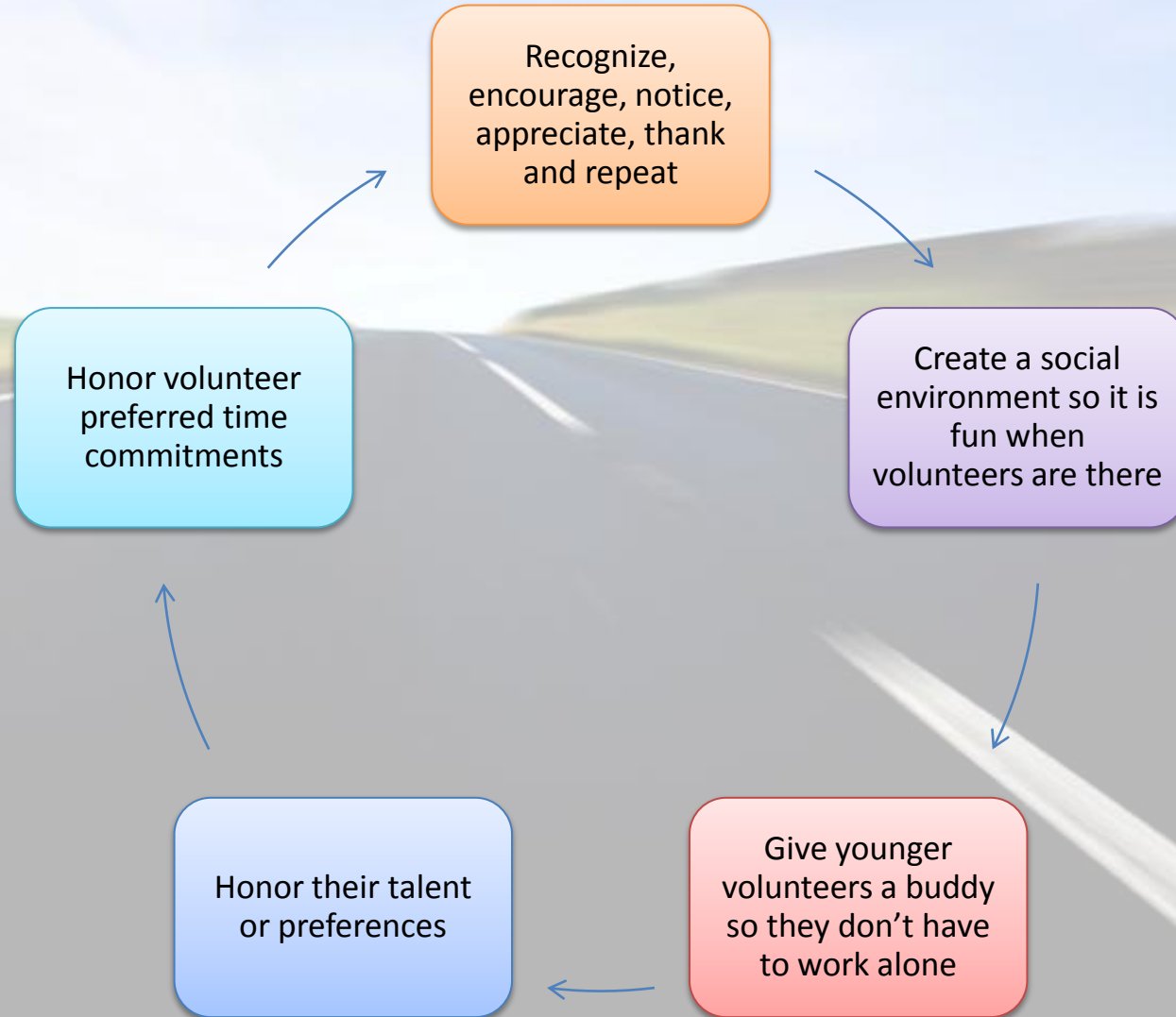


Sincerely and
authentically
thanking
people for their
time and effort



~~Parties~~
~~Social Events~~
~~Public
recognition~~

Keeping Volunteers



Gifts of the BCAHA



Leveraging Your Gifts – Tell Your Story



You have a beautiful, meaningful story – use all the methods available to you:

- Newspaper and radio – give them a good story about your latest achievements
- Social media – free and effective
- Collateral – shared throughout the community
- Events – information and horn tooting
- Partners – let them be your voice
- Benefactors – let them be your voice
- Hospital and health care centers – have your name and achievements loud and proud
- Videos



Leverage Your Gifts – Through Collaboration

Why Collaboration is Important

Shrinking Resources

- Government is downloading more and more to Provinces and communities

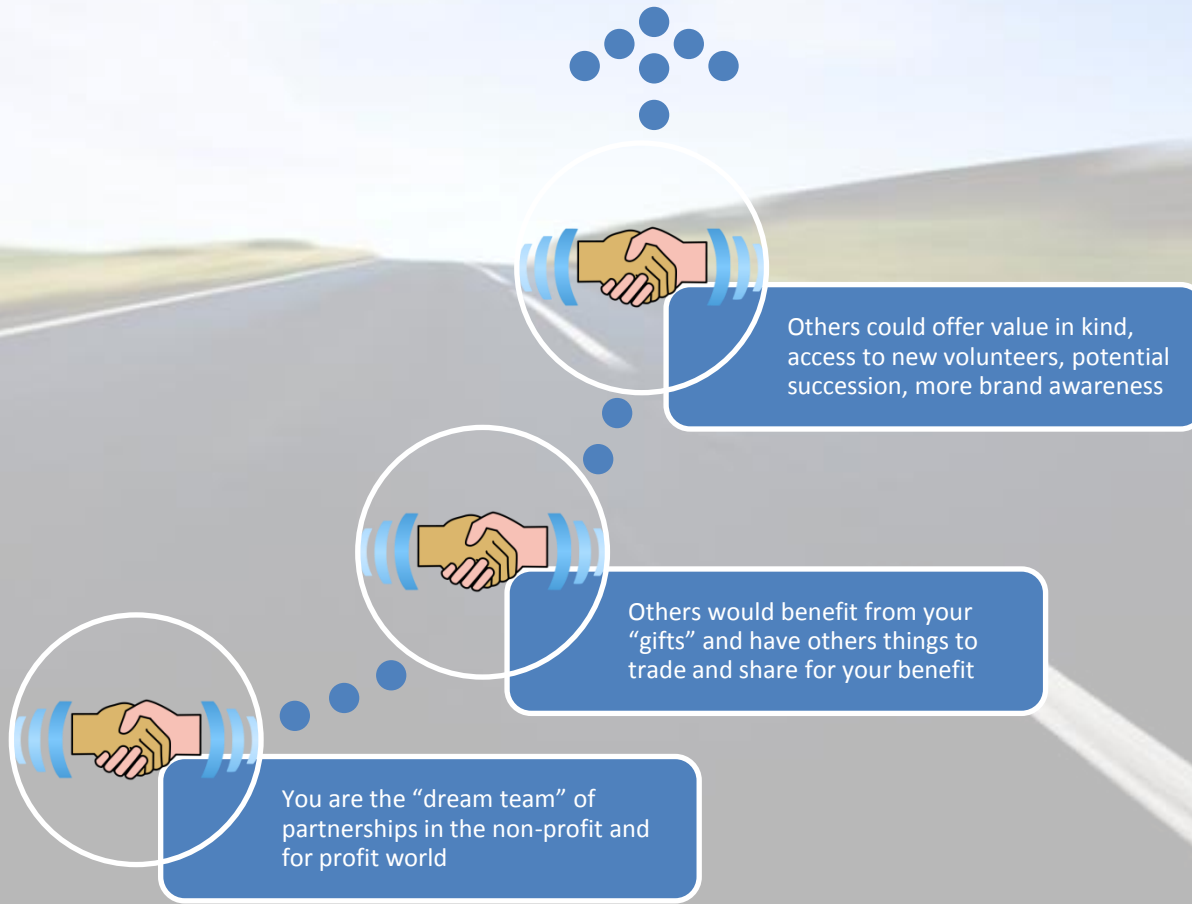
Increasing Need

- Particularly in the health sector our aging demographics will demand more of the health sector than any other time in history

Competition for Non-Profit needs

- From volunteers to dollars – the average community has between 200 and 400 non-profit organizations all competing for the same pool of resources

The Art of Collaboration



Collaboration

The Benefits

- Cost savings
- Strengthen programs
- Expand value proposition for organizations involved
- Improve efficiency
- Tap complementary skills and abilities
- Increase leadership skills

<http://www.forbes.com/sites/geristengel/2013/04/09/nonprofit-collaborations-why-teaming-up-can-make-sense/>

How Does This Work....



Costs Savings – joint purchasing, shared use of transportation, facility rental, preferred vendor programs, joint staff training and sharing IT services



Enhanced & Strengthened Programs – working with other groups with a similar focus could enhance the offering to the client. Could expand value without increasing budget.



Increased Resources and Leadership Potential – working with likeminded groups where resources can be shared, talent can be jointly groomed for succession and even the potential for cross coverage

Potential Partners

- Other health care agencies – clinics, mental health, public health nurse
- Community Social services
- Seniors centers
- Business – pharmacies, large employers, health care equipment providers
- Socially conscious business owners

Other Resources – “please include logo pictures”

- Grassroots.org – Lots of excellent free resources for non-profits



- Foundation Center



- Canadian Web Hosting – hosts non-profit sites for \$3.95 a month



- Deliver Good – free business items



- Volunteer Canada



The Richness of BCAHA's Gifts

- You are all connected to your communities
- You know your donors and your constituents
- You have done a remarkable job for 7 decades
- From ham dinners to bake sales to big business
- Thrift shops to gift stores
- You have changed the face of health care in BC
- You will take all these gifts with you into the next 70 years.....

The Joys of Fearlessness

- You will embrace new challenges
- You will adopt new ways of doing things
- You will keep an open mind to new opportunities
- You will find new volunteers in unlikely places
- You will partner with other organizations to keep changing the face of health care in BC

You will do it all FEARLESSLY

Staging



Spin your tires to warm them up
Get the car placed at the start line



Add the concept of change into your strategic planning – set the stage for what is to come

Take Off



Wait for the lights
Hit the gas hard
Hang onto the swerving car
Put the pedal to the floor

You know what is coming
and you are ready for it – as
your organization takes off
and starts down the path of
embracing these new
opportunities

The Race



You watch out the window
for the other car

When you don't see it you
press the accelerator even
harder

You pass the finish line and
if you still didn't see the
other car.....you won!

You maneuver all the
obstacles and challenges
along the way of your plan,
you get new volunteers, you
excel at partnerships, your
auxiliary pumps more
dollars than ever into health
care.....we have all won!!

The Win

