



# ANNUAL REPORT

2022/23



Photo credit: Gimli International Film Festival (GIFF)

BUILDING COMMUNITY, BUILDING CAPACITY

# PRESIDENT & EXECUTIVE DIRECTOR'S REPORT

Please take a moment to read through our Annual Report for 2022/23 and learn about all of the work being done to support organizations, volunteers, and to help build community and capacity across Manitoba!

**Philip Dunphy**, BOARD PRESIDENT  
**Ashley Seymour**, EXECUTIVE DIRECTOR

It's a new year at Volunteer Manitoba. With new leadership, and new strategic goals, we're enthusiastically looking ahead to the future of the organization, and to supporting the non-profit sector across Manitoba.

The 2022-23 year was a great success for the organization, having seen an increase in the number of workshops we delivered across the province, as well as a rise in the amount of community outreach events we attended. With the easing of covid-19 restrictions, we were able to return to high schools and post-secondary institutions across Manitoba to raise awareness about the importance of volunteering in the community. We also launched a very successful **Community Youth Innovators program**, which supported some amazing young Manitobans to become more engaged in their communities.

Ashley Seymour joined the Volunteer Manitoba team in March 2023 as the **new Executive Director**, taking over from Jackie Hunt who served as the organization's leader for the past 5 years. Jackie made

the table", says Ashley. "I have seen firsthand how volunteerism builds strong, vibrant communities, and I look forward to supporting the work of Volunteer Manitoba and engaging with non-profits all across the province".

**The development of a new strategic plan for the organization is underway**, and we're looking to strengthen the capacity of non-profits to thrive in this "post-pandemic" era, by ensuring our strategic goals align with the needs of the sector. We're looking to increase training opportunities, and to ensure the training is relevant and responsive to the current trends that exist within the sector. We're planning to build upon existing partnerships, increase collaboration, identify opportunities for volunteer recruitment and engagement, and to expand our outreach to different communities and schools across the province. The Board of Directors have also adopted a 'Diversity, Equity, and Inclusion' philosophy, and our future work shall be guided by these principles to ensure we're acknowledging and supporting our diverse communities. The VM team will be working through the strategic plan over the summer months and expect to unveil the final version in Fall of 2023.

The planning has commenced for **the 40th anniversary of the Annual Volunteer Awards**, which



are slated to take place during National Volunteer Week in April 2024. The awards recognize the remarkable work done by volunteers across Manitoba and have been celebrated virtually for the past three years. We are delighted to be planning an in-person event to celebrate this incredible milestone, and to recognize exceptional volunteers in the presence of their colleagues, dignitaries, media, sponsors, and supporters - just the way they deserve to be acknowledged! Nominations will be launched in November 2023, and we encourage everyone to nominate that incredible volunteer you know who dedicates their time and energy towards bettering their community.

**We're also looking for sponsors for this event**, as the support from our sponsors and partners contribute to the overall success of this celebration. If you, or your organization are interested in learning more about sponsorship opportunities, or for any inquiries about the Annual Volunteer Awards, please reach out to **Ashley at [ashley.seymour@volunteermanitoba.ca](mailto:ashley.seymour@volunteermanitoba.ca)**.

On behalf of the staff and board of Volunteer Manitoba, we would like to thank The United Way, The Winnipeg Foundation, The Province of Manitoba, Canada Life, RBC and The Thomas Sill Foundation for your financial support that has enabled the organization to continue building capacity and supporting volunteerism across Manitoba this past year. Thank you to the incredible staff and the board of directors of Volunteer Manitoba for your ongoing commitment to the mission of the organization. We look forward to continuing our work, and to another successful year that lies ahead.

## BOARD OF DIRECTORS

Phillip Dunphy PRESIDENT	Nancy Wheatley DIRECTOR
Shaun Leonoff VICE-PRESIDENT	Colin Ward DIRECTOR
Terri Scott TREASURER	Emeka Egeson DIRECTOR
Marg Braid SECRETARY	Denise Maitan DIRECTOR
Ubaid Adil DIRECTOR	Tracy Hegg Penner DIRECTOR
Matthew Pena DIRECTOR	Stacey Hay DIRECTOR
	Mark Alward DIRECTOR

## STAFF



Ashley Seymour EXECUTIVE DIRECTOR	Gloria Dovoh COMMUNITY RELATIONS COORDINATOR
Kamillah El-Giadaa MANAGER, TRAINING & DEVELOPMENT	Mia Penner-Adamo ADMINISTRATIVE ASSISTANT
Corinne Napper COMMUNICATIONS ASSISTANT	

### Our Programs and Services:

- Community Outreach, Volunteer Referral Services & Board Connect
- Training (for groups & individuals)
- Annual Volunteer Awards
- VM Youth Program

"I HAVE SEEN FIRSTHAND HOW VOLUNTEERISM BUILDS STRONG, VIBRANT COMMUNITIES, & I LOOK FORWARD TO SUPPORTING THE WORK OF VOLUNTEER MANITOBA & ENGAGING WITH NON-PROFITS ALL ACROSS THE PROVINCE".

- ASHLEY SEYMOUR

an incredible impact on the organization during her tenure, and we wish her the best of luck in her future endeavours. Ashley brings many years of experience working in the non-profit sector, as well as a passion for volunteerism, and connecting with Manitobans. "Having lived in rural Manitoba my entire life, I believe an opportunity exists to bring that perspective to

# VOLUNTEERISM and COMMUNITY ENGAGEMENT

For over 40 years, Volunteer Manitoba has promoted and celebrated volunteers and volunteerism across the province. We do this by encouraging people to volunteer their time through community outreach and referring fitting volunteer opportunities to individuals. We also work with groups and organizations to help enhance and promote their recruitment of volunteers.

This year, the Community Relations Department experienced a significant surge in outreach activities. As COVID-19 restrictions eased, numerous schools, educators, and community groups actively sought opportunities to engage Manitobans in community work through volunteerism.

**THIS PAST YEAR, VOLUNTEERMANITOBA.CA REACHED**

**599,112**

**PAGE VIEWS!**

**MORE THAN DOUBLE LAST YEAR'S NUMBERS!**

**Volunteer positions are posted by HUNDREDS of organizations across Manitoba every year!**



Photo credit: Cruisin' To Change Lives

## TESTIMONIAL

I just wanted to share that the Piano request [for volunteers] was a vast success!!! I recruited more than needed. I will likely extend the play time on units. Thank you for the support!



**We have seen an increase in the need for volunteers in our community!** In my 5 years at Volunteer Manitoba, I have never witnessed such a high number of open volunteer positions on our website. At VM, our primary focus this year was to actively engage with the community and fill these roles.

- KAMILLAH EL-GIADAA,  
TRAINING AND DEVELOPMENT  
MANAGER

**24**  
COMMUNITY  
OUTREACH  
EVENTS

**SUCCESSFUL BOARD  
CONNECT MATCHES**

**15**

**198**  
VOLUNTEER  
REFERRALS

**SPOKE TO  
2,762  
PEOPLE ABOUT  
VOLUNTEERISM**



**23**

**ORGANIZATIONS USED  
GRANT CONNECT  
THIS YEAR!**

## TERRITORY ACKNOWLEDGMENT

Volunteer Manitoba is located on the original lands of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and on the homeland of the Métis Nation. We respect the Treaties that were made on these territories, we acknowledge the harms and mistakes of the past, and we dedicate ourselves to move forward in partnership with Indigenous communities in a spirit of reconciliation and collaboration.

### Outreach events

include volunteer fairs, community resource fairs, career fairs, community presentations and media appearance to encourage volunteerism in Manitoba. In 2022/2023, these events increased from 14 in the previous year to 24 with 9 media appearances!

- GLORIA DOVOH,  
COMMUNITY RELATIONS  
COORDINATOR



**Board Connect** connects passionate individuals with non-profit boards. This year, we successfully matched 15 people to boards, and provided them with board governance training!

*Free access!*

**Grant Connect at**

Search thousands of grant opportunities. Save countless research hours.

*Make your appointment now!*

[info@volunteermanitoba.ca](mailto:info@volunteermanitoba.ca)



Thanks to the Winnipeg Foundation's generous support, we offer free access to **Grant Connect!** This fundraising research tool assists organizations in discovering new funding prospects. Non-profit professionals can save valuable research time by searching thousands of grant opportunities.



## 9 MEDIA APPEARANCES

- CBC Radio
- CJR Radio & Opasquia Times
- Co-operator Farm Media in Brandon
- CTV News
- CTV News Tots to Teens
- Give Magazine
- Radio-Canada
- U Multicultural
- Winnipeg Free Press
- Winnipeg Free Press - West

TESTIMONIALS

“Excellent, far exceeded my expectations.”

# TRAINING

Throughout the year, Volunteer Manitoba delivers effective, relevant and engaging training for boards, staff and volunteers.

## Training Highlights from 2022-23

We are thrilled to share some of the highlights from the last year:

### On the Road Again

We were finally able to get back on the road for some much needed in person training outside of Winnipeg! We were able to get to Boissevain, Portage la Prairie, Souris-Glenwood, Brandon and Thompson.

### Back to In-Person

We brought back in person workshops and partnered with **Sport Manitoba** to hold our workshops at their facility. It has been wonderful working with them to provide high quality, in person training

### Women and Board Governance

This year we hosted two Board Governance series with women lead organizations who focus on empowering women. Infinity **Women Secretariat** (a program of the Manitoba Metis Federation) and the Canadian Muslim Women’s Institute combined hosted 65 women from across Manitoba and 12 workshops on board governance.

### Series with Leading4Impact

We partnered with **Leading4impact (formally Health in Common)** to host a Planning and Evaluation Foundations Series. This series was a perfect introduction to data collection, design surveys, focus groups, interviews and excel.

### Executive Directors Breakfast

We are currently part of the **Capacity Builders Working Group** with **United Way Winnipeg, Mediation Services, Leading4Impact, and Canadian Community Economic Development Network - Manitoba.** This collaboration provides an excellent opportunity to share sector insights, plans, and discuss building a more cohesive capacity building ecosystem. We successfully piloted an Executive Directors Breakfast event, where over 60 Executive Directors joined us and many others were on the waitlist.

### Record Number – 103 Workshops!

This year, we celebrate a record number of workshops, 103! Our capacity has increased with the addition of Mia Penner-Adamo, a full-time Administrative Assistant who has been crucial in supporting the Training Department. We introduced new topics such as Board Evaluation, Volunteer Recruitment through a Rural Lens, and Trauma-Informed Leadership. The non-profit sector has experienced significant changes due to the pandemic and economic shifts, leading to an increased demand for training as new volunteers and staff enter the sector.

TESTIMONIAL

“It was amazing, the information I received from this workshop is very useful and will help me in my work.”



**It's Here!**  
**22 | 23** Training Calendar!  
 Board Governance  
 Capacity Building  
 Volunteer Management  
[VolunteerManitoba.ca/training\\_and\\_events](http://VolunteerManitoba.ca/training_and_events)

In partnership with **MOSAIC**  
**VM VOLUNTEER MANITOBA**  
**\$90 per person**  
**Leadership for Westman Non-Profit Professionals**  
 with **Megan Foster**  
 November 16th  
 8:30am -12:30pm  
 The Backyard on Aberdeen  
 Unit B - 1624 13 Street, Brandon, MB  
 Register: [VolunteerManitoba.ca/training\\_and\\_events](http://VolunteerManitoba.ca/training_and_events)

**VM**  
**The Basics of Equity, Diversity, Inclusion & Anti-Racism**  
 with **Nina Condo**  
 January 17, 2023  
 9:00 AM to 12:00 PM  
[VolunteerManitoba.ca/training\\_and\\_events](http://VolunteerManitoba.ca/training_and_events)

**Record Number!**

We delivered **103 workshops** in 2022/23, increasing the skills, networks and confidence of our **1,810 NON-PROFIT PARTICIPANTS!**

**30 GROUP WORKSHOPS**  
**66 PUBLIC WORKSHOPS**  
**7 WEBINARS**

**103 WORKSHOPS**

## TRAINING: MANITOBA & BEYOND

We provided training to the following communities virtually and in person:

- BOISSEVAIN, MANITOBA
- BRANDON, MANITOBA
- FLIN FLON, MANITOBA
- PORTAGE LA PRAIRIE, MANITOBA
- RURAL MUNICIPALITY OF ROSSER
- SASKATOON, SASKATCHEWAN
- SOURIS-GLENWOOD, MANITOBA
- THE PAS, MANITOBA
- THOMPSON, MANITOBA
- WINNIPEG, MANITOBA

TESTIMONIAL

“It was a great workshop- I had a basic understanding but this really solidified my knowledge and gave me great ideas to take back to my board.”

Thank you to our **FACILITATORS**, whose expertise and experience helped us achieve an incredible year for VM Training!

- ADESUWA ERO
- ALYSON SHANE
- ANDREW KUSSY
- BOHDANNA KINASEVYCH
- CAROLYN RICKEY
- CATE FRIESEN
- CHARMAINE JENNINGS
- DAWN BOURBONNAIS
- FRANK ATNIKOV
- HEATHER GLOR
- ISAURA CLARK
- JACKIE HUNT
- JANICE GOLDSBOROUGH
- JUANITA DESOUZA-HULETEY
- KEVIN FREEDMAN
- MATTHEW REMPEL
- MEGAN FOSTER
- MILENA SANTORO
- MONICA SCHROEDER
- NINA CONDO
- RUTH MILLARD
- SARA CASTAGNA
- WENDY BULLOCH
- WILFRED SAM-KING

## GROUP TRAINING

This year, we partnered with the following organizations to bring our training workshops to communities across Manitoba:

- |  |   |
|--|---|
| CITY OF BOISSEVAIN - MORTON                                      | MANITOBA INUIT ASSOCIATION                        |
| CANADIAN FEDERATION OF STUDENTS - MANITOBA                       | MANITOBA MOON VOICES                              |
| CANADIAN MUSLIM WOMEN'S INSTITUTE                                | PRAIRIE FUSION ENTERTAINMENT                      |
| CHRISTMAS CHEER BOARD  | REGENESIS CENTRE FOR RECOVERY INC                 |
| CIRCLING BUFFALO INC   | RETIRED TEACHERS ASSOCIATION OF MANITOBA          |
| COMMUNITY FUTURES (FLIN FLON)                                    | RUGBY MANITOBA                                    |
| COMMUNITY FUTURES HEARTLAND (PORTAGE LA PRAIRIE)                 | RURAL MUNICIPALITY OF ROSSER                      |
| CO-OPERATIVE HOUSING FEDERATION OF CANADA                        | SASK CENTRAL VICTIM SERVICES                      |
| DAKOTA OJIBWAY HEALTH SERVICES                                   | SOURIS-GLENWOOD COMMUNITY DEVELOPMENT CORPORATION |
| DIRECT FARM MANITOBA   | SOUTHERN CHIEFS' ORGANIZATION                     |
| FACULTY OF AGRICULTURAL AND FOOD SCIENCES UNIVERSITY OF MANITOBA | ST. NORBERT ARTS CENTRE                           |
| HABITAT FOR HUMANITY   | THE EDGE GALLERY & URBAN ART CENTRE               |
| IMMIGRANT AND REFUGEE COMMUNITY ORGANIZATION OF MANITOBA         | THE JOHN HOWARD SOCIETY OF BRANDON                |
| INFINITY WOMEN SECRETARIAT                                       | THE PAS COMM RENEWAL CORP                         |
| JAMAICA ASSOCIATION OF MANITOBA                                  | THOMPSON NEIGHBOURHOOD RENEWAL CORPORATION        |
| MANITOBA DENTAL ASSISTANTS ASSOCIATION                           | UNITED WAY  |
| MANITOBA FETAL ALCOHOL SPECTRUM DISORDERS REGIONAL COALITIONS    | WAYFINDERS  |
| MANITOBA FEDERATION OF INDEPENDENT SCHOOLS                       | WEST BROADWAY COMMUNITY ORGANIZATION              |
|  | YWCA BRANDON                                      |

## TESTIMONIAL

“Kevin was one of the best facilitators I have seen in a long time. We will definitely be using him again. He was articulate, funny and adapted to our needs. Great job”



**Better understand your financial responsibilities as a board member!**

**Financial Responsibilities of a Non-Profit Board**

with **Kevin Freedman**  
The Governance Guru  
April 27, 2023 | 4PM - 7PM

[VolunteerManitoba.ca/training\\_and\\_events](https://VolunteerManitoba.ca/training_and_events)

## TESTIMONIAL

“Janice was fantastic, as were the other attendees. I learned a lot & made great connections.”

## Some of the COURSES we offered in 2022-23

- 3 Rs of Volunteer Management: Recruitment, Retention and Recognition
- Board Strategic Planning
- Board Succession planning
- Bookkeeping Basics
- Budgeting 101
- Building Connection and Community One 'Zoom Room' at a Time
- Conducting Interviews & Focus Groups
- Creating Connections to Build Retention
- CVA - What you need to know
- Design Interviews & Focus Groups
- Financial Responsibilities of a Non-Profit Board
- Fundraising Basics
- Getting Started with Social Media
- Grant Writing Session for Youth
- How to Complete a Board Evaluation
- Hybrid Conference
- Introduction to Budgeting
- Introduction to Volunteer Management
- It's All in the Pitch
- Leadership Fundamentals
- Management Fundamentals
- Meeting Management and Minute Taking
- Roles and Responsibilities of a Non-Profit Board
- Strategies for Building Partnerships
- Succession Planning for Non-Profits
- The Power of Story
- Volunteer Recruitment Retention Workshop
- Writing Board Policies
- Writing Persuasive Proposals
- Strategies for Building Partnerships
- The Basics of Equity, Diversity, Inclusion and Anti-Racism
- The Power of Story
- Understanding Key Financial Statements for Non-Profits
- Writing Board Policies
- Writing Persuasive Proposals

## TESTIMONIAL

“It was amazing, the information I received from this workshop is very useful and will help me in my work.”



**Ready to learn more about budgets?**

Join us as we learn about budgeting just for non-profit professionals!

**Budgeting 101 for Non-Profits**

with Heather Glor, CPA, CGA

February 8 | 9AM - 12PM

[VolunteerManitoba.ca/training\\_and\\_events](https://VolunteerManitoba.ca/training_and_events)




**Writing Persuasive Proposals**

with **Monica Schroeder**

Write proposals that are clear, concise, & captivating

November 3 | 9AM - 12PM

[VolunteerManitoba.ca/training\\_and\\_events](https://VolunteerManitoba.ca/training_and_events)





The  
40th Annual  
Volunteer Awards  
Celebration  
will be held on  
April 18,  
2024



# Congratulations TO THE WINNERS OF THE 39<sup>TH</sup> ANNUAL Volunteer Awards

**On October 1, 2022, we presented the following awards:**

**MANITOBA LIQUOR & LOTTERIES CHANGEMAKERS AWARD**

Days for Girls Winnipeg Chapter (Winnipeg)

**THE LIEUTENANT GOVERNOR'S MAKE A DIFFERENCE COMMUNITY AWARDS**

Al Braun - Vice-Regal Recipient

(Portage la Prairie)

Daniel Hidalgo (Winnipeg)

Divya Sharma (Winnipeg)

**THE PREMIER'S VOLUNTEER SERVICE AWARDS (MB)**

Cheryl Antonio (The Pas)

Danny Boyko (Winnipeg)

Family Liaison Program - Health Sciences Centre  
(Winnipeg)

Emily Kalo (Winnipeg)

Hutterian Brethren Friends of Siloam Mission

(Ste Agathe)

Terumi Kuwada (Winnipeg)

Rakesh Patel (Brandon)

Parker Pelletier (Selkirk)

**MAYOR'S VOLUNTEER SERVICE AWARDS**

Rob Grabowski (Winnipeg)

Caroline Josephson (Winnipeg)

Gode Katembo (Winnipeg)

Nadia (Nedell) Michaluk (Winnipeg)

Sandra Sukhan (Winnipeg)

**ASSOCIATION OF MANITOBA MUNICIPALITIES  
(AMM) COMMUNITY LEADERSHIP AWARD**

Brian Duncalfe (The Pas)

**CTV CHAMPION OF MENTAL HEALTH  
VOLUNTEER AWARD**

Lisa van den Hoven (Winnipeg)

**RBC BRIGHT FUTURE AWARD (MB)**

Shasta Benaim (Winnipeg)

**BARB GEMMELL CATALYST AWARD FOR  
EXCELLENCE IN VOLUNTEER MANAGEMENT**

Spenser Martin (Winnipeg)

**WILLIAM NORRIE ARTS & CULTURE  
VOLUNTEER AWARD**

Alison Marshall (Brandon)

**SPARK OUTSTANDING PRO BONO  
CONSULTANT AWARD**

Julie Gray (Winnipeg)

# VM YOUTH PROGRAM

The VM Youth Program engages with young people between the ages of 15 and 30, providing the tools and resources to inspire their involvement in communities through volunteerism.

Our Youth Program has proven itself to be a valuable resource for youth, organizations, educators, parents, and communities throughout the province by:

- Sharing information on the benefits of volunteering both to the individual and the community.
- Educating agencies and communities on the best way to involve youth and young adults in volunteering.



## STUDENT RECRUITMENT

This year, we successfully brought back our in-person Student Recruitment Fairs after a hiatus since 2019. We partnered with a record number of post-secondary schools across the province, including the **University of Winnipeg, University of Manitoba, Manitoba Institute of Trades and Technology, l'Université de Saint-Boniface, Red River College, University College of the North-The Pas Campus, and Brandon University.**

Additionally, we expanded our fair locations beyond Winnipeg, hosting a fair in Brandon and The Pas. Both fairs were highly successful, and our partners agreed to continue the partnership next year.

With over 50 organizations participating, each fair sold out and had a waitlist. The urgency for non-profits to attend these fairs was evident, as many of them face a shortage of volunteers to sustain their programs.



**PARTICIPATED IN OUR STUDENT RECRUITMENT FAIRS THIS PAST YEAR.**



In Summer 2022, we launched the **VM Community Youth Innovators (CYI) Program**, providing youth with the opportunity to lead innovative community projects tailored for their peers! This program engaged diverse and passionate youth groups from across Manitoba, offering training in project management, volunteer engagement, marketing, and strategic planning. Participants gained experiential learning and expanded their network!

The program welcomed groups of 3 to 6 members, aged 18 to 29, residing in Manitoba with youth-led community ideas. Applications were accepted from November 2021 to January 2022, followed by a selection process that resulted in funding six projects with \$5000 each. These projects included:

1. Da Mino Matisichic (To learn the good way)
2. Fimbu Soccer and Mentorship
3. Accessible Sport Awareness
4. Helping CommUNITY204 (Hydration Station)
5. Newcomer Youth Networking & Literacy Support
6. Personal Finance for Black Youth

From the evaluation report we received, this program was useful and timely for youth as we gradually move out of the virtual phase of the COVID-19 pandemic.

**Over 551 volunteer hours reported from this program!**



Photo credit: West Broadway Youth Outreach

We engaged with **2,004 YOUTH**, through virtual outreach activities!

Many youth have an increased sense of awareness and commitment to volunteerism after participating with one saying, "... helping to give back to the community brings joy and warms my heart. [I will] definitely continue to work in community. Volunteering is a good way to use your time and get experience. I really enjoyed my time doing this. Look forward to other opportunities to help out in community.

I want to continue the things that I'm doing. I love it all."

- COMMUNITY YOUTH INNOVATOR

**Thank You!**





Volunteer Manitoba is grateful for the exceptional work of **Jackie Hunt**, Executive Director, and **Dawn Bourbonnais**, Manager, Communications. Jackie oversaw a successful rebrand, grew our training efforts and lead our organization through a pandemic. Dawn created a comprehensive communications strategy, developed one of our key workshops and grew our outreach efforts. Their dedication and professionalism as facilitators and in their roles had a significant impact on VM and the voluntary sector in Manitoba.

We would like to thank **Tracy Douglass** for returning to VM on an interim basis, to provide leadership to the team while the board searched for the right Executive Director.

We thank all three and wish them the very best!

FROM YOUR COLLEAGUES,  
THE STAFF & BOARD OF VM



# Thank You!

Thank you to our partners and funders for their ongoing support of Volunteer Manitoba's programs and services. With your help we support hundreds of non-profit and charitable organizations, and we connect with thousands of volunteers across the province.

Volunteer Manitoba is proudly supported by:





