



Finding Balance: Strength in Regeneration

Annual Report 2022-2023

A Message from Our Board Chair and Interim Executive Director

Picture two pendulums—one that represents volunteers, and the other the community groups or non-profits that engage volunteers. As an enabler of the sector, we focus on bringing balance where both pendulums swing in harmony. Where volunteer interest meets the needs of non-profits, and non-profits are providing **meaningful opportunities** for volunteers.

But the pandemic has tilted these pendulums into opposite ends—and over the past three years, each has swung back and forth as a result of labour disruption, pandemic restrictions, inflation, rising demand for essential services, and now the resurgence of non-profits eager to **re-engage volunteers en masse**. With each year post-pandemic, we continue to focus on adapting to these factors and bringing balance back to the sector.

Diagnosing reported volunteer shortages was a top priority for our volunteer centre in 2022-2023.

We're facing a complex problem that requires both non-profits to change, and volunteers to reevaluate their relationship with civic engagement.

As outlined in our 2021-2025 Strategic Plan, it is clear we are moving from recovering from the pandemic, to advancing the **new future of volunteerism** in Toronto. Throughout this annual report, look out for the below symbols on the top right corner of each page. These symbols mark our efforts to accomplish the two key pillars of our Strategic Plan.



**FOSTER
VOLUNTEERISM**



**ELEVATE
VOLUNTEERISM**

Most notably, our 1:1 non-profit consulting program ramped up this year with the support of Ontario Trillium Foundation, resulting in a 26% increase in non-profits posting volunteer roles on VolunteerToronto.ca.

We also partnered with the **City of Toronto** to help city-funded agencies urgently recruit board members to mitigate governance risks. And our leadership role in convening the Ontario Volunteer Centre Network has started to really take shape,

all in an effort to strengthen provincial advocacy for volunteerism. Our approach has been nothing without us, for us—and our **Seniors program** funded by the Ontario Ministry for Seniors & Accessibility was no exception. We sought to understand why these top volunteers aren't returning to volunteering and delivered connection building programs to bring them back into the fold and address safety concerns.

We're also tracking the **ethno-cultural representation** of volunteers accessing our services like never before, using data to explore different ways of knowing as it relates to giving back—especially given the federal immigration targets set for the next five years which will impact Toronto's settlement services significantly.

We're also excited to share that this fiscal year we've started a project that has been on our mind for nearly a decade—the **redevelopment of our website**.

We've self-funded this project to ensure our portal matches the modern lens we have about accessibility, optimization, and accountability to balancing the voluntary sector pendulum. We look forward to celebrating this release—and our **50th anniversary of incorporation**—alongside non-profits, volunteers, funders and our city's leaders in 2023-2024.

Ceaton
Cara Eaton

Colin
Colin Druhan



Land Acknowledgment

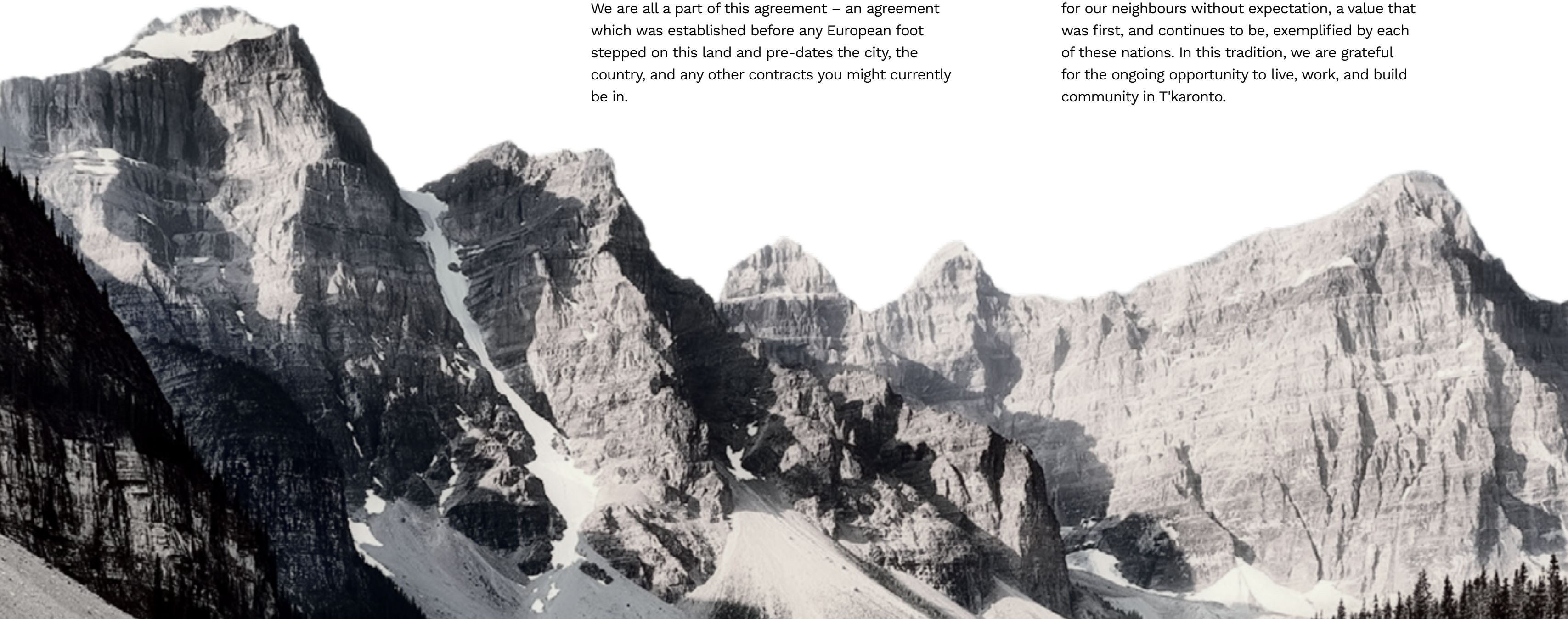
Volunteer Toronto has the privilege to build community and work in T'karonto on the traditional lands of the Chippewa, the Wendat, the Haudenosaunee Confederacy of Six Nations, and more recently the Territory of Treaty 13 with the Mississaugas of the Credit, part of the Anishinaabe Nation.

We at Volunteer Toronto take inspiration from the **Dish with One Spoon Wampum Covenant**, a pre-colonial agreement that encourages everyone to only take what they need, leaving enough for both each other and future generations. We are unable to reverse the violent history of colonization, but we can decide now to engage with this land and its peoples in line with this covenant.

We are all a part of this agreement – an agreement which was established before any European foot stepped on this land and pre-dates the city, the country, and any other contracts you might currently be in.

We recognize that saviourism and colonization continue to influence how Torontonians perceive and participate in volunteerism in our society. In acknowledging this, we strive to build communities of empathy in the spirit of the Dish with One Spoon Wampum Covenant.

Volunteer Toronto's staff and volunteers are humbled to **promote the spirit of helping, sharing, and caring** for our neighbours without expectation, a value that was first, and continues to be, exemplified by each of these nations. In this tradition, we are grateful for the ongoing opportunity to live, work, and build community in T'karonto.





Capacity Building for Non-Profits

Volunteer Toronto strives to connect with non-profits, grassroots groups, and organizations that support our local neighbourhoods. We prioritize building non-profit relationships in our community, across a wide spectrum of sub-sectors and organizational sizes to uplift, connect, and create positive opportunities for the city. Read more about how we support non-profits and their volunteer programs:



Delivering a Joint Conference

Volunteer Toronto and Toronto Association of Volunteer Administrators (TAVA) were proud to partner for a 2023 Conference, our 4th annual joint event to educate and support volunteer management professionals.

This conference served as a much-needed space for leaders to learn, share and **gain tangible tools** to continue to adapt and make necessary and meaningful changes to their programs and services. Contributions from guest experts in the volunteer/non-profit sector inspired, energized and further equipped participants to translate new ideas and learning into effective action within their own organizations.



Session topics focused on:

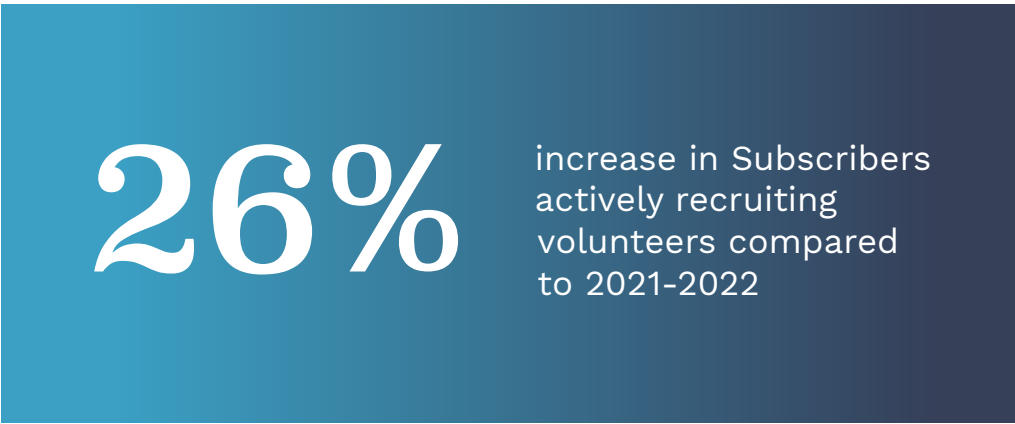
- ▶ **Seeds of Compassionate Communication**
Facilitated by Natalie Abdou, Bloom Consulting
- ▶ **From Harming to Helping - How Language Shapes Service**
Facilitated by Breauna Dorelus, Connecting the Cause

A Growing Non-Profit Network

Over the 2022-2023 fiscal year, we saw an **increase of over 100 new non-profits** join as subscribers to Volunteer Toronto. This increase demonstrates a sector in recovery and renewal.

As we move out of the pandemic, we are excited to explore how we can better serve non-profits around our city, while increasing our reach and connections with community organizations that **foster meaningful opportunities for volunteers**.

Our subscribers receive discounts on events and webinars, access to our growing Learning Library, boosted and optimized promotion, media opportunities and other exclusive subscriber-only benefits.





Online Learning for Volunteer Managers

LearnVT is Volunteer Toronto's online learning system that includes volunteer management, community leadership, and board governance training. Our Learning programs are dedicated to both volunteers and non-profit organizations that recruit volunteers.

924

Learners reached through live webinars and self-directed online learning

303

Non-profits accessed live webinars and self-directed online learning

93%

Of participants would recommend a VT learning opportunity for volunteer managers to a peer or colleague

Topics we delivered as live webinars for volunteer managers training include:

- ▶ Volunteer Management Cycle
- ▶ Virtual Volunteer Management
- ▶ Community Leadership
- ▶ Board Governance Training

We are always developing new, more in-depth and up-to-date content for our online learning home: [learnVT.ca](https://learnvt.ca)



Peer-to-Peer Learning

The Volunteer Lab is a our peer-to-peer digital learning space for anyone interested in forward-thinking community building. Audiences can access the space at the web address — VolunteerLab.ca. The Volunteer Lab launched in May 2022 with six courses on topics including: Cultivating Impactful Partnerships, A Framework for Anti-Oppression, Communicating Change, and Developing a Pilot Project.

Each year, a new course is added to the Volunteer Lab, hosted by a leader in the non-profit sector. These courses continue to [address trending topics about community building](#) while creating accessible resources that facilitate discussion and positive change.

2,456

learners visited the Volunteer Lab

VOLUNTEERLAB



Rehabilitating Volunteer Programs through Intensive Non-Profit Engagement

With funding from the Ontario Trillium Foundation (OTF)'s Resilient Communities Fund, Volunteer Toronto **intensified our proactive engagement with non-profit organizations** this year. We reached out to our lapsed non-profit subscribers, as well as organizations who have never engaged in our services before. During one-on-one phone conversations and email touchpoints, a variety of supports were offered with the aim of helping non-profits bounce back from the pandemic, and restart recruitment through our online portal

These conversations revealed that many organizations lost volunteers over the last three years and haven't been able to re-engage them since. The early pandemic also saw many volunteer managers laid off. Those who replaced them are now starting from scratch when it comes to volunteer recruitment, training, and supervision.

To help these new staff on their volunteer management journeys, we shared free resources, as well as information about our various courses, webinars, and networking events. Volunteer managers were eager to have their position descriptions reviewed and receive assistance with posting roles on **VolunteerToronto.ca**.

Many also appreciated having their roles promoted via Volunteer Toronto's social media and newsletter channels, which are highly engaged with by volunteers. Our efforts resulted in more non-profits renewing their subscriptions or subscribing to our services for the first time, while also adopting leading practices in volunteer engagement.

676 non-profits contacted

203 one-on-one consultations completed



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



Volunteer Toronto's Most Popular Non-Profit Resource Topics



Volunteers in
Essential Sectors



Empathy in Action



Criminal Record
Checks



Policies &
Procedures



Engaging Older
Adult Volunteers

"I have learned so much from attending Volunteer Toronto webinars this year. The knowledge is truly gold for our industry. I am so grateful, and I know our volunteer program and organization have already benefited so much. Excited for all the positive learning to come!"

– Liz Harrison, Haven on the Queensway

1430

volunteer management
resource downloads

656

participants at 37
volunteer management
training sessions

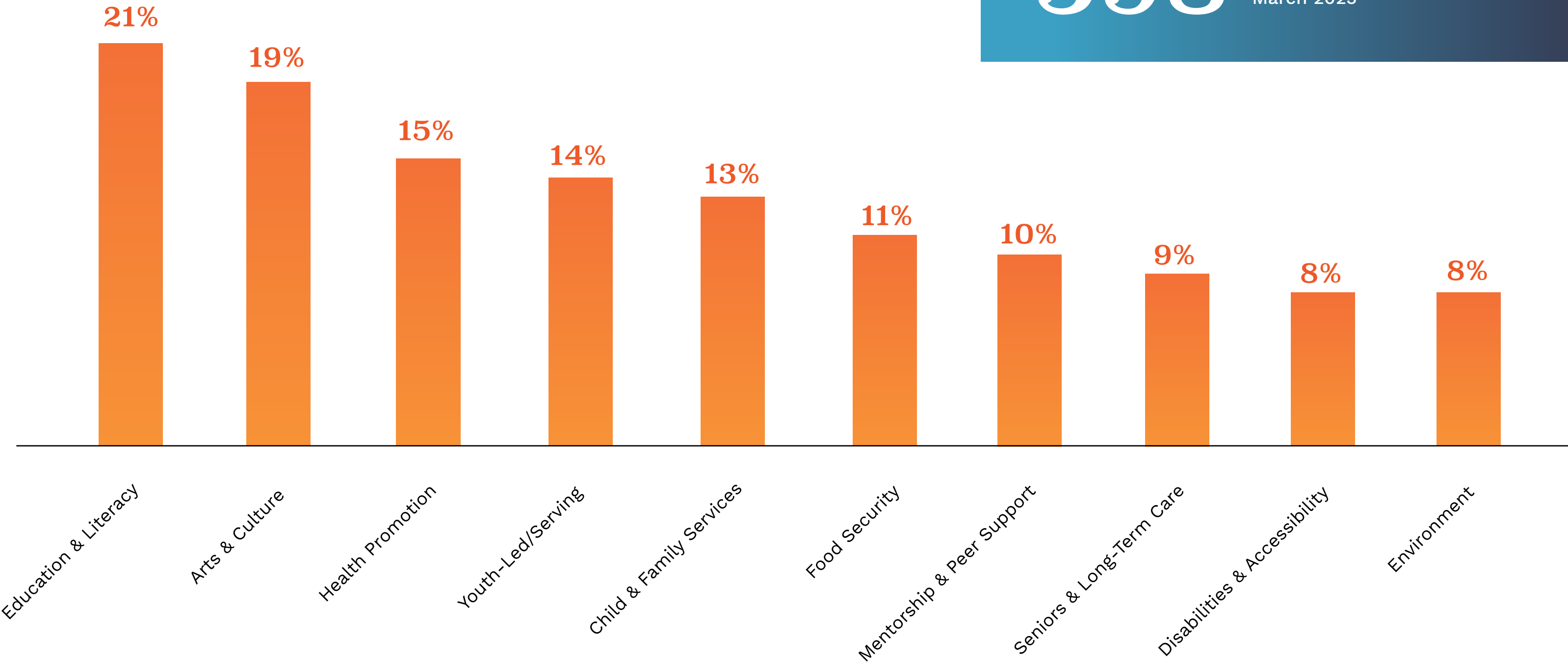
268

learners accessed LearnVT.
ca courses or our virtual
EngageMe tool



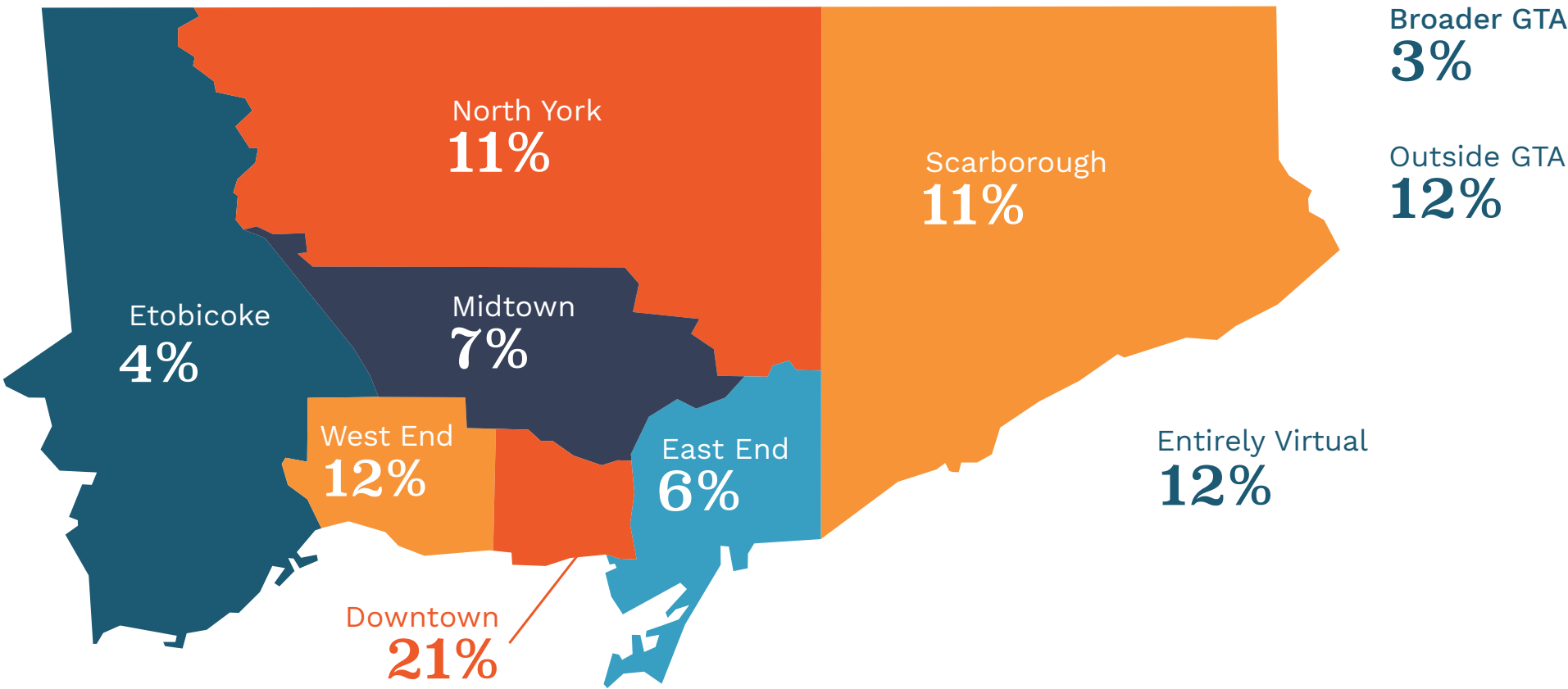
Top Non-Profit Sectors Recruiting Volunteers Through Volunteer Toronto

598 non-profit subscribers as of March 2023





Non-Profits by Location That are Engaging Volunteers



125

additional new subscribers over the course of the year

3/5

volunteer managers see finding appropriately skilled volunteers as their biggest challenge

60%

of all the non-profits Volunteer Toronto engages have annual revenues below \$75,000, meaning that they are subscribed for free

Common Trends



More volunteers are disappearing before (or after) their first shift – volunteer managers will recruit, screen, onboard and prep volunteers who never show up, or they only complete one shift.



Volunteer managers (especially those new to the field or their organizations) are struggling with how much screening they need to do, what’s helpful and appropriate, and how long the process takes.



Volunteers are more reluctant than ever to make long-term commitments. Organizations asking for commitments longer than three months struggle to attract volunteers. As a result, recruitment cycles are more frequent.



Volunteer Managers are struggling to keep up communications with existing and potential volunteers. At the same time, volunteers do not respond to urgent messages, emails or calls. Both create bottlenecks.



Network Mobilization and Advocacy

Here at Volunteer Toronto, we know that there is strength in cultivating networks. This year, we focused on expanding our own network of non-profits with the support of Ontario Trillium Foundation (OTF). We also invested our time in regional networks like the Toronto Non-Profit Network (TNN) and the Ontario Volunteer Centre Network (OVCN) in order to maximize the reach of our advocacy on behalf of the voluntary sector.

Toronto Non-Profit Network (TNN)

In addition to serving on TNN's Steering Committee, Volunteer Toronto was engaged in communications work on behalf of TNN. This involved



the completion of three reports; an **Impact Report** for the public, a Network Report for their member organizations (both include a helpful infographic detailing the state of Toronto's non-profit sector), and a **two-pager** detailing TNN's position on spatial justice.



We also supported TNN with social media engagement, newsletter deployment, and digital campaigns in celebration of Toronto **Non-profit Recognition Day** on October 5th and **Non-profit Sector Appreciation Week** from February 13th to 19th. Our work on behalf of TNN has enabled them to better engage their members and advocate for important community issues.

Ontario Volunteer Centre Network (OVCN)

Volunteer Toronto is a longtime member of OVCN. This year, we ramped up our leadership with the network, serving on the Steering Committee and **facilitating monthly "Centre Sync" Zoom calls** which brought together volunteer centre staff and leaders to share local updates.

One of OVCN's major accomplishments was the completion of a provincial pre-budget submission.



This submission advocated for a Provincial Action Strategy for Volunteerism and the creation of a "home in government" for Ontario's non-profits, including a secretariate for volunteerism. By connecting with one another, OVCN's member organizations have shared ideas, resources, and strategies that strengthen each centre's policies, programs, and funding applications.

Convening has also allowed us to speak as a strong collective voice at government tables, pushing for changes that would enhance Ontarians' wellbeing by fostering a more resilient voluntary sector.



Community Research Partners

Here at Volunteer Toronto, collaboration with Community Research Partners has created a strong set of data, research papers, and findings that continue to inform our work every day. Our collaborations over the 2022-2023 fiscal year have been mostly focused on **Meals on Wheels research** and how to better engage with and provide services to our audiences.

This year, we partnered with **TD Mindpower**, **IBM**, **180 Degrees Consulting**, and **University of Toronto: Scarborough**. We thank these groups for their time, work, and investment in our services and offerings for the betterment of the community.



TD Mindpower: Analytics for Social Good

TD Mindpower: Analytics for Social Good, helps non-profit organizations leverage data and analytics to grow their community impact.

The TD Mindpower team contributed to our Meals on Wheels research, by searching for the answer to the question: Is it even possible to fill the demand for volunteer drivers in Toronto? This data was compiled by looking at various factors that would contribute to a volunteer's ability and motivation to participate as a volunteer driver, such as vehicle ownership and likelihood to volunteer for these programs.



180 Degrees Consulting

180 Degrees Consulting partners with non-profits and social enterprises to provide innovative and sustainable solutions to the challenges they face.

There is a growing trend in Corporate Social Responsibility, and with Toronto as a hub of these organizations, we recognize this is an area we must tap into. 180 Degrees Consulting helped us explore the possibility of offering a Corporate Volunteering service. We received a final report to execute on this call to action both sustainably and meaningfully to engage our new audience in the future.



The Community, Knowledge Learning Hub at the University of Toronto

The Community, Knowledge Learning Hub at the University of Toronto brings together Faculty and local organizations to discuss goals to develop research capacities. This entails the co-creation of knowledge through collective action by practitioners, community-based researchers, community groups and academics.



This year, students compiled and analyzed Meals on Wheels data. This topic is especially relevant given Volunteer Toronto's priority to address driver shortages and conduct primary research in the space. The project provides important context that we will leverage as we continue to work towards the goals in our Strategic Plan.

IBM: Impact Grants

IBM's Impact Grants deploy their enterprise capabilities in support of non-profit organizations around the world.



In early 2023, an Impact Grant team worked to audit learnVT.ca to make recommendations to improve platform accessibility and user journeys. This project forged meaningful conversations about how we can be more inclusive and cater to our audiences.



Mobilizing the Community

Over the past year, Volunteer Toronto has been working to recover and revive the disrupted voluntary sector coming out of the pandemic. With annual celebrations such as National Volunteer Week, and the Youth Ignite Fair, connection points with advisors, and information sessions, we are actively in community and engaging with a large number of volunteers and potential volunteers.



Engaging Youth

The Ignite Fair Powered by Volunteer Toronto is an initiative developed in a partnership between **Pledges for Change**, a youth-led group, and Volunteer Toronto, Canada's largest Volunteer Centre.

Emerging from this collaborative effort is the opportunity to plan and execute the annual Ignite Fair. Moving from in-person to virtual, the Ignite Fair aims to assist young people to learn more about volunteerism, as well as open doors to new avenues in the non-profit sector. Ignite Fair **brings together high school students and non-profit organizations** across Ontario in a dynamic virtual space. Organizations connect with youth in their region and across the province who are interested in in-person and virtual volunteering roles.



Whether it is completing their 40 hour volunteer requirement, dedicating their time and efforts to an important cause, or finding their future career route, Ignite Fair Ontario is the place to start.

58,347

Youth engaged and supported in finding volunteer roles

59%

Of Volunteer Toronto's website traffic is from youth and young adults

717

Youth registrations for Ignite Fair





Information Sessions

We love to be in community and create connections – information sessions are one way we do just that! These sessions happen both in-person at Toronto Public Library locations around the city, and virtually via Zoom. Attendees receive an overview on the volunteer sector, make community connections, and access other helpful support services.

These sessions are intended to give prospective volunteers the right information, tools, and knowledge they need to successfully find a volunteer role suited to their wants and needs. **Ambassadors and Community Outreach Volunteers** who facilitate these sessions dedicated over 100 hours to connecting with community members on the following topics through:

- ▶ How to Become a Volunteer
- ▶ How to Become a Volunteer: for Resume Building
- ▶ How to Become a Volunteer: Youth
- ▶ How to Become a Volunteer: Newcomers

Our return to in person information sessions post-pandemic started at two library locations, Bloor/Gladstone and North York Central Library, with more to follow in 2023.

National Volunteer Week 2022

Every year, Volunteer Toronto recognizes **National Volunteer Week!** The theme for 2022 surrounded Empathy in Action and Bringing Heart to Canada's Communities.

Celebrations could be seen all over the city, with the CN tower and Toronto sign lit in blue and orange (Volunteer Toronto's colours) and in recognition of our dedicated community volunteers who make a difference every day. One hundred lucky volunteers received a pizza voucher to thank them for their dedication to volunteering and giving back to our community.

Volunteer Toronto also created two blogs in commemoration of the theme, including **Empathy vs Sympathy: Differences of Importance** and **10 Ways to Put Empathy in Action.**

Volunteer Advisor Program

From 2022-2023, Volunteer Advisors dedicated 1200 hours to supporting the public through one-on-one appointments. Volunteer Toronto's Volunteer Advisors work to provide prospective volunteers with all the information they need to get started on their volunteerism journey.

Over 2000 touchpoints were facilitated for youth, newcomers and older adults/ retirees, among others. The main interests noted by volunteers in these meetings were:

- ▶ Gaining Skills and Professional Experience
- ▶ Giving Back to Community
- ▶ Meeting New People
- ▶ Completing High School Hours





Volunteer Seekers Accessing Volunteer Toronto's Services

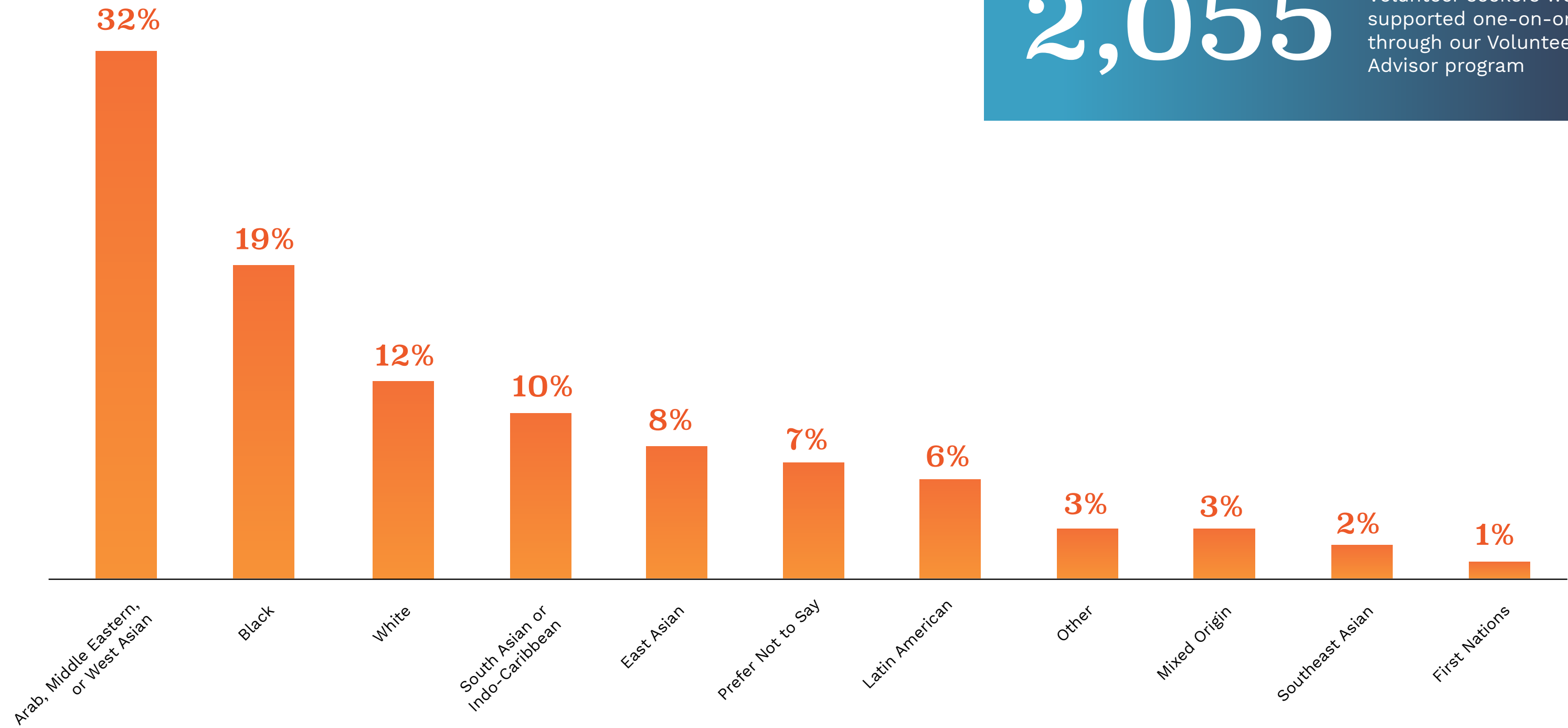




Volunteer Seekers by Ethnocultural Identity that Needed Intensive Support

2,055

Volunteer seekers were supported one-on-one through our Volunteer Advisor program





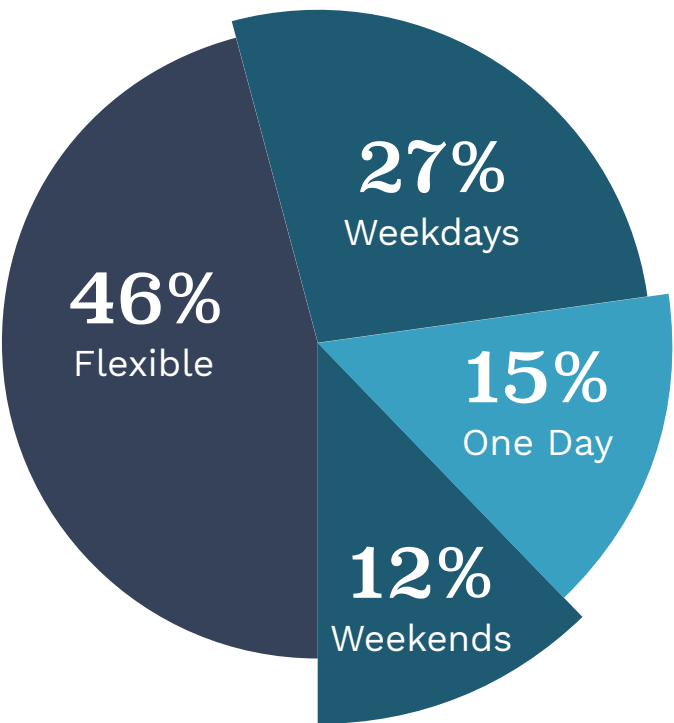
187,385

People actively searched for roles on Volunteer Toronto's website

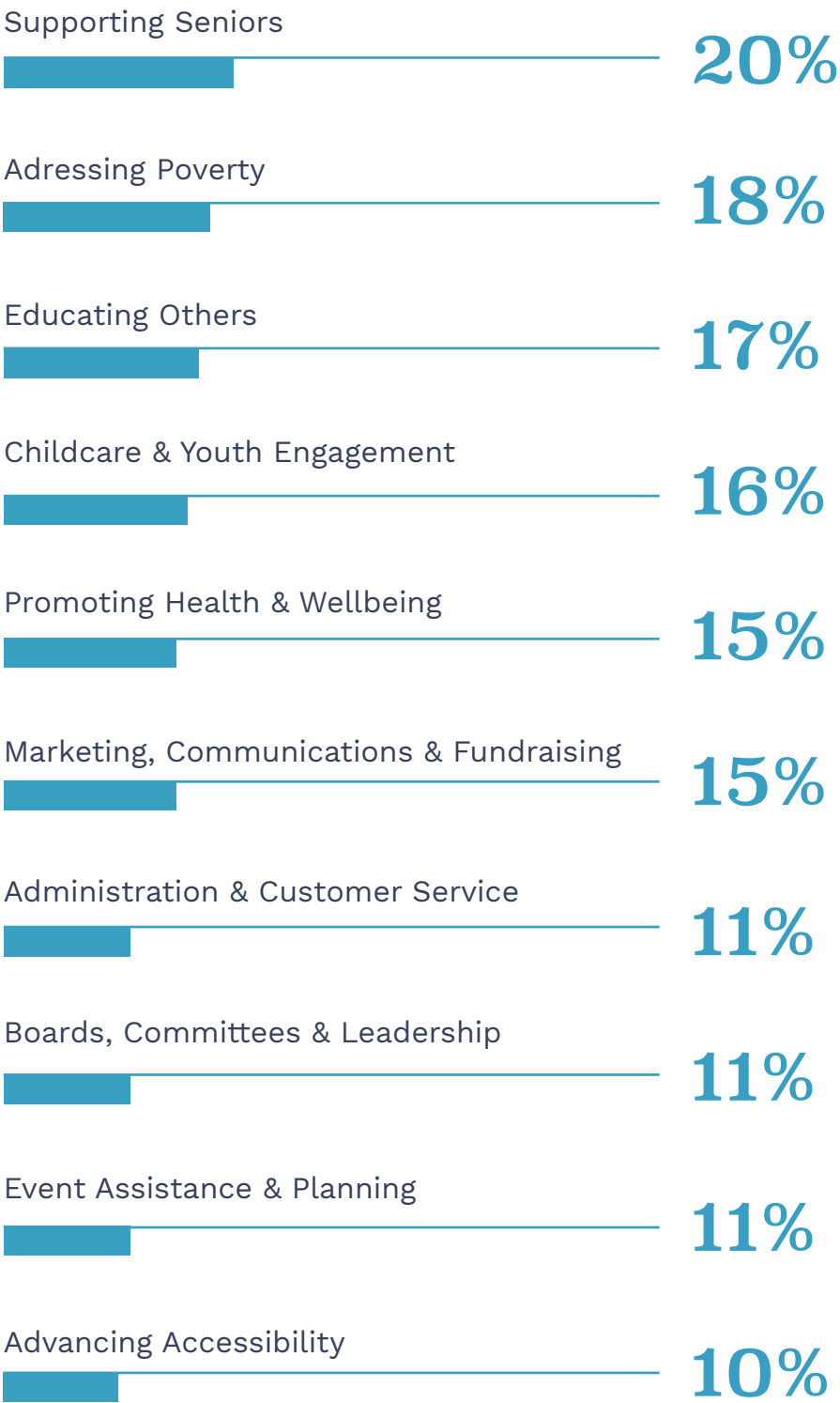
2,302

People took immediate action when we shared urgent essential volunteer roles

Participation by Schedule



Volunteer Activities



Common Trends



Many older adults don't have a computer and need our assistance getting connected with in-person volunteer opportunities.

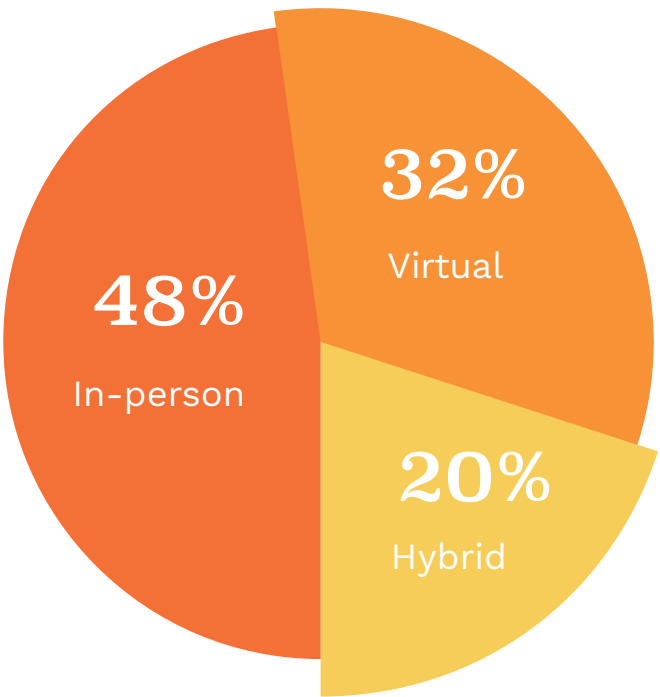


A large number of folks reach out to Volunteer Toronto from abroad, looking for volunteer opportunities that could assist them with immigration.



While Volunteer Toronto receives many inquiries regarding opportunities for court-ordered volunteers, there is a shortage of roles that meet this goal.

Participation by Location





Re-Engaging Seniors in Volunteering

Volunteer Toronto was engaged by the provincial government to understand and address the landscape of volunteering for Ontarians 55+ and to support the re-engagement of older adults in volunteerism.

With a grant from the Ontario Government’s Ministry of Seniors & Accessibility, Volunteer Toronto hosted several events and focus groups, and deployed a survey to better understand the needs of older adults and volunteers aged 55+. Attendees met over 20 of Volunteer Toronto's Preferred Seniors Organizations who are actively recruiting older adults as volunteers.

With two virtual webinar components, and finally an in-person seminar and volunteer fair, Volunteer Toronto effectively reengaged older adults after years of COVID-19 disruption, uncertainty and reduced community participation. The Seminar and Volunteer Fair allowed attendees to evaluate their own volunteering preferences and motivations with our Self-Assessment document, which can be found on [Volunteer Toronto's Volunteering at 55+ webpage](#). This webpage is also the Organization Digital Home, where prospective volunteers can search for organizations actively recruiting senior volunteers.

We thank the Ontario Ministry for Seniors and Accessibility for supporting this important work.

145
Adults aged 55+ engaged in our Senior's Webinar Series

20
Non-Profit Exhibitors recruited older adults at our Volunteer Fair

70
Attendees for Senior’s Seminar and Volunteer Fair



"Volunteering as an older adult is unique. We often have a life-time of skills and experiences to offer, that sometimes get overlooked. Our reasons for contributing/volunteering are often related to meaning, purpose and legacy work. I would welcome a more tailored approach to recruiting older adult volunteers!"

— Anonymous, Senior's Volunteering Survey



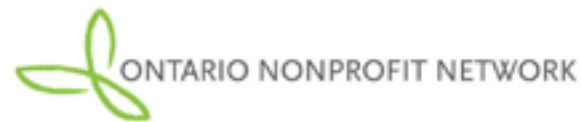


Engaging Audiences

Volunteer Toronto's communications channels have a wide reach. Our website—**VolunteerToronto.ca**—is the most visited volunteerism focused website in Ontario. We provide enhanced promotional support to non-profits through our newsletters and social media channels which garner hundreds of thousands of impressions every year.

We are also excited for a project that we started during the fiscal year — the redevelopment of our website. We've self-funded this project to ensure our portal matches a **modern user experience**.

Volunteer Toronto would also like to thank the below media outlets for profiling our programs, data, and leaders during 2022-2023. Click each logo to explore how we engaged audiences with media outlets across our city.



322,318

Unique users on Volunteer Toronto's website



559,909

Social media impressions



2.33M

Pageviews on Volunteer Toronto's website

60%

Of website users completed an action

24,266

Newsletter subscribers



Our Commitment to Anti-Oppression and Reconciliation

We’ve set out on a journey of anti-oppression with a view of building sustainable culture changes as outlined in our 2021-2025 Strategic Plan.

In 2022-2023, our team prioritized reconciliation by identifying five Calls to Action derived from the **Truth and Reconciliation Commission of Canada**. Each call to action listed is important to our organization and values, and we strive to advocate for Indigenous communities by monitoring the advancement of these requests and exploring our role in moving the needle.

We have also established dedicated time at monthly staff meetings to collect resources, discuss current Indigenous issues, and explore further progression on the listed calls to action. We update our Land Acknowledgment resources at least once a month, which can be found [here](#).

Finally, our **Anti-Racism, Diversity, Equity, Inclusion and Decolonization staff committee** rotates semi-annually to deliver conflict transformation workshops, learning opportunities, and goals around our commitment to anti-oppression.



#37

We call upon the federal government to provide more supports for Aboriginal programming in halfway houses and parole services. This call-to-action relates to Volunteer Toronto's support for individuals completing court-ordered volunteer hours.



#62

We call upon the federal, provincial, and territorial governments, in consultation and collaboration with Survivors, Aboriginal peoples, and educators, to make age-appropriate curriculum on residential schools, Treaties, and Aboriginal peoples’ historical and contemporary contributions to Canada a mandatory education requirement for Kindergarten to Grade Twelve students. This call-to-action relates to Volunteer Toronto's opportunity to influence and educate youth on Indigenous and other cultural ways of knowing surrounding volunteerism.



#66

We call upon the federal government to establish multi-year funding for community-based youth organizations to deliver programs on reconciliation and establish a national network to share information and best practices. This call-to-action relates to Volunteer Toronto's partnerships, collaborations, and resource sharing with youth-led community groups.



#90

We call upon the federal government to ensure that national sports policies, programs, and initiatives are inclusive of Aboriginal peoples, including, but not limited to, establishing programs for coaches, trainers, and sports officials that are culturally relevant for Aboriginal peoples, as well as anti-racism awareness and training programs. This call-to-action relates to Volunteer Toronto's role in delivering sport-organizing educational and mentorship programs.



#93

We call upon the federal government, in collaboration with the national Aboriginal organizations, to revise the information kit for newcomers to Canada and its citizenship test to reflect a more inclusive history of the diverse Aboriginal peoples of Canada, including information about the Treaties and the history of residential schools. This call-to-action relates to Volunteer Toronto's efforts to support newcomers on their settlement journey as they seek to volunteer.



Our Dedicated Volunteers

Volunteers are at the heart of our work — enabling, informing, delivering, and responding to needs in the community. Our volunteers stick around and are trusted voices in delivering our mission. Over 40 volunteers contributed to Volunteer Toronto's presence over the year, and we could not be more thankful. This mosaic represents our volunteers. **Each unique tile represents the time, efforts, and talents of our dedicated volunteers** who give back in roles such as Advisors, Ambassadors, Digital Receptionists, Copywriters, Posting Support Assistants, and Zoom Support Assistants.

40+

Volunteers supported our work in 2022-2023

1635

Hours volunteered in 2022-2023

" I felt that I was able to help those who may have been looking for those opportunities. Even if I couldn't see the people who actually took advantage of the volunteer roles I promoted, it still feels like I made a positive impact that helped initiate people's volunteering journey."

— Anonymous, Volunteer Toronto Volunteer



Board of Directors

Colin Druhan, Chair

Executive Director, Pride at Work Canada

Sushma Narisetty, Vice-Chair

Director, Toronto Hydro Electric System Limited

Hekmat Kaadan, Treasurer

Director of Tax, Bird Construction

Vernis Cheung, Secretary

Legal Counsel at iGaming Ontario

Maryann Istiloglu, Past Chair

Executive Director, Ontario Association of Mental Health Professionals

Sarah Llewellyn, Director

HR Consultant

Helen Moroz, Director

Chief Policy Officer, Digital ^ Shift

Gaby Polanco-Sorto, Director

Head of Sustainability, Gore Mutual

Kanta Wadhwan, Director

Partner (retired), Baker McKenzie

Brennan Wong, Director

Engagement Manager, McKinsey

Horace Wright, Director

IT Transformation, National Bank of Canada

Staff Team

Joanne McKiernan

*Executive Director (On parental leave
October 2022-2023)*

Cara Eaton

*Interim Executive Director &
Director, Strategic Communications*

Kassandra James

Director of Programs

Sammy Feilchenfeld, CVA

Manager of Learning

Tatiana Letang

Manager of Marketing and Communications

Nira Mariathas

Operations Manager

Samah AbdelAziz

Programs Coordinator

Olivia Sonnenberg

Engagement Specialist

Roshini Mathews

Non-Profit Engagement Specialist

Garima Sharma*

Program Assistant

Safiyyah Memon*

Program Assistant

Heather Balmain

Communications Assistant

Anjaly Jeyacanthan*

Communications Assistant

*Employed for part of the
2022-2023 fiscal year

Financial Snapshot

In the fiscal year 2022-2023, Volunteer Toronto ended the year with a strategic deficit.

Volunteer Toronto’s leadership team continues to receive positive feedback from our auditors on the tools we use to fiscally manage the organization’s budget. For the first time in many years, we ended the year in a deficit—a calculated decision to invest in our own web technology using less than half a month’s worth of operating expenses from our cash reserves. This special project investment will increase Volunteer Toronto’s value proposition and relevancy for years to come and delivers on our 2021-2025 Strategic Plan.

This year we renewed our core funding from **Ontario Health** and continued to deliver funded programs with the support of the **City of Toronto** and **United Way of Greater Toronto**. We also secured our third **Ontario Trillium Foundation** Resilient Communities Fund grant, and a senior’s project grant from the **Ontario Government**.

For four years in a row now, Volunteer Toronto has secured significant special project grants, bolstering our capacity and program delivery. However, long-term financial resiliency is a key priority. And over the next fiscal year, we will continue to strengthen our ability to earn unrestricted revenue by **testing new models** for subscriptions and training revenue streams.

Our staff team continues to be our biggest expense, but our biggest opportunity to build operational sustainability as we support and retain thought leaders, experienced volunteer managers, connection holders, revenue earners, and skilled communications professionals. We look forward to continuing to serve the city and the voluntary sector through **responsible fiscal management** and **program delivery**.



33%	Ontario Health (MOH)
27%	City of Toronto
19%	United Way of Greater Toronto
7%	Ontario Trillium Foundation
6%	Subscriptions & Training
5%	Special Projects
3%	Other (Co-tenancy, Investments, Business Rebate, Donations)
Total: \$907,202	



45%	Overhead, Marketing & Administration
17%	Engaging Organizations
15%	Community Engagement
12%	Special Projects & Website Development
6%	Engaging Leaders
5%	Engaging Youth
Total: \$929,565	



Volunteer Toronto

Our Mission

Volunteer Toronto increases the positive impact that volunteering has on the City of Toronto through innovative initiatives that inspire, inform, and connect volunteers and the organizations that need them.

Our Vision

We envision a Toronto that is caring, inclusive, and engaged where volunteering is an important avenue through which everyone has the opportunity to participate and contribute meaningfully.

VolunteerToronto.ca
CRA# 119287092RR0001

2425 Eglinton Avenue East, Suite 214
Scarborough, ON
M1K 5G8

