

# BRAMPTON CARES

A summary of Volunteer MBC's impact in 2019 –  
2020

Volunteer Mississauga Brampton Caledon

Charitable RN: 847920469RR0001



## Brampton HQ

Our presence in Brampton is substantial thanks to our main office at Community Door Brampton where many visitors come to us for in-person consultations, including many clients from our neighbor organizations such as the Canadian Mental Health Association and the Centre for Education & Training. This space also provides us access to a shared boardroom, in which we conduct various workshops, meetings and info sessions. This location is conveniently along a major corridor and is centrally located in Peel. By being present in a nonprofit hub, Brampton residents can access multiple services they need in one trip.

## 2017-2019 Strategic Plan Accomplishments

We reflect with pride on our collective achievements and the impact Volunteer MBC has had on volunteers, our member non-profit organizations, their clients, and the voluntary sector in Peel as we completed the final year of our 2017-2019 Strategic Plan which focused on four priorities:

- Empower the voluntary sector through community engagement, learning and capacity building
- Seek diversified and sustainable resources to support and grow Volunteer MBC
- Develop team skills, attributes and competencies to attain organizational goals
- Invest and maximize use of technology & processes to improve internal communication and business practices

### Empower the voluntary sector through community engagement, learning and capacity building

In 2019, we made **39,861** volunteer referrals, totalling **280,953** since our inception. In following our service excellence model, we made grate strides with client engagement. We did this by increasing the numbers as noted above, as well as the quality of service delivered to the volunteers (our clients) and our member organizations. We enhanced the quality of client referrals, positions and support. We made in-roads with several community partners focused on inclusion and removing barriers to volunteering. In terms of our Learning and Development, we established ourselves as a service provider for governance-focused learning sessions working with United Way Greater Toronto, Our

Groups in Peel (municipalities), Moyo and Indus. In addition, we increased our revenue with Learning Management System development.

## Seek diversified and sustainable resources to support and grow Volunteer MBC

Over the last five years, we have been highly successful at increasing revenue generated via the Learning Centre, membership fees and fundraising to support our core services. This now represents 35% of our total revenue, compared to 18% in 2013, so that we are far less reliant on government program funding. However, this achievement was not enough to counter the loss of 36% in revenue from the Provincial government, from which we received no funding for the first time in a decade.

## Develop team skills, attributes and competencies to attain organizational goals

Reduced funding forced us to downsize our paid staff team, however, we have been able to build a strong board based on a skills matrix with a diverse and inclusive lens and skilled volunteers to assist us with all aspects of our operation. We also engaged more co-op students and volunteers from the Ontario Works program.

## Invest and maximize technology & processes to improve internal communication, business practices

Our foresight to invest in technology and improve our business practices prepared us very well to move to a virtual office environment at the start of the pandemic and we were able to quickly adapt our key services and programs. Today we have the capacity to withstand the impact of COVID-19 on our workflows because of a much-improved digital infrastructure.

## Outreach and Referrals

### Audiences

Volunteer MBC serves two customer segments with distinct value propositions that we are trying to connect: Community service organizations and the other key clients are the Residents who want to volunteer or already volunteer.

1. Community residents who want to volunteer or already serve as volunteers.

Our three primary audiences are: youth, newcomers, older adults. We also serve employee volunteers to support Corporate Social Responsibility programs, the 2SLGBTQ+ communities and people with disabilities.

### Value Proposition:

Adult newcomer - VMBC helps to increase your employment readiness by connecting you with local volunteer opportunities that help you acclimatize, develop local market experience and that serve to build local relationships that can help you adapt.

Secondary School Students – seek to help youth who are most vulnerable and at risk of social isolation – build academic and human skills, etc. to increase their employability.

Populations most likely to experience Loneliness – retirees, people unable to work due to impaired health, disabilities, youth, newcomers – VMBC helps alleviate loneliness and reduces the impacts of loneliness on volunteers' health resulting in increased quality of life, improved health and reduced cost on the healthcare system.

Local businesses that can benefit from local community volunteer programs – skill development through volunteering, improved morale, retirement transition – utilizing skills gained to benefit community and reduce isolation which may be experienced during transition. – VMBC helps companies attract, retain and develop employees as well as helping to transition successfully to retirement through connecting them with meaningful community volunteer opportunities.

What is the demographic of the residents we serve?

**Age 19 and above of the clients we serve: Annual Income \$24,999 and less = 39.8%** (No income = 8.2%, Less than \$10k = 15.2%, \$10k - \$24,999 = 13.9%)

**Unemployed and Seeking Employment = 18.5%**, Unemployed and unable to seek Employment = 6.9%, Retired = 8.6%.

Furthermore, we also know the following:

**Immigrant Stats:** Total Immigrants includes all ages = 57.61% (10.75% 3yrs or less, 7.16% 3-5yrs, 7.76% 5-10yrs, 31.94% more than 10yrs)

- Mississauga: Total = 27.16% (5.07% 3yrs or less, 2.98% 3-5yrs, 4.18 5-10yrs, 14.93% more than 10yrs)
- **Brampton: Total = 25.67% (4.78% 3yrs or less, 3.88% 3-5yrs, 3.28% 5-10yrs, 13.73% more than 10yrs)**
- Caledon: Total = 1.49% (0.00% 3yrs or less, 0.00% 3-5yrs, 0.30% 5-10yrs, 1.19% more than 10yrs)
- Other Geos: 3.28%)

**We also assist a large youth audience grade 7 and 8 and high school/post-secondary** who are looking to primarily learn new academic and human skills.

**This reflects the demographics of the marginalized community we serve and this is why they volunteer: (data collected from an extensive Volunteer Motivation Survey conducted in 2018).**

Top 3 box scores (agreements) of Career Focused Items;

75.95% "I volunteer because I feel that I make important work connections through volunteering"; 69.76% "I volunteer because volunteering helps me gain work experience in my particular profession" 46.67% "I volunteer because I feel that volunteering will help me to find out about employment opportunities", 70.24% "I volunteer because volunteering gives me an opportunity to explore potential careers."

2. Social Purpose Organizations (non-profits) that serve residents in need. Including our members, other agencies working in the community, social purpose organizations (educational systems, service clubs, school boards, hospitals, social purpose enterprises).

## Value Proposition:

VMBC helps to strengthen your organizational capacity through providing valuable resources and training to help you fulfill your social purpose. The independent survey completed with Align Consulting for our new strategic plan revealed the following:

- 76% are happy with the service we provide and the relationship with us.
- 84% feel effective volunteer management is important.
- 41% expect to increase the use of our services and 23% will require the same level of service.
- 93% Learning Centre has been helpful in developing skills, knowledge and capacity
- 96% Learning Centre course offer good value for the money
- 95% Learning Centre course (in person and online) good investment of time.
- 52% are satisfied with the quality/fit of volunteers we refer.

This demonstrates 2 key points:

- **Volunteerism is very much a CAUSE that in of itself addresses social issues.**
- The gap between what social purposes organizations are looking for from a client (volunteer) – specific skills and time to execute their missions is not always aligned with why our clients want to volunteer (i.e. to build their skills (including human skills), to find employment, build social and professional networks, etc.).

As part of our new strategic plan, we are addressing this gap with:

- Using innovative technology in a sophisticated referral system and matching based on a skills matrix.
- Educating member organizations on how to work with volunteers that face barriers and focus instead on the talents and assets that they do bring.
- Educating volunteers
- Advocating for volunteerism as a cause
- Offering a New Membership Model with menu-based service offerings

## Referral System

Our in-person community and school outreach increased to 31,000 people throughout Peel region. At the end of December 2019, this resulted in 39,861 referrals to volunteer positions with community service organizations including the municipalities. This is a **15% increase in total referrals over 2018**.

Location	age	<12	13-15	16-18	19-24	25-34	35-44	45-54	55-64	65>	Total
Mississauga		621	4914	4338	3177	3483	2232	1062	441	243	20511
Brampton		459	4590	3672	2430	3393	1611	693	279	90	17217
Caledon		27	297	351	180	198	90	18	36	9	1206
Other		9	108	117	207	261	117	54	45	9	927
Total		1116	9909	8478	5994	7335	4050	1827	801	351	39861
<b>Brampton 2017</b>		<b>670</b>	<b>4550</b>	<b>2780</b>	<b>2050</b>	<b>3100</b>	<b>1590</b>	<b>630</b>	<b>340</b>	<b>130</b>	<b>14840</b>

In Brampton, the referrals reached a total of 17,217 in 2019, a **9% increase over 2018**. Together they provided an average of **2.7 million volunteer hours**. It's very interesting to note that Brampton youth engagement has increased substantially, by over 12% year over year which is very encouraging and

there was a 7% increase in the Adult category as well (specifically the 25 to 54 age group) but there was also a decrease in the older adult volunteer engagement demographic.

The way in which we engage volunteers is evolving too, with development of our community skills matrix. This project enabled us to engage skilled newcomers onto an advisory team as we build a reverse-matching functionality that allows organizations to search for volunteers by the skills they have to offer. This relates to the increased need identified by non-profits for skilled volunteers as noted in the 2019 Review of Volunteerism.

## Online Engagement

Volunteer MBC's email subscribers list in Mailchimp with over 20,000 volunteers and over 1,000 nonprofit staff has shown a steady growth and we are very excited since we are now moving this operation into our new CRM - GiveLife, which will increase connectivity between Volunteer MBC and all of our stakeholders by tracking our relationships better. We believe this coupled with our rebranding efforts will be key to continued, increased success with community engagement. Due to a lack of funding, we lost our Mar/Com Coordinator role and it has taken some time to pivot to a new online engagement model. Thanks to an excellent Social Media Communications and Art House Volunteer Team, our social media engagement is now increasing with more new content and frequency of updates, and more focus on video and live-casting to show the impact of volunteerism in more easily understood ways. We use these to demonstrate the services our member organizations offer to the community as well.

Followers	March 2019	December 2019	+/- Change
<b>Facebook</b>	1607	1776	169
<b>Instagram</b>	501	621	120
<b>Twitter</b>	2702	2762	60
<b>LinkedIn</b>	2433	2581	148

## Charter of Volunteerism Campaign

### Call to action

In April 2019, Mayor Patrick Brown presented a proclamation at Brampton City Council on the Charter of Volunteerism. We continue to raise local awareness in many public venues across Peel, combined with an invitation to residents to sign and endorse it online at Volunteer MBC's website. The Charter of Volunteerism focuses on the volunteer experience, relationship between volunteers and organizations, the benefits for the individual and community, and inspiring action. Pictured here is Robert from our team holding the Proclamation.



### Membership

Volunteer MBC's membership base has remained stagnant at about 200 community service organizations, which also includes the City of Brampton, the City of Mississauga, and the Town of

Caledon. 129 of these organizations serve Brampton with 61 physically located in Brampton. A number of the smaller organizations have ceased operations and/or could not afford the \$52 membership. We will be looking to help these organizations with the introduction of a Sustainer membership for businesses and individual supporters who believe in the learning and capacity building we provide to all our organizations.

In Brampton, 67% of Volunteer MBC member organizations serve all audiences, 26% service children and youth and 7% serve seniors. Almost all these organisations have programs or services for newcomers.

Table 3. Sample List of Volunteer MBC member organizations by focus area in Brampton

<b>Mission focus area</b>	<b>Examples of organizations serving the cause</b>
<b>Environment and wildlife</b>	Toronto and Region Conservation Authority Ecosource
<b>Poverty and Homelessness</b>	Knights Table Indus Community Services Habitat for Humanity Regeneration Sai Dam (Covid-19 free membership)
<b>Arts and crafts</b>	Womens Creative Club International Visual Arts Brampton
<b>Recreation and sports</b>	The Brampton Track Club Brampton Girls Softball Association
<b>Healthcare</b>	William Osler Health System Moyo WellFort Community Health Services Canadian Mental Health Association Canadian Blood Services MS Society Catholic Family Services
<b>Education &amp; Literacy</b>	Brampton Library Boys and Girls Club of Peel The Learning Place Learning Disabilities Association of Peel Region
<b>Accessibility and disability support</b>	March of Dimes Canada
<b>Legal Aides and Corrections</b>	The BRIDGE North Peel & Dufferin Community Legal Services John Howard Society of Peel-Halton-Dufferin
<b>Older Adults</b>	Elder Help Peel Making Our Seniors Matter The Region of Peel Long Term Care Homes Roots Community Services
<b>Youth</b>	Big Brothers and Big Sisters of Peel Rapport Youth & Family Services Regeneration Outreach Community Free for All
<b>Parent and child</b>	The Region of Peel PLASP

<b>Mental Health</b>	Canadian Mental Health Association Spectra Community Health Services Punjabi Community Health Centre
<b>Hospice and Bereavement</b>	Dorothy Ley Hospice Heart House Hospice
<b>Information and Referrals Services</b>	Spectra Community Support Services
<b>Settlement and Integration Services</b>	The Centre for Education and Training Indus Community Services
<b>Skills and Career Development</b>	The Centre for Education and Training Volunteer MBC Learning Centre

## Volunteer Recognition Events



### V-Oscars

During National Volunteer Week, Volunteer MBC and its member organizations, supporters, and friends came together for the premier volunteer recognition event in the region, the 4<sup>th</sup> annual V-Oscars. Once again, we rolled out the red carpet to recognize the achievements of volunteers and volunteer engagement professionals in Peel. 15 recipients received awards in a wide range of categories. Award nominees all received free entry to the gala, which is made possible by generous sponsors and ticket sales. It's a prestigious honour for the volunteers and each nominating organization. Depicted here, the Newcomer Gem is awarded to a newcomer volunteer from Brampton, Vishal Shrivastava (right) and it is presented by Rohit Mehta of DoGood Fundraising, a Brampton-based small business that sponsored the award. We engage sponsors to make the event free for the nominees and keep costs very low for their families and friends.

<b>Award Category</b>	<b>Award Recipient</b>	<b>Nominating Organization</b>
Hazel McCallion Power of Giving Award	Mohamad Fakh	Volunteer MBC
Helping Hands Award - Brampton	Olamide Alimi	Volunteer MBC
Helping Hands Award - Caledon	Margie Mols	SHIP – Peace Ranch
Helping Hands Award - Mississauga	Vivia McCalla	Catholic Family Services
Newcomer Gem Award	Vishal Shrivastava	Volunteer MBC
Leader of Tomorrow Award	Pamika Celly	Community Living Mississauga
Family VolunTree Award	Bill and Mary Horton	William Osler Health System
Youth LEaD by Example Award	Peel Environmental Youth Alliance	Ecosource
Leader in Volunteer Engagement Award	Karmela Buzdon	Active Adult Centre
Corporate Volunteer Engagement Award - Brampton	Pfizer Canada	Indus Community Services
Corporate Volunteer Engagement Award - Caledon	BMO	SHIP – Peace Ranch
Corporate Volunteer Engagement Award - Mississauga	Robert Half Management Resources	Breakfast with Santa Foundation
John Huether Award for Volunteer Excellence	Zehra Abbas	Studio.89
Bonnie Yagar Award for Community Engagement Leadership	Kevin Travers	Caledon Community Services
Lifetime Volunteer Achievement Award	Janice Dennis	William Osler Health System

## Peel Cares Celebration

To celebrate International Volunteer Day, we held our Peel Cares Celebration, featuring 3 Volunteer of the Year Awards for Mississauga, Brampton, and Caledon. The event was held at Community Door in Brampton and was packed with participants and media including Mayor Brown, who took time out from his in session Council Meeting to thank the volunteers. There were 29 nominees from Peel, including 12 Brampton nominees. Ann Crane, the Volunteer of the Year for Brampton was recognized for her efforts in 2019--she is a lifelong, incredible volunteer with William Osler Health System at the age of 97!



### **Caledon: Abby Elliott**

– Toronto and Region Conservation Authority

### **Brampton: Ann Crane**

– Peel Memorial Hospital

### **Mississauga: Ayrton Stefanos**

– Distress Centre of Greater Toronto

## Brampton Citizen Awards

Several nominees were co-nominated for the Brampton Citizen Awards, as Volunteer MBC serves on its Selection Committee. The co-nomination process makes it easier for organizations to submit nominations and this increased the number of nominations for the Brampton Citizen Awards within the volunteerism related categories.

## Appreciation

Volunteer MBC is committed to appreciating and recognizing volunteers on a daily basis. Outside of the opportunities that the centre provides its member organizations and communities to recognize volunteers on special occasions, Volunteer MBC also trains organizations on good volunteer recognition practices. Volunteer MBC directly recognizes volunteers on a daily basis through producing and sharing their volunteer stories and sharing snapshots via web and social media platforms. This is essential to boost the retention rate of volunteers within organizations and inspire greater volunteerism in the region, including our own in-house volunteer base of close to 350.



## Achieve Certificates

An Achieve Certificate is a document that is issued to volunteers to recognize skills demonstrated during their volunteer experiences. Related volunteer hours, activities performed, special achievements or training obtained and comments from volunteers' supervisors are also included on an Achieve Certificate. Skills listed on the Achieve Certificate are informed by the National Occupation Classification Code



An adaptation of the national PREB program, Achieve Ontario is a Pan/Parapan Am Games' Volunteer Legacy Initiative that was sponsored by the Government of Ontario, which led to over 23,000 volunteers being awarded Achieve Certificates following the games.

The Achieve Certificate is ideal for anyone looking to be recognized for their volunteer involvement, but especially for employment-seekers as it provides a formal demonstration of experience, which can help distinguish yourself from others and for employers as it provides a credible reference and lists skills which are transferrable to the workplace. Achieve is beneficial to youth as it provides a professional reference which can be used when applying for scholarships and bursaries.

Volunteer MBC is an exclusive Certified Trainer and member of the Ontario Volunteer Centre Network. In April, all staff leading volunteers across the City of Brampton received customized training and access to the Achieve database to start issuing Achieve Certificates to recognize the efforts of City of Brampton Volunteers.

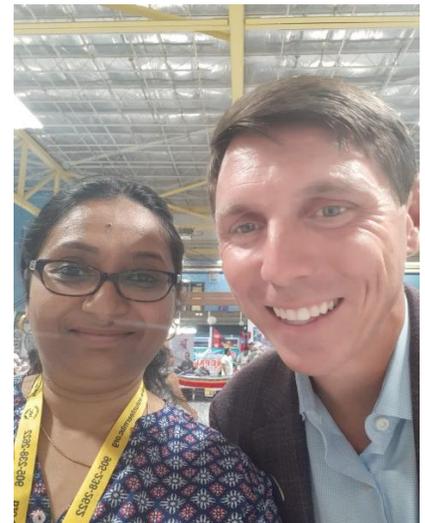
## Supporting Brampton Community Festivals

Carabram – July 12/13/14, 2019

Volunteer MBC were contacted with very short notice requesting assistance with event volunteer recruitment and the intake process logistics. The volunteer posting we created secured 15 volunteers in 12 days.

Carabram was not a member but we decided to partner instead. As part of this successful partnership, Volunteer MBC was able to have a staffed booth, covering all three days to encourage Brampton residents to volunteer and give back to their community.

We were grateful to Mayor Brown who stopped by our booth to show his support.



## Youth Engagement

### StepUp Ambassadors

StepUp is a program in which Volunteer MBC trains youth as volunteer ambassadors. In this process, they gain leadership skills that support volunteer engagement. An Executive Team of grade 11-12 students leads StepUp and Volunteer MBC supports them in the development of programming and training for their general membership through a combination of in-person and online learning. An Advisory Panel comprised of post-secondary students provides them with additional mentorship.

Youth continue to represent the majority of all the referrals we make to volunteer opportunities. StepUp organized several meetings in Brampton, including a volunteer scary movie night at Community Door Brampton, and a number of in-school activities at schools such as Notre Dame CSS and Jean Augustine SS.

### Youth LEaD

*Youth (Youth Leadership Education and Development)* is a community-connected experiential learning program for high school youth divided into six learning units to plan and organize community service projects; Leadership in practice, Volunteer engagement, Project management, Service excellence, Project marketing, and Project delivery.

2019 marked Year 2 of a three-year agreement with the Centre for Education & Training in Brampton to deliver a version of Youth LEaD as part of their Newcomer Youth Volunteer Connections project. Our staff facilitated the training to a group of 40 newcomer and racialized youth who leveraged the skills developed to organize a volunteer expo.



### Aim High

Our Youth LEaD curriculum has also been adapted into a lunchtime program to deliver in partnership with Free For All Foundation to black youth at 2 Brampton high schools, Fletcher's Meadow and David Suzuki. The Free For All Foundation partnered with the Peel District School Board to source students who would benefit from the program, and Volunteer MBC facilitated discovery sessions in the classroom to about 25 students in each school in weekly sessions.

## Learning Centre

Over the course of the year, we delivered 31 Learning Opportunities across Peel region, with over 300 participants from Social Purpose Organizations serving Brampton. Volunteer MBC offers professional development opportunities to leaders of volunteers, staff working with volunteers, and volunteers including board members for board governance learning and youth. In 2019, our Learning Centre saw a gradual evolution of services with the introduction of two new Learning Services: (1) Learning Management Systems development and (2) eLearning Design and Development. These two services offer affordable, technology-based Learning Services to augment the Performance and Learning

infrastructure of Social Purpose Organizations in Brampton. We continue to offer holistic learning solutions through a multi-faceted delivery approach that includes online delivery (webcasts and eLearning), in-person workshops, blogs and vlogs, consultations, and customized sessions. A diverse delivery methodology facilitates learning accessible to everyone at the pace, style and cost that works for them.

### Volunteer Leaders in Peel Network

To support the professional practice of Leaders of Volunteers across Peel, the Learning Centre took over the coordination of the *Volunteer Leaders in Peel Network* (VLPN). This network is a peer driven knowledge sharing network comprised of professionals engaged in volunteer involvement in their organizations. Membership in this network was initially fee-based and in 2019 it was transformed into a FREE service exclusive to member organizations of Volunteer MBC. We hosted 5 VLPN sessions at Community Door in Brampton that yielded an average of 20 participants per session. Each session covers specific volunteer management topics such as Volunteer Orientations/onboarding best practices, Volunteer Retention and Recognition, Effective Volunteer Recruitment, to name a few.

The VLPN is led by a team of senior volunteer leaders among our Member Organizations who volunteer their skills and time toward the Network.

### Vetch

For 2019, Vetch records 22,429 site views. Our in-house developed Learning Management System, [www.vetch.ca](http://www.vetch.ca) continues to be a formidable resource to facilitate synchronous and asynchronous learning thus enabling social learning through knowledge sharing.

### Customized Learning

The Learning Centre also provided customized training for organizations, such as Elder Help Peel, in which we visited their location to train volunteers and staff on ambassadorship, program planning and asset mapping.

## Strategic Plan Development

Perhaps the most important project of 2019 for Volunteer MBC occurred behind the scenes. Thanks to funding from the Region of Peel, we underwent facilitations and analysis with the consultation of Align Coaching to generate a new 5-year Strategic Plan to respond to the changing landscape of the non-profit sector and focus on our organization sustainability. Align engaged in comprehensive conversations and surveying with many of our key stakeholders and our team was challenged to think broadly about possibilities, while also critically to prioritize. To better inform the new Strategic Plan, a Review of Volunteerism was conducted with 4 significant components: External Environmental Scan, Current Landscape of Canadian Volunteer Centres, Survey of non-profit Agencies in Peel Region, and Funder Perspectives. The public-facing edition of the Review of Volunteerism will be released in the fall of 2020. The Review found that Volunteer MBC has brought the most significant value to medium-sized non-profit organizations and that improving the fit through more skills-based matching of volunteers would be essential. We also developed a new Performance Measurement Framework to track our progress in addressing the priorities.

The Strategic Plan 3D Map (attached) depicts the re-envisioned identity of Volunteer MBC as a multi-sided platform with priorities to strengthen services for Residents, Organizations and our Internal

infrastructure. *Note: This image was made prior to 2020 rebranding, which will affect imagery and simplify the lingo.* More info about the new Strategic Plan, associated activities and Review will be released in early fall of 2020 with our rebrand implementation.

## Covid-19 and Volunteer Mobilization

We were in discussion with Yvonne Sinniah and ready to submit this report in early April, 2020 but then the pandemic struck and we needed to shift priorities very quickly, assess our internal capacity and prepare to work with the Region and the municipalities via the Community Response table to mobilize, train and pre-screen COVID-19 Community Responder Volunteers to serve the most vulnerable people in need.

Over the past months, non-profits across Peel region have wrestled with the innumerable impacts of both the pandemic and economic downturn (ourselves included). For many, these times have been isolating and confusing as we each grapple with how to adapt our organizations and what these times bring for the voluntary sector. Many of the organizations had to lay off staff and/or redeploy them and overnight the volunteer positions our members posted in our referral database were reduced to about 10%. These agencies and their clients were in need of immediate support. We dove right in and we have been more active than ever during this crisis and are focusing efforts in these four key areas:

- Providing ways for organizations and essential services to collaborate and share resources
- Implementing an emergency plan to quickly deploy volunteers to where they are most needed
- Providing training to protect volunteers and vulnerable populations in essential services
- Developing virtual volunteer roles to allow people to help out even while physically distanced.

Volunteer MBC was able to take over and mobilize front-line community responder volunteers quickly and they have risen to the occasion. As an example, Sai Dam (received a free Covid-19 membership, offered to anyone agency until the end of this year) had an urgent request to get volunteers for their foodbank and drivers to deliver food hampers to vulnerable seniors and to continue deliveries for the Children's breakfast program. Within a week, we were able to refer 63 responder volunteers to them.

Volunteer MBC also mobilized our Community Responders drivers to deliver daily fresh TRCA meals prepared at Albion Hills Farm for four Brampton organization's seniors and other vulnerable clients. (Moyo, Regeneration, Knights Table, and Roots Community Services).

Our Volunteer drivers also assembled and delivered care packages to many Brampton organization provided to the Region of Peel by generous corporate supporters.

When the City of Brampton needed assistance to assemble, package and deliver vegetable seeds for its successful Community Backyard Garden project, we worked with them and sent many trained and screened volunteer drivers on very short notice.

## Mask Marvels



We started the Mask Marvels program. These are caring volunteers who have stepped up in our community during this time of crisis to protect people who really need it by producing safe homemade masks. Volunteer MBC collects these masks and distributes them to where they are most needed through non-profit organizations. Thanks to Mask Marvels, we've provided masks to all Peel shelter residents, food banks and long-term care centres. We're focused on masking the most vulnerable people in our community and the volunteers and staff that serve them.



To support our non-profits in Peel during this difficult time, we established a dedicated COVID-19 webpage with many volunteer management resources and organized and hosted weekly training forums since March for both for the organizations and for the volunteers. Here is the link to the page: <https://www.volunteermbc.org/index.php?MenuItemID=214>

## What's next:

### Peel MoVES

With additional funding, we will be enhancing our emergency response readiness and prepare for the new non-profit volunteer environment (which hopefully will not include a second wave) in collaboration with many other organizations through Peel MoVES.

### Making our Learning Centre more sustainable and prolific

We are the recipients of a Federal IRP grant to help prepare us to build a sustainable business model that's ready and worthy of social investment. The goal - to offer affordable learning via a social enterprise model.

### BoardWalk

We'll be focused on board diversity in our new BoardWalk project which includes training and mentorship as well as newcomer/racialized board members audits. And we are well all aware of the need and urgency for that. We need our organizations to reflect the communities we serve. Volunteer MBC has been a big advocate for recruitment based on a skills-based board diversity and inclusion matrix and we are very proud that our board and our staff very much resemble Peel's diverse community.

### Ovation

We will be addressing social isolation of seniors, in the next phase of Ovation through friendly volunteering.

## Thank you!

We extend heartfelt thanks to the City of Brampton and corporate supporters, donors and partners. Our success is the direct result of your unwavering support. We are in this together and hope we can continue to count on you.

As our thoughts turn to the future of Peel region and its municipalities and begin the process of recovery, we have an opportunity to share our learning, lean on each other and rebuild together and we strongly believe now more than ever that caring volunteers will stand tall with all of us, offering their skills, talent and time to address the most pressing social issues together to build healthy, resilient, connected and inclusive communities, with the ultimate goal of improving lives through volunteerism.