

# Seniors and Volunteering

**Presentation to  
Series on Aging – Session 2:  
Aging and the Not-for-Profit Sector**

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# Overview of Presentation

- **Highlights of Bridging the Gap:**  
Enriching the Volunteer Experience to  
Build a Better Future for our Communities
- **Trends in Senior Volunteering**
- **Reframing Volunteer Engagement**
- **Volunteer Matching Tool**



# Research with a Practical Purpose

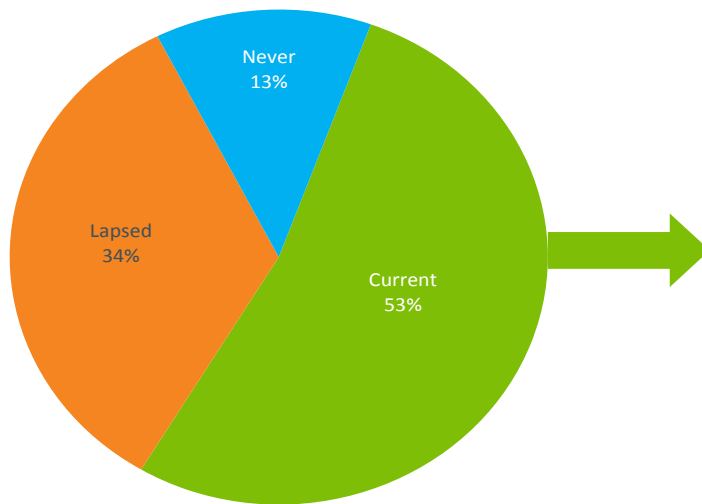
1. To better understand today's active and potential volunteers
1. To gather insights, strategies, and models to engage **youth, families, baby-boomers and employer-supported** volunteers



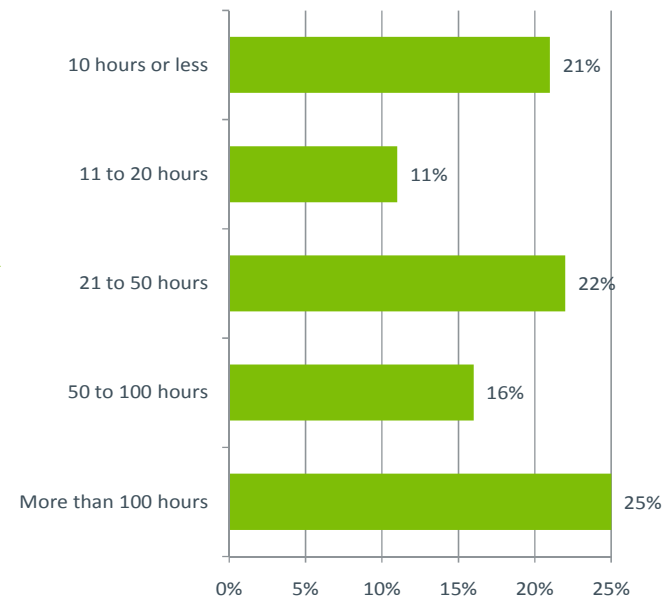
# Current, Past, and Never Volunteered

## Volunteer Incidence and Amount Over the Past Year

Volunteer Incidence



Time Spent Volunteering in Past Year



# Characteristics of Volunteering

- Volunteering Changes Throughout Our Lifecycle
- Volunteers Today Are Different
- Volunteering is a Two-Way Relationship
- Volunteering is Personal



# Characteristics of Volunteering...

- Volunteering is a way to transfer and develop skills
- Volunteering in groups appeals to all ages (social and business networking)
- Finding satisfying volunteering is not easy for everyone



# Senior Volunteers

- Today's seniors contribute more hours than other age groups
- Loyal to the organizations and causes they believe in
- Primary reason for volunteering is to contribute to the community
- Secondary motivator: social inclusion



# Senior Volunteers...

- May have barriers to volunteering that need to be addressed
- Not a homogenous group
- Discussing younger seniors (ages 65-74 ) and older seniors (75+) may be useful





# Senior Volunteering...

- Volunteering can provide positive images of aging
- Volunteering promotes healthy aging
- Volunteer-involving organizations are worried about succession planning and engaging the next generation of seniors



# Senior Volunteers

YEAR	Volunteer RATE		AVERAGE HRS/YEAR	
	All Canadians Over 15 years old	Canadians <b>65 years and older</b>	All Canadians Over 15 years old	Canadians <b>65 years and older</b>
<b>2000</b>	26%	18%	162	270
<b>2004</b>	45%	31%	168	240
<b>2007</b>	46%	36%	166	220

# Reframing Volunteer Engagement

- Volunteering is about inclusive citizen engagement
- Volunteering is a vehicle for community action
- There is a spectrum engagement:



# Get Involved

- Volunteer matching tool
- Lets volunteers view opportunities (both virtual and physical), and contact organizations
- Allows organizations to view volunteer profiles and contact volunteers
- Better visibility with organizational profiles & “spotlights”





Get Matched by  
Manulife Financial

Volunteers

Opportunities

Organizations

Videos

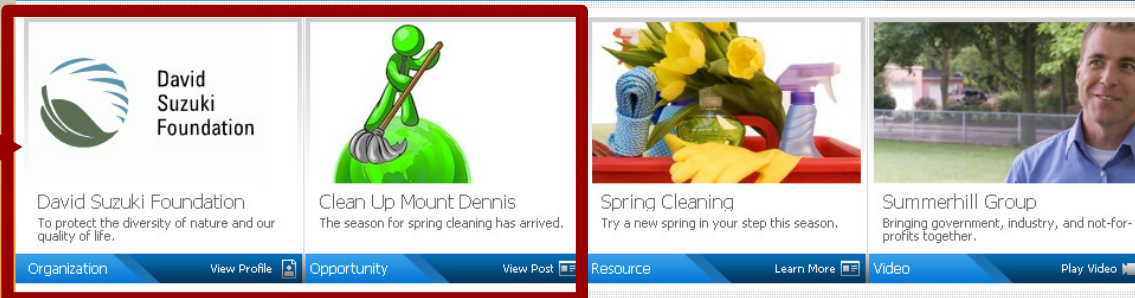
Resources

Power of  
the Hour

Kick off the beginning of Spring by going green and giving back to the environment!

Sign Up or Login

**Spotlight Boxes**  
showcase  
organizations,  
opportunities,  
resources, etc.



David Suzuki Foundation  
To protect the diversity of nature and our quality of life.

Clean Up Mount Dennis  
The season for spring cleaning has arrived.

Spring Cleaning  
Try a new spring in your step this season.

Summerhill Group  
Bringing government, industry, and not-for-profits together.

Organization View Profile Opportunity View Post Resource Learn More Video Play Video

**Match Buttons**  
allow  
organizations to  
find volunteers,  
and vice versa



### Find Your Volunteer Match

Getinvolved has partnered with Volunteer Canada and Manulife Financial to help volunteers and organizations connect. We're working to create Canada's best volunteer matching tool and we invite you to be part of our effort. Our goal is to help Canadians build a better future by supporting volunteerism in Canada.

If you're a volunteer looking to apply your talents, or an organization in need of a passionate volunteer, click below to see how you can help make a difference.

Find an Opportunity OR Find a Volunteer



Are you an ORGANIZATION?  
TAKE OUR TOUR

Are you a VOLUNTEER?  
TAKE OUR TOUR

The more you tell us, the more focused your matches will be:

1. **Match** based on your **Interests** Select All

ARTS & CULTURE	<input type="checkbox"/>	ENVIRONMENT	<input type="checkbox"/>
HEALTH & WELLNESS	<input type="checkbox"/>	INTERNATIONAL DEVELOPMENT	<input type="checkbox"/>
SOCIAL SERVICES & JUSTICE	<input type="checkbox"/>	YOUTH & EDUCATION	<input type="checkbox"/>

2. **Match** based on your **Skills and Expertise** Select All

<input type="checkbox"/> Accounting	<input type="checkbox"/> Bilingual (Eng/Fr)	<input type="checkbox"/> Board Work
<input type="checkbox"/> Coaching	<input type="checkbox"/> Counseling	<input type="checkbox"/> Crisis Intervention
<input type="checkbox"/> Event Coordination	<input type="checkbox"/> Fundraising	<input type="checkbox"/> General Administration
<input type="checkbox"/> IT	<input type="checkbox"/> Legal	<input type="checkbox"/> Management Consulting
<input type="checkbox"/> Marketing & Communications	<input type="checkbox"/> Medical Assistance	<input type="checkbox"/> Mentoring & Training
<input type="checkbox"/> Other	<input type="checkbox"/> Outreach	<input type="checkbox"/> PR
<input type="checkbox"/> Sports & Recreation	<input type="checkbox"/> Translation	<input type="checkbox"/> Writing & Research

3. **Match** based on **Location**

Enter your Postal code  (XXXXXX)

4. **Match** based on **WHO you are**

Show matches for

**Get Matched** ▶

Search by Postal Code

XXXXXX



**Quick Match** allows users to type in postal code and see all available opportunities









**Full matching** tool based on interests, skills, location, and/or age demographics

Results you see are matched to your postal code. However, there are also lots of opportunities and offers MARKED with a **V** that are virtual and can be done from anywhere in Canada - so if you see a result that doesn't match your location, it's virtual.

New volunteer opportunities are added every day! Please check back often to find a match customized to you.

### Opportunities that Match All Your Selections

>> 80 results found

	World Computer Exchange Ottawa from Ottawa, On Posted a volunteer opportunity <b>Computer Donation Collector</b>	<a href="#">View Details</a>
	World Computer Exchange Ottawa from Ottawa, On Posted a volunteer opportunity <b>Marketing Coordinator</b>	<a href="#">View Details</a>
	United Nations Development Fund for Women from Ottawa, On Posted a volunteer opportunity <b>Graphic Designer and Artist</b>	<a href="#">View Details</a>
	United Nations Development Fund for Women from Ottawa, On Posted a volunteer opportunity <b>Journalism and New Media Volunteer</b>	<a href="#">View Details</a>
	United Nations Development Fund for Women from Ottawa, On Posted a volunteer opportunity <b>Volunteer Blogger and Social Networking Consultant</b>	<a href="#">View Details</a>
	Schools Building Schools from Vancouver, Bc Posted a volunteer opportunity <b>Government Grants and Foundations</b>	<a href="#">View Details</a>
	SAWA Global Foundation from Vancouver, Bc Posted a volunteer opportunity <b>SAWA Blogger</b>	<a href="#">View Details</a>
	SAWA Global Foundation from Vancouver, Bc Posted a volunteer opportunity <b>Social Media Coordinator</b>	<a href="#">View Details</a>

Navigation: Back | 1 2 3 4 5 6 7 8 9 ... 10 | Next

### Opportunities that Match Your Interests & Location

>> 117 results found

[View](#)

LOOKING FOR A  
**QUICKMATCH?**

Search by Postal Code

XXXXXX [Search](#)



do good from  
**HOME**

Opportunities with the **V** can be done from ANYWHERE including the comfort of your own home.

**Physical** volunteer opportunities based on location, skills, and interest

**Virtual** volunteer opportunities based on skills, interest, and ability to volunteer via Internet

Getinvolved.ca  
Getvolunteering.ca  
Getvolunteering FB page / app

Thanks!

