OVERVIEW

- The mandate of Volunteer MBC, to promote and support volunteerism, aligns with Community Service's philosophy of forming strong networks at the grass roots level by engaging community members.
- In 2011, Volunteer MBC received a grant from the City of Brampton in the amount of $25,000 in 2011 to:
  - promote volunteerism across all community sectors;
  - connect volunteers and companies interested in employee-supported programs with volunteer opportunities;
  - strengthen agency capacity to support volunteers;
  - promote partnerships to increase the community contributions of volunteers.
- Since moving to Brampton, 7700 Hurontario Street, participation has increased by 90%.
- Volunteer MBC is requesting a municipal grant in the amount of $30,000 in 2012 to be used to support marketing, communication and other non-core operating expenditures for the Centre.
- The City of Brampton will formally participate with the Volunteer MBC, as approved by Council in 2011, through the assignment of a staff member to the Board of Directors.

RECOMMENDATIONS

1. That the report from Donna-Lynn Rosa, Director, Recreation, dated August 2, 2012 to the Committee of Council Meeting of September 5, 2012, re: Volunteer MBC – Mississauga Brampton Caledon (File # C16.BR), be received; and

2. That staff be authorized to provide funding assistance to a maximum value of $30,000 from the City Wide Initiatives Account in 2012 for the Volunteer Brampton Centre, an arm of Volunteer MBC, to support the continued marketing, communication and other non-core operating expenditures for the Centre; and
3. That the Mayor and City Clerk be authorized to enter into an agreement to provide the support described in recommendation #2 above, in consideration of continued sponsorship recognition for the City of Brampton from Volunteer MBC, with content satisfactory to the Commissioner of Community Services, and in a form satisfactory to the City Solicitor; and

4. That Council authorizes the Commissioner of Community Services to appoint a staff member with subject matter expertise to participate on the Volunteer MBC Board of Directors.

BACKGROUND

Volunteerism is an excellent opportunity for the people across Brampton, of all ages, to work together with the goal of strengthening their community and helping maintain Brampton as a safe and welcoming place to live.

Council resolution C164-2011 passed on August 10, 2011, had the following recommendations:

1. That the report from D. Doan, Manager, Program Support, Community Services, dated June 30, 2011, to the Council Meeting of August 10, 2011, re: Volunteer MBC – Mississauga Brampton Caledon (File C16.BR), be received; and

2. That a municipal grant of $25,000 in 2011 be approved toward the Volunteer Brampton Centre, an arm of Volunteer MBC, funded from the approved City Wide Initiatives Account in the 2011 Current Budget; and

3. That the Mayor and Clerk be authorized to enter into the necessary Agreement(s) which includes the principles outlined in the subject report and general terms and conditions acceptable to the Commissioner of Community Services and in a form acceptable to the City Solicitor; and,

4. That the Commissioner of Community Services be authorized to appoint a member of staff with subject matter expertise to participate on the Volunteer MBC Board of Directors

CURRENT SITUATION

Volunteerism is a critical component of helping people feel connected to a community. It also helps to reduce isolation among older adults, youth and newcomers. Volunteerism provides an opportunity for individuals to participate in initiatives that are meaningful and result in healthy active lifestyles.
Since moving to Brampton, 7700 Hurontario Street, participation has increased by 90%.

- Increased awareness through media; articles in the Brampton Guardian and Snap and several appearances on Rogers TV to highlight the youth and older adult programs.

- Outreach increased to 22,000 people resulting in 12,500 referrals, an increase of 21%.

- The Ontario Youth Volunteer Challenge saw an increase from 280 students in 2009 to 3,610 in 2012, completing close to 20,000 hours in the community.

- The largest student participation in the Region of Peel again came from Brampton’s St. Augustine Catholic School.

Volunteer MBC managed the Ministry of Citizenship and Immigration campaign to engage 25,000 student volunteers. The result was 28,000 high school students took part contributing an outstanding 124,000 volunteer hours, equal to eight-and-a-half years of work during the 3-week campaign. This was an 87.4% increase of youth volunteer participants from the previous year.

- In total, 5,183 students volunteered and contributed 24,426 hours for 71 Peel events in 2012. An exceptional 3,610 of these students were from Brampton!

- Volunteer MBC reached out to over 4,000 students in Brampton in 2012 compared to 1,500 last year. Volunteer MBC also presented to the Brampton Sport Alliance (BSA) and has plans to present to the Seniors’ Council.

- Recently, Volunteer MBC launched an outreach to older adults called the RSVP (retired seniors volunteer program).

- Newsletters are distributed to approximately 9,000 volunteers in their Access database, an increase from 4,000 last year.
• Approximately 6,300 unique visitors each month visit the website.

• The outreach to engage volunteers for the Ontario 55+ Summer Games was very extensive, resulting in many youth volunteers for the games.

FUNDING REQUESTS OF THE CITY OF BRAMPTON

For 2012, Volunteer MBC requests $30,000 to support the shift of the number of referrals in Brampton attributed partially to the easy access and ability to accommodate walk-in clients and to facilitate more workshops in Brampton.

According to Stats Canada, a staggering 46% of the population does not volunteer because they have never been asked. The increased funds would be used to reach out to more potential volunteers in Brampton, ask them to get involved in their community and show them how.

For 2012 and the past number of years, Volunteer MBC has received $35,000 from the City of Mississauga and for the past two years, they have received $4,000 from the Town of Caledon.

FINANCIAL COMMENTS

The City Wide Community Events Account (#201109.001.0191.0001) was established to support sporting groups, community events and/or heritage, arts and culture on a request basis. Of the $291,000 annual budget, there is currently $65,000 uncommitted for the remainder of 2012. Therefore, sufficient funding is available for this initiative, should it be deemed a priority.

SUMMARY

Volunteer MBC is committed to creating a volunteer base that is reflective of the community in which services are delivered for the:

➢ Volunteer
➢ Non-profit/charitable agency
➢ Community at large

The Peel Community Information Database indicates that the City of Brampton has over 500 non-profit / charitable agencies with many city affiliated groups. The majority rely heavily on the assistance of volunteers. In fact, without volunteers, many would have to close their doors.
CONCLUSION

This report recommends that City Council supports the Volunteer MBC organization in 2012 with a municipal grant of $30,000 directed to support marketing, communication and other non-core operating expenditures for the Centre.

The report also recommends that the Commissioner of Community Services appoints a staff member with subject matter expertise to participate on the Volunteer MBC Board of Directors.

Original signed by

Jamie Lowery
Commissioner of Community Services

Donna-Lynn Rosa
Director of Recreation

Authored By: Michele Robinson, Recreation Supervisor
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