

Strategically Connecting the Non-Profit Sector with Campuses to Address Shared Interests

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CAPACITYCANADA



What are the **challenges**
for non-profits in
engaging volunteers?

Shift to skills-based volunteering

Comfort level with volunteer-managed projects

Capacity to commit resources to support volunteers

Flexibility for student schedules

Failure to scope volunteer assignments properly

Campus expectation that agency can support volunteers

How can campus support raising NFP revenues for projects?

Myth: Volunteers are free labour, without cost

Lack of capacity to follow through on projects

Non-profit feeling isolated

Lack of imagination and creativity




2,000,000

Canadians are employed in the
charitable and non-profit sector

Non-profits Need Help in Understanding Youth Volunteers

- Career-focused, flexible, and **receptive to new ideas**
- They're **used to diversity** and more open-minded
- Energetic and **enthusiastic**
- **Technologically savvy**
- Excited to **volunteer with their friends**
- Interested to use volunteering to **look for work, develop skills, and network**
- Sensitive to **perceived age discrimination**

Source: Volunteer Canada 2010 pan-Canadian study, in partnership with Manulife and Carleton University.



What do we know
about the **non-profit
sector?**



1%

Hospitals and universities
represent 1% of non-profit
organizations...



66%

...but **66% of revenues**
for total sector.





There are about
180,000
non-profits in Canada

All charities* are
non-profits,

BUT

not all non-profits
are charities!


*86,000 in Canada!



8%

...of the Canadian GDP is contributed by the charitable and non-profit sector.

This **more than the retail trade industry** and close to the value of mining, oil, and gas industry.



ONLY

20%

of core non-profit
funding is from
government



Laurier's Project to Transform the Non-Profit Sector through Experiential Learning

- 1 Environmental scan
- 2 New communication initiatives
- 3 Volunteer Action Centre + tech
- 4 Share Best Practice Models
- 5 Volunteer Certificate



Thank you!