

# Volunteers ARE a Donation

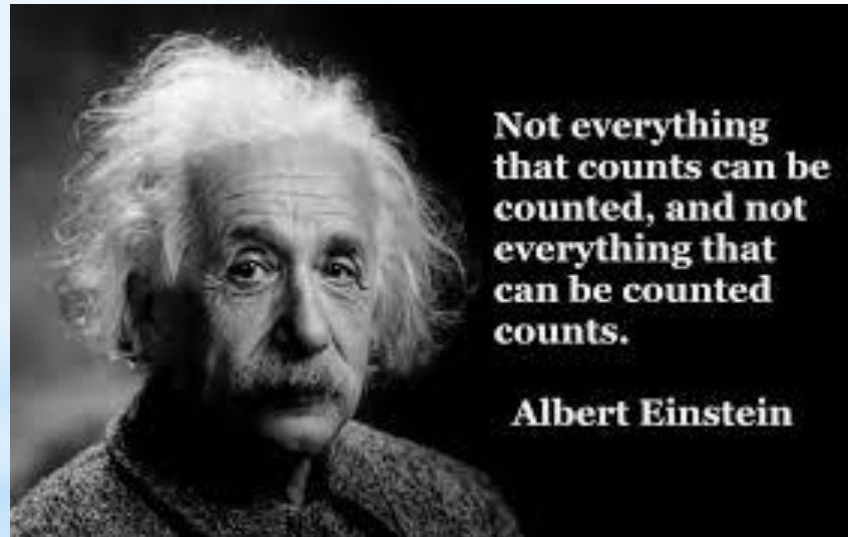


- ❖ Crohn's & Colitis Canada states that volunteers bring in 52% of donations nationally
- ❖ Volunteers on average donate 10X more than non-volunteers
- ❖ Volunteers are 10X more likely to donate than non-volunteers
- ❖ 70% said they donate \$ to the organization for which they volunteer



# Volunteers Donate

- ❖ USA places a value of \$24.14 per hour
- ❖ Canada does not have an "official rate"
- ❖ Tax receipts for volunteer hours



**Economic  
Impact**

# Just a Bookcase .....

- \* 5 figure \$ gift in first year
- \* Donation of a book per child per week
- \* Dozens of corporate volunteers for special events
- \* 5 figure \$ donation in second year
- \* Opportunity to make presentation to employees about our mission
- \* Department set their own goals to recruit volunteers, collect toys, and raise funds
- \* Ended up raising 3X original fund goal



ROI



## Nutrition for Learning

- \* Cut cost of food - make money stretch
- \* \$ donations
- \* In-kind donations / fundraising & food drives
- \* Volunteers for local programs
- \* Ambassadors / Social Media



Partnerships

- \* Match a \$ donation made by employee
- \* Donate to non-profit when a certain number of volunteer hours donated

- ✓ Boeing
- ✓ Johnson & Johnson
- ✓ Microsoft
- ✓ BMO
- ✓ Bell Canada
- ✓ Gildan Activeware
- ✓ RBC
- ✓ Sun Life Financial
- ✓ Thomson Reuters
- ✓ TD



# Corporate Matching



- ❖ Reputation is hard to build and easy to lose
- ❖ A good reputation is mandatory for successful fundraising
- ❖ Volunteers are "believers"; get them to spread the word
- ❖ Thank volunteers for "donating" their time
- ❖ They are giving a non-renewable resource
- ❖ Easier to give \$20 than 20 minutes

# Reputation Makers or Breakers

Follow the Frog





**National Volunteer Week**  
**April 23-19, 2017**