



Funded by the
Government of Canada's
Community Services Recovery Fund



For Immediate Release

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**COMBATING DOWNWARD TRENDS IN VOLUNTEERING
VOLUNTEER WATERLOO REGION IS DESIGNING AND IMPLEMENTING INNOVATIVE
CROSS-SECTOR SOLUTIONS THANKS TO THE GOVERNMENT OF CANADA'S
COMMUNITY SERVICES RECOVERY FUND**

With the current decline in traditional, formal volunteering paralleling an increasing interest in corporate community engagement, Volunteer Waterloo Region is employing a new resource to focus on a solution. Volunteer Waterloo Region is building on an historic corporate volunteering program to design and implement new resources, and create valuable cross-sectoral partnerships for community and social benefit.

Through the Program Innovation stream of the Government of Canada's Community Services Recovery Fund, we have hired a Corporate Engagement Manager with significant experience in Corporate Social Responsibility. The new role will focus on work with corporate partners and community organizations to build sustainable corporate volunteering and giving partnerships. We appreciate this opportunity to combat declining trends, and work towards a renewed sense of community engagement in our region.

The Government of Canada is delivering the Community Services Recovery Fund through three National Funders – Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada. The funds are supporting community service organizations, including charities, non-profits, and Indigenous governing bodies, providing services in communities across Canada. This funding will have a profound impact across Canada, and we will work to maximize its impact here in Waterloo Region.

We would like to thank the Government of Canada for supporting us through this funding opportunity. We are working towards ensuring sustainability and efficacy in the work that we do to support volunteers and volunteerism in Waterloo Region.

"The projects supported by the Government of Canada through the Community Services Recovery Fund demonstrate that we are a caring and compassionate society that values the well-being of all its members. It is heartening to see the compassion and empathy of our citizens as they give back to those in need. Projects like that of Volunteer Waterloo Region are a testament to the power of our collective action and our ability to come together to make a positive difference in the world. I am confident that together we can make a meaningful impact on the lives of those in Waterloo Region."

– Jenna Sudds, Minister of Families, Children and Social Development

Boilerplate

In 2024 Volunteer Waterloo Region will celebrate 40 years providing connections and leadership to support the development of individuals and organizations through volunteerism. VWR is one of nearly 200 volunteer centres across the country that act as a central resource for local volunteerism.

Today, the organization serves over 150 charities and not-for-profit organizations in the community that represent arts and culture, health, social services, education, the environment, sports and recreation, and more. These organizations, and the added value of support from volunteers, make Waterloo Region a community in which people want to live, work, and raise families.

Volunteer Waterloo Region is a leader and innovator in the community benefit sector, creating and developing new ways to advocate for volunteerism through the use of technology, collaborative partnerships and ever-evolving services to the sector.