

Member Benefits



April 1, 2025 – March 31, 2026

1454 King St. E., Unit 3, Kitchener, ON N2G 2N7

E: info@volunteerwr.ca

P: 519-742-8610

Mon. to Thurs., 9 am to 4 pm



Volunteer
WATERLOO REGION

Last Updated: May 2025

Overview – Who are we

About Us

Since 1984, Volunteer Waterloo Region (VWR) has worked to increase awareness of and participation in volunteerism. As a community leader we leverage our expertise to promote, engage, connect and coach others about volunteerism and community engagement in our region.

VWR provides leadership to the nonprofit sector in such areas as organization development, volunteer recognition and recruitment. Our services are designed to support the success of our member organizations, with thanks to the support of all our major funders.



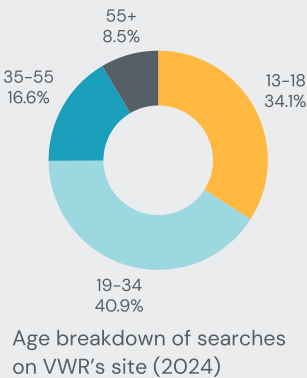
Membership

Benefits of being a member of Volunteer Waterloo Region

What We Offer

- Recruitment / Referral — Online Information System with 70 000+ unique visitors last year
- Training / Consultations — On important topics from Board training to Volunteer Program design
- Volunteer Recognition — Events and local media liaisons

Insights from 2024



443 056 Searches on for volunteer positions, with users spending an average of 3 minutes each session looking at individual positions.

6685 Applications sent out through our site.

768 Direct email inquiries to organizations.

18 156 Redirects from VWR's site to member organization's websites.

158 Direct inquiries to VWR by phone, email or in-person*

***64%** of these inquiries were referred directly to specific members*

What is Expected of You

Canadian Code for Volunteering – Members agree to follow best practices of volunteer management as outlined in this code and among peers.

Annual Full Membership — \$250 Membership year is April 1, 2025, until March 31, 2026.

Returning members will be contacted and provided invoices

Accessing Your Member Benefits

Harnessing the power of your member portal and other services



Volunteer Information System/Member Portal

Members are responsible for editing their own positions on volunteerWR.ca. Highlight your needs, contact info, and links to applications using the online platform. Statistics are available for each posted position. Support and orientation to the Member Portal is available during office hours.

Targeted promotional materials for display and presentations are available in print, virtually and in person at community outreach events. VWR reaches wide range of audiences including youth, newcomers, business professionals, and employment agencies and groups through ongoing outreach.

More Promotional Opportunities

Social Media



2900 followers



400 followers



1159 followers



Newly Started

We use our reach to help boost your signal, allowing you to more effectively connect with potential Volunteers.

Media Connections

We have a partnership with local community radio station, **CKWR MIX 98.5**, to promote our members and their volunteer needs in the community.

We connect with local papers (like **The Record**) to recognize volunteer locally during National Volunteer Week, giving them well deserved recognition.

Weekly Newsletters

We have **1600 subscribers** to our weekly newsletters, with segments for youth and general audience, allowing you to better reach specific demographics through us.

If you are interested in taking advantage of any of these services, contact cameron@volunteerwr.ca

Any questions about promotion, recruitment and referral can be directed to
info@volunteerwr.ca

Media and Promotion

An overview of how to promote with Volunteer Waterloo Region

Community Radio

CKWR 98.5 – Two weekly spots are available to our members for a live interview at 9:15 a.m. on Tuesday and Thursday mornings with Glenn Pelletier. Email dianne@volunteerwr.ca to book a spot

Social Media

Digital Marketing – communication channels include [Website](#), [Facebook](#), [Bluesky](#) & [Instagram](#).

You are free to provide your own content to promote, otherwise a general template will be used in its place.

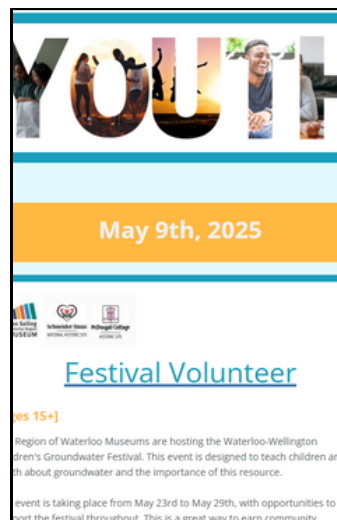
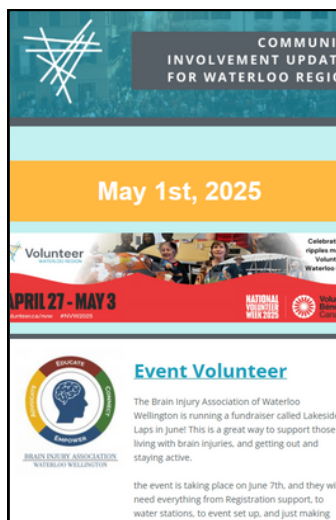


Newsletters

Active Volunteer Positions from volunteerwr.ca

Active positions are used to highlight in **newsletters**.

Subscribe and watch your Promotion Folder for newsletters. [General Newsletter](#) & [Youth Newsletter](#)



All newsletters contain 3 promoted positions from our website – special requests are taken, otherwise it is up to VWR Staff. The youth newsletter focusses only on positions suitable for youth.

Newsletters also contain 3–5 community tidbits. These are not necessarily volunteer related, but ways to get involved in the community. Requests are open to non-members

Your Community Connector

Facilitating connections to the community in Waterloo Region

Community Partnerships

Opportunities are open for members to participate in ad hoc focus groups and forums related to new services, studies, and trends in volunteer involvement and community engagement. VWR represents volunteerism on behalf of our members at the municipal, regional, provincial, and national planning table. Collaboration on grants and funding can be discussed.

Corporate Connections

Funder/partner, United Way Waterloo Region Communities, works with Volunteer Waterloo Region to connect businesses and corporations with organizations. VWR also works to connect its community partners to businesses through volunteer focussed engagement here in the Region of Waterloo.



Storytelling

We offer the ability to share stories of volunteerism, volunteer impact and positive community change facilitated by volunteers in the region. We like to highlight these stories from volunteers, and organizations, throughout the year, with a major focus around National Volunteer Week. We have seen how this kind of recognition helps build community around organizations and the services that they provide. We also include these messages in our social media and our electronically circulated newsletters.

National Volunteer Week and International Volunteer Day

Recognition resources including posters, certificates, cards, bookmarks, and other volunteer recognition materials, are available to support volunteer managers in their celebration activities. Media attention is also at a peak at this time. Members can choose to participate.

Youth Engagement

Connecting both post-secondary and high school students to youth-friendly volunteer positions is an unending learning journey. New cohorts come in yearly in a wide variety of programs in local high schools and three post-secondary institutions. VWR hosts youth engagement programming as funding permits. Engaging future social entrepreneurs and philanthropists who create programs that make a difference is always invigorating.

Coaching and Consultation

Building up your volunteer capacity and practices

Canadian Code for Volunteer Involvement

It is our joint responsibility as charitable nonprofit organizations to adhere to the best practices of volunteer management, set out in the Canadian Code for Volunteer Involvement. Volunteer Canada provides a network to assist volunteer centers to connect and learn from local and provincial volunteer professional associations.

Coaching

Staff expertise and Advice is available upon request. Volunteer management coaching up to 3 hours is included with membership. Tailored training is available on topics including: Volunteer management, Board development, and Various nonprofit sector topics. Additional fees may be applied based on subject matter and time commitment.



Resource Library

A searchable database of volunteer management and engagement resources populated with submissions from our local and provincial Volunteer Managers. You are welcome to share tools, expertise, and resources with your peers by submitting resources that you have developed. You can search for guides designed by Volunteer Waterloo Region including:

- Volunteer Management Handbook
- Volunteer Readiness for Newcomers.
- Make Team Volunteering Your Business

Networking

Volunteer Waterloo Region facilitates two monthly networks, on scheduled times, up to 10 months each year — invitations are sent by email to members.

- Executive Directors Network — contact [Jane Hennig](#) for details
- Volunteer Managers Network — afternoon meetings are arranged annually
- Nonprofit Communicators Group — contact [Cameron Tai](#) for details



Waterloo Region Association for Volunteer Administration (WRAVA)

VWR Members are invited to attend monthly WRAVA meetings to network with their peers. Participation is a benefit as you will learn from peers from other local nonprofits. Invitations are sent prior to each meeting, and dates are announced throughout the year.



Volunteer
WATERLOO REGION

MEMBERSHIP AGREEMENT

April 1, 2025 to April 1, 2026

Organization Name:

Mailing Address:

City and Province:

Postal Code:

Phone:

Website:

Charitable/Not-for-Profit Registration #:

Executive Director:

Email:

Volunteer Contact:

Email:

Secondary Contact:

Email:

Financial Contact:

Email:

As a member, I agree to:

- Follow best practices of volunteer management, including guidelines set out in the **Canadian Code for Volunteer Involvement**;
- Keep volunteer position postings current in plain language; Notify **Volunteer Waterloo Region** (VWR) of any contact information changes in my organization or update Member Portal directly.
- Extend courtesy to prospective volunteers by contacting them in a timely and respectful manner, even if their placement will not be immediate; Refer prospective volunteers to the Volunteer Waterloo Region if a placement within my organization is not possible;
- Consult with VWR staff for service orientation and further training if desired.

Authorized Signature:

Date:

_____ Annual Rate \$250.00

Mail Cheques to:

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Credit Card payment by phone

E-Transfer and ETF available upon request

Receipts emailed upon payment