



VOLUNTEER  
BÉNÉVOLES  
C A N A D A

# Keeping Volunteers Engaged during COVID-19

July 23, 2020

- 1 Welcome and Introductions
- 2 Survey highlights: Organizations & Volunteers
- 3 Presentation: Wellness Centre at Jeffery Hale
- 4 Presentation: Canadian Museum of Immigration at Pier 21
- 5 Q & A

# Volunteer Canada

## ***Our Vision***

Involved Canadians. Resilient communities.

A vibrant Canada.

## ***Our Mission***

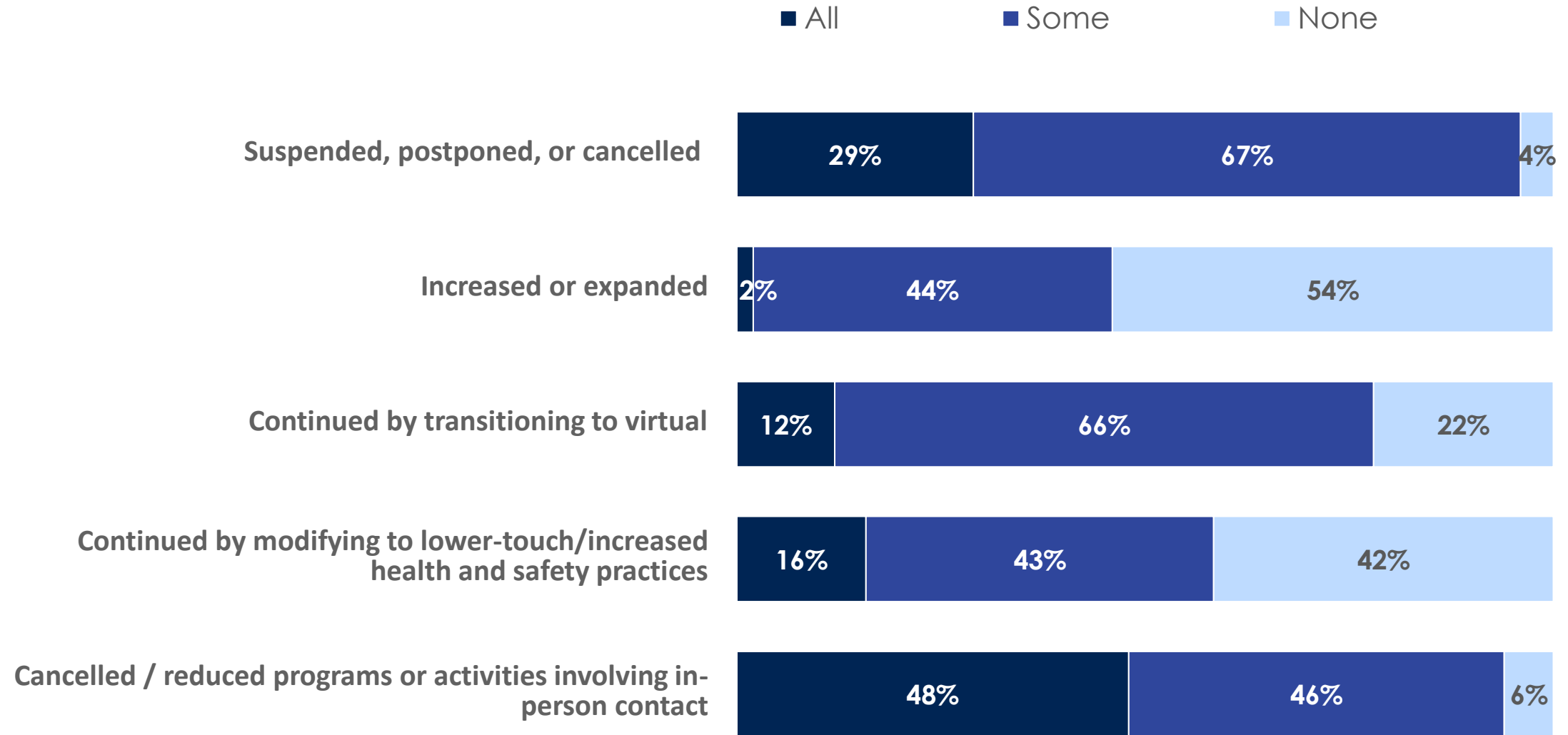
To provide national leadership and expertise on volunteering to enhance the participation, quality, and diversity of volunteer experiences to build strong and connected communities

# Survey: The Volunteering Lens of COVID-19

- **COVID-19 has taken a toll on non-profit organizations** and charities, with almost all saying they have experienced changes to their programs, services and activities. However, many of these **organizations were able to adapt.**
- **Decrease in volunteering:** many organizations closed, postponed, or cancelled activities, services and programs and many volunteers stayed away because of age or health vulnerability.
- **Virtual volunteering roles:** The number of organizations that offered virtual volunteering opportunities has increased and most say they will maintain these roles.
- **Keeping volunteers engaged:** most volunteers who are not able to volunteer during this time intend to return if it is safe to do so.

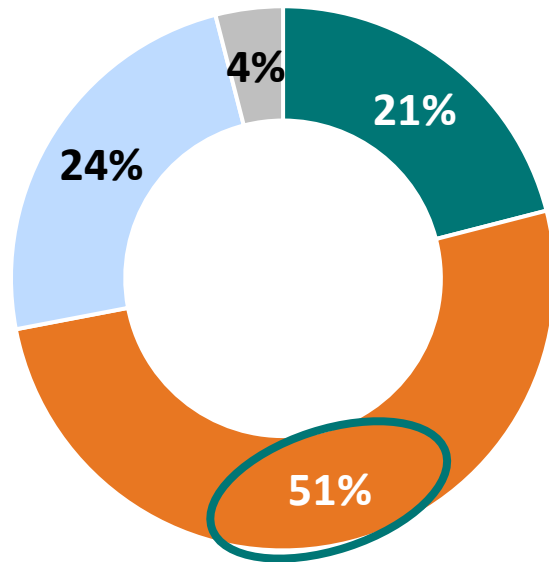


# Impact of pandemic programs, services, activities or events



# Impact of COVID-19 on Volunteering

## Change in Number of People Contacting to Volunteer Compared to March 2019

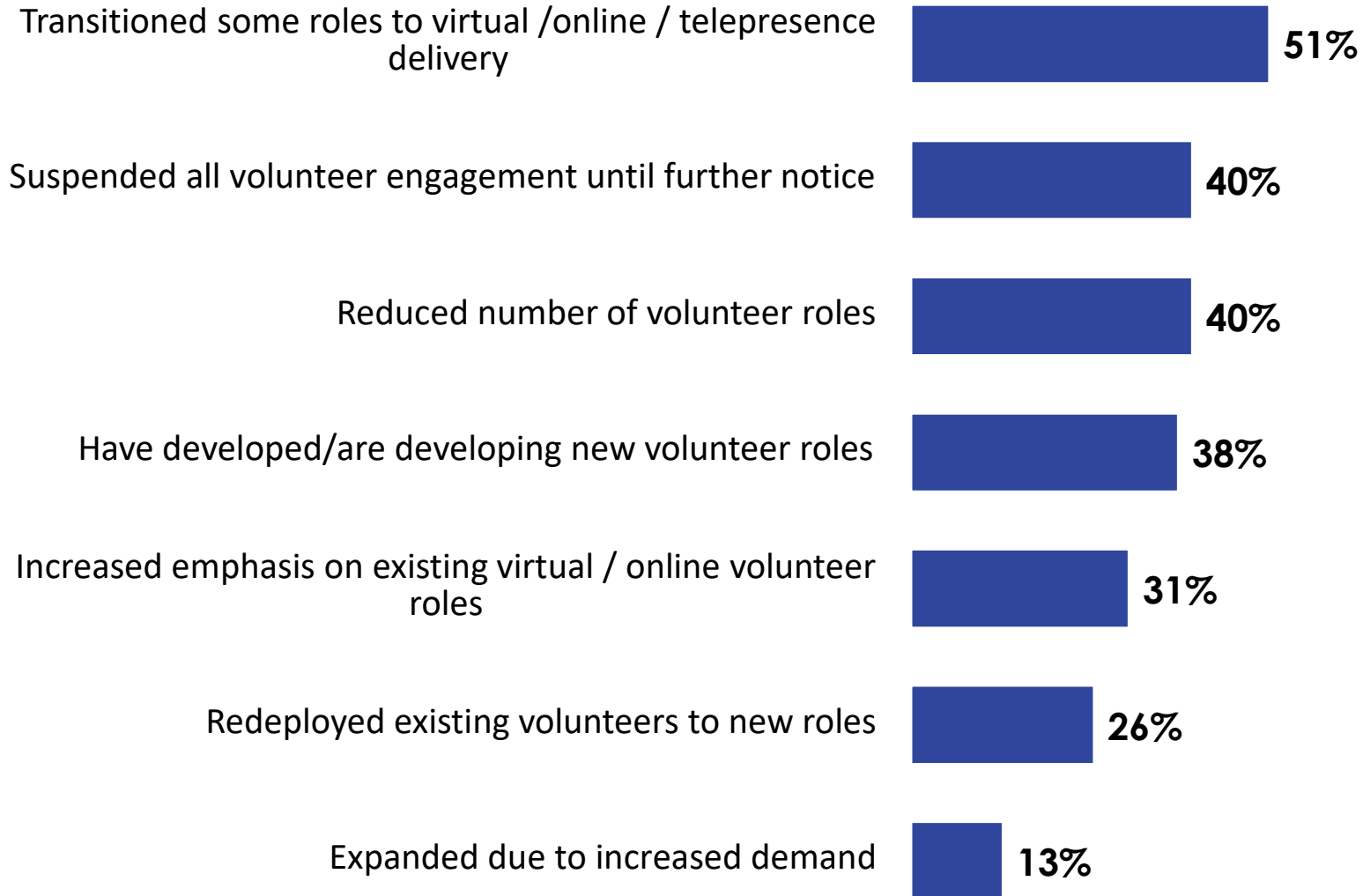


INCREASED  
DECREASED  
STAYED THE SAME  
NOT APPLICABLE

## Reasons for Decline In Volunteers

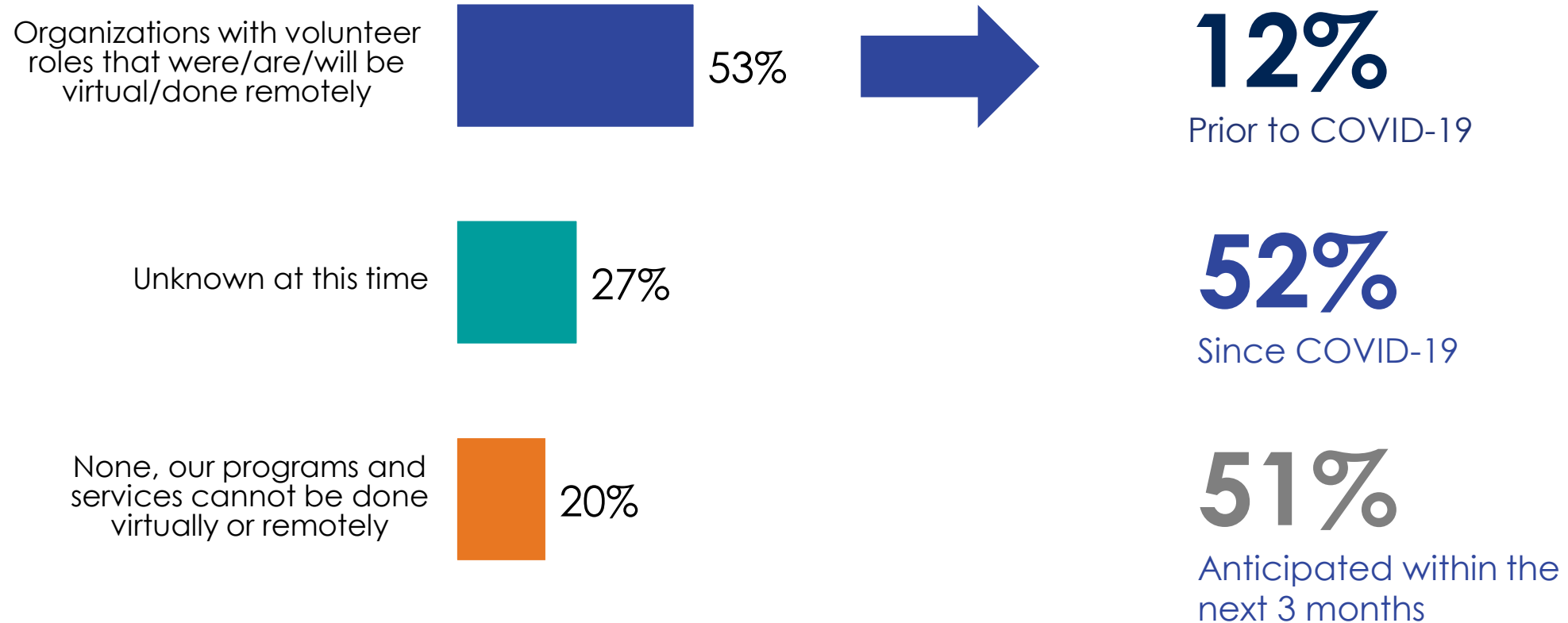


# Changes to volunteer roles implemented by organizations



*What will volunteering look like as the pandemic continues and post COVID-19?*

# Virtual/remote volunteer roles



# Inspiration to Volunteer during COVID-19

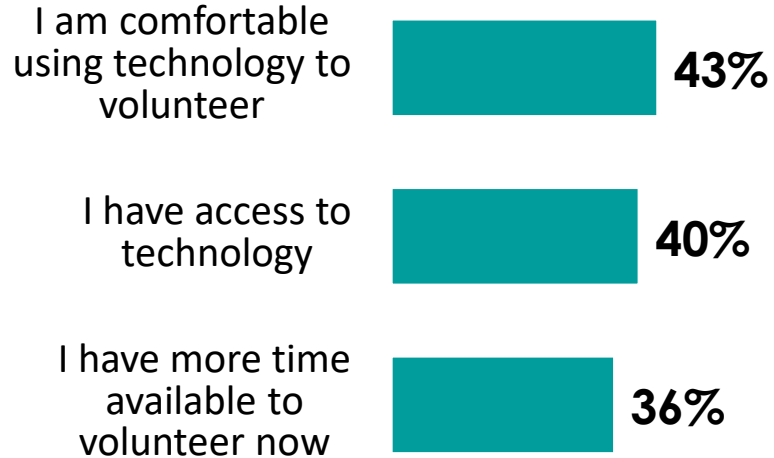


*Felt great to be able to volunteer when a lot of people had to take a step back*

My volunteer experience has been enhanced by the truly amazing response to COVID-19 of the organization I'm connected with.

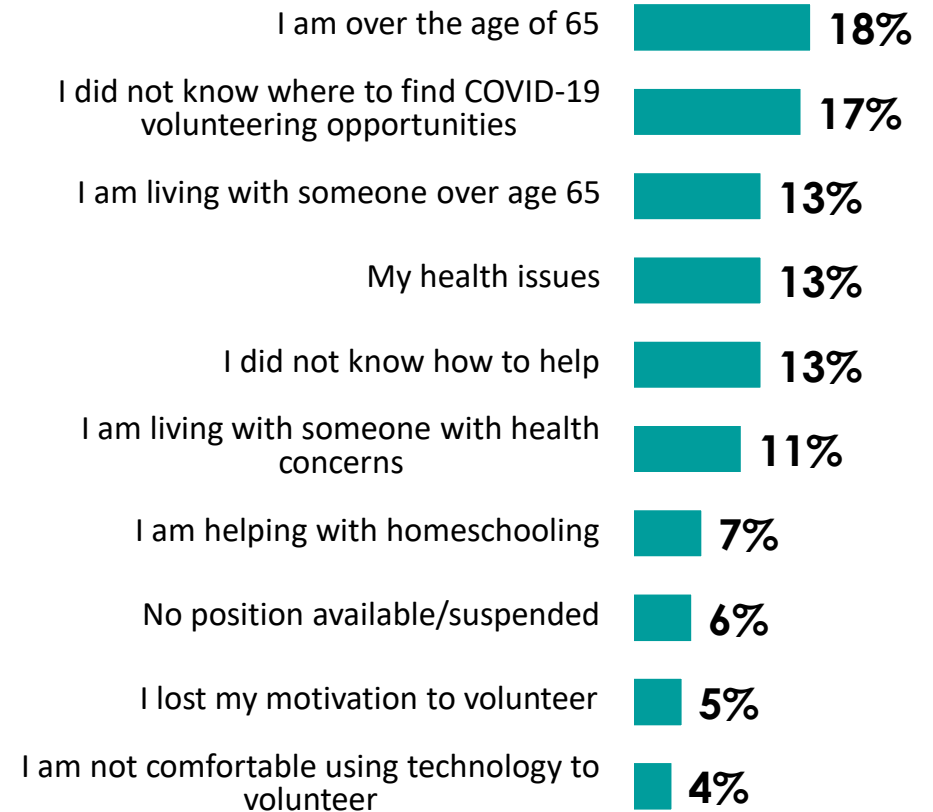
# What affects ability to volunteer during COVID-19

## FACTORS THAT HELP



*Being older with health issues, I am in a group being told to continue to stay at home. I have virtual technology, but many of my older friends do not.*

## FACTORS THAT DETER



## Changes to volunteering since COVID-19

39%

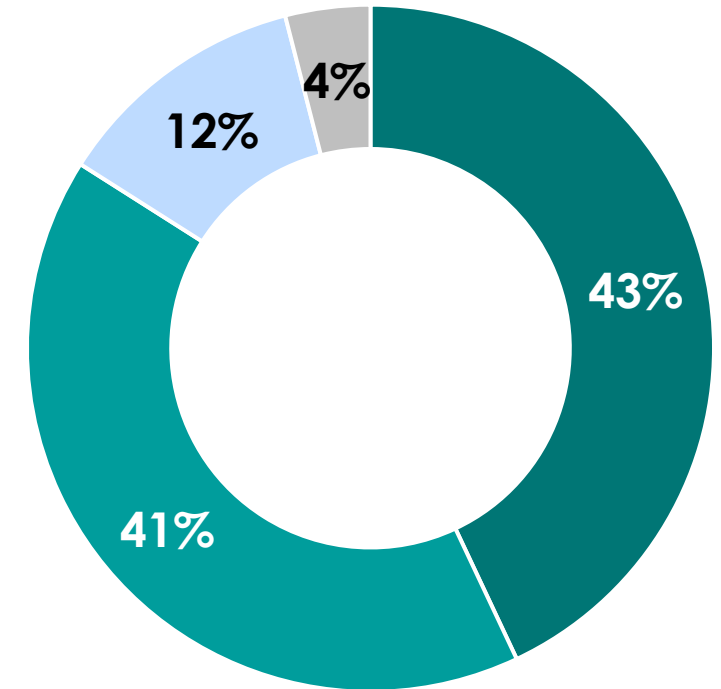
Stopped volunteering

20%

Volunteering remotely

*I really miss my volunteer role and look forward to returning when it is deemed safe for everyone.*

## Volunteers planning to return to organization



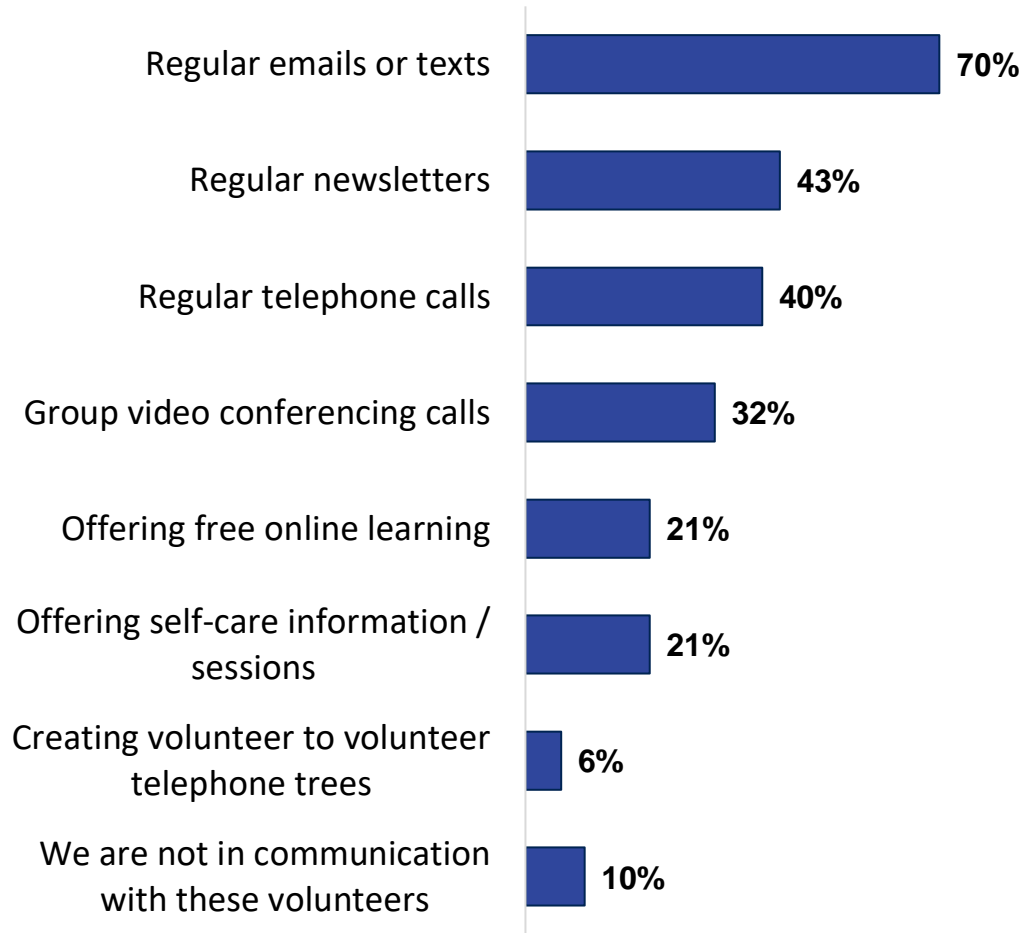
YES

YES, AS LONG AS I AM COMFORTABLE THAT HEALTH AND SAFETY PRACTICES ARE IN PLACE

I'M NOT SURE

NO

## Keeping volunteers engaged during COVID-19



*Everyone is adapting. Sometimes it takes longer to put options in place, but I've been kept in the loop and have received good communication from the organization.*

*The most important factor during a crisis is communication - to keep in touch with the staff, clients (and volunteers) and ask where they need help the most. For people who are lonely and who do not have a computer, the telephone call still provides good communication, as well as hand-written letters (quite unusual now!).*





# Keeping volunteers engaged during COVID-19

Amy Bilodeau, Volunteer Coordinator  
Presented for Volunteer Canada, July 23, 2020

# Overview

- Glimpse of our Wellness Centre
- Impact of COVID-19
- Maintaining volunteer engagement
- Adaptations
- Re-engagement and future plans
- Finishing thoughts

# Mission

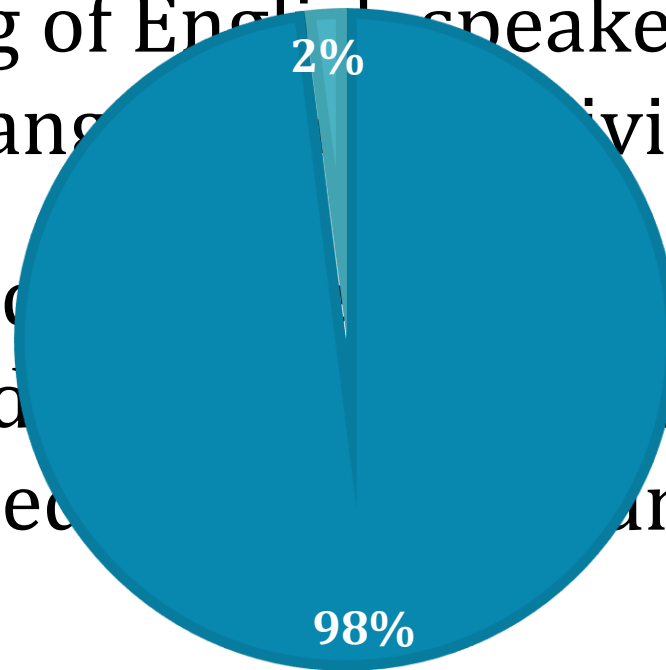


## LINGUISTIC COMMUNITIES OF QUEBEC CITY, QUEBEC

The community Wellness Centre (WE) promotes the personal and shared well-being of English speakers in the Quebec City region by offering a range of living programs.

Our aim is to provide... to continue to develop programs and... to meet the health and social services needs of the community.

■ French-speaking ■ English-speaking



# Mission



The Wellness Centre is co-managed by the Jeffery Hale Community Partners, Jeffery Hale – Saint Brigid’s and Voice of English-speaking Québec.

**50**

PROGRAMS  
AND ACTIVITIES



**120**

VOLUNTEERS



**800**

MEMBERS



# Impact of COVID



## A message in these unusual times

Your **Wellness Centre** team reminds you to respect all of the government measures in force to protect your health and safety and that of those around you.

A  
O

If you or someone you know needs food or medication, or is very worried about what is happening, especially if you are over 70 and your family can't help, please **call Jeffery Hale Community Services at 418-684-5333, ext. 1580**. If there is no answer, leave your name and number and we will call back as soon as possible.

For updates about the Wellness Centre's joint actions to meet the needs of our community's members and for essential government links, please visit: **[wejh.ca/coronavirus](http://wejh.ca/coronavirus)**. To stay in touch with the community, please follow VEQ's Facebook page.





# Temporary COVID-19 Response Efforts

- Grocery Shopping
- Transportation of seniors to essential medical appointments
- Friendly Neighbour Calls
- Childcare Respite to Families
- Respite for Caregivers



# Keeping our volunteers engaged

- Keep the lines of communication open
  - Updates
  - Alternative ways to contribute: informal, remotely, and bottom line
  - Strengthen standby list for upcoming formal volunteering
- Mark or acknowledge special occasions
- Share resources for health and wellness
- Organize their safe return to volunteering
  - Equipping volunteers



# Keeping our volunteers engaged



# Adaptations

1. Risk mitigation: review of roles
2. Screen to vet vulnerable volunteers
  - Excluding current volunteers in at-risk categories, or living/caring for someone at-risk and anyone feeling unwell
3. Educate and apply preventative measures

# Adaptations

Equipping volunteers, a form of engagement

- Training video available online
- New procedures including basic & secondary protective measures (ie. personal protective equipment *volunteer kit*)
- Review best practices on a continuum



# Adaptations

## How to protect yourself & everyone?

Practice proper hygiene and preventive measures to avoid contamination:



The community Wellness Centre thanks you warmly for volunteering in our COVID-19 Response Efforts. First and foremost, our priorities are your safety and limiting the spread of the coronavirus (COVID-19). **If you are sick, do not volunteer, inform us, and stay home.** Please follow the procedures as outlined for your role, take our e-learning training module, and respect the latest government health and safety measures in place on how best to avoid COVID-19.

This personal protective equipment volunteer kit includes disposable face-coverings, disposable gloves, and hand sanitizing solution in a portable size. The following text reviews when, why and how to use each of these items.

### Face coverings

**When?** When physical distancing in public settings is not possible, such as while grocery shopping or transporting a person in your car. If you are accompanying a person into a medical clinic or hospital, you must wear your face covering.

**Why?** Not everyone who has COVID-19 shows symptoms. Some people do not even know they are infected. Wearing a face covering may reduce the risk of an infected person unknowingly transmitting COVID-19 to others. Wearing a face covering in public settings must be accompanied by other protective measures, including proper hand hygiene practices and physical distancing. Your face covering must be used by you, and only you, and you must throw it away after a single use.

### How?



Canada 110,338

### Count of total cases of COVID-19

- 50,001 and higher
- 30,001 to 50,000
- 10,001 to 30,000

Annual

## COMMUNITY CHRISTMAS HAMPER CAMPAIGN



Note: The total number includes publicly reported confirmed and probable cases.

169

1,067

# Finishing thoughts

- More variety in demographic of candidates for relief efforts vs regular volunteer programming.
- Getting long-time volunteers to follow online training is a challenge but new volunteers accept it as a condition of their participation.
- No recruitment needs.
- Re-engaging seniors and getting ahead of social isolation in our community





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418 684-5333, ext. 1550





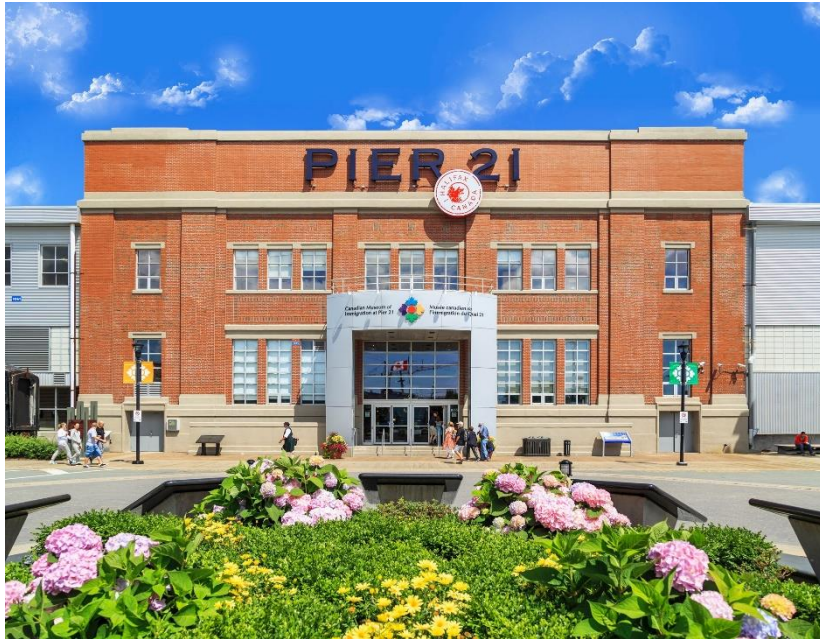
Canadian Museum of Immigration at Pier 21  
Musée canadien de l'immigration du Quai 21

# Volunteer Engagement and COVID-19

July 2020



# About Us



- Pier 21 is a National Historic Site which was the gateway to Canada for nearly one million immigrants between 1928 and 1971. It also served as the departure point for 368,000 Canadian Military personnel during the Second World War. It reopened on July 1, 1999 as an interpretive centre.
- Today, Pier 21 hosts the Canadian Museum of Immigration at Pier 21—Atlantic Canada's only national museum!



Canadian Museum of Immigration at Pier 21  
Musée canadien de l'immigration du Quai 21

Canada

# Volunteer Engagement Pre-COVID-19

- Administrative Assistance – as required
- Committee Volunteers – Fund Development
- Cruise Ship Season Greeters (April - November)
  - 2019: 179 vessels; 323,709 cruise guests
  - 2020: Anticipated 203 cruise vessels with 350,000 guests.
- Event Volunteers (Public Programs/Facility Rentals)
- Exhibitions, Research and Collections
- Gift Shop
- Interpretation & Visitor Experience
- Volunteer Projects (i.e. Internal Newsletter)



# Volunteer Statistics

## Goals 2019-2020

- 2500 hours
- 95+ volunteers

## Actuals 2019-2020

More than **3700** hours\*

Total of **104** active volunteers.

Volunteer Tour Guides provided daily tours to more than 9,300 people.

94 on active roster as of March 31/20.

**2020-2021** – to be determined



# Impact of COVID-19

- Closure to the public March 14, 2020.
- Volunteer engagement on hold.
- Cruise ship passenger greeter training cancelled.
- Staff to work from home starting the week of March 16<sup>th</sup>.
- Cancellation of all rental events up to September 2020.
- Cancellation of all public programs.





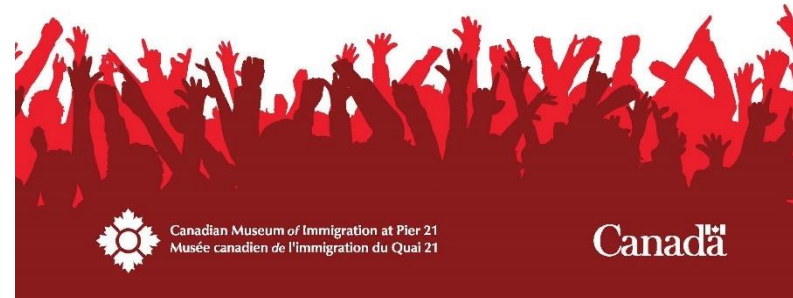
# National Volunteer Week



- Mailed hand written cards
- Social media posts
- Emailed thank you letter from CEO
- Internal newsletter feature  
(Certificate and gift distribution post closure)



**WE APPLAUD YOU** FOR ALL THAT YOU DO



Canada

# Engagement during closure

Weekly emails / phone calls .

Links to COVID-19 information, fitness programs, mental health resources.

Activity links sent once to twice a week, digital jigsaw puzzles, cultural links such as museum/art gallery tours. Virtual Easter egg hunt.

Links for self learning, immigration history training videos, blogs, webinars, etc.

Photo activities: pets; temporary workspaces; favourite NS places ; an “artifact” from your home



# Engagement during closure

Zoom check in with volunteers.

Scotiabank Family History Centre presentation.

Participation in a practice run of a virtual museum tour.

Volunteer highlight for our internal newsletter.

Italian translations, in progress prior to closure.

Monthly birthday greetings to volunteers and staff.

Monthly internal newsletter.





# Information and Expectations

- Volunteers received same messaging as staff.
- Prior to returning, Volunteer Services checked in with supervisors to gauge expectations of volunteer engagement.
- Worked with colleagues to move some roles from on site to virtual.
- Stressed that opportunities coming back would be limited due to physical distancing measures.





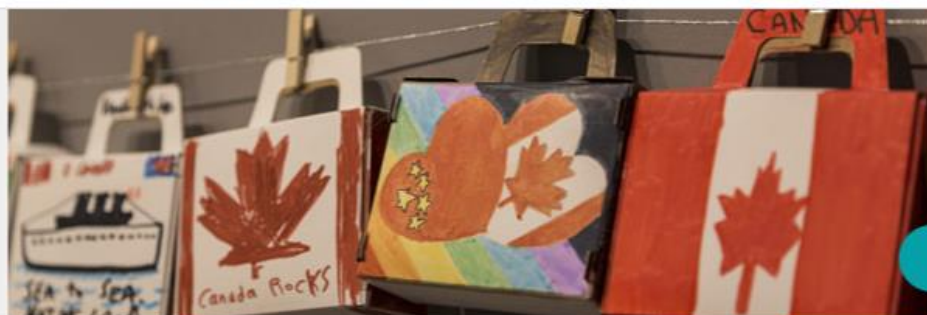
# Volunteer Engagement Post-COVID-19

- Administrative Assistance - on hold/project to project
- Committee Volunteers - Spring event postponed to Fall
- Cruise Ship Passenger Greeters - cancelled
- Event Volunteers - on hold / cancelled until Fall
- Exhibitions, Research and Collections - moved to virtual
- Gift Shop - on hold
- Interpretation & Visitor Experience - limited engagement
- Volunteer Projects - on hold





- Visit ▾
- Explore ▾
- Learn ▾
- Research ▾
- Support ▾
- Share ▾
- Blog ▾
- About ▾



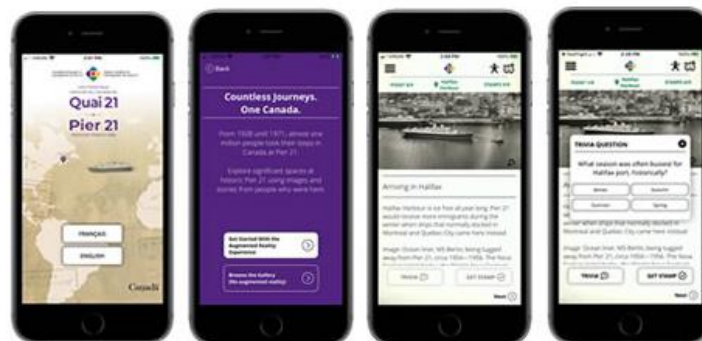
## Museum from Home

HOME > Museum from Home


### Experience arriving at Pier 21 in Canada with our app

A band plays as your ship docks in Halifax. *You kiss the ground of your new home.* Your food is confiscated and you wait. *You're examined by doctors and reviewed immigration officials.* Some among you are detained and some quarantined. *You buy some strange new food for the long journey ahead.* Finally, you board a train that will take you to your new home.

Use the gallery version of the free Pier 21 National Historic Site app at home to feel what it was like to arrive in a new country.



# Virtual Public Programs


 Canadian Museum of Immigration / Musée canadien de l'immigration ...  
June 21 at 9:14 AM · 🌐

This National Indigenous People's Day, in partnership with **Nimbus Publishing and Vagrant Press** we're honoured to present award-winning spoken-word artist and Mi'kmaw activist Rebecca Thomas to read us her book, *I'm Finding My Talk*. With illustrations by Mi'kmaw artist Pauline Young.


Want to read along? *I'm Finding My Talk* can be purchased from the Museum Gift Shop online: [https://shop.pier21.ca/books?product\\_id=95](https://shop.pier21.ca/books?product_id=95)


... See More


See Translation




Storytime with Rebecca Thomas:  
*I'm Finding My Talk*

 Canadian Museum of Immigration at Pier 21  
Musée canadien de l'immigration du Quai 21

 NIMBUS  
PUBLISHING

 Canada

<https://www.facebook.com/CanadianMuseumofImmigration>


 Canadian Museum of Immigration / Musée canadien de l'immigration ...  
July 1 at 7:33 PM · 🌐

Our special #CanadaDay music video brought so many of us together, even while apart! Happy Canada Day. // Notre vidéoclip spécial pour la #Fête du Canada nous a rassemblés malgré la distanciation! Bonne fête du Canada.

·  
·  
·

DaPoPo Theatre Nova Scotia Mass Choir HFX Wanderers FC Atlantic Jewish Council Black Cultural Centre for Nova Scotia Membertou Community Jah'Mila Celtic Rhythm Dance Studio Maritime Bhangra Group #DanelleDoucet #DrHenryBishop Develop NS Discover Halifax

See Translation



0:02 / 5:10

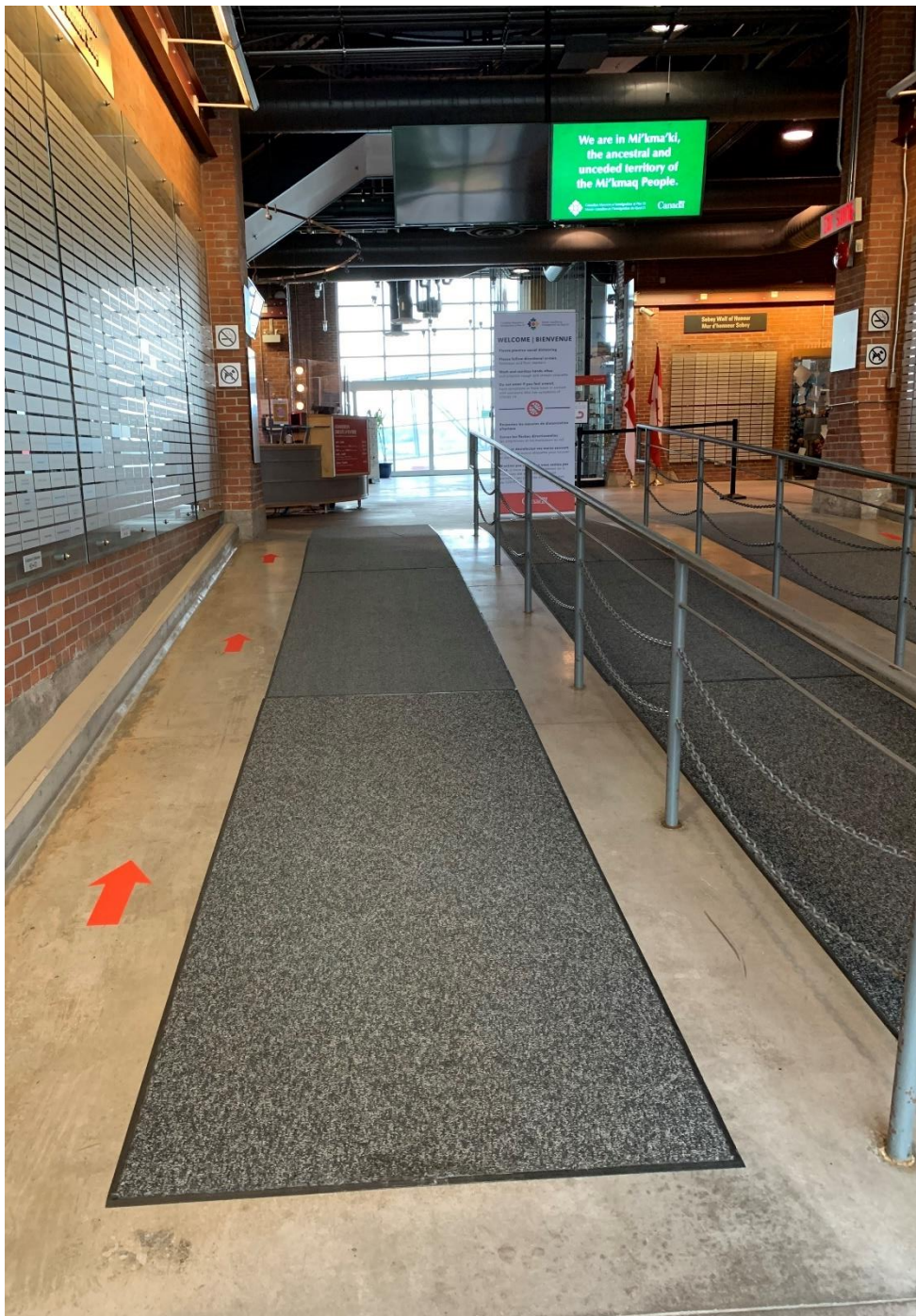
<https://www.youtube.com/watch?v=A160QR972DM>

<https://pier21.ca/canadian-stories/celebrate-canadian-culture>







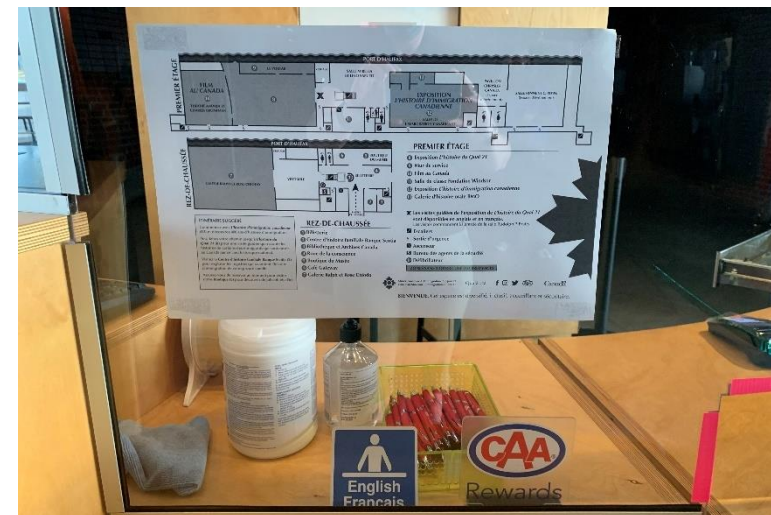
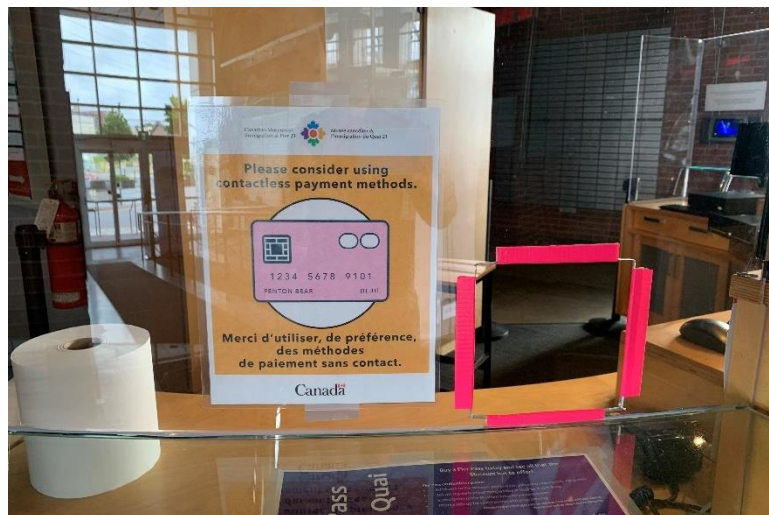




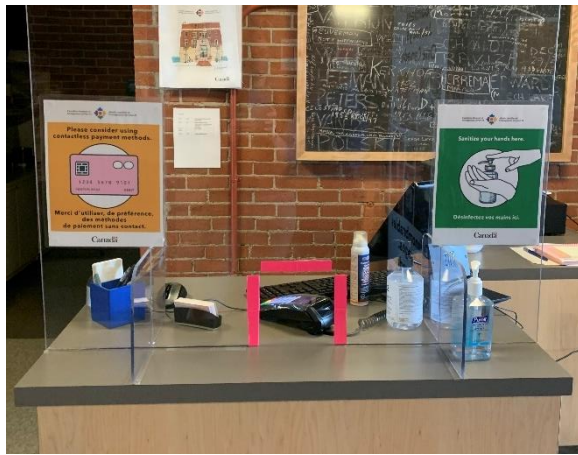


## Ticket Counter

- Plexi added
- 6ft markers
- Contactless pmt
- No paper maps
- Stylus distributed







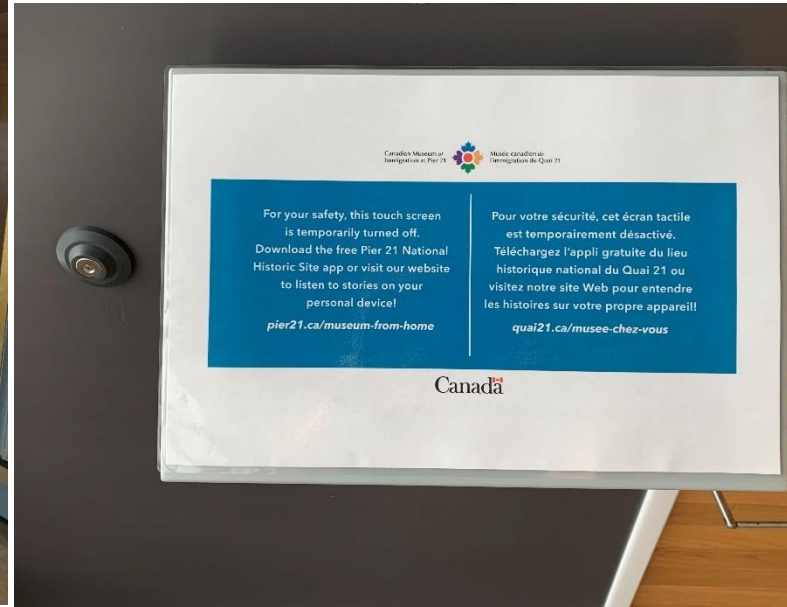
## Scotiabank Family History Centre

- Overflow seating
- Protected payment station
- Divided workstations with barrier.
- COVID-19 prevention signage



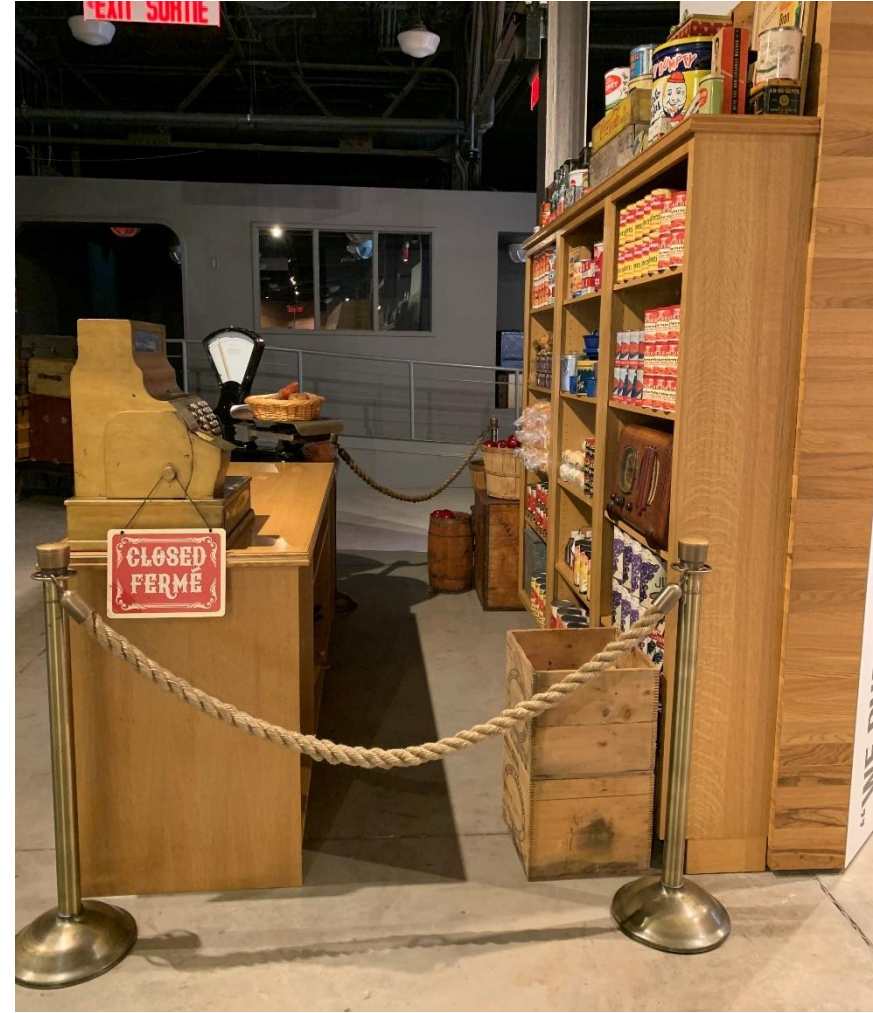


# Pier 21 Story Exhibition





## Pier 21 Story Exhibition



Installed barriers for immersive areas

# Canadian Immigration Story Exhibition

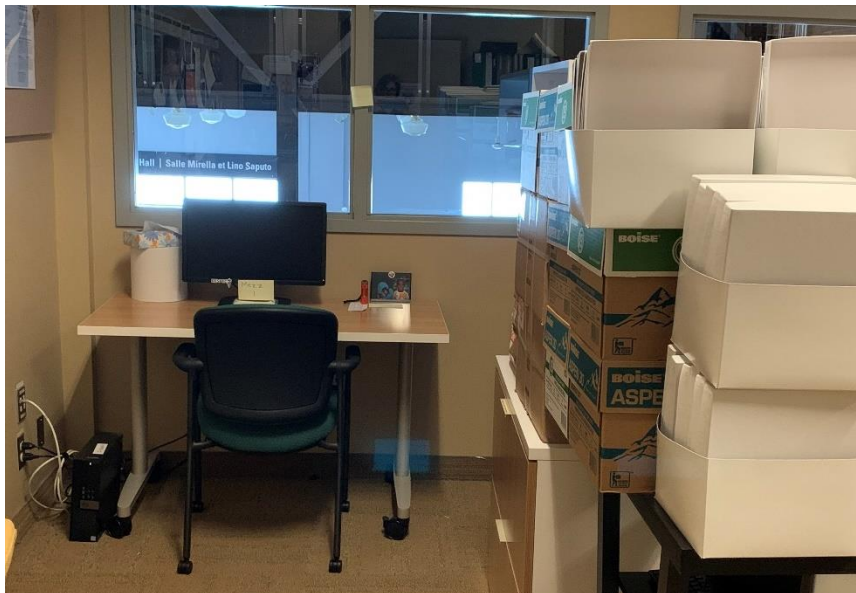
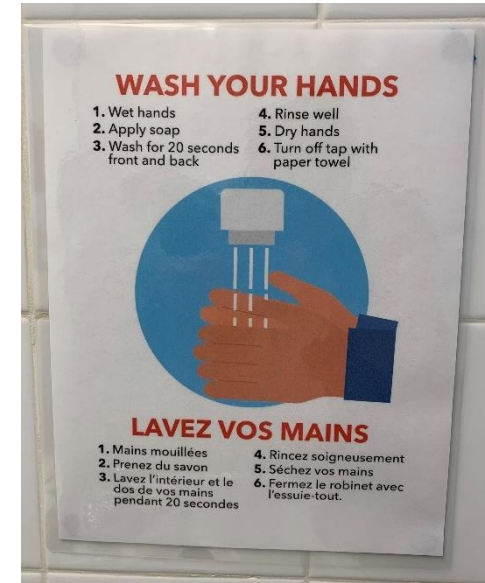
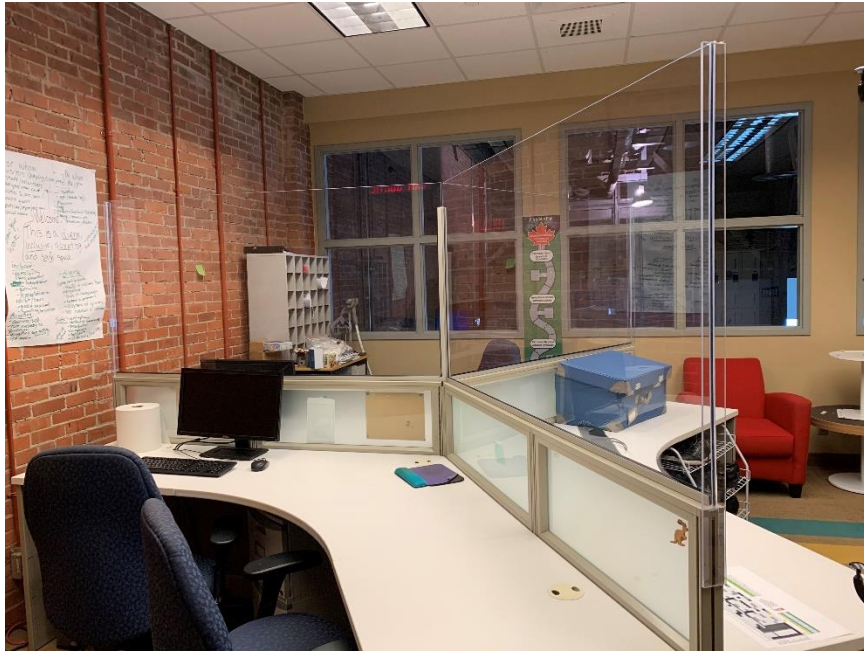


- Directional signage
- Removed sound cups
- Enabled captioning
- Blocked /replaced fabric seating





# Office area - mezzanine



# Post COVID-19 Closure

Museum open Tuesday for seniors and vulnerable groups as of July 7, 2020.

Museum open to the general public Wednesday through Sunday 10:00 a.m. to 5:00 p.m.

Café is temporarily closed.

Group tours reduced – 3 per day, groups of 9 plus tour guide (10 persons total).

Theatre capacity – 14.

Decreased capacity for rental spaces.



# Post COVID-19 Closure

- Didn't engage volunteers on-site right away.
- Provided walk-through with public facing volunteers that were interested in being re-engaged.
- Provided printed materials including COVID-19 Risk Mitigation document, handwashing and mask wearing information sheets; a mask; hand-sanitizer and face-shield for volunteers engaging with the public.
- Distributed certificates and thank you gifts. (ongoing)
- Distributed materials for virtual volunteer projects.



# Contact

## Annette Carter

Volunteer Services Manager | Gestionnaire des services aux bénévoles

[acarter@pier21.ca](mailto:acarter@pier21.ca) / 902-425-7770 ext. 245

[www.pier21.ca](http://www.pier21.ca) | [www.quai21.ca](http://www.quai21.ca)



Canadian Museum of Immigration at Pier 21  
Musée canadien de l'immigration du Quai 21

Canada



# Looking Ahead

## Keeping volunteers engaged

1. Communication is key
2. Change is inevitable
3. Set expectations
4. Volunteering will be different
5. Planning for an uncertain future and for program adaptations will remain challenging

## What does this tell us about volunteering?

- People are generous and understanding
- Organizations are innovative and resilient

# Q & A

Please type your questions into the Chat Box



**Amy Bilodeau**  
Wellness Centre at Jeffery Hale



**Annette Carter**  
Canadian Museum of Immigration  
at Pier 21

## More information ...

- **Today's presentation and recording:** Volunteer Canada website [COVID-19 Resources](#)
- Upcoming webinars: Adapting Programs and Roles to Virtual Delivery, Managing Volunteers in Virtual Roles

### **Questions?** Contact:

- The Wellness Centre at Jeffery Hale:  
Amy Bilodeau [abilodeau@jhpartners.net](mailto:abilodeau@jhpartners.net)
- Canadian Museum of Immigration at Pier 21:  
Annette Carter [acarter@pier21.ca](mailto:acarter@pier21.ca)
- Volunteer Canada: Deb Pike [dpike@volunteer.ca](mailto:dpike@volunteer.ca)

# Stay Informed. Stay Connected



Become a Member  
[volunteer.ca/membership](http://volunteer.ca/membership)



Subscribe to Volunteer Vibe  
[blog.volunteer.ca](http://blog.volunteer.ca)

Follow us on Social Media @VolunteerCanada



# Additional Resources



## Wellness Centre Tools

❖ [Grocery Shopping Response Effort](#)

❖ [Volunteering safely during COVID-19 training\\*](#):

\* Update to video: As of July 18, 2020, all Quebecers must wear a mask even if they are 2 meters apart from others as it is mandatory to wear one to enter and be served in any indoor commercial or non-commercial building.

❖ [Volunteer Kit Info-sheet](#)

**Disclaimer:** These resources are living documents, subject to change based on jurisdictional regulations and applicable health guidance.

# Additional Resources



## **Provincial and Federal Updates**

- Québec [quebec.ca/en/coronavirus](https://www.quebec.ca/en/coronavirus)
- Canada <https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html>

## **Provincial reopening guidelines: (Quebec)**

- <https://www.quebec.ca/en/health/health-issues/a-z/2019-coronavirus/gradual-resumption-activities-covid19-related-pause/>
- <https://cdn-contenu.quebec.ca/cdn-contenu/sante/documents/Problemes de sante/covid-19/Plan deconfinement/Deconfinement planning pandemic covid-19.pdf?1590430413>
- <https://www.cnesst.gouv.qc.ca/salle-de-presse/covid-19-info-en/Pages/back-to-work.aspx>
- <https://www.inspq.qc.ca/covid-19/formations/sante-au-travail>



# Additional Resources

## MUSEUM PROGRAMS FROM HOME

- [Canadian Museum of Immigration at Pier 21 Museum from Home](#)
- [Virtual Canada Day Public Program Project - Mawita'nej \(Let us Gather/Rassemblons-nous\)](#)
- [Article](#) about the project
- [Virtual Indigenous People's Day Public Programs Project – Storytime with Rebecca Thomas: \*I'm Finding My Talk\*](#)



# Additional Resources

example of internal use infographic (for volunteers/staff)

## WHAT THE MUSEUM IS DOING

- Following public health guidelines as outlined by Nova Scotia: <https://novascotia.ca/coronavirus/>
- Providing cleaning products to all staff and volunteers.
- Created new capacities for shared spaces in the office.
- Providing clear instructional signage about social distancing, hygiene and cleaning protocols.
- Increasing the cleaning and disinfecting of shared spaces and high-touch surfaces.

## WHAT YOU CAN DO



**THINK BEFORE YOU ACT:** limit contact when possible, adapt work practices and workflows, avoid touching shared surfaces, clean and dispose of waste more often.



**WASH OR SANITIZE HANDS OFTEN :** before and after eating, after touching any shared surface and after washroom use.



**PRACTICE COUGH AND SNEEZE ETIQUETTE,** use a tissue whenever possible, cough/sneeze into your elbow, not your hand, and avoid touching your eyes, nose and mouth with unwashed hands.



**PRACTICE SOCIAL DISTANCING:** stay 6 feet away from other people. Masks must be worn when 6 feet is not possible.



**KEEP YOUR PERSONAL SPACE CLEAN** and clean shared spaces before and after every use.



Canadian Museum of Immigration at Pier 21  
Musée canadien de l'immigration du Quai 21

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## CE QUE LE MUSÉE FAIT

- Nous suivons les lignes directrices de santé publique définies par la Nouvelle-Écosse : <https://novascotia.ca/coronavirus/fr/>
- Nous fournissons des produits de nettoyage à l'ensemble du personnel et des bénévoles.
- Nous créons de nouvelles capacités maximales pour les réunions espaces communs dans les bureaux.
- Nous avons placé de la signalisation claire concernant la distanciation physique, l'hygiène et les protocoles de nettoyage.
- Nous augmentons le nettoyage et la désinfection des espaces partagés et des surfaces fréquemment touchées.

## CE QUE VOUS POUVEZ FAIRE



**RÉFLÉCHISSEZ AVANT D'AGIR :** limitez les contacts lorsque c'est possible, adaptez vos habitudes et méthodes de travail, évitez de toucher les surfaces communes, nettoyez et éliminez les déchets plus souvent.



**LAVEZ-VOUS OU DÉSINFECTEZ-VOUS LES MAINS FRÉQUEMMENT :** avant et après avoir mangé, après avoir touché une surface commune et après être allé(e) aux toilettes.



**RESPECTEZ L'ÉTIQUETTE EN MATIÈRE DE TOUX ET D'ÉTERNUEMENT,** utilisez un mouchoir chaque fois que c'est possible, tousssez ou éternuez dans votre coude et non votre main, évitez de toucher vos yeux, votre nez ou votre bouche si vous n'avez pas lavé vos mains.



**RESPECTEZ LES DISTANCES PHYSIQUES :** gardez 6 pieds de distance avec les autres. Lorsqu'il est impossible de conserver une distance de 6 pieds, portez un masque.



**GARDEZ VOTRE ESPACE PERSONNEL** propre et nettoyez les espaces partagés avant et après chaque utilisation.



Musée canadien de l'immigration du Quai 21  
Canadian Museum of Immigration at Pier 21



**RESTEZ À LA MAISON SI VOUS NE VOUS SENTEZ PAS BIEN,** si vous avez des symptômes ou si vous avez été en contact avec une personne qui présente des symptômes de COVID-19.

Canada

# Additional Resources

- Government of Canada - Coronavirus Disease (COVID-19)  
<https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html>
- Government of Canada – Wash your hands infographic  
<https://www.canada.ca/en/public-health/services/publications/diseases-conditions/reduce-spread-covid-19-wash-your-hands.html>
- Government of Canada – Non-medical masks and face coverings, including downloadable info graphic  
<https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/prevention-risks/about-non-medical-masks-face-coverings.html>
- Government of Canada - Cleaning and disinfecting public spaces during COVID-19  
<https://www.canada.ca/en/public-health/services/publications/diseases-conditions/cleaning-disinfecting-public-spaces.html>
- Centres for Disease Control and Prevention – Cleaning and Disinfecting  
<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html>

