

## August 2011

### In this issue

[Paying for the Privilege to Volunteer](#)

[Legacy Giving](#)

[1800suicideONTARIO](#)

[Strategic Planning - Next Step](#)

[DCO AGM](#)

[Call for DCO Board and Committee Members](#)

### Upcoming Events

**Spirit of Volunteerism and AGM: September 23, 2011**  
at the Lionhead Golf Club,  
8525 Mississauga Road,  
Brampton, ON.

[Register here.](#)

New content each month  
on [www.learningforums.ca](http://www.learningforums.ca)!  
Get a password through your  
volunteer coordinator.

### Welcome to Jackie Grigsby

It is with pleasure that we  
welcome Jackie Grigsby to  
the DCO team. She joined

## Paying for the Privilege to Volunteer

Two U.S. not-for-profits have caused controversy regarding their volunteers, or rather, their charging their volunteers to volunteer.

The not-for-profit sector experiences constant funding worries and understands that volunteers are not free. Proper budgeting is necessary in order to fund volunteer costs such as screening, equipment, training, and supervision, and often there isn't enough room in the budget for these "extras".

In 2006 in Walnut Creek, California, the [Lindsay Wildlife Museum](#) started charging teenagers to volunteer, asking for a hefty \$450 yearly membership and a \$65 annual family membership.

Due to funding deficits and rising costs, the museum had to close its gift shop and dismantle its youth-at-risk program, adding that teens pay more because they require an adult supervisor for every five students.

Loren Behr, museum Director, says that the value of the skills youth gain from their volunteer work at the museum should offset the costs of the fees, adding that families would be paying the same amount of money yearly for a child's extra-curricular lessons (i.e. music).

[Habitat for Humanity](#) (HfH) made the papers in San Diego, California this year when it began asking for \$100 per person for groups of five or more volunteers to cover the costs of supporting their on-site volunteers,"to reflect the added overhead incurred to coordinate and host larger groups."

Chris Marek, the San Diego HfH Officer of Development and Strategy, states, "Building materials are getting more expensive amid the looming threat of losing redevelopment funds. We have to be creative to find ways to increase funding."

Interestingly, Habitat for Humanity in North America gets building materials from ReStores, a socially and environmentally conscious building supply store run by HfH affiliates, which accepts and resells new and used building materials.



us earlier this month in the new capacity of Administrative and Program Facilitator and will be managing the DCO administrative functions and providing additional support to our various on-going programs and projects. Jackie is looking forward to meeting all of you at the meetings in September. She can be reached at extension 362 at our main office number.

[Join Our Mailing List!](#)

The news article described a volunteer quitting HfH in disgust when he learned about the new fees, saying that he felt that the new system was "very much against [Habitat for Humanity's] mission of helping out and giving back." Chris Marek responded by saying that the "spirit of Habitat for Humanity is to put people in homes."

In their article, "[Paying to Play: Charging Fees to Volunteers](#)", Susan J. Ellis, president of a training, consulting, and publishing firm specializing in volunteerism, and Steve McCurley, volunteer trainer and speaker in volunteer involvement, suggest and that "no matter how devoted we are to volunteering, it is true that what is offered for free is frequently not taken as seriously as something that has a financial cost, no matter how small," adding that when asking for a "per-head amount of money, the volunteers tend to show up more often than when we simply schedule them for nothing,"

On the other hand, they say, there is an "inherent unfairness to this concept because the costs of supporting volunteers should be borne by the organization as a cost of doing business - particularly as the money expended on such things as screening or supervision is leveraged so dramatically into many more multiples of service received."

Ellis and McCurley say that volunteer leaders should advocate budgets to reflect the actual expense of engaging volunteers, and suggest that a substantial portion of the money raised from volunteer fees be dedicated to improving the volunteer management practices of the organization.

"If the volunteers are going to be asked to pay, then let them pay for things that directly affect their volunteering."

[back to the top](#)

## Legacy Giving

In May of this year, CharityVillage® and Give Green Canada released a report from their international survey on legacy gift planning. The goal of [Envisioning & Investing in Legacy and Bequest](#)



Many non-profit and charitable organizations are not strategically positioned to benefit from the so-called intergenerational transfer of wealth.

Opportunities was to assess the readiness of the non-profit and charitable world in the area of legacy fundraising. 907 individuals from 25 countries took part in the survey.

The report found that while the number of bequests non-profits received had increased with healthy gift sizes (e.g. \$50,000 or more), non-profit and charitable sectors are not as strategically positioned for gift planning and legacy giving, the so-called intergenerational transfer of wealth, as they could be. The report identified the following barriers to increase legacy giving: lack of human resources, competition from short-term revenue generation sources, no "champion" within the organization to advocate for the program, no real program in place, and no support from senior management or board.

The report does offer some good news in that "there are compelling numbers that underline the potential return on program investment and there is good insight into what it takes to start and maintain a successful program."

Overall, the report identifies a very simple strategy to increase legacy revenue: human resources and an adequate program budget. Further, it lists the following enabling conditions to increase legacy giving: saying "thank you", dedicated staff/budget resources, active marketing of bequest program, routine engagement with "legacy circle", good bequest prospects, and demonstrate delivery on mission.

Taken from CharityVillage's online e-Training Update, the following offers some practical information to help non-profit organizations begin and maintain a planned giving program so that charity organizations are not left behind when the wealth transfer begins in 30 - 40 years time:

Be prepared to invest appropriate resources to start and operate a planned giving program. It will cost money, either directly or indirectly, and it is important to create a budget you can live with.

For instance, you may need to pay for:

- Marketing materials, including brochures or information sheets;
- Upgrades to your donor database;
- Memberships in associations that support planned giving;
- Training for staff and volunteers;
- Legal advice.

The most important and expensive resource you will need is staff. Staff resources will likely be the most expensive part of your planned giving budget, although how expensive depends on your budget allocation and the level of qualified volunteer support you can access.

You have several options for staffing in the early stages of a planned giving program:

- Contract with a qualified consultant to help you on a part- or full-time basis;
- Hire a qualified part- or full-time planned giving staff person;
- Add planned giving responsibilities to an existing employee's job

description.

The person with primary responsibility for running the day-to-day program should be:

- Sensitive to aging issues and older people;
- Warm and genuine;
- Comfortable dealing with professional advisors;
- At ease with the technical side of planned giving;
- Skilled at handling detail and remaining organized.

[back to the top](#)

## 1800suicideONTARIO Working Groups

At the DCO member meeting in May 2011, a Steering Committee was struck to guide the development of the 1800suicideONTARIO initiative along with a series of Working Groups.



Over the summer months, some foundation work and community awareness took place and now is the time for the Steering Committee and Working Groups to be fully engaged. We need at least one volunteer for a working group from each member centre that is interested in participating.

Working Groups were established to focus on key areas including: Technology; Funding; Readiness Criteria; Training; Web Service; and Promotion/Communication.

Each group has a specific focus, defined service time, assigned DCO staff support and the DCO membership participation. DCO members with skills and interest in a particular area are invited to reach out to Asha Croggon, 1800suicideONTARIO Coordinator ([acroggan@dcontario.org](mailto:acroggan@dcontario.org)), to contribute to a specific Working Group.

Active Working Groups are critical to the success of implementing a provincial initiative of this scope. Inaugural meetings will begin mid-September.

[back to the top](#)

## Strategic Planning - Next Step



**distress  
centres**  
ontario

MOVING FORWARD THROUGH PARTNERSHIPS

In early 2011, the DCO membership engaged in the process of setting directions and priorities for the next three to five years within the context of the accomplishments and issues encountered during implementation of our previous 3-year plan.

With your help we reviewed DCO's vision and mission, as well as reviewed the current status of our projects. We also identified the goals and deliverables for the association over the next three to five years to support the network's vision.

We still have some work to complete, and we are hoping you can join us in this process. All Staff and Leadership from our DCO member centres are invited to join us for Part II of our Strategic Planning Process on September at the Lionhead Golf and Country.

Please register for the event [here](#).

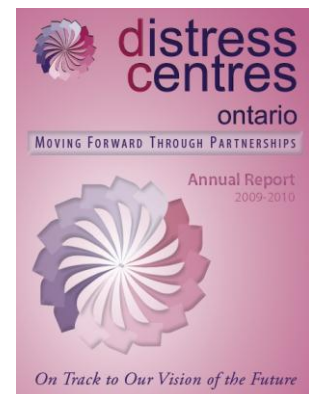
[back to the top](#)

## DCO Annual General Meeting - Notice to the Membership

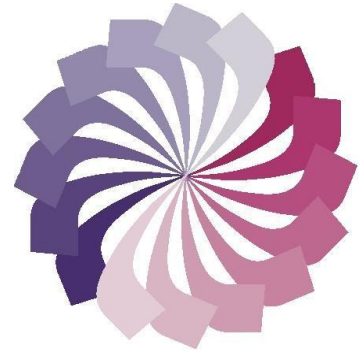
The Annual General Meeting of Distress Centres Ontario (The Ontario Association of Distress Centres) will take place at 5:00 pm. on Friday, September 23rd, 2011 at the [Lionhead Golf and Country Club](#), 8525 Mississauga Road, Brampton, ON L6Y 0C3.

An AGM package with meeting notice, agenda and proxy form will be forwarded to all DCO member organizations in good standing.

[back to the top](#)



## Call for DCO Board and Committee Members



As many of you know, DCO is a voluntary, member-driven association that depends on the support and leadership of its member organizations. Our governance structure includes a board of seven individuals. Four individuals are generally leadership or staff from our member centres and three are people from the community-at-large.

Unfortunately, we will be saying goodbye to our three community-at-large board members, Sheena Carpenter, Gilles Brideau and Rahel Eynan. Their contributions have been very significant. Sheena, with her support to our finances and setting up new chart of accounts; Gilles with his leadership in developing and providing two on-line learning sessions on Motivational Interviewing and Rahel with her expertise and guidance regarding suicide intervention and prevention.

If you are aware of individuals who would be knowledgeable about the services of our member centres and willing and interested in servicing on the board of a provincial association, please encourage them to call Liz Fisk at 416-486-2242 for more information.

We are also calling on all centre leaders, staff, and leadership volunteers to volunteer their services on the various committees that DCO relies on. We need your input, help and direction as we move forward with our regular programs and our many new and intriguing projects.

The Committees of the Membership include the Education Committee, the SIOM or Statistics, Information and Outcomes Measures Committee, the Volunteer Management Committee, the Accreditation Committee and various 1-800-suicideOntario committees.

We need additional support on our various Committees of the Membership and hope that YOU might be interested in helping out the association. Do you have skills or experience in related fields that would be beneficial in moving us all forward? Please consider these rewarding opportunities.

Please express your enthusiasm to participate to the DCO Executive Director, Liz Fisk, at 416-486-2242 or [evfisk@dccontario.org](mailto:evfisk@dccontario.org) for more information on the work of the committees. Liz can provide you with the CALL FOR BOARD MEMBERS or a CALL FOR COMMITTEE MEMBERS description, and the current application. Expressions of Interest and/or completed applications should be received by September 7th, 2011.

[back to the top](#)

[dcontario.org](http://dcontario.org)