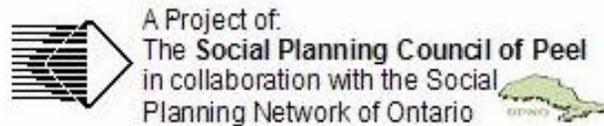


Advancing Cultural Diversity in Volunteer Management (519 and 905 Areas)



Proceedings of the Community Dialogue in Kitchener-Waterloo

Tuesday, November 27, 2007

**Country Hills Community Centre,
100 Rittenhouse Road, Kitchener**

December 2007

Funded by the Government of Ontario



**Advancing Cultural Diversity in Volunteer Management
in the 519 & 905 Areas**

**Proceedings of the Community Dialogue in Kitchener-Waterloo
Tuesday, November 27, 2007
Kitchener, Ontario**

| | |
|--|-----------|
| Introduction | 3 |
| Growing Diversity in Kitchener-Waterloo | 4 |
| Issues and Challenges | 6 |
| ▪ <i>Survey Findings</i> | 8 |
| Frameworks for Addressing Challenges | 12 |
| ▪ <i>Survey Findings</i> | 13 |
| ▪ <i>Examples for Resource Inventory</i> | 15 |
| Building Capacity in Kitchener-Waterloo | 16 |
| Evaluation | 17 |
| Websites | 18 |
| Appendix A: Kitchener-Waterloo Participants List | 19 |
| Appendix B: Kitchener-Waterloo Community Dialogue Agenda | 21 |
| Appendix C: Population Profile of Kitchener-Waterloo | 22 |
| Appendix D: Overview of Survey Respondents from Kitchener-Waterloo | 26 |
| Appendix E: Overview of the Key Management Functions in the Volunteer Development Cycle | 28 |
| Appendix F: Participant Evaluation of Kitchener-Waterloo Community Dialogue | 30 |

Introduction

On November 27, 2007 the third in a series of eight Community Dialogues was conducted in Kitchener-Waterloo as part of the *Advancing Cultural Diversity in Volunteer Management in the 519 & 905 Areas Project*. This Project is funded by the Ontario Ministry of Citizenship and Culture and under the lead sponsorship of the Social Planning Council of Peel.

Community Dialogues are the first outreach to community leaders for their input into the Project. The Project is designed to identify both needs and resources for improving the capacity of small and medium size nonprofit organizations to engage and support the participation of a more culturally and racially diverse population in volunteer roles and activities in communities of the 519 and 905 areas.

In addition to a review of the literature and consolidation of existing research and knowledge in this field, the Project is working with local partners in the 519 and 905 to plan and hold Community Dialogues with knowledgeable and experienced professional and volunteer community leaders in order to generate information and ideas for capacity-building on this issue. Discussion and discovery at the eight Community Dialogues will be consolidated for further development at two Intra-Regional (519 & 905) Dialogues in 2008 and a final knowledge development Inter-Regional Forum in 2009.

Thirty-three community participants from Kitchener-Waterloo attended the Community Dialogue on November 27 in Kitchener (see Appendix A). There were also present two guests from London and Peel, where Community Dialogues will be held in the New Year. Also participating were the Executive Directors, staff and several volunteers of the local hosts for the event, the Social Planning Council of Kitchener-Waterloo (SPCKW) and the Volunteer Action Centre of Kitchener-Waterloo and Area (VAC).

The external resource team for the Community Dialogue was made up of Paula DeCoito, Executive Director of the Social Planning Council of Peel, Louise Chatterton Luchuk, Project Researcher-Writer, Peter Clutterbuck, Social Planning Network of Ontario (SPNO), Project Coordinator and Dialogue facilitator, and Anna Przychodzki, SPNO Project Assistant and Dialogue recorder.

The morning's agenda moved from providing an overview of the changing demographics of Kitchener-Waterloo and a description of the Project to a review of the state of knowledge about the cultural diversity in volunteer management in general. The participants were then guided through group and plenary discussion of the issue in Kitchener-Waterloo and Area. Appendix B presents the agenda for the Community Dialogue.

Questions, Comments

Q: *Does this project allow for a broader definition of social inclusion (i.e. other marginalized groups)?*

A: The project funder (Ontario Ministry of Citizenship and Immigration) placed emphasis on cultural diversity. The discourse on diversity is broader, encompassing class, gender, sexual orientation, and disability. We don't have to limit today's discussion to cultural diversity. That issue and caution against too narrow a view of diversity has also been raised by participants in the previous Community Dialogues.

Q: *Can you define diversity management?*

A: Diversity management is the application of attitude, knowledge and skills to create the organizational capacity to attract and retain diverse groups. This project applies diversity management to the Volunteer Management Cycle (see handouts in information kit).

Q: *Is there a timeframe for the deliverables?*

A: Early deliverables have been met -- Statistical profiles using 2001 census data will be updated when 2006 census information by region is released.

A first version of the electronic literature review is in the kits with the final full literature review scheduled for completion by March 2008.

Community Dialogue Reports for Durham and Halton are completed and the K-W and Cambridge reports will be done within ten days of the events.

The Inventory of existing resources will be accumulated as the Community Dialogues and other research is carried out and will appear as a work-in-progress on the web site during the course of the Project.

The first version of the Project website should be up in early 2008. It will be interactive – both to download information but also to contribute additional information and resources from the field.

The Intra-Regional Forums in the 519 and 905 areas and resulting products will occur in mid- to late-2008 with the final combined 519-905 Forum happening in the spring of 2009

Q: *Why this project, why now?*

A: Paula DeCoito will provide context for this Project in her presentation (see handout in information kit).

Growing Diversity in Kitchener-Waterloo

Trudy Beaulne, SPCKW Executive Director, Social Planning Council of Kitchener-Waterloo started her presentation on the growing cultural diversity of Waterloo Region by pointing out that many agencies in Waterloo Region agencies define their service area as region-wide; others focus on particular municipalities and neighbourhoods. Trudy spoke to both by presenting an

overview of cultural diversity in the Region and a breakdown by municipality. Jane provided a profile of the Region's diverse constituents who sought volunteer positions through the Volunteer Action Centre.

The Ontario Smart Growth Strategy names Waterloo Region as a key growth hub in Ontario. Waterloo Region's population is 500,000 and counting. There was a 9% average population increase across the Region from 2001 to 2006, which is greater than the average for the province as a whole.

The growth target for the Region is 750,000 within 20-25 years. Most of this population increase is expected to be from immigration, not new births. In this context, diversity management becomes increasingly important. Almost 1 in 5 residents of Waterloo Region are immigrants (although their durations in Canada vary). The majority of new immigrants coming to Waterloo Region are arriving from Germany, Portugal, South Asia, China, the Middle East, and Eastern Europe.

From 1996 to 2001, the majority of new immigrants who came to Waterloo chose to settle in its urban areas. Of all municipalities, the City of Kitchener has the largest immigrant population, and the highest rate of immigrant settlement. Immigration to Waterloo and Cambridge is increasing in both proportion and rate. The 2006 census data is likely to show more growth in Waterloos Region's cities and townships.

The Region's visible minority population is similarly concentrated in urban areas. The City of Waterloo has the greatest visible minority population relative to the Region's total population. It is largely concentrated around the lakeshore and the universities.

From the 2001 census, the top three countries of origin for primary settlement in the City of Kitchener were Romania, India and Yugoslavia. In the same period, the top four countries of origin for primary settlement in the City of Waterloo were China, India, Iran and the United States of America. Roughly 50% of the Region's recent immigrants speak a first language other than English or French.

In 2006 and 2007, the Volunteer Action Centre gathered data on nearly 7000 volunteer applicants who indicated a first language other than English. Roughly in order from greatest to least, the mother tongues spoken are: French, Chinese, Spanish, German, Hindi, Romanian, Arabic, Korean, Farsi, and Russian. In the same period, the Volunteer Action Centre also profiled the employment status of nearly 9000 volunteers who indicated a first language other than English. Roughly in order from greatest to least, the volunteers are: university and college students; high school students; not looking for work; looking for work; full time workers; retirees; ESL students; and part time workers. The age breakdown of ESL students was predominantly under 35 with the largest percentage being 25-44 years of age.

Participants asked that the PowerPoint presentation be distributed along with the Community Dialogue Proceedings Report.

Issues and Challenges

Following the demographic overview of diversity in Waterloo Region, dialogue participants were asked to discuss in small groups what they see as the issues in recruiting, engaging, supporting, and retaining culturally diverse volunteers in Kitchener-Waterloo?

The following issues and challenges were reported out of the group discussions:

- *Usual Challenges Even Harder. All the usual barriers to volunteer participation are there - transportation, childcare and time – but they are even harder to overcome for people from cultural minorities (e.g. frequently lack access to extended family for childcare, often do not have as many options or means for transportation within the region).*
- *Language and Communications. Language barriers exclude potential volunteers at a most basic level. Interpretation service is unaffordable (particularly for small organizations).*
- *Resistance to Training. Sometimes staff and volunteers aren't receptive to cultural sensitivity training. "I don't need it, I'm not racist." Yet, some supervisors (both staff and volunteer) lack patience and experience with those from diverse cultures. How can training be framed as a learning opportunity so that they will be more open to participating?*
- *Cultural understanding of volunteering. Tying volunteering to employment may not be helpful. Some volunteers have misunderstood that volunteering will lead to employment in the agency. Some volunteers see no need to continue volunteering once they have acquired experience and a job has been landed. A volunteer trying to acquire Canadian job experience may lack the passion ("heart") for volunteering in some areas which some organizations feel is necessary in their volunteers. How can this dimension of volunteering be conveyed to prospective volunteers from diverse cultural backgrounds? How can we promote volunteering as another way to become integrated into Canadian society other than through employment? Do organizations need to be clearer about ongoing vs. time-bound volunteer recruitment?*

- *Effective Outreach Issues. We don't know who to ask and where to go for volunteers; especially for targeted recruitment. We are unsure of how to speak of the volunteer opportunity to prospective volunteers. The very term 'volunteer' is unfamiliar to many cultures – are terms like 'mentor' or 'coach' better? Are organizations seeking volunteers recognizing their own need to understand the needs, interests and motivations of the people whom they are trying to engage? Why would they want to volunteer?*
- *Unfamiliar philosophies and perspectives. Some of **the** areas of organizational work may not be culturally familiar or understood by prospective volunteers. For example, some newcomers may not culturally relate a women's organization that employs a feminist perspective. The hospice needs volunteers to go into the homes of the dying, which may be an area of support that some newcomers feel is more appropriately a familial responsibility.*
- *Changing engagement strategies. Organizations have set up established ways of doing things and continue this way without adapting to new conditions for appealing to the new population. Now we feel like we're working backwards – here's our service, come to us. We should be going into new communities, asking people what they need, and supporting new communities to build their own networks. Doing with versus doing for – there is always more buy-in if people are involved at the planning stage. Funders should give mainstream organizations money to investigate what cultural groups want help with. We should be going into community groups, churches and synagogues; not inviting prospective volunteers to our boring meetings.*
- *Dealing with our own false assumptions. We assume newcomers are not volunteering, but they are – they are helping one another in their own communities, doing things that are important to them. Newcomers have their own issues – and require more resources to work on those issues. We can help them grow their process. But we should not assume they want to join established agencies. How can our mainstream organizations learn from ethno-specific organizations? What are their planning and recruitment strategies?*
- *Caution re a "them versus us" mentality. We are talking about engaging people who are new to our community. How can we be inclusive when we*

continue to say things like “these people?” “A Canadian is only an immigrant with seniority.”

- *Discouraging processes. The formal volunteering process discourages first-time volunteers. It can be intimidating, easily misunderstood (e.g. people don't understand the need for criminal records checks). How can we make it more welcoming? We need clear, welcoming invitations; we need to explain the process. Time commitments can discourage first-time volunteers. Orientation takes three weeks; then they get three weeks to prove themselves. Too short for satisfaction. Also, newcomers often do not find that their full skill levels are being used and that volunteering involves only administrative or menial tasks – not rewarding or recognizing talents.*
- *Inadequate supports. If there's an issue or uncertainty – volunteers find it hard to get support. Language barriers exacerbate this problem. Boards and committees can be inflexible re: reading materials, meeting times, etc.*

Survey Findings on Issues and Challenges and Organizational Benefits:

Peter Clutterbuck, SPNO facilitator for the Dialogue, reported out the results of an advance survey administered to all invitees to the Waterloo Region Community Dialogue. As each Community Dialogue is done, the Project will build a baseline of information on cultural diversity in the 519 and 905 areas via the survey. The survey results reported for Waterloo Region provide some comparison with the results for Halton and Durham Region survey respondents (combined and indicated in the following Tables as “905 Region”). Appendix D offers an overview of the survey respondents from Waterloo Region.

The survey asked respondents to describe in their own words what barriers they encountered in supporting volunteers from diverse cultural backgrounds. Table 1 following reports the survey response as “Issues and Challenges” at the suggestion of a Waterloo Dialogue participant that “barriers” suggested a too negative tone and a distancing from our purpose in reaching out to newcomers.*

* In response to this suggestion, the survey instrument will be adjusted for future use to remove the “barrier” language and to inquire directly about “issues and challenges”.

Table 1
Issues and Challenges in Supporting More Culturally Diverse Volunteers
Waterloo and 905 Response*

| Barriers | Waterloo Region (N=36) | | 905 Region (N=41) | |
|---|---------------------------|-----|----------------------|-----|
| | No. Resp. | % | No. Resp. | % |
| Language & communications | 19 | 53% | 17 | 41% |
| Lack of resources (staff, expertise, funding) | 3 | 8% | 8 | 20% |
| Transportation | 2 | 6% | 2 | 5% |
| Cultural differences | 4 | 11% | 0 | |
| Lack meaningful roles for well-educated | 2 | 6% | 0 | |
| Lack of knowledge & understanding | 1 | 3% | 4 | 10% |
| Other | 4 | 11% | 7 | 17% |
| None | 1 | 3% | 3 | 7% |

Clearly, “language and communications” (51%) challenges prevail as major support issues among Waterloo Region respondents at a rate even higher than their counterparts in the 905 region (41% of Halton and Durham respondents combined). Besides language issues, Waterloo respondents identify “cultural differences” (11%) as a major issue in supporting volunteers from more diverse backgrounds as indicated in the following responses:

“Many cultures support their own community. They do not want our assistance for privacy reasons.”

“Though not a Christian organization, our organization has an historic tie to Christianity, and we are aware that this turns off some non-Christian (clients).”

“had to bring on a volunteer technical assistant . . . – who had more experience in the language and cultural differences.”

Distinct reference to “cultural differences” was not made in the Halton or Durham response.

Considering that both Waterloo and 905 respondents say that “language and communications’ is the major support issue, Table 2 indicates that Waterloo

* For the open-ended questions, respondents often gave several responses, which explains the No. Resp. figure being higher than the total number of respondents answering the open-ended questions.

respondents (36%) are much more consistent than 905 respondents (11%) in identifying the need for “interpretation, translation, and ESL training” to address support challenges. Waterloo respondents significantly less identify “partnering and mentoring” (4%) and “networking with diverse communities” (0%) than 905 respondents as ways to address support issues (15% and 11% respectively). Waterloo respondents also see “more resources” (14%) as the way to address support challenges less frequently than 905 respondents (27%), although participants indicated that smaller and medium sized nonprofit organizations were definitely challenged by lack of resources, especially in dealing with the language and communications issue.

Table 2
Overcoming Issues and Challenges in Supporting Volunteers
Waterloo and 905 Response

| Ways to Overcome Issue/Challenges | Waterloo Region (N=28) | | 905 Region (N=34) | |
|--|---------------------------|-----|----------------------|-----|
| | No. Resp. | % | No. Resp. | % |
| More resources (funding and staff) | 4 | 14% | 9 | 27% |
| Training & understanding | 6 | 21% | 7 | 20% |
| Interpretation, translation, ESL training | 10 | 36% | 4 | 11% |
| Other | 6 | 21% | 3 | 9% |
| Partnering/mentoring | 1 | 4% | 5 | 15% |
| More connections & networking with diverse communities | 0 | | 4 | 11% |
| Don't know | 1 | 4% | 2 | 6% |

Apart from issues and challenges to do so well in this area, Waterloo survey respondents indicate some particular sensitivities with respect to appreciating the organizational benefits of culturally diverse volunteers. Table 3 shows the Waterloo respondents relatively comparable to 905 respondents in recognizing that culturally diverse volunteers help organizations serve a more culturally diverse community and improve organizational understanding and inclusiveness. Waterloo respondents (18%) more specifically expressly state that newcomer volunteers:

“Add energy, understanding and ideas.”

“Bring new ideas and traditions.”

“Bring a different perspective.”

“Bring new ideas for artistic programs.”

Table 3
Organizational Benefits of Ethno-culturally Diverse Volunteers
Waterloo and 905 Response

| Organizational Benefits | Waterloo Region (N=33) | | 905 Region (N=49) | |
|--|---------------------------|-----|----------------------|-----|
| | No. Resp. | % | No. Resp. | % |
| Better serve a multicultural | 12 | 36% | 20 | 41% |
| Improve organizational inclusiveness & understanding | 9 | 27% | 14 | 29% |
| Bring new ideas and perspectives to | 6 | 18% | 0 | |
| Provide mentoring help to clients | 2 | 6% | 2 | 4% |
| Other org'l benefits | 3 | 9% | 4 | 8% |
| Other benefits for the volunteer | 1 | 3% | 8 | 16% |
| None | 0 | | 1 | 2% |

Questions, Comments

Q: Language sensitivity - why the difference between 905 and 519?

Comment: In Peel, we view ESL training, translation as a way to overcome barriers.

Q: The section on barriers has a category called “other.” What were the responses?

A: Group information sessions on how volunteering is viewed in Canada; transportation; change regulatory system to accommodate newcomers; more flexible policies to assist newcomers in employment.

Comment: 11% in 905 versus 36% in Waterloo Region see language services and interpretation as services needed to overcome support challenges. I live in 905 but work in 519. I know there’s a tremendous amount of work done in the 905 region over last 5-7 years for these language support services. That’s why they don’t see identify it as much as a way to overcome challenges. They’re ahead of this region.

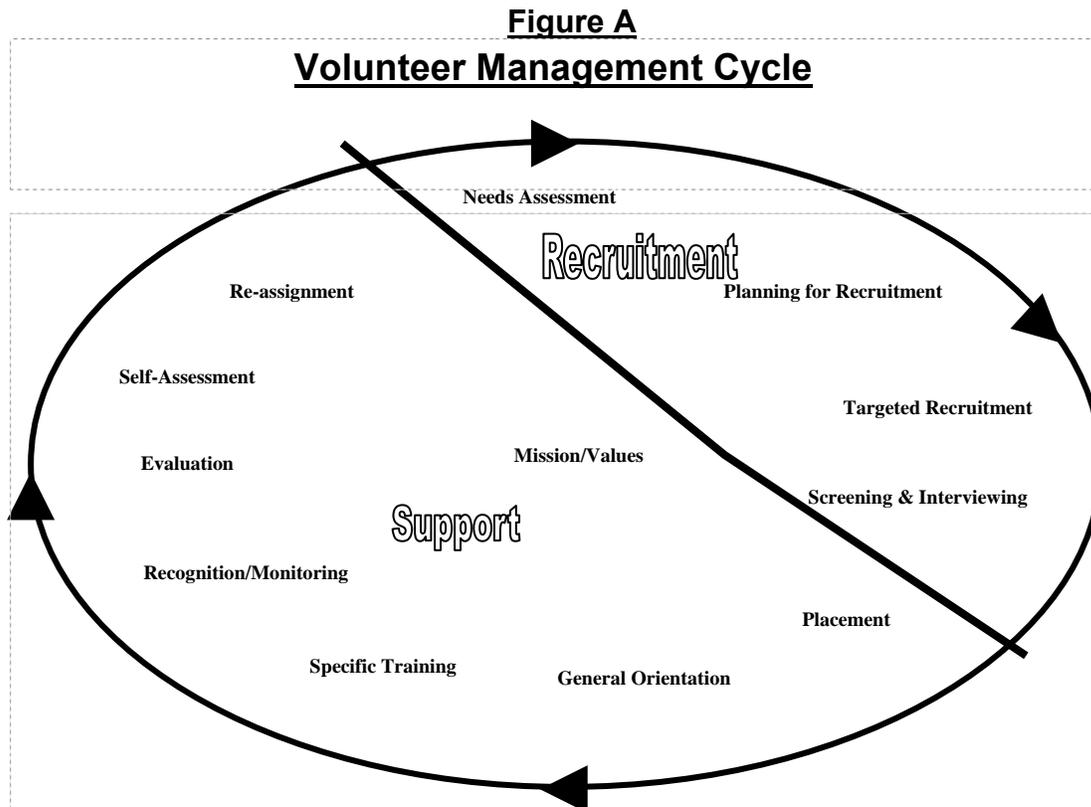
Comment: The 905 region also has more ethno cultural community representation, also at volunteer and management level

Frameworks for Addressing Challenges

Paula DeCoito, Executive Director of the Social Planning Council of Peel, provided some context on developments in the field of diversity competence among organizations in the non-profit, public and private sectors.

Canada has moved through an evolutionary period in the last thirty or so years from the first demands of cultural sensitivity arising from Canada's commitment to multiculturalism in the 1960s to anti-racism and anti-oppression and into diversity management in more recent years. Always with an emphasis on both equity and social justice, work on diversity has focused on specific groups (e.g. immigrants, people with disabilities) and on specific sectors (e.g. health, social services).

Much work in a variety of areas from policy development to toolkits has been done. Not a lot of material, however, has been prepared and widely distributed on supporting cultural diversity in volunteer participation in the non-profit sector. As well as identifying issues and needs on this issue, this Project is searching for any resources and practices developed and used in the 519 and 905 areas to promote and support more culturally diverse volunteer participation.



(Source: Volunteer Canada and the Ontario Volunteer Centre Network)

Louise Chatterton Luchuk, Project Researcher-Writer, introduced the various stages of the Volunteer Management/Development Cycle as conceptualized by Volunteer Canada in Figure A. An overview and description of the key management functions in the Volunteer Development Cycle is provided in Appendix E.* The various functions break out into two broad areas of focus: Recruitment and Support. These major areas apply to all volunteer management activity – the question is what are the particular needs and requirements for effective performance of these functions with respect to recruiting and supporting people from culturally diverse backgrounds to participate as volunteers in community life. Also, what good practices, resources, strategies exist or need to be developed for us to do a better job in these areas.

Survey Findings on Resources and Strategies

Waterloo survey respondents indicated that they are very practice oriented with regard to supporting volunteers from diverse backgrounds. Table 4 shows that, although a lower proportion of Waterloo respondents have formal policies and procedures in place (16%) than 905 respondents (30%), they emphasize “diversity orientation and training” (30% to 20% for 905), “staff support” to volunteers (19% to no reference among 905 survey response) and “translation and interpretation support” (19% to no reference in the 905 response).

Table 4
Formal Policies Supporting Volunteers from Diverse Cultural Backgrounds
Waterloo and 905 Response

| Formal Policies & Practices | Waterloo Region (N=37) | | 905 Region (N=40) | |
|--|---------------------------|-----|----------------------|-----|
| | No. Resp. | % | No. Resp. | % |
| No specific policies & practices | 7 | 19% | 15 | 38% |
| Formal policies in place (diversity, anti- | 6 | 16% | 12 | 30% |
| Diversity orientation & training | 11 | 30% | 8 | 20% |
| Diversity Committee | 0 | | 2 | 5% |
| Staff Support | 7 | 19% | 0 | |
| Translation & Interpretation Support | 4 | 11% | 0 | |
| Uncertain/Other | 2 | 5% | 3 | 8% |

Table 5 shows a strong similarity between the Waterloo survey response and the 905 response in terms of community resources used for supporting culturally diverse volunteers with heavy reliance on “multicultural centres” and “volunteer centres”, “diversity training” and “other community agencies”. Notably, the

* Paula DeCoito’s PowerPoint presentation is available as a separate document to this report.

waterloo response again places strong emphasis on the use of “translation and interpretation support” (11% compared to no specific reference in the 905 survey response).

Table 5
Community Resources Used to Support Cultural Diversity
Waterloo and 905 Response

| Community Resources Used | Waterloo Region (N=52) | | 905 Region (N=49) | |
|---|---------------------------|------------|----------------------|------------|
| | No. Resp. | % | No. Resp. | % |
| Multicultural Centre | 11 | 21% | 15 | 31% |
| Volunteer Centre | 9 | 17% | 8 | 16% |
| Diversity training | 11 | 21% | 10 | 20% |
| Translation & Interpretation | 6 | 12% | 0 | |
| Media | 3 | 6% | 0 | |
| Other Agencies | 7 | 13% | 7 | 14% |
| Other responses | 4 | 8% | 3 | 7% |
| None | 1 | 2% | 4 | 12% |

Finally, from the survey findings, Waterloo respondents are much less hesitant about employing targeted outreach and promotion approaches (39%) to engage newcomers and more culturally diverse volunteers than their 905 counterparts (63%). There is some but not the same level of expressed concern about targeting as approached to general outreach efforts. Table 6 also shows that more informal “word of mouth” outreach to specific communities is a way used by some Waterloo organizations (16%), while this method was not identified at all in the 905 survey response.

Table 6
Methods of Recruiting Volunteers from Diverse Cultural Backgrounds
Waterloo and 905 Response

| Methods Used | Waterloo Region (N=31) | | 905 Region (N=40) | |
|--|---------------------------|-----|----------------------|-----|
| | No. Resp. | % | No. Resp. | % |
| No specific promotion or recruitment measures | 12 | 39% | 26 | 63% |
| Targeted promotional material & special outreach | 7 | 23% | 9 | 22% |
| Networking (“word of mouth”) | 5 | 16% | 0 | |
| Volunteer Centre | 3 | 10% | 0 | |
| Advertising | 0 | | 2 | 5% |
| Other | 4 | 13% | 2 | 5% |
| Not applicable | 0 | | 2 | 5% |

Following the review of survey findings about resources and strategies used for recruiting and supporting more culturally diverse volunteers, the Dialogue participants were asked to use an “inventory of resources’ guide and chart to think of specific examples of existing resources that they knew about in Kitchener-Waterloo. The Project intends to identify and catalogue this information for possible use or adaptation by other communities in the 519 and 905 areas and beyond. These sheets were collected but a few examples were shared with the whole participant group.

Examples for resource inventory

- *Volunteer Action Centre helps recruit diverse volunteers*
- *Working with refugee claimants, people who’ve been through refugee claim process – clients end up volunteering*
- *In our organization we have a lot of multilingual staff*
- *Certain activities and programs that are open to whole community tend to draw diverse groups*
- *Agencies whose mandate is to serve newcomers, especially employment support services, newcomer program support for ethnic women – these organizations see a lot of newcomers, great resource.*
- *Policy and procedure manuals for organizations serving newcomers – I’ve seen a change, they’ve been revised to reflect changes*
- *School boards, continuing ED, ESL classes are a good resource. Speak English Cafe weekly with Mennonite coalition – small groups of people having conversations about their lives. This is how people figure out how*

they want to participate. A bridge to volunteering, figure out how to help each other. Informal.

- Conestoga College. They take English classes during day, want opportunities outside structure of a classroom to practice English.
- Two diversity consultants in KW (Elizabeth and Chloe) are excellent, have been giving workshops for many years
- Diversity consultant – we do have some locally, Dr. Lino Karimanchary from the Diversity Institute did 40 people at Extend-a-family, all 500 staff at cities of Kitchener and Waterloo. It’s a two day workshops, he is fairly expensive, but it made me change my operating system, after working with newcomers for 15 years. Anti-oppression training. Especially important for us born in Canada.

Building Capacity: Possible and Positive Actions for Kitchener-Waterloo

Community Dialogue participants were asked to discuss in their groups “positive and possible” actions that could be taken over the next several years to build Kitchener-Waterloo’s non-profit sector’s capacity in the volunteer management of cultural diversity. Each group briefly presented the top three suggested “possible and Positive” action to build capacity on this issue from their lists. Participants then used “dotmocracy” to vote for their priority actions to build capacity in Kitchener-Waterloo for recruiting and supporting volunteers from culturally diverse backgrounds. Table 7 shows the results of the dotmocracy exercise.

Table 7
Community Dialogue Participants’ Possible and Positive Actions to Build Capacity on Cultural Diversity in Volunteer Management in Kitchener-Waterloo

| Possible and Positive Actions to Build Capacity | No. Votes |
|---|------------------|
| Top Tier Priorities | |
| Collaborate with community organizations re: best practices. | 16 |
| Build collaborative partnerships between organizations. Recruit volunteers from agencies that serve new Canadians. | 15 |
| Create one central organization that handles everything related to newcomers. House all ESL, settlement services, supports and volunteer opportunities under one roof. All the little organizations continue to exist, but now there’s only one number to call – it would reduce confusion and overlap. | 15 |
| Hold a Volunteer Recruitment Fair at the Multicultural Centre. Go where the people are. Marina, who works there, is swamped with volunteer applications from newcomers – she has nowhere to place them. | 14 |
| Engage newcomers who have benefited from volunteering to explain and promote the value and advantages of volunteering to other newcomers. They are the experts. | 12 |
| Second Tier Priorities | |
| Involving formal groups with community groups | 7 |
| Lobby government for funding and new policies. | 6 |

Lobby government to expand accessibility of ESL classes. Provide more ESL in satellite areas; make sure people know where to go, help them get there, provide childcare. There's tons of interest – it just isn't accessible. 5

Organizations could “filter” volunteer opportunities to allow skilled volunteers to get a start. Don't just give them office or front line work. What are appropriate roles for committees? Don't just throw volunteers in the deep end - make sure they can follow along; help them develop. 4

Third Tier Priorities

Take diversity tools (human resources) from business and adapt to volunteers. 2

Participate in regional discussions re: transportation. 2

Encourage opportunities to build capacity of new Canadian youth and share with broad communities – e.g. film/documentary project of the working centre, MT space, Neruda productions. 1

Focus on ways to build personal connections, targeting skills versus populations/cultures. 1

The term “volunteer” can be an issue. Rethink how we promote “volunteering” so it doesn't sound like free labour. 1

Additional Ideas for Action

Existing, non-formal meetings – speak English Cafe – have topics that address volunteering

Community space to allow new Canadians to share their culture – public spaces – storytelling, music, food

Regional training program from people who want to volunteer as part of orientation to the region

Hold regular focus groups (i.e. Thursday evenings, various topics) Funding needed

Increase connections across community organizations

Asking more questions

Create a buddy program to teach new volunteers about the culture of the organization

Look at City of Kitchener (increased resource for others)

Evaluation and Thanks

Participants were thanked for the attendance and participation in the Community Dialogue. Trudy Beaulne of SPCKW and Jane Hennig of VAC of Kitchener-Waterloo and Area and their staff and volunteer group were thanked for their outreach and logistical organization and support for the Dialogue.

Before leaving, participants were asked to complete and submit an evaluation form. The results of the participant evaluation are included in Appendix F.

This Proceedings Report has been prepared by Peter Clutterbuck and Anna Przychodzki of the Social Planning Network of Ontario



Websites

Volunteer Action Centre of Kitchener-Waterloo and Area: www.volunteerkw.ca

Social Planning Council of Kitchener-Waterloo: www.Waterlooregion.org

Social Planning Network of Ontario: www.spno.ca

Social Planning Network of Peel: www.spcpeel.com

Developing the Diversity - Competent Organization: A Resource Manual for Non-Profit Human Service Agencies in Peel and Kitchener-Waterloos:

<http://www.spcpeel.com/diversity.htm>

Regional Diversity Roundtable of Peel:

<http://www.unitedwaypeel.org/WhatWeDo/OurProgramsandInitiatives/tabid/72/Default.aspx>

Imagine Canada: www.imaginecanada.ca

Imagine Canada is providing a number of useful resources right now, such as workshops on risk management – visit:

<http://www.imaginecanada.ca/?q=en/node/35>

Appendix A

Kitchener-Waterloo Community Dialogue, November 27, 2007: Participants List

| Name | Title | Organization |
|---------------------|---|---|
| Abbie Grafstein | Community and Corporate Planning Associate | City of Kitchener |
| Alaina Holman | Volunteer and Community Relations Coordinator | Big Brothers |
| Anbrin Nqvui | Project Liaison (Seniors on Seniors) | Social Planning Council of KW |
| Angela Veith | Ward 3 Counsellor | City of Waterloo |
| Barb Binkle | Administration Director | United Way of K-W Chandler Mowat Community Centre |
| Brenda Bell | Resource Centre Coordinator | |
| Brian Kamm | Volunteer Manager | Nutrition for Learning |
| Carol Risidore | Executive Director | Literacy Group |
| Cheryl Evans | Children's Programmer | Waterloo Community Arts Centre |
| Colleen Lucas | Coordinator of Volunteers | Hospice Waterloo Region Woolwich Parks and Recreation Department |
| Dave Ruetz | Program Manager | |
| Doug Campbell | Supervisor of Placement Programs | Region of Waterloo Kitchener Nbhd Assoc. Chandler Mowat |
| Fazia Mazur | Program & Volunteer Coordinator | |
| Heidi Wheeler | Volunteer and Education Coordinator | Women's Crisis Services |
| Humera Javed | Training and Research Coordinator | Wilfrid Laurier Public Interest Research Group |
| Irena Borg | Executive Director | Hospice Waterloo Region Mennonite Coalition for Refugee Support |
| James Folley | Volunteer Coordinator | Sunnydale Community Association/Girl Guides |
| Laurie Strome | Past Chair | |
| Leslie Bamford | Coordinator of Volunteers | City of Kitchener |
| Lois MacDonald | Interim Executive Director | Anishnabeg Outreach Waterloo Region Community Housing |
| Lorraine Eisenporth | Community Resource Worker | |
| Margaret O'Shea | Volunteer Coordinator | Working Centre |
| Bonner Marina | | |
| Malidzanovic | Youth ConnectKW Worker | K-W Multicultural Centre |
| Marlene Meecham | Program Coordinator | New Canadian Program |
| Mary Thorpe | Manager of Volunteer Services | The City of Waterloo |
| Michelle Baldwin | Executive Director | Pillar Nonprofit Network |
| Michelle Martin | Fundraiser | Extend-a-Family Waterloo Region |
| Mihaela Caluian | Community Resource Associate | Social Planning Council of KW |
| Nancy Bird | Community Development Officer | United Way |

| | | |
|---------------|---|---|
| Nicole Dupuis | Volunteer and Youth Engagement Associate | United Way of Peel Region |
| Peggy Nickels | Health Promotor & Volunteer Coordinator | Kitchener Downtown Community Health Centre |
| Prachi Surti | Communications Coordinator | Volunteer Action Centre |

Appendix B
Kitchener-Waterloo
Community Dialogue on Advancing Cultural Diversity
in Volunteer Management
Tuesday, November 27,
Country Hills Community Centre,
100 Rittenhouse Road, Kitchener

A G E N D A

- 9:00 AM** **Welcome and Introductions**
- 9:10** **Setting the Context for a “Co-creation” Project**
- *What is the Project about?*
- 9:25** **Highlights of Growing Cultural Diversity in Kitchener-Waterloo**
- *How culturally diverse is Kitchener-Waterloo?*
 - *What are the trends?*
- 9:40** **Issues and Challenges in Kitchener-Waterloo**
- *What are you encountering in the recruitment and support of volunteers with more culturally diverse identities and backgrounds into your organizations?*
- 10:15** **Break**
- 10:30** **Survey Results**
- *What do survey respondents say about these issues/challenges?*
- 10:40** **Frameworks for Addressing Challenges**
- *What work has been done to date on cultural diversity?*
 - *How can we build an inventory of existing practices and resources?*
 - *What resources, strategies, practices are being used in Kitchener-Waterloo currently?*
- 11:15** **Building Capacity**
- *What positive and possible actions could be taken to improve Kitchener-Waterloo’s capacity to recruit and support a more culturally diverse volunteer base?*
- 12:20** **Next Steps and Evaluation**

12:30 **Conclusion**

This Community Dialogue was planned and organized by the Social Planning Council of Kitchener-Waterloo in conjunction with the Volunteer Action Centre of Kitchener-Waterloo and Area as a community partner, and resourced and facilitated by the Social Planning Council of Peel, and the Social Planning Network of Ontario

This project has been funded by the Government of Ontario.



Appendix C

Population Profile of Kitchener-Waterloo

| CULTURAL DIVERSITY IN THE CITY OF KITCHENER, 2001: FACT SHEET | | | |
|--|---------------|--------------|--|
| Population | | | |
| Total Population (2006): | 204,668 | | |
| Total Population (2001): | 190,399 | | |
| Population Growth 2001 & 2006 (%): | 7.5% | | |
| Immigrant Population | | | |
| Total Immigrant Population | 46,845 | | |
| % of Total Population | 24.9% | | |
| Immigrants by Place of Birth (Top 3) | | | |
| 1. United Kingdom | 5,145 | 11.0% | |
| 2. Germany | 3,525 | 7.5% | |
| 3. Yugoslavia | 3,525 | 7.5% | |
| Period of Immigration | | | |
| Total Immigrant Population | 46,840 | 100.0% | |
| Before 1961 | 8,185 | 17.5% | |
| 1961-1970 | 6,615 | 14.1% | |
| 1971-1980 | 7,335 | 15.7% | |
| 1981-1990 | 9,365 | 20.0% | |
| 1991-1995 | 6,955 | 14.8% | |
| 1996-2001 | 8,390 | 17.9% | |
| Immigrants by Municipalities | | | |
| | IMM(#) | % of Total | |
| Region | | | |
| Canada | 5,448,480 | 18.4% | |
| Ontario | 3,030,075 | 26.8% | |
| Waterloo Region | 92,775 | 21.4% | |
| Kitchener City | 46,845 | 24.9% | |
| Age at Immigration | | | |
| Total Immigrant Population | 46,840 | 100.0% | |
| 0-4 years | 4,940 | 10.5% | |
| 5-19 years | 13,570 | 29.0% | |
| 20 years and over | 28,335 | 60.5% | |
| Total Population 15 years and over by Generation Status | | | |
| Total Population (15+) | 149,775 | 100.0% | |
| 1st Generation | 44,415 | 29.7% | |
| 2nd Generation | 26,580 | 17.7% | |
| 3rd Generation and over | 78,775 | 52.6% | |
| Visible Minority Population | | | |
| Total Visible Minority Population | 21,830 | | |
| % of Total Population | 11.6% | | |
| Visible Minority Groups (Top 5) | | | |
| 1. South Asian | 4,255 | 2.3% | |
| 2. Black | 4,165 | 2.2% | |
| 3. Southeast Asian | 3,815 | 2.0% | |
| 4. Latin American | 3,265 | 1.7% | |
| 5. Chinese | 1,840 | 1.0% | |
| Visible Minorities by Municipalities | | | |
| | VM(#) | % of Total | |
| Region | | | |
| Canada | 3,983,845 | 13.4% | |
| Ontario | 2,153,045 | 19.1% | |
| Waterloo Region | 44,175 | 10.2% | |
| Kitchener City | 21,830 | 11.6% | |
| Language (Mother Tongue) | | | |
| Total Population by Mother Tongue | 188,160 | 100.0% | |
| Multiple responses | 2,210 | 1.2% | |
| Single responses | 185,950 | 98.8% | |
| English | 139,610 | 74.2% | |
| French | 2,765 | 1.5% | |
| Non-official languages | 43,570 | 23.2% | |
| Top 5 Non-Official Languages | | | |
| 1. German | 7,310 | 3.9% | |
| 2. Portuguese | 3,460 | 1.8% | |
| 3. Polish | 3,270 | 1.7% | |
| 4. Spanish | 3,140 | 1.7% | |
| 5. Serbian | 2,980 | 1.6% | |

Source: The Social Planning Council of Peel (based on Statistics Canada, Census of Canada, 2001; 2006)

THE VISIBLE MINORITY POPULATION* IN THE CITY OF KITCHENER, 2001: FACT SHEET

VM Population

| | | |
|--|---------------|---------------|
| Male | 11,230 | 51.5% |
| Female | 0,590 | 48.5% |
| Total VM Pop. in Private Households | 21,820 | 100.0% |

Age Groups

| | | |
|-------------|-------|-------|
| 0-4 years | 2,070 | 9.5% |
| 5-9 years | 2,145 | 9.8% |
| 10-14 years | 2,055 | 9.4% |
| 15-24 years | 3,740 | 17.1% |
| 25-44 years | 7,545 | 34.6% |
| 45-64 years | 3,480 | 16.0% |
| 65+ Years | 775 | 3.6% |

Place of Birth

| | | |
|---------------------|--------|--------|
| Total VM Population | 21,820 | 100.0% |
| Born in Canada | 6,770 | 31.0% |
| Born outside Canada | 15,050 | 69.0% |

Period of Immigration

| | | |
|-------------------------------|--------|--------|
| Total Immigrant VM Population | 14,560 | 100.0% |
| Before 1961 | 105 | 0.7% |
| 1961-1970 | 700 | 4.8% |
| 1971-1980 | 2,560 | 17.6% |
| 1981-1990 | 4,495 | 30.9% |
| 1991-2001 | 6,700 | 46.0% |

Language (Mother Tongue) [single/multiple responses]

| | | |
|------------------------|--------|--------|
| Total VM Population | 21,815 | 100.0% |
| English | 8,565 | 39.3% |
| French | 115 | 0.5% |
| Non-official languages | 13,140 | 60.2% |

Marital Status

| | | |
|--------------------------------------|--------|--------|
| Total VM Population Aged 15+ | 15,540 | 100.0% |
| Never married (single) | 5,720 | 36.8% |
| Legally married (and not separated) | 8,180 | 52.6% |
| Separated, but still legally married | 540 | 3.5% |
| Divorced | 695 | 4.5% |
| Widowed | 405 | 2.6% |

Home Ownership

| | | |
|---------------------|--------|--------|
| Total VM Population | 21,815 | 100.0% |
| Owners | 10,720 | 49.1% |
| Renters | 11,100 | 50.9% |

Census Family Status

| | | |
|------------------------------|---------------|--------------|
| Total VM Population | 21,820 | 100.0% |
| Census family persons | 19,505 | 89.4% |
| Spouse | 7,945 | 36.4% |
| Common-law partners | 655 | 3.0% |
| Lone parents | 1,145 | 5.2% |
| Children in census families | 9,755 | 44.7% |
| Non-family persons | 2,315 | 10.6% |

Household Living Arrangements

| | | |
|---|---------------|--------------|
| Total VM Population | 21,820 | 100.0% |
| Total persons in family households | 20,175 | 92.5% |
| Total persons in non-family households | 1,640 | 7.5% |
| Living with relatives | 245 | 1.1% |
| Living with non-relatives only | 490 | 2.2% |
| Living alone | 910 | 4.2% |

Education

| | | |
|--------------------------------------|--------------|--------------|
| Total VM Population Aged 15+ | 15,550 | 100.0% |
| Less than Grade 9 | 1,450 | 9.3% |
| Grades 9 to 13 | 6,080 | 39.1% |
| Without Certificate | 3,925 | 25.2% |
| With Certificate | 2,155 | 13.9% |
| Trades Certificate or Diploma | 1,165 | 7.5% |
| College | 2,845 | 18.3% |
| Without Certificate or Diploma | 1,105 | 7.1% |
| With Certificate or Diploma | 1,740 | 11.2% |
| University | 3,995 | 25.7% |
| Without Degree | 1,375 | 8.8% |
| With Bachelor's Degree or higher | 2,620 | 16.8% |

Employment

| | |
|--------------------------|-----|
| Participation rate (15+) | 67% |
| Employment rate (15+) | 59% |
| Unemployment rate (15+) | 12% |

Income (2000) [Individual]

| | |
|---------------------------|----------|
| Average employment income | \$25,945 |
| Median employment income | \$21,110 |

Source of Income

| | |
|------------------------------|-----|
| Employment income | 83% |
| Government transfer payments | 12% |
| Other | 5% |

Low Income Persons

| | |
|---|------------|
| Total VM Population in Private Households Reporting Income Status | 21,785 |
| Low income | 6,030 |
| Incidence of low income in 2000 | 28% |

* All Visible Minority Population figures are for residents in private households.

Note: Totals may not exactly equal the sum of their components due to rounding.

Source: The Social Planning Council of Peel (based on Statistics Canada, Census 2001, Special Custom Cross-Tabulation).

CULTURAL DIVERSITY IN THE CITY OF WATERLOO, 2001: FACT SHEET

Population

| | |
|------------------------------------|--------|
| Total Population (2006): | 97,475 |
| Total Population (2001): | 86,543 |
| Population Growth 2001 & 2006 (%): | 12.6% |

Immigrant Population

| | |
|----------------------------|--------|
| Total Immigrant Population | 18,730 |
| % of Total Population | 21.8% |

Immigrants by Place of Birth (Top 3)

| | | |
|-------------------|-------|-------|
| 1. United Kingdom | 2,705 | 14.4% |
| 2. China | 1,420 | 7.6% |
| 3. Germany | 1,320 | 7.0% |

Period of Immigration

| Total Immigrant Population | 18,730 | 100.0% |
|----------------------------|--------|--------|
| Before 1961 | 3,075 | 16.4% |
| 1961-1970 | 2,700 | 14.4% |
| 1971-1980 | 3,075 | 16.4% |
| 1981-1990 | 3,265 | 17.4% |
| 1991-1995 | 2,855 | 15.2% |
| 1996-2001 | 3,765 | 20.1% |

Immigrants by Municipalities

| Region | IMM (#) | % of Total Population |
|----------------------|---------------|-----------------------|
| Canada | 5,448,480 | 18.4% |
| Ontario | 3,030,075 | 26.8% |
| Waterloo Region | 92,775 | 21.4% |
| Waterloo City | 18,730 | 21.8% |

Age at Immigration

| Total Immigrant Population | 18,735 | 100.0% |
|----------------------------|--------|--------|
| 0-4 years | 2,215 | 11.8% |
| 5-19 years | 5,235 | 27.9% |
| 20 years and over | 11,285 | 60.2% |

Total Population 15 years and over by Generation Status

| Total Population (15+) | 69,075 | 100.0% |
|-------------------------|--------|--------|
| 1st Generation | 18,415 | 26.7% |
| 2nd Generation | 13,665 | 19.8% |
| 3rd Generation and over | 36,995 | 53.6% |

Visible Minority Population

| | |
|-----------------------------------|--------|
| Total Visible Minority Population | 11,625 |
| % of Total Population | 13.5% |

Visible Minority Groups (Top 5)

| | | |
|-------------------|-------|------|
| 1. South Asian | 3,695 | 4.3% |
| 2. Chinese | 2,970 | 3.5% |
| 3. Black | 1,395 | 1.6% |
| 4. Latin American | 630 | 0.7% |
| 5. West Asian | 585 | 0.7% |

Visible Minorities by Municipalities

| Region | VM(#) | % of Total Population |
|----------------------|---------------|-----------------------|
| Canada | 3,983,845 | 13.4% |
| Ontario | 2,153,045 | 19.1% |
| Waterloo Region | 44,175 | 10.2% |
| Waterloo City | 11,625 | 13.5% |

Language (Mother Tongue)

| Total Population by Mother Tongue | 86,085 | 100.0% |
|-----------------------------------|--------|--------|
| Multiple responses | 700 | 0.8% |
| Single responses | 85,385 | 99.2% |
| English | 67,375 | 78.3% |
| French | 1,055 | 1.2% |
| Non-official languages | 16,950 | 19.7% |

Top 5 Non-Official Languages

| | | |
|------------|-------|------|
| 1. German | 3,370 | 3.9% |
| 2. Chinese | 2,500 | 2.9% |
| 3. Polish | 1,285 | 1.5% |
| 4. Punjabi | 760 | 0.9% |
| 5. Spanish | 595 | 0.7% |

Source: The Social Planning Council of Peel (based on Statistics Canada, Census of Canada, 2001; 2006)

THE VISIBLE MINORITY POPULATION* IN THE CITY OF WATERLOO, 2001: FACT SHEET

VM Population

| | | |
|-------------------------------------|--------|--------|
| Male | 5,885 | 51.2% |
| Female | 5,600 | 48.8% |
| Total VM Pop. in Private Households | 11,485 | 100.0% |

Age Groups

| | | |
|-------------|-------|-------|
| 0-4 years | 825 | 7.2% |
| 5-9 years | 840 | 7.3% |
| 10-14 years | 945 | 8.2% |
| 15-24 years | 2,450 | 21.3% |
| 25-44 years | 3,750 | 32.6% |
| 45-64 years | 2,200 | 19.1% |
| 65+ Years | 480 | 4.2% |

Place of Birth

| | | |
|---------------------|--------|--------|
| Total VM Population | 11,485 | 100.0% |
| Born in Canada | 3,155 | 27.5% |
| Born outside Canada | 8,325 | 72.5% |

Period of Immigration

| | | |
|-------------------------------|-------|--------|
| Total Immigrant VM Population | 7,805 | 100.0% |
| Before 1961 | 55 | 0.7% |
| 1961-1970 | 610 | 7.8% |
| 1971-1980 | 1,330 | 17.0% |
| 1981-1990 | 1,585 | 20.3% |
| 1991-2001 | 4,220 | 54.1% |

Language (Mother Tongue) [single/multiple responses]

| | | |
|------------------------|--------|--------|
| Total VM Population | 11,485 | 100.0% |
| English | 4,090 | 35.6% |
| French | 30 | 0.3% |
| Non-official languages | 7,365 | 64.1% |

Marital Status

| | | |
|--------------------------------------|-------|--------|
| Total VM Population Aged 15+ | 8,875 | 100.0% |
| Never married (single) | 3,130 | 35.3% |
| Legally married (and not separated) | 5,090 | 57.4% |
| Separated, but still legally married | 165 | 1.9% |
| Divorced | 275 | 3.1% |
| Widowed | 215 | 2.4% |

Home Ownership

| | | |
|---------------------|--------|--------|
| Total VM Population | 11,485 | 100.0% |
| Owners | 6,555 | 57.1% |
| Renters | 4,930 | 42.9% |

Census Family Status

| | | |
|------------------------------|---------------|--------------|
| Total VM Population | 11,480 | 100.0% |
| Census family persons | 10,095 | 87.9% |
| Spouse | 4,960 | 43.2% |
| Common-law partners | 230 | 2.0% |
| Lone parents | 355 | 3.1% |
| Children in census families | 4,555 | 39.7% |
| Non-family persons | 1,390 | 12.1% |

Household Living Arrangements

| | | |
|---|---------------|--------------|
| Total VM Population | 11,485 | 100.0% |
| Total persons in family households | 10,390 | 90.5% |
| Total persons in non-family households | 1,095 | 9.5% |
| Living with relatives | 95 | 0.8% |
| Living with non-relatives only | 485 | 4.2% |
| Living alone | 515 | 4.5% |

Education

| | | |
|--------------------------------------|--------------|--------------|
| Total VM Population Aged 15+ | 8,870 | 100.0% |
| Less than Grade 9 | 460 | 5.2% |
| Grades 9 to 13 | 2,300 | 25.9% |
| Without Certificate | 1,390 | 15.7% |
| With Certificate | 910 | 10.3% |
| Trades Certificate or Diploma | 450 | 5.1% |
| College | 1,055 | 11.9% |
| Without Certificate or Diploma | 295 | 3.3% |
| With Certificate or Diploma | 755 | 8.5% |
| University | 4,605 | 51.9% |
| Without Degree | 1,335 | 15.1% |
| With Bachelor's Degree or higher | 3,270 | 36.9% |

Employment

| | |
|--------------------------|-----|
| Participation rate (15+) | 66% |
| Employment rate (15+) | 60% |
| Unemployment rate (15+) | 9% |

Income (2000) [Individual]

| | |
|---------------------------|----------|
| Average employment income | \$33,367 |
| Median employment income | \$20,991 |

Source of Income

| | |
|------------------------------|-----|
| Employment income | 87% |
| Government transfer payments | 6% |
| Other | 7% |

Low Income Persons

| | |
|---|------------|
| Total VM Population in Private Households Reporting Income Status | 11,485 |
| Low income persons | 2,545 |
| Incidence of low income in 2000 | 22% |

* All Visible Minority Population figures are for residents in private households.

Note: Totals may not exactly equal the sum of their components due to rounding.

Source: The Social Planning Council of Peel (based on Statistics Canada, Census 2001, Special Custom Cross-Tabulation).

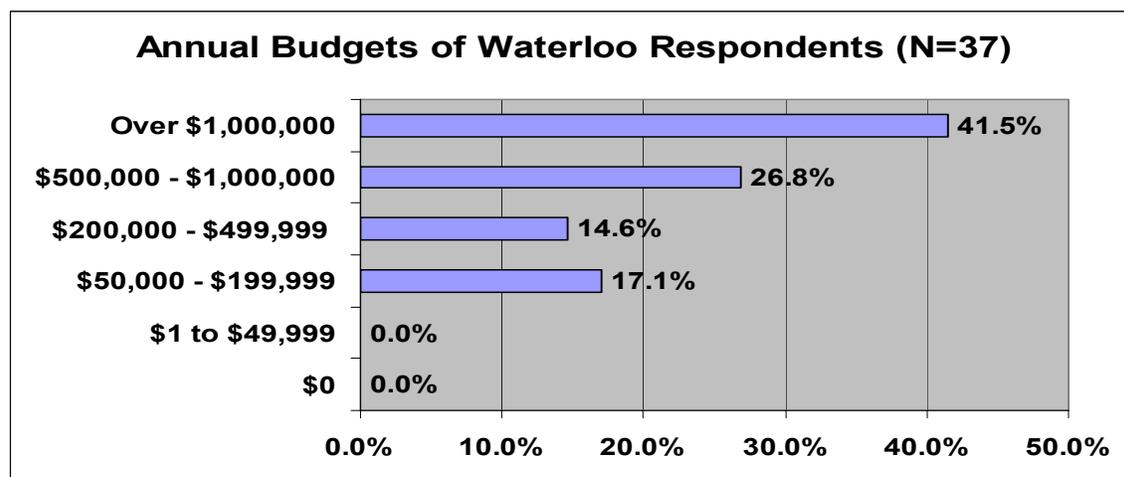
Appendix D

Overview of Survey Respondents from Waterloo Region

Forty-six (46) organizations in Waterloo Region responded to the survey as of mid-day November 26.* Between 25 and 29 replied to the open-ended survey questions. Thirty respondents split evenly between Kitchener-Waterloo (15) and Cambridge (15) in the location of their main offices with another five (5) reporting the “Region”. Just more than half (51%) serve Waterloo Region, while almost a quarter (24%) serves one or more municipalities within the Region, and another 24% serve a specific community or neighbourhood.

Most respondents are registered charities (58%), while a quarter (26%) is non-profits. Seven respondents (17%) say they are connected to a municipality. Seventeen (38%) indicate that they are Social Service agencies, while nine (21%) are Health Service agencies. Four (9%) respondents are Recreation organizations and one (2%) is an Arts and Culture. Thirteen (30%) say they are “other” than any of the preceding, but half of those are multi-service organizations providing a range of social, health and recreational programming including settlement supports.

Figure 1 indicates that the survey respondents represent the medium to large size nonprofit organizations in Waterloo Region rather than smaller organizations. Over four out of ten respondents (41.5%) have annual budgets of \$1,000,000 or higher. Another 41.4% are in the mid-range of \$200,000 to \$1,000,000 in budget size, while only 17.1% are smaller with budgets under \$200,000.



* The survey results for Waterloo Region appearing in this Proceedings Report include responses from an additional five survey respondents that were not included in the presentation on November 27. The survey findings were updated for the Community Dialogue in Cambridge on Nov. 30.

Table A
Overview of Paid Staff in Waterloo Region Survey Respondents

| Staff | Waterloo Region |
|----------------|----------------------|
| Total Number - | 1,500 in 34 agencies |
| ▪ Full-time | 830 (55%) |
| ▪ Part-time | 670 (45%) |
| Median # Staff | 14 |

Table A shows thirty-four (34) respondents provided information on their paid staff numbers, but the figures for two of these were not included in the following since they relate to large municipal workforces and were considered “outliers” for the purposes of the report on these survey findings. There is 1,500 paid staff in total, ranging from one (1) to 350 paid staff, with a median number of staff of thirteen (13).[~] The reported breakdown is 55% full-time and 45% part-time paid staff among the responding agencies.

Table B
Dedicated Volunteer Management Personnel
in Waterloo Region Survey Respondents

| Human Resources Dedicated to Volunteer Management | No. & Per Cent of Waterloo Respondents |
|---|--|
| ▪ FT Paid Staff | 14 (36%) |
| ▪ PT Paid Staff | 12 (31%) |
| ▪ Volunteer Posit'n | 0 (0%) |
| ▪ None | 6 (15%) |
| ▪ Other | 7 (18%) |

Table B shows that fourteen (36%) respondents have full-time staff dedicated to managing volunteers and twelve (31%) have part-time paid staff in those positions. Six (15%) report no paid staff or volunteers dedicated to volunteer management and none indicate a volunteer performing this function for the organization. Seven (18%) indicate some “other” arrangement. In all cases, these were part-time responsibilities for volunteer recruitment or management as part of another job function (e.g. fund raiser).

[~] The median indicates the mid-point of the range – half of the responding agencies reporting less than the median number of paid staff, and half reporting more.

Appendix E

Overview of the Key Management Functions in the Volunteer Development Cycle

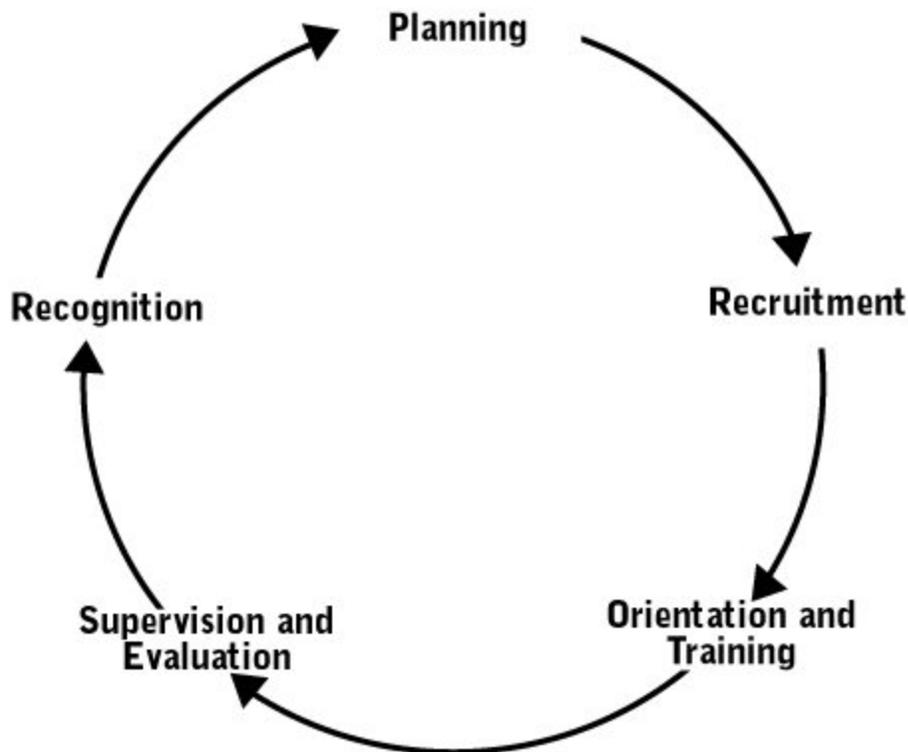
The Volunteer Canada website provides the following overview of volunteer management theory. Their overview provides the context for what we mean by “volunteer management” in the “Advancing Cultural Diversity in Volunteer Management” project.

Source: Volunteer Canada

<http://new.volunteer.ca/en/resources/management/theory>

Volunteer Management Theory

The central idea of volunteer management theory is the volunteer management cycle.



Planning is essential for the success of any volunteer program and involves

- designing volunteer positions
- creating application forms
- developing applicable policies and procedures
- educating others in the organization about involving volunteers

When you have taken care of these planning items, you have a solid foundation to support your volunteer program.

You are now ready for the **Recruitment** stage. Be creative as you brainstorm the who, why, where, when and how. Who would be the ideal volunteer? Why would they be interested in your volunteer opportunity? Where and when can you reach these people? How can you create a recruitment message that encourages potential volunteers to volunteer for your organization?

When you have recruited your volunteers, you will need to provide them with **Orientation and Training** to give the general information about your organization and the specific information about the volunteer position. Orientation and training help your volunteers feel confident and prepared. You also decrease the chances of problems occurring by helping volunteers know what is to be expected.

The **Supervision and Evaluation** stages are for your benefit and the volunteers. You need to know that the volunteer is fulfilling their role effectively and the volunteer needs affirmation too. Regular evaluation provides you and the volunteer time to assess how the volunteer placement is going and if changes could be made to improve the volunteer's satisfaction or performance.

Recognition is the next stage in the Cycle and it happens in an informal way every time a "thank you" is said. Formally, volunteers are thanked through celebrations and recognition events planned in their honour. It is important that the thank you fits the volunteer; you need to know your volunteers so that they can be thanked in a way that leaves them feeling truly recognized.

With good planning and management you will retain your current volunteers and be ready to involve new volunteers as the cycle begins again.

ADDENDUM:

Screening is an ongoing process to create and maintain a safe environment *and* to ensure the right match between the work to be done and the person who will do it. Therefore, screening considerations are integrated into the planning, recruitment, orientation/training and supervision/evaluation of volunteers.

This project has been funded by the Government of Ontario.



Appendix F

Participant Evaluation of Kitchener-Waterloo Community Dialogue November 27, 2007 (No. Respondents = 22 out of 32 Participants)

Please indicate by circling the appropriate number the degree to which you DISAGREE or AGREE with each of the following statements about the Kitchener-Waterloo Region Community Dialogue.

1. The invitation to the Dialogue and information sent in advance provided a clear sense of what the Advancing Cultural Diversity Project was about.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 0 3 12 7 No Answer=0

Comments:

- **Too long - I never read a full letter of invitation**
- **Project overview was helpful - contextualized the project**
- **Follow up phone call was good as I didn't get initial email**
- **Made it very clear**
- **Lots and lots of encouragement to attend - phone calls, emails**

2. The advance survey helped me to give some thought to needs, issues and existing resources on cultural diversity in volunteer management in Kitchener-Waterloo.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 0 3 9 5 NA=5

Comments:

- **It was great to have the compiled results reported back to us at the Dialogue**
- **It gave some insight into the needs in this region**
- **Did not receive survey**

3. The agenda was set up in a way that served well the objectives of the Community Dialogue.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 0 4 11 7

Comments:

- **Good agenda, constructive and well delivered. I found much of the agenda covered information received via my initial invite and project overview. It is worth reviewing that at start of discussion groups but to allow more time for group dialogue, I feel the overview and surveys could be more compact and allow for a session to be completed by noon, so all invitees can remain for the duration.**
- **Everything went smooth, thanks**
- **Clearly laid out agenda**

4. The Project Overview was clearly presented in the Community Dialogue.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 0 0 16 6

Comments:

- **Information kit with handouts was helpful**
- **Yes, I liked the graphs**

5. The presentation on the state of research and knowledge about cultural diversity in the larger voluntary sector was helpful and informative.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 1 2 10 2 NA=3

Comments:

- **Interesting to hear about it**
- **Necessary?**
- **It was very full of information but time was too tight to engage in discussion of full explanation**

6. The discussions of the issue in small groups and plenary session were stimulating.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 0 4 13 4 NA=1

Comments:

- **Very stimulating, however, we were all looking for the same answers. Would have been more beneficial to hear from multicultural organizations what is working for them and what we can learn from that experience**
- **I enjoyed hearing how others see diversity/volunteerism of New Canadians**
- **Small groups were good**
- **Yes but not enough time for them**
- **Always get a lot out of hearing other people's experiences**
- **Yes, very much so. Unbelievably necessary and doesn't happen nearly as often as it should**
- **Definition of the word volunteer will differ - be clearer in defining as well as soliciting people for their interpretation**
- **Interesting to hear different ideas**

7. The facilitator guided us through the day's program smoothly.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 0 1 13 8

Comments:

- **Great job even with late start**
- **Rushed**
- **Nicely paced**

8. As a result of today's Dialogue, I am very interested in the future learning and sharing on this issue with the other regions participating in this project.

Strongly DISAGREE 1 ----- 2 ----- 3 ----- 4 ----- 5 Strongly AGREE
0 0 1 9 11 NA=1

Comments:

- **How will we improve things in practical ways? How will we integrate theory into practice?**
- **Need more learning - the buck doesn't stop at this dialogue**
- **Cautiously interested because I'm already overcommitted and have limited time**
- **Very hurried process given how much there is to cover - would be better as a day long process**

9. Overall, on a scale of 1 to 10, how would you rate your experience in today's Community Dialogue.

1-----2-----3-----4-----5-----6-----7-----8-----9-----10
0 0 0 0 0 0 3 11 6 2

Final Comments:

- **Good points of view and useful networking. I worry about how we actually take these ideas and apply them in the real world**
- **This is just the beginning. Needs to be a simple process. The room was too cold. If you have signed up for a workshop turn off your cell phone or when you check in let the group know you need to be accessible i.e. emergencies**
- **Good work!**
- **Please remind people to turn off cell phones. There is still a lot to do - change the way we speak and think about diversity. I agree with Marlene - language shapes the way we think and how we think is reflected by the way we speak. Not enough space created to hear from the numerous New Canadians who came, they were a resource in the room and most were quiet. Most valuable part of the day was hearing from other organizations**
- **To facilitate more discussion more time could be added, make it four hours and add lunch, could be bring your own lunch to save money, seemed rushed at end**
- **Great project, well done session overall. Looking forward to the future.**
- **Thank you!**

- **A great introduction and overview. I look forward to the development over the next year**
- **Very interesting to hear from community partners, other communities about how to create inclusive volunteer programs**
- **Because we are all struggling with this issue, it would be nice to pull other community groups into the discussion to find more solutions (i.e. church and cultural groups)**