

## May 2011

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**Staff and Leader's Development Building True Consensus Webinar**  
June, 2011

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

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## Bridging the Gap

Continuing with the series highlighting the four demographic groups studied in Volunteer Canada's pan-Canadian research study, **Bridging the Gap**, we bring you information about **Employee-Supported Volunteers** this month, to understand who they are, how to draw them into a rewarding volunteer experience, and how to keep them coming back.



Now that they are free of the structured hierarchy of the companies they work for, employee volunteers thrive in volunteer equality. Employee volunteers like efficiently-run programs by organizations that can measure and communicate their work - these people like results!

This group is results-oriented and looking to develop their skills. They seek meaningful volunteer engagement rather than short-term stints or one-offs. Finding themselves in a new role consisting of clearly-defined tasks different from their everyday job would also benefit this group.

If organizations developed programs for group volunteer work, the employee-supported volunteers would appreciate the social engagement and the opportunity to network. This group comes with a high skill-set and through their volunteer work can share their abilities and their knowledge with their volunteer peers. To recruit this group, make the process easy and fast for them and respect their busy schedules.

Employee-supported volunteer work can have a positive impact on workforce morale, skill development, productivity, job satisfaction, and employee retention.

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## Millennial Engagement: Bringing the Next Generation into Your Organization

Original article by Trina Isakson, edited by Leah Morrigan

Young people, Millennials, are our next generation of community leaders, philanthropists, staff, and board members, the people that will be running the future. They self-identify as passionate, connected, and optimistic people who want to make an impact in the world.

[Imagine Canada](#), an organization that promotes public and corporate giving, volunteering, and community support, sees several opportunities to engage young people with the Canadian voluntary sector:



- Shortage of talent to strengthen and lead charitable and non-profit organizations;
- The changing expectations of volunteers who govern, support, and promote civic and community organizations;
- Increased use of social media and new technologies for community engagement, outreach to youth, and networking.

The voluntary sector could greatly benefit from tapping into the passion of the next generation of engaged citizens but unfortunately, prejudice exists that prevents people from doing so.

When I tell people that I work with organizations to plan for sustainability by helping them effectively engage their next generation of supporters, one of the most common responses I get is, "Yeah, that's a big challenge. Young people these days just aren't loyal."

How do they mean, "not loyal"?

- That Millennials are staying in roles for shorter periods than an organization would wish?
- Does it mean that while in a specific role, Millennials don't give it their all?
- Millennials do not follow organizational charts and provide ideas to, and solicit feedback from, people that are not their direct supervisors?

Though these points might indicate a lack of loyalty, it doesn't mean that Millennials aren't loyal. A young participant in [a Charity Village experiment](#) about engaged citizenship, work, social media, and

stereotypes wrote, "We look for opportunities to learn, be challenged, and contribute. If that's not happening, we'll leave to find it elsewhere."

*The perceived lack of loyalty is actually a lack of engagement on the part of the organization and its leadership.*

We have a chance to now accept that things have changed, adapt to them, and move forward. In the coming months, e-News + Views will report on these new ways of adaptation to capture the imagination of young people.

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## Wine-Tasting Open House

The Oakville Distress Centre has been listening to and supporting the Oakville Community for 37 years. You are invited to support its good work by joining the centre's wine-tasting event on June 9.

**Wine Tasting Open House**  
**Thursday June 9th 2011**  
**7 pm - 9:30 pm**

**House Warmings**  
**178 Lakeshore Road East,**  
**Oakville**

Tickets: \$25.00 per person  
Tickets available in advance at:  
House Warmings  
Online: [distresscentreoakville.com](http://distresscentreoakville.com)  
Call the Oakville Distress Centre at 905-849-4559



Click image and go to the Oakville Distress Centre website

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## London Distress Centre Takes on Additional Services

Collaboration at it Best! Through a strong partnership between London Distress Centre, the Mental Health Crisis Service, and the Canadian Mental Health Association, more people in our community will receive much needed support while under distress or in a crisis.



After careful study and review, conducted by the Collaboration Planning Team made up of members from both the London & District Distress Centre and the London Mental Health Crisis Services (a program of CMHA London/Middlesex), it became clear that callers of both the Distress Line and Crisis Line were similar. Throughout the province, models of this collaboration exist and are very successful - these were also studied. In addition, broad consultation with the community occurred. Based on all this information, it was decided to forge ahead and develop a model where Distress volunteers would answer both the Distress Line and the Crisis Line.

Soon, the London & District Distress Centre will be answering the Crisis Line. This way, London Mental Health Crisis workers can be redirected to increase face-to-face support for people experiencing a mental health crisis. This is great news for our community! The London Mental Health Crisis Workers will be available to provide much needed crisis planning and after-care support for individuals and families who experience a mental health crisis.

Volunteers at the London & District Distress Centre participate in a comprehensive training and coaching program that equips them to provide excellent telephone support to people in our community who are in distress or experiencing a mental health crisis. As of late June, the London & District Distress Centre volunteers will also be answering the London Mental Health Crisis Service - Crisis Line 24 hours a day, 7 days a week.

People in the community who call either line will continue to receive exceptional telephone support. Both the Distress Line and the Crisis Line phone numbers will remain the same so that callers will experience minimal change. The Distress Line (519.667.6711) focuses on supporting people who are worried, overwhelmed, sad, stressed, or scared. The Crisis Line (519.433.2023) focuses on supporting people who are experiencing a mental health crisis.

The Southwest LHIN and the United Way of London/Middlesex are in full support of this collaboration and are excited that more supports will be provided in our community through innovation, collaboration, and shared resources!

For further information call Bill Diver , Executive Director at the Distress Centre 519-667-6709 or Mike Petrenko, Executive Director at CMHA-L/M at 519-434-9191.

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