



VOLUNTEER AIRDRIE GOALS

- To promote lifelong volunteerism and raise awareness of the power of service.
- To educate and inform people about opportunities to serve through volunteerism.
- To build capacity for effective local volunteering through resources and training in volunteer management.
- To provide leadership and facilitate action on issues relating to volunteerism.

A SPECIAL THANK YOU TO OUR FUNDERS AND SUPPORTERS



Mailing Address:
 Volunteer Airdrie Society
 PO Box 80024 Towerlane RPO
 Airdrie, Alberta T4B 2V8

403.993.5034 ph

info@volunteerairdrie.ca
 www.volunteerairdrie.ca

THE TWISTED LIME



PASSION

ACTION

IMPACT

Message from the Chair

PASSION, ACTION, IMPACT

It seems appropriate that we celebrate our Annual General Meeting at the end of March. March signifies the beginning of spring. Volunteer Airdrie seems to be going through a rebirth. A review of our operations has occurred and we're exploring ways of better communicating with our clients, our sponsors and supporters. We have explored the benefits of how we do business and also ways of making it better. The entire Society is excited with the potential that our group can achieve with new ideas and new spirit.

MISSION: VOLUNTEER AIRDRIE IS COMMITTED TO STRENGTHENING AIRDRIE AND SURROUNDING AREAS THROUGH VOLUNTEERISM

In order for us to survive we have had to examine each operation and ensure it is our maximum benefit. We are also excited to be creating Volunteer Airdrie's first celebration of our volunteers. During National Volunteer Week April 15-21, 2012 we will be hosting an event to personally all volunteers in the Airdrie and Area for their efforts and let them know we appreciate them.

Some of our highlights from 2011 include the Airdrie Home and Garden Show with our sticker bombing. We talked to as many people that we could, handing out stickers to people who were volunteers. Many people didn't think they were volunteers but were pleasantly surprised when we showed them they were. It was a spectacular success. We continued to improve on our searchable database and advertising and reaching out to promote our member organizations. We also continue to offer assistance in training, and best practices in volunteer management. 2012 looks to be an exciting year and promises to be one of our best ever.

I would be remiss if I failed to thank our Board of Directors, member organizations, donors, supporters and the community for the support received throughout 2011.

Sincerely
Tim Elliott
Chair Volunteer Airdrie



ACHIEVMENTS IN 2011

- Online listing of volunteer opportunities for member organizations.
- Monthly newspaper ads in the Echo and Times weekly.
- Volunteer Management Support Group
- Provided information and resources on volunteerism to community groups.
- Launched the first edition of our newsletter
- Volunteer Recognition – Here's the Scoop.
- Community Awareness – Airdrie Home and Garden Show, Airdrie Fest, Seniors Resource Fair and increased website visitors.

Creative solutions for our community's volunteer needs

CHALLENGES IN 2011

- Database effectiveness assessed, we decided to remove the searchable database and provide a scrollable listing of volunteer opportunities.
- Membership Fees Reviewed - It was decided to eliminate the membership.
- Branding Exercise determined that a fresh, professional, consistent look is needed for Volunteer Airdrie.
- ICANN Sessions Unsuccessful we offered 4 ICANN training sessions, through our website, local newspapers and with our membership. Only 2 individuals registered and the training sessions were cancelled.

SEARCHABLE DATABASE

Volunteer Airdrie's website houses a searchable database accessible to all residents. It provides a central location for information on local volunteer opportunities and the ability to contact organizations directly through the database. The database also provides an avenue for member organizations to post their local volunteer opportunities.



58 volunteer opportunities were posted to the Searchable Database by 33 member organizations

13 member organizations also serve residents in Rocky View County

120 residents expressed an interest in volunteering



WEBSITE

Volunteer Airdrie's website provides community residents and organizations easy access to information and resources on volunteer opportunities and volunteerism. In 2011, the Volunteer Airdrie website received 3,360 hits with 60% of them being new visitors.

HISTORY OF VOLUNTEER AIRDRIE

THE CONCEPT FOR VOLUNTEER AIRDRIE EMERGED OUT OF DISCUSSIONS ON VOLUNTEERISM WITH SEVERAL NOT-FOR-PROFIT ORGANIZATIONS THAT RAN ESTABLISHED VOLUNTEER PROGRAMS. THESE DISCUSSIONS BEGAN THREE YEARS AGO. SINCE THEN, A COMMITTEE WAS FORMED, WHICH INCLUDED COMMUNITY REPRESENTATION. THAT COMMITTEE EVOLVED TO THE BOARD OF DIRECTORS THAT GOVERNS VOLUNTEER AIRDRIE TODAY. THE CONCEPT FIRST STARTED AS A PROGRAM HOSTED BY NORTH ROCKY VIEW COMMUNITY LINKS AND EVOLVED INTO A CHARITABLE, REGISTERED NOT-FOR-PROFIT SOCIETY IN 2010.

