

Call for Proposals



United Way
British Columbia

Working with communities in
BC's North, Interior, Lower Mainland,
Central & Northern Vancouver Island

Volunteer Coordination & Supports 2024-25

BACKGROUND

Since 2012, United Way British Columbia has worked in partnership with the Ministry of Health to strengthen and grow the capacity of the community-based senior serving (CBSS) sector, to address the dynamic and growing needs of an aging population. At the heart of this work has been the Better at Home initiative, now in over 260 communities across BC, focused on supporting seniors to remain at home and stay connected to their communities. Responsive investments have also included the Higher Needs Demonstration Projects (Therapeutic Activation Programs for Seniors [TAPS], Social Prescribing [SPP], and Family and Friend Caregiver [FFCS] Programs), Navigation and Peer Support Programs, and the rapid mobilization of the Safe Seniors, Strong Communities funding during the COVID-19 pandemic. As needs have evolved, and our funding has responded, key learnings have been gathered, documented, contemplated, and applied to ensure investments are meaningful at local, regional, and provincial levels. Through extensive consultation, three key messages have continued to emerge from stakeholders:

1. Use the social determinants of health as a framework to enhance/increase seniors' access to community-based services that supports aging in place, at home, in the community;
2. Increase the capacity of the CBSS sector; and
3. Strengthen collaboration within communities, the CBSS sector and with municipalities and the health system

In 2023-24, a historic \$70M investment from the Government of BC provides United Way BC the opportunity to engage the CBSS sector to update and implement a new Healthy Aging Program and Service Model, in ways that are supported by community-based collaborative networks. This model will include updated approaches to existing models (Better, Better at Home; TAPS; FFCS), increased supports for communities (supporting funding access, data, information and referral, learning and quality assurance, supporting local community collaborative networks, volunteer management and health systems change expertise, , etc.), and access to specific funding enhancements to address growing needs and/or test innovations.

In Fall 2023, United Way BC hosted consultation sessions across BC inviting feedback on the new service delivery design and model. Participants saw the new model as a positive step forward, while also offering recommended strategies to shape implementation of the four identified enhanced funding opportunities:

- **Volunteer Coordination & Supports**
- **Aging in Motion: Transportation Supports & Innovations**
- **Social Meals**
- **Enhanced Light Housekeeping** (*Better at Home programs only*)

GUIDING PRINCIPLES

The guiding principles that shape all four enhanced funding opportunities include:

- **Responsive and Flexible:** responding to the context of the collaborative network, including geography, demographics, available services, gaps/needs, opportunities, and readiness.
- **People-Centred, Seniors-Centred:** addressing the unique and diverse needs, priorities, and changing circumstances of those being served, as well as those offering the service (volunteers, staff). This includes consultation and planning on the development of the proposed work, as well as ongoing implementing, monitoring, and learning.
- **Collaborative and Connected:** illustrating how the work is a part of an ongoing community-based collaborative network that includes coordination and referral with other local services.
 - 'Community' and/or 'local' will be defined by the context of emerging and/or established service delivery patterns in the area and may reflect regional/sub-regional geographies; as a reference only, the [Local Health Areas](#) are an established set of administrative health boundaries that may support determining a 'community'.
- **Innovative and Sustainable:** acknowledging the short-term nature of this funding, services address the community-based collaborative network's vision for sustainability (e.g. prioritizing and aligning with other services) and innovation (e.g. demonstration/testing of new approaches to support learning and explore efficacy).
- **Learning, Growth & Accountability:** highlighting the work as a part of a broader learning system, supported by United Way BC and the local community-based collaborative network. This systemic approach involves collaborative reflection, dialogue, documentation, and planning as a part of Learning & Quality Assurance that is accountable to seniors, the community-based collaborative network, the broader community, and to the funder.

FUNDING SUMMARY – VOLUNTEER COORDINATION & SUPPORTS

In 2024-25, United Way British Columbia Healthy Aging is releasing a province-wide enhanced funding opportunity for community-based senior serving organizations to design and implement **strategies for increased coordination of, and supports for, volunteers.**

Volunteer Coordination & Supports funding is an opportunity to **enhance existing - or implement new – local/regional coordination roles/positions - that are focused on (a) recruiting and retaining local volunteers and (b) increasing the engagement of CBSS organizations with United Way BC's iVolunteer platform.** While the work of these coordinator roles needs to be responsive to – and inclusive of - the context of the local community/region, examples could include:

- Volunteer recognition events or activities that are strategically focused as part of retention;
- A local outreach and/or social media campaign to focus on recruiting and/or training specific volunteer populations (e.g. international students, local businesses);
- Implementing stipends/honoraria that can support low income volunteers to earn without compromising existing income;
- Adding mileage/insurance/maintenance reimbursements for volunteers driving long distances using their personal vehicle;
- A centralized local system for booking and deploying volunteer workforce; and/or
- Tailoring shared templates and tools to support local volunteer engagement.

Aligning with the new Healthy Aging Program and Service Model target population, this **one-year funding** will support local service delivery that is focused on increasing health equity by serving the following priority seniors populations, particularly in areas with limited services and/or extensive need:

- Those with low to modest income;
- Those with low to moderate frailty;
- Those who are socially isolated/lonely; and/or
- Those who are a member of an underserved population, including Indigenous Elders, immigrant and ethnocultural minority, caregivers, 2SLGBTQIA+, person living with a disability, and others.

Volunteer Coordination & Supports funded-initiatives must be a **part of a community-based collaborative network**, ensuring proposed services respond to the priorities collaboratively identified, are coordinated with the services of other network members, and remain accountable through shared learning and reporting. *Where those community-based collaborative networks do not yet exist, the work proposed must address how it will build relationships with others that offer CBSS (including health, municipalities/regional districts, First Nations) and work with United Way BC to initiate a meaningful collaborative structure.*

Volunteer Coordination & Supports funded-initiatives will be required to actively engage in Learning and Quality Assurance (LQA) activities alongside United Way British Columbia Healthy Aging, as a part of ongoing learning and development related to the new service delivery model and specific funding enhancements. Details of this work will be developed into a LQA Plan, and shared with the finalized funding agreement.

Examples of eligible expenses include staffing costs, volunteer stipends/honoraria, program supplies, training/capacity building costs, transportation costs, venue/catering costs for events, etc. Ineligible expenses include capital expenses/equipment, the development or implementation of new volunteer recruitment platforms/apps (similar to iVolunteer), consultants to design shared templates and materials (similar to United Way BC development of provincial volunteer management resources), etc.

Volunteer Coordination & Supports grants - ranging from \$50,000-\$75,000 - are awarded on a one-year term to be expended by **March 31, 2025**. Applications will be accepted from **February 5 – March 8, 2024**, and will be awarded based on available funds. Late applications will not be accepted.

NOTES:

- Priority will be given to applications from communities where there are limited or no supports and strategies in place to support volunteers serving the CBSS sector.
- Applicants can only submit one application through the Volunteer Coordination and Supports stream, to either (a) enhance an existing program OR (b) design/implement a new service.

CRITERIA FOR APPLYING

Organizations applying will:

- Be a qualified donee as stipulated in Canada Revenue Agency Guidelines. The term “qualified donee” as defined, includes registered charities, government bodies (i.e., municipalities) and certain other specific entities. First Nations Bands or other Aboriginal-based entities not considered a qualified donee must be recognized as a public service body performing a function of government in Canada.
 - If not a qualified donee (i.e. not registered a charity or other under the Income Tax Act), additional requirements will be necessary in accordance with the Canada Revenue Agency’s (CRA) revised oversight of the use of tax-assisted resources and the charitable sector’s need for accountability tools.
- Be based in British Columbia.
- Comply with all Federal, Provincial, and Municipal laws, including laws concerning labour, employment, and human rights standards.
- Demonstrate community accountability through strong volunteer governance and leadership.
- Demonstrate effective human resources, program, and fiscal management, and deliver programs and services in an effective and efficient manner.
- Review a pre-recorded Information Session that will be distributed on February 5, 2024, as part of the package of supporting documents.

CONDITIONS OF VOLUNTEER COORDINATION & SUPPORTS GRANT RECIPIENTS

- Signed Letter of Agreement (LOA)
- Funds will be used for the initiative as approved by United Way British Columbia (UWBC).
- All funds received from UWBC should be expended during the timeframe specified
- Written approval will be required from designated UWBC staff prior to any funding, operational, and/or timeline changes to the original approved application.
- Work with UWBC staff to develop at least one ‘impact story’ over the program period, as submitted in the required report(s). The story will highlight the direct and indirect linkages between the program and any positive impacts experienced by one or more participating older adults.
- Participate in ongoing Learning & Quality Assurance (LQA) activities that may include Communities of Practice (COPs) to standardize of tools, templates, and training modules. Details of this work will be developed into a LQA Plan, and shared with the finalized funding agreement.
- A Final Report will be submitted to UWBC by the reporting deadline (templates will be provided).

TIMELINES

February 5, 2024	Call for proposals launched and pre-recorded Information Session available for review
March 8, 2024	Application Deadline and review begins.
April 1, 2024	Letters of Agreement (LOAs) signed and returned, and funding released.
July 31, 2024	Due: Quarterly Report Period April 1 – June 30, 2024
October 31, 2024	Due: Quarterly Report Period July 1 – September 30, 2024
January 30, 2025	Due: Quarterly Report Period October 1 – December 31, 2024
May 9, 2025	Due: Final Report Period April 1, 2024 – March 31, 2025