

BETTER IMPACT SPONSORSHIP REQUEST

100% community focused ♦ 100% volunteer driven

The Saint John Volunteer Centre is seeking corporate sponsorship in the amount of \$2,500 per year (renewable) to cover the annual maintenance fee for our new Better Impact software.

Corporate Sponsor Benefits

In addition to a **charitable tax receipt**, our sponsor will enjoy their **company name & logo on our website** www.volunteersaintjohn.com where all local nonprofit organizations and volunteers go to get connected. As well, our exclusive sponsor will receive **recognition in a Better Impact launch Press Release** which will be issued on Feb 14th, 2017 (Draft Press Release attached)

Identification of Need

The Volunteer Centre is nothing if not resilient. Faced with a funding cut & complete overhaul of how we do things in 2014, the Volunteer Centre was reborn under an all new, skilled & motivated Board of Directors determined to take the SJVC in a new direction...100% volunteer driven, virtual, innovative & sustainable.

It became apparent that in order to make the valuable work of the Volunteer Centre sustainable, the organization would be required to rethink how our key work was performed and find smarter ways of meeting the needs of the volunteers and nonprofit agencies we serve.

Response to Need

Automating our key process of volunteer matching and referral using off-the-shelf software is the key to addressing this need for efficiency. After performing a needs assessment and determining what options were available to us we landed on "Better Impact". The one time cost of the software is \$7,500 CAN + an annual maintenance cost of \$2,500 CAN per year. Our Board of Directors voted unanimously to approve this expense in 2016. The SJVC has been testing the software and we are getting ready to roll it out to our member agencies and volunteers on February 14th, 2017

Impact of Funding

The roll out of the software in 2017 will result in the following benefits:

- More volunteer matches per year means increasing our community's capacity
- More timely matches means increased capacity of our member agencies to do more
- Free up SJVC volunteer time to provide personalized matching services to those who need it most and in a timely manner i.e. those less educated, those with language barriers, those needing one-on-one assistance etc...
- Measureable results year over year means accountability versus goals and continually striving to achieve more!

www.volunteersaintjohn.com

With a streamlined volunteer matching and referral service we can focus more attention on honing the education/training program that we offer as well as potentially identifying needs in the community that are being unmet.

The Volunteer Centre supports over 70 nonprofit agencies in Greater Saint John with volunteer matching & education. Our role in promoting volunteerism in our community as a way to do good, feel good and get better (skills, health, community support) includes reaching newcomers, unemployed/displaced workers, seniors/retirees, the mentally and physically handicapped as well as youth.

Measurable difference

The Better Impact Software will do, an estimated, 90% of the manual work that was done by our organization on volunteer matching and referrals thus freeing up our limited human capital. This will allow us time to explore the needs of the organizations we serve and innovate in other areas to help strengthen our community.

Flexibility and innovation

The SJVC has provided valuable volunteering matching and referral services to nonprofit agencies in our community since 1973. Since our inception, we've provided it in much the same way i.e. a very labour intensive manual process. With the advent of technological innovation and affordable off-the-shelf software solutions, finding a better way was long overdue.

Collaboration and partnership

The new virtual SJVC wants to be the clearing house for volunteer matching for all nonprofits in greater Saint John and beyond. We have removed the annual membership fee in favour of a model where we will serve all nonprofits who desire our assistance. We feel that the previous fee model may have excluded many social enterprises with limited budgets...those perhaps most in need of our assistance.

Our goal, in the coming years, is for our private sector fundraising to match or surpass the lost revenue from membership fees. In addition, and most importantly, it will create an environment where the private sector is helping support our efforts rather than asking our already cash-strapped not-for-profit sector for a piece of their precious and limited budgets and thereby strengthening the capacity of each and every one of those agencies. In the short term, sponsorship of our BETTER IMPACT project will enable us to continue to evolve, innovate and build a stronger, healthier community.

On behalf of our Board or Directors, thank you for your support.

Stephanie Turner, President
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