

THE JOURNAL OF VOLUNTEER RESOURCES MANAGEMENT

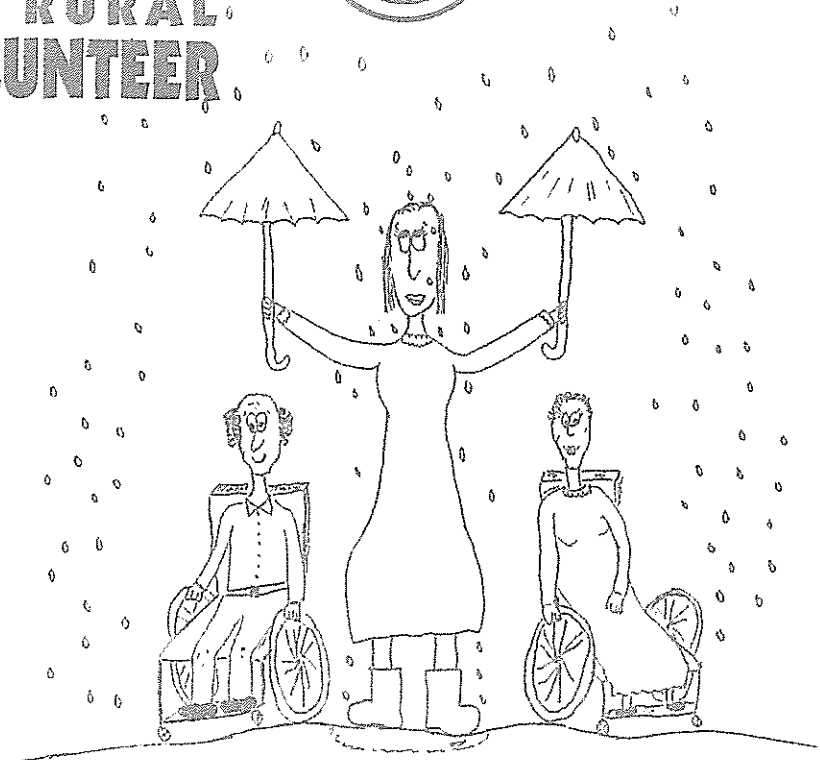
VRM

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THE RURAL VOLUNTEER



Umbrellas

by Karen Selody, Elmwood School, Rockliffe, Ontario

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EDITORIAL

The Canadian tradition of volunteering is steeped in the rural history of our country. This edition of the Journal of Volunteer Resources Management honours and applauds rural volunteerism as the very essence of the giving of oneself.

Marilyn Snedden's article outlines the history and current activities of the Women's Institute of Ontario. She describes it as "the only group all women can join in, regardless of politics or religion" and it is evident throughout the piece that this organization has been a vehicle for active community involvement for centuries. More acutely than most, the Women's Institute demonstrates how rural volunteer activity reminds us of the integral role played by volunteerism in the well being of many communities. More than that, it clearly demonstrates the basic values of selflessness and generosity that serve as its foundation.

Despite this noble tradition, rural volunteerism is too often forgotten and ignored by those of us claiming expertise in the field of management of volunteers. As we prepared this edition, it was sad to notice how little work has been done in this area. Few books, articles or essays were available to guide us in our search for information about this critical aspect of volunteerism.

Fortunately, Sue Colli of the Canadian Cancer Society (Thompson, Manitoba) and Chuck Lamers of the Ministry of Agriculture (Peterborough, Ontario) have come to our rescue by sharing their experience and expertise. Sue's article offers a different approach to managing volunteer resources in a rural community while Chuck's illustrates the rich diversity of rural life and the major impact of volunteers.

This issue is a "must read" for all. Even if you have little contact with volunteers in a rural setting, you will be enriched by the innovative ideas and sense of true volunteer commitment. This issue provides a vivid testimony that "volunteers give all our communities life and vitality"¹

¹ From Chuck Lamers: "Volunteers: Rural versus Urban".

Ginette Johnstone is owner and Senior Consultant of
Johnstone Training and Consultation (JTC) Inc.

FRONT COVER: Umbrellas

by Karen Selody, Elmwood School, Rockcliffe, Ontario. Winner of the 1994 High School Drawing Contest sponsored by the Volunteer Centre of Ottawa-Carleton National Volunteer Week 1994.

VOLUNTEERS: RURAL VERSUS URBAN

by Chuck Lamers

Living and working in rural Ontario offers many unique opportunities and challenges. People live in the smaller towns, villages and remote areas for numerous reasons. There are those who were born and raised in the rural communities in which they and their extended families still live. Some have chosen to 'escape' with young families and get away from the hustle and bustle of the urban centres. Still others have progressed to the golden retirement years and are enjoying the quieter, more peaceful times that country living provides. The demographic make-up of a rural community in Ontario is rich and diverse; a fertile base from which to find valuable volunteers.

There are many different views and opinions on how to manage volunteers properly (recruitment, training, rewarding, maintaining, etc.) and different methods work for different managers of volunteers and with different volunteer groups and programmes. One thing to keep in mind is that rural volunteers can often be different from urban or suburban volunteers.

Many rural areas of Ontario were initially settled for economic reasons,

often farming, forestry, or mining. The who's who listing of small towns and communities have many generations of families that have remained in the area, often carrying on family businesses and farms. It is not uncommon to see family members contributing voluntarily with the same programmes and groups as their parents and grandparents did before them. For some, volunteering for the church, school, fire department, 4-H clubs or youth sports groups is seen as a family tradition. This does not make the person in the volunteer position more or less valuable or effective, but it may require that the manager of the programme acknowledge the pride and honour that is often felt by the members of these families.

For many rural volunteers, contributing to a community organization is their way of giving back to the community and passing on to the next generation what they themselves received. Many volunteers in youth programmes were often members themselves, and can vividly recall incidents when a leader or volunteer gave them the support, encouragement and training they needed at an important time in their lives. Such senses of

obligation and commitment must be handled carefully, because emotions and feelings can easily be hurt and difficult to heal.

For some people in rural areas, volunteering in an organization is a logical, often natural, extension of their business and livelihood. For example, beef cattle producers or dairy farmers are usually members of groups that represent their interest and commodity producers at large. Very active producers eventually accept positions as board members and executive members for these groups, giving many hours of their time and much energy to promote their products, defend issues and often lobby politically for the benefit of the groups' membership. The training, skills and support needed by these volunteers can be different than urban volunteers because the effectiveness of an executive or board of directors can greatly affect the lives of many producers and their families, as well as the community in which they live.

"The more things change, the more they stay the same." I have heard this phrase many times, sometimes leading me to believe that things held 'near and dear' will always be the same. Today, as I work with rural community organizations and residents, the phrase I use now is

"The only constant is change". Changes to rural communities may be viewed differently by different people. Long-time rural residents, especially those born and raised in a small community, may see changes such as rural 'subdivisions' and urban people living in the country and commuting to work in the city as inconvenient, even disastrous. Others view change as inevitable. And there are some that excitedly welcome change. Volunteers and volunteerism in the rural community has not been immune to changes.

Despite the lifestyle differences that can be found between the rural and the urban sectors, the impact of changes in technology have made their mark on rural Ontario. Beyond the obvious advances for transportation, communication, media, education and social services, technology has also had an effect on the profile of rural volunteers and volunteering. Although many rural communities are trying to re-focus and re-define their sense of community 'wellness' and 'identity', small rural towns and communities have taken on urban attitudes and characteristics, particularly where volunteering is considered.

The demographic profile of most rural communities has changed greatly in the past 25 years. Many individuals

and families have moved from urban centres to the rural communities to distance themselves from the hassles of city living. Relocating geographically often does not change the expectations or behaviours of the new rural residents. Much of their professional, social and recreational time is still spent in urban centres or they have relocated these activities into their new communities. Such changes often maintain or enhance the expectations for the same level of service and involvement available to urban residents even if they are physically living in a rural community. For these reasons, some rural volunteers have remarkably similar characteristics, expectations and activity profiles to urban volunteers.

Peter T. Faid compiled a report called "Urban and Rural Volunteers", based on the 1987 National Survey on Volunteer Activity. His report found that there was very little that differentiated urban from rural volunteers (similar ages, marital status, employment, religious backgrounds, general health status, and satisfaction with familial/personal standard of living). The notable differences were that more urban volunteers had obtained a high school or university degree (82%) than rural volunteers (77%) and that more rural volunteers considered themselves very

or somewhat religious (70%) than urban volunteers (61%).

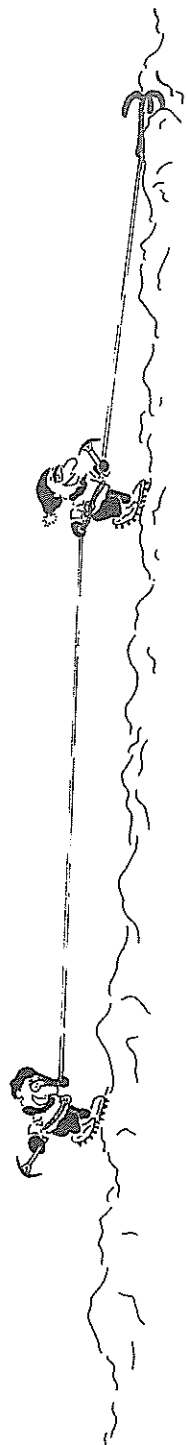
The primary reasons that urban and rural volunteers give freely of their time were the same (helping others and belief in the cause); however, rural volunteers felt a greater obligation to help (22%) than urban volunteers (13%). Rural volunteers were also more likely than urban volunteers to join an organization because they knew someone in the organization (66% vs 53%). Rural volunteers ranked religious organizations number one for donating time (21%) while urban volunteers placed education and youth as their top priority (15%).

The benefits received by the volunteers did not differ greatly between urban and rural areas. Personal satisfaction and interpersonal skill development were top ranking reasons for both rural and urban volunteers.

Based on the statistical results of Peter Faid's report, few significant differences were found between urban and rural volunteers. My experience tells me that rural volunteers are a unique group of individuals that deserve respect, support and training reflective of their dedication and commitment to volunteer positions and responsibilities.

The image of the slower, more wholesome rural lifestyle is one that many people would like to believe in and strive to achieve. Regardless of statistical evidence or significant differences and/or similarities, volunteerism is a critical component of any community's (rural or urban) sense of well-being. Volunteers give all our communities life and vitality.

Chuck Lamers is Rural Community Advisor for the Ontario Ministry of Agriculture, Food & Rural Affairs, based in Peterborough County.



THE WOMEN'S INSTITUTE

by Marilyn Snedden

In 1997, the Federal Women's Institutes of Ontario (F.W.I.O.) will celebrate their 100th Anniversary. There are over 16 000 members in Ontario with thousands in other provinces as well as sisters in the Associated Country Women of the World (A.C.W.W.) so this provides a great network for rural women.

The founder, Adelaide Hoodless gathered her neighbours together at her home in Stoney Creek, Ontario. She determined that rural women needed more education in health and sanitation to improve conditions in their homes so that their children would not die from drinking contaminated milk, as her son had. Local branches of the Women's Institute were formed and within a few years many women wore the motto "For Home and Country" on an oval pin in colours of blue and gold. This motto is still the focus of today's W.I. members even though the programmes have changed.

In most rural communities, the W.I. represents the only group all women can join in, regardless of politics or religion. Decades ago, the women needed a social outing as a break from the tedious work at home, so the W.I. meeting

provided an outing with their neighbours while learning a new skill. Now, as more women enter the work force, social outings aren't as necessary and limited time means mothers must choose carefully when to spend time away from their family. Many branches are finding flexible expectations are important when dealing with busy young mothers. They are willing to help on a social project but monthly meetings may not be possible. As long as the executive can carry the detailed planning, there is a good pool of talent to call on for specific fundraising or educational workshops.

A recent survey of members indicate a change in where they live. Originally most members were farm wives but now only a third are, another third live in a rural area, and the other third in town. The trend seems to be that when farm women retire to town, they continue to be members of their original group, so they can keep up with the news.

The W.I. is a structured group that begins with local branches forming Districts (one or two in a county). The next level is Area (14 in Ontario), Provincial and Federal. Reports are

sent from the grass roots level, ideas are shared at annual meetings and through the quarterly newsletter "Home and Country".

The Department of Agriculture used to present educational courses in crafts, cooking or decorating through their Home Economists. Each branch sent two leaders to a training course. They returned to teach to members and other women in the area. This was often the best way to recruit new members but now these programmes have disappeared due to government cutbacks. Branches are setting up their own courses and charging fees rather than offering them for free. It is hoped this will lead to a new interchange between the newcomers with a variety of expertise and the farm women who have honed cooking and stitchery skills over the years.

4-H programmes have always been well supported by W.I., both financially and with leadership. More responsibility is now being placed on leaders and all 4-H clubs are equally open to both sexes, so leaders reflect this too.

Special projects sponsored at the Provincial level have local groups working on cleaning up their parks, sewing grocery bags in blue and gold or

going to schools with educational displays on Reduce, Reuse, and Recycle.

Agriculture in the classroom has been a province wide programme to connect city children with rural roots. The W.I. has supported this worthwhile work with money, speakers and resource kits that let a teacher know where resources are available, for example the dairy industry. Farm women even presented their story at professional development days to all teachers.

The W.I. is well known as a source of local history through their Tweedsmuir histories. Lady Tweedsmuir, wife of the Governor-General in the 1940's became distressed at how quickly historical landmarks and family stories were disappearing. She sponsored a Canadian wide contest for the best local history book. This tradition has been carried on by curators in each branch who record farm and family history, village stories and keep photos and artifacts donated to them from area families. The originals may be viewed at the Curator's home, photocopies or microfilm are often in libraries. History kits suitable for teachers have proved valuable since local history is part of the school curriculum but many teachers need help in this topic.

Many branches maintain a W.I. hall in their community, this provides a needed focus for many community groups who don't wish to use the large arenas in the towns.

Resolutions are the method by which local groups lobby the government. Carefully worded concerns (according to the W.I. handbook) are approved at each level and if worthy, the F.W.I.O. presents them to the proper government agency. Over the years varied topics such as school bus safety, lettering on pill bottles and recently a request for a family child care tax deduction for at home spouses has been presented.

The past few years have seen major changes in funding for W.I. The provincial government used to share their head office, equipment and executive secretary. As of this year, all of that is gone and membership fees have jumped to cover increased costs. A fundraising campaign is underway to fund the new headquarters, though many of the older members view this with distrust.

Most accept this as a changing way of life in hard times, hopefully when everyone sees W.I. standing on its own, the result will be a stronger organization still contributing to "Home and Country".

Biography

Marilyn Snedden is a "country girl" who appreciates spending her whole life in one community - the first half on a farm on the Mississippi River near Blakeney, Ontario, the second half across the river at "Mississippi Holsteins" where she and her husband Earle raised four children and milk 30-40 cows with the help of their oldest son.

Although farming takes up a fair part of each day, volunteer work fills up the other part. Church work involves catering, choir and the Session as well as other groups such as Ramsay W.I., C.H.E.O. Auxillary, Almonte Branch, Almonte Horticultural Society and the Lanark County Geneological Society. The latter groups are extensions of hobbies such as flower arranging and researching family history. This year has seen the fruition of years of work when "The Snedden Saga" was published - a family history of over 240 pages.



LOOKING AHEAD

ADVANCED CORPORATE SPONSORSHIP SEMINAR FALL, 1994 - OTTAWA/HALIFAX

For more information please contact: Burk & Associates Ltd.
3240 Twin Oaks Crescent, Burlington, Ontario, L7M 3A2
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MANITOBA ASSOCIATION FOR VOLUNTEER ADMINISTRATION CONFERENCE "CHANGES AND CHALLENGES" NOVEMBER 24, 25, 1994

For more information contact: Barb Gemmell at (204) 477-5180

INTERNATIONAL VOLUNTEER DAY DECEMBER 5, 1994

NATIONAL VOLUNTEER WEEK APRIL 23 TO 29, 1995

WESTERN ASSOCIATION OF DIRECTORS OF VOLUNTEERS MAY 16 - 18, 1995

Victoria, B.C.
For more information contact Lyndsay Beckett at (604) 386-2269

CONNECTIONS "95" MAY 24, 25, 26, 1995

OAVA/ ODVH/ Volunteer Ontario Conference in Kingston, Ontario
For more information contact: Susan Flanigan at (613) 394-2222
or Doris Thomas at (613) 544-5220



THE RURAL VOLUNTEER IN ONE NORTHERN COMMUNITY

by Sue Colli

The Canadian Cancer Society is a "national community based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer". The strength of the organization lies with that team of committed volunteers working together toward a common goal.

The Thompson Regional Office of the Society provides services to the most northern portion of Manitoba (north of the 55th). The population in this area is approximately 46,000 in total, with the City of Thompson (the largest urban area) boasting a population of 14,000. When the city first came into being about 30 years ago, mining was what brought people up north and the population was a very transient one. With more and more people settling here and raising their families, the average age of the residents has increased. As in other parts of the country, most families have become double income families. Volunteers therefore do not have the same amount of time to give as they once did. Most couples have full time careers and share responsibilities when it comes to caring for the home and the children. Volunteers have certainly

changed over the last ten years. In this northern community, it is also not unusual to find volunteers who are committed to more than one organization.

People volunteer for many reasons - companionship, belief in the cause, to learn new skills and to give as they have received. With minimal staff support in this office, the Society relies very heavily on its volunteers to deliver all programmes including those in the areas of Public Education (healthy lifestyles, diet, smoking, sun sense and breast health), Patient Services (one-on-one visitation to cancer patients and their families, group support, a wig service and a refreshment service), and Public Issues/Public Relations. The heaviest volunteer commitment comes in the area of Fund Raising as the Society is a not-for-profit organization and receives no government funding. A door to door residential campaign is held annually in April and several special events are held throughout the year.

Because of the change in lifestyle of the volunteer, the past few years have forced this regional office to take a serious look at volunteer development

and management. It was becoming increasingly difficult to find volunteers willing to commit to a "term" of any length in an executive position. Instead, they requested short term projects that they could take part in once or twice a years. Eventually, the days of a structured management team of president, vice-president, recording secretary and programme chairpersons became a thing of the past. So to, did the days of the regular monthly meetings that nobody seemed to have time for anymore.

Specific task-oriented volunteers have successfully replaced programme committees. Information sharing sessions held three times per year have replaced monthly meetings. These sessions allow volunteers to socialize and catch up with each other and with what is taking place in all programme areas. In many cases, this is the only contact some volunteers may have with each other throughout the year, but all tasks in each of the programme areas are accomplished. Verbal and written communications have been increased to fill gaps between gatherings.

As well, the structured "executive" has been replaced by a management team without "titles". This team keeps abreast of the happenings of all

programme areas and its members sit on Division Committees, keeping other volunteers in tune with what is happening throughout the province. Coordination of all activities is carried out by a coordinator of volunteers and supported by staff.

Thompson Region staff and volunteers agree this system works well for them and could very well be the trend of the future.

Sue Colli is the Regional Manager for the Canadian Cancer Society, Thompson Region.



WHIT AND WHIMSEY

by Lynne J. Savage

Rural Volunteering ... Rural Volunteers are Welcome Guests!

At the mention of rural, my senses take over.

I see a rope swing, a water pump, stove pipes, a rocking chair, a hooked rug, a rain barrel, a fruit cellar, rubber boots, field mice, a porch swing, a long driveway, a barn, a wood shed ...

I taste raindrops, cow's milk, baked bread, apple pie, home-made jam, fresh eggs ...

I hear bacon sizzling, chickens scratching, a dinner bell clanging, screen doors squeaking, old stairs creaking, a party line ringing, a tractor in the distance, children laughing ...

I feel a country breeze, a bed of hay, the damp earth between my toes. I feel space. There is plenty of room for me to be!

I think ... Saturday night bath, story telling, a front porch big enough for family and friends, and early to bed, early to rise ...

Have you detected my limited exposure to, but great longing for the uncitified (un-city-fied) way of life? Whether it's a farm, cabin, estate, ranch, chalet, trailer, tent, or cottage ... it's a palace for you and yours to be as rural as you sense rural to be!

Unique opportunities for volunteering in rural areas include: barn raising, trail blazing, child finding, pet minding, frog logging, dance clogging, news writing, cause fighting ... No matter what you do as a rural volunteer you will always be treated as a welcome guest!

The following poem, given to me in 1969 by a neighbour whose mother gave it to him in 1923, hangs in our rural cottage outhouse!

Lynne Savage is a speaker, writer and trainer whose philosophy is Laugh and Learn. She works from her Fern Avenue home in Niagara Falls, Ontario.

WELCOME GUEST!

by J.P. McEvoy

Hello guest, and howdeedo!
 This small room belongs to you
 And our house and all that's in it.
 Make yourself at home each minute.
 If the temperature displeases
 Take a couple of our breezes
 And if that should chill you later,
 Sit upon our radiator.
 If a hungry pang is twitchin'
 Make a raid upon our kitchen;
 Help yourself to book or blotter,
 Easy chair or teeter totter;
 All is yours that you like best,
 You're at home now! Welcome Guest!



ITEMS OF INTEREST

Danoff, Autumn, and Kipel Surelle, "What are the Motivational Needs Behind Volunteer Work", *Journal of Volunteer Administration, AVA*, Boulder, Colorado: XII:4, page 13.

Faid, Peter T., *Urban and Rural Volunteers*, Voluntary Action Directorate, Hull, Quebec, 1987.

Graff, Linda, *By Definition, Policies for Volunteer Programs*, Volunteer Ontario, Etobicoke, Ontario: 1993.

Lautenschlager, Janet, "*Volunteering, a Traditional Value*", Voluntary Action Directorate: Hull, Quebec, 1992.

Pirtle, Connie, "The Changing Nature of Volunteerism", *Journal of Volunteer Administration, AVA*: Boulder, Colorado: XII:1,2, page 31.

Volunteers, How to Find Them, How to Keep Them, Vancouver Volunteer Centre, Vancouver, B.C.: 1990.

Where to get Resources

Anyone interested in acquiring these resources can call (613) 256-5516 for a list of distributors. Any distributor wishing to be included on the list is invited to send their resource and price list to the JVRM.



Nous avons perdu les services de notre traductrice et puisque nos efforts sont bénévoles, nous cherchons encore un remplaçant. Vos suggestions sont bienvenues.

.....

We have, unfortunately, lost the volunteer services of our translator and are presently looking for someone to take her place. Your suggestions are very welcome.

.....

We'd love to hear your ideas for future themes for this journal. Send them in!

JOURNAL OF VOLUNTEER RESOURCES MANAGEMENT

Editorial Process and Guidelines for Authors

Objective

The Journal of Volunteer Resources Management is intended:

1. to serve as a credible source of information on the management of volunteers in Canada;
2. to provide a forum for the exchange of ideas and to encourage networking among managers of volunteers;
3. to provide a professional development tool for managers of volunteers;
4. to recognize and encourage Canadian talent in the field of Management of Volunteers;
5. to include in each issue at least two articles that will consider different views of a specific and predetermined theme.

Target Audience

The Journal's intended audience includes managers of volunteers, educators, media and funders of not-for-profit organizations across the country.

Submissions

All manuscripts will be accepted either on diskette or on typed, double spaced pages. Submissions should be written according to "The Canadian Style - A Guide to Writing and Editing" - Secretary of State, Dundurn Press.

External reviewers may be engaged to review content if deemed advisable by the committee.

The revised draft is edited for clarity and consistency by the Editorial Team.

The edited version is returned to the author for acceptance along with an approval form for signature.

The signed form is to be returned to the Editorial

Team within a week along with any suggestions for final revisions.

Format and Style

Authors are asked to respect the following word counts:

	<u>Words</u>	<u>Pages</u>
Lead Article	2000	5-6
Secondary Article	700-800	2-3
Book Review	150	1

The lead article will look at the topic in some depth and will normally require the author to conduct research into current trends and perspectives on the subject.

The secondary article will adopt a more practical approach, including personal experiences and opinions.

Advertising

Limited advertising will be allowed in the Journal, for materials of direct relevance to managers of volunteer service, and as long as it conforms to the guidelines set out by the Editorial Committee. All ads are subject to the approval of the Editorial Committee.

Suggested Guidelines:

1. Only 1/4 page and 1/2 page ads will be accepted.
2. Ads must be camera-ready.
3. A maximum of one page of ads will be permitted per issue.
4. Ads are to be placed near "Items of Interest" or toward the end of the issue.
5. Job ads are not recommended.
6. Cost is to be determined by the Editorial Committee.



DEADLINES FOR SUBMISSION AND THEMES

<u>Issue</u>	<u>Deadline</u>	<u>Theme</u>
<i>Winter '95</i>	articles due on the 24th of October	Mentoring
<i>Spring '95</i>	articles due on the 24th of February	Redefining Volunteerism
<i>Summer '95</i>	articles due on the 24th of May	Legal Issues
<i>Fall '95</i>	articles due on the 24th of August	Volunteers in Health Care



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to Aarkade Design & Offset Printing Inc.
for their help in producing this journal.