

A Springboard for Volunteer Action

Strengthening Our Organization,
Advancing the Movement

Activity Report 2025-2026



**Centre d'action
bénévole de
Montréal**

**Volunteer
Bureau of
Montreal**

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Message from the President and the Executive Director

Once again this year, as it has for the past 88 years, the Volunteer Bureau of Montreal (VBM) saw just how essential volunteering remains to the vitality of our communities.

In this spirit, throughout 2025-2026, we pursued work that is just as essential: strengthening our organization so that we can better support and catalyze this movement, while also strengthening our ties with the community.

Volunteering: a vital force to recognize and support

At a time when many community organizations in Quebec are rightly denouncing chronic underfunding in the sector and the growing needs of the population, the VBM witnesses this reality directly, both within its own organization and through the experience of its members and partners.

This situation reminds us, more than ever, how much volunteering is a vital force with profound benefits. It contributes to the sustainable development of society, social connection, collective well-being and community resilience.

However, we must also remain vigilant: volunteering cannot become the lifeline of an under-resourced system, nor can it be weakened to the point where it becomes difficult to sustain because of a lack of means. It must be recognized at its true value, supported coherently and experienced in a spirit of meaning, reciprocity and dignity.

The joy of getting involved and contributing to society, and the privilege of welcoming generous and engaged people into our organizations, should never fade.

A stronger, more agile and better-equipped organization

The VBM continues to evolve over the years and is becoming increasingly unifying, agile and better equipped.

In recent years, we have improved working conditions for our staff, created a more welcoming and safe living environment that supports collaboration, clarified our intended impact and our approach, and put in place new structuring tools in service of our activities and mission.

This year in particular, we strengthened our capacity through a new website and database, stronger communications and the repositioning of our business and skills-based volunteering offer with the launch of the Work at Heart program.

All of this enables us to look to the future with greater clarity, coherence and capacity for action.

A mission carried collectively

This year's achievements would have been impossible without the remarkable work of our team, whom we warmly thank. Through professionalism, creativity and adaptability, the team carried us through the year with heart.

We also wish to express our deep gratitude to our volunteers, whose presence and dedication bring our mission to life every day.

We also acknowledge the contribution of the board members for their commitment and rigour. Special thanks go to Ariane Ergas-Forget, who is stepping down from the Board of Directors after three meaningful terms with the VBM.



Preserving our gains and continuing our momentum

We present this activity report with pride, because it reflects the scale of the work accomplished and the journey so far. It also reminds us that these gains are precious, that they have a cost and that they must be preserved.

In the coming years, we will need to engage more partners and redouble our efforts to protect what has been built while continuing our momentum.

We will do so with conviction, because we deeply believe that the VBM has an essential role to play in catalyzing the volunteering movement in Montreal and in supporting an engagement that is profoundly human, transformative and indispensable to the vitality of our communities.

This report accounts not only for our achievements, but also for the way the VBM, together with its members, volunteers, partners and communities, contributes concretely to collective well-being, civic participation and the vitality of Montreal's social fabric. We hope you enjoy reading it!

Ugo Dionne
President

Geneviève Fecteau
Executive Director

2026: International Volunteer Year

This year, people across the world join the United Nations (UN) in marking the International Volunteer Year for Sustainable Development. It is a valuable opportunity to recognize the essential contribution of volunteers in the face of the social, economic and environmental issues of our time. In Canada, this momentum comes to life through Volunteer Canada's Energize Volunteering! campaign, which aims to revive civic participation and place engagement back at the heart of collective life.

At the VBM, we want to make this movement our own, in a Montreal way, with an inclusive and deeply human note. For us, energizing volunteering means recognizing the diversity of forms of engagement, strengthening local ties and making volunteering a powerful tool for inclusion. It also means further showcasing Montreal stories of volunteering and social engagement, reminding us that such commitment is a vital force, essential to building communities that are fairer, more supportive and more sustainable.

Happy International Volunteer Year!



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→ People at the heart of the movement



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The Board of Directors

Made up of nine elected members, our Board of Directors reflects the diversity and collective strength that drive the VBM.

Composition of the Board as of March 31, 2026:



Ugo Dionne
President



Geneviève Doray
Board Member



Ariane Ergas-Forget
Board Member



Vicky Gagnon
Treasurer



Mehdi Hafa
Board Member



Marguerite Kinfack
Board Member



Zlatka Merdzhanova
Board Member



Claude Noiseux
Secretary



Gaëlle Thomas Lehrhaupt
Vice-President

Note: This year, the Board of Directors also welcomed Alex Nguyen as an observer.

Profile of our Board of Directors:



6 women



4 people from the community / non-profit / social economy sector



3 men



5 people from the private sector, a government institution or an educational institution

Note: All the VBM Board members serve in a personal capacity.

The VBM team

Through the complementary nature of its roles, the team supports intake, matching, support for organizations and volunteers, stakeholder engagement and coordination, training and the development of practices that promote access to volunteering.

Note: This year, the VBM created a new position: Community Relations Advisor.

Internal team as of March 31, 2026:



Yousra André
Volunteer Services Coordinator



Geneviève Fecteau
Executive Director



Ben Finkelberg
Training Manager



Stéphanie Lécole
Business, Skills-Based and
Governance Volunteering Manager
(contract)



Sev Rovera
Community Relations
Advisor



Daynah Savage
Administrative
Coordinator

We thank these colleagues who left the VBM or completed their mandate this year:



Mouna Bennamani
Strategy and Partnerships
Manager | Business Volunteering
(contract)



Ollé Doli
Communications
Manager



Charlotte Gagné-Dumais
Training Project Officer
(contract)



Shermine Saleman
Training Manager

Volunteers

At the VBM, as in all volunteer centres in Quebec, volunteers are at the heart of community services. We call them our internal volunteers.

A key role at the VBM: Matching Advisors

Through their listening and support, our matching advisors help prospective volunteers identify volunteer opportunities that align with their interests, availability and skills.

We are also grateful to benefit from occasional additional support, such as:

- Logistical assistance during events
- Administrative tasks
- Small maintenance tasks in our premises
- Photo or video projects

A heartfelt thank you
for your presence
and your support
for the VBM's mission!

The VBM was supported by:

**28 volunteers
who contributed
834 volunteer hours**

More specifically:

19 internal volunteers
contributed 498 hours
to support the VBM operations

9 directors
contributed 336 hours
to ensure the VBM's governance

Note: 100% of our volunteers are members in good standing of the VBM.

Outlook

For 2026-2027, we want to further develop and support our community of internal volunteers. This will involve more consultation, more opportunities to build ties between generations and cultures, and more opportunities for recognition and development.

→ Our commitment, our reference points



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Our mission

The Volunteer Bureau of Montreal (VBM) promotes volunteering among Montrealers and strengthens volunteering practices within community organizations. It also provides specific support to meals-on-wheels programs in its network.

Our values

They are the guiding thread of our actions and the reflection of the VBM's identity.

Collaboration

between citizens and organizations, and between colleagues, members and partners.

Openness

to the diversity of people, emerging needs and all forms of engagement.

Commitment

to the VBM's mission and to promoting civic engagement.

Uniqueness

in our identity and in welcoming diverse backgrounds.

Respect

for people, values and collective well-being.



Our approach

Our support approach is comprehensive and integrated, taking into account the needs, skills and aspirations of volunteers, as well as the missions and realities of the organizations that welcome them.

We believe that volunteering transforms society and that, to make this possible, access must be facilitated, the quality of the experience must be strengthened and each person's contribution must be valued.

Our vision

The VBM aspires to a society where volunteering is recognized as a force for social transformation, accessible to all and a source of connection, solidarity and individual and collective well-being. We believe that every volunteer engagement, when welcomed, supported and valued, can help strengthen communities and move society forward in a positive direction.

Our three pillars of action

Valuing

Recognize and celebrate volunteers and the organizations that practise volunteering through campaigns, tools, and visibility actions.

Connecting

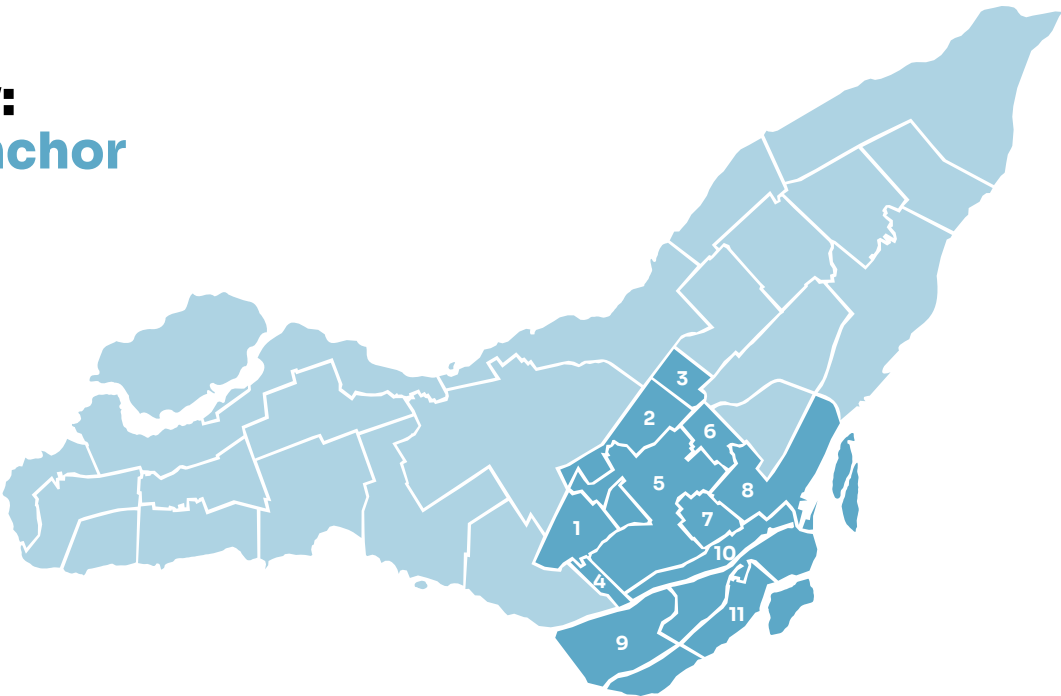
Create connections between volunteers, organizations and communities through matching, events, contributions to network building, and spaces for dialogue.

Supporting

Accompany volunteer journeys, equip managers, offer training, and facilitate matching.

Our territory: a regional anchor

- 1. Côte-Saint-Luc
- 2. Mount-Royal
- 3. Parc-Extension
- 4. Montreal West
- 5. Côte-des-Neiges and Notre-Dame-de-Grâce
- 6. Outremont
- 7. Westmount
- 8. Ville-Marie
- 9. LaSalle
- 10. Le Sud-Ouest
- 11. Verdun



Since June 2024, the VBM has been located in **Little Burgundy**.

For proximity services or local representation, we serve 11 boroughs, mainly in the Centre-Sud, Centre-West and South-West areas of the Island of Montreal.

Our specialized services, such as business and skills-based volunteering, training and advisory support, are offered to the entire Greater Montreal community when no other volunteer centre can cater to them.

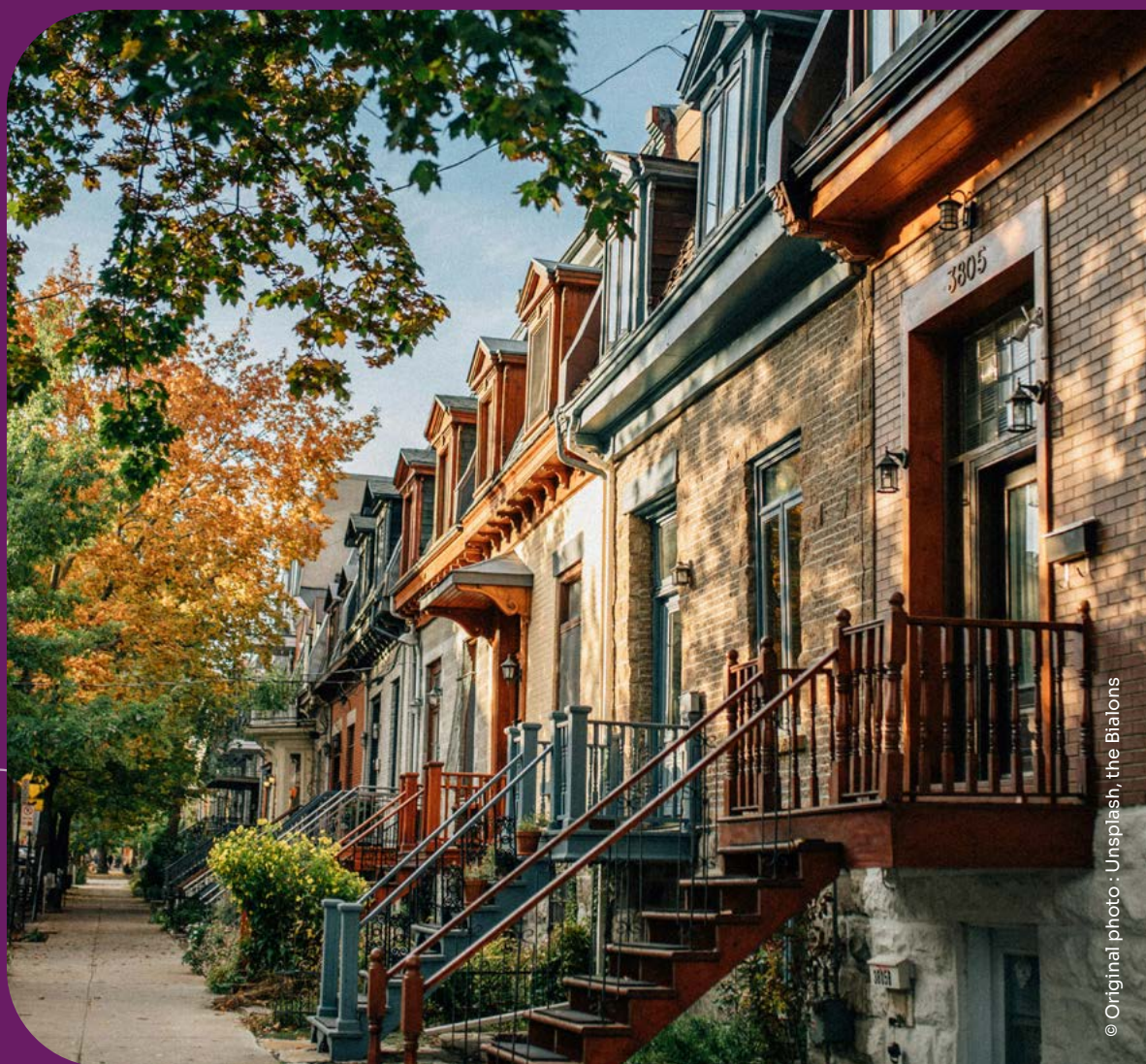
Note: Residents living in an area served by another volunteer centre are invited to contact their local centre first. Otherwise, we are happy to welcome them.

The VBM over time

- 1937** The VBM is founded by the Junior League of Montreal to facilitate women’s access to various volunteer activities.
- 1966** The VBM helps establish the first meals-on-wheels program in Montreal.
- 1972** The VBM is one of the founding members of the Fédération des centres d’action bénévole du Québec (FCABQ).
- 2007** The VBM receives the Hommage bénévolat-Québec award and Centraide of Greater Montreal’s Agnes-C.-Higgins Award.

- 2018** *Bénévoles d’affaires*, a matching program for volunteers from the business community created in 2006, merges with the VBM’s services.
- 2022** The VBM celebrates its 85th anniversary.
- 2024** The VBM moves to Little Burgundy.
- 2025** Launch of the Work at Heart program, the VBM’s new positioning for business volunteering.
- 2026** Legacy of Concertation Montréal: integration of the diversity candidate bank and Find your Board into the VBM.

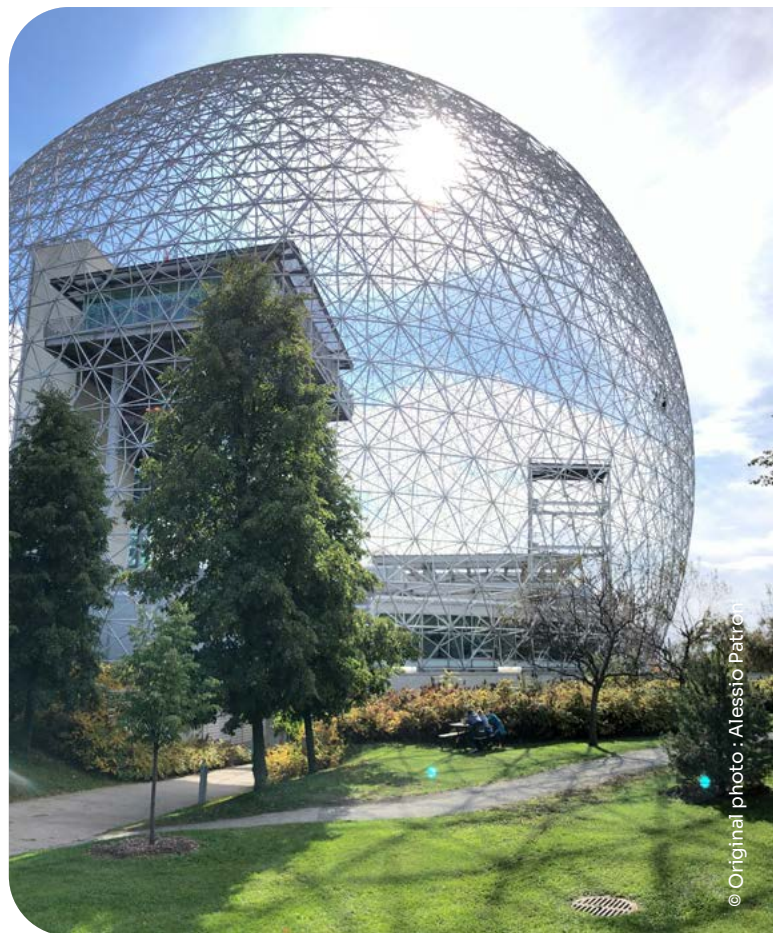
→ Member engagement and democratic participation



© Original photo : Unsplash, the Bialons

Engaged members

The VBM brings together member organizations and volunteer members united by a common desire: to contribute to a more supportive society by supporting causes and missions of collective interest. The VBM membership supports its democratic life, its community anchoring its services to on-the-ground realities.



Services and benefits offered to members

Posting volunteer opportunities

Portal used to apply directly for volunteer opportunities

Personalized matching support

Preferential rate for volunteer management training

Information and awareness sessions on volunteering

Occasional support and personalized support for organizations, in volunteer management or recruitment

Events and activities for mutual support, networking and collaboration

Varied support for various operational and community projects

Members whose membership was active during the year:

2,176 members

499 non-profit and social economy organizations

15 institutional organizations (without voting rights)

1,660 volunteers (individual membership)

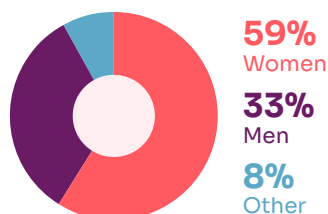
2 corporate members (without voting rights)

Note: Thanks to a new membership policy and a new member portal, the number of individual volunteer members in good standing increased considerably. Their membership is free but must be renewed annually.

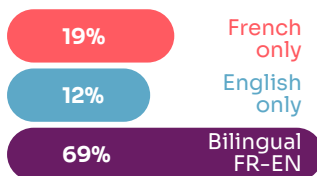
Profile of volunteer members

Gender

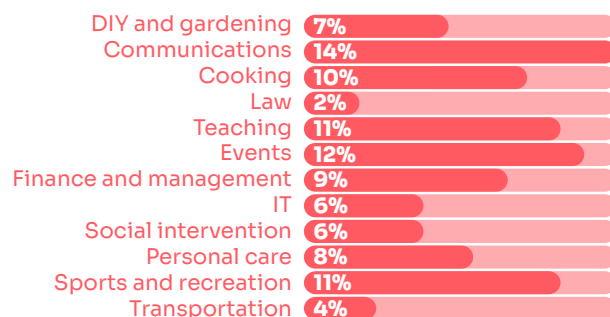
→ 1,660 members



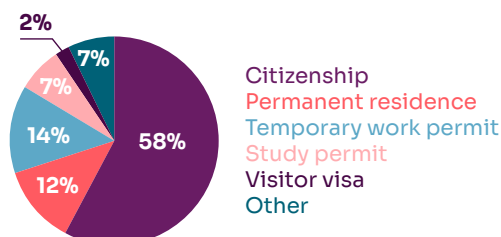
Languages spoken



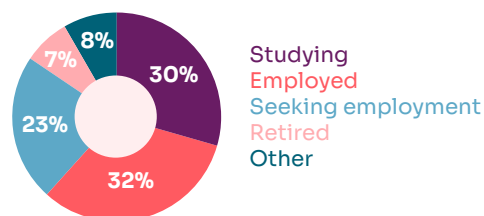
Volunteer skills



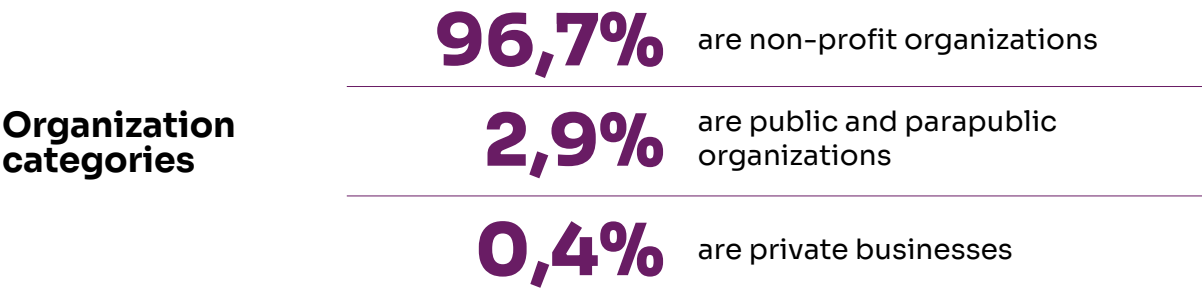
Status in Canada



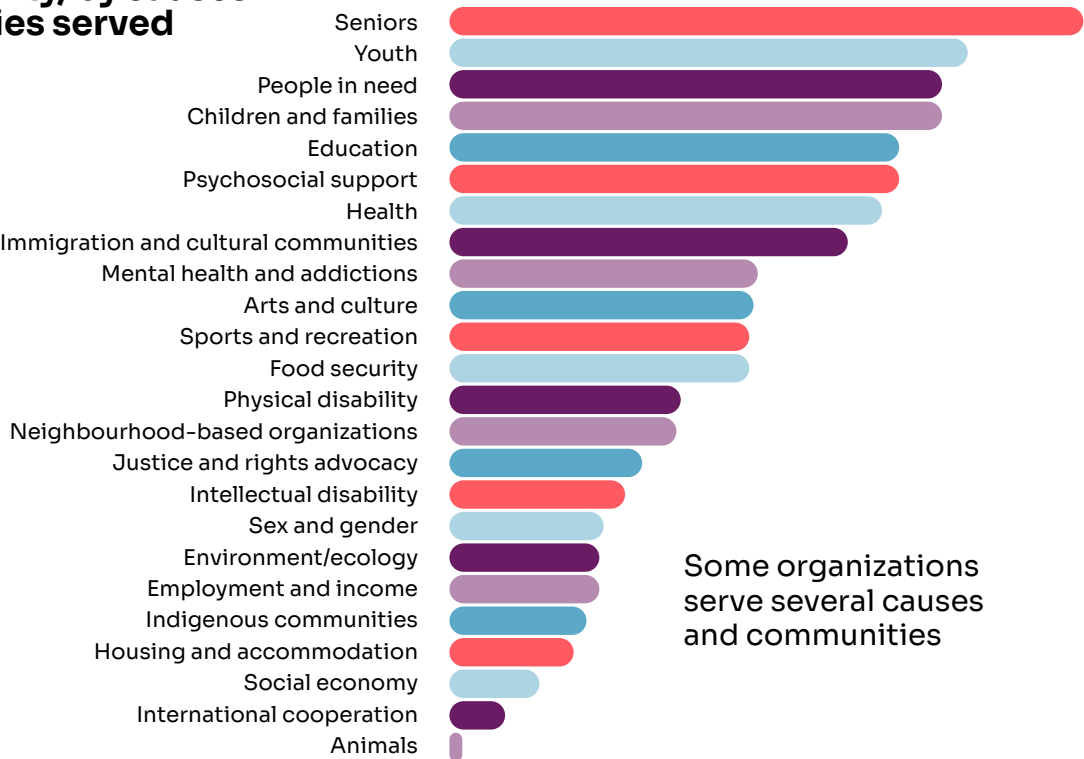
Professional situations



Profile of member organizations



Sectors of activity, by causes and communities served



Note: The VBM now welcomes corporate members, without voting rights.
As of March 31, two companies had joined the VBM through the Work at Heart program.

Outlook

- Increase opportunities for collaboration and mutual support among members.
- Integrate volunteers more fully into the life of the organization.
- Reach more Montreal organizations to broaden matching opportunities
- and the scope of our coordination and collaboration work.
- Offer more flexible activities adapted to expressed needs.
- Meet member organizations more often in their own environments.

Governance

The VBM’s governance is based on member participation, rigorous consultation and decision-making processes, and a shared strategic vision.



Highlights

- The 2025 Annual General Meeting, preceded by a Special General Meeting to adopt changes to the general by-laws and membership policy, was held on **June 17, 2025**, in hybrid mode, on Zoom and at the VBM’s offices.
- The event brought together **39 participants, including 25 active voting members.**
- **The Board met 8 times** during the year.
- The Board established **3 statutory / governance committees.**



Board committees at a glance

Committee	Members	Number of meetings	Mandate and key areas of work
Governance / Human Resources	Ugo Dionne, Ariane Ergas-Forget, Marguerite Kinfack, Zlatka Merdzhanova, Gaëlle Thomas Lehrhaupt	4	Governance model, Bill 27 and occupational health and safety compliance, human resources management, evaluation of the Executive Director and review of the HR policy. Note: This year, there was one combined committee for both HR and governance.
Risk and Finance	Ugo Dionne, Vicky Gagnon, Zlatka Merdzhanova, Claude Noiseux	2	Monitoring the risk management dashboard and financial management.
Funding and Sustainability	Ugo Dionne, Geneviève Doray, Mehdi Hafa, Zlatka Merdzhanova	2	Foundations and objectives for a new committee to support the organization’s sustainability.

Outlook

- Prepare gradual succession for the Board of Directors.
- Review the general by-laws.
- Increase participation in the Annual General Meeting.
- Support an active and structuring role for the funding committee in the coming years.
- Open some committees to external contributions in order to enrich reflection and action.

→ Our actions

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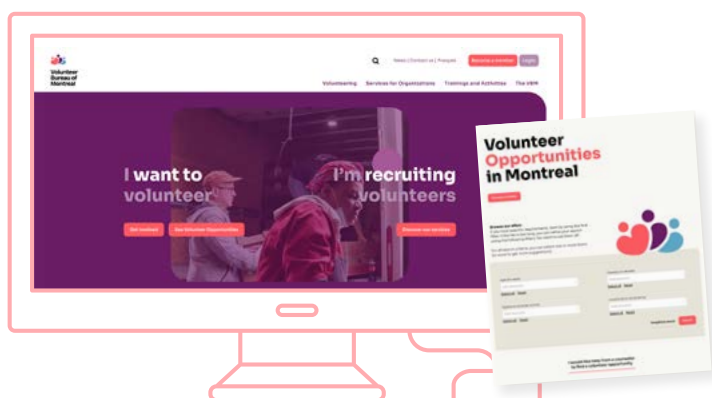


Promotion of volunteering, collaboration and partnerships

The year 2025–2026 enabled the VBM to broaden its reach and strengthen its ties with the community through targeted communications, awareness, collaborative and partnership actions. The guiding principles for these actions are visibility, accessibility and relationships.

Communications

Communications are an essential lever in the VBM's mission to promote volunteering. They raise the profile of opportunities for engagement, value the contribution of volunteers and highlight the needs of organizations. Across the organization, communications support all of our actions, strengthen the coherence of our message and amplify the voice of the VBM and its members. They therefore become a tool for collaboration, mobilization and social transformation.



New promotional tools

This year, the VBM acquired new promotional banners to better promote its image, messages and service offer during representation activities such as fairs and presentations.

We also have new postcards to distribute through partners, and during events and public speaking opportunities, to invite people to volunteer.

Website redesign: a lever to deploy our mission

The redesign of the VBM's website was one of the major projects of the year. More than a digital showcase, our website is a central tool for promoting volunteering and the main entry point to our activities, services and donation collection. Created by the Riposte agency, it went online in August 2025. Its simple, reliable and scalable structure makes our offer more accessible, measurable, coherent and adapted to community needs.

Riposte also supported the VBM through outsourced communications for several months in order to restructure and align the newsletter and social media strategy with the overall digital strategy. This work laid solid foundations for the next stage of operationalizing the VBM's communications, with a view to filling this position internally again.



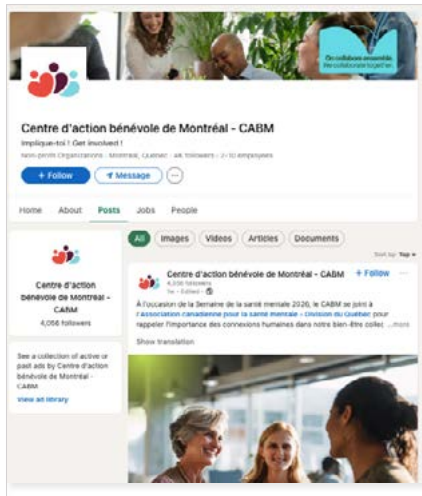
Our communication channels in numbers

Platform	Subscribers / Active users	Growth	Posts published	Interactions / Engagement
	11,401 followers (+109)	+0,96%	82 posts	3,029 interactions
	4,053 followers (+961)	+31,07%	61 posts	716 interactions
	1,059 followers (+164)	+18,32%	56 posts	63 interactions
	30,320 followers (+9,996)	+49,19%	19 newsletters	Open rate of 51,99% Click rate of 7,76%
	168 subscribers (+7)	+4,35%	3 videos	1,604 views
	216,445 active users	–	–	273,518 sessions

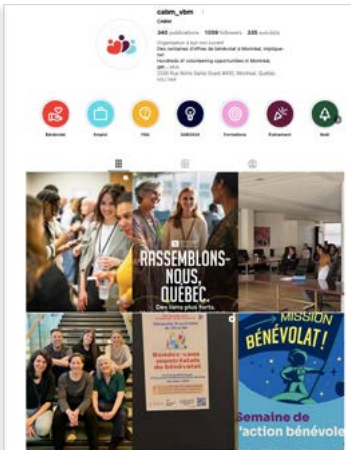
Facebook ▼



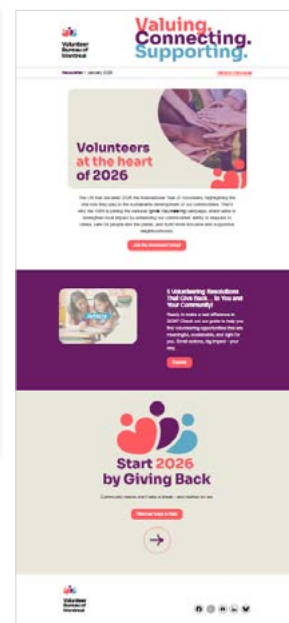
LinkedIn ▼



Instagram ▼



Newsletter ▼



A year of content

Our new website and digital strategy also led to a significant increase in content production at the VBM. Over the past year, the News section of our website featured a series of in-depth articles exploring current realities in volunteering, its transformations and its many benefits.

Topics included the decline in volunteering, summer volunteering, preventing volunteer burnout, links between volunteering and aging, fostering civic engagement from childhood, and sustainable volunteering.

Highlights

113,044

social media
impressions

273,518

website visits

Outlook

For 2026-2027, we want to develop communications so that they are even more rooted in our actions and our communities. The return of an in-house communications resource will enable us to further develop our strategic approach and mobilize the team in this direction.

We also want to:

- Continue optimizing the website and database.
- Create more interactions with our audiences and ecosystem.
- Increase our media presence.



Awareness and information

These initiatives aim to make volunteering better known, facilitate access to engagement and reach varied audiences, including youth, older adults, newcomers, French language learning groups, and people in career transition.

This presence also took the form of real participation in several awareness and information activities led by the VBM during the year.

National Volunteer Week 2025

A campaign that radiates across Quebec

Under the theme *En route vers le bénévolat!* the 51st edition of National Volunteer Week (NVW), led by the Fédération des centres d'action bénévole du Québec (FCABQ), celebrated the collective path traced by volunteer engagement across Quebec.

This theme evoked connection, movement, and the strength of numbers: the strength of people who choose to give their time, energy, expertise and heart to contribute to the well-being of their community. It also reminded us that volunteering is a journey that transforms both those who engage in it and the communities that benefit from it.



Lunch & Learn – National Volunteer Week 2025



Diner & Causerie – Semaine de l'action bénévole 2025



National Volunteer Week at the VBM

As part of National Volunteer Week (NVW) 2025, the VBM hosted a networking 4 à 7 in its premises under the theme At the Crossroads, bringing together more than 40 participants, including representatives of member organizations, network partners, and volunteer members.

The event featured a networking bingo designed to encourage conversations, particularly between volunteers and member organizations, a fun quiz highlighting the impact of volunteering in Quebec society, and light refreshments enjoyed in a warm, welcoming atmosphere.



Two video campaigns shared on social media for NVW 2025

The VBM produced a video titled *Diner & Causerie*, featuring Shermine Saleman, then Training Manager at the VBM, and Daniel Roy from The Depot Community Food Centre in NDG. Through this conversation, they highlighted the ingredients of meaningful volunteering: a solid structure, professionalism, the ability to adapt to volunteer profiles, and above all the importance of human relationships and solidarity.

The VBM also produced a second video in English, *Lunch & Learn – National Volunteer Week 2025*, in which Shermine Saleman spoke with Renate Betts, also from The Depot. This conversation highlighted, in particular, the essential contribution of volunteers to fighting food insecurity in the organization's territory, as well as their role in community resilience and social cohesion.

Finally, the VBM created and shared, in collaboration with the group Un soir à Montréal, two video clips dedicated to volunteer engagement. The testimonials of Jovahny, as well as Stanka and Sylvie, showcased different volunteer journeys driven by the same momentum of solidarity, encounter and contribution to the community.

Information and awareness sessions

The VBM offers information sessions in the form of interactive presentations to introduce the benefits of volunteering, ways to get involved and the steps involved in finding an activity that matches one's interests and availability. Offered as part of our regular activities or at the invitation of partners, these sessions are available in French, English or bilingual format, in person or by videoconference.



In 2025-2026, the VBM offered eight information and awareness sessions with the following partners:

- **Atwater Library - CELI**
- **Cégep du Vieux Montréal**
- **Lucie-Bruneau Rehabilitation Centre**
- **Groupe Information Travail (GIT)**
- **L'Hirondelle**
- **PROMIS**
- **RESO**
- **Concordia University, Loyola Campus**

131 people reached

Main audiences reached: Seniors, French language learning groups, socio-professional integration groups, newcomers and refugees, people with disabilities, students and health professionals.

Note: We offered fewer information sessions than last year because we resumed our participation in fairs and information booths.



Workshop on volunteering for seniors

This year, the VBM once again offered Seniors in Action, a bilingual interactive presentation that encourages older adults to volunteer by highlighting the benefits of volunteering for their health and quality of life, as well as opportunities adapted to their reality. This edition brought together six people.

Information booths on volunteering

Still with the aim of promoting volunteering and meeting the community, the VBM hosted information tables at three university volunteer fairs, including HEC Montréal, Université de Montréal and Concordia University. We were able to speak directly with more than 85 people in total during these events.

Webinar on governance volunteering

On March 24, 2025, the VBM invited Philippe Massé, from Concertation Montréal, to offer an interactive webinar on good practices to adopt or maintain in non-profit governance. This event reached 31 people.

Highlights

253

people reached through webinars, information booths, and presentations

Outlook

We aim to add more information and practical guides to our website. We also want to participate in more community volunteer fairs.

This year, the VBM prepared its first Montreal Volunteer Meetups. It will take place as part of National Volunteer Week 2026 as a pilot project and will be co-created in collaboration with Accès Bénévolat.

Volunteer recognition

As a volunteer centre, the VBM's role is to promote volunteering and to value practices related to welcoming, supporting and recognizing volunteers. This responsibility is also reflected in the way we recognize the engagement of the volunteers who contribute directly to our mission and to that of our member organizations. This year, two gathering moments recognized their essential contribution.

NVW 2025 concluded with a simple gathering of the VBM's active volunteer team, initiated by our Volunteer Services Coordinator. This moment brought together 10 people and helped strengthen ties among volunteers, exchange about their experience within the organization and take part in the evolution of the VBM's volunteer services. It ended on a festive note with dinner at a restaurant, as a way to express our gratitude for their precious contribution.



On the occasion of **International Volunteer Day 2025**, marked on December 5, the VBM held a recognition evening to thank all volunteers who supported the organization throughout the year. In an intimate and warm atmosphere, this gathering brought together 30 people and created ties between the internal team and the various cohorts of volunteers, including the VBM's directors.

Highlights

165

participants in our various
networking activities

Contribution to collective impact initiatives

Beyond the services offered to its clientele, the VBM acts as a structuring player in Montreal's community ecosystem.

By connecting sectors, supporting organizations and sharing knowledge, it contributes to collective initiatives with lasting benefits.

Participation as guest

- ✓ Annual congress of the Fédération des centres d'action bénévole du Québec (FCABQ)
- ✓ RABQ forum, *Volunteer Managers: An Essential Leader 2.0*
- ✓ National Forum of Volunteer Management Professionals of Canada (VPMC)
- ✓ Accès Bénévolat mini-conference, *Keys to Developing Volunteering for All*
- ✓ Chamber of Commerce of Metropolitan Montreal (CCMM) breakfast conference under the theme *Investing in Impact Philanthropy*
- ✓ TCRI reflection day during the Week of Action Against Racism
- ✓ Concertation Montréal partner evening
- ✓ Opening evening of the Little Burgundy solidarity grocery store (Espace 1859)
- ✓ *Horizons* networking evening organized by SDC Les Quartiers du Canal
- ✓ Third edition of *Quartiers à table*
- ✓ Recognition ceremony for Le Chaînon volunteers
- ✓ Accès Bénévolat AGM

- **Active participation in collective dynamics:** neighbourhood tables, thematic coordination forums, communities of practice, sectoral or intersectoral committees.
- **Structuring support for partners:** logistical coordination, volunteer recruitment and mobilization, support for organizations, documentation of practices, workshop facilitation and dissemination of expertise.
- **A leverage role** in creating favourable conditions for civic mobilization, knowledge transfer, volunteer recognition and the development of a culture of engagement.

Active contributions

- ✓ Community Council on Volunteering (CCV) website redesign committee
- ✓ Volunteer Canada's National Action Strategy committee
- ✓ Volunteer Canada collaboration and engagement activity on newcomer and youth needs
- ✓ CDC Solidarité Saint-Henri seniors committee
- ✓ Little Burgundy youth committee
- ✓ Strategic planning meetings of the Little Burgundy Coalition
- ✓ Volunteer Canada's Centerville
- ✓ Regular CCV workshops and meetings
- ✓ Table de concertation des organismes au service des personnes réfugiées et immigrantes (TCRI)

Participation in these AGMs as a member

- ✓ Volunteer Canada
- ✓ Coalition pour le maintien dans la communauté (COMACO)
- ✓ Concertation Montréal (CMTL)
- ✓ Comité sectoriel de main-d'œuvre économie sociale et action communautaire (CSMO-ESAC)
- ✓ Fédération des centres d'action bénévole du Québec (FCABQ)
- ✓ Regroupement intersectoriel des organismes communautaires de Montréal (RIOCM)
- ✓ Table de concertation des aînés de l'île de Montréal (TCAIM)

Local and territorial networks

- ✓ CDC Solidarité Saint-Henri
- ✓ Little Burgundy Coalition

Thematic coordination forums and networks

- ✓ CMTL
- ✓ Regroupement des popotes roulantes du Québec
- ✓ TCAIM
- ✓ Table de concertation des organismes au service des personnes réfugiées et immigrantes (TCRI)
- ✓ Community Council on Volunteerism (CCV), English-language network
- ✓ Chamber of Commerce of Metropolitan Montreal (CCMM)

The VBM's network affiliations

Sectoral and national networks

- ✓ FCABQ
- ✓ Volunteer Canada
- ✓ COMACO
- ✓ CSMO-ESAC
- ✓ Regroupement des Centres d'action bénévole de Montréal et de Laval
- ✓ RIOCM

Outlook

- Consolidate the VBM's place as a key hub for volunteer coordination in Montreal.
- Amplify our role as a reference in volunteering within intersectoral projects.

Support in volunteering

Our work in this area is fully aligned with the VBM's mission: supporting civic participation and strengthening the capacity for action of community organizations.

Reception and referrals

Through direct and human contact, this front-line service helps orient and support individuals, organizations and various actors in the field who contact the VBM about volunteering and, sometimes, reassures them in a broader search for services. It contributes to our role as a regional reference in volunteering, to the accessibility of our services and to the accessibility of our partners.

In total, we responded to more than 2,500 information-request emails and calls during the year.

Note: This year, we saw an increase in support requests related to the website following the launch of our new portal.

Advisory support for organizations

During the year, the VBM provided occasional support to 26 organizations to improve their volunteer recruitment and management practices.

Among them, Groupe l'Entre-Gens and ARCGAI received in-depth support based on an individualized analysis of their volunteer management needs.

We also took part in structuring projects in our neighbourhood, such as the Christmas basket distribution, for which we recruited and screened 70 volunteers.

Highlights

26

organizations supported
or accompanied

Outlook

For 2026-2027, we want to consolidate our support for organizations by developing accessible, concrete digital tools adapted to the current realities of volunteer management.

We will also continue developing a flexible and targeted model for occasional support in order to better respond to the needs expressed by organizations.

Specialized volunteering

The VBM uses the term specialized volunteering to refer to forms of engagement that mobilize expertise, professional experience (**skills-based volunteering**) or participation on a board of directors (**governance volunteering**).

This distinction allows us to structure our support and tools more appropriately, since these mandates have their own parameters in terms of matching, supervision, responsibilities and expectations.

Volunteers can do skills-based or governance volunteering during their personal time or in a professional context.

Online matching

Online matching remains the VBM's key service. Integrated into our website, our platform facilitates the search for volunteer opportunities, the posting of opportunities and, ultimately, the connection between people who want to get involved and Montreal organizations recruiting volunteers.

Offered in French and English, this platform is moderated by our team to encourage inclusive and safe volunteer opportunities, within an ethical framework based on good practices, Canadian and Quebec reference frameworks, laws applicable to volunteering and the VBM's values. It is one of the main access points to volunteering for Montrealers who want to get involved and for Greater Montreal organizations with volunteer positions to fill.

Highlights

1,807
opportunities were posted
on our website

446 involved specialized volunteering,
including:

- 350 skills-based volunteering opportunities
- 57 governance volunteering opportunities
- 39 opportunities that were both governance AND skills-based volunteering

Approximately
9,600
volunteer applications were submitted
through our website

70%
average confirmed matching rate
(through an optional survey)

Note: We observed an increase in posted opportunities and applications since the launch of our new website.

Personalized matching support

The VBM supports people who face linguistic, digital or social barriers, or who wish or prefer to be supported and advised by a human in their process. Delivered by volunteers trained by the VBM, this service helps guide these people toward opportunities adapted to their needs, interests and abilities.

Meetings are held mainly in person and by appointment, at the VBM's offices, with telephone follow-up as needed.

Our team also supports volunteer groups made up of family members, friends, school groups, specific programs or colleagues. For the latter category, see the next section on business volunteering.

Business volunteering

A highlight of 2025–2026: the VBM breathed new life into its business volunteering offer with the launch of Work at Heart, an initiative that brings together and clarifies different ways for professional environments to contribute to the missions of community organizations. Group volunteering, skills-based volunteering, governance involvement, support and recognition: Work at Heart aims to create useful, meaningful bridges that are well aligned with the real needs of the sector.

Note: The VBM uses the term “business volunteering” to refer to social involvement and free support for community organizations carried out within an organized professional framework, whether supported by an employer, a professional order, a group of graduates or retirees, or a network connected to a specialized field of expertise.

Highlights

209

people supported
individually

55

group matches
(friends, family, school groups)

The VBM highlights three forms of specialized engagement within business volunteering:

- Corporate group volunteering
- Skills-based volunteering
- Governance volunteering

Main achievements in 2025–2026

- ✓ Brand identity and program repositioning
- ✓ Launch of a dedicated microsite
- ✓ Creation of corporate membership
- ✓ Launch event
- ✓ Creation of training for community organizations
- ✓ Development of informational videos for companies and volunteers from the business community





Work at Heart launch event

November 20, 2025, marked an important milestone for the VBM, connecting the legacy of *Bénévoles d'affaires* with the new momentum carried by Work at Heart.

For nearly 20 years, dedicated individuals and visionary organizations have helped bring this movement of corporate community engagement to life in Montreal. We would like to acknowledge the invaluable contributions of Ugo Dionne, Marie-Pierre Dufort and Josée Dufresne, whose leadership helped shape, grow, and carry this vision forward.

The evening brought together 35 people from a variety of sectors to celebrate a vision of business volunteering that is meaningful, people-centred, and impactful for the Montreal community.

Note: The VBM benefited from the support of the Riposte agency to shape the positioning, brand identity, and communications tools for Work at Heart.

Work at Heart is already gaining visibility!

Barely launched, the Work at Heart concept began gaining visibility through three podcasts and interviews.

Ugo Dionne, the VBM President, appeared on *Difference Makers* on CJAD 800 to share his volunteer journey, his vision of corporate social involvement and the history of *Bénévoles d'affaires*.

Genevieve Fecteau, Executive Director, took part in *Le Gouvernail* by L'ASSOCIÉ to discuss skills-based volunteering, governance volunteering and the concrete contribution of volunteer.

She also participated in *La Chaise bleue* during the Yapla Impact event to present the VBM's role and the ways companies can support volunteering.



Highlights

This year, the VBM processed 109 orientation requests for group volunteering from private companies wishing to get involved with community organizations. In most cases, we directed them to organizations in our directory that could welcome this type of engagement.

The VBM also provided two personalized support services, including training, facilitation and supervision of corporate groups with member organizations.

Outlook

In 2026-2027, the VBM will continue rolling out Work at Heart by expanding its offer and its support capacity, particularly in skills-based and governance volunteering. Following the closure of Concertation Montréal, the legacy of its diversity candidate bank and the Find your Board event will strengthen this momentum.



© Original photo : Éric Carrière

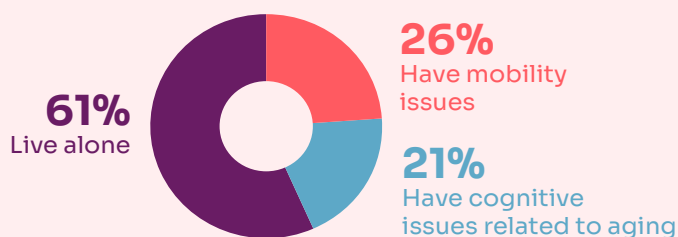
Volunteer food services

Since its creation, the VBM has contributed to food security and home support for seniors by supporting the development of community-based meals-on-wheels programs in Montreal. Having helped create more than 100 meals-on-wheels programs over the past 60 years, the VBM continues its commitment today with eight meals-on-wheels programs that still benefit from its support as the carrying organization.

In this role, the VBM provides them with an essential framework for carrying out their activities, including by holding permits from Quebec's Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) and by providing access to appropriate insurance coverage.

The VBM also makes regulatory hygiene and food safety training accessible, offers preventive inspection visits carried out by an accredited specialist and supports meals-on-wheels programs in volunteer recruitment and other aspects of their management, according to their needs.

Profile of beneficiaries



Highlights

225

volunteers at work within the meals-on-wheels programs in our network

12,984

meals delivered (hot or frozen)

171

clients served

Outlook

- Better equip meals-on-wheels programs to support the quality and continuity of their services.
- Support meals-on-wheels programs in developing their organizational autonomy and succession plans.
- Support the sharing of experiences, good practices and mutual aid among meals-on-wheels programs in the network.



Volunteer management training

For more than 30 years, the VBM's training has equipped community organizations and strengthened the capacities of people who manage, or wish to manage, volunteers inclusively and adopt good practices. Our offer is as follows:

The Essentials

- Volunteer Recruitment
- Volunteer Screening and Selection
- Volunteer Supervision
- Bootcamp: From Recruitment to Recognition

The Extras

- Preventing and Managing Problematic Situations
- Corporate and Skill-based Volunteering (new in 2026)

Our training offer is available through the following formats:

- Regular programming: open groups hosted by the VBM.
- Private training: closed groups with content adapted for a specific organization.
- Customized training: content developed for specific needs.
- Online, in person or hybrid, according to organizations' needs.

Our trainers

Teresa Kielczewski and Dominique Paré are trusted collaborators who bring recognized expertise in volunteer management to the VBM's clients. Their rigorous, professional and human approach contributes to the quality and relevance of our training.



Highlights

16 training activities

More than 160 people reached

48 hours of training in total

In detail:

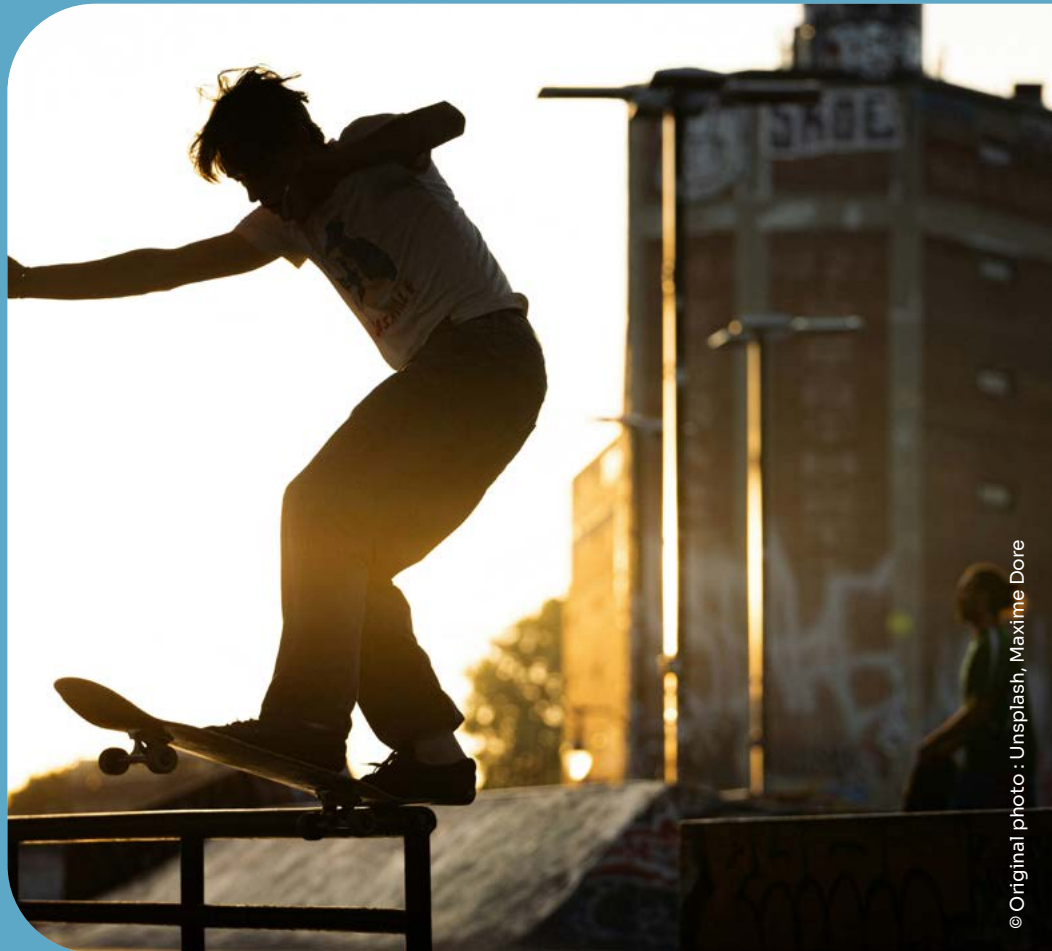
- 5 regular-program sessions reached 64 people
- 11 private or customized sessions reached 98 people

Outlook

We began a new cycle of reviewing our training content. This process aims to improve our teaching methods, better align our offer with best practices and recent data, as well as with current needs in the field, and better measure its impact. The new version of the training program, which will be offered in both languages, will launch in fall 2026.

→ Our impact in brief

The VBM views support for volunteering as a lever for lasting change. In 2025-2026, we continued to evolve our services in response to the needs of the sector and individuals, while strengthening our ability to better **value, connect, and support**.



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How the VBM responds to the needs of the sector

Raise awareness of volunteering

Facilitate access to engagement

Support organizations

Strengthen volunteer management practices

Contribute to collaborative coordination and collective responses

The VBM's multiplier effect

- Every person supported can find an engagement that reflects who they are and benefit from the positive impacts of volunteering.
- Every volunteer who joins an organization through our services strengthens its capacity for action and increases its impact.
- Every volunteer engagement can also inspire the people around them and encourage others to get involved.
- Every training session, tool, or collaborative and coordination activity improves the practices of several organizations and the experience of volunteers.

By working with organizations and individuals, the VBM amplifies an impact that extends into communities and society.

A few key figures

2,176

members
(all categories combined)

749

participants in
our various activities
and services

155

organizations participated in our
activities or services (excluding
opportunity postings)

1,807

opportunities posted
on our website

9,600+

volunteer applications
submitted through
our website

33

activities and
events organized

Note: Some data presented in this report is not directly comparable to previous years because of the launch of our new website and database, which was accompanied by changes to the data collection method.

→ What strengthens us

In 2025-2026, the VBM continued its efforts to strengthen its work environment, support staff well-being, foster team cohesion and performance, and consolidate the professional support that contributes to its capacity for action. These dimensions are essential to sustaining a healthy, agile and engaging organization.



© Original photo : Unsplash, Isaac Struna

Continuing training and staff resourcing

- **Team training activities:**
- Project management with Journey
 - Inclusive writing by Fondation Émergence
 - Public speaking with Centre St-Pierre

→ **Continuing training and professional development for team members:**

- Community of practice for executive directors by COMACO
- Coaching and co-construction for executive directors by FCABQ
- AlterGo training on inclusive reception
- CANA training on inclusion in facilitation contexts
- Advisory role and relational posture by UQAM
- Workplace first aid by Visa-Vie
- Hygiene and food safety, MAPAQ compliance

8

training activities completed by staff

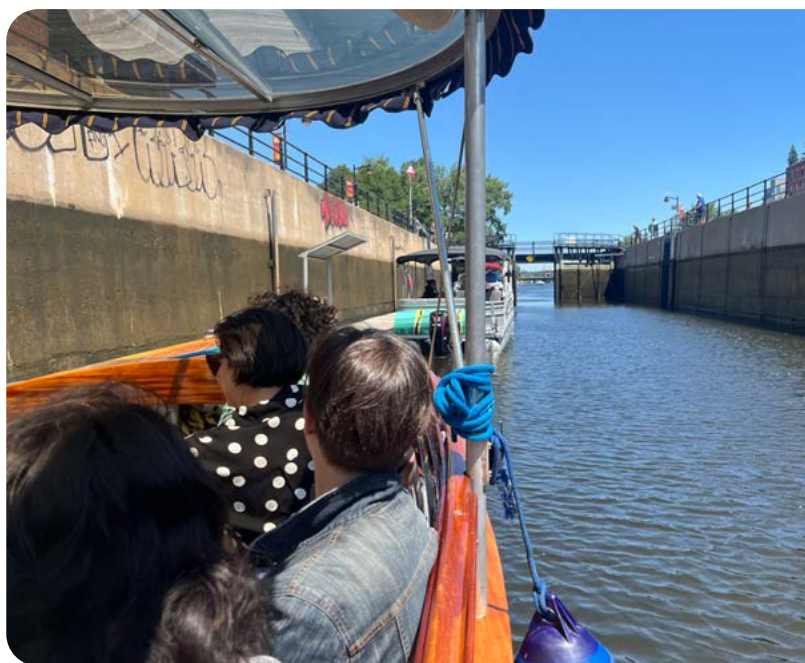
12

staff members benefited from at least one professional development or training activity

Team consolidation and recognition

Activities also helped build connections, foster team spirit, and recognize staff engagement, including:

- A visit to the McCord Museum
- A cruise on the Lachine Canal with Le Petit Navire
- A barbecue bringing together the Board and the permanent team at our President's home



Our premises: a community space and resource centre

The VBM continued to bring its premises to life as an integral part of its service offering. It is a welcoming environment, accessible to people with reduced mobility and easily accessible by various modes of transportation. It is designed to support collaboration, dialogue, and gatherings.

Community support for the VBM's mission

The VBM relies on the concrete support of an engaged community that contributes in many ways to the fulfillment of its mission. Volunteers, members, partners and collaborators help bring the organization to life through their time, expertise, networks, and connections with the sector.

This collective support reflects both the VBM's deep roots in its community and the strength of its network.

- 28 internal volunteers
- 834 volunteer hours
- 3 dissemination partners

Our professional partners

The VBM was also able to count on the contribution of several collaborators and professional partners who supported its operations and strengthened its capacity for action, including:

- **Deneault Robillard**
Outsourced accounting
- **Didier Girol**
(Hygiène et salubrité alimentaires Inc.)
MAPAQ trainer and inspector
- **Go RH**
HR consulting and Bill 27 compliance process on the prevention of psychosocial risks
- **Langlois Avocats,
Lavery et Deveau Dufour Mottet**
Legal services and advice
- **Microcomp**
IT services
- **Riposte**
Strategy, brand image, web design and outsourced communications
- **Séverine Bardoux (Studio de Seve)**
Graphic design services

Independent auditor

As every year, our financial statements are audited by an independent firm, in accordance with our commitments and obligations.

Firm mandated in 2025-2026:

APSV CPA Inc.
7200, Hutchison Street, Suite 200
Montreal QC H3N 1Z2



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→ **Focus on 2026-2027: broadening access, showcasing engagement**

After a year dedicated to strengthening its tools, approaches and capacity for action, the VBM wishes to continue its development by broadening access to volunteering, consolidating its gains and showcasing engagement in all its forms.

Facilitate access to volunteering

We will continue improving our website, portal and reception practices to make volunteer journeys simpler and more accessible, particularly for youth, seniors, newcomers and those who want support in their search.

Support organizations in their mission

We will continue to equip organizations in their volunteer recruitment, reception, supervision and recognition practices, particularly through renewed training, practical tools, coffee chats and spaces for exchange among managers.

Develop specialized volunteering

The VBM will continue developing business, skills-based and governance volunteering in order to mobilize new expertise for the benefit of organizations. This priority will be advanced through Work at Heart, skills-based volunteering opportunities and the continuity of projects such as Find your Board.

Strengthen associative life and visibility

We want to increase opportunities for meeting, collaboration and exchange with our members, volunteers and partners, while developing more strategic communications to highlight the stories, needs and impacts of volunteering in Montreal.

Ensure the sustainability of our actions

To preserve the gains of recent years, the VBM will continue its efforts to diversify revenues, seek funding and develop partnerships with funders, foundations, corporate partners and allies in the sector.

Better understand and secure recognition for our impact

We want to better document the effects of our actions, particularly through improved tracking of volunteer journeys, matching, participation in activities and benefits for organizations. This process will help secure greater recognition of volunteering's role in collective well-being.



Acknowledgements

The Volunteer Bureau of Montreal warmly thanks the partners who contributed to the fulfillment of its mission and projects in 2025-2026.

We particularly acknowledge the support of the CIUSSS du Centre-Sud-de-l'Île-de-Montréal through the *Programme de soutien aux organismes communautaires* (PSOC), as well as Centraide of Greater Montreal, which invests annually in the organization's mission.

Thank you also to Fondation Altru for its renewed support, and to all the individuals, businesses and organizations that supported our work during the year. Several new donors contributed to our mission, and we extend our heartfelt thanks to them.



→ General information

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→ Note on AI

Part of the writing of this report was supported by artificial intelligence (ChatGPT), with a view to efficiency, clarity and accessibility.

All content was reviewed and validated by the VBM's human team.



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