



International
Association for
Volunteer
Effort

E-IAVE

June-July 2014

In This Issue

News from IAVE

- **Early Registration Extended for World Volunteer Conference**
- **IAVE & Civil Society Leaders Push Greater Recognition of Volunteering by the G20**
- **Update on the World Youth Volunteer Conference**
- **Where Will You Be in November 2016?**
- **GCVC Holds First Meeting of the Year**

News from IAVE Members

- **Brazil Triumphs in Atlanta: A Reflection from C&A Brazil**
- **You Can Help in Global Analysis of the Work of Volunteer Administrators**

The Regional Challenge

- **How Are We Doing?**
- **From Europe: Volunteering with Disabilities**
- **From the Arab Nations: Volunteering...An Act of Sustainable Development: The I'mar Initiative in Algeria**
- **From Asia-Pacific: A Preview of Coming Attractions**
- **From Latin America: (See: The Last Word)**

The Last Word: Aymara, Quechua, Guaraní and Volunteers

Special PS: Your Letter re G20 Statement on Volunteering

NEWS FROM IAVE

EARLY REGISTRATION EXTENDED FOR WORLD VOLUNTEER CONFERENCE

We are pleased to announce that due to tremendous demand from folks who scrambled to get their conference registrations in by the June 30 deadline but were awaiting word on visas, we have extended the deadline for early registration fees to July 31. **Register NOW** to take advantage of early registration rates!

This will be another great IAVE World Volunteer Conference with great benefit for all who attend – whether NGOs, grassroots volunteer leaders, global companies or local businesses,

governments at all levels – terrific plenary speakers, thought provoking forums with high level experts, in-depth workshops and plenty of opportunities to network, mix and mingle.

IAVE & CIVIL SOCIETY LEADERS PUSH GREATER RECOGNITION OF VOLUNTEERING BY THE G20

Four hundred civil society leaders met in Melbourne, Australia on June 20-21 at the C20 ('Civil Society 20') Summit, to consider issues to be put to leaders of the G20 countries when they meet in Brisbane, Australia in November. The focus of that meeting is to discuss priorities against the key themes of promoting stronger economic growth and employment outcomes and making the global economy more resilient to deal with future shocks. The Summit was the culmination of many months of consultation with civil society leaders across the G20 countries.

IAVE was represented at the C20 Summit by our Vice President and World President-Elect, Kylee Bates. An earlier recommendation on volunteering had been proposed for the communique by former IAVE President and Chair of the Advisory Committee for the World Volunteer Conference in November, Margaret Bell. Following advocacy by IAVE, and other vocal delegates, the draft communique was amended to explicitly acknowledge the role that volunteers play in civil society.

The final communique of the C20 Summit can be found at <http://www.c20.org.au/wp-content/uploads/2014/06/C20-Final-Communique1.pdf>. The Communique, which has been presented to the Australian Prime Minister, Tony Abbott, and will be presented formally to global leaders at the G20 Summit, recommends, under the theme of 'equity and participation,' that G20 countries give *"recognition of the substantial contribution to the formal economy of unpaid work and volunteering."*

This is a critical message, important for G20 countries to hear as it is an important precursor to work in the UN-led process to finalise the post-2015 development framework by the end of 2015. The new development goals will affect all countries. IAVE is working proactively with United Nations Volunteers (UNV) to influence this work.

What can you do?

To reinforce the message of C20 leaders to governments about the value of volunteering, IAVE encourages you to:

1. Write to your national governments drawing their attention to the C20 communique and the specific recommendation (**see item 16h on page 3**) and recommend that they urgently adopt the ILO's statistical manual on Measuring Volunteer Work and obtain and publish these statistics on a regular basis;
2. Tweet your support for the C20 Communique and the recommendation that there should be greater recognition of the substantial contribution to the formal economy of unpaid work and volunteering

At the end of this issue, we have provided a draft letter for you to use to write to your governments. You may amend it as you need to. We encourage you to invite the support of other civil society and volunteer leaders in your country for measurement of volunteering.

We would love to hear when you have written, and about any responses you receive. Email us at info@iave.org with the subject heading: **G20 and Measurement of Volunteering**

UPDATE ON THE WORLD YOUTH VOLUNTEER CONFERENCE

Scheduled for September 15-17, the World Youth Conference precedes the World Volunteer Conference and offers youth the opportunity to attend. All details are at www.iave2014.org. Here are two of the great speakers who will be there to interact with participants.

Benson Saulo

A descendant of the Wemba Wemba and Gunjitmara nations of Western Victoria. Benson was Australian Youth Representative to the UN in 2011 and finalist for the Australian Human Rights Medal for Youth. He has been awarded the Ricci Marks Award recognising outstanding Indigenous young people, and awarded the Youth of the Year award at the National NAIDOC Awards.

Benson is the founding Director of the National Indigenous Youth Leadership Academy, engaging Indigenous young people to lead positive change in communities across Australia. He is currently a Board member of the National Commission for UNESCO, Director of the Indigenous Leadership Network of Victoria and Ambassador for Welcome to Australia.

Elliot Costello

Elliott is a social entrepreneur. In 2008, he initiated YGAP; a not-for-profit organisation aimed to inspire social entrepreneurs to end poverty. For the past five years under Elliot's leadership, YGAP has impacted over 30,000 young people's lives in some of the world's most disadvantaged communities.

To achieve this, YGAP has engaged thousands of young Australians in creative fundraising projects and innovative social enterprises. He has steered YGAP's launch of four social enterprises: Kinfolk – Melbourne's first social enterprise café, PhotoForFreedom – a photography social enterprise, Feast of Merit – a new restaurant in Richmond and stayLITTE -- a children's accessories company.

WHERE WILL YOU BE IN NOVEMBER 2016?

Hopefully you will be with us at the next IAVE World Volunteer Conference to be held in [oops! Can't tell you yet!]

Announcement of the location for 2016 will be made at the conclusion of this year's conference in Australia. Quickest way to find out? Come to Australia! Next quickest? Like us on Facebook at <https://www.facebook.com/IAVEofficial>.

GCVC HOLDS FIRST MEETING OF THE YEAR

IAVE's Global Corporate Volunteer Council (GCVC) met in Atlanta, Georgia (U.S) on June 18-19, immediately following the annual Points of Light Conference on Volunteering and Service. This was the 18th in-person meeting of GCVC since it was launched in 2006.

There were 31 companies represented over the two days. Special guests were Jordi Llopart, chief of the New York office of United Nations Volunteers and IAVE's World President, Dr Kang Hyun Lee. We were joined at dinner by Susana Barnetche, IAVE National Representative from Mexico, and former IAVE Board member from Panama.

The focus for the meeting was "corporate volunteering as it relates to your company's overall CSR strategy." Members shared many different and exciting ways that this is being done in their companies as well as the challenges they face in making that connection. As at all GCVC meetings, there was lively discussion on the topic with members exchanging ideas to help one another.

The first day we began the discussion with two panels led by Kenn Allen, Senior Consultant to IAVE. The first, with Jordi Llopart from UNV and Sue Stephenson from Ritz Carlton, discussed the ongoing process for development of the UN's Sustainable Development Goals (SDGs) and how volunteering generally and corporate volunteering specifically can contribute to their achievement. IAVE is part of planning for a new collaborative effort of companies and NGOs to promote alignment of corporate volunteering with the SDGs.

The second panel was made up of GCVC members – Jesse Hertstein from Amway, Daniela Pavan from C&A, Regina McNally from State Street and Tammy McFeggan from Disney. They reflected on the topic from perspectives unique to their companies – Jesse based on Amway's strong presence in China; Daniela on C&A's high percentage of young workers; Regina as a business-to-business financial company rather than a public-facing one; and, Tammy from a European perspective.

Thanks go to UPS for hosting our second day's meeting at their beautiful campus just outside of Atlanta. The hospitality of the UPSers was exemplary and provided a great environment for a second day of sharing among companies about their experiences. Kathi Dennis, IAVE's Executive Director, updated the group on plans for this year's World Volunteer Conference and Kenn Allen reported on IAVE's new Research Working Group on Disaster-Related Corporate Volunteering.

Here is how Christine Lopez from McKesson, a new GCVC member, summarized her experience:

"Joining the GCVC provided us with the opportunity to meet and learn best practices from CSR colleagues from other multi-national companies. The members are open, supportive, and happy to help! Learning about how various companies structure their global CSR efforts, from their programs and policies to obtaining their feedback and advice on vendors, was invaluable. We are thrilled to join such a strong network of professionals, with a shared commitment to harnessing the passion of their companies' employees to create social good."

NEWS FROM IAVE MEMBERS

BRAZIL TRIUMPHS IN ATLANTA: A REFLECTION FROM C&A

Brazil, in the person of Daniela Pavan, coordinator of the volunteer program at Instituto C&A, based in Sao Paulo, Brazil, was well represented in Atlanta at the meeting of IAVE's Global Corporate Volunteer Council and the Points of Light Conference on Volunteering & Service. Here is here first person reflection on that experience.

"The week in Atlanta is marked by great moments of exchanges of experiences and new knowledge. During the Conference, by invitation of IAVE, I had the opportunity to be a speaker

in the section Bridging the Employment Gap Through Youth Volunteering, where I could share from our practices in Instituto C & A, how volunteering is an important expression of citizenship and an important means of societal development. In our company these actions are understood as a right to social participation for all C&A employees, with Instituto C&A being a space for encouraging this citizenship participation.

“More than 50% of our employees are in their first job. In addition to developing professionally, many of these youngsters also have the opportunity to develop as citizens, given the fact that, as volunteers of Instituto C&A, they have their first social participation experience.

“Another highlight was the meeting and panel on the GCVC in which we talked about how corporate volunteering is incorporated into our company CSR strategy globally. I had the chance to share with them that C&A’s Volunteering Program was created to give each employee the opportunity to learn the value behind a social action, to see how important this is in the life of a person and also how it makes all the difference in the lives of others. Our understanding is that the business and the Foundation both work on the same pillars. However, the business is more focused on its direct impacts and beneficiaries and the Foundation more on the society in a broader sense.

“At the end of the meeting, I left it with the feeling that our network for leaders of international employee volunteer programs can effectively contribute to raise awareness and enlarge the exchange of good practices in corporate volunteering among its participants, besides being a space of consultation and mutual support to face the global challenges that we have every day in our volunteering program to engage the employees in communities around the world.”

YOU CAN HELP IN GLOBAL ANALYSIS OF THE WORK OF VOLUNTEER ADMINISTRATORS

[IAVE works in partnership with the Council for Certification in Volunteer Administration to promote development of the profession. This article comes to us from Katie Campbell, CVA, Executive Director of CCVA. We encourage you to participate in this important survey.]

CCVA is conducting a job analysis survey to update our understanding of this role. We would like YOUR help in updating the skills, knowledge and competencies that practitioners in our field possess. Please join your colleagues around the globe as we evolve together as a community and as a profession.

Do you...

have at least 3 years of experience leading and managing volunteers?

know what it takes to do this work well?

want to be sure all types of organizations are represented?

want to ensure your country’s point of view is expressed?

welcome the opportunity to influence the certification and education for this profession?

If so, then please take 25 minutes to complete our survey:

<https://www.surveymonkey.com/s/2014JTAcva>

All individual responses will be kept confidential.

Also, feel free to share this link with your peers who have at least three years of experience.

CCVA is the sponsor of the international certification for leaders and managers of volunteers. For more details, please visit www.CVAcert.org.

THE REGIONAL CHALLENGE

HOW ARE WE DOING?

In March, we issued a challenge to the Regional Representatives to IAVE's Board of Directors: Can you provide us with an article from your region for each E-IAVE through the end of 2014? They responded affirmatively and the challenge is underway. The scorecard as of this issue:

Arab Nations and Latin America = 3 each
Africa, Europe and Asia-Pacific = 2 each
North America yet to make it on to the board

From Europe

VOLUNTEERING WITH DISABILITIES

[This article comes to us from Eugen Baldas, IAVE Regional Representative for Europe and member of the IAVE Board of Directors.]

In European countries there are various efforts concerning inclusion, to bring people with disabilities into a regular way of life, in all parts of the society. In Germany, some associations which offer social services for people with disabilities are looking for ways to give them a chance to volunteer.

Lebenshilfe e.V. highlighted this challenge in a nationwide conference in Berlin in June. The IAVE Universal Declaration on Volunteering, published in 2000, gave a strong momentum for that conference. That was the reason why I was invited to speak about the human right to volunteer and the worldwide experience on volunteering of people with disabilities.

Delegates to the IAVE World Volunteer Conference 2001 in Amsterdam discussed consequences of the Universal Declaration and voted for the "IAVE Global Agenda for Action." This Global Agenda urges volunteer organizations to provide volunteer and leadership opportunities for persons with disabilities.

Since 2001 various ideas have come up and things have stepped forward, At the 2008 World Volunteer Conference in Panama J. Cedervist's presentation focused on "working with instead of working for" persons with disabilities.

There remains a lot to be done on this issue. But here and there are guidelines for associations to work with people with disabilities and for Volunteer Centers to consult them, websites with inclusion tips, interesting campaigns and inspiring YouTube videos which show how people with disabilities volunteer and feel as volunteers. Sharing experiences to develop volunteering for people with special support is one of IAVE's strength – this became evident at that conference in Berlin.

From the Arab Nations

VOLUNTEERING...AN ACT OF SUSTAINABLE DEVELOPMENT: THE I'MAR INITIATIVE IN ALGERIA

[This article comes to us from Moussa Guettari, IAVE National Representative in Algeria.]

Note: *I'mar is an Arabic word meaning *building or development*

The basis for the I'mar* Initiative was a common philosophy of a group of Algerian youth volunteers for the Doha Association for Development of Youth Activities in Ain Defla, Algeria. They believed that life isn't accounted for by number of years, but rather by number of achievements. And volunteering isn't just self-donation, but is an opportunity to have a great impact through humane effort.

The I'mar initiative is based on the reality that, of the 40 million of people in Algeria, 70% of them are under 35 years old, and that unemployment and poverty are the main problems facing them. This leadership initiative seeks to address these problems through "volunteering as an act of sustainable development."

The Main Steps of the I'mar Initiative

- 1) Organizing free specialized training courses on leadership and project management (January 14 and March 27, 2012) , which culminated in the completion of three pilot projects sponsored by the media and by Nessma TV.
- 2) Spreading the culture of training-tourism by organizing the first National Youth Training Camp in Human Development (July 1-6, 2013) which included three training programs: Accelerated Learning Techniques, Personal Strategic Planning, and Project Leadership and Management, in addition to training trips and tourism in the seaside town of Mostaganem.
- 3) Developing active partnerships with those who could support youth projects (National Agency for Support of Youth Employment, the National Agency for the Mini-Loan, the National Bank for Unemployment Insurance and the National Agency for Investment Development) to train young people and help them get financial support for their projects and to follow-up with them to their project completion.
- 4) Leading and persuading university graduates to invest and create private businesses by organizing the first national conference of entrepreneurship and projects management "MAKAM 2013" in partnership with the University of Khemis Miliana. The 420 students from various universities in Algeria who participated in the conference learned from specialists in the field through interactive lectures and public speeches in five main areas:
 - Starting your project now
 - Sources of support for the development of the concept of entrepreneurship in Algeria,
 - The establishment of a business
 - How to market projects, and
 - The needs of entrepreneurs.
- 5) Reaching the largest number of young people from all levels, in partnership with the Algerian Ministry of Youth to organize the first training days for ministry employees and youth activists with the participation of 85 persons. This training program was on leadership

thinking strategies, teamwork management and the leadership and management of projects in order to spread of the idea of the project broadly.

All participants in the programs of the Initiative have been volunteers (the organizers, trainers, and participants).

Benefits of the Initiative

The benefits of the Initiative were great because it started more than 37 pilot projects by university graduates in addition to the registration of more than 260 project ideas which are now under study. The projects have included the establishment of associations, social organizationstions, and social enterprises. as well as business projects, and strategic projects like initiatives and training centers. Additional outcomes in 2014 will include establishing Entrepreneurship House at the University of Khemis Miliana to support youth projects, coordinating Entrepreneurship Week (forum of youth projects), and organizing meetings between university students and companies.

The idea of the project is simple and can be applied in other countries of the Arab world, contributing to local development and the achievement of self-sufficiency.

From Asia-Pacific

A PREVIEW OF A COMING ATTRACTION

From the Editor: We have on hand an excellent article from Akiko Seto, National Representative from Japan on the role of Japanese government agencies in support of volunteering. But we have an abundance of riches this month so we are saving it for next. Yes, Asia-Pacific gets credit for having an article ready for this issue but now is challenged to add a second one for next month!

THE LAST WORD

The Last Word this month comes from Latin America – a fascinating article on words and their meaning, how indigenous people in Ecuador think and speak about volunteering.

From Latin America

AYMARA, QUECHUA, GUARANÍ AND VOLUNTEERS

[This article came to us from Silvia Meruvia-Landers, IAVE National Representative for Bolivia and Representative of the National Representatives to IAVE's Board of Directors.]

My hook for your interest is the story of Alexis de Tocqueville who was a French historian who traveled to North America in the 1800's and observed a spirit of voluntary association and effort for the common good. In 1835, he wrote the book "Democracy in America", an enthusiastic account about how Americans reached out to help one another. This was the first book I found near my desk while I was working at Points of Light Foundation back in the 1990's.

In 2001, a decade after exposure and experience with the infrastructure and capacity building of North America's volunteer force, I was inspired by the curiosity of Tocqueville - only that - I wanted to observe and have background information for volunteer practices in Bolivia and its surroundings.

Soon after travelling throughout the four largest regions of the country and meeting with community leaders and groups, associations, institutions and philanthropists in El Alto, La Paz, Cochabamba, and Santa Cruz de la Sierra, the collection of notes, pictures and findings showed that the spirit in Bolivians had very deep “volunteering practices” knitted and linked to the social fiber of indigenous practices and the culture of not just Bolivia but the entire South American Region. Our goal was met – we did find over 400 examples of volunteering practices and then authored “Diagnostico del Voluntariado en Bolivia” (Diagnosis of Volunteering in Bolivia) under the auspices of the National Volunteer Center – Centro Boliviano de Filantropia (CEBOFIL) and the W.K. Kellogg’s Foundation (WKKF).

Aymara, Quechua and Guarani. These are the names of the main indigenous communities in Bolivia and the larger picture of South America. Voluntary practices within indigenous and urban communities had started with solidarity, love and respect for each other. In their need for human and basic survival, like water, shelter, food, and a sense of security, they had also become a united force of “volunteers” responding to each other’s needs.

Bolivia is located in the heart of South America; it has a combination of the highest range of the Andes in the West and it expands to the lower lands of the Amazon Region in the East. Small examples of references that describe “volunteering” in the Region are the following:

AYNI (Aymara, spoken by more than 2 million people)

“Ayni” is a traditional way of mutual assistance practiced within indigenous communities known as “Ayllu” in the Andes. This practice is introduced in a working environment and set up, where the main point is a system of a formal “family reciprocity” or informally “in return”. Members of that working group (families) help other members in performing their tasks and particular needs in the agricultural fields or the building of their houses. This practice, done in groups, identified a particular family in great need, with the agreement that they too help at a next project. After a few of these projects the “group” was large enough to build schools, or churches, or to start cooperatives. Their motto read “Today for you - Tomorrow for me”. Indigenous and mestizos in Ecuador, Bolivia, Peru y Chile continue to helping each other in the preparation of food, pasturing the fields and in the building of their houses. In regions where Quechua is the main language like in Northern Peru and Ecuador the vocabulary “Ayni” is translated to “minka or minga”.

MINK’A (Quechua, quichua, qheshwa, keshua, keswa, runa-simi or napenio spoken by more than 8-11 million people)

“Minga” pronounced mink’a or minga is a collective event in favor of the community, understood as a “minccacuni” (requesting assistance promising something back). It is in the pre-Colombian tradition of community work or collective volunteering for social development or reciprocal doings. These “voluntary practices” have different end results, starting from the construction of public buildings like schools, and infirmaries, or to benefit a specific project like bricklaying, water distribution, flood and fire control, or just the harvesting of potatoes or any other agricultural product and exchange. These practices are found in Bolivia and in Colombia, Peru, Ecuador, and Chile y Paraguay.

ÑE’ENGATÚ (“precious talk”) or abá ñe’é (“talk of man”) (Guarani spoken by more than 6 million people)

When one speaks of Guarani, or Tupi-Guarani, it refers to the people of Amerindian that lived in the Northeast of Argentina, Paraguay, Brazil and southeastern part of Bolivia. These native towns acquired customs and habits brought by the colonizers from Jesuits missions during the XVII Century, and after the expulsion of the Jesuits, these people integrated in villages where their sharing and voluntary practices were done over fishing, hunting, agricultural products and their weaving of baskets and textiles to exchange among themselves. There are other names

and symbols not easily reproduced into a Spanish or English alphabet that can describe acts of volunteerism. In this part of the country main cooperatives were founded to serve the community. (Electricity, Water, Phone). All started by volunteers.

VOLUNTEER (The verb *volunteer* was first recorded in 1755 from the noun, in C.1600, "one who offers himself for military service," from Middle French *Voluntaire*, "one who volunteers," also as an adjective, "voluntary," from Latin *voluntarius* "voluntary, of one's free will," as a plural noun "volunteers" (see voluntary).

What I have shared with you is history and factual information. The practices I mention above still work in the inner country sites and villages in several countries of South America. But today we also see the leadership and enthusiastic engagement of all sorts of people in all actions, services, programs, management, advocacy, philanthropy, churches, political parties, refugees, children issues, women's issues, elderly, education, environment, and many, many other ways all around our cities and countries throughout the region.

PS: YOUR LETTER RE G20 STATEMENT ON VOLUNTEERING

Kylee Bates, IAVE World President-Elect and author of the article on the proposed G20 statement on volunteering, has provided this model letter for you to use in writing to your national leaders to inform them of this proposal and to encourage them to commit to measuring volunteering in your country.

DRAFT LETTER

[Address]

[Date]

Dear [insert name of President / Prime Minister / Minister]

Need for Measurement of Volunteering

The G20 at its meeting in November 2014 in Australia will be asked by a global forum of civil society organizations to "recognize the contribution to the formal economy of unpaid work and volunteering" due to the enormous contribution volunteers make globally. A copy of the communique released by the forum of civil society organizations that met in Melbourne, Australia in June is attached and can be found at <http://www.c20.org.au/wp-content/uploads/2014/06/C20-Final-Communique.pdf>

Volunteers play a critical role in supporting communities in [insert the name of your country] and do this in the areas of [insert details]

The Center for Civil Society Studies at Johns Hopkins University estimate that worldwide some 971 million people volunteer in a typical year and that this represents **\$USD1.348 trillion** in value to the global economy. If volunteers comprised the entire population of a single country, that country would have the second largest population behind that of China and the 7th largest economy in the world.

These figures are astounding, however are an estimate only because many countries do not formally measure the work of volunteers. Without proper measurement, the contribution of volunteers cannot be truly recognized or acknowledged.

The Center for Civil Society Studies has developed a manual on *Measurement of Volunteer Work* that is endorsed and promoted by the International Labor Organisation (ILO) for use by national statistical agencies. Use of the ILO Manual will enable data between countries to be compared and measured consistently over time.

As an organization that **[promotes volunteering / involves volunteers]** **[insert name of your organization]** urges your Government to adopt the ILO Manual on *Measurement of Volunteer Work* and commit to measuring the level of volunteering in our country and publishing the results within the next 5 years, and at regular intervals thereafter.

Countries that have adopted the manual and committed to implementation include Argentina, Bangladesh, Brazil, Hungary, Italy, Norway, Poland, and South Africa. We want to see **[insert name of country]** added to this list.

I would be happy to discuss this with you further and look forward to hearing from you about what the Government can do to better measure and support the contribution of volunteers.

Yours sincerely