

VOLUNTEER IMPACT SPEAKER HANDBOOK



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WELCOME

To HealthPartners

Welcome to HealthPartners! We are delighted to have you join our team of dedicated impact speaker volunteers (also known as the HealthPartners Speakers' Bureau).

HealthPartners is a coalition of 20 health charities working together to improve the health and well-being of people living in Canada through research, education, advocacy, services and support.

HealthPartners supports the work of our coalition by raising funds through workplace giving campaigns across Canada. We are proud to say we have raised over \$222 million for health since our inception in 1988.

Annually, from September to December, and often at other times of the year, HealthPartners engages employees in workplaces and connects them to the impact of our member health charities. We participate in over 200 events annually, many that are focused on our impact speakers who bravely share their health journeys with potential and existing donors.

MISSION, & VALUES

Mission

A healthier Canada.

Values

- Collaboration
- Equitability
- Continuously improving
- Trustworthy

OUR PHILOSOPHY ON VOLUNTEERS

At HealthPartners, we believe that volunteers are essential to our mission and the success of our organization. We strive to create a welcoming, respectful, and engaging environment for all volunteers, recognizing their invaluable contributions. Our goal is to ensure that every volunteer feels valued, supported, and motivated to contribute their time and talents to our cause.



BILL OF RIGHTS AND RESPONSIBILITIES

As a HealthPartners volunteer, you have the right to:

- Be treated with respect and dignity
- Receive clear instructions and support for your role
- Provide and receive feedback
- Work in a safe and healthy environment

As a HealthPartners volunteer, you have the responsibility to:

- Adhere to the Code of Conduct (refer to page 6)
- Respect confidentiality
- Fulfill your volunteer duties to the best of your ability
- Communicate any concerns or issues to the HealthPartners staff you are working with



IMPACT SPEAKER ROLE DESCRIPTION

Your role as a HealthPartners volunteer impact speaker is very important and crucial to HealthPartners' mission. Below is an outline of the role, including the tasks you will be responsible for and any necessary training.

Purpose

Impact speakers are individuals who have lived or living experience (including as a caregiver or family member or friend of someone impacted) with one or more of the 400 chronic diseases or major illnesses represented by HealthPartners' 20 national health

charity members. Impact speakers volunteer to speak to groups of employees at workplace giving campaigns whereby employees are asked to support HealthPartners and/or any of our 20-member health charities.

Roles and Responsibilities

- Attend (virtually or in person) various workplace charitable campaign events, generally from September to December, but often at various times throughout the year.
- Convey in their own words their experience and how they have been impacted by chronic disease or major illness.
- Describe how the support of Canadian Health Charities has created hope and has impacted their life.
- Express how they have benefited directly from community programs, services, education, or by advancements in medical research supported by our health charities.
- Effectively answer questions about their health journey and passion to improve the health of people living in Canada.

Skills and Abilities

- Friendly, outgoing with excellent communication skills.
- Comfortable with public speaking to both small and large groups, both in person or through virtual platforms.
- Able to respond effectively and appropriately to questions.
- Professional in manner and appearance. Reliable and punctual.
- Bilingual (English and French) is an asset.

Orientation and Training

- All volunteers will receive a mandatory orientation about HealthPartners and our 20 health charities.
- HealthPartners also provides speakers with mandatory virtual web-based training, including workshops on effective story telling. This includes building your story and providing necessary materials to support it such as slides and branded virtual backgrounds.
- We ensure our volunteers have all the tools and resources needed to be an effective and passionate impact speaker.
- Once training is complete, we will provide you will a checklist of what you need as a new volunteer speaker and before speaking at a campaign event.



GENERAL POLICIES

HealthPartners is committed to providing excellence in the engagement of volunteers. Through policy and procedure development, we are ensuring best practices in the involvement of volunteers in our organization by clearly stating what you can expect and what we have developed to ensure you have the best possible experience. If you have any questions pertaining to the policies listed, please reach out to the Volunteer and Member Steward.

FEEDBACK AND EVALUATION

HealthPartners values the input and contributions of its volunteers and is committed to providing opportunities for both receiving feedback on volunteer performance and allowing volunteers to provide feedback on their experience.

Opportunities for Volunteers to provide Feedback

- **Surveys:** An annual survey will be conducted to seek input from volunteers on their experience. This survey will be distributed by email at the end of the calendar year.
- **Direct feedback:** Volunteers are encouraged to provide feedback at any time to the Volunteer and Member Steward. This can be done via email or by requesting a meeting.

Volunteer Evaluation

- **Providing feedback to volunteers:** Volunteers can expect to receive feedback from staff members they are working with following events in which they participated in.

RECOGNITION OF VOLUNTEERS

We highly value the work and contributions of our volunteers and as such, we feel strongly that those contributions be recognized in various ways:

- **End-of-Campaign Recognition:** Acknowledgment in newsletters, social media, or other communication channels.
- **Volunteer Recognition Events:** Organized annually to celebrate and honor volunteer contributions. This event is usually in the late winter/ spring and held virtually.

PHOTOS AND VIDEOS

Volunteers may be photographed or recorded during events and activities. HealthPartners reserves the right to use these images and videos for promotional purposes. If you have concerns about this, please inform your supervisor. A signed consent form will be required for authorization of HealthPartners to use your photos and/or video content.

COLLECTION OF PERSONAL INFORMATION

HealthPartners must collect certain personal information of its volunteers for the following specific purposes:

- Managing the application and recruitment process of volunteers
- Maintaining communication with volunteers to ensure coverage of events and responsibilities and informing volunteers of opportunities and sharing the volunteer's contact information with workplace giving campaign organizers.
- Fulfilling statistical reporting requirements (e.g., geographical information for our member health charities) devoid of personal identifiers
- Accommodating volunteers living with disabilities, illnesses, and/or injuries
- Facilitating ongoing training and development
- Keeping volunteers informed about organizational activities and events
- Formally recognizing the contributions of volunteers

For anything outside of these parameters, HealthPartners must request consent from the volunteer.

TRAVEL REIMBURSEMENT

HealthPartners is very appreciative of the contribution of our volunteers. We realize from time to time, there may be expenses related to your volunteer role when speaking in person, such as mileage. Below are the guidelines for expense reimbursement. The Travel Reimbursement Form is found on the Volunteer Toolkit located on our website.

Reimbursement Guidelines

- Our standard processing time for reimbursements is two-weeks.
- Taxi expenses can be reimbursed for a round trip, with receipts.
- If volunteers drive, parking costs can be reimbursed, up to \$18 per day with a receipt. Travel over 12 kilometers will be reimbursed at HealthPartners' current mileage rate of 0.63 per km.
- HealthPartners reserves the right to amend this policy and the mileage rate at any time, and if required, limit the total dollar amount reimbursed.

VOLUNTEER CODE OF CONDUCT

The Code of Conduct outlines the expectations for volunteers representing HealthPartners and sets standards for behavior, language use, and dress code to ensure a respectful and inclusive environment.

Dress Code

Volunteers are expected to dress in a manner that is professional, neat, and appropriate for their role. Specific dress codes may apply depending on the nature of the volunteer activity or event, but generally, business casual is acceptable for campaign events (virtual or in person).

Language Use

HealthPartners adheres to the guidelines provided by the Mental Health Commission's document on Language Matters, which emphasizes using person-first language (e.g., "person with a disability" instead of "disabled person"). Offensive or derogatory language, including slurs or stereotypes, is strictly prohibited.

Confidentiality

Maintaining the confidentiality of all proprietary or privileged information is crucial. Volunteers must not disclose any confidential information to unauthorized persons. This includes sharing the personal information of other volunteers.

Treating Others with Dignity and Respect

Volunteers are expected to treat all individuals, including staff, workplace representatives, and fellow volunteers, with dignity, respect, and courtesy. Discrimination, harassment, bullying, or any form of disrespectful behavior is not tolerated.

Conflict of Interest

Volunteers are expected to avoid conflicts of interest that may compromise their ability to fulfill their role impartially and ethically.

Conflict of interest occurs when a volunteer's personal interests or activities conflict with the interests of HealthPartners or its stakeholders.

Examples of conflicts of interest include:

- Using the volunteer position to promote or sell personal products or services unrelated to HealthPartners' mission.
- Engaging in activities that may result in personal financial gain or benefits.
- Participating in decision-making processes where personal interests may influence the outcome.
- Agreeing to or offering to roles within a campaign or workplace that have not been vetted or screened by HealthPartners, and are outside of the parameters of the role of volunteers at HealthPartners.

FORMS

Volunteers are required to complete necessary forms and agreements as part of their onboarding process as well as to provide consent for various processes. The forms can be found in the volunteer impact speaker toolkit on our website. For more information, please contact the Volunteer and Member Steward.

CHALLENGES AND FREQUENTLY ASKED QUESTIONS

HealthPartners has had the privilege of working with volunteer impact speakers for many years. In that time, we have come to identify some common occurrences and frequently asked questions that we are sharing with you to help mitigate any questions or concerns you may have related to your volunteer role. For any questions not listed here, please reach out to the Volunteer and Member Steward.

CHALLENGES

Balancing Time Commitments

Challenge:

Juggling volunteer work with personal, professional, or academic responsibilities can be demanding.

Solution:

Prioritize your tasks, communicate your availability clearly, and don't hesitate to ask for help if needed. HealthPartners offers flexible scheduling to accommodate your commitments.

Understanding Roles and Responsibilities

Challenge:

Lack of clarity about the specific duties and expectations of your volunteer role

Solution:

Refer to your role description, review the content from the orientation and training sessions available in the volunteer toolkit, and seek clarification from your staff supervisor or the Volunteer and Member Steward.

Sharing Your Story Effectively Within Allotted Time

Challenge:

Effectively conveying your story within a limited time frame during presentations or events.

Solution:

HealthPartners will provide storytelling training sessions to help you plan and deliver your story concisely and effectively within the allotted time.



FREQUENTLY ASKED QUESTIONS

What is a campaign event?

A campaign event is a special event held in workplace giving campaigns that HealthPartners is a beneficiary. It is an organized event that sometimes is partnered with another event taking place in the workplace (like an all-staff meeting). Organizers request a speaker with lived experience to come and present their story to the staff to demonstrate the impact of donations.

How much notice will I receive when being asked to speak at an event?

Generally speaking, HealthPartners campaign staff get anywhere from a day to several weeks, to sometimes months' notice of an event. We endeavor to provide you with the request details as soon as we receive them and always try to give you as much notice as possible.

Sometimes it is beyond our control, and you are not obligated to agree to an engagement where you do not receive acceptable notice.

How long are the speaking engagements?

Workplaces are generally asking for speeches that are 5-10 minutes in length. Sometimes more time is given depending on the type of event. For example, campaign launches are usually packed with quite a bit of content, so the speaking opportunities are often shorter. We provide training every summer that includes creating various versions of your speech to accommodate the time limits.

What information will I be provided regarding a speaking engagement that is in person?

HealthPartners Campaign team will provide volunteers that have been requested to be in person for an event the following:

- The date, physical location, time of arrival and speaking time
- A calendar invite to the event
- Length of speaking time (e.g. 5 minutes)
- The workplace or department you are speaking at
- Who to report to upon arrival, including their contact details
- The expected size of the audience
- Where to park, or nearest transit information
- Accessibility information

What information and details will I receive for a virtual campaign event?

HealthPartners will provide you with the following information when presenting virtually:

- The date, time of arrival and speaking time

- Length of speaking time (e.g. 5 minutes)
- The workplace or department you are speaking at
- The name of the platform you will be presenting on (namely Microsoft Teams, Google Meets etc.).
The calendar invite, with the platform link, and the time zone and length of event.
- A HealthPartners staff person, when possible, will join the event to give a short introduction to HealthPartners and introduce you as the speaker.

What kind of resources will be provided to me for virtual campaign events?

HealthPartners will provide you with the following resources and support for virtual campaigns:

- A virtual HealthPartners background for your screen so while presenting, you will have the HealthPartners logo. Our campaign staff will assist you in getting this set up.
- If you choose to use slides for your presentation, we will provide you with branded slides to use and assistance if required.

What can I expect in a virtual campaign event?

Often, people are asked to mute their microphones, so they are not disturbing the event with background noise. Often you will also see people go off camera, so sometimes you will just see their names but not faces. The organizer of the event almost always stays on camera. You may also hear event details in French and English, especially in the Government of Canada Workplace Campaign that supports bilingualism. If you have agreed to give your speech in English and do not understand French or vice-versa, the organizer will be made aware by our campaign team that you are presenting in the language of your choice.

How will and event feedback be communicated to me?

As mentioned in the policy section, the HealthPartners' campaign staff will check-in with you the week of the event to both ask how you thought it went and to provide feedback from the audience when possible.

What if I get emotional during my speech?

This is very common and to be expected. Take a pause. You are speaking about an emotional topic and the audience is very understanding of that, and often very moved by the fact you are sharing your experience which can often be understandably difficult. We provide training for all our speakers that includes tips on the many facets of telling your story to the public.

How often are speaking engagements cancelled and what kind of notice will I receive?

HealthPartners will sometimes receive a cancellation of an event or a rescheduling of the date and time. This is beyond our control, but we endeavor to give you the information as soon as we receive it.

What if I am at an event without a HealthPartners representative, and I am asked a question about HealthPartners that I cannot answer?

Normally, there will be a HealthPartners representative at the event. However, in the scenario where there is not a representative, any questions you do not feel able to answer, you can refer them to us by asking them to email presentations@healthpartners.ca.

Thank you for your commitment to HealthPartners. We look forward to working with you to achieve our mission of improving the health and wellbeing of Canadians.