Lynn Fortin – CGS Emergency Management
Barbara Nott – Volunteer Sudbury/Bénévolat Sudbury

February 26, 2013
History

- Concept originated during pandemic planning
- Recognized need for community volunteers in all emergencies
History

• Partnership formed between:
  – City of Greater Sudbury
  – Volunteer Sudbury
  – Health Sciences North
  – Sudbury & District Health Unit

• GSERV funding
  – Ontario Trillium Foundation Grant
Role of Volunteer Sudbury

- Lead the recruitment and marketing campaigns
- Populate and maintain the volunteer database
- Extract volunteer names for partners as needed
- Organize volunteer orientation sessions
What is GSERV?

- Central database of residents who are willing to help in disaster or emergency situations
- Way to access and harness the power of volunteers
- First of its kind in Northern Ontario
Being a GSERV Volunteer

- Open to anyone in Greater Sudbury over 16yrs

- All skills and abilities welcome
  - Answering phones
  - Social media monitoring
  - Sandbagging
  - Transportation
  - Specialized skills (medical, trades, etc.)
Being a GSERV Volunteer

✓ NO cost to join
✓ NO membership fees
✓ NO fundraising
✓ NO monthly meetings

You will be contacted **ONLY** if:
• Your skills are needed in an emergency
• Contact to ensure your information is current (annually)
Recruitment Initiatives to Date

- Media Launch (October 2012)
- Community presentations (Rotary Club, Lions Club, NEORA, etc.)
- Information kiosks and booths at local events
- Social Media / Website promotions
- Media interviews
- Partner Agency Promotions
  - Staff promotion (newsletters, internal campaigns)
  - Partner agency relationships
Recruitment

• **Goal:**
  – 500 registered volunteers by December 31, 2014

• **October 2012 – February 2013:**
  – 100+ inquiries
  – 25 registered volunteers
Next Steps

• Continued presentations to local businesses and organizations
  – “Lunch and Learns”
  – Local events / activities

• Continued media presence (traditional media, web, social media)

• Orientation session for first wave of volunteers
Join GSERV

You **CAN** make a difference!

1. Get your registration form at [www.volunteersudbury.com](http://www.volunteersudbury.com) or at any Citizen Service Centre or Library

2. Submit your registration form to Volunteer Sudbury

3. Attend an in-person interview to discuss your volunteer role in an emergency
THANK YOU!