



# VOLUNTEER HANDBOOK



**HEART &  
STROKE**  
FOUNDATION  
OF BC & YUKON

*Finding answers. For life.*

# Welcome

## Welcome to the Heart and Stroke Foundation of B.C. & Yukon

**T**hank you for giving your time as a volunteer in your community. You will find that being part of the Foundation will offer many rewards. You will have a chance to develop fresh ideas, use your skills or learn new ones. Most of all, you will be an important part of a trusted organization and a vibrant team.

**Together we will build a healthier tomorrow**

**Heart and Stroke Foundation of B.C. & Yukon**

Toll-Free: 1-888 HSF INFO (1-888-473-4636)

[www.heartandstroke.bc.ca](http://www.heartandstroke.bc.ca)

### **Our Vision:**

Generations free of heart disease and stroke.

### **Our Mission:**

The Heart and Stroke Foundation, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through:

The advancement of research and its application;  
The promotion of healthy living;  
Advocacy.

### 1949

Five doctors gathered. The group discussed the need for a lay medical organization to help with fundraising for heart research. As a result of this meeting, the Vancouver Heart Association was formed.

### 1955

The first official meeting of the B.C. Heart Foundation and the first direct mail campaign was introduced.

### 1956

An office was opened in the Provincial Building on Beatty Street, Vancouver. This was the year of the first “Heart Drive”, which raised \$15,000.

### 1990

The Foundation was renamed. The new name, Heart and Stroke Foundation of B.C. & Yukon, recognizes the support from over 100 communities around B.C. and Yukon. It also reflects the large amount of research being done in the Province into the causes and effects of stroke.

keep the beat  
VOLUNTEER

## Major Achievements

Researchers funded by the Heart and Stroke Foundation are internationally recognized as experts in their field. They participate in international studies, speak at scientific and medical conferences around the world, publish in the best scientific journals and serve on international committees. Canadian researchers have been involved in many medical breakthroughs including:

- The pacemaker;
- Blood thinning drugs used to prevent clot formation in blood vessels;
- Microsurgery to correct congenital heart defects in “blue babies”;
- Non-surgical means of correcting potentially fatal heart rhythm disorders;
- Surgery to prevent stroke;
- ASA (“aspirin”) to prevent recurrent strokes and heart attacks;
- Demonstrating that lipid lowering drugs reduce heart disease and stroke.

# Our Volunteer Structure

## Provincial

### Board of Directors

A team of senior volunteers, the Board sets policy and ensures that the Foundation is well connected and relevant to each of the communities we serve.

### Community Leaders

In approximately 100 communities in B.C. and Yukon, teams of volunteer leaders take responsibility for Foundation activities.

Community volunteer leader activities include:

- Building volunteer teams for specific projects
- Raising funds
- Delivering health promotion programs
- Promoting the work of the Foundation

### Office Volunteers

Administrative volunteers support each of the 10 area offices as well as the provincial office activities.

### Provincial Program Volunteers

Provincially administered programs such as the HeartSmart Kids™ Program, the Information Line, the Annual Telephone Thank You Program, the Celebrity Breakfast, the Gala, and the Lottery etc. are supported by specific volunteer teams.

The Heart and Stroke Foundation offers many exciting volunteer opportunities including:

- Special event planning
- Community networking
- Corporate team building

### How do we ensure ongoing volunteer involvement?

Volunteers are recognized as a vital resource, which increases the capacity of the organization to achieve success. The Foundation has committed to an appropriate framework to support their involvement.

Policies are in place to define and support volunteer participation. These provide the basis for a comprehensive management system, including recruitment strategies, orientation materials, training opportunities and recognition programs.

# Staff Structure

## Regions

Our B.C. and Yukon communities are divided into two regions.

Coastal Region	Inland Region
Including: Burnaby, Delta, Richmond, Nanaimo, New Westminster North Shore, Vancouver, Vancouver Island and Victoria area offices	Including: Prince George, Kamloops, Kelowna, Surrey, and Tri-Cities area offices
Staff Structure	Staff Structure
Regional Manager	Regional Manager
Five offices with an Area Manager, Area Administrator and Specific Program Staff	Five offices with an Area Manager, Area Administrator, and Specific Program Staff

## Provincial Office

Provincial office staff is divided into the following departments:

- Executive Office;
- Finance and Administration;
- Resource Development;
- Research and Health Promotion.

keep the beat  
VOLUNTEER

## Research Programs

Research funded by the Heart and Stroke Foundation of B.C. & Yukon is conducted by scientists and medical doctors working in British Columbia universities, hospitals, and research institutes. Close to 50% of the money raised by the Foundation goes directly toward research on the causes and effects of heart disease and stroke. While most of our research is looking at the underlying causes of these diseases with the goal of developing better ways to treat or prevent them in the future, research supported by the Foundation can also explore the effectiveness of various existing treatments, the availability of support services throughout the province, or the effects of social or environmental factors on heart disease.

All applications for funding are evaluated by a national team of experts and awards are based on the principle of scientific excellence. Only a percentage of the applications submitted each year is actually funded. In addition, every project must submit an annual Progress Report to a provincial **Research Advisory Committee**. This Committee is responsible for seeing that projects are being conducted and funds are being used according to expectations.

**The Foundation supports a wide variety of research.**

The following are examples of the kind of research projects funded by the Foundation:

- Developing interventions that could minimize or prevent brain damage immediately following a stroke;
- Preventing plaque buildup that blocks arteries;
- Investigating cells that regulate heartbeat;
- Improving rehabilitation strategies for patients with stroke.

The Heart and Stroke Foundation of B.C. & Yukon also offers a popular program to encourage high school students with an interest in biological sciences to consider a career in research. This program is open to any Grade 11 student in B.C. and Yukon. Only 10 students are chosen each year, and the students selected must have exceptional qualifications. In July, the students are brought to UBC, where they are housed in student dormitories. Each student is assigned to the laboratory of a Foundation-funded researcher where

## Research Programs - cont.

they participate in the research being conducted by the lab. At the same time, they are offered a number of enrichment activities that expand their knowledge about cardiovascular disease services throughout the province.

Continued research is essential if we are to learn more about prevention, improve diagnosis and treatment, and ultimately find cures for many of the cardiovascular diseases that affect us all. The Heart and Stroke Foundation of B.C. & Yukon is proud to be a major contributor to this very important process.

keep the beat  
VOLUNTEER



# Health Promotion, Patient Programs and Resources

## How do we educate people about heart disease and stroke?

First, we analyze the latest information from research to determine what impact it might have in reducing heart disease and stroke and in promoting heart health. We interpret this complex information and put it into a range of health promotion products, programs and services that are useful and easily understood.

## Patient Programs and Resources:

### Heart to Heart

Heart to Heart is a community-based education and support program designed to help you, your partner and/or family members cope with the physical and emotional changes associated with heart disease. This six week program consists of guest speakers, discussion groups and videos, which will assist you in gaining valuable information on what cardiac disease is, how it affects you and moving towards a healthier lifestyle.

### Recovery Road

Recovery Road is an interactive and informative resource available to cardiac patients and their families through their health care professionals. From learning how the heart works and how to recognize a heart attack, to understanding risk factors, medication and more, this binder has it all. If your doctor or nurse has not given you a copy yet, ask for Recovery Road by name.

### Heart and Soul

Heart and Soul is a guide to help those living with Congenital Heart Disease.

### Let's Talk About Stroke

Let's Talk About Stroke is an interactive and informative resource for people and their family members dealing with the effects of a stroke. The binder is full of information on what a stroke is, how they happen and the changes that can be expected. It also contains information on medications, rehabilitation, role of the caregiver in recovery, how to develop a healthy lifestyle, a list of stroke clubs and more. If your doctor or nurse has not given you a copy yet, ask for Let's Talk About Stroke by name.

## Transient Ischemic Attack (TIA) Workbook

A Transient Ischemic Attack (TIA) is a major warning sign that there is a high risk of stroke. Reducing that risk offers the best chance of prevention. This TIA workbook is full of information about TIAs, what they are, diagnosis and testing, and a strong emphasis on risk reduction. (Please note: Being discontinued nationally).

## Health Promotion Programs and Resources:

### Hearts in Motion™ Walking Club

A volunteer based community program designed to encourage people to participate in regular physical activity by walking. The program allows participants to participate at their own pace in a safe and social environment.

The program includes:

- A handbook full of tips on getting started safely;
- Personal activity cards to record distances walked;
- Bi-annual newsletters with helpful information and healthy eating tips;
- New incentive prize every year;
- \$10 annual membership fee.

### HeartSmart Kids™

HeartSmart Kids™ is a curriculum based program that teaches children the skills to choose to be physically active, eat healthy and live smoke free.

- Winner of the BC Medical Association's Award for Excellence in Health Promotion in 2004;
- Meets many of the Prescribed Learning Outcomes of the B.C. Curriculum for Health and Career Education;
- Listed in the Ministry of Education's recommended resource list;
- Available for the following grades: K-3, 4-6 and Aboriginal 4-6;
- Includes an Educator Guide with lesson plans and handouts;
- Includes class set of student magazines and colourful posters;
- Easy to use;
- FREE teacher workshop;
- FREE resources.

### Heart and Stroke Information Line

Do you have questions about heart disease and stroke, risk factors, healthy lifestyles or resources and programs available in your community? We can help.

Our specially trained volunteers are ready to answer your call Monday to Friday, 9 to 5 p.m. We'll answer your questions over the phone and mail you information on various topics.

Toll-Free Information Line:  
1-888-HSF-INFO (1-888-473-4636)

### Information Resources

Resources available to the public include pamphlets, informational articles on heart disease and stroke related topics. Patient Family Resource Centres are located in hospitals and community sites across the province. These centres provide a wide range of resources from pamphlets, booklets, and newsletters that are available free of charge.



The Heart and Stroke Foundation of B.C. & Yukon has an active and evolving advocacy function. Driven by the Foundation's notable reputation of credibility and trust, advocacy activities seek to shift the external environment through both evidence-based reason and compelling patient perspectives. Outcomes of advocacy initiatives can range from mobilizing resources for a particular cause to changing public opinion to influencing government policy.

The Foundation's role in advocacy has increased dramatically over recent years. This growth is the result of more direct engagement with government in a number of key areas, such as reduction of chronic disease risk factors, addressing the hypertension epidemic, and striving for improvements in stroke care and outcomes. In addition to our solitary advocacy efforts, the Foundation has advocacy partnerships with organizations such as the [BC Health Living Alliance \(BCHLA\)](#), the [Better PharmaCare Coalition \(BPC\)](#), and the [Clean Air Coalition \(CAC\)](#).

The primary focus of activity within each of these groups includes:

- [BCHLA](#) - advocating for comprehensive and robust public policy and action to support the reduction of risk factors, such as smoking, unhealthy eating, physical inactivity and obesity, which are known precursors to many chronic diseases.
- [BPC](#) - advocating for a transparent, responsive and accountable PharmaCare program that provides timely and reasoned access to a wide array of medications to improve patient outcomes and lessen the impact that various diseases have on the overall health care system.
- [CAC](#) - advocating for province-wide smoke-free legislation in indoor public places including restaurants and bars, as well as promoting other measures to restrict access to tobacco products.

# Fundraising Programs

## Heart Month

**Door-To-Door Campaign** has a vital presence in communities throughout British Columbia and Yukon. Thousands of volunteers take leadership roles or canvass their communities to raise funds for heart disease and stroke research, distribute awareness materials and thank our supporters.

This community based campaign allows volunteers to work with their neighbours, meet new friends and organize social events to help raise funds. Our Door-to-Door campaign is a convenient way to donate and gives the Heart and Stroke Foundation a chance to increase health promotion and awareness within the community.

## Pledge Programs

The **Big Bike for Stroke** tours the province as a fundraising event for the Heart and Stroke Foundation of B.C. & Yukon. Built strictly for fun, the Big Bike fits 30 people. Measuring 8 feet across at the wheels and extending 30 feet long, it's truly one of the world's biggest bikes!

Teams usually consist of a group of employees within a company, a service club or any other group that brings people together. The event can last a whole day with teams using the opportunity to hold picnics and other fun events for their members or co-workers.

**Fit For Heart** is a great opportunity to provide members or employees with a fun and social event. This program also provides the facility or company with exposure in the community by demonstrating their commitment to heart healthy lifestyles.

Corporate and community based organizations can host various types of events, including fitness, swimming, group activities, golf tournaments and curling bonspiels.

The **Jump Rope for Heart** program gets students active! Jump is an in-school skipping program that gets students out of their seats and on their feet. Students can earn prizes, schools can earn valuable resources and the Heart and Stroke

## Fundraising Programs - cont.

Foundation raises funds to continue research into heart disease and stroke.

Millions across North America will Jump Rope for Heart this year, because encouraging students to be active at a young age, is important for their long-term health.

Geared to students aged 11 to 14, **Hoops for Heart** teaches kids that an active heart is a healthy heart. With emphasis on flexibility and fun, the program can be tailored to meet the needs of the school and students while getting everyone active. Hoops for Heart is a fun event that teachers, parents and students love.

### Other

#### Third party events

Fundraising activities carried out by individuals, groups or organizations separate from the Foundation, where prior Foundation approval has been given and funds are being raised on our behalf.

#### Heart Tribute Funds™

A **Heart Tribute Fund** is a special Fund named after your loved one. You, your family, friends, and colleagues can all make donations into the Fund.

Some people make monthly pledges. Others make single gifts. Some people organize special events, from runs to dances, from birthday parties to church collections and garage sales. The choices are unlimited.

The **In Honour Giving program** is designed to commemorate people on special occasions in lieu of a gift or flowers. Some of the most common reasons for donating through our In Honour program include Wedding Anniversaries, Birthdays, Retirements, Mother's and Father's Day, and life milestones, and commemorating a loved one's life.

## Fundraising Programs - cont.

### Personal Giving

The Personal Gifts team solicits gifts from individual donors through a number of fundraising programs including:

- **Caring Hearts Circle** - Leadership donors who support the Foundation annually with \$1,000+ gifts.
- **Major Gifts** - Personal gifts managers meet with supporters, matching their interests to Foundation priorities to fund proposals of \$10,000+.
- **Direct Mail** - Thousands of donors respond to direct mail appeals to give their annual support.
- **Legacy Giving** - Bequests and other gifts in wills are a significant source of support to the Foundation.
- **On-Line Fund Raising** - Some donors prefer the convenience and ease of making their donations on-line through our Foundation web site.

### Corporate Relations

The Foundation depends on the business community, whose corporate gifts and employee generosity help fund research and health promotion programs. Our corporate supporters range from small, independent businesses to multinational companies.

The corporate relations team manages a number of fund raising programs which include:

- Corporate Sponsorship;
- Cause Related Marketing;
- Employee Giving;
- Corporate Philanthropic Gifts;
- Special Events;
- Corporate and Community Foundations;
- Strategic Partnerships.

keep the beat  
VOLUNTEER

# Volunteer Rights and Responsibilities

As a volunteer with the Heart and Stroke Foundation of B.C. & Yukon you have the right to:

- An orientation to the Foundation and to your specific role.
- Sufficient training to successfully carry out your duties.
- Tools, materials, and supplies necessary to carry out your duties.
- All information needed to allow you to perform the tasks at hand.
- Be treated as an important part of the community team and of the Foundation.
- Opportunities for ongoing self-development, as they arise.
- Sound guidance, direction and support from a designated staff member.
- An evaluation of your performance on a regular basis.
- Appropriate appreciation and recognition.
- Be heard, recognized and respected for the expertise you bring to the position.

As a Foundation volunteer you have the responsibility to:

- Follow the policies and guidelines of the Heart and Stroke Foundation.
- Show consideration and respect for the other members of your team and other volunteers and staff of the Foundation.
- Respect all confidential information.
- Fulfill your commitment by carrying out your position responsibilities in a professional manner.
- Provide feedback to enhance future effectiveness of Foundation activities.
- Recognize and express personal limits.
- Provide the Foundation with as much notice as possible, if you intend to leave the organization, or are unable to complete an assignment.

“ “ Strength lies in differences,  
not in similarities. ” ”

...Stephen Covey on teamwork