



GSERV

Greater Sudbury Emergency
Response Volunteer Registry

EMERGENCY • DISASTER • PANDEMIC

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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 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

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THANK YOU!