



Villa Charities Italian Canadian Immigrant Tribute Ambassador Volunteer Role Description

About Villa Charities Inc.

For the past five decades, Villa Charities Inc. (VCI) has played an important role in supporting the Italian community and advancing the appreciation and promotion of Italian culture. With a mission of enriching lives through experiences and services that honour Italian culture and heritage, VCI is committed to inspiring people to explore the Italian in all of us.

About Villa Charities Foundation

As the charitable arm of VCI, Villa Charities Foundation (VCF) provides funding for senior care, cultural programming, youth services, education and scholarships, and capital needs.

About the Villa Charities Italian Canadian Immigrant Tribute

Name plaques are available for sale as part of the Villa Charities Italian Canadian Immigrant Tribute project. Canadians now have the ability to purchase a plaque to commemorate their loved ones and honour Italians who journeyed to Canada to begin a new life.

Located at the Columbus Centre, the Immigrant Tribute installation and sculpture is a destination for people of Italian heritage to gather, commemorate, celebrate, and reflect on their immigrant heritage and collective achievements. The wall features individual plaques with the names of family members and the year they immigrated from Italy to Canada.

Role Purpose

This volunteer role plays an important part in advancing the Villa Charities Italian Canadian Immigrant Tribute project by supporting community outreach and engagement efforts, promoting awareness of the initiative, and providing general support to individuals interested in purchasing a Tribute plaque.

Duties and Responsibilities

- Acting as a volunteer ambassador of VCF by attending various community events and promoting the Immigrant Tribute project
- Set-up and tear-down of Tribute booth pop-up display and tent where required
- Sharing information about the Immigrant Tribute project, initiating Tribute plaque sales, and occasionally facilitating on-site Tribute plaque sales at community events
- Educating event attendees on the mission of VCF and the vital programs, services, and initiatives made possible through its support
- Other duties as required

Skills / Qualifications

Required skills and qualifications include:

- Friendly, outgoing, and energetic, with a passion for engaging with the public and building community connections
- Strong interpersonal, customer service, and verbal communication skills
- Comfortable initiating conversations and interacting with individuals from diverse backgrounds
- Ability to represent VCF in a professional, positive, and enthusiastic manner
- Interest in community engagement, philanthropy, and supporting charitable initiatives
- Ability to work independently and/or collaboratively as part of a team
- Ability to work in a fast-paced environment while maintaining a welcoming and professional demeanor
- Reliable, dependable, and punctual
- Knowledge of Italian Canadian culture and community organizations is considered an asset, but not required

Time Commitment

- Must be available to attend events in the Greater Toronto Area and have flexible availability. Requests are often received for evenings and weekends as well as during regular business hours.
- While shift lengths may vary, volunteers may occasionally be required to support an event from start to finish
- Time commitment varies depending on the request received. Details will be shared with potential volunteers on an event-by-event basis.



Working Conditions

- Events may take place in a variety of settings, including both indoor and outdoor venues, and under varying weather conditions
- Working conditions will vary depending on the event and may include community festivals, fundraising events, cultural celebrations, information sessions, and other public engagement activities
- Volunteers should be comfortable standing and/or sitting for extended periods, interacting with members of the public, and working in busy event environments
- Light setup, teardown, or transportation of promotional materials is required

Physical Requirements

- This role requires standing and/or sitting for long periods of time, possibly upwards of 4 hours
- Heavy lifting of objects less than 40 lbs. may be required (lifting Tribute booth into vehicle, boxes of promotional items, giveaway items, and other materials)

Other Requirements

- Must have access to reliable transportation and be able to transport the Tribute booth to and from event sites. The Tribute booth is portable, mounted on wheels, and typically fits within the trunk of a standard vehicle. A valid driver's licence and access to a vehicle are preferred.

If you meet the qualifications listed above and would like to volunteer with VCF, we want to hear from you!

Please send a resume outlining your interest, background, and experience to foundation@villacharities.com if you are interested in this volunteer opportunity.

We look forward to connecting with you!