



NEWS RELEASE

For immediate release

FuseSocial Launches New Volunteer Rewards Program

(Fort McMurray, AB – September 23, 2020) – FuseSocial is thrilled to announce an innovative new rewards system for volunteering in the Wood Buffalo Region and a relaunch of our traditional Timeraiser event which has received a major facelift in the wake of both adapting to a new online world and the need to raise the profile and value of volunteerism in our community.

The new Timeraiser Rewards program officially launches on September 23rd with the launch of the website, timeraiserymm.ca, which will feature a catalogue of awards that volunteer users can shop featuring an array of local arts and other goods that can be purchased with their volunteer hours as currency.

“Volunteerism has always been at the core of what we do at FuseSocial” says Chantal Beaver, Executive Director at FuseSocial. “We couldn’t be more proud of this one-of-a-kind program which allows us to demonstrate our community’s appreciation of volunteers as well the significant value of volunteerism by rewarding them in an exciting way.”

“Timeraiser art winners are not only proud new arts patrons, but they also benefit from volunteering and contributing to social good in our community,” says Beaver. “And on the flip side, our community benefits from the Timeraiser winners time and dedication.”

Historically, Timeraiser was held as an annual event organized by FuseSocial in an art auction format with a “twist”. Event attendees could bid on art purchased from local artists with a commitment of volunteer hours. In the past, Timeraiser has focused on 2D and 3D art for a one-night event, while this years’ call to artists offered something new, with an open call for any kind of art.

After the onset of the pandemic, and with Alberta Health Protocols in place, FuseSocial’s Volunteerism Coordinator, Candace Sturgess, knew that the event could not go on as it had in the past. “We had an idea that we had been working on for the program: we had gotten feedback from people who wanted to ‘save up’ their volunteer hours and ‘spend them’ that

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way” by moving the auction online and having it year-round. And this is how Timeraiser Rewards was born.” The new format allows volunteers more independence to either save up their hours or spend them as they earn them. It also means volunteers can acquire an art piece or reward in their hands sooner rather than later.

Currently Timeraiser Rewards has over 30 items that can be purchased using earned volunteer hours tracked through WBVolunteers.ca, with new rewards being updated regularly. Volunteers must be registered through WBVolunteers.ca to redeem rewards on the new site.

The Timeraiser Rewards Program also allows the social profit community the ability to reward their volunteers in a way which historically they’ve struggled to do with limited resources. Businesses and organizations interested in supporting this program can do so by sponsoring the program and/or donating reward items such as dining or adventure experiences, sporting or arts tickets, and gift cards.

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