



REFRAME
FILM FESTIVAL

Volunteer Orientation Manual

2018

ReFrame Film Festival
378 Aylmer St. N
Peterborough, ON

705-745-3238 x 400

Welcome and Thank You!

Thank you for volunteering your time for ReFrame. Since our organization began in 2005, volunteers have played an essential role in bringing social justice and human rights issues to our community. ReFrame is proud to work with approximately 120 volunteers during our festival season and a collective of 22 members strong throughout the year. With your support, all of Peterborough benefits as festivalgoers bring in \$583,240 to the local economy: spending in our cafes, our restaurants, our art galleries and our local businesses. We are grateful to have you as part of this skilled and enthusiastic team. The commitment of people like you continues to drive our success as an organization that draws over 12,000 people to the Peterborough community to celebrate and engage with art and film, taking the issues beyond the theatre seats.

ReFrame offers an array of opportunities to those interested in donating their time, skills and love for film and art. We sincerely hope you enjoy the Festival Volunteer experience.

Thank you again for volunteering. We couldn't do it without you!

Sincerely,

Krista English
Executive Director, ReFrame



Jay Adam
Festival Manager, ReFrame



Julia Harrison
Chair, ReFrame Board of Directors



About ReFrame

ReFrame is a non-profit organization celebrating film and art. We raise awareness about local and international issues through our international film festival, children's film festival and workshops, educational youth programming, and our collaborative community art projects. ReFrame brings together community through the use of film and art, encouraging activism and thoughtful debate.

Our events include:

A 3-day **Peterborough International Film Festival** celebrating the latest works created by filmmakers from our community, across Canada and around the world, complete with an **International Bazaar** bursting with international artisan foods and goods. Special Festival Events: Community Gathering and Opening night celebrations, Saturday Night Moves, Sunday Spotlight: Filmmakers Panel, and special exhibits and/or workshops.

ReFrame's REELKids is a four-day educational children's film festival and workshops for elementary school grades 1-8.

Still ReFrame collaborates with local artists to foster discussion, audience appreciation and awareness of the power and potential of the arts to address social issues. See this exhibit throughout the latter half of January in Peterborough restaurants, stores and cafes.

ReFraming Our World: Connects art and filmmaking with youth. Our programming is based on the needs of youth in the secondary school community and changes from year to year.

ReFrame in the Community: various events take place throughout the year, including partnerships with other community organizations in the form of workshops, screenings, and art exhibitions.

Our vision is to use film and art to provide educational opportunities and encourage activism through thoughtful debate. **Our mission** is to raise awareness about local and international issues and to engage and collaborate with our community. **We value** this engagement and are committed to dispelling stereotypes and promoting issues of social justice, diversity, human rights and environmental responsibility.

Who is ReFrame?

ReFrame is made up of a board of directors, our collective, staff and of course would not be possible without our dedicated volunteers.

BOARD OF DIRECTORS

Julia Harrison, Chair
Mbo Mtetwa, Vice-Chair
Grant Conrad, Treasurer
Carolyn Kay, Secretary
Susan Bacque, Director
Jordan Bowden, Director
Richard Peachey, Director
Shaoling Wang, Director

REFRAME ARTISTIC ADVISORY PANEL

Wayne Eardley
Matthew Hayes
Mike Munn

PROJECTIONSITS

Lester Alfonso
Wayne Elliott
Mbo Mtetwa

STAFF

Jay Adam, Festival Manager
Lester Alfonso, Technical Coordinator
Joe Andrus, Graphic Designer
Krista English, Executive Director
Michael Goede, Bookkeeper
Alec McDonald, Festival Intern

COLLECTIVE

Barry Boyce
Ferne Cristall
Kathleen Shea Gehmair
Mary Mattos
Cathy Mitchell
Andrea Monos
Mbo Mtetwa
Tessa Nasca
Tyler Oswald
Shaoling Wang
Elayne Windsor

ReFrame Volunteer Program

Who makes a great ReFrame volunteer?

Someone who is friendly, professional, committed, a team player, has a love of film and an interest in social justice issues.

All ReFrame Volunteers are expected to be:

INFORMED

All volunteers are asked to attend the Volunteer Training to ensure that you know what your specific position entails. You will be meeting other parts of the ReFrame team who are there to support you and help you do the best job you can. It's a great opportunity to ask any questions, learn what's new for this festival year, and get to know your teammates.

FRIENDLY

Smiles are contagious and a positive attitude can turn around any situation. Be respectful and courteous to other volunteers, ReFrame staff and guests and don't forget to have fun!

PROFESSIONAL

As a ReFrame representative, we ask that you abide by the ReFrame Code of Conduct and other stated volunteer policies found in this manual. Arrive on time for your shift and always check in with your supervisor. Wear your ReFrame Volunteer T-shirt.

COMMITTED

Without you, we wouldn't be able to run our festival. So it's important that should you need to cancel a shift prior to the festival, you do so as soon as possible with the Volunteer Coordinator. Once you're confirmed for a shift, we expect you to be there. For emergencies during the festival please contact the Volunteer Coordinator.

In return, ReFrame volunteers can expect to be provided with the tools you need to be successful and have a great time as a ReFrame volunteer. We are proud to have you on our team and hope that you find the opportunity to contribute to our organization and community rewarding. Both the Volunteer Coordinator and Shift Supervisors are here to ensure you have the support you need and will listen and respond to your questions and concerns.

ReFrame Volunteer Opportunities

Collective

ReFrame is proud to have an amazing group of dedicated volunteers in our Collective. These individuals help shape the festival, undertaking a lot of the groundwork through their work. During the Festival, the collective operates as ReFrame leaders. Committees of the collective meet on average once a month, but closer to festival season some will meet bi-weekly and even weekly. The Collective liaises with the Executive Director, and the ReFrame Board of Directors.

Committees include:

- Programming
- Promotion
- Advertising and Sponsorship
- ReFrame's REELkids
- Bazaar
- Volunteers

If you're interested in becoming a member of the collective, please don't hesitate to contact a member of the existing collective or board member or simply email info@reframefilmfestival.ca. Due to the time commitment and schedule of the festival, collective members and committees are put in place in the spring of each year.

Volunteer Coordinator

The Volunteer Coordinator is responsible for assisting in the organization and scheduling of all ReFrame volunteers.

- *Recruiting*
- *Managing volunteer sign up*
- *Delegating roles, scheduling and assigning shifts*
- *Coordination of annual training*
- *Updating the volunteer manual*
- *Disseminating appropriate literature and schedules*
- *Checking in with Shift Supervisors and Volunteers throughout the festival*
- *Supervising volunteers*

Bazaar Team Leaders

The Bazaar team leaders are responsible for assisting in the organization and execution of the Bazaar at all of our venues. Specific tasks include:

- contacting vendors to donate food for the community gathering
- liaising with the volunteer coordinator for volunteer numbers, tasks and training
- floor plan design
- set up
- vendor (food and wares) management prior to festival and on-site, making vendors feel welcomed and informed
- clean up

FESTIVAL VOLUNTEERS

Volunteers are the first point of contact for our guests with roles including, **shift supervisors, greeters, sales, and ushers**. You are the face of ReFrame and play a huge part in creating a welcoming and positive ReFrame Peterborough International Film Festival experience!

THEATRE VENUES (where films are shown during the festival)

Market Hall	Showplace	The Venue	Galaxy Cinemas
140 Charlotte St.	290 George St.	268 George St.	320 Water St.
705-749-1146	705-742-7469	705-876-0008	705-749-0000

Shift Supervisor

Reporting to a member of the Collective or Staff, Shift Supervisors manage volunteers on-site at a specific festival venue and are ultimately assigned with making sure the team fulfills their responsibilities. Shift Supervisors will also liaise with theatre staff and the ReFrame committee person at each venue. Often these leaders are selected from volunteers who have been with ReFrame for at least a year and have demonstrated leadership skills and experience. Responsible for handling cash and event evaluations.

Greeters

Welcome guests to the festival as they enter the venue and direct them to either the ticket sales line or the line for pass holders.

Audience Counter

You will count the audience as they enter the theatre.

Ushers

Direct people to their seat in the theatre, asking them to move to the middle and not leave any single seats vacant. As the venue fills, you may have to request a second time for the audience to shift seats towards the middle to make room for more guests. Latecomers will be shown to available seats, if any, with a flashlight. No guest should seat himself or herself.

Ticket Sales

Any unsold passes will be on sale at Showplace and Market Hall. On line passes can be picked up at Showplace only. Tickets to Evening Feature Films are sold at Showplace and Market Hall. All feature films require a hard ticket.

Bazaar Volunteer

The bazaar volunteers report to the Bazaar manager and are responsible for a variety of tasks, which include set up, bussing dinning area, and washing dishes, assisting vendors and guests, and clearing up at the end of the day.

Backstage Manager

Working alongside the Festival Coordinator, the backstage manager is responsible for the execution of the festival entertainment. Specific tasks include:

- liaising with technical staff. Communicating performer needs
- preparing and managing greenroom

- familiarizing performers with facilities
- monitoring call times
- keeping performances and speakers on Schedule.

Backstage Assistant

Working alongside the Backstage Manager, the assistant will be available at the venue to assist with various tasks related to the performance including set up and take down.

ReFrame's REELKids Film Festival Volunteer Positions

Festival Volunteer

The REELKids volunteers are responsible for a variety of tasks, which include set up, organizing schools, collecting payment and writing receipts, and reading subtitles.

Additional Opportunities

ReFrame happens all year round and we'd love to have you stick around. There are additional events and workshops that occur throughout the year that need your help. Please let us know if you would like to be involved with these.

Workshop / Program Volunteer

The workshop volunteers are responsible for a variety of tasks, which include set up, on-site administrative duties, collecting payments and writing receipts, and assisting with workshop/program components and take down.

Event Volunteer

The event volunteers are responsible for a variety of tasks, which include set up, on-site administrative duties, collecting payments and writing receipts, and assisting with event components and take down.

ReFrame's Guiding Principles

All ReFrame staff, interns, volunteers and independent contractors are accountable to the ReFrame Guiding Principles. Please take the time to review it in full.

Overview

The guiding principles are intended to help guide all ReFrame Volunteers and Staff. While it is expected that good judgement be exercised these policies provide a framework for the organization.

Diversity Statement

ReFrame is an organization that supports diversity and aims to be inclusive. We are committed to treating one another with respect, dignity and fairness.

Privacy Policy

ReFrame respects your privacy and we protect your personal information. The information you provide will be used to deliver services and to keep you informed and up to date on the activities of ReFrame, including volunteer opportunities. We will not provide your name and address to any external organizations.

Confidentiality Policy

Volunteers will agree to keep all matters relating to the volunteer work of ReFrame completely confidential and are not to disclose or use such information without the consent of the staff. Breach of confidentiality is regarded as a very serious matter and may result in the termination of the volunteer's services.

Harassment and Discrimination

At ReFrame, each Individual has the right to be respected and to receive fair and equitable treatment. ReFrame is committed to providing and maintaining a work environment in which all Individuals are free from workplace harassment, sexual harassment and discrimination based on their race, ancestry, place of origin, colour, ethnic origin/identity, disability, citizenship, creed, sex (including pregnancy), sexual orientation, gender identity, age, marital status, family status, receipt of public assistance, record of offences, political affiliation, religion affiliation, language and/or socio-economic status.

Conflict of Interest

ReFrame expects that individuals shall avoid any situation or involvement which might cause a conflict with their duty of loyalty to ReFrame or even an appearance of a potential for conflict between their personal interests and those of ReFrame. Individuals should avoid any association or transaction which may tend to affect their judgment or ability to make decisions in the best interests of ReFrame.

Frequently Asked Questions

How long are the volunteer shifts?

On average, each shift is 3 to 4 hours long; your schedule will depend on the number of shifts you have signed up for.

How old do I have to be to volunteer?

You must be at least a high school student (grade 9), or 14 years of age. If you are under the age of 14 you can volunteer with a parent or guardian present.

Can I volunteer with a friend/family?

Although we do try to accommodate this request, it depends on the number of volunteers per task and shift required at the event.

While I'm volunteering, will I get to watch a film?

We encourage you to check out our festival line up and plan your volunteer shifts around the films you'd like to see. In order for the festival to run smoothly, we need your devoted attention to your role.

What should I wear?

Volunteers must wear their ReFrame t-shirt (free!) and professional, but comfortable pants or skirts.

Is there any training provided?

Yes, training for the Festival roles takes place approximately one week before the event and volunteers are expected to attend.

Can I change or cancel my shift?

We understand that stuff happens, but please let us know of a change or cancelation in shift as soon as possible as you will need to be replaced.

What about food and water?

We do not provide meals or snacks. However, since we're so centrally located, there are many options outside of our venues as well as food vendors located in the Showplace Bazaar. Please bring your own water in a reusable container as we do not promote plastic bottles.

What should I bring?

You need to bring the t-shirt given to you, a reusable water bottle, and a smile.

Where do I find the schedule of volunteer shifts?

The schedule will be available at volunteer training as well as emailed to you. When in doubt, contact the volunteer coordinator.

Do I need a police check to volunteer?

Maybe, in some cases we may require police checks from people volunteering for REELKids, but we will ask you to get one, if you need one.

THE WORLD IS WATCHING US

Ontario is the first jurisdiction in Canada to mandate and regulate accessibility standards for public, broader public and private sectors in all key areas of daily living, through the Accessibility for Ontarians with Disabilities Act (AODA).

The purpose of the Act is to make Ontario accessible for Ontarians with disabilities by 2025.

The Integrated Accessibility Standards include:

- ▶ General Requirements
- ▶ Information and Communication Standards
- ▶ Employment Standards
- ▶ Transportation Standards
- ▶ Design of Public Spaces Standards
- ▶ Customer Service Standards
- ▶ Compliance

DID YOU KNOW?

- ▶ One in seven persons in Ontario has a disability.
- ▶ Many disabilities are invisible.
- ▶ Half the people in the world over age 60 have a disability.
- ▶ In the next 20 years, people with disabilities will represent 40% of total income in Ontario – that's \$536 Billion of spending power.
Ministry of Economic Development, Trade and Employment, Ontario, 2013

BE AWARE OF YOUR OWN ATTITUDES

- ▶ Don't make assumptions about what a person can do (or cannot do).
- ▶ Speak to the individual with the disability, not the support person, companion or American Sign Language interpreter.
- ▶ Never touch a service animal when it is working.
- ▶ Know the assistive devices that are available to customers and where they can be picked up.
- ▶ Familiarize yourself with your organization's Policies and Procedures when servicing patrons with disabilities.

LANGUAGE IS ATTITUDE!

A STEREOTYPE (AVOID THESE TERMS)

crippled/handicapped
confined to a wheelchair
the hearing/vision impaired
brain damaged
a normal person
the aged
retarded

V.S.

A PERSON (USE THESE INSTEAD)

a person with a disability
a person who uses a wheelchair
a person with hearing/vision loss
a person with a brain injury
a person who is able bodied
older adults
a person with an intellectual disability

HOW TO HELP

When approaching all customers with disabilities,

Ask:

“Can I help you?”

If the answer is “yes”, ask:

“What is the best way to help?”

Listen to the answer.

{ PRACTICAL TIPS FOR SERVING OUR CUSTOMERS WITH DIFFERENT DISABILITIES }

FOR CUSTOMERS WITH VISION LOSS OR WHO ARE BLIND

- ▶ Always introduce yourself by name and state your role.
- ▶ Offer your elbow/arm to the customer, don't take theirs.
- ▶ Don't assume the individual can't see you. Many people with low vision still have some sight.
- ▶ When providing directions or instructions, be precise and descriptive.
- ▶ Lead a person to their destination.
- ▶ Ask your customer if he/she would like you to read any printed material out loud to them.

FOR CUSTOMERS WITH HEARING LOSS, WHO ARE DEAF OR DEAFENED

- ▶ Speak clearly at normal or slightly slower pace. Don't shout or exaggerate words. It is the tone that is difficult to hear, not the volume.
- ▶ Always face the person when speaking with the light on the speaker's face, not behind it.
- ▶ Do not chew gum, a pencil, or put your hand in front of your face. This prevents the customer from reading your lips.

FOR CUSTOMERS WITH PHYSICAL CHALLENGES

- ▶ Stand back or bend down, (if no chair is available) so you can make eye contact at the same level, when having a conversation with a customer who uses a wheelchair, scooter or needs to sit down.
- ▶ Do not lean on a wheelchair or grab a cane, crutch or other mobility device without permission.
- ▶ If you have to move assistive devices or equipment, such as canes and walkers, let your customer know where it will be, and that you will return it. REMEMBER to return the device.

If a customer is using a wheelchair, keep safety in mind at all times:

- ▶ If you have permission to move a person who uses a wheelchair, don't leave them in an awkward, dangerous or undignified position, such as facing a wall or in the path of opening doors.
- ▶ Let a customer know when you are going to push them forward in the wheelchair. Ask them if they are ready.
- ▶ Check and make sure a person's feet are on the foot pedals and their hand(s) has not slipped down in between the spokes of the wheel before you start pushing.
- ▶ Make sure the brakes are off before you start pushing a customer who uses a wheelchair (to prevent them from falling forward out of the wheelchair).
- ▶ Put the brakes on whenever a person is getting in or out of the wheelchair.

Don't pretend to understand a person with speech difficulties and use plain language.

- ▶ Provide one piece of information at a time.
- ▶ Re-frame your questions into "yes" or "no" answers.
- ▶ Look for other communication options – writing down their message, ask for an interpreter or ask them to repeat what they are saying.

FOR CUSTOMERS WITH LEARNING DISABILITIES

- ▶ Be patient – the customer may take longer to process information, to understand and to respond.
- ▶ Ask the customer the best way to assist and to provide information. For example, some people with learning disabilities find written words difficult to understand, while others may have problems with numbers and math.

FOR CUSTOMERS WITH INTELLECTUAL OR DEVELOPMENTAL DISABILITIES

- ▶ Encourage clarification and ask if he/she understands what you are saying.
- ▶ Use plain language.
- ▶ Provide one piece of information at a time.

FOR OLDER CUSTOMERS

- ▶ Be patient. Each customer has a different level of ability.
- ▶ Use plain language.
- ▶ Be concise but don't overload with information, particularly when giving directions.

FOR CUSTOMERS WITH MENTAL HEALTH DISABILITIES

- ▶ Be considerate, calm and reassuring. Ask the customer if she/he feels safe.
- ▶ If a customer appears in crisis, ask them to tell you the best way to help.
- ▶ If the customer becomes abusive, say, "I am unable to help you if you come across this way. Please do not swear and I will assist you."
- ▶ If this approach is not successful or safety is a factor, call for assistance, to notify the police if the situation escalates.
- ▶ Stay with a customer who has dementia, to prevent them from wandering into an unsafe environment – outside in the path of a car.