

SSET CASE STUDY CITY OF RICHMOND

iCANHELP VOLUNTEER MANAGEMENT SYSTEM



SUSTAINABLE SPORT AND EVENT TOOLKIT CASE STUDY

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BACKGROUND

In 2013, the City of Richmond was invited to become a development partner with the International Academy of Sport Science Technology/Académie Internationale des Sciences et Techniques du Sport (AISTS) in Lausanne, Switzerland for the development and implementation of the Sustainable Sport and Event Toolkit (SSET). In 2014, a three-year partnership with AISTS was approved to promote the City of Richmond as a leader in sport, sustainability, event management and economic development.

A cross-functioning planning team comprised of staff from the City of Richmond and the Richmond Olympic Oval was established to incorporate a Sustainable Sport and Event Toolkit for community events in Richmond. In 2014, the team introduced the AISTS Quick Start Guide to local event planners and organizers for use during the event planning process. After reviewing the feedback provided by event organizers, the team condensed and focused the information provided in the AISTS Quick Start Guide into seven main areas and developed materials tailored specific to community events and environments.

In 2009, the City of Richmond implemented a volunteer software system and database called iCanHelp which manages and streamlines the process of volunteer recruitment, management, and retention. In creating the 7 Step Quick Guide, the online iCanHelp volunteer management system has help Richmond provide a “Positive Local Impact “as detailed in Step 4 of the 7 Step Quick Guide.

iCanHelp program provides the public with an online system that allows them to explore various volunteer opportunities available through the City of Richmond’s various divisions including: Community Services, Emergency Services, Library Services and the Richmond RCMP’s Community Policing and Block Watch programs.

Individuals go on line to create an account through the iCanHelp system where they can then view, sign up, and track community volunteer hours for a variety of postings.

- 1** CREATE A COMMITMENT STATEMENT
- 2** REDUCE WASTE AND RECYCLE
- 3** MAKE SMART WATER CHOICES
- 4** ESTABLISH A POSITIVE LOCAL IMPACT
- 5** PROMOTE PUBLIC AND CLEAN TRANSPORTATION
- 6** MAKE SMART FOOD CHOICES
- 7** SUPPORT SUSTAINABLE ACCOMMODATION



APPROACH

The iCanHelp management system is an online portal administered by City of Richmond staff that provides a single platform for community partners, event organizers and City staff to post, track and manage volunteer opportunities for students, adults and seniors. Opportunities range from one time special events to long term volunteer opportunities such as assisting with Library or Emergency Services Programs. The iCanHelp database can also be tailored to accept individual and group volunteer postings.

With a population of over 215,000, the iCanHelp online system has helped Richmond residents be involved and give back to their community.

The Richmond Green Ambassadors highlighted in [City of Richmond AISTS Case Study #2](#) use the iCanHelp system to track, catalog and retain their member's activities.

A further example of youth volunteer engagement is the 2019 Richmond World Festival. Throughout the two-day multi-cultural festival, the event attracted over 140 volunteers to assist with tasks ranging from waste reduction efforts to supporting programming activities. Most notable, 111 of these volunteers were under the age of 25 and accounted for over 1,230 hours of services.



PROGRAM OUTCOMES

Since the introduction of the iCanHelp online software, there have been over 16,800 individuals who have been registered in the system. On average 85,000 volunteer hours are logged annually. In 2019, there were over 1,800 volunteers who signed up for approximately 670 volunteer opportunities in Richmond.

Along with connecting individual to volunteer opportunities in the community, the software has help staff track the impact volunteering has had on Richmond.

CONCLUSION

The iCanHelp database represents the Richmond community's desire for engagements and selflessness. All those who contribute their time for community betterment highlights the level of importance that regional citizens place in the community and on creating positive local changes.

The growth of the iCanHelp management system is expected to continue with each year as the City population grows in line with the rest of the region. Through using a single streamlined system, recruiting and retaining volunteers is made manageable for City of Richmond staff and community partners.

Meaningful community development starts with establishing local connections that transform spaces into places of positive connections. The iCanHelp volunteer system is an example of how an efficient streamlined system can help in furthering the goal of strengthening, developing and maintaining lasting community connections.

