

TO: CITY MANAGER DATE: 2001 MARCH 07

FROM: DEPUTY CITY MANAGER CORPORATE SERVICES

SUBJECT: 2001 INTERNATIONAL YEAR OF VOLUNTEERS

PURPOSE: To seek approval of an approach and budget for the planning of the celebration of International Year of Volunteers in Burnaby.

RECOMMENDATION:

1. **THAT** Council approve the stabilization funds as outlined in this report for the activities associated with the 2001 International Year of Volunteers.

REPORT

1.0 BACKGROUND

The United Nations has declared 2001 as International Year of the Volunteer. As the motto, *"The value of one, The power of many"* depicts, volunteers work behind the scenes to help the City of Burnaby achieve its goals. This worldwide celebration is an opportunity for us to highlight these silent and deserving heroes. In City of Burnaby programs, staff who manage volunteers are gearing up to recognize more than 13,000 volunteers. All the programs are also heavily recruiting for volunteers from a wider section of the community, and, especially, for people who have not previously been involved in volunteering. A committee has been struck to represent City programs, which are: Parks, Recreation and Cultural Services; Citizen Support Services; Emergency Social Services; Committees of Council and RCMP Block Watch, Crime Watch, Victim Services and Community Police. The City of Burnaby is fortunate to have such a dedicated group of hardworking volunteers and the International Year of Volunteers is a perfect opportunity to celebrate and recognize their valuable service.

2.0 PROPOSED PLAN

2.1 Objectives

1. To recognize and thank those volunteering for City of Burnaby programs.
2. To educate and motivate the local community about volunteering for City of Burnaby programs.

3. To increase the numbers of people volunteering for City of Burnaby programs.
4. To obtain a sustained commitment to continue volunteering beyond IYV 2001.
5. To celebrate and publicize the importance of volunteerism to our organization.

2.2 Proposed involvement

- a) The City typically sponsors, or is involved in, a variety of activities throughout the year, including Discovery Day, Blues Festival, Lantern Festival, Hats Off Day and Kensington Day, in which displays for International Year of Volunteers will be included. Each of the City programs will also host booths to thank their volunteers and recruit new volunteers.
- b) Each of the City programs will host their annual volunteer recognition events with a special inclusion of International Year of Volunteers.
- c) Each of the City programs will feature their programs and volunteers in local papers, including newspapers and InfoBurnaby.
- d) Statistics are being gathered on the numbers of volunteers and hours volunteered so the Mayor and Council can include that information in any speeches or presentations.
- e) Each of the 13,000 people volunteering for City programs will receive a recognition letter from the Mayor.
- f) A quilt will be made to honour all City of Burnaby volunteers, to be left as a legacy and hung in a Burnaby facility.
- g) Banners will be made and hung on overpasses and then used in parades and at large events.
- h) All City programs, including Committees of Council, would be promoted throughout the year to thank existing volunteers and recruit new people.
- i) City web pages that host volunteer programs would show the International Year of Volunteers logo.
- j) Bookmarks would be printed to promote IYV and City of Burnaby volunteers, to be available at City Libraries.
- k) A "Volunteer Rose" or "Volunteer Rhododendron" would be developed and/or named.
- l) The stamp (or slug) in the Mail Department would stamp the IYV logo and motto on all outgoing City mail for the rest of the year.
- m) Windows of Burnaby facilities would display a vinyl, removable, sticker depicting the City of Burnaby and saluting IYV.
- n) The IYV stamp would be provided City Departments to stamp onto outgoing correspondence.
- o) Bus Shelters would display the IYV posters at 15 shelters.
- p) National Volunteer Week, April 22 - 28, will feature a proclamation by the Mayor, display booths and newspaper articles to promote volunteers.
- q) Vinyl (removable) stickers would be placed inside a window of every City vehicle, RCMP vehicle, City garbage and recycling trucks.
- r) Flower beds, where possible, would display the IYV logo.


- s) City Hall Cafeteria would declare a Volunteer Sandwich, such as a "Hero Sandwich" on their menu.
- t) RCMP Colour Guards will be part of volunteer recognition ceremonies.

2.3 Proposed Budget:

The cost of the items above will not exceed \$10,000 which will be drawn from the stabilization reserve.

3. CONCLUSION

This report outlines an action plan for celebrating International Year of Volunteers, recognizing and thanking the existing volunteers, and actively recruiting new volunteers for all the City of Burnaby programs. This is a landmark year to celebrate those who devote their time and talents to others, for the ultimate benefit to the citizens of Burnaby.



C. A. Turpin
Deputy City Manager
Corporate Services

DC:CAT:

