

SOCIAL ISSUES COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: LOCAL HERO AWARDS PROGRAM

RECOMMENDATION:

1. **THAT** Council approve a proposal to invite staff from Volunteer Burnaby to work with City staff in the development of the 2003 Local Hero Awards.
2. **THAT** this report be sent to Volunteer Burnaby, #14 - 250 Willingdon Avenue, Burnaby, B.C. V5C 5E9.

REPORT

The Social Issues Committee, at its Open meeting held on 2003 January 22, received and adopted the *attached* report proposing that City staff and Volunteer Burnaby staff work collaboratively in promoting the Awards Program. The Committee noted that Volunteer Burnaby's efforts to assist in the promotion of the 2002 Local Hero Awards Program contributed to the success of the event. In fact, more nominations were received than in any previous year and a diversity of volunteers were represented in the nominations.

Respectfully submitted,

Councillor D. Johnston,
Chair

Councillor L. Rankin,
Vice Chair

Councillor S. Dhaliwal
Member

COPY - CITY MANAGER
- DIRECTOR PLANNING & BUILDING
- DIRECTOR PARKS, RECREATION & CULTURAL SERVICES
- DIRECTOR FINANCE

TO: CHAIR AND MEMBERS
SOCIAL ISSUES COMMITTEE

2003 January 16

FROM: DIRECTOR PLANNING AND BUILDING

OUR FILE: 17.931

SUBJECT: LOCAL HERO AWARDS PROGRAM

PURPOSE: To respond to suggestions made by a delegation from Volunteer Burnaby on the Local Hero Awards Program and propose ways for the City and Volunteer Burnaby to work collaboratively in promoting the Awards.

RECOMMENDATIONS:

1. **THAT** staff from Volunteer Burnaby be invited to work with City staff in the development of the 2003 Local Hero Awards.
2. **THAT** this report be sent to Volunteer Burnaby, #14 - 250 Willingdon Avenue, Burnaby, B.C. V5C 5E9.

REPORT

1.0 BACKGROUND

At its meeting on 2003 September 25, the Community Issues and Social Planning Committee received Ms. Bryony Hollick of Volunteer Burnaby as a delegation. Ms. Hollick outlined the ways that Volunteer Burnaby had assisted in promoting the 2002 Local Hero Awards and offered suggestions for future awards programs. In response to the presentation, the Committee requested staff to prepare a report on the proposals made by the delegation and ways for the City and Volunteer Burnaby to work collaboratively in promoting the Awards in the future.

2.0 ASSISTANCE PROVIDED BY VOLUNTEER BURNABY FOR 2002 LOCAL HERO AWARDS

Volunteer Burnaby is a Burnaby-based organization that recruits, interviews and refers volunteers to community organizations. It also offers resource materials and consultation in the development and management of volunteer programs. As in previous years, information on the 2002 Local Hero Awards was sent to Volunteer Burnaby and other community organizations. In response, staff from Volunteer Burnaby contacted City staff to find out more about the program and investigate ways the organization could help support it. In consultation with City staff, Volunteer Burnaby assisted the program by:

- notifying the community by providing information on the program in its weekly volunteer postings distributed to the media, libraries and community centres;
- distributing information through its monthly newsletter faxed to its 100 member agencies; and
- mailing a Local Hero Awards brochure and letter to member agencies which included an endorsement of the program and a reminder to nominate volunteers.

For the 2002 Local Hero program, more nominations were received than in previous years and a more diverse group of volunteers were represented in the nominations. As nominators were not asked where they found out about the program, it is not possible to definitively state the impact that Volunteer Burnaby had on the nominations. That said, it is believed that the organization's efforts contributed to the success of the 2002 Local Hero Awards.

3.0 PROPOSALS FOR FUTURE AWARDS PROGRAMS

Volunteer Burnaby has stated that it would like to become more involved in future awards programs. In so doing, it recognizes that the program is an initiative of the City and would like to offer its support for the purpose of developing a stronger relationship with the City in promoting volunteerism in the community. To this end, Volunteer Burnaby has offered suggestions on ways it could assist future programs. These include:

- continuing efforts for the program begun in 2002;
- staging a contest to encourage volunteer managers to submit nominations for the awards. A prize of a dinner for two (donated by a local restaurant) could be awarded to the manager who contributes the most submissions;
- attending planning sessions for the program and helping with ideas to increase awareness and awards nominations;
- expanding the program to include a "Burnaby Corporate Heroes" category; and
- holding a volunteer recognition event.

4.0 RESPONSE TO VOLUNTEER BURNABY'S SUGGESTIONS

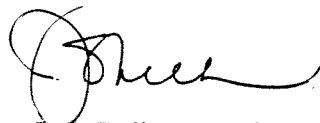
Volunteer Burnaby has provided some valuable suggestions for future programs. Indeed, consistent with the suggestion to hold a volunteer recognition event, a reception was held for

the recipients of the 2002 Local Hero Awards. Recipients, their families, nominators and the Mayor and Council were invited to attend the reception that was held in the foyer of City Hall prior to the Council Meeting on 2002 November 4. The event was well attended. It was evident that recipients, their families and nominators appreciated the special occasion and the recognition given to the Local Heroes.

An initial review of the group's other suggestions would indicate that some proposals may not be appropriate for a City-wide awards program (e.g. a "Corporate Heroes" category may duplicate the Board of Trade's Community Service Award). It is proposed that City staff work collaboratively with staff from Volunteer Burnaby to develop an awards program for 2003. While the Awards program will continue to seek a broad range of nominations, the focus of the program will remain the recognition of volunteers who have made *outstanding* contributions to community well-being over the years. We would report back to the Committee at its 2003 March meeting with a proposed 2003 Local Heroes Program, including the budget implications of any changes or additions to the program. (It should be noted that Council has approved the expenditure of up to \$3,000 from the Council Committee and Boards' budget for printing and advertising costs for the 2003 program.)

5.0 CONCLUSION

It would appear that Volunteer Burnaby's efforts to assist in the promotion of the 2002 Local Hero Awards contributed to the success of the 2002 Awards. More nominations than in any other year were received and a diversity of volunteers were represented in the nominations. It is recommended that staff from Volunteer Burnaby be invited to work with City staff in the development of the 2003 Local Hero Awards. With the Committee's approval, staff will report back to the Committee at its 2003 March meeting with the proposed program for 2003.



J. S. Belhouse, Director
PLANNING AND BUILDING

BLS/
MM/sa

cc: City Manager
Director Parks, Recreation and Cultural Services
Director Finance