

BUILDING BLOCKS



2015 - 16 Annual Report





City of
Richmond

Malcolm D. Brodie
Mayor

6911 No. 3 Road
Richmond, BC V6Y 2C1
Telephone: 604-276-4123
Fax No: 604-276-4332
www.richmond.ca

GREETINGS FROM THE MAYOR:



Once again, I am honoured to extend greetings to the staff and volunteers at Richmond Cares Richmond Gives (RCRG) on behalf of the City of Richmond and my fellow members of City Council.

RCRG plays a critical role in our community. Richmond residents are very proud of the high quality of life and sense of community they enjoy here. So much of what we enjoy about Richmond is made possible through the dedicated and unselfish efforts of our volunteers, who work tirelessly to make our community a better place.

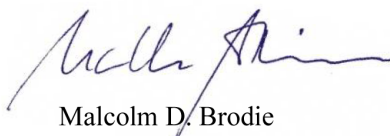
Working together, the City, key community partners such as RCRG and individual volunteers have made Richmond an international benchmark community for liveability and build our volunteer capacity.

As you know, RCRG does much more than just promoting and supporting volunteerism in our community. RCRG also supports many other programs that are critical to our community. Your organization touches and enriches our community in so many ways, from child care and seniors programs, to information services, to the Richmond Christmas Fund and Leadership Richmond.

We are pleased that the City and RCRG continue to have a close working relationship in delivering these and other important community services. The collaborative spirit and commitment to service embodied by your organization has served our community well.

We salute you for your many ongoing achievements within the community and look forward to a productive and ongoing relationship with RCRG for decades more to come.

Congratulations!


Malcolm D. Brodie
Mayor



Message from the Chair and President & CEO



We're building something. Over the past year, that was the message on our website. It referred, of course, to the site itself – it was under construction, a work in progress. When RCRG.org finally went live, in April, we felt an incredible sense of accomplishment. We were proud of what we'd built.

But even though the website's finished, we aren't. Not even close. RCRG is always building towards a brighter future, both for our organization, and for Richmond. This annual report is merely a snapshot of our progress, a brief pause before we get back to work.

What does the snapshot reveal? That we've been busy. That our programs and services are more in demand than ever. That, at times, the demand has been overwhelming, but, with support from our volunteers and community partners, we've met the needs – and exceeded the expectations – of our clients, while continuing to broaden our impact.

This report focuses, primarily, on our core programs, and our role as a direct service provider. It highlights the impact of the Richmond Christmas Fund, our Seniors Community Support Services, and our Child Care Resource & Referral Centre.

And yet, there's something else in the snapshot, something equally important: the work we do building community, as a hub for volunteering and giving. In this area, our achievements of the past year have paved the way for future growth.

RCRG counts 70 local non-profit organizations as members, with more joining all the time. Going forward, we'll continue to help them recruit volunteers and raise their community profile. As well, we'll help them build internal capacity, by offering training in areas like fund development, volunteer management, and board governance.

We'll also keep improving the experience for those who want to give back to their community. As we add more content to our new website, it will be easier for volunteers and donors to discover and support Richmond organizations.

In short, we'll continue building community by strengthening the non-profit sector - by helping amazing organizations do amazing things, and by connecting Richmond residents with causes they care about. It's work that often happens quietly, behind the scenes, but it's a significant part of who we are, and is thus a major part of our annual report.

We made considerable progress in 2015-16, and the building blocks are in place to achieve even greater things in the years ahead. For now, though, please enjoy reading.

Pat Watson, Chair

Ed Gavsie, President & CEO

Information & Volunteer Centre

Because we're here...Richmond residents are connected to their community.

Step one: get to know your community. Step two: get involved. At RCRG, we help with both.

Through our Information & Volunteer Centre, we build connections between people and services, by providing information on community resources and maintaining Richmond's largest community services directory, available online at RCRG.org.

We also build connections between people and causes, by promoting, celebrating, and facilitating volunteerism. Whether through our Volunteer Match service or our online volunteer opportunities database, we make it easy for Richmond residents to find meaningful ways to give back to their community.



KEY STATS



- Our Volunteer Match Advisors contributed 476 hours towards helping 338 individuals find suitable volunteer positions.
- 3,363 people received information about volunteering and community services, whether directly from our office (2,778), at presentations (235), or at our Community Information and Volunteer Centre (350).
- Our new online volunteer opportunities database, which launched on September 1, was viewed 63,365 times, and our online Community Services Directory was viewed 3,794 times.
- In partnership with The Richmond News, we distributed 14,050 copies of the Richmond Seniors Directory throughout the community.

PROGRAM HIGHLIGHTS



- To celebrate National Volunteer Week, we co-hosted a volunteer appreciation event at Richmond Caring Place. We also asked community members to show their support for volunteerism by stopping by our photo booth. Nearly 80 people came out to celebrate volunteers at this event!
- Last August, our board member Jacky Tang was working as a Volunteer Ambassador at Richmond Centre in order to help spread the word about our Youth Now program, from which Jacky himself graduated. Upon learning about this leadership development initiative, one community member exclaimed, “Wow, I didn’t know that such great programs existed in our community!”
- We gave our best wishes to Volunteer Match Advisor Kim Tsang, who moved to Toronto in order to pursue a Masters in Counselling. Kim volunteered an astounding 150 hours with us in just a year and a half. So many more community members were able to find volunteer jobs that they’ll love thanks to Kim’s guidance and support. Kim will be dearly missed, but we wish her well on her future adventures!



Our Information & Volunteer Centre is funded by the Government of BC and the City of Richmond.

Leadership Richmond

Because we're here...Richmond's voluntary sector is stronger than ever.

Our three Leadership Richmond programs build community capacity, but in different ways.

Youth Now builds capacity for the future, by giving young adults, aged 18 to 25, an opportunity to serve on a non-profit board of directors, where they gain the skills and knowledge to become tomorrow's community leaders.

In the Richmond Caring Companies program, we help businesses develop community engagement strategies, so they have greater capacity to support the causes they believe in.

Finally, through Community, we build capacity within non-profit organizations, by providing professional development opportunities to staff, board members, and volunteers.



KEY STATS



- 10 youth leaders and 8 organizations participated in this year's Leadership Richmond – Youth Now program.
- Through the Community module, we offered a combined total of 7 workshops and training series, attended by 87 participants.
- As part of the Richmond Caring Companies program, 30 volunteers from local businesses and organizations participated in the 4th Annual Day of Caring.
- 23 professionals took part in our customized Volunteer Management Training Series for Stenberg College.

PROGRAM HIGHLIGHTS



- In September, we co-hosted a Lunch-and-Learn Presentation with Trinity Western University, to help celebrate the grand opening of their Richmond Campus. The event was a major success, with nearly 60 people in attendance to see Gordon Chutter speak on the topic of *Managing the Millennial Volunteer*.
- In October, we partnered with Administrators of Volunteer Resources BC to deliver a sector-specific Speaker Series workshop, facilitated by Stacy Ashton. Held at Kwantlen Polytechnic University's Richmond Campus, the workshop provided a thorough overview of the many complex issues surrounding *Volunteers and the Law*.
- In June, at our annual Day of Caring, we once again celebrated the impact of employer-supported volunteering. The event, held at The Sharing Farm, gives local businesses an opportunity to take part in a volunteer service project. This year, it was great to see familiar faces, like Misty Mountain Specialties, joined by new participants, like the Richmond RCMP. They worked in the fields side-by-side, getting their hands dirty for an amazing cause. Produce grown by The Sharing Farm is donated to the Richmond Food Bank and other food distribution charities, so Day of Caring volunteers weren't just doing farm work - they were supporting their community.



Funding for the Youth Now program is provided by Coast Capital Savings.

Neighbourhood Small Grants

Because we're here...small community projects are bringing neighbours together.

Neighbourhoods are the building blocks of community, which means, if we work to create connections between neighbours, the community as a whole becomes stronger.

This is the idea at the heart of the Vancouver Foundation's Neighbourhood Small Grants program. Since 2014, RCRG has administered the program in Richmond, and even in that short time period, the results have been spectacular.

Each year, we award Richmond residents grants of up to \$500 so they can complete small community projects - everything from block parties to urban gardens. Through these projects, neighbours get to know one another, leading to closer relationships and healthier neighbourhoods.



KEY STATS



- The number of Neighbourhood Small Grants we've awarded has more than doubled since 2014.
- With 9 events, the Steveston area had the highest number of NSG projects in 2015.
- Richmond NSG granted \$13,858 to 21 projects in 2015.
- Block parties continue to be the most popular form of NSG event, with 12 block parties in 2015.
- Richmond is one of the 15 communities and 10 cities that have the Neighbourhood Small Grants program. This number is projected to grow as NSG spreads across the province.

PROGRAM HIGHLIGHTS



- Thanks to NSG, the Hankin/Musgrave area of the Terra Nova community has held neighbourhood gatherings for the past two years. Before these events, neighbours wouldn't normally greet one another when walking down the street. After just one event, neighbours found it easy to strike up friendly conversations with each other. And something incredible happened after the second event: a neighbour's house alarm went off one night. She was out of town so her house was empty. Instead of adopting a mind-your-own-business approach, her neighbours came out in their nightgowns to see what they could do to help. Now that's community!
- NSG projects not only help to create connections and build community; they also create a venue through which residents can develop their own leadership and capacity. One project leader remarked, "I feel more empowered in my neighbourhood. I now KNOW that I am capable of being the change I want to see." Another volunteer reported that NSG "made me feel a stronger sense of belonging when I realized that I was contributing to decisions ... [that would] positively affect the lives of others."
- One day as they were driving through the neighbourhood, project leader Michael Khoo's then 10-year old daughter, Eliana, noticed that the number of houses that had put up Christmas decorations had gone up. With her youthful perception, she said to her dad, "It's as if, after the neighbourhood block party, the residents feel more pride in their neighbourhood." It goes to show how the effects of community building projects can show themselves in small, subtle ways, even months afterwards.



The Neighbourhood Small Grants program is funded by the Vancouver Foundation.

Richmond Child Care Resource & Referral Centre

Because we're here...families and child care providers have support.

How do you build a safe, nurturing community for children, where they can learn, grow, and thrive? Well, for one, you need programs like the Child Care Resource & Referral Centre, better known as the CCRR.

For parents, the CCRR provides a free child care referral service, as well as information on choosing quality child care. Parents can also bring their children to one of the CCRR's drop-in programs, like Together Time or Duck, Duck, Goose. For child care providers, the CCRR offers support, and hosts a wide range of workshops and training courses.

Perhaps most impressive is the CCRR's extensive collection of educational materials. Books, theme boxes, felt stories, and more are available to borrow in the CCRR's Early Learning Library and its smaller, mobile version, the Community Resource Library.



KEY STATS



- CCRR staff gave 17,096 consultations to parents, child care providers, students, and others in the community, with 1,926 of these interactions happening over the phone, 8,240 via e-mail, and 6,930 face-to-face.
- 540 participants attended 25 professional development workshops and courses hosted by the CCRR.
- CCRR staff attended, organized, or supported 149 community events and presentations.
- Staff provided 372 child care referrals to parents.
- The CCRR provided space for, and supervised, 51 exams taken by individual ECE students to complete their training.

PROGRAM HIGHLIGHTS



- CCRR staff run or support a number of children's playgroups, including Together Time and Cap-C. Participants at these playgroups are exposed to guest speakers who present on a variety of important topics, such as car seat safety. As well, participants are encouraged to attend exploratory field trips. This year, the playgroups saw an increase in attendance, with approximately 17 adults and 16 children participating on average. A total of 99 sessions, including field trips, were provided to parents this past year, with 1,637 adults and 1,590 children in attendance.
- The CCRR's professional development workshops have seen an increase in demand from child care providers. While workshops generally reach an upper limit of 20 or 30 participants, we ran a wildly successful workshop in late March, called *Reviewing and Refreshing Positive Guidance Approaches*, with 43 attendees. This workshop was given by Gyda Chud, and focused on strategies to guide children's behaviour, including prevention and intervention. Gyda has hosted a number of workshops for the CCRR centering on childhood behaviours, development, and parent interaction, and all have been met with enthusiasm and keen interest by the child care community.
- Our CCRR branch offers a Self-Paced Family Child Care Training Course, and has the distinction of being the only branch offering this program in Mandarin. Each course takes place over four to eight weeks, with participants completing 30 hours of training during that time. The course includes face-to-face interactions with the instructor, online activities, readings, and completion of both assignments and exams. Students from all over the Lower Mainland travel to attend the course, and this year, we saw 54 of them graduate.



The Richmond Child Care Resource & Referral Centre is funded by the BC Ministry of Children and Family Development, with additional support from the United Way of the Lower Mainland and the City of Richmond.

Richmond Christmas Fund

Because we're here...everyone can share in the holiday spirit.

The holiday season is a special time of year, but for those who can't afford to celebrate, it can also be a particularly difficult time. To lend a helping hand, RCRG runs the Richmond Christmas Fund.

With support from hundreds of volunteers and donors, we distribute grocery vouchers to Richmond's low-income residents - over 2,000 every year. We also provide children from low-income families with toys, books, sports equipment, and gift cards.

The Christmas Fund is a much loved program, and for good reason: it builds community spirit, and an understanding that we're all in this together. Each holiday season, the Christmas Fund offers proof that Richmond is an inclusive community, one where people in need are treated with kindness, compassion, and generosity.



KEY STATS



- In 2015, the Christmas Fund provided grocery vouchers to 2,211 Richmond residents - a 29% increase over the previous year. In fact, it was our busiest season since 2010.
- Among those we helped were 312 seniors and 622 children.
- In all, we distributed 6,842 toys to children aged 12 and under, and 189 gift cards to teenagers.
- 193 volunteers contributed 3,425 hours to the program, offering invaluable support during registration, in the toy room, and at special events.
- Marking a significant milestone, the Christmas Fund Army grew to over 100 members.

PROGRAM HIGHLIGHTS



- In January, we bid farewell to Christmas Fund Chair Wayne Duzita, who, after four incredible years, has passed the Santa hat to Rob Howard. Under Wayne's leadership, support for the Christmas Fund increased dramatically, and so did the program's impact. His accomplishments are too numerous to list here, but the Christmas Fund Army deserves special mention. The Army is a group of community and business leaders - now over 100 strong - who are committed to supporting the Christmas Fund year after year. Wayne personally recruited nearly every member, and more importantly, made them believe in the program. Now they're as passionate about the Christmas Fund as he is.
- 2015 was a year of firsts for the Christmas Fund. There were first-time events, like the Richmond RCMP's Toy Drive and Pancake Breakfast, which raised over \$900 and collected enough toys to fill an entire squad car. There were also first-time campaigns, like The Dream Project, organized by Richard Vetter and his team at WealthSmart. The Dream Project called on local entrepreneurs to support the Christmas Fund, and they came through in a big way, donating a combined total of \$6,000.
- But it was more than a year of firsts; it was a year of broken records. For instance, as part of the 3rd Annual Day of Giving, Tourism Richmond and their partners raised nearly \$12,500 for the Christmas Fund - their highest total yet. Then there's the Richmond Auto Mall, with Windows of Hope. We don't know how they do it, but they keep finding ways to be even more generous. In 2015, the event set another record, raising - wait for it - \$31,795! A truly remarkable feat, one that helped brighten the holidays for a lot of families.



The Richmond Christmas Fund is supported primarily by donations from the community, with additional funding from the Province of British Columbia.

Seniors Community Support Services

Because we're here...seniors stay independent longer.

At RCRG, we're committed to building a caring community for seniors. Everyday, we demonstrate that commitment by providing a wide range of Seniors Community Support Services.

There's Information & Referral, where our trained volunteers help connect seniors to community resources. We also offer a Senior Peer Counselling program, to support seniors experiencing emotional distress. Our Community Action Ambassadors attend events throughout Richmond, educating older adults about healthy aging. And our Shopping programs, which provide homebound seniors with regular access to fresh groceries, are more popular than ever. All of this, plus Richmond Better at Home, through which we offer Transportation, Friendly Visiting, and Light Housekeeping services. Clearly, when it comes to serving seniors, we're busy. And we wouldn't have it any other way.



KEY STATS



- A total of 318 clients used our Better at Home services.
- Our Transportation service completed 1,236 trips, our Friendly Visitors met with clients 1,340 times, and clients accessed Light Housekeeping services 972 times.
- About 90 volunteers contributed more than 5,600 hours to the Richmond Better at Home program.
- 206 clients used our Shopping services, and received over 3,000 grocery orders.
- About 90 volunteers contributed more than 8,200 hours to the Shopping program.

PROGRAM HIGHLIGHTS



- This marks the third year of the Richmond Better at Home program, which continues to offer three services: Transportation, Friendly Visiting, and Light Housekeeping. These services exist to reduce isolation, enhance mobility, and support independence among Richmond's diverse seniors population. A client's daughter said, "The assistance, the companionship, friendship, and the excellent services that your team is doing brings hope and motivation for all of us." The benefits extend to Better at Home volunteers. As one driver put it, he enjoys "meeting people and being of some assistance. It's a good feeling that you are giving back to the community."
- Our Shopping program has four services: Shop-By-Phone, Group Shopping, and Individual and Personal Shopping. This year, we performed an assessment through Project Impact, sponsored by United Way of the Lower Mainland, to evaluate the effect of our services in the community. The findings were encouraging. 100% of respondents indicated that the program has made their life easier, and 98% said that it has improved their quality of life. In addition, 88% of respondents believe the program has had a positive impact on their health, and 95% of respondents believe they're better equipped to live independently because of the Shopping program.
- With funding from the Government of Canada's New Horizons for Seniors program, we've created a Seniors Knowledge Sharing Network. It provides a platform for the volunteers in the Information & Referral, Senior Peer Counselling, and Community Action Ambassador programs to share their knowledge and expertise with each other and their peers. They will also help to plan a large community event especially for older adults, called WHAM (Wellness, Health, and More). Lastly, they will identify the most valuable community information and create a postcard to be distributed throughout Richmond - a resource produced by seniors, for seniors.



Our Seniors Community Support Services receive funding from Vancouver Coastal Health, the Government of British Columbia, and the Government of Canada.

Richmond Volunteer Stories



Everybody has a story to tell. This is especially true of volunteers. Just think about it: they're out in our community day after day, helping people and supporting important causes in countless different ways. Their passion and dedication is unquestionable. Their impact undeniable. And their stories? They must be amazing, right? The stuff of Hollywood movies. If only somebody would record them, edit them, and make them available for everyone to see.

Our first thought was Steven Spielberg, but, unfortunately, he was busy. So instead, RCRG partnered with the Richmond Public Library, and we collected the stories ourselves. Over two Saturdays in February, we invited 26 volunteers to sit down with us and talk - about where they volunteer, what they do in their role, and why they do it. They told us about their favourite memories as a volunteer, why giving back to the community is important, and how others can get involved. It was one inspiring story after another, and we recorded every single word on an iPad. Then we edited the videos, and put them all up on our YouTube page. You can find the link at rcrg.org.

To all of the volunteers who participated, thank you for sharing your stories with us, and with Richmond. We knew they'd be amazing, and we know they'll help encourage volunteerism for many years to come.



Introducing RCRG.org

“Holy ... cow ... it's up ...”

That was the reaction of our web developer when RCRG.org finally went live, in April 2016. We'd spent the past year and a half building the site. We had the idea - the basic concept - as early as 2013. So when our vision became a reality, and a blank page was replaced by our new homepage, we were beyond excited. Holy cow, indeed.

What makes RCRG.org unique is its scope. It's not just our organization's website. It's a site for Richmond's *entire* charitable sector. We've included detailed profiles of all of our member organizations - 70 in total - so it's easy to learn about who they are and what they do. We've also made it easy to support them, through the site's volunteer opportunities database and online donation platform. Without ever leaving RCRG.org, site visitors can apply for volunteer positions with, and donate to, any of our member organizations. It's a one stop shop for local giving.

The site also features a community events calendar, a non-profit training centre, and a section for the Richmond Community Foundation, where, soon, it will be possible to contribute to forever funds, and apply online for grants and scholarships.

And we're not finished. Based on feedback from our members and site users, we'll keep improving RCRG.org, making it a more effective tool for non-profit organizations, and a more valuable resource for volunteers and donors.

So head on over and take a look. We'd love to know what you think!

The image displays a collage of screenshots from the RCRG.org website, showcasing its various features and user interface elements. The top left screenshot shows the homepage with a 'New Beginnings' article and navigation buttons for 'Volunteer Now', 'Donate Today', and 'What's New'. The top middle screenshot shows a 'Find a Volunteer Opportunity' search page with filters for location, organization, commitment, start, and date. The top right screenshot shows a 'Community Events Calendar' for May, June, and July, listing events like 'Landowne Mall Asian Heritage Month' and 'Richmond's Annual Child Care Gala Dinner'. The bottom left screenshot shows a 'I care most about...' section with various cause categories like 'Animal Welfare', 'Arts & Culture', 'Children', etc. The bottom right screenshot shows a 'What's New' section with a 'New Beginnings' article.

Community Partners



Because they're here...we're able to do what we do.

We're lucky at RCRG. Really, really lucky. We have an incredible group of supporters who, together, make our work possible. Our gratitude extends to those who appear on this page, and to the many more who do not. If you've contributed to our organization, whether as a volunteer or donor, know that we appreciate it beyond words. Still, there are two words that absolutely must be said: thank you.



WE GRATEFULLY ACKNOWLEDGE OUR MAJOR SUPPORTERS

Bekins Moving & Storage • Blundell Seafoods • City of Richmond • Coast Capital Savings • Government of Canada
Innovation Networks • Lansdowne Centre • O'Hare's GastroPub & Liquor Store • Opacity Design Group
Pacific Gateway Hotel • Province of BC • Province of BC, Ministry of Children and Family Development
Richmond Auto Mall Association • Richmond News • Safeway - Broadmoor • United Way of the Lower Mainland
Vancouver Coastal Health - Richmond Health Services • Vancouver Foundation • Variety - The Children's Charity
YVR - Vancouver Airport Authority



Who We Are

Board of Directors



Pat Watson (Chair)
Lawrie Portigal (Vice Chair)
Christine Campbell (Treasurer)
Susan Hutcheon (Secretary)
Dave Frank (Chair of the Community Foundation)
Grant Bryan
Dulce Cuenca
Julie Halfnights
Natasha Jung
Spencer May
Jacky Tang
Amy Yu

Staff



Denise Cheung
Eric Chow
Carol Dickson
Ed Gavsie
Josephine Ho
Sydney Kuo
Caitlin Lamb
Roseanne Law
Chris Lee
May Leung
Ryan Luetzen
Pamela Lui
Marcia MacKenzie
Laurie Scheuerman
Elizabeth Specht
Peggy Tang
Beth Tetzl
Alex Tse
Jocelyn Wong



A Hub for Volunteering and Giving

190 - 7000 Minoru Blvd. Richmond, BC V6Y 3Z5

604-279-7020 || info@rcrg.org || www.rcrg.org

Charitable Registration #: 11911 9055 RR0001

